

TELECASTING

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in our

7th
year

FOR THE FASTEST ROAD TO THE MINDS OF AMERICA... LOCALLY PRODUCED NEWSCASTS ON TELEVISION

What better medium for selling a product or an idea to America? They provide the answer to every person's craving for news and informed opinion. They do it through the two strongest human senses, aural and visual. They include regional, community and local news in their content. As a rule, they rate considerably higher than network newscasts. Just four of the many reasons why Spot TV newscasts on these twelve leading stations should be included in your Advertising plans.

They can help make 1952 your "sellingest" year.

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WBAL-TV	Baltimore
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KPRC-TV	Houston
KHJ-TV	Los Angeles
WHAS-TV	Louisville
KSTP-TV	M'p'l's-St. Paul
WSM-TV	Nashville
WTAR-TV	Norfolk
KPHO-TV	Phoenix
WOAI-TV	San Antonio
KOTV	Tulsa

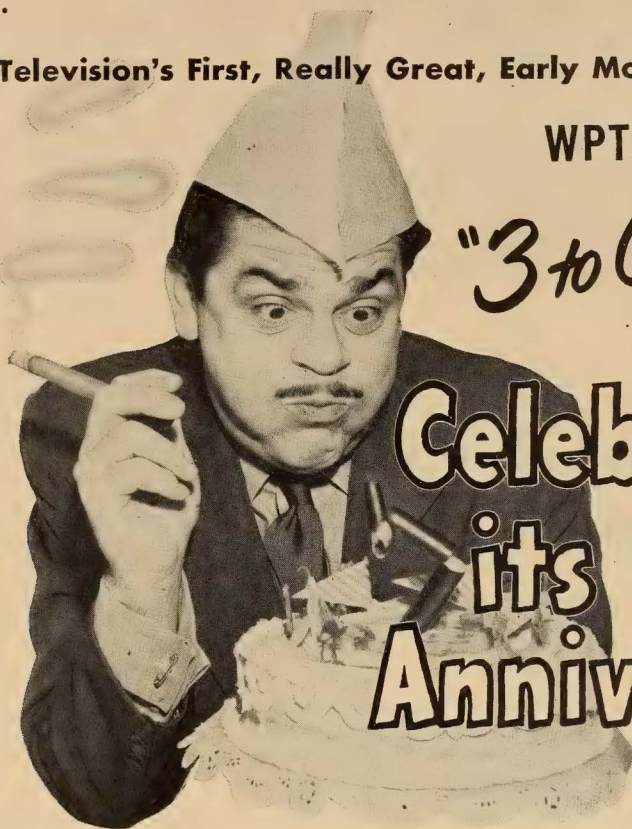
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EDWARD PETRY & CO., INC.

NEW YORK • CHICAGO • LOS ANGELES
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Television's First, Really Great, Early Morning Program . . .



WPTZ's

"3 to Get Ready"

Celebrating
its First
Anniversary

A YEAR AGO they said it was impossible. People just wouldn't watch television between 7:00 and 9:00 in the morning.

WPTZ, Philadelphia, didn't believe them. It programmed "3 To Get Ready," starring Ernie Kovacs, every morning from 7:00 to 9:00.

Now 1 year later "3 To Get Ready" is television's best and most successful early morning show. Plenty of audience, plenty of sponsors, plenty of entertainment are its ingredients.

Ernie Kovacs clowns, spins records, auditions goats, campaigns for office on the street—and does just about everything

else to keep conservative Philadelphia laughing, and watching. Lovely Edythe Adams and the music of Tony DeSimone keep the viewers humming over breakfast. It's fast, it's fun and it's here on WPTZ.

Give us a call here at WPTZ, Philadelphia, or see your nearest NBC Spot Sales Representative for the full story on "3 To Get Ready." Its ratings will surprise you. Its list of top name advertisers will prove that early morning television is good time, big time, television.

At WPTZ, Philadelphia, early morning television isn't only here—it's growing up!



TV-AFFILIATE

WPTZ

FIRST IN TELEVISION IN PHILADELPHIA



DECEMBER 3, 1951

JORDAN SURVEY

NINE major league baseball clubs that televised all home games or all day games in 1951 showed increased paid admissions, according to the third annual TV baseball survey conducted by Jerry Jordan.

On the other hand, the seven clubs which reduced, restricted or allowed no television had a loss in attendance, the survey shows.

The nine clubs that had regular TV played to an increase of 234,169 paid admissions, he found, whereas the seven clubs that curtailed or banned TV had a loss of 1,485,070.

Mr. Jordan said these figures must be weighed in the light of team records. "These figures would offer substantial evidence of TV's promotion value except for the fact that the clubs televising consistently had a better performance record as a group," he said. "Performance in all entertainment is usually the major factor at the gate."

As TV moves forward it "definitely is paying its way" in baseball, according to the Philadelphia analyst. He noted that major league clubs received \$4,562,312 for sportscasting rights in 1951, nearly equal to the total gate receipts of the entire National League in its biggest pre-war year. The TV rights fees guarantee player pension and welfare funds.

The figures show that "regular TV did not hurt the teams that were putting on an exciting performance, and eliminating or reducing it did not help the others," Mr. Jordan said.

"The future looks bright, too," he continued. "Television already is bringing in a very satisfactory new source of revenue. And this is not the peak; the intake will increase. Theatre television is developing and hundreds of new TV stations are going to be built. It is entirely possible that very large fees for big events and 'hot games' may swell the total far beyond anything we know today."

"In addition to the rights fees, television serves as a great promotional medium. Along with newspapers and radio it reaches many millions of people—especially women and out-of-townners who may never have seen a big league game. The high audience ratings, from 11% on weekday games to 33% of

Group A
Clubs which maintained their regular TV schedules of all home games—or all day games.

Club	Gain or Loss-1951	TV Schedule
Chicago White Sox	546,670	All day games
Phila. Athletics	155,664	All day games
Brooklyn Dodgers	143,535	All home games
New York Giants	132,989	All home games
Cleveland Indians	— 22,480	All home games
Boston Red Sox	— 41,387	All home games
New York Yankees	— 129,916	All home games
Chicago Cubs	— 271,529	All home games
Phila. Phillies	— 279,377	All day games

Net for Group A—A gain of 234,169 paid admissions

Group B
Clubs which reduced their regular television—restricted it or eliminated it entirely.

Club	Gain or Loss-1951	TV Schedule
Cincinnati Reds	49,474	Weekdays-Sats.
St. Louis Browns	46,639	No Regular TV
Wash. Senators	— 43,052	Reduced TV
St. Louis Cardinals	— 79,982	No regular TV
Pittsburgh Pirates	— 182,411	No regular TV
Boston Braves	— 456,911	Reduced night TV
Detroit Tigers	— 818,927	Weekdays-Sats.

Net for Group B—A loss of 1,485,070 paid admissions

set owners on Sundays, prove that it is interesting them. And interest is the forerunner of attendance.

"If every person in the normal metropolitan area of our big league cities came out to see just one game a season, there would not be enough capacity in the parks to seat them. No matter how many games people enjoy at home, TV should help promote at least a few trips to the park each year. If and when it does, attendance records will again be broken with added millions in rights fees."

The disappointing trend in minor league attendance during 1951, a good sports year, was "widespread and severe," Mr. Jordan said. He feared the structure of organized baseball will be seriously threatened if this trend continues.

"It is difficult to determine con-

clusively just what has caused this abnormal decline in minor league attendance," he said. "Television could not have been an important over-all factor, because less than 10% of the clubs are near enough to any TV area to be affected. Neither, in this instance, could performance be the cause. With over 400 clubs, gains and losses due to performance would tend to cancel out. Also, many teams with excellent performance have dropped off sharply. Wilkes-Barre is a good example, losing 50% in attendance while winning two consecutive pennants. There is no major league (or minor league) TV here and performance is certainly top-flight—yet it was necessary for Cleveland to move the franchise.

"Something else of a very broad

nature must be affecting the minors. Economic conditions, in the opinion of some, may be the cause. People had fewer 'real' dollars to spend the first eight months of this year. Undoubtedly, this situation has had an adverse effect on all attendance, but it cannot account for the sharp decline peculiar to the minors alone.

"Major league broadcasts are blamed by many owners for the drop in attendance. Over 1,000 radio stations carried baseball last year. Whether this influx of major league broadcasts has harmed minor league attendance has not yet been determined conclusively. No adequate research has been undertaken as yet. It would be very valuable to baseball if some systematic plan for studying the

(Continued on page 80)

OCT. GROSS

GROSS time sales of the four TV networks in October 1951 totaled \$14,469,284. Publishers Information Bureau reported last week.

Sum is more than double the gross of \$6,441,442 for three networks (ABC, CBS, NBC) during October 1950 when DuMont data was not reported. Even when DuMont figures for this year are deleted to make a direct comparison, the three-network gross for this October is well over twice the figure for the same month of last year.

For the ten-month period, January-October 1951, gross TV network time sales are more than three times the gross for the like period of 1950, again even after the 1951 DuMont figure is deducted from the four-network total.

Networks at \$14½ Million, Says PIB

NETWORK TELEVISION

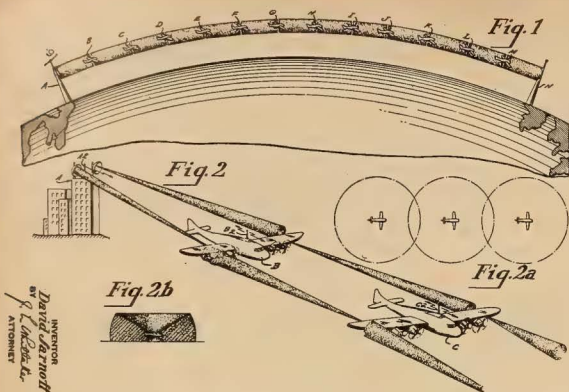
	OCT. '51	OCT. '50	JAN.-OCT. '51	JAN.-OCT. '50
ABC	\$ 1,846,408	\$ 1,221,773	\$ 14,643,504	\$ 4,086,497
CBS	4,704,775	2,211,898	33,102,526	8,444,185
DUMONT	752,876		\$ 960,450	
NBC	7,165,225	3,007,771	46,147,808	14,840,925
TOTAL	\$14,469,284	\$ 6,441,442	\$ 99,854,288	\$ 27,371,607

*Figures for 1950 not available

NETWORK TELEVISION TOTALS TO OCTOBER 1951

	ABC	CBS	DUMONT	NBC
January	\$ 1,328,719	\$ 2,601,165	\$ 435,527	\$ 4,187,222
February	1,254,851	2,600,339	406,079	3,949,360
March	1,539,470	2,993,902	457,811	4,654,063
April	1,432,319	2,906,891	574,025	4,758,309
May	1,385,901	3,066,249	622,646	4,946,338
June	1,437,593	2,900,782	564,478	4,244,240
July	1,351,168	3,434,659	645,359	3,477,952
August	1,444,593	3,734,551	763,071	3,359,856
September	1,622,482	4,159,213†	738,578	5,405,243†
October	1,846,408	4,704,775	752,876	7,165,225
TOTAL	\$14,643,504	\$33,102,526	\$5,960,450	\$46,147,808

†Revised as of Nov. 27, 1951



ACCOMPANYING Gen. Sarnoff's patent application, which was granted last October, was this technical representation of his recommended air relay and detection system (Fig. 1). Other diagrams show perspective view of communication radiation patterns, a shore station and two aircraft of the system being shown (Fig. 2); plane view of detection coverage of several airplanes (Fig. 2a), and section view of detection coverage of a typical plane (Fig. 2b).

DuMONT MOVE

Plans Central Division

DuMONT TV Network is establishing a central division in Chicago and plans to originate at least 25% of its network TV programs from that city. Plans were revealed in a wire sent by Gerald Lyons, DuMont public relations director, to Irving Kupcinet, columnist of the Chicago *Sun Times*, who on Nov. 7 reported that *Down You Go* would originate in New York at the insistence of DuMont executives.

"Quite to the contrary," Mr. Lyons wired, "Chris J. Witting, our director, insisted that it stay in Chicago . . . in addition to *Down You Go*, we move *They Stand Accused* out of Chicago from 10-11 every Sunday night and likewise telecast wrestling from Marigold Gardens from 9:30-11 every Saturday night. . . . More important than that, however, Witting is actually in the process of setting up a central division of our network whose single purpose is to take advantage of the television ability and talent made available to us in Chicago through WGN-TV."

'Breakfast' on TV

RADIO, television and subsidiary rights to *Breakfast in Hollywood* have been purchased by George Foley and Richard Gordon Inc. for daily presentation as a live TV show. To be seen in the East sometime before noon, the TV version will be budgeted at \$10,000 a week and will originate from either a Hollywood restaurant or hotel. Most original features of the radio version will be retained, but several new contest ideas will be added, including one in which winners and their families would get a free trip to the West Coast. Former owners of the show are John Masterson, Billy Breneman and Ray Morgan.

THROWER NAMED

Takes CBS-TV Sales Post

SALES department of CBS Television Network last week underwent changes in executive personnel when Fred M. Thrower, vice president in charge of television for ABC, was named vice president in charge of sales for CBS-TV, effective today (Monday), replacing David V. Sutton, resigned.



Mr. Thrower

Arthur E. Duram, assistant sales manager, CBS Television, has also resigned to join Fuller & Smith & Ross, New York, in newly created position of director of TV and radio activities, effective immediately.

Mr. Sutton's future plans are expected to be announced shortly.

ALLOCATIONS

STILL awaiting FCC action, following the deadline for the "paper" TV allocations proceedings Nov. 26, are oppositions to the Commission's recommendations to change frequencies by WSAZ-TV Huntington, W. Va., and WKY-TV Oklahoma City. Also unsettled is the qualified "yes" by WNHC-TV New Haven to changing its channel in line with the Commission's suggestions.

Deadline saw 1,490 documents filed by midnight of last Monday, leaving the FCC reviewing staff of attorneys, engineers and accountants with the end of the mountain of filings in view. Hope continues high that the Commission can end the three-year-old TV freeze by February [B•T, Nov. 5].

Refusal of WSAZ-TV and WKY-TV to go along with the Commission's

SARNOFF PATENT

Would Aid U. S. Air Defense

PRINCIPLES of television, radar and microwave relay are incorporated in an automatic warning system—designed to detect planes, missiles and ships approaching the United States—for which Brig. Gen. David Sarnoff, RCA board chairman, has been granted a patent, it was disclosed last week.

Specifications call for an airborne radar net, in which a succession of planes leaving shore on a predetermined course search a specified area with radar equipment. Information thus compiled is relayed automatically from the lead plane successively through trailing planes and finally to a control center at the home base. Thus the radar net is moved continuously across vast distances, covering possible invasion routes and effecting protection for a greater area of national frontiers.

Television camera, added to the plane's equipment, relays radar information—plus data on airspeed, compass bearing, and altitude—to the control center by means of lightweight, low-power microwave relay apparatus, which would not affect the plane's freight-carrying capacity.

Patent also describes a means for intercepting enemy signals, transmitted to or from a guided missile, and provides a method for immediate transmission of identical signals to take over control of that missile. In this way, the enemy equipment could be directed to a new path, which would be continued until fuel supply were exhausted and the missile fell over the sea or an uninhabited land area.

A variation of the same principle allows for the control center to dispatch fighter planes to meet and destroy guided missiles or enemy planes long before they are able to reach their objective. Aircraft on patrol would be equipped with parasite planes, equipped with radar and radio to send back to the nearest group of defensive fighter

planes a continuous flow of signals giving positions, speeds and directions of enemy craft. Fighter planes, upon receipt of the information, would be able to take off from land bases or carriers, fly directly toward the intruders and intercept them before their missions are accomplished.

It was suggested that the same principle could be used in peacetime to relay television programs through a chain of planes and thus achieve a trans-oceanic TV system.

Dr. Elmer W. Engstrom, vice president in charge of RCA Labs Division, said, "The system proposed by General Sarnoff would enable detection at much greater distances than is now feasible. At the same time it would transmit the information to a control center that could act immediately. By this new method, countermeasures will have a greater opportunity to deal with enemy planes or guided missiles that might be carrying atomic bombs and to destroy them at sea before they can reach targets on land."

Utilizing equipment already developed and in use, the system was described in the U. S. Patent Office's official gazette for October 1951. Gen. Sarnoff has assigned his patent—No. 2571386—to RCA.

The board chairman had previously patented a secret signalling system in 1948, in which ordinary messages are converted to arbitrary signals and transmitted by facsimile or television to a decoding terminal, thus ensuring secrecy even when the message has been transmitted by a common radio carrier.

Oral Hearing Bids Pend

4 operation was requested by WKY-TV rather than changing to FCC's proposed Channel 7 [B•T, Nov. 5]. The Oklahoma City station urged the Commission's proposed VHF allocation to that city, Tulsa and Muskogee be revised to retain Channel 4 where it now is. Neither of the other cities would receive fewer VHF channels than proposed by the Commission, the WKY-TV presentation said. In a brief filed last week, the station not only stood firm on its refusal to switch channels; it also asked for an oral hearing on the subject.

Tangle with ABC's WJZ-TV and Macy's WOR-TV, both in New York, is at the root of WNHC-TV's troubles. The FCC recommended that it switch from present Chan-

(Continued on page 80)

CHICAGO TV LOSS

Davis Blames Networks

NETWORKS—specifically NBC—are to blame for the lack of TV network originations in Chicago, which often are cheaper and as good as New York productions. This was the assertion of J. Hugh E. Davis, executive vice president of Foote, Cone & Belding, Chicago, as he spoke at a joint luncheon meeting of the Chicago Television Council and Radio Management Club Wednesday in the Sheraton Hotel.



Mr. Davis

Denying the oft-repeated Chicago charge that agencies and advertisers are primarily responsible for production swings from the Midwest to both coasts, Mr. Davis said agencies are interested first in bettering business for their clients.

TV network sponsor interests, he charged, can frequently be served more cheaply with Chicago originations because of lower production costs there. He spoke to a capacity audience of some 300 persons, all of whom have been debating the issue because of the industry hubbub about Dave Garroway and Kukla, Fran & Ollie (both NBC-TV) during the past few months.

Claiming TV network originations are "practically dead" in Chicago, but can perhaps be revived if the networks choose, Mr. Davis said there were 16 network shows out of Chicago in January, 10 now. "The powerful little Goliath of Chicago television is now without life except for a few wriggling toes, with all the rest being clubbed and beaten insensible by the New York production giants—and they will probably take up whacking the toes, too."

Speculating as to why shows have been taken from Chicago and others never started, Mr. Davis said he could find only one reason which "makes sense" but is never

given. "Either the production bosses in New York want the credit, or they have convinced themselves their product generally is better."

Discussing network in specific rather than broad terms, the FC & B executive eliminated DuMont, ABC and CBS from his charges. ABC, he said, has "very, very fine" facilities in Chicago, but no "gold mine" to work with although "it could have done better." DuMont has no money for "experimentation and emergence into the big time." CBS has no production facilities in Chicago, although "it might have found a way if it really wanted to." (WBKB, CBS affiliate, is owned by Balaban & Katz Movie chain, and the proposed acquisition of WENR-TV, now owned by ABC, has not been approved by the FCC.)

Names NBC

Naming NBC as the network most responsible for the fate of Chicago originations, Mr. Davis cited its removal of the Jack Carter portion of the *Saturday Night Review*, "which had a high rating which was not improved

when it went to New York and it was done more cheaply here." *The Ransom Sherman Show* "never even had a chance," he said.

Referring to the *Garroway at Large Show* as the most "famous case," Mr. Davis retold the story of how Armour had bought the program which was slotted into an off-time period for which only nine live stations could be cleared. He said Armour was offered that time period only, despite the fact NBC was planning the *Kate Smith Show* (on which no sales had been made) for a better hour, and put *The Goldbergs* into a good half-hour as a sustainer. He pointed out the *Garroway Show* and talent are owned by NBC.

Additional costs of New York productions are passed on to the client, Mr. Davis said. FC & B has no Chicago originations, however, because of a lack of network cooperation, and there is no chance when the program is an established New York property, when the time slot a client seeks goes with a specific show, or when the personality wants to remain in New York or Hollywood, he said.

Referring to *The College Show*,

TV EFFECT

SERENE outlook for the magazine business is given in a fall report on "Readership of Magazine Advertisements vs. the Growth of Television" survey by Daniel Starch & Staff, consultant in business research.

The charted upswing or downswing of movies, radio, and magazines, including a breakdown on magazine advertisement classifications, shows radio and the movies as the chief victims of TV growth, according to the Starch report.

The survey takes in the past five year, during which the Starch firm said "the number of television sets installed grew from virtually none to over 12 million." [For A. C. Nielsen, president of A. C. Nielsen Co., statement on the Starch report see B•T, Nov. 12.]

Taken section by section, here is what the report says in effect.

As TV sets were installed in greater numbers there was unstemmed decline in movie attendance. In 1949, for example, when there were some 2½ million TV sets installed, according to the Starch report, there was a decline of some 15 million in movie attendance per week as compared with movie-going in late 1946. Starch estimated that movie attendance figures would come to the number of TV sets installed in latter 1951—that is, to about 16 million moviegoers to about 12-13 million TV sets installed.

A comparison of radio to TV was arranged by Starch by taking the top 10 radio program ratings during the five years (based on Nielsen ratings) and comparing those to the number of TV sets installed. According to Starch, radio's top 10 slumped continuously and now

Magazines Claim Least Injury

stands with a 13% rating as against the 12-13 million TV sets installed.

Total circulation of magazines during the five year period increased from a little more than 30 million in 1947 to a healthy 32 million in 1947, the Starch report claims. News stand sales of magazines were shown as only slightly lower but still within the 10-13 millions bracket.

Magazines Untouched

The obvious conclusion, according to Starch's figures, is that national magazines were virtually untouched by the climbing installation of TV sets.

Magazines surveyed included *Collier's*, *Good Housekeeping*, *Ladies' Home Journal*, *Life*, *Look*, *McCall's*, *Saturday Evening Post*, *Time*, *Woman's Home Companion*. Date of comparison is March 1951.

Breakdown in "one page black-and-white and four-color advertisements" for readership showed women increasing their numbers a couple of million, the men about holding their own (compared to TV set installation) for both those "noted" and for those "read most." Other categories were similarly broken down—that is food, automotive, tobacco, toilet articles—and in each case, the Starch report asserts readership was about the same despite the increase in TV set installation.

a network feature planned by the agency early this year with college talent and Tommy Dorsey, Mr. Davis said CBS Chicago refused to make Chicago facilities available and plans were dropped when it was discovered production costs would have been \$1,500 more per week for a New York origination.

He pointed to specific programs which could best originate in Chicago, saying top-level dramatic and variety programs should continue to emanate from the coasts. Among the types he recommended for Chicago were situation comedy panel, audience participation, soap opera and mystery, all with static casts.

Cites Remaining Shows

Referring to the fact that production know-how is available in Chicago and many Chicagoans have been exported to New York for high-paying jobs, Mr. Davis cited several of the remaining shows, each of which he considers distinctive. They included *Zoo Parade*, *Kukla, Fran & Ollie* ("the cut from half-hour to 15 minutes was good and will help prolong its life"), *Super Circus*, *Studs Place* and *The Wayne King Show* (the latter two on partial networks). *Hawkins Falls*, "the top-rated soap opera," gets better ratings, he said, than *The First Hundred Years* out of New York and *Miss Susan* from Philadelphia which cost, respectively, \$6,000 and \$3,000 more per week than *Hawkins Falls*.

Networks also have an obligation to their clients, Mr. Davis charged. "If a show can be done more cheaply and as well in Chicago, they should try it." Some are beginning to "make an about face" as costs rise and advertisers start reducing the length and frequency of their time periods, he concluded.

MACY'S PARADE

Draws High WJZ-TV Rating

ALMOST 89% of the television sets in New York operating between 10:30 a.m. and noon Thanksgiving day were tuned to WJZ-TV New York which carried exclusively Macy's Pre-Christmas parade, according to a special Trendex rating report.

Overall rating for the full hour and a half telecast was 40.1%, with 45.2% of sets in use. Half-hour breakdown gave a 36.6 rating with a 79.3% share of audience for first segment; 42.9 rating with 96.5% of the audience for the 11:30 a.m. segment; a 40.7 rating with 91.1% of the audience for the last half hour.

MOTOROLA Inc., Chicago, has borrowed \$7½ million from Prudential Insurance Co. to pay an earlier debt to company of \$1,335,000 and to provide additional working capital. This was reported in Chicago last week by Paul Galvin, executive vice president. He said the sum will be repaid on a 15-year note at 3½% interest.

ELECTRIC FIRMS

Plan TV Series on 31

ELECTRIC COMPANIES Advertising Program, New York, will sponsor a series of half-hour filmed shows [CLOSED CIRCUIT, Nov. 19] called *The Electric Theatre* starting the last week in January on 31 television stations.

Show is produced and packaged by Screen Televideo Productions of Hollywood. Format of the program will range from comedy to melodrama, from science fiction to westerns. Each film is an original, produced by Gil Ralston.

Electric Companies Advertising Program's radio series, *Meet Corliss Archer*, will continue on CBS Radio Sunday, 9-9:30 p.m. N. W. Ayer & Son, New York, is agency.

IF YOU

BEN ROSE



WERE A CHILD



Your eyes, too, would reflect the uncomplicated charm of "Betsy and the Magic Key."

You'd live every magic moment of all 260 of these quarter-hour film fables...know as well as your own name bright-eyed, light-hearted puppet characters like Betsy, Texas Ranger, Mr. and Mrs. Bear, Tommy the Bumblebee, "Dumb" Bunny, Sir Anthony the Elephant...

As an advertiser, you already know that this kind of spell—with its wide-eyed fascination and day-in-and-out devotion—will help you sell more of your product.

