

# TELECASTING

# KT LA

*SELLS THE WHOLE FAMILY—ALL THE TIME!*

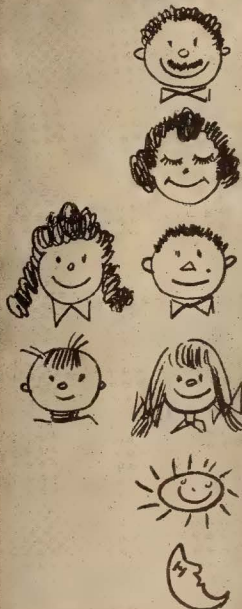
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in our  
**7<sup>th</sup>**  
year



not just Men--

6 of the "Top 10 Men's Shows" are on **KT LA** ★

NOT just Women--

5 of the "Top 10 Women's Shows" are on **KT LA** ★

NOT Just Teenagers--

5 of the "Top 10 Teenagers' Shows" are on **KT LA** ★

not just Children--

4 of the "Top 10 Children's Shows" are on **KT LA** ★

NOT JUST DAYTIME--

11 of the "Top 20 Daytime Shows" are on **KT LA** ★

NOT Just Evenings--

6 of the "Top 10 Evening Shows" are on **KT LA** ★

★ Tele-Que, November 1951

**LOS ANGELES**

CHANNEL 5



KT LA Studios - 5451 Marathon St., Los Angeles 38 - HOLLYWOOD 9-6363  
Eastern Offices - 1501 Broadway, New York 18 - BRyant 9-8700  
PAUL H. RAYMER COMPANY - NATIONAL REPRESENTATIVE

**KEY STATION OF THE PARAMOUNT TELEVISION NETWORK**

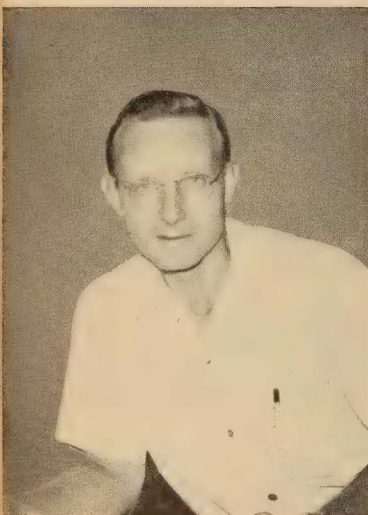
**KT LA — THE BEST ADVERTISING BUY IN LOS ANGELES**

You get a  
**BIG BONUS IN SETS**

ON

**WFBM-TV**  
INDIANAPOLIS

INDIANAPOLIS  
WFBM-TV  
90 MILES  
Marshall, Illinois



Says W. R. Taylor, Partner  
STAUB & TAYLOR APPLIANCE COMPANY  
107 North 7th Street, Marshall, Illinois

## "MARSHALL, ILLINOIS is a WFBM-TV town!"

● It's 90 miles from Indianapolis to Marshall, Illinois—but the Hoosier capital's first station—WFBM-TV—is *the* station in Marshall just the same!

And Marshall's only one community outside the WFBM-TV 60-mile area where enthusiastic viewers depend on this great station. In addition, thousands of farm families, like their town and city cousins, tune in WFBM-TV regularly!

It couldn't happen in a finer market! And it couldn't happen to more deserving people than the advertisers on WFBM-TV! For the cost of reaching the compact, money-loaded heart of the Hoosier State they get a rich bonus in high-income families living 75, 100, and even more miles away from WFBM-TV's transmitter. 1952 will be a bigger, better, more sales producing year for your clients if they're on WFBM-TV, too!

### 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



DECEMBER 17, 1951

# TV PARADOX

By FLORENCE SMALL

OUT OF the welter of television activity last week, both spot and network, two paradoxical facts emerged: (1) The demand for premium time is growing, and (2) the cost of filling that time is causing many an original sponsor to cut back on his commitment to those time periods.