"Betsy and the Magic Key"* will open new doors for you. For first-run rights in your television markets, subject of course to prior sale, just get in touch with...

*Written and produced by Elizabeth Raines, with the famous Sue Hastings Marionettes.

CBS TELEVISION SPOT SALES *with*

*offices in New York, Chicago, Los Angeles,
Memphis, Detroit and San Francisco*

Boca Raton Registration

(Continued from page 34)

John T. Hopkins, WJAX Jacksonville; Harold Hough, WBAP, Mr. & Mrs. Stanley Hubbard, KSTP St. Paul; Mr. & Mrs. Harry Hyett, WEBC Duluth; Mr. & Mrs. Walter Johnson, WTC Hartford; Eddie E. Jones, WSOB Charlotte, N. C.; Mr. & Mrs. Myron J. Kallett, WKTV Utica, N. Y.; Mr. & Mrs. Ewing C. Kelly, KCRA Sacramento; Mr. & Mrs. William F. Kelley, WOOD Grand Rapids; Mr. & Mrs. Walter Krebs, WJAC Johnstown, Pa.; Mr. & Mrs. Tom Kritzer, KGNC Amarillo; Mr. & Mrs. Robert Lamb, WAB Norfolk, Va.; Mr. & Mrs. T. B. Lanford, KPCL Lake Charles, La.; James M. LeGate, WIOD Miami, Fla.; Martin Leich, WGBF Evansville, Ind.; R. O. Lewis, KTAZ Phoenix.

Mr. & Mrs. Arthur Littick, Mr. & Mrs. Clay Littick, and Mr. & Mrs. William O. Littick, WHIZ Zanesville, Ohio; Mr. & Mrs. Walker Long, WSAZ Huntington, W. Va.; Nathan Lord, WAVE Louisville; J. J. Louis, KTAZ, Ernest Loveman, WPTZ (TV) Philadelphia; Mr. & Mrs. Paul A. Loyet, Who Des Moines, Mr. & Mrs. J. L. Lusk, WDXJ Jackson, Miss.; Mr. & Mrs. W. T. MacNeilly, WKTV; Jim Manning, Z-Bar-Net, Butte, Mont.; Mr. & Mrs. Douglas Manship, Charles P. Manship Jr., WBTB Baton Rouge, La.; S. Carl Mark, WITM Trenton, N. J.; Dwight Martin, WLW Cincinnati; H. S. Martin, WJMA Mobile, Ala.; Mr. & Mrs. Richard H. Mason, WPTF Raleigh; Mr. & Mrs. Clair McCollough, KYAC Lancaster, Pa.

Mr. & Mrs. John F. Meagher, KYSM Mankato, Minn.; Mr. & Mrs. T. W. Metzger, WFBM Madison, Wis.; Mr. & Mrs. K. B. Bismarck, WDB, Mr. & Mrs. James H. Moore, WLSL Roanoke, Va.; Mr. & Mrs. P. W. Morency, WTC Portland; Paul M. Murrell, WROL Knoxville; M. A. Mulroney, KGU Honolulu; Mr. & Mrs. John T. Murphy, WTTV (TV) Cincinnati; K. T. Murphy, WLW Cincinnati; Mr. & Mrs. G. W. WEEB; Mr. & Mrs. W. O. Murrell Sr. and Mr. & Mrs. W. O. Murrell Jr., Orlando, Fla.; J. J. Norton, Jr., WSAW Allentown, Pa.; Ralph Nimmons, WFAA-TV Dallas; George James A. Noe, KNOE Monroe, La.; Mr. & Mrs. Vernon A. Nolte, WJZZ Zanesville; George W. Norton Jr., WAVE Louisville; Mr. & Mrs. Byron W. Ogilvie, KRGV West, Tex.; Mr. & Mrs. J. M. Outer Jr., WSB Atlanta; Paul Overbay, WKPT Kingsport, Tenn.; W. B. Pape, WALA Mobile; Mr. & Mrs. Jack Parker, WSAM Saginaw, Mich.; Edwin J. Paxton Jr., WKYB Paducah, Ky.; B. H. Peace Jr. and Mr. & Mrs. Roger C. Peace, WFBC Greenville, S. C.

Mr. & Mrs. Howard E. Pill, WSPA Montgomery, Ala.; L. A. Pixley, WLOK Lima, Ohio; Mr. & Mrs. D. L. Provost, WBAI Baltimore; Louis Road, WISN New Orleans; Mr. & Mrs. E. C. Reineke, WDAY Fargo, N. D.; Mr. & Mrs. William H. Rimes, WSH Portland, Me.; Mr. & Mrs. William F. Rippetoe, WBOW Terre Haute; Mr. & Mrs. L. H. Rogers, WSAZ Huntington, W. Va.; E. J. Rorick, WCV Savannah; Robert Rounnerstrom, WLOK Lima; Lee Ruwert, WTVJ (TV) Miami.

Mr. & Mrs. E. C. Sanders, WOC Davenport, Iowa; J. D. Saumenig, WIC Columbia, S. C.; Arthur W. Scharfeld, WSAW Allentown, Pa.; Mr. & Mrs. K. F. Schmitt, WBA Madison, Wis.; Mr. & Mrs. Alvin D. Schrott, WJAC Johnstown, Pa.; Thomas Sharp, KFSD San Diego; Mr. & Mrs. J. M. Shattuck Jr., WHIS Bluefield, W. Va.; Mr. & Mrs. James D. Shouse, WLW Cincinnati; John W. Schulz, WMVA Martinsburg, Va.; Mr. & Mrs. E. W. Slavicek, WM, Memphis; Charles Smith, WTBO Cumberland; Mr. & Mrs. T. F. Smith, KRIS Gary, Ind.; Mr. & Mrs. George B. Storer, Fort Industry Co.; John W. Westinghouse Station; Mr. & Mrs. P. A. Suga, WKY Oklahoma City; Mr. & Mrs. W. C. Swartley, Westinghouse Stations; Mr. & Mrs. Robert D. Taylor, WDSB New York.

Mr. & Mrs. Archie J. Taylor, KANS Wichita; Dale Taylor, WENY Elmira, N. Y.; Mr. & Mrs. O. E. Taylor, KRGV Weslaco, Tex.; George Thomas, WLOL Lafayette, La.; Mr. & Mrs. C. R. Thompson, WBN Buffalo; John Thorwald, WCOA Pensacola; Mr. & Mrs. L. P. Thurston, KGU Honolulu; Roland Tooke, WPTZ (TV) Philadelphia; George Torres, WBSB Buffalo; Haan J. Tyler, KFI Los Angeles.

Mr. & Mrs. E. R. Vadeboncoeur, WYR Syracuse, N. Y.; J. Holiday Vane, WCOA Pensacola; Mr. & Mrs. R. M. Venable, WGKV Charleston, W. Va.; Mr. & Mrs. W. D. Wagner, WOC Davenport; Mr. & Mrs. W. Walter E. Wagstaff, KIDO Boise, Idaho; L. E. Wailles, Fort Industry Co.; Mr. & Mrs. W. Walbridge, WWJ Detroit, Mich.; Mr. & Mrs. W. J. Walker, WMAA Marinette, Wis.; J. Gordon



STYMIED by the NCAA in its attempt to carry the Kentucky-Tennessee grid clash Nov. 24 [8PT, Nov. 26], WHAS-TV Louisville used this balop at game time to tell viewers of its frustrated effort.

Wardell, KGBX Springfield, Mo.; Mr. & Mrs. Irving Waugh, WSM Nashville, Tenn.; Gilbert A. Wellington, KENY Anchorage, Alaska; Keith Wells, KGBX Springfield, Mo.; R. W. Welpott, WGY Schenectady, N. Y.; Harold Wheelahan, KSYL Alexandria, La.; Thomas White, WBAL Baltimore, Md.; B. T. Whitmore, WFBC Greenville, S. C.; Harry C. Wilder, WSYR Syracuse, N. Y.; Mitchell Woodall, WDAK Columbus, Ga.; Mr. & Mrs. J. S. Woods, WMRF Lewistown, Pa.; Mr. & Mrs. W. Woods, WHO Des Moines, Iowa; Mr. & Mrs. E. Newton Wray, KTBS Shreveport, La.; Mr. & Mrs. George D. Wray, KTBS Shreveport; Mrs. Bess Marsh Wyse, KWEW Hutchinson, Kan.; Mr. & Mrs. Ed Yocum, KGHl Billings, Mont.

NBC PERSONNEL

Mr. & Mrs. David Adams; Doris Ann; Mr. & Mrs. Charles Barry; Mr. & Mrs. Hugh Beville; Mr. & Mrs. Charles Bevis, KOA Denver; Mr. & Mrs. William F. Brooks; Henry Cassidy; Mr. & Mrs. Jack Cleary; Ted Cotti, WNBC New York; Allan Courtney; Tom McCray; Edward Daly; Ogden Knapp.

Mr. & Mrs. Charles Denny; Sid Desfor; Mr. & Mrs. Josef Dine; Mr. & Mrs. Sydney Eiges; Mr. & Mrs. Fred

Dodge; Harriet Egan; Frances Kline; Agnes Sullivan; Miriam Lacomara; Jacob Evans; Henry Shepard; Mr. & Mrs. George Frey; Mr. & Mrs. James Gaines; Raymond F. Guy.

Mr. & Mrs. Paul Hancock; O. B. Hanson; Mr. & Mrs. William Hedges; Joseph Hoffmann; John Cahill; Mr. & Mrs. Jack Herbert; Sheldon Hickox; Mr. & Mrs. Eugene Jester; Tom Knode; Harry Kopf; John McCormick.

W. Marshall Keeling; Rud Lawrence; James V. McConnell; Mr. & Mrs. Joseph McConnell; Tom McFadden, KNBH Hollywood; Edward Madden; Mr. & Mrs. Gustav Margolis; Mr. & Mrs. Don Mercer; Lyman Munson; James Nelson; Ray O'Connell; Mr. & Mrs. Richard Pinkham; Mr. & Mrs. Frank Russell; John Royal; Mr. & Mrs. Robert Sarnoff; Mr. & Mrs. Walter Scott; Mr. & Mrs. Fred Shaw; Mr. & Mrs. Hamilton Shea; Mr. & Mrs. Robert Shelby; Mr. & Mrs. Carleton Smith; Mr. & Mrs. Carl Stanton.

Davidson Taylor; Charles Townsend; Mr. & Mrs. Niles Trammell; Albert Walker; Mr. & Mrs. Sylvester Weaver; Mr. & Mrs. John West; Mr. & Mrs. Fred Wile; Lloyd Yoder, KNBC San Fran-

cisco; Frank Young; Phil Hirsch.

RCA PERSONNEL

Mr. & Mrs. Carl Byoir (Carl Byoir Associates); Sheldon Coons; Mr. & Mrs. Orrin Dunlap; C. N. Hoyle; Mannie Sacks; Wally Watts; M. A. Trainor; Richard Hooper; W. Y. Pan; Dr. George Brown; Mr. & Mrs. George Beers. Frank Vierling; John Norell; Irving Sobel; George Robinson; E. C. Wilbur.

FCC PROPOSAL

To Take Hawaiian Channels

NO GREAT loss to TV or FM is believed occasioned by the FCC action last week proposing to change the allocation of TV Channels 5 and 6 (76-88 mc) and FM Channels 251-300 (98-108 mc) in the Hawaiian Islands to common carrier inter-island communications. FCC's proposed rule-making notice calls for comments from interested parties by Jan. 11, 1952.

Proposed change in TV and FM allocations in Hawaii followed a petition last June by Mutual Telephone Co. Telephone company claimed that it was impossible to use submarine cable among the islands of Hawaii due to the heavy surf pounding cable against coral reefs. Also that the use of the 30-50 mc common carrier band caused interference to broadcast stations in the Islands and also in the continental U. S. And that the 3700-4200, 5925-6425 and 10,700-11,700 mc common carrier microwave bands are unable to properly carry across the long water hauls among the Islands.

In tests of frequencies over 460 mc, Mutual said it found that they showed variations in signal level in excess of acceptable commercial standards over water paths of 60 or more miles.

Maximum distance between adjacent islands in the Hawaiian group is 72 miles, according to the telephone company. Separations range from nine miles between adjacent islands Lanai and Maui to 250 miles between the non-adjacent islands of Hawaii and Kauai. Transmission distances contemplated by Mutual are based on existing transmitter locations and range from 42 miles to 92 miles.

In bolstering its plea for additional frequencies, Mutual also pointed to the four-fold increase in inter-island radio communication traffic that has occurred in Hawaii since World War II.

In the FCC's proposed table of TV allocations to Hawaii, Channels 5 and 6 are not assigned anywhere on the Islands. In both TV and FM there is felt to be a surplus of wavelengths there. Thus, neither the public nor broadcasters should suffer any hardship, it is believed. Comr. Robert Jones dissented.

FREE auditions for television packagers will be offered by WENR-TV Chicago on January when *Showcases* takes the air Tuesday from 10:30 p.m. CST. Live video programs independently created and produced will be showcased to video audience and also to clients and agencies in regular weekly series, with the station donating the time.

NTSC COLOR Field Tests Start This Week

FIELD TESTS of tentative standards for a compatible color TV system recommended last week by the National Television System Committee should be in full swing by the end of this week. Target date for completion of the tests is March 1952, after which NTSC hopes to be able to present its recommendations to the FCC.

Tests for the next four months will be conducted by RCA and DuMont in New York, Philco in Philadelphia, Zenith in Chicago, General Electric in Syracuse and RCA-NBC in Washington.

In releasing the technical specifications of the signal to be used in the field tests, Dr. W. R. G. Baker, GE Electronics Division vice president and chairman of NTSC, stated they were unanimously adopted by the committee.

NTSC said it is looking for participation in the tests by all segments of the radio-television industry—manufacturers, consulting engineers, broadcasters, servicemen, amateurs and experimenters. Reports of those participating were solicited by the committee, which asked that comments be sent to Dr. Baker in Syracuse.

The test specifications are divided into two groups. The first set repeats the present black-and-white standards, except for modification

of the horizontal synchronizing pulse to provide the color synchronizing signal. The second group sets forth the specifications of the color signal, which are added to the basic black-and-white standards.

Among those who contributed materially to the recommended test specifications were RCA, Hazeltine, Philco and GE. The NTSC, however, is composed of representatives of all segments of the radio-TV manufacturing and broadcast industry.

Development of a compatible TV color system is more in the nature of a technical advance than of commercial import in the immediate future, due to the government's ban on the manufacture of color TV receivers for public sale. The ban was first requested by Defense Mobilizer Charles E. Wilson in October and was officially promulgated by the National Production Authority two weeks ago [8PT, Nov. 26, Oct. 29, 22].



TELEVISION FILM CAMERA CHANNEL

puts quality where the money is!



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

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

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

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



GET THIS BULLETIN FOR YOUR G-E FILE

Complete specifications and photographs of Type PE-5-A film camera channel. Write today: *General Electric Company, Section 2121-3, Electronics Park, Syracuse, New York.*

GENERAL ELECTRIC



FITS ANY TV SYSTEM OR PROJECTOR.

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



EASY INSTALLATION—NO EXTRA WIRING.

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



12 1/2" MONITOR CONSOLE—

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

Allocations

(Continued from page 74)

nel 6 to Channel 8. It said it would be glad to do so, provided present proposed rules remain unchanged—i.e. stations going to full 100 kw or 200 kw powers under Commission's proposals would be required to reduce their powers if their signals cut into the Grade A service of another station [B•T, Sept. 10]. This is exactly what would happen if WJZ-TV on Channel 7 and WOR-TV on Channel 9 were allowed to go to the power limit permitted by the proposed FCC rules. Both New York stations are striving to get the FCC limitation removed.

Also still awaiting FCC action are the requests for oral hearing by KROW Oakland, Calif. [B•T, Oct. 15]; Daily News Television Corp., comprising WIBG-Philadelphia Daily News [B•T, Oct. 22] and DuMont [B•T, Nov. 5], among others. These are in addition to the WKY-TV request. Last week FCC denied request of Southern Illinois U. for oral hearing.

Still pending also is a request by Zenith asking for an FCC ruling on its rights for Chicago's Channel 2 for which it is an applicant [B•T, Aug. 6]. Under the FCC proposals, WBKB in that city will change from Channel 4 to Channel 2.

Additional documents are trickling in until Dec. 15, due to the allocation changes made in the U. S.—Mexico agreement on border

TV assignments [B•T, Nov. 12, Oct. 29]. Affirmative filings thus far received in this category indicate no problems with original presentations. DuMont made some changes in its master allocation proposal, none of which is considered significant.

KSL-TV MOVE

Would Use Only 2.5 w

PIPSQUEAK power of 2.5 w for a TV station is not as strange as it might seem at first blush. In an application filed with FCC last week KSL-TV Salt Lake City asked for just that. Reason is this:

KSL-TV plans to move to Coon Peak in the Quirrh Range, 15 miles outside Salt Lake City. This would make its antenna height above average terrain 3,450 ft., compared to present minus 416 ft. (minus average height is due to the fact that Salt Lake City is surrounded by mountain ranges).

Since FCC rules prohibit any station from covering more area than it does with its pre-freeze facility, KSL-TV has to cut its present 18.4 kw effective radiated power to 2.5 w in order to continue serving its present 650 sq. mi. If the station were to continue radiating 18.4 kw, it would cover 8,829 sq. mi. After the freeze is lifted, FCC is permitting 100 kw radiation from low-band TV stations. At that time, KSL-TV could cover not only the entire northern half of Utah, but parts of Idaho and Wyoming as well.

TELEMETER TEST

Being Conducted in L. A.

FIELD tests of International Telemeter Corp.—Paramount Pictures "Telemeter" subscription-TV device—currently is being conducted over KTLA (TV) Hollywood, with short subject films and test patterns used in experimental work during station's after hours, between midnight and 9 a.m. Tests are under special FCC permission [B•T, Sept. 3].

Engineers installed Telemeter equipment with coin box attachments on six standard TV receiver sets of various manufacture and are shifting them to different areas around Los Angeles in the test.

Although great secrecy is maintained and denial was made that the tests are being conducted, one purpose of experimental work, it was understood, is to determine if technically-minded viewers can successfully adjust sets to unscramble picture signals without telemeter equipment attachment.

Following the 90-day experimental field tests, which started in early October, it is expected that International Telemeter Corp. and Paramount Pictures (51% stockholder in the firm), will apply for FCC permission to install pay-as-you see system equipment on sets in a substantial number of Los Angeles area homes on a trial basis. KTLA (TV), licensed to Paramount Television Production Inc., would be the releasing station.

Test would be similar to that conducted by Zenith for Phonevision earlier this year in Chicago.

Jordan Survey

(Continued from page 73)

true effect of this condition was instituted this season.

"My personal opinion is that the real problem is what I called the 'Major League Frame of Mind' in the 1950 Analysis of Baseball Attendance. So much emphasis has been placed on major league ball that the local players are getting far less attention than they deserve.

"There is only one way to combat this condition. It is not by seeking to restrict the majors, but by putting on a hard, aggressive, continuous program of selling the local teams in their communities.

Anniversary Promotion

"George Trautman (president, National Assn. of Professional Baseball Leagues) did an excellent job in arranging for widespread cooperation in promoting the golden anniversary of baseball. That was a fine start and achieved good national visibility. But to achieve maximum benefit for the minors such cooperation must be intensified in the local community, by plans similar to the one offered by the Sports Committee of the Radio-Television Mfrs. Assn. It has to grow out of the local towns where minor league baseball is played, and it must be a joint effort between the local club, local newspapers, radio and TV interests and business people who recognize baseball as a strong community asset—one that should be preserved as a valuable part of neighborhood life."

The Jordan survey is being published by RTMA. Mr. Jordan is now serving in the Army. He is the son of Clarence L. Jordan, executive vice president of N. W. Ayer & Son, Philadelphia.

In announcing results of the survey, Glen McDaniel, RTMA president, emphasized that the association is conducting a national campaign to promote attendance at baseball games and is organizing local distributor groups [B•T, Nov. 26].

Basic findings of the survey are given in tables on page 73.

RCA TV Clinic

SIXTY engineers from Canada and the United States attended RCA's ninth television technical training clinic to acquaint broadcast engineers with the latest TV equipment. The clinic ended Friday in Camden, N. J. More than 50 of RCA's leading engineers and designers of equipment cooperated in conducting the week-long clinic. Among those attending was a Montreal delegation representing the Canadian Broadcasting Co. It included J. H. Jones, Roy Machum, J. Gilmour, R. E. Santo, R. J. Norton and N. J. Pappas.

FOR SALE

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

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

FOR DETAILS, WRITE -

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

TV CONTRACT

THE PROPOSED standard television contract form will follow in essence the already adopted standard radio contract between agencies and stations, it was established after an all-day meeting of committees of NARTB and American Assn. of Advertising Agencies in New York last Wednesday.

The television version is expected to have several additions and some changes, but is supposed to be a bit easier to read, with subtitles dividing clauses under the highlighted lead paragraphs.

Television contract will include a rate protection clause of six months instead of a year as in radio. It will also contain a 13-week firm contract. Although a cancellation period of 28 days must be given it cannot become effective until 13 weeks after the start of telecast.

Another clause will state that if stations do not receive the material for a telecast 72 hours before show time, on notifying the agency the station may substitute another program and bill the agency. However, if a commercial program is pre-empted for a public service or special event and sold to another sponsor, the station must pay the agency for out-of-pocket production and talent costs.

Another important factor is that the contract will not be required to be enforced for the benefit of any one other than the advertiser

Standard Form Mulled At New York Meet

* named on the face of the contract, although the station can permit it if it wants to. This clause is expected to prevent an advertiser from double plugging on one spot with two products.

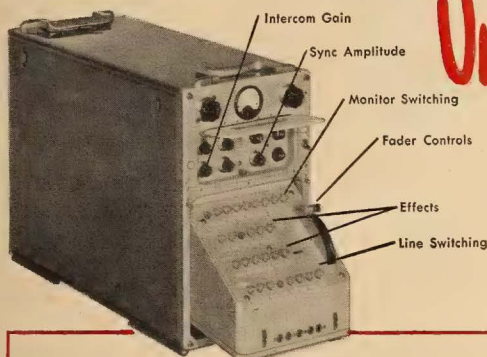
The TV standard contract will include 10 major paragraphs under the following heads: (1) Payment and billing (agencies will pay on the 15th of the month and stations will bill monthly as is the general practice); (2) termination; (3) renewal; (4) effect of breach; (5) inability to telecast; (6) substitution of programs of public significance; (7) rates and charges; (8) program production; (9) broadcast liabilities and (10) general miscellaneous.

Two members of the committee, George Kern, Benton & Bowles, and Don Kearney, ABC-TV, have been assigned to design the format of the first page of the contract. The project is expected to be ready within the next 10 days. Another meeting will probably be held before standard contract is approved by all parties.

TWO CHAMPIONS

THAT MAKE AN

Unbeatable Team!



GPL VIDEO SWITCHER

- Studio switching flexibility anywhere
- Panel and active buttons internally illuminated
- Portable, self-contained — Panel enclosed for transit
- Monitor views 5 camera inputs, 2 remotes, outgoing line
- Sound interlock switching for remotes and 2 cameras
- Two open panel positions, 90° and 120°
- Switch panel removable, operable to 5 feet
- Twin fading levers for fades, dissolves
- Two "effects" buses
- Styled to match all GPL TV equipment

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

stallation, can accommodate your particular operating conditions.

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



GPL MASTER MONITOR

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

WRITE, WIRE or PHONE FOR DETAILS TODAY



GENERAL PRECISION LABORATORY

INCORPORATED

Pleasantville

New York

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

B•T Poll on Code

(Continued from page 25)

in the provisions.

Then the advocates of the Benton civilian advisory board proposal, with its censorship threats, could claim that telecasters had demonstrated inability to regulate themselves and hence the Benton bill should be passed, according to this position.

Final compilation of the 25 replies received by BROADCASTING TELECASTING in its survey show 12 stations in favor of quick code adoption, six flatly against it and seven unwilling to go along with anything resembling the code as revised in Chicago Oct. 19 [B•T, Oct. 22].

This tabulation does not include telecasters who expressed their opposition verbally instead of responding with a written reply.

Based On Platitude

Howard L. Chernoff, general manager of KFMB San Diego, Calif., said he considered the code too general and based on platitudes. He posed this question, "Do we need a code to tell us 'a television broadcaster and his staff occupy a position of responsibility in the community and should conscientiously endeavor to be acquainted fully with its needs and characteristics in order better to serve the welfare of its citizens?'"

"Should a man who doesn't know this be given a license in the first place," he continued. "What happens to the station that violates the code but has the largest audience? Will agencies and sponsors refuse to place business on such a station or merely point a finger at it? I think the code should be stripped of its superfluties and reduced to a number of points which TV operators should live up to. I still can't imagine, however, how it will ever be enforced?"

Charge that some telecasters objected to the methods used in formulating the code was made by Stanley E. Hubbard, president-general manager of KSTP-TV St. Paul. "Several of us decided to deliberately pass up the code meeting in Chicago," he said. "The day be-

fore the meeting we still had no advance information as to the contents of the proposed code, yet at the meeting we knew we were going to be high-pressured by a committee into taking action which, to us, was certainly not in public interest.

"Our greatest single responsibility is to operate in the public interest, so fundamentally the principal reason for the creation and adoption of a code is to protect the public—that is, the viewers. The code, therefore, becomes of the greatest importance and should not be adopted after only brief consideration and discussion.

"All component parts of the proposal should be discussed with all significant elements of station personnel, constructive criticism of the proposal should be weighed carefully, and the entire matter should be thoroughly digested well in advance of a final meeting and adoption.

"In most cases, the operating head of the station has a responsibility to a board of directors which would naturally be concerned with the contents of a code because it is up to this managing group to see that the station operates in the best interests of the people."

Favors Fast Action

Taking a flat stand in favor of fast action was John Fetzer, president of WKZO-TV Kalamazoo, Mich. "I believe the NARTB board should approve the code now," he said. "It is impossible to write a set of standards that will prove to be equally satisfactory to all elements of the television industry. I believe some of the criticisms by the bar association and others are excellent as well as timely.

"On the other hand, let's modify the code based on administrative experience perfecting the instrument as the result of experimental evidence. In the meantime, we will be solving our own problems without too much vulnerability from our critics."

Harry M. Bitner Jr., general manager of WFBM-TV, is in favor of "adoption now, with changes and amendments coming later, when it is evident they are needed." He adds this qualification, "If our Washington counsel gives it an okay, I think we will agree to abide by the provisions. Despite well-founded criticisms of various parts of the code, the need for a code is still the most important factor we have to consider."

L. H. Rogers, general manager of WSAZ (TV) Huntington, W. Va., feels some of the criticisms leveled at the code are justifiable. "As the number of stations in any one market increases, so the difficulty of adhering to the code strictly also increases," he said. "However, I cannot put myself in the position of recommending that we remove the licenses of some stations where there are, by my opinion, too many stations for the

available supply of programming.

"Personally, I go along with the objection that advertising should be given equal strength with programming in the penal clause. I feel very strongly that making a program commercial does not reduce its public service value if it is inherently a public service program. On the other hand, I feel equally strongly that many excesses in language, length of commercials, and just plain bad taste, are tolerated in commercials in the rush for a buck that would not otherwise be tolerated as program material. We do not draw this distinction on WSAZ-TV and I do not think it should be present in the code.

Principal Objection

"My principal objection is that there are many fine points of detail covered in the code which could be encompassed by broader language in fewer sections. Some things are accepted as evil, *per se*; among them, drunkness, drug addiction, illicit love affairs, adultery and many others which are treated specifically by the code. Frankly, I think it is a sad commentary on our intelligence that we must impose restrictions on material that no self-respecting broadcaster should use in any case.

"If it is necessary to forbid the portraying of these and other evils as desirable in the course of presenting most television dramas, then I will go along with it, but personally my interpretation of general language forbidding the condoning of evil by implication in the plot of a play should save a lot of paper, ink and problems of interpretation.

"As for the matter of the withdrawal of seal being tantamount to loss of station license, I think that speaks well for the acceptance of the NARTB. If the seal is that highly thought of, it may be just the answer to eliminating the excesses that we know are present in television."

Master's Views

Cecil D. Mastin, general manager of WBNF-TV Binghamton, N. Y., believes that "in view of the constructive criticism which has been given by competent people, the committee, in light of new information, should re-examine its work and could quite probably come up with a modified code that is better than the present one. On my part, it is certainly more desirable that we come up with a good code than that we come up with a code in a hurry."

Buy TV Systems

ADOLPHUS, Baker and Stoneleigh Hotels in Dallas and the Barringer at Charlotte, N. C., have purchased RCA central television systems—patterned after that recently installed in New York's Waldorf-Astoria—from Master Video Systems Inc.

THEATRE TV

Another CD Show Planned

FEDERAL civil defense planners will take to key theatres again Dec. 14 for mass instruction of volunteer workers via closed circuit TV.

Enthusiastic over its first venture into theatre television for training purposes, the Federal Civil Defense Administration will hold another demonstration next week, with Boston, Mass., as the focal point.

A full-hour program will be fed from the studios of WMAL-TV Washington to the Pilgrim Theatre in Boston, and relayed to theatres in Philadelphia and Richmond, Va. The demonstration will be held from 10 to 11 a.m.

Arrangements were completed and revealed by Jesse Butcher, chief of FCDA's Audio-Visual Division, which prepared the demonstration in cooperation with the agency's Education & Training Section. Harold Azine, FCDA TV director, produced the show.

The presentation will be viewed in the Warner Bros.' Stanley Theatre in Philadelphia and the National Theatre in Richmond, Va., but only those trainees present in the Boston theatre will be able to participate actively in the hour-long show. Some 6,000 students will view it in the three theatres.

Once again the movie houses are donating their services to the program, while AT&T is furnishing cable facilities at prevalent rates [B•T, Nov. 26].

In a meeting of the Training Officers Conference in Washington, D. C., last Tuesday, officials from many government agencies (who make up the group) were briefed on the use of theatre television by Federal CD authorities at the Dept. of Agriculture. All were reported "enthusiastic" over its possibilities as a mass training weapon.

Talks were delivered by Jack J. Johnson, assistant administrator, FCDA Training & Education Section; Harold Goodwin, deputy director, Public Affairs Division; and Mr. Azine.

Mr. Azine reviewed cost aspects and industry cooperation in donating facilities. He estimated cost at 10¢ per seat—or a maximum of 20¢ per seat, with inclusion of long lines provided by AT&T, production expenses and theatre costs. Mr. Goodwin traced development of the project since last September when the initial demonstration was given [B•T, Sept. 24, 10].

KNXT Issues Rates

RATE Card No. 1 KNXT (TV) Los Angeles (formerly KTLN), effective Dec. 1, lists base rate of \$1,500 per hour for Class A evening time, \$300 for an announcement during Class A time. Studio rehearsal fees are \$225 an hour (\$250 after eight hours) with camera facilities; \$150 an hour with audio facilities only (\$175 after eight hours); \$100 an hour with neither audio nor video facilities. Remotes are \$1,250 per pickup.

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INTENSIVE PROFESSIONAL
COURSES
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Instruction by top-ranking professionals under actual broadcast conditions

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TELEVISION STUDIOS
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316 West 57 St., New York 19, N. Y.
PLaza 7-3212

SRT-TV SRT-TV SRT-TV

"early daytime



television

hasn't seen

anything

...yet!"

see why, two pages ahead...



COMPARATIVE NETWORK SHOWSHEET

E V E

	SUNDAY				MONDAY				TUESDAY				WEDNESDAY	
	ABC	CBS	DuMONT	NBC	ABC	CBS	DuMONT	NBC	ABC	CBS	DuMONT	NBC	ABC	CBS
6:00 PM	Gen. Mills													
6:15	(alt. wks.)	Out There												
6:30	Ted Mack Family Hour	Ronson Star of Family Haynes & Healy		General Foods Hopalong Cassidy F	Kellogg Space Cadet L								Kellogg Space Cadet L	
6:45	L													
7:00	Goodyear Paul Whiteman L	Wrigley Gene Autry Show		Chesterfield Sound Off Time Liggott & Myers		General Foods Capt. Video		RCA Kukla, Fran & Ollie Bob & Ray Show		General Foods Capt. Video		P&G Kukla, Fran & Ollie Bob & Ray Show		
7:15														
7:30	Kaiser-Frazer The Adventures of Ellery Queen L	American Tobacco This Is Show Business		General Foods Young Mr. Bobbin	Ironrite Hollywood Screen Test L	GM-Oldsmobile News Chesterfield Perry Como		P&G Those Two L Camel News Caravan L		GM-Oldsmobile News Fatima Stork Club		Chevrolet Dinah Shore (alt. wks.) Camel News Caravan L	Bendix Swanson (alt. wks.) The Name's The Same L	GM-Oldsmobile News Chesterfield Perry Como
7:45														
8:00														
8:15	Film King's Crossroads	Lincoln-Mercury Dealers Toast of the Town		Colgate Comedy Hour C-P-P	Seibeling The Amazing Mr. Malone Bristol-Myers Mr. D. A. L	Lever Lux Video Theatre	Stage Entrance Earl Wilson	Speidel P. Winchell J. Mahoney		Mogen, David Wine Chas. Wild Private Detective L	Frank Sinatra	What's The Story with Walter Kiernan	Texas Oil Co. Texaco Star Theatre	Pillsbury Toni (alt.) Godfrey & His Friends
8:30			Pentagon—Washington		Life Begins At 80	Lever-Lipton Godfrey's Talent Scouts	Johns Hopkins Science Review	Firestone Voice of Firestone L	How Did They Get That Way? (L-F)		Frank Sinatra Show	Curtis Publishing Co. Keep Posted		Liggett & Myers Godfrey & His Friends
8:45														
9:00	Film Other Lands—Other People			Clorets Chlorophyll Gum and Indus. Tape (Tascel) King Detect	Goodyear Corp. (alt. with) Philco Corp. TV Playhouse	Skippy Peanut Butter You Asked For It L	P. Morris Love Lucy	Admiral Lights Out L	United—Or Not L	Schick Inc. Crime Syndicated	Drug Store TV Prod. Cosmopolitan Theatre		Philco D. McNeill Murray Prds Murray Shw (alt. wks.) L	Colgate Strike It Rich
9:15														
9:30	Marshall Plan F	General Electric Fred Waring		Larus & Bro. Co. Plainclothes Man		TBA	General Foods Sanka It's News To Me	Bymart S. Maughan Theatre alt. with American Tobacco Co. Robert Montgomery	On Trial L	Electric Auto-Lite Suspense		Armstrong Circle Theatre L	Rhodes Pharmacy The Clock L	P Lorillard The Web
9:45														
10:00	B. Graham Evan. Assn. Hour of Decision F	B.F. Goodrich Celebrity Time		P&G Red Skelton Show L	Bill Gaiann Show K		Westinghouse Studio One	Co-op Wrestling with Dennis James	Crusade In The Pacific (L-F)	Block Drug	Co-op Hands of Destiny		P Lorillard Original Amateur Hour L	Celanese Corp. Celanese Theatre Frigidaire Pulitzer Prize Playhouse L
10:15				Crawford Clothes They Stand Accused										General Cigar Sports Spot
10:30	Young People's Church Youth on the March L	Jules Monteuier What's My Line		Regent Cigs. Leave It to the Girls L	Co-op Studs' Place L			Co-op Who Said That L	Chicago Symphony L				Nick Kenny Show L	Co-op Wrestling L
10:45														
11:00		Norwich Sunday News Spec.					Longines Chronoscope							Longines Chronoscope
11:15 PM														

DAY

	SUNDAY				MONDAY - FRIDAY				SATURDAY					
	ABC	CBS	DuMONT	NBC	ABC	CBS	DuMONT	NBC	ABC	CBS	DuMONT	NBC		
9:00 AM													1:30 PM	
9:15													1:45	
9:30													2:00	
9:45													2:15	
10:00													2:30	
10:15													2:45	
10:30									Hollywood Candy Co. Hollywood Junior Circus L				3:00	
10:45									Bristol-Myers Foodini F Sun Dial Foodini F	The Whistling Wizard	Internat. Shoe Co. Kids & Company		3:15	
11:00									McKesson & Robbins A Date with Judy L	Brown Shoe Smilin' Ed McConnell			3:30	
11:15													3:45	
11:30	Film Scouting In Action				Dennis James Show L	C-P-P (MWF) Strike It Rich							4:00	Horizons L
11:45													4:15	
12:00 N	R. Joe Inc. Ranger Joe L	In The Park (st. 12/9)											4:30	Ralston Space Patrol (alt.) F
12:15 PM	Film The Magic Screen				Cory Corp. Warner-Hudnut Ameche-Langford	Egg & I Amer. Home All Products Love of Life	Noontime News with Walter Flaney	Ruth Lyons' 50 Club L	General Mills Betty Crocker Star Time L	National Dairy The Big Top		Rootie Kazootie L	4:45	
12:30	Voice of Prophecy Faith For Today L	National Cartoon Co. Take Another Look	Walter H. Johnson Candy Co. Flying Tigers		L	Take the Break with Don Russell		Vacation Wonderlands	Cartier Prods (alt. wks.) L City Hospital Personal Appearance Theatre F				5:00	Canada Dry Super Green Peter Show M&M (alt.) L
12:45													5:15	
1:00													5:30	
1:15													5:45 PM	

TELECASTING

[illegible]

Explanation: Programs in *italics*, sustaining;
Time, EDT. L, live; F, film; K, kinescopic re-
cording; E, Eastern network; M, Midwestern; NI,
non-interconnected stations.

ABC—12-1 p.m., Frances Langford-Don Ameche Show sponsored MWF, 12:45-1 p.m. by Warner-Hudnut; Tues. & Thurs., 12:45-1 p.m. by Cory Corp.

1-1:30 p.m., Tues., Jessie's TV Notebook, (participating). Clorox & Crosley (L); 1-1:15 p.m., Wed., Gaylord Hauser, Minute Maid (also Fri., same time, sustaining) (L).

CBS—2:45-3 p.m., Th., *Bride & Groom*; Hudson
Paper Co.

* Dec. 9 only—5-6 p.m., Musical Variety Show; Kaufmann Brothers & Bondy Inc.; 6-6:15 p.m., Sarah Churchill; Hall Bros.; 6:15-6:30 p.m., CBS News.

Dec. 25 only—3-4, Christmas Round the World;
Johnson & Johnson Inc.

NBC—*Quaker Oats—Mon. & Fri.; Peter Paul—Th.
5:30-6 p.m., M-F. Firms listed sponsor Howdy
Doody in 15 min. segments.

BROADCASTING

The Newsweek of Radio and Television

TELECASTING

December 3, 1951 Copyright 1951

It took a 12-foot telegram to tell our New York office just the bare details of the fabulous new

RALPH EDWARDS SHOW

And little wonder... for this is noon-hour programming on NBC-TV that will make Hellzapoppin look like a New England church social.

At 12:30 on January 7 the fun begins (Not so funny for advertisers who miss the bus). Stars, stunts; gags, gimmicks; tears, tirades; prizes and performers... every crazy caper that ever kept an audience fastened to a TV set for a solid half-hour!

Sound like the same old words? Perhaps. But the music's changed! This is all new; this is different!...

This is pure EDWARDS pulling all the stops from Hollywood. This is the master-showman who made "Truth or Consequences" a national pastime. This is television that will pay off in pure profit for sponsors who get in early.

Better talk to us right away about a most reasonably priced 15-minute segment.

The Ralph Edwards Show

12:30 TO 1 P.M. EST



NBC TELEVISION

30 ROCKEFELLER PLAZA, NEW YORK 20, N. Y.

A Service of Radio Corporation of America

SCHOOL RADIO-TV

Chicago Meet Reviews

AGENDA of the 15th annual School Broadcast Conference, which opens in Chicago Tuesday for three days, is evenly divided this year between radio and television because of increased educator interest in TV.

Numerous panels, speeches and general discussions on TV have been scheduled for the SBC session, as well as for members of the Assn. for Education by Radio and the Illinois Congress of Parents and Teachers, meeting concurrently at the Hotel Sherman.

George Probst, director of radio and television for the U. of Chicago, will lead discussion at the general session Thursday morning with members of the committee who are working on development of the use of educational Channel 2 in Chicago. The U. of Chicago, which pioneered in educational radio with the U. of Chicago Roundtable, has been given money from the Ford Foundation for its television plans.

Lester J. Schloerb, director of the Bureau of Pupil Welfare and chairman of the general superintendent's television committee for the Chicago public schools, will preside at the three-part meeting on "Television Is Everybody's Business."

The second portion will outline how "American educators accept the challenge of television." Ralph Steetle, executive secretary of the Joint Committee on Educational Television, established this year by the Ford Foundation, will appear with these panelists: Dr. Franklin Dunham, chief of radio, U. S. Office of Education; Richard S. Lambert, educational director, Canadian Broadcasting Corp.; Myrtle Stahl, educational director, WGN-AM-TV Chicago; Edgar Fuller, chief, State School Officers, Washington, and Robert B. Saudek, director of the Ford Foundation's TV Workshop, New York.

NAEB TV Reports

The third portion of the morning session will be a report on television programming from National

book review

BROADCAST OPERATOR'S HANDBOOK (Second edition) by Harold E. Ennes. John F. Rider Publishing Inc., New York. 440 p. \$5.40.

BECAUSE there have been many changes in the broadcasting art since 1947, date of publication of the first edition of *Broadcast Operator's Handbook*, the new Harold E. Ennes volume brings these to the attention of veteran and newcomer alike in work-a-day, how-to-do-it fashion. Operating practices in the control room, at the master control, outside the studio and at the transmitter are presented in detail, plus technical data necessary for maintenance and proper operation of station equipment. As staff engineer at WIRE (Indianapolis) and technical director of WAJC (FM) there, Jordan College of Music outlet, Mr. Ennes writes from experience.

★ Assn. of Educational Broadcasters listening posts by Don Horton of the sociology department at the U. of Chicago. Members of the National Television Review Board, Chicago, which releases "approved" and "objectionable" programs for children and adults regularly, will be guests at the noon luncheon.

The Wednesday luncheon will be presided over by Judith Waller, director of public affairs and education at NBC Chicago, who will introduce the guest, John Harvey Furbay, speaking on "Communications for World Understanding."

Other sessions follow:

Tuesday opening session—Why Radio in Education? demonstration of "Gateways to American History" with Speaker Harold Hand, professor of education, U. of Illinois, and panelists, Robert Schimmel, radio coordinator, Boston Public Schools; Orrin G. Thompson, superintendent, Elgin (Ill.) Public Schools; Sister Mary Lorenz, Mount Mercy College, Cedar Rapids, Ia.; Anna W. Ludlow, state president, ICPT, and Thaddeus J. Lubera, assistant superintendent, Chicago Public Schools.

Tuesday afternoon—elementary storytelling broadcast and utilization demonstration, Patricia Edgeworth, WBZZ-FM, Chicago Board of Education station, with Ellen M. Olson, specialist in kindergarten-primary education, Chicago Teachers College, Chicago, and high school literature broadcast, production and utilization demonstration of a short story with Varian M. Shea, high school superintendent, Dist. 4, Chicago.

ICPT general session—"New Techniques for Parent-Teacher Programs," Anna Ludlow presiding, with Elizabeth E. Marshall, state radio-TV chairman for the ICPT. Work study group, "Operating Low-Power FM Stations," E. C. Waggoner, WEPS and Elgin Public Schools. AER-TV membership meeting, John C. Crabbe, president.

Wednesday morning, general session—"Organizing Schoolwide Radio Utilization at the Elementary Level." Utilization demonstration on "The Fernwood Radio Revue" with Edwin J. Lederer, director of the Bureau of Instruction Material, Chicago Public Schools. General session, "Organizing Schoolwide Radio Utilization at the High School Level," with David Heffernan, assistant superintendent, Cook County (Ill.) Schools, and panelists, S. E. Alkire, director of audio-visual education, State Dept. of Public Instruction, Springfield, Ill. ICPT general session, "Radio-Music—and the Exceptional Child." Student demonstration with Mary E. Courtenay and John J. W. Heylman, vice president and national music chairman, NCPT and panelists.

Wednesday afternoon—"Dynamic Education Through Tape Recording," E. R. Moser, Jr., Central Illinois State College; "How to Make Good Tape Recording," E. J. Carrington, Allied Radio Corp.; "Increasing Teaching Effectiveness Through Recording," "Putting Personality on Tape," G. W. Hippel, Ampco Corp.

ICPT general session—"Why Radio for Your PTA?" Mrs. Milton Wiener, vice president, John Harvey Furbay, director Air World Education; Elizabeth E. Marshall, assistant director of radio-TV, Chicago Public Schools. General session, "Four Ways to Drama," film produced by the U. of California with Armand J. Hunter, director of television, Michigan State College.

Thursday morning, ICPT general session—"Broadcasting Your PTA," Adelaide Reidl, radio-TV chairman, Chicago region, PTA. Thursday afternoon, TV film production by educational institutions, "Excerpts From Chicago Public Schools TV Film," George Jennings, director radio-television, Chicago Public Schools.

Work study group, "Organizing the Radio Workshop," Gertrude Broderick, specialist in radio education, Federal Radio Education Committee, U. S. Office of Education. ICPT open forum, "Parent-Teacher Projects and Problems."



WILLIAM F. WARREN, sales mgr., Groveton Paper Co. (Vanity Fair tissues) signs with WABI Bangor, Me., TV applicant for Bangor and Portland, for first 15 minutes of TV time when available. Seated, left, is Lee Gorman Jr., WABI operations mgr. Standing (l to r): Boutelle Savage, pres., T. R. Savage Co.; Murray Carpenter, WABI gen. mgr.; C. Everett Page, Bangor C. of C.; Milton Chapman, WABI local sls. mgr.; James Hughes, City Council; Forrest W. Allingham, mgr., Milliken-Tomlinson Co.



CADBURY and Fry Chocolate Candies takes Singer Guy Cherney's weekly *Wishing Well* on KPX (TV) San Francisco. L. to r.: Bernard Schnitzer, Bernard Schnitzer agency; Marcus Glaser, pres., Glaser Bros., candy distributor; Lou Simon, KPX coml. mgr.; Mr. Cherney.

EXTENSIVE spot schedule of American Brewery Inc., Baltimore, is re-n-e-w-e-d on WBAL-TV Baltimore. Seated: Claude Fitz Simons (l), firm pres., and Leiter Fitz Simons, vice pres. Standing: Merritt Force, WBAL-TV sales, and Elmer Free, pres., Elmer Free Adv.



BUYING March of Time Through the Years on WTVJ (TV) Miami is National Airlines. Seated: Jack Stoddard (l), National adv. mgr., and John S. Allen, station business and sls. mgr. Standing: William Ryder (l), Grant Adv. Agency, who placed account, and Arthur L. Gray, WTVJ natl. sls. mgr.

NEW YEAR'S Mummer Day Parade on WCAU-TV Philadelphia will be sponsored by Adam Scheidt Brewing Co., Norristown. Planning coverage (seated, l to r): Karl F. Scheidt, firm pres., and Donald W. Thornburgh, pres. and gen. mgr., WCAU. Looking on: R. M. McGredy (l), WCAU-TV sls. mgr., and T. C. Gleyenstein, Ward Wheelock Co.

RED TOP Brewing Co. buys weekly *Live It Again* on WLWT (TV) Cincinnati. Seated: John T. Murphy (l), vice pres. charge TV operations, Crosley Broadcasting, and Edgar T. Mack Jr., firm vice pres. charge adv. Standing (l to r): Bernard Barth, Mr. Murphy's assistant; Neal Van Ellis, show star and prog. dir. of WLWT (TV) Dayton; Donald Dahlman, WLWT salesman; Alan Thurston, exec. vice pres. of firm.





Serves
**THE LARGEST
TELEVISION
MARKET**
Southwest
**DALLAS
FT. WORTH**

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

NOW there are
140,808
*Television
Homes*
**in KRLD-TV's
Effective
Coverage Area**
The CBS Station
**for DALLAS and
FORT WORTH**
this is why.
KRLD
**AM-FM-TV
Channel 4**
is your best buy.
**THE TIMES HERALD Station
National Representatives
THE BRANHAM COMPANY**

telestatus



TELEVISION audiences—for a sample week in October—were greater for Sunday telecasts of pro football than for Saturday college games, according to multi-market Telepulse and Videodex surveys, the DuMont network—which carries pro games—claimed last week.

Telepulse gave DuMont coverage of National Football League games a 26.1 rating, while Saturday college games—telecast under the National Collegiate Athletic Assn. experiment—received a 21.1 rating from Telepulse. Videodex ratings for October gave the pro games a 20.1 listing and put college games at 12.9.

Sample was taken for college football Saturday, Oct. 6, when the Big Ten conference clash between Illinois and Wisconsin went to 38 cities. Professional football ratings were based on the Chicago Bears-Chicago Cardinals game the following day, carried to 12 cities.

DuMont coverage of the National pro league continues every Sunday through Dec. 23, and is completed with the East-West

Shrine charity game in San Francisco, Dec. 29.

* * *

Comedy-Variety In October Favorite

TOP TEN TV program types for Oct. 11-17 as compiled by Pulse Inc., N. Y., shows 14.4% increase over September in number of quarter-hours devoted to network telecasts, and a 14.2 increase over October 1950. Time in daytime variety shows doubled compared to September, with increases also recorded by comedy, variety and drama shows. The report:

TOP TEN TV PROGRAM TYPES OCTOBER 1951

	Avg. Rtg.
Comedy	20.9
Boxing	19.9
Westerns	17.3
Football	15.6
Drama & Mysteries	14.5
Talent	14.2
Comedy Situation	14.1
Music	13.1
Musical Variety	12.1
News	11.1

Saturday-Sunday Grid Viewing Compared

(Report 192)

New GE Amplifiers Provide More Power

GENERAL ELECTRIC Co. last week announced the development of new amplifiers which the firm said will enable TV stations to boost their power, thus improving both sound and picture in weak reception areas.

The new amplifiers, one for low channel and one for high channel transmitters, may be added to existing transmitters or may be included with those purchased by prospective station operators, Frank Barnes, GE broadcast equipment sales manager, said. Although FCC can be expected to make new power limits effective after the TV freeze is lifted, Mr. Barnes pointed out that because reception distances are limited to line-of-sight from the transmitting antenna, the higher powers will only slightly extend the range of reception, but will improve reception quality in areas presently receiving poor pictures.