Advertisers who are curtailing network shows because of poor rating and in some instances because of high cost of talent, are finding that the time they relinquished is being picked up almost instantly by other advertisers.

P. Lorillard & Co. (Old Gold cigarettes), for example, is cutting back 15 minutes of its hour show on NBC-TV, Tuesday, 10-11 p.m., but Pontiac cars, which hitherto had been buying one-time network spots, will pick up the last fifteen minutes. McManus, John & Adams, New York, agency for Pontiac, is currently looking over shows for placement in that period. Cutback on Old Gold's part is understood to be a move toward saving on production costs.

Chesterfield cigarettes, through Cunningham & Walsh, dropped its Sunday 7-7:30 p.m. time on NBC-TV because of low ratings despite the high budget for comics featured on the show, and the time was instantly purchased by U. S. Rubber through Fletcher D. Richards Co.

Although the format of the new program has not been decided, it is understood that the network is pitching Bob Hope and Abbott & Costello on alternate weeks as talent prospects for the show. Meanwhile, Chesterfield has recovered the half-hour of *Ford Festival* dropped because of low ratings, Thursday 9-10 p.m. on NBC-TV, and will present *Dragnet* in that time.

## Ronson Moves

Another advertiser, affected by low ratings and in this case, station clearance, is Ronson Art Metal Works (Ronson lighters) through Grey Adv., New York, which has decided to move its *Star of the Family* on CBS Television, featuring Peter Lind Hayes and Mary Healy, from Sunday, 6:30-7 p.m. to the alternate Thursday, 8-8:30 p.m. premium time, with an increase in the number of stations, sharing the show with Carnation Milk's *Burns and Allen Show*.

The S. C. Johnson Co., which had

been filling that alternate Thursday with the *Garry Moore Show*, will drop that program to sponsor, every other week, the hour-long *Robert Montgomery Show* on NBC-TV, Monday, 9:30-10:30 p.m., marking increased expenditure in TV for the wax company.

In another move to cut talent costs, Speidel watch bands has dropped weekly sponsorship of *What's My Name?* to share the program on alternate week basis with Crosley radio and TV sets, Monday, 8-8:30 p.m., on NBC-TV. Speidel is handled through Sullivan, Stauffer, Colwell & Bayles, New York, and Crosley through Benton & Bowles, New York.

On a spot basis, many another advertiser is following the cost-cutting trend by sponsoring film package shows in a tailor-made set of markets. Among these, Packard cars, through Maxon Inc., New York, stands out with its buy of *Rebound*, a mystery thriller scheduled to start Feb. 1 in selected markets.

Another is Piel's beer, which is planning to place *Police Story*, a

half-hour film, in New York and Philadelphia. Others understood to be interested in similar campaigns are Rheingold beer through Foote, Cone & Belding and Miller Brewing Co. through Mathison & Assoc., Milwaukee.

Best Foods Inc., New York, has bought a five-minute film featuring comic Cliff Norton and is placing it on a spot basis throughout the country, through Benton & Bowles, New York [B•T, Dec. 3].

## Introduces Drama Series

Standard Oil Co. of California, in behalf of independent Chevron Dealers, will introduce a dramatic program series filmed in Hollywood especially for television, called *Chevron Theatre*, starting throughout the West the first week in January. The show will be seen on the following stations: KTLA (TV) Los Angeles, KGO-TV San Francisco, KFMB-TV San Diego, KSL-TV Salt Lake City and KPHO-TV Phoenix.

Commercial messages on the shows also have been filmed and will feature its gasoline and motor oil products in addition to spot-

lighting the special facilities of Chevron Dealers. BBDO, San Francisco, is agency.

Two special Christmas advertisers are using the same spot basis for their television coverage. AT&T Co., New York (Long Line Dept.), is sponsoring telecasts of *The Spirit of Christmas* on some 80 TV stations in 66 cities shortly before Dec. 25. Half-hour film program, placed through N. W. Ayer & Son, retells familiar stories of "The Nativity" and "The Night Before Christmas."

It is presented as a part of the telephone company's annual effort to encourage the public to spread their Christmas long distance calls over several days instead of bunching them all on Christmas itself. Telecasts are being promoted locally by the various telephone companies affiliated with the Bell System.

Hamilton Watch Co., in its traditional presentation of Screen Gems "To Peggy" and "To Jim" commercials, will for the third successive year be placed in 50 markets throughout the U. S.

# UHF COSTS

COST of a complete UHF television station will range from \$230,000 to \$500,000, somewhat higher than the cost of VHF stations, according to an analysis of construction costs to be published by NARTB.

The analysis will be completed in the near future by the NARTB Television Dept. It is being prepared by Neal McNaughten, director of the NARTB Engineering Dept. Mr. McNaughten will compile final figures in the next fortnight.

NARTB's complete study, showing cost factors in great detail, will be based on latest figures obtained from existing VHF stations, transmitter and other equipment manufacturers, and those supplying material to TV stations.

Basic information is difficult to obtain on the cost of UHF television stations, according to NARTB, because manufacturers still are in the developmental stage. New techniques are being worked out constantly, it is explained, leading to operational economies. Transmitter quotations for UHF

stations cover power of 100 w, 400 w, 1 kw, 10 kw and 12 kw.

With end of the freeze in sight, NARTB has prepared its figures to meet numerous inquiries.

Several years ago NARTB made a series of detailed cost studies at the time TV stations were just starting to take the air. These figures are obsolete, it was stated.

## Antenna Gains Vary

The UHF powers are influenced by antenna gains ranging from 5 to 28 times, whereas VHF transmitters, from 500 w to 50 kw, have antenna gains ranging from 3 to 14.

Cost of VHF stations was estimated, subject to revision, as follows (self-supporting antennas):

Population	Station Cost*
Under 50,000	\$219,000
50,000-250,000	274,000
250,000-1,000,000	332,250
Over 1,000,000	433,250

\*Maximum power 100 kw. Ch. 2-6. \$593,000; 200 kw. Ch. 7-13. \$587,500. Subtract \$38,500 for guyed tower.

Cost of UHF stations, subject to revision, as follows (self-supporting antennas):

# Seen Higher Than VHF—NARTB

Population	Station Cost*
Under 50,000	\$248,000
50,000-250,000	319,750
250,000-1,000,000	378,250
Over 1,000,000	509,750

\*Deduct from \$13,000 to \$38,000 if guyed antenna is used, depending on size of station and power. Above UHF figures provide 1 kw power (ERP) under 50,000; 2 kw 50,000-250,000; 10 kw 250,000-1,000,000; 50 kw, over 1,000,000. Many expenses vary widely.

Typical of individual expense categories in the UHF field is that of the small station serving population under 50,000. The total (using guyed antenna) figures about this way: Transmitter and control, \$40,500; antenna and diplexer, \$18,000; miscellaneous items, \$30,000; control items, \$20,500; program source-film-slide-opaques and network, \$25,500; transmitter installation, \$2,000, or a sub-total of \$136,500. Add \$2,500 for procurement of site; \$15,000 for site, building and/or alterations, \$15,000; margin of safety, \$6,500, totaling \$160,500; dual camera studio, \$60,000, a total of \$220,500; guyed antenna adds \$15,000, a total of \$235,000; self-supporting antenna, \$27,500, brings total to \$248,000.

# Teletile:

## WXEL Ends Second Year of Cleveland Service



Artist's conception of present WXEL studio-transmitter building at 1501 Pleasant Valley and State Roads, Parma, Ohio, 10 miles southwest of downtown Cleveland.

AS WXEL (TV) Cleveland completes the end of its second year of telecasting today (Monday), the station can reflect with satisfaction upon its progress and continuing growth and expansion.