Weekly Television Summary—December 3, 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	116,662
Ames	WGB-TV	71,125	Matamoros (Mexico)		
Atlanta	WAGA-TV, WSB-TV, WLTV	145,000	Brownsville, Tex.	KXCB-TV	11,100
Baltimore	WAAW, WBAL-TV, WMAR-TV	337,687	Memphis	WMCT	104,128
Birmingham	WNBH-TV	44,750	Miami	WTVJ	89,306
Birmingham	WAFM-TV, WBRC-TV	70,000	Milwaukee	WMTJ-TV	280,113
Bloomington	WTV	125,000	Minn.-St. Paul	KSTP-TV, WTCN-TV	275,600
Boston	WBZ-TV, WNAC-TV	809,004	Nashville	WSM-TV	43,393
Buffalo	WBBN-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, WCBS-TV, WJZ-TV, WNBC	2,625,000
Cincinnati	WCPO-TV, WKRC-TV, WLWT	310,000	Newark	WOR-TV, WPIX	85,742
Cleveland	WEWS, WNBK, WXEL	529,548	Norfolk	WATV	103,217
Columbus	WBNS-TV, WLWC, WTVN	191,000	Philadelphia	WCAU-TV, WFIL-TV, WPTZ	939,800
Dallas			Phoenix	KPHO-TV	44,700
Ft. Worth	KRLD-TV, WFAA-TV, WBAP-TV	140,808	Pittsburgh	WDTV	342,300
Davenport	WOC-TV	74,014	Providence	WJAR-TV	170,000
Quad Cities	Include Davenport, Moline, Rock Is., E. Moline		Richmond	WTVR	95,071
Dayton	WHIO-TV, WLWD	215,000	Rochester	WHAM-TV	93,260
Detroit	WJBK-TV, WWJ-TV, WXYZ-TV	705,323	Rock Island	WHBF-TV	74,014
Erie	WICU	76,875	Quad Cities	Include Davenport, Moline, Rock Is., E. Moline	
Ft. Worth-Dallas	WBAP-TV, KRLD-TV, WFAA-TV	140,808	Salt Lake City	KDYL-TV, KSL-TV	59,400
Grand Rapids	WOOD-TV	160,413	San Antonio	KEYL, WOAI-TV	58,000
Kalamazoo	WFMJ-TV	84,049	San Diego	KFMB-TV	111,985
Greenboro	KPRC-TV	98,902	San Francisco	KGO-TV, KPX, KRON-TV	267,500
Houston			Schenectady		
Huntington	WSAZ-TV	43,167	Albany-Tray	WRGB	180,500
Charleston	WFBM-TV	192,500	Seattle	KING-TV	107,300
Indianapolis	WMBR-TV	46,000	St. Louis	KSD-TV	327,000
Jacksonville	WJAC-TV	120,000	Syracuse	WHEN, WSYR-TV	143,494
Johnstown			Toledo	WSPD-TV	127,000
Kalamazoo	WKZO-TV	160,413	Tulsa	KOTV	89,263
Grand Rapids	WDAF-TV	157,251	Utica-Rome	WKTV	56,200
Kansas City	WGAL-TV	117,280	Washington	WMAL-TV, WNBW, WTOP-TV, WTTG	301,000
Lancaster	WJIM-TV	67,000	Wilmington	WDEL-TV	84,263
Lansing	KECA-TV, KFI-TV, KLCAT-TV, KNBH				
Los Angeles	KXNT, KTLA, KTTV	1,334,899			

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

Stations on Air 109*

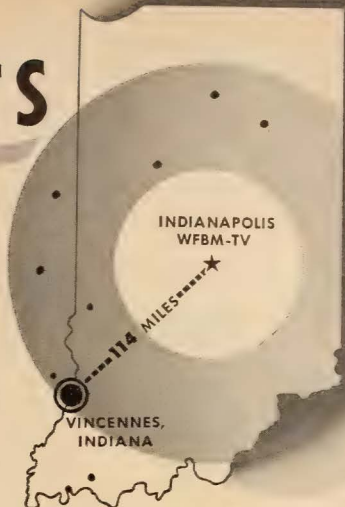
Estimated Sets in Use 14,489,000

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 companies, electric companies and manufacturers. Since many are compiled monthly, some may remain unchanged in successive summaries. Total sets in all areas are necessarily approximate.

You get a BIG BONUS IN SETS

ON

WFBM-TV
INDIANAPOLIS



Says T. L. TADE, Manager
GOODRICH TIRE AND RUBBER
COMPANY STORE
Vincennes, Indiana



"In Vincennes, we get WFBM-TV best!"

● When we interviewed Mr. Tade and other leading television set retailers in Vincennes, they estimated some 500 sets were already installed in Vincennes and Knox County . . . and, *without exception they said "WFBM-TV is the station in this area!"*

That's why WFBM-TV is a big BONUS buy! On Indiana's famous "first station" you're selling the heavily populated heart of the State, with its 192,500* TV sets—and *you also reach an additional well-monied audience you can count in thousands.* They are the folks in large towns, small communities and on the farms *outside* our 60-mile area who regularly tune in the only station they can get—WFBM-TV!

Your clients distributing in Indiana will appreciate your telling them this story!

*Source: BROADCASTING-TELECASTING, December 3, 1951

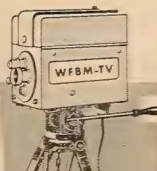
WFBM Radio Is First in Listening, Too!

★ 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

RELIGION IN TV

Coy Addresses Baptist Meet

FCC Chairman Wayne Coy revived the plan for a Commission conference on the public service of TV stations in an address Tuesday to the Southern Baptist Convention's TV clinic in Washington. The subject had been given little public attention since its announcement early this year.

Religious groups should take part in the proposed conference, Chairman Coy said. At the same time he referred to the NARTE move to draft a television code though referring to "skeptics who point to the failure of earlier codes for standard broadcasting." NARTE's board meets Wednesday to act on a revised draft of the TV code.

The chairman reviewed at considerable length the 448 complaints received last month from listeners. These complaints cover both radio and television. He said alcoholic beverage advertising drew 240 out of 299 radio complaints, or 83%, followed by complaints on alleged false advertising, indecency, obscenity or profanity.

In TV the indecency classification drew 76 out of 149 complaints, 51%, he said.

Only nine radio complaints pertained to granting of time for expression of particular points of view and only four alleged attacks on religious faiths, he said. There were five TV complaints who alleged refusal to grant time for expression of a point of view, with no criticism in the religious category. A third of TV complaints dealt with alcoholics.

Censorship Forbidden

Chairman Coy recalled that the FCC is forbidden by law to exercise censorship so has no control over advertising of alcoholics. He added that the U. S. Criminal Code makes it a crime to utter any obscene, indecent or profane language by radio communication, with fine of \$10,000 or two years imprisonment or both. He referred to the difficulty of determining whether a remark or scene is merely bad taste or actually indecent.

Looking into TV's future, Chairman Coy said 1,000 applications are expected soon after the TV freeze is lifted, which means that "almost a billion dollars has already been earmarked by various corporations and individuals to construct our new television stations." He predicted there might be 1,200 to 1,500 TV stations on the air in five years, and 2,500 within a decade.

The FCC has always held a well-rounded program service should include adequate time for religious activities of the community, the

chairman said. He scoffed at those who charge "that to forbid a broadcaster to deny free speech to the various segments of his community is to abridge freedom of the broadcaster, particularly his freedom of speech."

Chairman Coy urged the Baptist group to utilize TV facilities and to acquaint the FCC with their views when station licenses come up for renewal. He cited the growing movement toward creation of local listener-viewer organizations.

Davidson Taylor, NBC general production executive, said NBC "for the time being does not propose to carry sponsored religious telecasts."

Asks Equal Right

This brought the observation by Dr. Percy Crawford, director of the ABC sponsored telecast, *Youth on the March*, that religious groups should have "the chance to buy TV time on an equal basis with the beer and cigarette companies." Dr. Crawford said ABC was the only TV network that would sell time to churches.

Dr. George B. Crothers, CBS director of religious broadcasting, said many ministers are not co-operative in producing TV and radio programs. James Caddigan, DuMont TV Network program production director, advised ministers to understand the medium, realizing their programs compete with professional productions. He and Mr. Taylor both urged religious speakers to use a conversational tone instead of using a public speaking manner. Such a tone "is not adopted with ease by many ministers," Mr. Taylor added.

In a religious panel on local TV, J. Leonard Reinsch, managing director of the Cox stations, said that to ignore the possibilities of TV, religious or otherwise, "is behaving like the proverbial ostrich with head in the sand." He suggested TV "may help us attain world peace and brotherhood."

Mr. Reinsch

help us attain world peace and brotherhood."

Bryson Rash, special events director of WMAL-TV Washington, advocated the use of brief devotional programs such as sign-on and sign-off features. Arnold Wilkes, director of public affairs and education for Hearst Radio, opposed recreation of church services on TV and cautioned ministers to become familiar with elementary principles of showmanship.

Participants in a panel with Chairman Coy were Carl E. Wideberg, AT&T, and A. R. Hopkins, RCA.

S. F. Lowe, director of the Radio Commission, Southern Baptist

Convention, presented results of a survey of religious telecasting, based on replies from 65 TV stations in 26 states. All but one of these stations have regular religious programs, totaling 130 programs, he said.

Of the 130 programs, 70 are presented locally with 60 coming from networks. The average religious program has been on TV 11 months, the survey showed, with several stations having broadcasts several years old.

DuPre Jordan, associate director of the Baptist commission, said the TV industry shows a very sympathetic attitude toward religious programs, with most feeling a responsibility in the field and desiring more and better programs. They look to churches and church leaders to meet this need, he said.

The survey showed that 71 programs are in the weekly half-hour category, with 18 daily quarter-hours and three weekly quarter-hours. Length was not designated in the case of 32 telecasts. Fourteen stations carry Sunday morn-



SENDOFF is given William R. McAndrew, newly-appointed director of NBC TV news, special events and public affairs, at this party for the former general manager of WRC-AM-FM and WNBW (TV) Washington. L to r: Frank M. Russell, NBC vice president; Eugene Juster, who succeeded Mr. McAndrew as general manager of the stations, and Mr. McAndrew. Messrs. Russell and Juster were the hosts.

ing services from churches, and 22 present telecasts on special religious occasions. Seven stations open and close with devotional features.

STANDARD OIL

California Firm Enters TV

STANDARD OIL CO. of California, a major radio user on the West Coast for 25 years, will enter television with a weekly dramatic show in six western markets next month, Anthony Mattes, Standard's advertising director, announced last week.

The series, to be called *The Chevron Theatre*, will be launched on KTLA Los Angeles January 4. At approximately the same time the show will be on stations in San Francisco, San Diego, Seattle, Salt Lake City and Phoenix. Stations to be used and the exact starting date in these cities has not yet been decided, Mr. Mattes said.

Standard Has Contracted

The film series is now in production by Review Productions of Hollywood. The series is being released by MCA and Standard has contracted for first run western rights for 52 half-hour weekly shows. The oil company also has an option on second run rights but does not expect to utilize the films second run itself, Mr. Mattes said. He said the company only is interested in having a voice in determining who might be granted second run rights.

The series is being placed by Standard's agency, BBDO. Executives on the account are Morrie Baker and John Thomas.

The films are based on original stories and run from mysteries to romance. Cost of production for each half-hour film runs \$15,000 to \$25,000, but Mr. Mattes said Standard Oil is paying only a fraction of that amount for the western first run rights.

He flatly denied a Hollywood report that Standard had invested half a million dollars in the first half (26 weeks) of the series, but

refused to divulge the company's actual investment.

Rights to the series already have been sold by MCA in other parts of the country and Sears Roebuck is currently carrying the show on WENR-TV Chicago.

Standard Oil entered radio 25 years ago with the *Standard Hour*, oldest show of music on radio. Except for brief test with special programs and some limited sports coverage, it has stayed out of television. The series starting next week marks the company's first regular use of the newer medium.

CBS COLOR TV

Dentists to Witness

CBS COLOR television will be used to demonstrate dental operations and techniques at the 27th annual session of the Greater New York Dental Meeting to be held this week.

Demonstrations, scheduled for today (Monday), will be sponsored by E. R. Squibb & Sons, drug concern, and will be transmitted by "Vericolor" equipment, manufactured and sold for industrial and hospital use by Remington Rand Inc. Operations—including placement of a denture and plastic fillings—will be performed in a special studio set up in the Statler Hotel and will be viewed by visiting dentists on the 18th floor.

Housewives chase "Man On the Street", in MINNEAPOLIS-ST. PAUL!

WTCN-TV

pulled 3500 requests (and had to withdraw an offer of sixteen tea bags at no charge) from one

FLAME ROOM COFFEE

20-second spot on each of two "Man on the Street" shows with Clellan Card, at 12:45 P.M.

RUSSELL MILLER MILLING CO.

pulled over 1300 requests for a pie-making kit from one

announcement on "Cooking Is Fun" at 11:30 A.M.

ART CORRESPONDENCE SCHOOL

pulled 281 replies from one five-minute commercial in Class B time (10:45 P.M.). 168 of these replies classified as "usable" at cost-per-inquiry of 38 cents. The average national C.P.I. for this firm is approximately \$1.50.

Later, same firm ran another five-minute spot in Class A time (Saturday -- 1:00 P.M.) and pulled 534 inquiries of which 243 were called "usable". The C.P.I. per usable inquiry was 72 cents.

REPRESENTING TELEVISION STATIONS:

DAVENPORT	WOC-TV*
(Central Broadcasting Co.—WHO-WOC)	
FORT WORTH-DALLAS	WBAP-TV*
(STAR-TELEGRAM)	
LOUISVILLE	WAVE-TV*
(WAVE, Inc.)	
MIAMI	WTVJ
(Wometco Theatres)	
MINNEAPOLIS-ST. PAUL	WTCN-TV
(DISPATCH-PIONEER PRESS)	
NEW YORK	WPIX
(THE NEWS)	
ST. LOUIS	KSD-TV*
(POST-DISPATCH)	
SAN FRANCISCO	KRON-TV*
(THE CHRONICLE)	

*Primary NBC Affiliates

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

FREE & PETERS, INC.

Pioneer Station Representatives

Since 1932

NEW YORK CHICAGO DETROIT

ATLANTA FT. WORTH HOLLYWOOD SAN FRANCISCO

FULL YEAR TV

SUMMER telecasting this past year was a profitable venture for a number of advertisers on CBS Television, according to a brochure issued last week by the network titled, "It Takes Four Quarters to Make a Dollar."

The reasons cited: Year-round program continuity, decreased summer-time competition and, of major importance, a 10% annual discount in time costs, which later equalled a 65% discount in time costs for the eight summer weeks, it was noted.

Lincoln-Mercury's *Toast of the Town*, for example, drew July-August viewers at a cost-per-thousand of \$1.92 as compared with a cost of \$3 per thousand during the previous October-April season.

For Rinso's *Big Town*, the summer average per-thousand viewers was \$2.77 against a winter average of \$2.98.

Camel's *Man Against Crime* did almost as well in the summer as in the cooler months—\$2.41 to \$2.22.

Gross time-and-talent costs are used for the October-April season vs. gross talent and 35% of gross time costs for the summer months.

Special Inducement

These figures do not include the network's 33½% absorption of program costs offered last summer as a special inducement which J. L. Van Volkenburg, president, CBS Television Division, said is unlikely to be repeated again next summer.

Answering a question last Monday at a news luncheon in New York's Barbary Room at which the brochure was previewed, Mr. Van Volkenburg said, "It is doubtful that we will pick up part of the program costs again in 1952. I think we proved our case last summer."

Lorin Myers, CBS-TV market research counsel, who made the pre-luncheon presentation, noted that spendable income, factory

payrolls and retail sales are all bigger in summer than during either the winter or spring quarters, with summer the No. 1 season for durable goods stores, automobile dealers and filling stations.

Like income and sales, TV, too, maintains a high level during the summer season, Mr. Myers reported. He cited an Advertest Research survey made Aug. 3-11 in 767 TV homes in the New York-New Jersey area which showed that the average individual on the average summer day spent 2.21 hours watching television to 1.14 hours listening to the radio, 0.92 hours reading newspapers and 0.28 hours reading magazines.

Reach More Homes

In addition to earning the annual discounts which enabled them to reach more homes per dollar during the summer months than during the rest of the year, most CBS-TV summer clients also retained all their stations and in many cases picked up additional markets for their live station line-ups, the presentation pointed out. These advertisers also maintained audience viewing habits in their time periods "for the big fall season" and reached audiences that in many cases exceeded the October-April average.

American Research Bureau data showed that 11 CBS-TV shows staying on the air throughout the summer in the same evening time periods suffered a drop in average ratings of only 8% in the summer months (from 27.4 to 25.2); reached 13.8% more homes in the summer (2,557 compared to 2,246 the previous October-April).

The average number of viewers per set dropped 6.7% in the sum-

mer (from 3.0 to 2.8) and the average number of viewers reached increased 8.9% (from 6,833 the previous winter to 7,439 last summer).

CBS-TV summer replacement programs fared almost as well as the holdovers and new programs started in the late spring or early summer showed growing audiences, with higher ratings in August than July in every case.

Just as there is "no summer vacation—no 'missing quarter'—in the selling year," there is "no summer vacation—no 'missing quarter'—in television's year," CBS-TV pointed out, concluding, "it's important [for advertisers] to remember that four quarters make a dollar—in your business—in your use of television."

NBC-TV Adds Shows

NBC-TV will make another step toward full-time video network programming Jan. 5, 1952, when it will inaugurate three programs to be telecast on the network Saturday mornings from 10-12:30. Frederick W. Wile Jr., NBC vice president and director of TV production, who made the announcement, said that the programs will be 10-10:30 a.m., *Rootie Kasootie*, puppet show now telecast on WNBT (TV) New York Monday-Friday evenings; 10:30-11:30 a.m., *Cactus Jim*, western films with live commentary currently on WNBQ (TV) Chicago Monday-Friday evenings; 11:30 a.m.-12:30 p.m., *Midwestern Hayride*, rustic musical variety show originating at WLWT (TV) Cincinnati. Plans for weekday morning programming on NBC-TV will be announced shortly, Mr. Wile said.

Quarter Bonus

NEWSMEN covering the CBS Television luncheon Monday got more than a story and a lunch. At each place was a copy of the presentation, "It Takes Four Quarters to Make a Dollar," and atop each copy were four new silver quarters.

BLAKE PROTEST

No Legal Action Taken Yet

NO LEGAL action has yet been taken against Republic Pictures by former child star Bobby Blake on the release to television of *Red Ryder* films, pending the possibility of a satisfactory settlement.

Mr. Blake, through his attorneys Arkin & Weissman, Los Angeles, in a letter to Republic, demanded that the studio cease the sale or leasing to television of the series of 28 *Red Ryder* films in which he had a featured role, according to the terms of his Republic contract [B•T, Nov. 19]. Contract clause, like that held by Roy Rogers who recently won decision against the studio over similar case, gives the actor the right to control association of his name with any commercial product or advertising.

In a letter reply to the actor, the studio announced its refusal to cease the sale of the films to television. Mr. Blake's attorneys still hope that some solution can be worked out short of legal action.

AIEE WINTER MEET

Color TV Study on Agenda

COLOR TELEVISION will be on the agenda for the American Institute of Electrical Engineers' winter general meeting to be held in New York's Hotel Statler Jan. 21-26.

A session on "Color Tubes for Television" will include papers on both the RCA and Lawrence color tubes for TV receivers. In conjunction with the paper presentation, a demonstration will be held on the RCA color tube and the Lawrence tube will be exhibited. Other papers on color TV will include one on colorimetry and another on color phosphors for TV picture tubes. Four papers on late developments in electron emitters for tubes also are scheduled.

TV Headache Box

GENERAL ELECTRIC field engineers are using an especially-designed device to demonstrate TV troubles to distributors and dealers throughout the country. Designed at Electronics Park, Syracuse, the device is officially called a Television Dynamic Demonstrator.

By using it, the GE lecturer simply throws a switch. Some 32 different types of trouble can be produced instantly. The cause of each effect is fully explained in a chart prepared for use with the demonstrator.

TEMPLE BUDGET

Fla. Growers Allot \$3,500

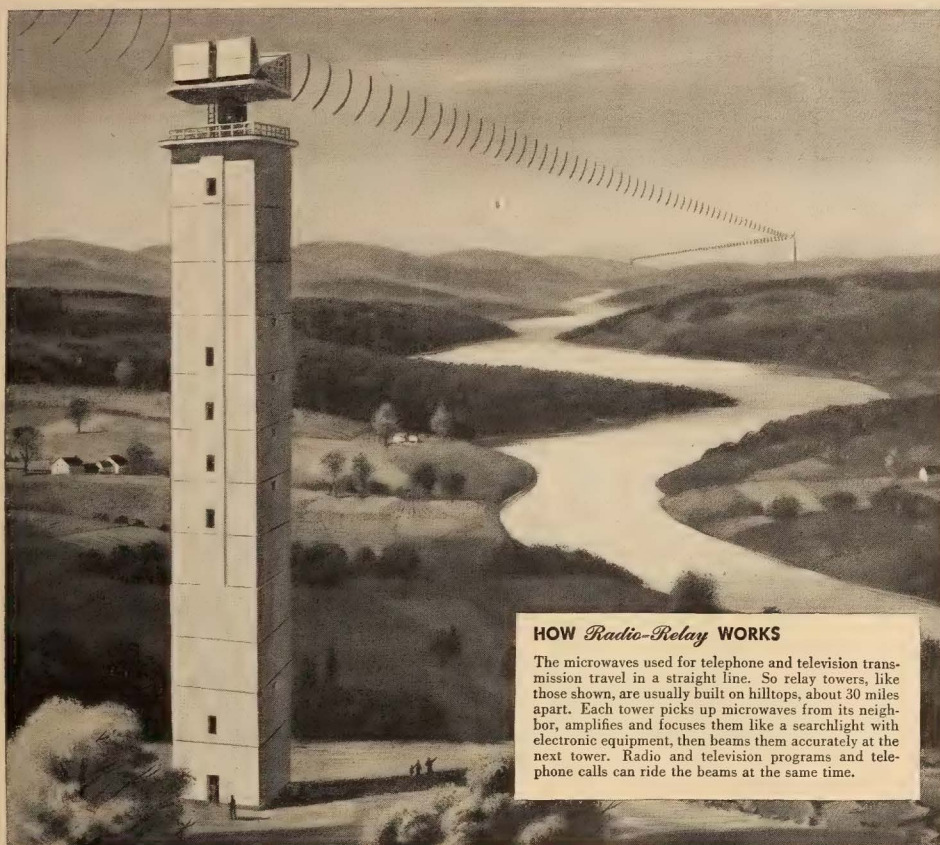
GROWERS of Florida temples will spend \$3,500 during 1951-52 season to advertise this special variety of citrus fruit on TV. Amount augments the state advertising budget already placed by the Florida Citrus Commission through J. Walter Thompson Co., New York.

The new funds are the result of an increase in the state advertising tax from three to five cents per box on temples.

Beginning in mid-January participations will be used once a week for eight weeks in New York on WNBT (TV) and WJZ-TV and in Cleveland on WEWS (TV) and WNEK (TV). Advertising theme will stress that while temples look like oranges and peel like tangerines, it's a distinctly different citrus fruit.



GROUP with Dallas Advertising League tune in WFAA-TV Dallas, which played host to the league in its studios when it telecast a league program Nov. 26. Watching show in WFAA's studios—Manager Ralph W. Nimmons tunes the program in—are (l to r): L. R. Shaw, Dallas branch manager, Alexander Film Co.; Don Baxter, head of Dallas office, Laughlin-Wilson-Baxter & Parsons; Paul Franke, account executive, Rogers & Smith; Randall Brooks, executive vice president and manager, Dallas office, Rogers & Smith; Mr. Nimmons; Roger Bacon, Dallas manager, Ruthrauff & Ryan; Alex Keese, WFAA-AM-TV assistant manager; James M. Moroney, vice president in charge of radio properties, Dallas Morning News; and J. B. Taylor, president, Taylor-Norsworthy Inc.



HOW *Radio-Relay* WORKS

The microwaves used for telephone and television transmission travel in a straight line. So relay towers, like those shown, are usually built on hilltops, about 30 miles apart. Each tower picks up microwaves from its neighbor, amplifies and focuses them like a searchlight with electronic equipment, then beams them accurately at the next tower. Radio and television programs and telephone calls can ride the beams at the same time.

New skyway spans nation with words and pictures

On September 4, the Japanese Peace Treaty Conference at San Francisco was flashed by *Radio-Relay* and coaxial cable facilities to viewers throughout the nation, and coast-to-coast television was a reality.

This transmission of pictures across the United States has been made possible by the new transcontinental *Radio-Relay* system of the Long Lines Department of the American Telephone and Telegraph Company.

Behind this system are years of research and millions of dollars. Special equipment had to be designed and built. Personnel had to be trained in its special use.

Today, the value of the Bell System's television network stands close to \$85,000,000. Yet the charges for the use of this network are low — averaging about 10 cents a mile for a half-hour program. This includes both video and audio channels, all station connections, switching and local channel charges.

BELL TELEPHONE SYSTEM



Providing transmission channels for the radio and television industries today and tomorrow.



ROGER W. CLIPP, general manager of WFIL-AM-TV Philadelphia, spoke at opening of 3d annual "Silly Willie" traffic safety campaign, sponsored by WFIL-AM-TV in cooperation with Philadelphia Highway Traffic Board and other civic agencies. In background (l to r) are Silly Willie and Daffie Dilly.

REPUBLIC'S PLANS

\$1 Million for TV Film

MAKING no direct comment on Republic Pictures plans to produce motion pictures for television, Herbert J. Yates, president, has revealed that the studio will spend more than \$15 million next year on top-budget films.

He declared the studio will "not be caught napping on any market which can return revenue." Studio expects to start its TV film production in January [B*T, Nov. 12]. Republic reportedly has \$1 million ear-marked for the initial venture, with additional money available later.

Hollywood Television Service Inc., headed by Earl Collins as president, and a Republic subsidiary, will handle all sales and rental deals of product.

Gleason Signed

COMEDIAN Jackie Gleason has agreed to sign exclusive contract with CBS Television, it was announced last week. Contract, which will be drawn up at a later date, calls for comedian's services on weekly full-hour television series to begin in fall of 1952. According to network spokesman, Mr. Gleason will appear 44 weeks yearly. At present he is starred on DuMont's *Cavalcade of Stars* and will continue there until next June, network said.