Construction now approaching completion includes the station's studio-office quarters in downtown Cleveland's Playhouse Square and a 15,000 sq. ft. addition to its present studio-transmitter building at Pleasant Valley and State Roads in Parma, Ohio, 10 miles southwest of downtown Cleveland. This combination of facilities will provide WXEL with one of the most complete, modern TV operating production units in this part of the country.

The completion of these new television centers represents result of careful planning by Herbert Mayer, president of Empire Coil Co., sole owner of WXEL, in his efforts to provide facilities second to none so that Vice-President-Station Manager Franklin Snyder and his staff can serve the Northeastern Ohio television audience with fine programming and set the pace in this rapidly growing exciting new industry.

But first a brief resume of the history of WXEL and its founder, Mr. Mayer.

Mr. Mayer and his family, television enthusiasts for many years, were among the first in New York to have a television receiver in their home. Their interest went even further and in 1944 Mr. Mayer gave up the practice of law to establish Empire Coil Co., manufacturer of television set components.

During the early postwar period Mr. Mayer began thinking in terms of television broadcasting and filed an application for a station construction permit in Cleveland. In November 1947, Empire Coil was authorized to build.

Based on topographical surveys, property was purchased on the highest terrain available in Cuyahoga County. The services of Ben Adler, radio and television consulting engineer, were enlisted and equipment and construction plans were carefully prepared. Today at Pleasant Valley and State Roads in Parma, Ohio, stands the specially planned studio and transmitter building.

Immediately adjacent to the transmitter building stands the



Mr. Mayer

437 ft. tower antenna structure. The six bay superturnstile antenna has the highest power gain of any television antenna in the Northeastern Ohio area. Radiated power at present is 25.6 kw visual, 13 kw aural on Channel 9 (186-192 mc). WXEL covers an area some 50 miles in all directions from Cleveland, reaching, according to latest figures, 529,548 TV receivers.

On Dec. 17, 1949, WXEL was dedicated to the people of Cleveland and Northeastern Ohio, at which time commercial operation began. Since that time, WXEL has expanded in all directions—the station, on its birthdate, numbered 28 employees on its staff—it now employs 90 . . . hours of programming have increased from 49 hours per week to 100 hours per week with a further increase in programming planned with the occupancy of WXEL's downtown studio and the addition to the station's present studio-transmitter building in Parma.

### Snyder Heads Staff

Day-to-day supervision of this constantly expanding operation is the charge of Station Manager Snyder, who joined Empire Coil in early 1949 and assumed management of WXEL prior to its commencement of commercial telecasting. The major portion of Mr. Snyder's business career was in the steel industry with Jones & Laughlin and Magnetic Metals Co. He was president of his own manufacturing business in Pittsburgh prior to World War II.

Heading WXEL's business activities is Richard Wright, commercial manager. He previously was media director at Ward Wheelock Co., Philadelphia.

Station's program director is Harry Black, who began his career as apprentice script writer for NBC New York while also acting and producing for WEVD there. He was assistant director of literature for the National Assn. of Manufacturers and associate editor of *Television* magazine prior to joining WXEL in December 1949 as producer-director. He became program director last February.

Thomas Friedman is chief engi-

neer of the station. He was on-the-job supervisor of its construction from the time ground was broken. A radio engineering consultant before joining WXEL, Mr. Friedman also designed and supervised construction of WCUO (FM) Cleveland.

Bob Rowley, WXEL's news director, formerly was newscaster at WJR Detroit and news director of WSYR Syracuse.

Special events director is Sidney Andorn, veteran newspaperman and columnist, who formerly was special events director of WCAR Cleveland and consultant director of WERE there.

WXEL's film director is Nicholas Boris, for 15 years in the art, photography and film field, who formerly was executive producer for Trans Video Corp., TV film commercial producer.

The addition to the station's studio-transmitter building is practically ready for occupancy and the facilities are vast and efficient. The entire building will have 22,000 sq. ft. of space and will include office facilities for station personnel, a 55 x 55 ft. studio two stories in height with large overhead doors which will permit automobiles, trucks and props to be wheeled into the studio. There will be addition and conference rooms, a visitor's lounge with a large window allowing a view of the show being staged in the main studio, a music library, film library, dark



Popular Alice Weston home economist program is aired Monday through Friday, 1-1:30 p.m. Show also is fed to WSPD-TV Toledo.



Remote truck has its own 10 kw generator, RCA microwave transmitter, three camera chains plus Zoomar lens. It's air-conditioned.



Projection room features two complete film chains with 16mm Synchronite projectors, 2 x 2 slide projectors and Balopticon.

room, a large news room, engineering shop and dressing rooms for talent. The smaller studios in the present building also will be in operation.

WXEL has further expanded its facilities by acquiring the Esquire Theatre, located at 1630 Euclid Ave. on Playhouse Square, on a long-term lease basis. These quarters will be converted into a television studio where a stage approximately 44 x 50 ft. will be erected to provide facilities for the most elaborate type of television programs.

The auditorium also will include seats for studio audiences up to 375 people, a studio control room and the latest in film projection equipment. The rest of the building will be remodeled to provide spacious reception rooms, dressing rooms, clients' observation rooms and sales and executive offices. Conversion of the theatre into a television studio is underway and it is estimated that it should be possible to have the premises ready to begin programming in February 1952.

#### Many Local Shows

Already assigning approximately 59% of its air time to local programming (5% of which is devoted to remotes and special events), remaining 41% is network programming from ABC, CBS and DuMont Television Networks. With the expectation of early completion of its additional studio facilities, WXEL plans to increase its daily local programming schedule extensively. Sign-on now at 11 a.m. will be backed up to 9 a.m. and sign-off will be extended for the benefit of late night viewers.

The nature of WXEL's two new studios will permit it to undertake many types of local programs

heretofore impossible because of space requirements. Musical and variety shows, dramatic half hours, panel programs, audience participation programs—all built around Cleveland personalities for Cleveland audiences—can be produced easily and effectively within these elaborate production units. In conjunction with this type of programming, groundwork is underway to utilize the studio's audience capacity as a television classroom; instructors from local universities and colleges will teach their regularly enrolled classes in the studio along with their "correspondence" students at home.

WXEL plans, too, to offer civic and other representative community groups broader opportunities to present their programs and ideas on topical issues, using its studio facilities to foster the "town hall" type of public discussion.

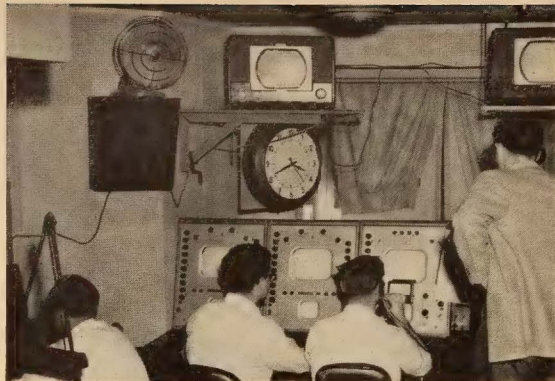
WXEL's investment in building and equipment will be over a million dollars when its present expansion program is completed early in 1952. The station equipment has been supplied by a number of manufacturers and carefully integrated into the operation set up.

The 5 kw transmitter, antenna, film camera chains and synchrolite projectors and original audio equipment is General Electric. Eleven image orthicon studio and field camera chains are now on hand, as compared to the two chains with which operation commenced two years ago. Eight of these chains are RCA and three are General Precision Laboratory cameras, manufactured by Pye Ltd. of Great Britain.

The new master control facilities are being designed and constructed by Adler Communications Labs., New Rochelle, N. Y. Latest ideas in master control and studio control design are being incorporated, with all studio camera controls located in master control rooms. Remote operated vacuum tube video switchers, manufactured by Adler Communications, switch all studio and film cameras, network and remotes, at master control.