**TOP QUALITY
MOTION PICTURES**
Since 1932

Up-to-date
completely
equipped
New York
studios of

**VIED VARIETIES
CORPORATION**

Office: 41 E. 50th St., N.Y. 22 MU 8-1162

film report . . .

AN ESTIMATED 48 short subjects will be offered for television by Pictorial Films Inc., which has been acquired by Milton J. Salzburg, one of the founders and a past president of the organization, and Frank Soule, now president of the company, it was announced last week. Purchase involved rights to 375 features and 250 shorts, which will be released in the 16mm field within the next few months.

The company, one of the largest firms dealing with 16mm production and distribution, plans extensive distribution of features and westerns, in addition to short subjects for television, after organizational changes have been put into effect, Mr. Soule said.

—INS-Telenews is completing two half-hour programs for telecasting at the end of the year—*Exit '51*, a dramatic news review, and *Sports Highlights of 1951*. Shows will be shipped before Dec. 25. Latest station purchasers of the programs are KMTV (TV) Omaha and WAAM (TV) Baltimore, both shows, and WNAC-TV Boston, *Exit '51*.

—Majestic Pictures Corp., Hollywood and San Francisco, has started production on *The Difference Between . . .*, a picture documenting merchandised advertising and demonstrating values available to national and local advertisers who carefully merchandise their ad schedules.

The story opens with an embryo advertising man applying at a public library for an advertising book, and the story line goes on to show most effective methods that can be used by clients and their agencies to get maximum benefits from well-organized media, jobber and distributor cooperation. Frank Parke Wright, of Frank Wright Corp. (marketing, merchandising and advertising consultant), is directing film.

—International Film Bureau announces availability of the quarter-hour motion picture, *Korean Backgrounds*, photographed in Korea by American cameramen. Film shows Korean people and their chief economic activities. Foreign influences on the country are traced and the background of present struggle depicted. Film may be used as a whole or in part, with or without its sound track, which has speech and no music.

International also is distributing *Jordan Valley*, a geographical background of the Scriptures. A trip along the Jordan from Palestine to the Dead Sea unifies the film. Numerous places of Biblical importance appear—the Jerusalem-Jericho Road, Jericho, Walled Pools of Elisha and the shrine commemorating the baptism of Christ. Herdsmen, farmers, weavers, salt

workers and fishermen are shown, and modern methods appear alongside customs 2,000 years old. The picture has been accepted and approved by both Protestants and Catholics in England where it was first shown.

Inquiries on either film may be addressed to Television Dept., International Film Bureau, 6 N. Michigan Ave., Chicago 2.

—June Clayworth, actress, has been signed by Jerry Fairbanks Productions, Hollywood, for featured role in *The Stolen Letter*, new program among group of *Front Page Detective* films [FILM REPORT, Nov. 26].

—Toni and Jan Arden, singers, have completed a series of shorts for Snader Telecriptions Corp., Beverly Hills. The musical films are the first made by the brother and sister as a team.

—The title of Jerry Fairbanks Productions' television film series *Make Mine Manhattan* has been changed to *Meet Me in Manhattan*. Tom Drake and Trudy Marshall are starred [FILM REPORT, Oct. 29].

—Vic Hunter, vice president of Television Productions Co., Hollywood, is in Chicago for trade showing of *The Scarlet Hawk* film stories. Following Chicago stop, he goes to New York Dec. 10 for week's showings there.

—Claire Windsor has been signed by Williams Productions, Los Angeles, to star in *The Last Act*, program in *Invitation Playhouse* TV film series currently in production. Six of the quarter-hour films will be put together into one feature motion picture. Guy Roe, cameraman, will shoot ten programs of the series. Ray Heinz has been signed as production manager for the programs.

—Ben Pivar & Assoc. has been formed in Los Angeles by Ben Pivar, former producer at Universal-International. All phases of television film production will be handled by the company, with headquarters at the Hal Roach Studios, Culver City. The new firm has acquired controlling interest in Independent Film Library, which has more than two million feet of catalogued footage.

—Earl McEvoy, former director at Columbia Pictures, will direct the first three in the group of 13 half-hour *Raffles* television film stories. Maria Palmer, screen actress, has been signed for the feminine lead in the series. Programs are being produced by Interstate Television Corp., Los Angeles [FILM REPORT, Nov. 26, 19].

—Alliance of Television Film Producers, Hollywood, has voted to support the current drive of the Permanent Charities Committee of the motion picture industry. The group announces that 67% of em-

ployes in the television film companies have already signed with PCC. Sid Rogell, vice president of Jerry Fairbanks Productions, is chairman of drive in TV film field.

Sales and Production . . .

SARRA, Inc., Chicago, has finished production on a series of spots for Ekco Products and the *Frank Sinatra Show* on CBS-TV. Products featured in five commercials, 60 to 80 seconds long, are Flint cutlery, kitchen tools and Best Mixer, placed through Earle Ludgin Agency, Chicago. Mrs. Florence G. Murdoch, account executive, supervised productions.

Sarra also has completed a group of one-minute spots, providing for local dealer tie-ins, for Phoenix Hosiery Co., handled by Cramer-Krasselt agency, Milwaukee.

* * *

FIVE STAR PRODUCTIONS, Hollywood, producing television film commercials for Union Electric, the Tea Council, Pet Milk Co., Kellogg Co. for Rice Krispies and Sugar Pops, S.O.S., Lucky Lager Brewing Co., Alka-Seltzer and Mars Inc. (candy bars).

* * *

WILLIAMS PRODUCTIONS, Los Angeles, has started production on 10 more programs of its quarter-hour *Invitation Playhouse* television film series. Eventually 26 programs will be on film, to be distributed by Syndicated Television Corp., Los Angeles. William Asher is director of the series.

MOSKOVICS TALK

Briefs Denverites on TV

FIRST of a series of TV Preparation Clinics held in Denver by KLZ was presented Nov. 20 in the Empire Room of the Shirley Savoy Hotel with 200 Denver business leaders and advertising agency executives in attendance.

Speaker was George L. Moskovics, manager of TV development for CBS Television, Hollywood, who spoke for an hour and conducted a question and answer session for the Denver audience. Hugh B. Terry, KLZ general manager, said the large turnout was amazing but demonstrative of interest in television in a non-TV area. Clinics will be held twice monthly with authorities in the television field invited to Denver by the station. Next meeting is tomorrow (Tuesday) when Edward Codel, television director of the Katz Agency, New York, is scheduled to speak.

Selling: STOVES?
WILBUR STRECH PRODUCTIONS
TV FILM COMMERCIALS
1697 BROADWAY, N. Y. - JUDSON 2-3816

Open Mike

(Continued from page 48)

necessary, a federal statute having reference thereto . . .

Alfred S. Landry
Attorney at Law
New Iberia, La.

EDITOR'S NOTE: Mr. Landry's legal eagle-eye spotted a sweeping statement. But though he is technically correct as to federal law in general, there is, as we said in the article, no decisive judicial history as to possible conflicts between Section 315 of the U. S. Communications Act and local or state laws.]

* * *

Semantics Lesson

EDITOR:

Thank you for . . . the publication in the Nov. 5 issue of an article on the research work I did on listener preference and radio programming in the state of Iowa.

Your rewrite man generally did a good job. It is unfortunate that he included in the next to last paragraph a statement which reads: "He (Starlin) said he interviewed over 68,000 listeners . . ." I did not say that I interviewed that many listeners. I said that "program preferences reports used for comparison in the study were based on the expressed likes of over 68,000 listeners reached by personal interview in Iowa."

The reference for this statement was the Iowa Radio Audience Surveys which was mentioned in a preceding sentence in the copy I sent you. These interviews were made by numerous interviewers who participated in the annual Iowa Radio Audience Surveys conducted by Dr. Forest L. Whan. I did personally tabulate the quarter-hours of program offerings but the statement indicating that I said that I interviewed 68,000 listeners sounds somewhat far-fetched and makes me look a little ridiculous. . . .

D. Glenn Starlin
Director of Radio
U. of Oregon

EDITOR'S NOTE: . . . And us look even sillier. For clumsily putting his foot in Mr. Starlin's mouth, a B+E writeman is boning up on the simple, declarative sentence.]

* * *

Likes His Work

EDITOR:

The following is my opinion of radio . . .

RADIO—serving the world with news, music, entertainment and information—has taken its rightful place in our way of life by working constantly to make that way of life better.

RADIO is electronics; **RADIO** is art; **RADIO** is the combined productive genius of the world's great talents, distilled into a pile of tubes, wires, metal and power. **RADIO** is **PEOPLE**—people who provide the wizardry that makes our daily habits more pleasant—wizardry that brings the world's great men and women into your living room—**WIZARDRY** that presents the pageantry of our

turbulent era in a form all can understand.

PEOPLE—who buy the most intangible thing on earth—**TIME**. **PEOPLE**—who buy the products these people advertise. **PEOPLE**—who listen—the unseen and unheard audience—without whom **RADIO** would cease to exist . . .

RADIO — **ELECTRONICS** — **WIZARDRY** — **PEOPLE** — all working together to forge a common destiny for the common good . . .

Armene H. Wood
Program Director
WBHB Fitzgerald, Ga.

* * *

Sporting Life

EDITOR:

We note your article on page 118 of the Nov. 26 issue on WPPA [Pottsville, Pa.] and its sport schedule.

We may not be the most pigskin minded station, but we would like to point out that we will have carried 58 high school, college and professional football games come Jan. 2, 1952 . . . and our basketball schedule calls for 112 games in addition to the state, regional, sectional and district tournaments this station carries in March.

In addition we carry major league baseball every summer and for the past two summers have also carried district, regional and state American Legion junior baseball tournaments. And in addition these past two years we broadcast the junior league games from Dickinson, S. D., Mitchell, S. D., and from Springfield, Ill. . . .

Don C. Wirth
Vice President
WNAM-AM-FM
Neenah, Wis

* * *

Agency Recognition

EDITOR:

The Castro success story which appeared in your issue of Nov. 19 was received with great interest by us. . . .

However, there was one important point you omitted, and in all fairness, we feel it should be brought to your attention. The advertising agency for Castro is Newton, whose president, Mr. Bernard E. Karlen, has guided this account successfully in its television and radio ventures from its very inception.

Mr. Karlen, preparing and buying particular spots only after careful analysis, has succeeded in gaining valuable time franchises for Castro and thus getting the maximum result out of every advertising dollar spent. . . .

Ted Bergman
Director of Sales
DuMont TV Network
New York

Telecast 'Greatest'

PROGRAM *The Greatest Story Ever Told* (ABC Radio, Sunday, 5:30-6 p.m. EST) for first time in its five-year history will be seen on two special telecasts, Dec. 2 and 23, 7-7:30 p.m., on ABC-TV. Show is sponsored as public service by Goodyear Tire & Rubber Co. with no commercial announcements except sponsor identification. First telecast will be "The Story of Lazarus," and on Dec. 23 "No Room at the Inn," story of the Nativity that has been presented on the radio program in former years.

DuMONT TELECRUISER

Second Unit Sold for S. A.

SALE of the second Telecruiser for export to South America within three months was announced Monday by James B. Tharpe, sales manager of transmitter division, Allen B. DuMont Labs.

The completely equipped mobile television studio was sold to the Federal Telephone and Radio Corp., Nutley, N. J., for use in South America. The new unit is equipped with triple image orthicon camera chain, a 7,000-mc microwave relay, audio console with four channel remote amplifier, video distribution patch panel and eight-channel picture distribution amplifier and five motor-driven cable reels, each accommodating 250 feet of cables for cameras, relays and AC power.

Brazil Tests Begin

RADIO TELEVISAO PAULISTA, Sao Paulo, Brazil, inaugurated test programming Nov. 22 [B+E, Nov. 26]. First reports indicated "excellent coverage," according to those assisting in installation of equipment at the Sao Paulo operation. Two U. S. engineers have been supervising installation: Joe Herold, contractor, DuMont International Standard Electric, and Robert Alter, Federal engineer. Regular programming date has not been set.

Grange Views TV

PUBLIC attributes of television were saluted by The National Grange at an annual meeting last week. It adopted a resolution, calling upon the telecast of legislative functions "wherever practicable . . . for the general public to hear and see." Delegates representing some 800,000 farmers, paid special tribute to TV because of its potentialities in providing entertainment, cultural development and general education to the rural population.

A big
boy
for only
two
and a half



KSL-TV is as up and coming as the booming market it serves. In the past year KSL-TV's staff has increased over 150% and at the same time plenty of valuable know-how has been gained by KSL-TV's personnel. It is this experience that's prompted many advertising executives to enthusiastically comment on a group of people who can and will do a television job the way you need it done.—the staff at

KSL-TV

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

Strictly Business

(Continued from page 16)

program in radio, not industrial, terms.

His third point is that an industrial association will have to handle its own program sales, if its series is prepared for only a limited length of time. Any station sales manager, in talking to prospective sponsors, would obviously give greater attention to a transcribed series that, for example, starred a well known personality in a popular mystery format, and could thus be depended upon for an almost indefinite run.

The whole problem is one of commercial operations, Mr. Zurhorst emphasizes, and industrial organizations must remember they have to meet professional standards, producing their shows well and offering them for sponsorship at competitive rates. If they fail to do this, they may find the local sponsor they are trying to sign—perhaps one of their member companies—will be buying the sure-fire detective series instead of programs designed for his own field.

Mr. Zurhorst's own organization, the Oil Industry Information Committee, has a radio series planned for release early in the year.

Born Dec. 3, 1913, Mr. Zurhorst attended St. Albans Preparatory School, Washington, D. C., and St. Johns College, Annapolis. After college, he was a freelance press

agent until 1937 when he joined the sales staff of WOL Washington.

He went from sales into promotion, from promotion into publicity and promotion, and wound up in the station's public relations department. He became acquainted with Fulton Lewis Jr. at that time and now recalls, "Whether it was a matter of his being interested in me or of my being interested in working for him, I'm not sure, but I found myself working more and more on his broadcasts."

When the Cowles Broadcasting Co. bought WOL, Mr. Zurhorst left the station to work exclusively for Mr. Lewis.

During the war, he found himself taking on extra responsibilities. To arrange all the requests for benefits and drives to be promoted via radio, he worked with Art Stringer of NAB to draw up the first allocation charts in the field. He became radio consultant to the Treasury Dept. He was a member of the Motion Pictures War Activities Committee and the President's Birthday Ball Committee. He pinch-hit, as he described it, as producer for *American Forum of the Air* broadcasts and he found time to handle advertising and public relations for the U. S. Recording Co.

He remembers the period as a wonderful one to have gone through and a wonderful one to have survived: "We seemed to be working 24 hours a day, but it also seemed that everything we did was helpful—and fun to do."

To Present Position

Although he hasn't yet found the reason, Mr. Zurhorst contends that the older one grows in public relations for the entertainment field, the more he grows out of that field, while the opposite is true for industrial public relations. One morning in 1948, he decided he was growing old and so left Mr. Lewis' organization. He became associated with the American Petroleum Institute.

Radio—which this charter member of the American Television Society thinks is better off as a result of television—was and still is his first love. He even lists it as his hobby, since he devises his own humorous programs by means of a five-band Hallicraft set and a tape recorder.

His other hobby is a 100-acre estate in Dutchess County, N. Y., where he has, so far, only a gate house in the midst of "Hickories, Maples, Oaks, rocks, streams and overflows." There are also deer, fox and mink on his mountain-top site, which overlooks the Hudson River Valley. Although it is less than 55 minutes from Times Square, there is no electricity, telephone, television—or radio, he reports. When not in the country, Mr. Zurhorst lives in Bronxville, N. Y.

Fisherman's Luck

WILLIAM I. MOORE, vice president and general manager of WBNX New York, who has seen the value of persistence demonstrated in radio, now testifies to the worth of this virtue when applied in another field. Each year, for the last five, Mr. Moore has gone to Florida in quest of a sailfish. Each year he has been luckless—until this year. Fortnight ago, persistence paid off. He caught a 6 ft. 7 in. sailfish off Boynton Beach, Fla.

PROMOTING RADIO

WGAR to Launch Campaign

RADIO faces an "exciting new challenge" from television in competing for the time and attention of American families but it will "always play an important part in people's lives," John J. Patt, president of the Goodwill Stations (WGAR Cleveland, WJR Detroit and KMPC Los Angeles), told the Ohio State News Service last week.

"Since radio appeals solely to the ear, it requires less of one's attention and can be used in accompaniment with other things," he declared. "For this reason, I believe it will always play an important part in people's lives."

Mr. Patt made these observations as WGAR prepared to launch a new "Radio in Every Room" drive this week. Copy to be read by station's announcers stresses that radio offers:

- (1) A million dollars worth of entertainment "at your fingertips."
- (2) The news the minute it happens.
- (3) A means of blending one's work with "music and fun."

Station also will use these sample slogans: "Radio takes the irk out of work. A car radio is a wonderful traveling companion. Radio makes every room a living room."

The campaign is timed to tie in with a General Electric spot series on the sale of clock radios and other Christmas gifts.

RADIO DOLLARS

Ullman Named Sales Rep.

APPOINTMENT of Richard H. Ullman Inc., Buffalo, as exclusive sales representative for "Radio Dollars" merchandise premium plan was announced Thursday.

Ben Strouse, president of Radio Dollars Inc., Washington, D. C., announced also that franchises have been issued to 13 stations and that 150 other stations are negotiating.

Stations which already have received franchises were listed as WORC Worcester, Mass.; WJHO Opelika, Ala.; WURL Arlington, Va.; WTRF Bellaire, Ohio; WING Dayton, Ohio; WITH Baltimore; WMIN St. Paul; KFMJ Tulsa; WLEE Richmond, Va.; WWDC Washington; WROV Roanoke, Va., and WRAW Reading, Pa.

As explained by Mr. Strouse, here's how the plan works:

1. Radio Dollars Inc. franchises only one station in each community;
2. Participating stations, in turn, franchises its own advertisers. The advertiser agrees to purchase a minimum amount of station time;
3. Radio Dollars Inc. then supplies the participating advertiser with Radio Dollar coupons, Radio Dollar catalogue and Radio Dollar emblems for his place of business;
4. The merchant gives Radio Dollars to his patrons in the same proportion as their purchases;
5. Radio Dollars coupons are redeemed for more than 100 nationally advertised products.

Radio Dollars Inc. is incorporated in Maryland and has offices at 1627 K St., N. W., Washington, and at 125 E. Baltimore St., Baltimore. Home office of Richard H. Ullman Inc., is 295 Delaware Ave., Buffalo.

Psychological Warfare

TECHNIQUE of psychological warfare utilizing radio and other means was topic of discussion for *Pentagon-Washington* on DuMont Television Network Nov. 25. Program explored air-borne loud-speaker techniques, public address systems and leaflets, all designed to encourage surrender of enemy forces.

The Quad-City trading radius of 350,000 people is a well balanced urban-rural market—classified by the Department of Agriculture in the highest-level-of-living bracket. To support this high level are the wages and income from farms; farm equipment manufacturing; Rock Island Arsenal and 300 other diversified factories. And so, the Quad-Cities ranks 14th in Effective Buying Income per Capita—a good market with balance and stability.

WHBF
sells to
Quad-
Cities!



Les Johnson,
Vice President and Manager

SIX YEARS OF LEADERSHIP IN CINCINNATI

➔ See Centerspread This Issue ➔
ON THE AIR EVERYWHERE 24 HOURS A DAY

50,000 WATTS
OF
SELLING POWER



AUTO LISTENING

WOAI San Antonio, sending trade and advertisers promotion piece calling their attention to large number of auto radios "being neglected" in station's area. Piece headed "In Bexar County . . . 72-232 radio are tired . . . of being neglected!" Promotion gives facts and figures on auto sets in use and how they are rated.

FARM INTERVIEWS

WIBW Topeka broadcast recorded interviews with agriculture leaders, exhibitors and guests at International Livestock Exposition, held in Chicago. WIBW Farm Director Wes Seyler, and Engineer Dale Wing, flew to Chicago to record events at festivities.

COVERAGE MAPS

JOHN BLAIR & Co., N. Y., has released first in series of combination availability-coverage maps for each radio station they represent. Sheet maps are printed in blue on gray stock and are specifically designed to meet the requirements of both the salesman and agency timebuyer. Availability data is printed in black and appears at end of map. The new maps are the first of several projects planned by representative firm to promote spot radio.

SHOW PAYS OFF

VTOR Torrington, Conn., presented winter sports enthusiasts a three year olds when it started broadcasts of *Along the Ski Trail With Frank Ellis*. Highlights of the evening-time programs were the snow reports, honed in just before broadcast-time from major skiing areas, taped, and played to the radio audience. Emcee Ellis, an ardent skier when he's not before a microphone, got such a listener response that this year he also is taping his own Snow Service Bureau, in which anyone can dial the telephone number and get a firsthand telephone report on snow conditions anywhere in the state. He'll remain on the air, however, to interview ski celebrities—and give weather reports—with his program carried by WHTT Hartford and sponsored by *The Hartford Times*.

programs promotion premiums



BIG RESPONSE

KING-TV Seattle reports splendid audience response to its announcement on morning public service program, *Community Workshop*. Brief audio-only announcement at 11:30 a.m. sign-on time offered copy of booklet, "How to Wrap Christmas Packages." Immediate response was over 1,000 pieces of mail.

radio experience of over 100 years. Back page reminder is that KMO "Sells, Tells, Covers, Pulls."

BIG TOWN

WMCA New York has started *Inside New York*, Wed. 9:30-10 p.m., weekly dramatizations of health and welfare problems in New York City. Show produced in cooperation with Federation of Jewish Philanthropies.

TIP TOP PROMOTION

IN THE heaviest promotion campaign in the station's history, WMAQ (NBC) Chicago has spotted 174 billboards throughout city and north shore area plugging various network and local features. Sales Promotion and Advertising Manager John M. Keys claims billboards alone will garner 80 million impressions during November and December. Caricature-billboards in color are supplemented by 1,400 on-air plugs monthly, ranging from 5 to 20 seconds in length, and by 80,000 lines of newspaper space in four Chicago dailies and in 56 other papers throughout WMAQ listening area, Illinois, Wisconsin, Indiana and Michigan. Although part of money came from the network on a cooperative basis, most of funds are from local promotion budget. Station is also using a mechanical exhibit on second floor of its Merchandise Mart headquarters, past which an estimated 20,000 persons walk daily.

FLOOD AID

WERI Westerly, R. I., *Blue Waves*, hour long Italian program, featuring Margaret and Attilio Russo, broadcast appeal for victims of recent Po River Valley flood in Italy. Show was directed toward large Italo-American population in area. Station reports that listeners telephoned their pledges to WERI following broadcast.

RADIO PROVES IT

WTMJ Milwaukee recently ran ad in *Milwaukee Journal* entitled "Radio is still as new as each day and WTMJ proves it." Piece explains that radio brings brand new entertainment every day along with name performers. Last line in piece reads "Radio is thrillingly new every day . . . via WTMJ."

'ON THE RISE'

MUTUAL BROADCASTING SYSTEM, N. Y., is distributing to trade and advertisers blotter-cards featuring their "Mister Plus." Card also contains two-verse jingle pointing up audience gain through out network.

IN GOOD COMPANY

KMO Tacoma's newest mailing piece proclaims station to have not only "the vigor of youth . . . but the wisdom of age." Six top station executives are pictured with

CLOTHING APPEAL

WOV New York, bilingual station, and LAI Italian Air Lines combined efforts to make a cozier Christmas for more than 2,000 maimed war orphans of Italy. Lucio Basco of WOV's Rome studios made appeal for used clothing in daily taped program, *Small Talk*. LAI Italian Air Lines offered to fly mercy gifts from New York to Rome free of charge, and Italian Welfare League offered WOV their facilities as depot.

BALTIMORE SYMPHONY

WAAM (TV) Baltimore televised opening of Baltimore Symphony Orchestra 1951-52 concert season direct from stage of Lyric Theatre last week. WAAM remote unit handled telecast, covering with two cameras on stage and one in balcony, with Paul Kane directing camera pickup. Arrangements for special telecast were made with Reginald Stewart, conductor of symphony.

PLENTY OF RADIO

WKBN Youngstown, Ohio, sending out folder, "Straight facts—not 'claims' about radio advertising in Youngstown." Folder shows high percentage of Hooperated programs carried by station. Insert reminder points out "Youngstown is not a TV town."

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

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fcc actions



NOVEMBER 23 THROUGH NOVEMBER 29

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

ant.-antenna
D-day
N-night
aur.-aural
vis.-visual
CG-conditional grant

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

November 23 Decisions . . .

BY COMMISSION EN BANC

E. D. Rivers Sr., E. D. Rivers Jr. and James S. Rivers on petition removed from hearing docket and granted applications (1) for assignment of license of KWEM West Memphis, Ark., from West Memphis Bstg. Corp. to KWEM Inc.; (2) for consent to acquisition of control of Teletronics Inc., licensee of WACL Waycross, Ga., by James S. Rivers; and (3) for transfer of control of Sun Coast Bstg. Corp., licensee of WMIE Miami, Fla., from Arthur B. McBride to E. D. Rivers Sr. (Comm. Jones dissented). (See FCC Roundup, pg. 103.)

License Renewal

Following stations granted renewal of licenses for regular period:
KTRH-FM Houston, Tex.; KVCJ Chico, Calif.; KXOA-FM Sacramento; KSCB-Dallas; WBOW-FM Terre Haute, Ind.; WCBS-FM New York; WCED-FM DuBois, Pa.; WCLT-FM Newark, Ohio; WCNB-FM Connorsville, Ind.; WDXJ Spartanburg, S. C.; WELF-FM Battle Creek, Mich.; WFDR (FM) New York; WFLM-FM Philadelphia; WFIN-FM Findlay, Ohio; WFJS Freeport, Ill.; WFMJ Rocky Mount, N. C.; WFMJ-

FM Youngstown, Ohio; WGNC-FM Gastonia, N. C.; WHBL-FM Sheboygan, Wis.; WHTN-FM Huntington, W. Va.; WKST-FM New Castle, Pa.; WLEI-FM Bowling Green, Ky.; WLST-FM Toccoa, Ga.; WMAQ-FM Chicago; WMGW-FM Meadville, Pa.; WBNF-FM Binghamton, N. Y.; WNOY-FM York, Pa.; WPPA-FM Pottsville, Pa.; WQDI-FM Quincy, Ill.; WRAC-FM Williamsport, Pa.; WRAL-FM Raleigh; WREX-FM Reidsville, N. C.; WRFPS-FM Alexander City, Ala.; WRNL-FM Richmond, Va.; WRR-FM Dallas; WSOY-FM Decatur, Ill.; WSKR Shelbyville, Ind.; WSTZ-FM Jackson, Tenn.; WTMV-FM E. St. Louis, Ill.; WTRC-FM Elkhart, Ind.; WTRF-FM Bellaire, Ohio; WTRI Troy, N. Y.; WTSF-FM St. Petersburg, Fla.; WTVZ-FM Detroit, Mich.; WKAT Miami Beach, Fla.; KPUG Bellingham, Wash.; WRIA Caguas, Puerto Rico; KHJ-FM Hollywood, Calif.; KILZ-FM Oakland, Calif.; WJPG-FM Green Bay, Wis.; KBEE Modesto, Calif.; KDTH-FM Dubuque, Iowa; WICHTA, Kans.; KFMV Ft. Dodge, Iowa; KOIN-FM Portland, Ore.; WATG-FM Ashland, Ohio; WBAP-FM Fort Worth, Texas; WLDS-FM Jacksonville, Ill.

Temporary Renewals

Following stations granted renewal of licenses on temporary basis for the period ending March 1:
KDKA Pittsburgh, Pa.; KEX Portland, Ore.; KYW Philadelphia; WZB Boston; WBZA Springfield, Mass.; WGY Schenectady; WOWO Ft. Wayne, Ind.; KARM-FM Fresno, Calif.; KERN-FM Bakersfield, Calif.; KILZ-FM Denver, Colo.; KOKX-FM Keokuk, Iowa; WDEM-FM Providence, R. I.; WFMN Alpine, N. J.; WICA-FM Astabula, Ohio; WIMS Michigan City, Ind.; WEAU-FM Eau Claire, Wis.; KFMV Hollywood, Calif.; WKRM (formerly WCRF-FM) Roanoke Rapids, N. C.; WNRB-FM Syracuse, N. Y.; WJRN-FM Racine, Wis.; WSMF-FM New Orleans; WBEK Chicago; WAED New York; KPXN San Francisco.

(Commissioners Jones and Sterling voted to grant the following stations renewal of licenses on a regular basis, but they were extended on a temporary basis to March 1.)

KBOB-FM Omaha; KCMO-FM Kansas City, Mo.; KXOK-FM St. Louis; WJAL Flint, Mich.; WCTR Paxton, Mass.; WLYN-FM Lynn, Mass.; WTOA Trenton, N. J.; WEAV Evanston, Ill.; WEHS Chicago; WMMW-FM Meriden, Conn.; KRKP-FM Los Angeles; WLDN Oak Park, Mich.; WKJF Pittsburgh, Pa.; WDDC-FM Washington; WLRD Miami Beach, Fla.

November 23 Applications . . .

ACCEPTED FOR FILING License for CP

KVBC Farmington, N. M.—License for CP, as mod., new AM station.
WEWO-FM Laurinburg, N. C.—License for CP, authorizing reinstatement of CP, new FM station.
WTOI-FM Toledo, Ohio—License for CP, as mod., new FM station.

License Renewal

Following stations request renewal of license: KMMU Greenville, S. C.; KOSF Nacogdoches, Tex.; WCFV Clifton Forge, Va.; KEYL (TV) San Antonio, Tex.

Applications Returned

Cocoa, Fla.—RETURNED application Cocoa Bstg. Co. for new AM station, 1650 kc, 250 w, daytime.
WCPM Cumberland, Ky.—RETURNED application for license for CP new AM station.
WPEC Minneapolis, Minn.—RETURNED application for license for change in ant., etc.

November 26 Applications . . .

ACCEPTED FOR FILING

Modification of CP
WTH East Point, Ga.—Mod. CP, authorizing power increase from 1 kw daytime to 5 kw daytime, etc., for extension of completion date.
WFAA Dallas, Tex.—Mod. CP, as mod., authorizing change from DA-N to DA-DN, etc., for extension of completion date.

License for CP

KOSV Texarkana, Ark.—License for CP, as mod., new AM station.
WFCM Goldsboro, N. C.—License for CP, as mod., new AM station.
WFMW-FM Masonville, Ky.—License for CP authorizing changes in FM station.

Modification of License

KAFY Bakersfield, Calif.—Mod. license to change from DA-DN to DA-N.

CP to Replace CP

WGNE-FM New Rochelle, N. Y.—CP to replace CP, as mod., new FM station. (CP expired Nov. 9.)

FM-105.7 mc.

KXEL-FM Waterloo, Iowa—CP to change ERP from 17.5 kw to 10.33 kw, increase ant. height above average terrain from 60 ft. to 487 ft., etc.

Application Returned

KCNA Tucson, Ariz.—RETURNED application for license to cover CP authorizing frequency change, power increase, DA, etc.

November 27 Decisions . . .

BY THE SECRETARY

WNRJ-FM Newark, N. J.—Granted mod. CP for extension of completion date to June 7, 1952.
WSKY-TV Syracuse, N. Y.—Granted license TV station.

WFAK Memphis, Tenn.—Granted license new AM station, 1480 kc 1 kw, daytime; cond.

KSL Silver City, N. M.—Granted extension of Jan. 1 in which to carry out assignment of license from A. Carl Dunbar to Southwest New Mexico Bstg. Corp.

Following were granted mod. CP's for extension of completion dates as shown:
WBLI Avalon, Santa Catalina Island, Calif., to June 10 cond.; WBSA New York, Pa., to Feb. 11; WJZ-TV New York, to March 31; WTMJ-TV Milwaukee, to June 1; WHEN Syracuse, to June 12.

November 27 Applications . . .

ACCEPTED FOR FILING

Modification of CP
WSAY Rochester, N. Y.—Mod. CP, as mod., authorizing power increase from 1 kw to 5 kw, change from DA-DN to DA-N, etc., for extension of completion date.

WBAP Fort Worth, Tex.—Mod. CP, as mod., authorizing change from DA-N to DA-DN, etc., for extension of completion date.

License for CP

WGAF Valdosta, Ga.—License for CP, as mod., new AM station.

Applications Returned

WLOS Asheville, N. C.—RETURNED application for assignment of license from Skyway Bstg. Corp. to Skyway Bstg. Co.

WLCM Lancaster, S. C.—RETURNED application for assignment of CP from Arthur Wilson Davis to himself plus Morgan J. Craig and Milton D. Scarborough.

WJBB Haleyville, Ala.—RETURNED application for renewal of license.

November 28 Decisions . . .

ACTIONS ON MOTIONS

By Comr. E. M. Webster
WELS Kingston, N. C.—Granted petition for license as it requests dismissal of application for CP and severance of its

application for transfer of control from proceeding to pending application WFTC Kingston, N. C., and retained on hearing docket; denied petition insofar as it requests dismissal to be without prejudice.

KIRO Seattle, Wash.—Granted petition for continuance of hearing from Dec. 10 to March 12 in Washington, re its application.

By Hearing Examiner James D. Cunningham

KTOE Mankato, Minn.—Granted petition to amend application to request power increase to 5 kw day and to request change from DA-N application, as amended, removed from hearing docket.

Graven Bstg. Co., New Bern, N. C.—Granted motion to amend application to include (1) revised partnership agreement, (2) sections V-A and V-G of FCC Form 301 and an engineering affidavit executed 10/19/51, and (3) affidavits of two of partners re financing their project to obtain bank correspondence of 11/19/51.

By Hearing Examiner Fannev N. Litvin
WOL Washington—Granted petition for continuance of hearing from Dec. 10 to March 10 in Washington re application for transfer of control of synchronous amplifier in Silver Spring, Md.

By Hearing Examiner Elizabeth C. Smith

KCNI Broken Bow, Neb.—Granted petition insofar as it requests leave to amend application to request frequency 1280 kc in lieu of 1430 kc and for removal of application, as amended, from hearing docket; dismissed as moot petition insofar as it requests reconsideration and grant without hearing.

By Hearing Examiner Basil P. Cooper
WLEW New York—Granted petition insofar as it requests continuance of hearing but denied insofar as it requests continuance for indefinite period of application, as amended, from Nov. 27 to Jan. 8 in Washington.

Frequency Bstg. System, Inc., Shreveport, La.—Granted petition to amend application so as to bring up to-date proposed balance sheet and to substitute new stock subscriber in lieu of certificate named the applicant as effective date of order was Oct. 29, date on which petition to amend was granted by examiner in open hearing.

By Hearing Examiner J. D. Bond

Winnebago Bstg. Co., Rockford, Ill.—Granted petition to amend application so as to request full-time operation on 1600 kc with 1 kw DA-DN; application, as amended, removed from hearing docket.

By Hearing Examiner Leo Resnick

KNOX Grand Forks, N. D.—Granted petition for permission to file late appearance in proceeding re application. Granted petition for continuance of hearing, now scheduled for Nov. 30. Hearing continued indefinitely.

BY COMMISSION EN BANC

License Renewal

Following stations granted renewal of license for regular period:
KWOP Clinton, Okla.; KXLW Clayton, Mo.; WINS New York; WTIL Mayaguez, P. R.; KDRO-FM Sedalia, Mo.; WCFM Washington; WISR-FM Butler, Pa.; WJAX-FM Jacksonville, Fla.; WKJG Fort Wayne, Ind.; WGBI-FM Scranton, Pa.; WLWA Cincinnati; WLFM-FM Roanoke, Va.; WOL-FM Washington; KFDA-FM Amarillo, Tex.; KGLO-FM Mason City, Iowa; KAYL-FM Storm Lake, Iowa; KTRB-FM Modesto, Calif.; KLVZ-FM Elroy, Ohio; WLWG-FM LaGrange, Ga.; WAKE Greenville, S. C.; WALD Waterbury, S. C.; WANS Anderson, S. C.; WCOG Greensboro, N. C.; WDKD Kingstree, S. C.; WEEB Southern Pines, N. C.; WEGO Concord, N. C.; WELP Easley, S. C.; WEWO Lenoir, N. C.; WFCB Greenville, S. C.; WFLB Fayetteville, N. C.; WGGD Chester, S. C.; WHIP Mooresville, N. C.; WHKY Hickory, N. C.; WJAY Mullins, S. C.; WLAT

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(Comrs. Jones and Sterling voted for regular renewals for stations KFCD-FM Nampa, Idaho: WKRC-FM Cincinnati: WMOR Chicago: WPLH-FM Huntington, W. Va.: WFME Chicago, and WGHF New York, listed in foregoing.)

November 28 Applications . . .

ACCEPTED FOR FILING

License for CP

KCNB Tucson, Ariz.—License for CP,

as mod., authorizing frequency change, power increase, DA, etc.

WFNC Fayetteville, N. C.—License for CP, as mod., authorizing frequency change, power increase, DA-N, etc.

WLCM Lancaster, S. C.—License for CP, as mod., new AM station.

License Renewals

KOTV (TV) Tulsa, Okla.—Renewal of license.
WKRC-TV Cincinnati, Ohio—Renewal of license.

TV—Ch. 5

KSL-TV Salt Lake City—Amended application to change ERP from 18.4 kw vis., 9.2 kw aur., to 2.5 watts vis. and 1.25 watts aur.

TV—Ch. 6

WTVR (TV) Richmond, Va.—Amended application to change ERP from 2.04 kw vis., 1.02 kw aur., to 2.3 kw vis. and 1.15 kw aur.

Application Dismissed

KUMO Columbia, Mo.—DISMISSED application for mod. CP, as mod. new AM station, to change from DA-DN to non-directional, change location from Boone County, Mo., to Columbia, Mo., etc.

(Continued on page 103)

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

Managerial

Wanted: Station manager with successful record in trading area 20,000 to 50,000. We want a man with a good job who wants a better one plus chance to make some real money. \$5,200.00 guaranteed. Percentage of profits that will make \$15,000 to \$20,000 an easy possibility for right man. Station located in Chesapeake Bay country. Box 622L, BROADCASTING.

Sales manager with strong selling background, small station experience, ideas, enthusiasm and persistence. One station, 90,000 population, New England. \$100 salary plus. Friendly staff, likeable community permanent. Box 633L, BROADCASTING.

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. \$800 monthly possible. Box 472L, BROADCASTING.

Serious minded salesman who knows radio. Good opportunity for wide awake man in single station market. One thousand w daytime, independent, southern New England. New background, experience. Employees know of this ad. Box 591L, BROADCASTING.

Salesman, experienced, must know that you can close contracts and want to make \$10,000 per year on straight 15%, will carry at \$65 per week until up there, network station, heavy sports, sound 300,000 population, midwest, family man early thirties without war duty fears. Box 621L, BROADCASTING.

Wanted combination salesman-announcer Illinois station dominant in primary market (BMB) of 400,000 population wants good morning announcer and afternoon salesman. Salary and liberal commission. Start approximately \$75 per week and could earn \$125. Car needed. Experience, hard work and drive. Emphasis on selling. Send full particulars in first letter and photograph if possible. Box 648L, BROADCASTING.

Excellent opening, experienced small market salesman. Guarantee, draw and bonus for out-of-town business. Can assign accounts for service. Good living conditions. Call KBRS, Springfield, Arkansas.

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 recognizes value of account services. Reply to Box 627L, BROADCASTING.

Wanted, salesman. If you would like to work with a most congenial staff for more money than you are making now, at a station that does not have to be sold to advertisers on every contact, phone or write John Conwell, KNCN, Moberly, Mo.

Excellent opportunity for salesman who knows radio and value of account selling. Salary and commission. Send complete details, air mail. KPWW, Powell, Wyoming.

Salesmen: We have expanded our group of successful services used by radio stations and we can use two single men, familiar with Mid-City programming, to travel by car—one with base near Illinois—the other near Texas or Colorado. You will sell in person and by long distance phone. We have sales, programming and continuity service and our 7 new continuous script shows. Salary and expense arrangement with opportunity to grow. Write Merchandising Division, National Research Bureau, Inc., NRB Building, Chicago 10, Illinois.

Help Wanted (Cont'd)

Mutual station needs commercial salesmen. Apply KVOB, Plainview, Texas.

Announcers

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

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

Newscaster, who gathers local, writes own wire news and airs, must have experience, good news voice, minimum two years college, midwest network station, \$60 per week starting. Box 619L, BROADCASTING.

Leading north midwest 5 kw network affiliate has immediate opening for ambitious announcer with real personality. Challenging assignment with wide open opportunity for advancement. Send full details and all information. Box 629L, BROADCASTING.

Wanted: Announcer, first class operator, 300 watt independent, upper midwest. All-round versatility desirable. Will pay accordingly. Box 632L, BROADCASTING.

Combination morning personality and staff announcer for NBC affiliate in major northeast market. Prefer home-like, southern style delivery. Send picture, history and audition disc to Box 638L, BROADCASTING.

Western New York independent looking for experienced announcer. Must be outstanding on news and deejay work. Wages are tops for the right man. Box 642L, BROADCASTING.

Announcer-engineer needed by CBS outlet in the southwest immediately. Send complete information to Jim Duncan, KSIL, Silver City, N. Mex.

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

Wanted: Announcer-engineer. Emphasis on announcing. Good pay with increase to right man. KLIC, Monroe, Louisiana. Phone Dr. Cerniglia, 3-4617, Owner.

Announcer-salesman needed immediately by CBS outlet in southwest. Send full particulars to Jim Duncan, KSIL, Silver City, N. Mex.

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

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

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

Morning man—Hard hitting announcer. Only experienced need apply. Prefer man state Wisconsin, near midwest. Reasonable starting salary, health benefits. Send disc, tape, complete letter program director, WHBY, Appleton, Wisconsin.

WJPD, Ishpeming, Michigan wants announcer. Ability and interest will compensate for lack of experience. Send audition and full details.

Newsman, to gather, write and announce local news. Send tape or disc, photo, background and salary requirements. WSLB, Ogdenburg, N. Y.

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

Help Wanted (Cont'd)

Announcer-control room operator. We are adding an additional man to our staff. Start at \$200 a month with regular schedule of increases. 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.

Opportunity announcer-writer with or without experience, want ambitious worker, good voice and education. Send photo, audition details. WYVE, Wytheville, Va.

Technical

First class engineer. No experience required. Virginia network station. Box 238K, 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. New York network local. Consistent improvement. Immediate opening. Box 571L, BROADCASTING.

Need combination announcer-engineer for Minnesota station. Want man able to work into chief engineer. Good salary. Mail details. Box 624L, BROADCASTING.

Opening available in midwest station for engineer with license and control room experience. Must be good audio production man. Exceptional opportunity for right man to grow into combination AM-TV operation. State salary experience. Send photo first letter. Reply Box 627L, BROADCASTING.

Chief engineer to take complete charge of midwest 5 kw directional. Excellent salary plus bonus. Will file for TV at end of term. Send full particulars. Only qualified engineers apply. Box 634L, BROADCASTING.

Minnesota network affiliate needs announcer with first class engineer's license. Top salary to right man. Send disc or tape first letter. Box 639L, BROADCASTING.

Wanted: Combination engineer-announcer. Best of working conditions. Located 80 miles east of Yellowstone Park. Good pay. Air mail disc. KPWW, Powell, Wyoming.

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

Immediate opening, engineer-announcer 1 kw update New York daytime Radio Station WDLA, Walton, New York.

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

Two engineers—wanted for transmitter work, 40 hours, \$100 per hour. WIEL, Elizabethtown, Kentucky.

Help wanted—First class engineer modern station, new equipment, good working conditions, good pay, experience desirable but not essential. WJWL, Georgetown, Delaware.

Wanted—Engineer with first class license, some announcing. Contact WNVN, Norton, Virginia.

Chief engineer old established one kw non-directional AM one kw FM. Excellent working conditions in pleasant community, immediate opening WPAG, Ann Arbor, Michigan.

Radio announcer with 1st class phone license wanted immediately. WPOE, Elizabeth, New Jersey.

Help Wanted (Cont'd)

Chief engineer needed for station with combined operation. Would consider combination man if not necessary. WFRS, Paris, Illinois.

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

First phone transmitter operator. WSYB, Rutland, Vermont.

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

Engineer, residing in Essex County, New Jersey. Either on fee basis, or flat salary. Must be available on Sunday nights. Capable of directing the maintenance and servicing of Western Electric 5 kw and Raytheon 1 kw. Call South Orange 3-1446 after 6:00 P. M.

Radio test technicians and radio test engineers for alignment, test and trouble-shooting of complicated radio equipment. (must have technical background, theoretical knowledge and extensive experience in practical radio. Pay excellent. (man who fresh train earn up to \$120.00 a week), working conditions are of the finest, opportunities for advancement are good and you'll like the employee benefits. All this plus the opportunity to work in the finest city in the midwest! Write for an interview or send resume of qualifications to B. V. Mayhauer, The Turner Company, 909 17th St., N. E., Cedar Rapids, Iowa.

Production-Programming, Others

Program director, some air work, preferably musical clock type, good job pay, dependent on experience. Must be willing to work hard in Mass. independent. Write full details in confidence. Box 527L, BROADCASTING.

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

Major midwest radio-TV operation with large news staff needs aggressive director-editor. Must have experience. Not looking for broadcaster. Box 608L, BROADCASTING.

Assistant librarian with experience, large market, network station, blanket licenses \$2,500 start, music background. Box 620L, BROADCASTING.

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

Television

Technical

Wanted—TV chief engineer. Man must be able to take over operating station completely. Box 880, BROADCASTING • TELECASTING.

Live in Beautiful San Diego, nation's most equable climate. Four men needed for TV transmitter and studio work. TV experience not necessary but preferred. Salary and expense allowance. Salary requirement, late picture first letter. Thornton Chew, KFMB-TV, San Diego.

Production-Programming, Others

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

Situations Wanted

Managerial

Thoroughly experienced manager can make small market pay big dividends or put new station on in black. Want mid-south small market location. Not too low salary. Send resume and address to manager. Box 600L, BROADCASTING.

Salesmen

Time salesman experienced in 43 markets, desires new position in New York City. Box 614L, BROADCASTING.

Situations Wanted (Cont'd)

Combine sales and programming, bring the two together with an experienced hand, 5 years sales, writing, program management. Box 615L, BROADCASTING.

Attention station owner, if your billing is low! Active sales director, twelve years high sales in very competitive market. Excellent record—will go anywhere for high income. Box 617L, BROADCASTING.

Announcers

Experienced announcer. Commercials, news, DJ. Eastern shore. 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 offers considered. Excellent references. Box 514L, BROADCASTING.

Announcer, married, family. Desires permanent position northeast. Box 595L, BROADCASTING.

Good staff announcer with solid commercial and news delivery. Three years experience. Now in upper midwest. Married, draft exempt with top references. Box 597L, BROADCASTING.

Experienced announcer. Can operate board. Looking for job with future. Phone collect. Ludlow 9-3239 N.Y.C. after 5 P.M. Veteran. Box 598L, BROADCASTING.

Network play-by-play sportscaster available immediately. One of country's finest basketball, football and baseball announcers. Top metropolitan area. Interested only in metropolitan areas. Box 601L, BROADCASTING.

Combo man—net, independent experience, good voice, capable of chief, best recommendations, married, draft exempt, midwest only. Box 610L, BROADCASTING.

Announcer-engineer—Four years experience. Tape, references request. Dependable, all phases including servicing accounts. Box 611L, BROADCASTING.

Experienced, versatile announcer, single, age 22, draft exempt vet. Desires position involving sports and attitude news, sports, disc show. Smooth board and team man. Effective delivery. Check available. Box 612L, BROADCASTING.

Experienced—Announcing, most phases, two; engineering, 3½ years. 26, married, vet. car. Desire further training of good announcing abilities and/or opportunity to become chief engineer. Air check available. Box 613L, BROADCASTING.

Are you searching for a staff announcer experienced in news, sports, DJ and control board operation? Presently employed, 27, married, desirable. Seeking permanent affiliation with progressive station. References, resume, disc on request. Box 623L, BROADCASTING.

Proven sales record: On 10 sponsored newscasts weekly, 4 phases in family. DJ show. Production spots, Warm, casual delivery. Heavy class "A" staff experience. Congenial worker. Now in 6100 plus rating station, solid connection. Box 625L, BROADCASTING.

Versatile, conscientious announcer-salesman. Four years experience all phases. Single, 26, draft exempt. Easy going style. Proven disc jockey ability. Tops on race. College and TV background. Looking for metropolitan area with future. Excellent references including last station. All inquiries answered. \$70 minimum. Available immediately. Box 626L, BROADCASTING or call 9-3389, Savannah, Ga.

Topnotch, draft exempt announcer, newscaster, disc jockey. First phone interview. Excellent references. Relocate near NYC. Audition. Box 635L, BROADCASTING.

Experienced announcer. All types of staff work. College of Music, B.U.; NBC announcer. Family. Dependable. Box 636L, BROADCASTING.

Available after two weeks notice. Announcer-program director, 1 years background. Excellent references. 2D with New York State station. Desire warmer climate. Married, age 32, two children. Box 637L, BROADCASTING.

Experienced announcer desires position with progressive station in N. C.-Va. area. Presently employed. Draft exempt. Box 641L, BROADCASTING.

Situations Wanted (Cont'd)

Morning man on console. Presently employed. Experienced. Direct program schedule, also play-by-play sports. Available trial period. Base pay \$70. Forty hours. Box 643L, BROADCASTING.

Announcer, good voice, single, draft exempt, over 5 years all-round experience wants position with progressive radio station. Available January 1st. Box 645L, BROADCASTING.

Announcer, 5 years staff experience. Presently employed. Best offer accepted. Box 646L, BROADCASTING.

Looking for sports minded station. Experienced play-by-play in football, basketball, baseball, track. Ex newscaster at 50 wk midwest, now handling sports publicity. MS Journalism Northwestern. Tape on request. Box 647L, BROADCASTING.

Announcer, disc jockey. Thoroughly trained. Graduate SRT, Chicago, Disc, photo on request. Harry F. Calson, 8202 S. 93rd, Cicero, Ill.

Announcer, continuity writer. Strong d). Graduate leading radio school. Vet. 21, draft exempt. Single. Free to travel. Johnny Hunt, 2067 46th St., Long Island City 3, New York. Astoria 4-9038.

Announcer-engineer, 1st phone. Draft exempt. Independent network experience. Accented on announcing. Strong news. Have left 10 kw affiliates. AM available. Will travel. Bill Rogel, 1275 Grand Avenue, New York City, N. Y.

Announcer; eight months experience at independent, want more; willing to work. Tape, photo upon request. Stewart Wickett, 177 Wilbraham Ave., Springfield, Mass.

Technical

First phone, 4½ years experience. State salary, working conditions first letter. Box 562L, BROADCASTING.

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

Engineer, twelve years experience, all phases, some college, now at 50 kilowatt, desires chief engineer position. Available on a month notice. Box 590L, BROADCASTING.

Chief engineer 5 kw directional desires change. Young, ambitious, family man. Thoroughly experienced. Desire position with established station with TV plans in city 100,000 or larger. Eight years with present employer. Box 596L, BROADCASTING.