WXEL's downtown studio is equipped with three image orthicon cameras and an RCA flying spot scanner for slides. Film is projected into one of the image orthicon cameras from a General Precision Lab. portable 3-2 pulldown 16mm projector.

Complete Kliegl lighting is installed in the Parma studios and the theatre studio. Rotolector panel boards and autostat dimmer



Here's WXEL control room with (l to r) audio man, film control man, switcher and camera control man.

controls afford extreme versatility in lighting control.

Baseball and football pickups have been carried from the Cleveland Stadium for the past two seasons. The control room is located immediately behind the press box on the upper deck, close to the baseball camera positions. Two cameras directly behind home plate are mounted on a special balcony installed by WXEL for the purpose.

A third camera is located on a balcony along the third base side of the upper deck. Football pickups of the Cleveland Browns games, made for the DuMont Network, use four cameras, one low and two high on the 50 yard line and a fourth camera behind one goal post on the baseball balcony.

#### Dopp Directs Games

Clayton Dopp is producer-director for WXEL on the Cleveland Indians' baseball and Cleveland Browns' football games. He is assistant sports director of WJBK Detroit in 1946 and covered all sports events for WJBK-TV prior to joining WXEL.

In January 1951, WXEL accepted delivery of a specially designed mobile television truck which during this year enabled WXEL to bring into the Northeastern Ohio television homes many newsworthy special events. Among these have been the International Tennis Matches, the Armed Forces Day Parade, dedication of Cleveland's Hopkins Airport, Gen. Douglas MacArthur's arrival in Cleveland, backstage interviews and a portion of the 1951

Ice-Capades. All Cleveland Indians at-home baseball games throughout the season were televised by WXEL for the second consecutive year. A number of these games were fed to Columbus, Erie, Buffalo and Johnstown, Pa.

The Cleveland Browns' home football games were televised to a network of 17 cities. All out-of-town games were fed to WXEL and the Cleveland television audience by the DuMont Network.

The *Alice Weston Cooking Show* is fed to WSPD-TV Toledo and *Sohio Reporter* with News Commentator Dr. Warren Guthrie, head of the Speech Dept. at Western Reserve U., is fed Monday through Friday to a full regional Ohio network.

Another top local program developed by WXEL is *Today's Top Story*, which features Shepherd Witman, professor of political science at Western Reserve and executive director of world affairs in Cleveland.

WXEL has and will continue to carry many public service programs. The most outstanding program brought to televiewers during the year was the Senate Crime Investigating hearings during March. Special United Nation Council meetings throughout the year also have been telecast. Network programs designed to serve the public interest at all times are given full consideration and

(Continued on page 74)

#### WXEL Officials: Messrs. . . .



. . . Snyder . . . Wright . . . Black . . . Friedman . . . Rowley . . . Andorn . . . Boris . . . Dopp . . . Guthrie . . . Witman

# OCT. NETWORK GROSS Food Group Tops

Telefile: WXEL (TV)

(Continued from page 73)

HEAVIEST buyer of TV network time in October was Procter & Gamble Co., which from gross purchases of \$352,550 worth of TV network time in August, increased to \$802,420 in September and topped the million dollar mark by spending \$1,058,065 (before discounts) in October, according to Publishers Information Bureau figures on individual TV program time costs as combined by BROADCASTING • TELECASTING.

Top 10 TV network advertisers in October (Table I) include two companies—Gillette Safety Razor Co. and Westinghouse Electric Corp., sponsors of the World's Series and collegiate football, respectively—which were not on the September list. That month's top 10 [B•T, Dec. 10] included American Tobacco Co. and Ford Motor Co., which did not make the October list.

Top advertiser among each class of advertising on the four TV networks in October is listed in Table II. Total expenditures of each class for TV network time are shown in Table III, which affords comparisons of October 1951 with the same month of 1950 and of the first 10 months of this year with the like period of last.