Four years broadcast: control and xmr duties. Married, 28, first phone. Very fast. Now employed city one million. Box 603L, BROADCASTING.

Engineer—experienced, transmitter and control operator, draft exempt, graduate of a leading radio and television school. Will travel anywhere for good opportunity. Single, 27, have car. Box 607L, BROADCASTING.

Engineer, recently released reserve. Experienced short time as chief, have car, graduate of a leading radio-TV school, prefer middle west, will travel for interview. Box 630L, BROADCASTING.

Experienced 1st class engineer, single, draft free, willing to leave announcing. Box 644L, BROADCASTING.

Production-Programming, Others

Children are a good market. Need children's programs that sell. Then you'll get it. Triple threat with women's programs and station promotion. Young, experienced, likeable college grad. Present employer knows and approves desire to move to large station. Prefer midwest or southwest. Box 593L, BROADCASTING.

Newsman, capable, responsible, good news judgment, seeking staff spot or newsroom directorship. 24 years reporting, rewriting, editing. Former transradio staffer. 27, married, B.A., non reserve veteran. Box 599L, BROADCASTING.

My copy sells—my programs entertain and sell! Experienced, draft exempt, 29, married. Presently employed. Box 604L, BROADCASTING.

Woman producer, emcee and writer. Seven years experience on Chicago stations. Advertising and package firm experience. Excellent references—Chicago, only. Box 605L, BROADCASTING.

Situations Wanted (Cont')

Program director, announcer, five year background, mature voice, sound ideas. Wants permanency. Box 606L, BROADCASTING.

Attention: Do you need a P.D.-announcer? 6 years experience. Have been P.D. of 250 watt and 1000 kw. Now announcer at one of south's leading 5000 kw NBC. Looking for place to settle and at least some of my ideas. 26, single, draft exempt. Box 609L, BROADCASTING.

Infatigating. Need permanent location. 5 years experience sales, programming, exploitation, management. Be a Godsend today. Box 616L, BROADCASTING.

Young woman with network and independent experience in copy and news wants to sell advertising. Has sold newspaper advertising. Available after December 23. Box 645L, BROADCASTING.

Building Christmas accounts? Increasing major account advertising? College graduate writes easy-to-read copy that sells! Excellent voice—will create deliver women's programs. Eleanor Musser, 122 E. 34th St., New York City.

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 radio basic operation. Box 575L, BROADCASTING • TELECASTING.

Salesmen

TV salesman; draft exempt, employed; writes commercials, shows; young; family; car; ambitious. Prefer TV, agency, film connection south, west. Box 594L, BROADCASTING • TELECASTING.

Production-Programming, Others

Movie cartoon research director who is combined story plotter, re-writer, gagman, sketch artist, desires position in TV. New York City. Box 595L, BROADCASTING • TELECASTING.

For Sale

Stations

Western coast state. Ideal future market. Priced low. \$8750 handles. Good husband and wife operation. Box 628L, BROADCASTING.

For sale—broadcasting stations. Leonard J. Schrader, 509½ East Green St., Champaign, Ill. Phone 9094.

Equipment etc.

Truscon H-30, 295 foot tower, 1 kw GE FM transmitter, monitor and limiter, Magnecorder PTA and PTR, W. E. arms and reproducers. Collins remote single and double speech input equipment. G. E. program and preamp amplifiers. All lighting and half. No reasonable offer refused. Box 419L, BROADCASTING.

For sale: 375 foot 40-ton self supporting Leigh tower now standing. Stressed to carry FM or TV or both. Complete with A-4 lighting and 8 bay W.E. FM antenna. Priced to sell. Box 602L, BROADCASTING.

New, 220 ft. Stainless tower and used RCA ET-4250 - 250 watt transmitter. \$3100 takes both. Box 631L, BROADCASTING.

Dummy load and wattmeter, Bird, model 67 serial 183. Three power scales: 25 watt, 100 watt and 500 watt. Perfect condition. Complete with RG-17/U transmission line and connectors, instruction book and calibration chart. \$200.00. Contact Chief Engineer, WFMY-TV, Greensboro, N. C.

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 5-5669.

Wanted to Buy

FM transmitters, monitors, limiting amplifier, studio console. Must be bargain. WJOC, Jamestown, New York.

Miscellaneous

Antenna resistance measurements and antenna coupling circuit adjustments made at reasonable rates. All work guaranteed. Edward Goodberlet Company, 6378 Smiley Ave., St. Louis 9, Missouri.

Help Wanted

Salesmen

SALES ENGINEERS

Large electronic equipment manufacturer in the East has several desirable openings for Sales Engineers. Experience in broadcast transmitters or audio equipment essential. Engineering degree desired but equivalent experience may be substituted. Give full details, including age, education, experience and salary history.

BOX 651L, BROADCASTING

Announcers

KTSW-Mutual affiliate-EMPORIA, Kansas

WANTS GOOD EXPERIENCED

ANNOUNCER

to assume responsible position

all replies kept confidential. Immediate

opening.

Situations Wanted

Announcers

HILLBILLY MAIL-PULL

SPECIALIST

20 years nation's top station. Dealey, MC, musician and song writer. Pooled 2,418 strawberry plant orders, sold 24, 975 baby chicks in two weeks. Let him SELL for you. Consider only topnotch P.I. station operation. Get the P.I.L.L. story, write Box 592L, BROADCASTING.

For Sale

Equipment, Etc.

FM EQUIPMENT FOR SALE

- Federal 8-bay square loop antenna
- REL model 518-DL-1 kw. transmitter and modulator.
- REL model 520-DL-10 kw. quadrangle amplifier.
- Doolittle model FD-11 frequency and modulation monitors.
- Composite high-voltage power supply.

Write Fred M. Andrews, Chief Eng'r.

WROL

Knoxville, Tennessee

FOR SALE

Tubes: 889R—891R—892R

\$195.00 each

We have a large stock of special purpose tubes available.

Compass Communications Co.

393 Greenwich St., New York 13, N.Y.

(Continued on next page)

Wanted to Buy (Cont'd)

Stations

TV...

TAXES...

RISK...

May encourage you to disperse of half or more of your radio operation.

If you are a CBS or NBC Affiliate, your reply to this ad placed by principals will be treated in the fullest confidence.

Box 650L, 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. FRAZIER

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

Schools

JOBS IN RADIO!

Become an announcer, writer, producer or sales manager.
Nearly fifty jobs now available for trained personnel. Write for information about professional accelerated and correspondence courses.

National Academy of Broadcasting, Inc.
3338 16th St., N.W., Wash., D. C.

NBS GRADUATES are in DEMAND

NBS has more requests for trained radio help than it can fill! Jobs are waiting right now for NBS-trained graduates. Get your first class license in a few months; complete combination training in a year or less. Course includes announcing, writing, selling, drama, news editing, production, programming, disc jockey technique.

100% Placement of Combination Men Housing Arranged

Write Today for Details

NORTHWEST BROADCASTING SCHOOL

"One of the Nation's Great Radio-TV Schools"

531 S. W. 12th Ave., Portland 5, Ore.

NINE of the home basketball games scheduled by Army and Navy teams will be telecast over CBS-TV, Saturdays at 2 p.m., beginning with Navy-U. of Virginia game to be played at Annapolis Dec. 8. As yet games are not sponsored but are being offered for sale, network spokesman said.

KTUL APPEAL

Helps Homeless Family

APPEALS on two newscasts by KTUL Tulsa were enough to bolster a family of 11 children and their parents left homeless and destitute by an early morning fire.

Station reports that Newscaster Ed Neibling aired the first appeal on KTUL's 10 p.m. news show on the night following the fire and another plea was made 7 a.m. the next morning on News Chief Jack Morris' show. Reaction was swift. KTUL borrowed a truck and collected contributions of bedding furniture, clothing and food. More than 50 pick-ups were made. Many Tulsans brought clothing and money directly to the studios.

Two days after the fire, KTUL notes, the station was instrumental in locating a temporary home for Mr. and Mrs. Bert Goodman and their children; had delivered enough furniture and other essentials to furnish a five-room house. The family also was provided with a generous supply of groceries and nearly \$100 in cash.



KTUL staffers load truck as contributions to station appeal mount.

Blood Drive Cited

CBS Radio's 15-hour blood pledge marathon Nov. 15—led by Arthur Godfrey—was credited by Acting Secretary of Defense William G. Foster with bringing about "tremendous collections for the Armed Forces blood donor program." Mr. Foster sent a congratulatory telegram to Stuart Novins, CBS Radio associate director of public affairs. Drive—in which all the network's radio affiliates and program sponsors cooperated—will produce an estimated 300,000 one-pint pledges, or equivalent of a month's collection, CBS spokesman said.

WBA MEMBERSHIP

Sets Up Associates Status

ASSOCIATE membership in the Wisconsin Broadcasters Assn. is now open to transcription companies, news service, networks, equipment firms, broadcast trade papers and other radio-TV allied organizations.

Action has been taken by the WBA's board of directors in establishing an associate non-voting classification. Annual dues for associate members was set at \$25 by the board. Applications for membership can be forwarded to WBA's treasurer, Mrs. Jeanne Heal, WTCH Shawano, Wis.

MORE than 80 agricultural leaders and workers from Pennsylvania, Ohio and West Virginia area took part in the 10th Annual KDKA Pittsburgh Farm Radio Conference. It was held in the Grant Bldg.

Quick KQV Thinking

KQV Pittsburgh has discovered there can be dollars in call letters. When the advance promotion for MGM's "Quo Vadis," technicolor movie extravaganza, hit Pittsburgh, KQV's sales department got together with Charles Elder, manager of the local Loew's Penn. theatre which premiered the film in the Steel City. They came up with a contract for 250 station breaks, saying: "KQV Pittsburgh. We suggest you see Q V . . . 'Quo Vadis,' at the Loew's Penn."

NEED AN ENGINEER?



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

New England

\$75,000.00

A well established fulltime network station with a consistent volume of business that has always produced a good return for the non-active owner. Located in one of New England's best markets this facility also has an interesting TV potential. Liberal financing arranged.

Rocky Mountain

\$50,000.00

A fulltime independent located in one of the very attractive smaller and isolated markets in the Rocky Mountain area. This station is showing a modest profit under absentee ownership. Well equipped and valuable real estate, including an apartment will be delivered at this price.

Appraisals • Negotiations • Financing

BLACKBURN-HAMILTON COMPANY

RADIO STATION AND NEWSPAPER BROKERS

WASHINGTON, D. C.

James W. Blackburn
Washington Bldg.
Sterling 4341-2

CHICAGO

Ray V. Hamilton
Tribune Tower
Delaware 7-2755-6

SAN FRANCISCO

Lester M. Smith
235 Montgomery St.
Exbrook 2-5672

FCC Actions

(Continued from page 99)

November 29 Decisions . . .

BY COMMISSION EN BANC
Grants License Renewal
WSSB Durham, N. C.—Granted renewal of license for regular period.
Extend Authority
WIBK Knoxville, Tenn.—Granted extension of temporary authority to Feb. 1, 1960, 30 days after entry of decision by U. S. Court of Appeals for D. C. on pending petitions of FCC and applicant, whichever date is sooner.

November 29 Applications . . .

ACCEPTED FOR FILING
Modification of CP
KPOO San Francisco—Mod. CP. as mod. new AM station, for extension of completion date.
KLIX Twin Falls, Idaho—Mod. CP. as mod., authorizing frequency change, power increase, DA-DN, etc., for extension of completion date.
WRBZ Muskegon, Mich.—Mod. CP. authorizing power increase, ant. changes, etc., for extension of completion date.
WRJW Piquette, Miss.—Mod. CP. as mod., new noncommercial educational FM station, for extension of completion date.

WEDEK (FM) Springfield, Mass.—Mod. CP. as mod., new FM station, for extension of completion date.

License for CP
WCME Wildwood, N. J.—License for CP, new AM station.

WBOW-FM Terre Haute, Ind.—Li- cense for CP, authorizing changes in FM station.

CP for CP
WRMC New Orleans, La.—CP to replace CP which expired Aug. 27.

To Amend CP
WKSJ Pulaski, Tenn.—Amended CP to change name from Pulaski Bstg. Co. to Richland Bstg. Co. (CP authorizes change from 730 kc to 1420 kc, increase power from 250 w to 1 kw fulltime, DA-3-N, etc.)

Application Dismissed
KVOB Alexandria, La.—DISMISSED application for assignment of license from Central Louisiana Bstg. Corp. to Dudley J. LeBlanc through sale of 70% interest for \$58,000.

TENDERED FOR FILING
AM-1070 kc
WAPI Birmingham, Ala.—CP to increase power from 5 kw D to 10 kw D, etc.

Tranum, Markey Named

FED BALDWIN INC., New York public relations firm, last week announced appointment of two new vice presidents in connection with the company's expansion into the television field—including live and film television production and sales, film syndication, and talent representation. Charles B. Tranum, with the DuMont TV Network for the past six years, will act as executive producer on live and film production, and talent administrator. John R. Markey, formerly with NBC Hollywood in an executive capacity and more recently author of a survey on television for David D. Selznick, will be director of sales. Firm will continue to function as a separate unit in the public relations field.

**Why buy 2 or more...
do 1 big sales job**

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WIBAL
 Contact
 EDWARD
 PERRY CO.

New Grants, Transfers, Changes, Applications

Box Score

SUMMARY THROUGH NOVEMBER 29

Class	On Air	Licensed	CPs	Cond'ts	Appls.	In Hearing
AM Stations	2,399	2,589	129	30	11	107
FM Stations	639	533	89	1	1	1
TV Stations	108	91	17	1	458	171

* On the air.

CALL ASSIGNMENTS: KWSL Lake Charles, La. (KWSL Inc., 1400 kc 250 w fulltime); WEYE Sanford, N. C. (Waldo W. Primm, 1290 kc 1 kw daytime); WSLM Salem, Ind. (Don H. Martin, 1290 kc 250 w daytime); WNCA Silver City, N. C. (Chatham Bstg. Co., 1570 kc 1 kw daytime); KVOZ Laredo, Tex. (Gualde Bstg., 1490 kc 250 w fulltime); WRAP Norfolk, Va. (Rollins Bstg. Inc., 1050 kc 500 w daytime); WCLC Flint, Mich. (Adelaide Lillian Carrell, 1470 kc 1 kw fulltime DA-1); KCAR Clarksville, Tex. (Teco Bstg. Co., 1350 kc 500 w daytime); WOOK Washington (changed from WINX); WINX Silver Spring (changed from WOOK); KGW-FM Portland, Ore. (Pioneer Bstg. Inc.); WILD Birmingham, Ala. (changed from WINE effective Jan. 16); WKO Columbus, Ohio (changed from WKLY); WKO-FM Columbus, Ohio (changed from WVKO); WML Medford, Mass. (changed from WIBL); WIFM Elkin, N. C. (changed from WELK); WIFM-FM Elkin, N. C. (changed from WIFM); and KSWI-FM Council Bluffs, Iowa (changed from KFMK).

Docket Actions . . .

FINAL DECISION
Sacramento, Calif.—Capitol Radio Enterprises, FCC issued decision affirming hearing examiner's recommendation for grant of new AM station on 1380 kc, 1 kw, daytime, DA; conditions. Decision Nov. 23.

ORDERS
Wausau, Wis.—John R. Tomek, FCC by order granted motion filed by Mr. Tomek requesting dismissal of his application for new AM station, 1230 kc, 250 w, fulltime. (Mr. Tomek is president and majority stockholder in firm applying for purchase of WSAU Wausau from the Milwaukee Journal.) Order Nov. 23.

E. D. Rivers Jr. (for purchase of KWEM West Memphis, Ark.) and **Rivers (for purchase of WACL Waycross, Ga.)** and **E. D. Rivers Sr. (for purchase of WWSA Miami, Fla.)** and **Robert Messers, Rivers** applications to buy interest in or control of aforementioned stations individually since no common ownership exists between these persons. FCC found there is no broadcasting, business, property or other bond among the Rivers [BET, Nov. 26]. Order Nov. 27.

OPINIONS AND ORDERS
KMPC Los Angeles, WJR Detroit, WGAR Cleveland, Frances S. Richards—FCC issued memorandum opinion and order granting renewal of regular period of licenses of KMPC WJR and WGAR; granted consent to involuntary transfer of control KMPC, WJR and WGAR to Frances S. Richards, executrix of estate of G. A. Richards, deceased; denied petition to set aside immediate decision filed by Chief, Broadcast Bureau and FCC General Counsel; granted counter-petition filed by applicants insofar as it requests immediate grant of renewal applications; dismissed as moot certain exceptions of Chief, Broadcast Bureau and FCC General Counsel and motion to strike exceptions filed by applicants. (Comrs. Coy and Henneck concurred in separate opinion.) Comr. Walsh concurred in separate opinion.) Order Nov. 28 (see story this issue).

WDSU New Orleans, La.—WDSU Bstg. Corp. FCC granted application for renewal of license for regular period [CLOSED CIRCUIT, Nov. 26, 19]. (Comr. Jones dissented to decision but concurred in grant.) Decision Nov. 26.

INITIAL DECISIONS
Dallas, Tex.—Lakewood Bstg. Co. Hearing Examiner Fanny N. Litvin issued initial decision looking toward grant of new AM station on 1480 kc, 500 w, 300 w night, fulltime; conditions. Decision Nov. 27.

Reading, Pa.—Radio Reading. Hearing Examiner Basil R. Cooper issued initial decision looking toward denial of application for new AM station on 1510 kc, 1 kw, DA, fulltime. Decision Nov. 29.

Non-Docket Actions . . .

TRANSFER GRANTS
KBMX Coalinga, Calif.—Granted consent to assignment of license from Rea B. Bowman and Benjamin Bowman, d/b as Pleasant Valley Bstg. Co., to

John H. Thatcher for \$22,000. Mr. Thatcher is chief electrician for Paragon Plywood Corp., Crescent City, Calif., and formerly was chief engineer for KSEM Moses Lake, Wash., KPUG Bellingham, Wash., KBIO Burley, Idaho, and KAVE Havre, Mont.; he owns 25% common stock KSEM and \$8,000 worth preferred stock KPUG. Granted Nov. 23.

WJMW Athens, Ala.—Granted consent to transfer of control Athens Bstg. Co., licensee, from Wilson T. White, former partner, by three remaining partners Homer F. Lawson E. and Robert V. Dunnivant, for undisclosed consideration. Before transfer, Mr. White and each of the Dunnivants held 16.17% interest; after transfer Homer F. and Lawson E. Dunnivant hold 20.83% interest, and Robert V. Dunnivant continues to hold 16.67%. Granted Nov. 23.

KWEM West Memphis, Ark.—Grant- ed consent to assignment of license from West Memphis Bstg. Co. to KWEM Inc. for \$73,468.01. Principals in transferee are President E. D. Rivers Jr. (99.99%), Vice President De-catur, Ga., WJIV Savannah, Ga., applicant to buy WGOV Valdosta, Ga., and applicant for new TV station in Alabama, Vice President William H. Keller (0.01%), engineer, and Secretary-Treasurer H. E. Ulmer, CPA. Granted Nov. 27 [BET, Nov. 26, Oct. 8, Sept. 17].

WACL Waycross, Ga.—Granted consent to transfer of control Teletronics Inc., licensee, from Mrs. Virginia Price Bowen to James S. Rivers, present owner of 247 shares, through transfer of four shares, consideration consisting of release from obligations. Granted Nov. 27 [BET, Nov. 26, Oct. 8, Sept. 17].

WMIE Miami, Fla.—Granted consent to transfer of control Sun Coast Bstg. Co., licensee, from Arthur B. McBride and Daniel Sherby to E. D. Rivers Sr., owner WGOV Valdosta, Ga., part owner WOBJS Jacksonville, Fla. Mr. Rivers has 154 shares for \$1.00 and has purchased \$227,500 worth of demand notes from sellers for \$218,459 [BET, July 9]. Granted Nov. 27 [BET, Nov. 26, Oct. 8, Sept. 17].

KMPC Los Angeles, WJR Detroit and

WGAR Cleveland—Granted consent to involuntary transfer of control to Frances S. Richards, executrix of estate of G. A. Richards, deceased. No monetary consideration. Granted Nov. 28 (see story this issue).

New Applications . . .

AM APPLICATIONS
Knoxville, Tenn.—Knoxville Ra-Tel Inc., 860 kc, 1 kw, daytime; estimated construction cost \$10,000. Estimated first year operating cost \$48,000, estimated first year revenue \$60,000. Stockholders include President Thomas W. Gambel (31%), Savannah, Ga., city treasurer and director Chatham Savings & Loan Assn., Vice President Mrs. Roy S. Carr (30%), Vice President Thomas W. Gambel (34%), owner "The Review Co." (office supply and printing), Savannah, and Secretary-Treasurer B. C. Johnson (5%), chief engineer WGST Atlanta and a consulting engineer. Filed Nov. 27.

Raleigh, N. C.—Merchants & Farmers Station, 1440 kc, 500 w, daytime; estimated construction cost \$14,275, estimated first year operating cost \$24,000, estimated first year revenue \$36,000. Applicant is B. H. Ingle Sr., former 50% stockholder of WFGV Fuquay Springs, N. C., and new owner of B. H. Ingle & Sons (roofing and sheet metal fabricators). Filed Nov. 29.

Lafayette, Calif.—Arthur Westlund, 1300 kc, 1 kw, daytime; estimated construction cost \$14,629.20, estimated first year operating cost \$30,000, estimated first year revenue \$32,000. Applicant is manager of KRB Berkeley, Calif., and owns Royal Recording Co., Berkeley. Filed Nov. 28.

Meysersdale, Pa.—WJAC Inc., 560 kc, 500 w, daytime; estimated construction cost \$39,750, estimated first year operating cost \$39,860, estimated first year revenue \$42,000. Applicant is licensee of WJAC-AM-FM Johnstown, Pa. Filed Nov. 28.

Covington, La.—A. R. Blossman Inc., 900 kc, 1 kw, daytime; estimated construction cost \$16,275, estimated first year operating cost \$24,000, estimated first year revenue \$36,000. Stockholders in applicant corporation include A. R. E. W. D. C. Blossman, R. S. Blossman Sr. and Jr., and D. Hollander, all officers or employees of A. R. Blossman Inc., Covington (home appliances, fuel distributor). Filed Nov. 28.

TV APPLICATIONS
Rochester, Minn.—Southern Minn. Bstg. Co., Ch. 10, ERP 20 kw visual, 10.1 kw aural, antenna height above average terrain 597 ft.; estimated construction cost \$181,742.15, estimated first year operating cost \$100,000, estimated first year revenue \$120,000. Applicant is licensee of KROC Rochester. Filed Nov. 27.

Minneapolis, Minn.—Family Bstg. Corp., Ch. 9, ERP 68 kw visual, 34 kw aural, antenna height above average terrain 464 ft.; estimated construction cost \$280,700, estimated first year operating cost \$480,000, estimated first year revenue \$600,000. Applicant is licensee of KBYD Minneapolis. Filed Nov. 27.

Paduach, Ky.—Paduach Newspapers Inc., Ch. 6, ERP 10.8 kw visual, 5.4 kw aural, antenna height above average terrain 236 ft.; estimated construction cost \$171,150, estimated first year operating cost \$36,000, estimated first year revenue \$80,000. Applicant is licensee of WKYB-AM-FM Paduach and has 25% interest in WRFX West Frankfort, Ill. Filed Nov. 28.

Odessa, Tex.—Ector County Bstg.

(Continued on page 104)

SIX YEARS OF LEADERSHIP IN NONNATI

→ See Centerspread This Issue ←

ON THE AIR EVERYWHERE 24 HOURS A DAY

50,000 WATTS

OF

SELLING POWER



FCC Roundup

(Continued from page 103)

Co., Ch. 7, ERP 2.25 kw visual, 1.125 kw aural, antenna height above average terrain 350 ft.; estimated construction cost \$137,047; estimated first year operating cost \$35,002; estimated first year revenue \$67,460. Applicant is licensee of KECK Odessa. Filed Nov. 29, Springfield, Mo.—Springfield Television Inc., Ch. 3, ERP 60.7 kw visual, 30.35 kw aural, antenna height above average terrain 544 ft.; estimated construction cost \$224,250; estimated first year operating cost \$100,000; estimated first year revenue \$100,000. Applicant is licensee of KGBX Springfield. Filed Nov. 30.

TRANSFER REQUESTS

WEAR Pensacola, Fla.—Acquisition of control Gulfport Bstg. Co., licensee, by Charles W. Smith, from Gene L. Cagle, Lewis O. Seibert and Earle Fletcher, through purchase of 255 shares of stock for \$18,000. Before transfer, Mr. Smith has 127½ shares (25%), Mr. Cagle has 127½ shares, Mr. Seibert has 23½ shares and Mr. Fletcher has 102 shares. After transfer, Mr. Smith will have 382½ shares (75%). Filed Nov. 26.

WFC Somers, Ky.—Transfer of control Southeastern Bstg. Co., licensee, from W. Hawes Meade to Meyer Layman through sale of 700 shares (70%) for \$54,000. Mr. Layman is manager of WFC. Replied Nov. 26 (originally filed Oct. 13).

WKHM Jackson, Mich.—Assignment of CP from WKHM Inc. to Jackson Bstg. & Television Corp. to simplify administrative, financial and other related problems arising from operation of stations in two different cities (Jackson Bstg. & Television Co. operates WKHM Dearborn and holds a CP for WKHM). Filed Nov. 26.

KTRY Bastrop, La.—Assignment of license from Morehouse Bstg. Inc. to Nathan Bolton and A. R. McLeary, d/b as Morehouse Bstg. Co., through liquidation of stock held by Messrs. Bolton and McLeary for equal partnership interests in firm. No monetary consideration. Filed Nov. 28.