Food advertising accounted for the largest group use of TV network time in October, followed by advertising of toilet goods, smoking materials, soaps and household equipment, in that order. For the first 10 months of 1951, the five leading groups were foods, smoking materials, toiletries, automotive and soaps.

October 1950's top five classes of TV network advertised goods were foods, smoking materials, toiletries, automotive and household equipment. For the January-October 1950 period the five leading classes were smoking materials, foods, automotive, toiletries, radios and TV sets. Absence of DuMont time sale figures from the 1950 tabulations make direct dollar comparisons impossible between that year and 1951, it should be remembered, although for general purposes, the relationships shown in Table III are not very far from what they would be if the 1950 DuMont data had been included.

## Mrs. Lizzie W. Jett

MRS. LIZZIE W. JETT, 89, died Dec. 6 at her home in Baltimore. Mrs. Jett was the mother of Ewell K. Jett, vice president of A. S. Abell Co., publisher of the *Sun-Papers* and licensee of WMAR-TV Baltimore. Mrs. Jett was a native of Wilmington. Survivors include her husband, John Covington Jett, insurance man and vice president of the Waldorf Building & Loan Assn., two daughters, two sons other than E. K. Jett, and a sister.

TABLE I  
TOP 10 TV NETWORK ADVERTISERS IN OCTOBER 1951

1. Procter & Gamble Co.	\$1,058,065
2. General Foods Corp.	652,630
3. Colgate-Palmolive-Peet Co.	546,263
4. Gillette Safety Razor Corp.	525,006
5. R. J. Reynolds Tobacco Co.	505,940
6. Westinghouse Electric Corp.	400,175
7. Liggett & Myers Tobacco Co.	375,185
8. P. Lorillard Co.	346,015
9. General Electric Co.	337,268
10. Lever Bros. Co.	335,520

TABLE II  
TOP TV NETWORK ADVERTISERS BY PRODUCT GROUPS FOR OCTOBER 1951

Apparel, Footwear & Access.	International Shoe Co.	\$91,650
Automotive, Auto. Access. & Equip.	Ford Motor Co.	227,100
Beer & Wine	Joseph Schlitz Brewing Co.	140,300
Building Materials	Kenwill Corp.	4,200
Confectionery & Soft Drinks	Mars Inc.	77,275
Consumer Services	Arthur Murray	30,990
Drugs & Remedies	American Home Products	128,420
Foods & Food Prods.	General Foods Corp.	652,630
Gasoline, Lubricants & Other Fuels	Texas Co.	182,125
Household Equip. & Supplies	Westinghouse Electric Corp.	400,175
Household Furnishings	Mohawk Carpet Mills	166,440
Industrial Materials	Revere Copper & Brass	69,255
Insurance	Mutual Benefit Health & Accident Assn.	33,320
Jewelry, Optical Goods & Cameras	Gruen Watch Co.	44,910
Office Equip., Stationery & Writing Supplies	Minnesota Mining & Mfg. Co. Time Inc.	60,300 55,140
Radio, TV Sets, Phonographs, Musical Instruments & Access.	RCA	109,140
Retail Stores & Direct by Mail	Drugstore Television Productions	162,840
Smoking Materials	R. J. Reynolds Tobacco Co.	505,940
Soaps, Cleansers & Polishes	Procter & Gamble Co.	879,345
Toiletries & Toilet Goods	Gillette Safety Razor Co.	525,006
Miscellaneous	Quaker Oats Co.	68,460

TABLE III  
GROSS TV NETWORK TIME SALES BY PRODUCT GROUPS FOR OCTOBER AND JANUARY-OCTOBER 1951 COMPARED TO SAME PERIODS OF 1950\*

Product Group	1951		1950*	
	October	January-October	October	January-October
Apparel, Footwear & Access.	\$ 403,248	\$ 2,506,015	\$ 120,952