WCRB Waltham, Mass.—Transfer of control from Charles River Bstg. Co. to Theodore Jones and Stephen Paine through purchase of stock held by Richard C. O'Hare and Duell Richardson. Mr. Paine is buying Mr. Richardson's ½ interest for \$20,000 and Messrs. Paine and Jones are buying Mr. O'Hare's ½ interest for \$10,000 each. Mr. Jones already holds ½ interest, bought from L. P. Liles two years ago. Filed Nov. 28.

WICC Bridgeport, Conn.—Assignment of license from WICC-TV, Inc. to Enterprises Inc., licensee, to Bridgeport Bstg. Co. for \$200,000 (contingent on grant of WOR-AM-TV New York to Thomas S. Lee Enterprises, BeT, Nov. 26). Bridgeport Bstg. Co. is licensee of WLIZ Bridgeport. Filed Nov. 29.

WICC Bridgeport—Transfer of control Bridgeport Bstg. Co. to G. Gresham Griggs, Philip Merryman and J. Kenneth Bradley, voting trustees (contingent on assignment grant from Thomas S. Lee Enterprises to Bridgeport Bstg. Co., BeT, Nov. 26). Filed Nov. 29.

Deletions . . .

TOTAL deletions to date since Jan. 1: AM 27, FM 65, TV 1. New deletion: KUMO Columbia, Mo.—Boone County Bstg. Co., CP, Nov. 23.

GOODWILL STATIONS

Patt Issues Statement

JOHN F. PATT, president of the Goodwill Stations, issued the following statement last week following FCC's action renewing the licenses of WJR Detroit, WGAR Cleveland and KMPC Los Angeles:

We are gratified that the Commission has disposed of this matter. We will always remember gratefully and loyally all who offered and gave us their support. We look forward eagerly and confidently to the future of our stations—and particularly to the opportunities as well as the obligations of operating these stations under the highest standards of public service. We intend to demonstrate our slogan of "The Goodwill Stations" in fact as well as in name.

WJR, WGAR and KMPC, reaching their respective wide areas around Detroit, Cleveland and Los Angeles, will endeavor to deserve the confidence of their listeners, and to exhibit leadership in making radio increasingly effective as a medium of public information, enlightenment, understanding and inspiration.

Adherents Explain

(Continued from page 25)

acquired. He cited the difficulty of drawing up language for political telecasts and asked how a station would handle the situation that arose in Philadelphia where a candidate brought in a stuffed skunk and directed his replies on his opponent's statements to the animal. He added that the telecaster "has no right or authority of censorship."

The penal provision is "probably the most controversial," he said, being an innovation though benefiting from experience of other industries. He called the five-man review board a clearing house for complaints, public relations agency, sounding board and grand jury if necessary. Procedural changes will be submitted to the board this week.

As to the code seal, Mr. Brown said stations will have the right to exploit it, and to surrender it if they wish. At the same time, the TV board will have the right to enjoin its use.

He denied charges the code will frustrate creative effort or baffle good taste. "Would it regiment?" he asked rhetorically. "Well, the negative side would limit to a degree—the positive should do anything but that."

265 pages of testimony plus 1,200 exhibits. Only the two-year TV allocations-color-UHF proceedings are believed to have taken more testimony—1900 pages of testimony but only 700 exhibits. The case reportedly cost Mr. Richards \$2 million.

Initial charges in February 1948 by former KMPC newscasters alleged that Mr. Richards ordered newscasters to slant their broadcasts in line with his personal political and social opinions. Within the next 30 days, requests for an investigation were received by the FCC from the American Jewish Congress, CIO, Americans for Democratic Action, National Assn. of Radio News Directors, American Federation of Radio Artists and California Democratic State Central Committee (whose chairman was James Roosevelt, eldest son of the late President).

Late in March the FCC ordered an investigation and in November 1948 it ordered a public hearing on the charges [B*E, March 8, 1948 et seq.].

During the course of the heated hearing, which ended in December 1950, the case became a cause célèbre—with allegations of persecution, deception, anti-semitism and dictatorship freely and publicly traded among opposing counsel.

Counsel in Case

Representing FCC were Mr. Cotton and Frederick W. Ford, now chief of the Hearing Division of the FCC's Broadcast Bureau. Representing Mr. Richards was Hugh Fulton of the New York law firm of Fulton, Walter & Halley.

Rudolph Halley is the newly-elected president of the New York City Council, who attained prominence as counsel to the Kefauver Committee [B*E, Nov. 12].

Salient portions of the Commission's decision follow:

The assertions in the Supplementary Statements [Mrs. Richards' statements in answer to the FCC's inquiry regarding program policies of the stations] are drafted with reference to the alleged conduct and activities of Mr. Richards which were specified in the designated issues in the renewal proceeding. Preliminarily, however, Mrs. Richards states that in her answer . . . she understood and assumed that the word "present" in the question referred to the date she subscribed and swore to the transfer applications, June 23, 1951; that her answer was intended to cover policies and schedules in effect on and after June 23, 1951, and not those in effect prior thereto; that by "phrasing her answer as broadly and unqualifiedly as possible, and by not limiting its scope and effect by reference to particular matters, [she] intended that the Commission be given adequate assurance of full compliance by the licensee corporation, its officers and employees with all applicable statutes and Commission rules, regulations and decisions"; that she did not intend to state or imply that there would be no such changes in the program policies

and schedules as might be necessary or desirable to improve the operation of the stations and their service in the public interest; and that she did not intend to state or imply that there would not be such changes in the program schedules "as necessarily and normally occur in the operation of a properly conducted broadcast station in the public interest."

Continuing, Mrs. Richards declares that there were not in effect on June 23, 1951, or at any time since then, and that there will not be in the future, any policies, instructions or directives to officers or employees of the three stations or any actions or attempts of any kind, directly or indirectly tending in any way: (1) to present news broadcasts in a manner designed to give a biased or a one-sided presentation of the news . . . ; (2) to broadcast false news concerning particular issues or persons . . . ; (3) to broadcast editorials of daily newspapers as news items and without identification of such items as editorials . . . ; (4) to discriminate in news and other broadcasts in favor of any political causes, groups or candidates as against the interest of other political causes, groups or candidates . . . ; (5) or in any manner to promote or further any private political, social or economic views and interests of any officer, director, stockholder or employee of the three stations . . .

On the contrary, she stated, there were in effect on June 23, 1951, at all time since then, and there will be in the future, the policies set forth in the "Statement of General Policies," attached to the exhibits to her answers . . . (which embodies an exemplary code for the operation of a broadcast station); and all officers, employees and others concerned "were on June 23, 1951, are, and will continue to be, under instructions that they must strictly adhere both to the spirit and the letter of the foregoing, as well as of all other provisions in said 'Statement of General Policies,' copies of which have been, and will continue to be, furnished to all of them."

With further relation to the issues in the renewal proceedings, Mrs. Richards avers: that on June 23, 1951, and at all times since then and in the future, no disciplinary action has been, is being, or will be taken against any officer or employee of the three stations for failure or refusal to do



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ny of the things set forth in (1) to (5) above . . . but that, on the contrary, during such period the officers and employees have been and will continue to be subject to disciplinary action for failure or refusal to adhere to the policies set forth in the Statement of General Policies"; that either on June 23, 1951, nor at any time since then, have the facilities of the stations been used, nor will they be used in the future, to do any of the things set forth in (1) to (5) above . . . but that, on the contrary, the facilities have been and will be used in accordance with the policies set forth in the "Statement of General Policies"; and that neither on June 23, 1951, nor at any time since then, nor at any time in the future will there be, any inaccurate representations made by or on behalf of the corporate licensees, or any of its officers, employees or stockholders to the Commission. . . .

Copies of the Commission's letters of September 6, 1951, were furnished to the General Counsel of the Commission, and to others in interest. On October 5, 1951, there was filed with the Commission a document entitled "Comments of General Counsel and Chief of the Broadcast Bureau concerning Supplementary Statements of WJRC."

In these Comments the General Counsel and the Chief of the Broadcast Bureau reiterate their objection to "a decision on the renewal applications without following the normal procedures for disposition of formal proceedings"; state that in their opinion the Supplementary Statements are not responsive to the Commission's request for clarification in the letters of September 6, 1951; contend that the light of the record herein and the position repeatedly taken by the corporate applicants, the Supplementary Statements do not give adequate assurance that the applicants' concept of operation "in the public interest" is in accordance with applicable statutes, Commission rules and decisions; is at all different from the policies and practices which occurred in these proceedings; maintain that in the light of the past conduct and actions of the present officials of the stations, substantial doubt exists to the reliance which can properly be placed upon the representations in their affidavits, especially since, as they assert, these officials have not unequivocally repudiated past objectionable practices; and argue that the proceedings should not be terminated based upon all the facts of record, including rulings on the mo-

tives and credibility of various persons upon which a cloud has been cast by the tactics of the applicants in the renewal proceedings.

Accordingly, they request that the Commission (1) grant their motion to direct the Examiner to issue an Initial Decision containing findings and conclusions upon the entire record, or (2) consider their exceptions with the view to the issuance of a decision by the Commission itself; and pending the issuance of a decision by the Examiner or the Commission that the Commission reject the Supplementary Statements or defer consideration thereof.

We are of the opinion that the Examiner properly concluded that the death of Mr. Richards rendered moot the questions presented under the issues of the renewal proceeding, as the only subject of inquiry was the qualifications of the licensees while under Mr. Richards' personal direction or control. To arrive at this determination it was obviously unnecessary for him to make the detailed findings and conclusions requested by the General Counsel, as they were no longer material.

We cannot agree with the General Counsel and the Chief of the Broadcast Bureau that the transcript reference cited by them [Answers of John Patl, president of the stations, to questions regarding past and future policies of the stations] indicates that Mr. Richards' death did not mark a terminating point in the proceed-

ings there is no connotation in that testimony that the allegedly improper practices under Mr. Richards' regime would continue.

However, the Examiner did not rule on the ultimate issue upon which the matter was designated for hearing—whether "in the light of the facts adduced under the foregoing issues [relating to the role of Mr. Richards] to determine the qualifications of KMPC, The Station of the Stars, Inc.; WJR, The Goodwill Station, Inc.; and WGAR Broadcasting Company . . . a grant of the said applications would serve the public interest, convenience and necessity" . . . Despite the fact that dismissal, as such, without passing upon the designated material issues, is not a prerogative of an Examiner, any strictures against the propriety of the Examiner's ruling herein are of no moment in the light of the action we ourselves are taking today.

We have given careful consideration to the Supplementary Statements and the Comments of the General Counsel and the Chief of the Broadcast Bureau. The Supplementary Statements, in our opinion, are responsive to our letters of September 6, 1951, and constitute a rejection of the alleged practices and policies which led to the institution of the renewal proceeding and a positive representation, upon which we rely, that the alleged practices and policies of the type under inquiry in the renewal proceeding will not occur in the future.

CHRONOLOGY OF RICHARDS CASE

FEB. 28, 1948: Clete Roberts and George E. Lewin, former employees of KMPC Los Angeles, charge news slanting by that station.

MARCH 6, 1948: Maurie Starrels, formerly of KMPC, files deposition with FCC charging news slanting by that station. Joining in demand for hearing are American Jewish Congress, CIO, Americans for Democratic Action, National Assn. of Radio News Directors, American Federation of Radio Artists and California Democratic State Central Committee (James Roosevelt, chairman).

MARCH 11, 1948: American Jewish Congress petitions FCC to revoke license of KMPC.

MARCH 24, 1948: CIO asks FCC to hold hearings on news slanting charges.

MARCH 24, 1948: FCC announces investigation into charges.

NOV. 12, 1948: FCC orders public hearings on charges.

SEPT. 28, 1949: FCC designates hearing on license renewal applications for WJR Detroit, WGAR Cleveland and KMPC Los Angeles.

MARCH 13, 1950: Hearings begin in Los Angeles before FCC Hearing Examiner J. Fred Johnson.

MAY 2, 1950: Hearing Examiner Johnson dies.

MAY 4, 1950: FCC appoints FCC Hearing Examiner James D. Cunningham to replace late Mr. Johnson.

MAY 23, 1950: FCC strikes record of proceedings held before late Mr. Johnson, orders hearing *de novo* (anew) in Los Angeles.

JUNE 14-OCT. 19, 1950: Hearing held in Los Angeles.

NOV. 21-DEC. 21, 1950: Hearing held in Detroit and record closed.

APRIL 30, 1951: Proposed findings and conclusions filed by applicants. MAY 14, 1951: Proposed findings and conclusions filed by FCC Gen-

eral Counsel.

MAY 28, 1951: G. A. Richards, principal owner of stations and subject of charges, dies in Detroit.

JUNE 14, 1951: Initial decision, recommending dismissal of case due to death of Mr. Richards, issued by Hearing Examiner Cunningham.

JUNE 15, 1951: FCC General Counsel and Chief of Broadcast Bureau petition FCC to set aside initial decision.

JUNE 25, 1951: Stations' counsel opposes above petition.

JUNE 29, 1951: Applications for involuntary transfer of control of stations to Mrs. Richards filed with FCC.

SEPT. 7, 1951: FCC asks Mrs. Richards for clarification of program policies of stations.

SEPT. 17, 1951: Mrs. Richards replies to FCC letter on program policies.

NOV. 28, 1951: FCC renews licenses of stations, approves transfer of control to Mrs. Richards.

NBC Merchandising

(Continued from page 27)

he told the affiliates, "we want you . . . to provide the means for cementing our merchandising operations in the interest of network advertisers at the local level. This means that we want you to provide the manpower for the all-important follow-up."

"NBC merchandisers will arrange for the cooperation of the big chain organizations, as well as the important department stores and other key outlets, but it is vital to the success of this plan that some means be provided for implementing the job at the local level."

The first strictly "merchandised" program series advanced by NBC is its "Market Basket Plan," consisting of three shows to be offered Tandem style but with affiliates also asked to devote one minute per half-hour show to their local super-market handling the products advertised on the shows (see story page 23).

NBC's Belief

NBC, Mr. Dodge reported, "has fully recognized the significance of merchandising and firmly believes that this vital force is absolutely essential to a hard-hitting sales operation in today's market."

He thought his network's service would correct existent "misunderstanding" about merchandising by helping stations to offer advertisers a rounded and effective merchandising service.

Stations, he continued, cannot be "unprepared for the sales battles of 1952 and the years beyond, or oblivious to the growing competition and the sales facts of life."

Mr. Dodge said:

"Merchandising will force a closer relationship between us and the sponsors and their advertising mediums. At the same time it will build trade acceptance for radio as a medium on the part of large and important retail organizations in all fields and thereby strengthen your position with local and spot advertisers. But above all, when this work is properly done, it will act as insurance on the good will of present sponsors, help sell new advertisers and, most importantly, stabilize and maintain rates."

WDRG

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WDRG-FM

3R's=1st

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

When It's BMI It's Yours

Another BMI "Pin Up" Hit—Published by Marks

MANHATTAN

On Records: Dinah Shore-Tony Martin—Vic. 20-4315; Mickey Rooney—MGM 30170; Jimmy Dorsey-Pat O'Connor—Columbia 39578; Lee Wiley—Col. 39202; George Auld—Coral 60612.

On Transcription: Coconut Grove Orch.—Standard.

BMI

BROADCAST MUSIC INC. 580 FIFTH AVENUE
NEW YORK • CHICAGO • HOLLYWOOD NEW YORK 19, N. Y.



at deadline

NEW APPOINTMENTS ANNOUNCED BY FCC

APPOINTMENTS to head branches of FCC Broadcast Bureau divisions were officially announced Friday. Following are new chiefs:

Aural Facilities Division, James W. Barr, chief—David S. Stevens, New & Changed Facilities Branch; Wallace E. Johnson, Existing Facilities Branch; Bruce S. Longfellow, Allocations Branch.

Television Facilities Division, Cyril M. Braum, chief—Joseph N. Nelson, Applications Branch; Hart S. Cowperthwait, Technical Branch.

Renewal & Transfer Division, Dwight D. Doty, chief—Walter R. Powell Jr., Transfer Branch; Sol Schildhouse, Renewal Branch; LeRoy Schaff, Transfer Branch.

Hearing Division, Frederick W. Ford, chief—Robert J. Rawson, assistant chief. Rules & Standards Division, Paul Dobin, chief—Arthur Scheiner, assistant chief. Named as Administrative Assistant of Broadcast Bureau was Lavelle W. Hughes. Broadcast Bureau is headed by Curtis B. Plummer, with Joseph M. Kittner as assistant chief.

NEW COLOR TUBE

NEW COLOR TV tube announced by Lee Hollingsworth, president of WKBS Oyster Bay, N. Y. According to description small cathode ray tube has mercury, oil or other liquid within bulbous end. From outside tube, three colored lights, triggered in synchronization with color TV camera, direct beam to strike liquid in tube, thus producing color picture. Invention described as mainly for amplification for large screen color TV. Use of liquid indicates kinship with Swiss Eidophor system of theatre TV, for which 20th Century-Fox has U. S. rights [B•T, Nov. 19]. Use of outside light source also sounds similar to Skiatron system of large-screen TV.

WBKB (TV), IBEW AGREE

WBKB (TV) Chicago and IBEW Local 1220 came to agreement on new contract last week. Signing delayed by Wage Stabilization Board. Will convene Wednesday to consider reduction in escalator clause from four to three and one-half years for worker to receive maximum wages. Contract, when signed, will be retroactive to May 1 and will expire Sept. 1, 1952. It provides for starting wage of \$80 instead of \$72.50 for engineers and technicians, three instead of two weeks vacation and extra pay for holidays. Maximum remains at \$137.50 weekly.

WCOL SALE HEARING

HEARING on sale of WCOL Columbus, Ohio, from Pixleys Inc. to Secretary of Commerce Charles Sawyer was postponed from Dec. 6 to Jan. 10 Friday. FCC acted on motion of both parties. Petition for reconsideration of FCC's hearing order was filed last month, avowed that overlap among Sawyer-owned WIZE Springfield and WING Dayton and WCOL were negligible, should not be considered reason for questioning \$100,000 purchase of Pixleys Columbus station [B•T, Oct. 29].

TV HELPS FOOTBALL GATE

THREE times as many men in families having TV sets attended professional and college football games in Pittsburgh than attended from families without TV sets, according to a survey conducted by Guide-Post Research, Pittsburgh.

Survey showed that 32% of men in families with TV sets attended at least one game of Pittsburgh Steelers in 1950 compared to 11% of men in non-TV homes. In case of college games, 24% of men in TV families attended a game compared to 8% in non-TV families.

Of men who attended Steeler game, 62% also watched team on TV with 32% of non-attenders watching games on TV. Of men attending college game, 75% also watched college games on TV, with 60% of non-attenders seeing college games on TV. Some of reported viewing on TV includes films shown several days later.

NCAA FOOTBALL TEST SUCCESS, SAYS FUREY

EXPERIMENTAL football TV program of National Collegiate Athletic Assn. was success despite efforts of pressure groups to wreck it, Ralph Furey, Columbia U. athletic director, and member of NCAA TV committee, asserted Friday.

Dept. of Justice claim that plan violated antitrust laws constitutes reversal of Dept.'s 1949 stand in baseball case, he said, adding that results of survey will be ready for NCAA convention in January.

Robert Hall, Yale U. athletic director also member of NCAA committee, refused to divulge names of pressure groups but said he would like to see list of phone calls to Dept. of Justice between February and September of this year.

NAM BROADCAST

SPECIAL broadcast from Dec. 7 Congress of American Industry, under auspices of National Assn. of Manufacturers and featuring interview with newly elected NAM president, scheduled for 5:15-5:30 p.m. (EST) over ABC radio network as culmination of three-day 56th annual NAM congress.

NBC CODE CONSCIOUS

TOP NBC television performers have received letters from President Joseph H. McConnell in which he urged them to be on guard against "borderline material" and to feel personally free to bring possible instances to his personal attention. Citing criticisms of industry for violations of good taste, he wrote, "My honest belief is that in the main, NBC programs do not constitute targets at which shots can be aimed justifiably. Unfortunately, however, there are exceptions which have occurred as the result of bad judgment here and there."

PEOPLE...

SCOTT EDDY, of Badger & Browning & Hersey where he was American Chicle account executive, to New York radio sales staff of The Katz Agency.

RALPH DENNIS, ABC-TV network sales, slated to join The Katz Agency, New York, as video salesman effective Dec. 17.

SAMUEL MENDLESON, director of advertising and sales promotion, MOAR Inc., Omaha, to B. T. Babbitt Inc. (BAB-O and Glim), N. Y., as director of advertising and merchandising.

DWAYNE MOORE, NBC, to Lennen & Mitchell, N. Y., as analyst on radio and television ratings.

WILLIAM KING Jr., general sales manager, International Milling Co., Minneapolis, to Kenyon & Eckhardt, N. Y., as account executive.

DR. ALLEN B. DuMONT, president of Allen B. DuMont Labs, will be principal speaker at annual convention of National Appliance and Radio Dealers Assn. in Chicago's Conrad Hilton Hotel Jan. 13-15.

GERTRUDE BERG, creator of *The Goldbergs* both as author and actress, Thursday appointed chairman, women's division, Sister Kenny Foundation. Mrs. Berg will direct women's activities for 1951 fund drive, Dec. 1 through 15.

IRV R. RILL, specialist in food and drug advertising, formerly with Grant Adv., has joined Duane Jones Co. New York, to handle Vitamin Corp. of America, fourth account announced by Jones since re-opening agency. Billing of account reported at rate of seven figures.

MILTON E. KRENTS, producer, *Eternal Light*, Brandt & Brandt Productions, named story consultant on *Robert Montgomery Presents* on NBC-TV.

JOSEPH WARD, president of Advertising Research Bureau Inc., Seattle, has accepted invitation to address January meeting of Chicago Radio Management Club.

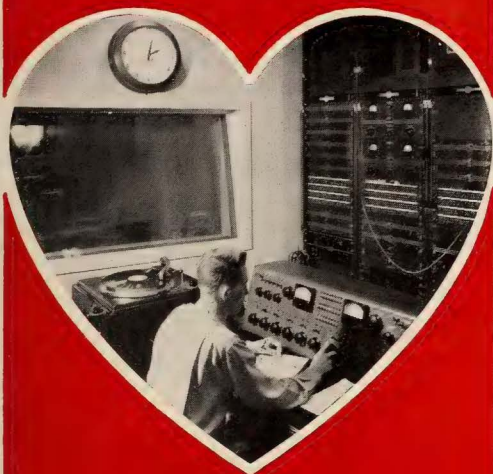
KSYL TO BUY KVOB

CONTRACT has been signed by Louisiana Baptist Convention officials to sell KVOB to owners of KSYL, both in Alexandria, La. Owners of KSYL will sell that station if KVOB purchase is approved. Price about \$58,000, same amount which Louisiana Sen. Dudley J. LeBlanc had contracted to pay for station. Sen. LeBlanc's application for transfer was dismissed at his request by FCC earlier in week. KSYL, on 1400 kc with 250 w, is jointly owned by Harold Wheelahan, general manager of WSMB New Orleans and Milton Fox, KSYL manager. KVOB is licensed for 970 kc with 1 kw and has FCC approval to remain silent pending sale. Sen. LeBlanc, in petition to cancel purchase, gave as reasons financial difficulties, political ambitions, and trouble with government.

SWIFT CANCELS

SWIFT & Co., Chicago, for Jewel shortening and oil, cancels *Red Foley Show* on NBC from WSM Nashville Dec. 21. J. Walter Thompson, Chicago, considering use of regional networks and spot programming for same show.

"In The Heart of America..."



It's the

**KMBC
KFRM**

Team...and It's

Wholehearted"

Wholeheartedly reliable . . .

In the course of more than thirty years of broadcasting, Arthur B. Church, president and founder of the KMBC-KFRM Team, has taught the folks in the Heart of America a great lesson. That lesson is the fact that wherever they go there will be radio—and—if it's KMBC-KFRM, it will be *good* radio.

This earnest policy of reliability spreads both ways. Listeners in the rich Kansas City Primary Trade Area look to The KMBC-KFRM Team as they have for years, for the latest and greatest in broadcasting. They name The Team their favorite source for news, sports, special events, educational programs and fine wholesome entertainment day in, day out, year after year.

At the same time, advertisers find that radio schedules placed on The Team get results. They know that they can depend on KMBC-KFRM for reliable service, and be sure that their sales messages are reaching the major share of the radio audience.

Yes indeed, The KMBC-KFRM Team is wholeheartedly reliable. That's why KMBC-KFRM has and holds the audience and why to sell the whole Heart of America, wholeheartedly, it's . . .



The **KMBC-KFRM** *Team*

6TH OLDEST CBS AFFILIATE • PROGRAMMED BY KMBC

OWNED AND OPERATED BY MIDLAND BROADCASTING COMPANY

KEX REPEATS!



KAY WEST
1949 GMA
WINNER

KAY WEST
1951 GMA
WINNER



Kay West receiving GMA trophies from Paul S. Willis, GMA president (right) and J. E. Baudino, general manager, Westinghouse Radio Stations, Inc., during the presentation ceremonies at the Waldorf-Astoria.

For the **SECOND TIME** the Grocery Manufacturers of America have chosen Kay West of KEX as **FIRST PLACE AWARD WINNER** in their "Life-Line of America" competition. This second GMA award is proof of the programming excellence of this outstanding KEX women's program.

And—proof of KEX *Preference* by the women of the Pacific Northwest is shown by the fact that Kay West consistently sells her sponsors' products. For details, check KEX Sales or Free & Peters today.

KEX

Oregon's *Only* 50,000 Watt Station

ABC AFFILIATE IN PORTLAND
WESTINGHOUSE RADIO STATIONS Inc

KDKA • WBZ • WBZA • WOWO • KEX • KYW • WBZ-TV

National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales

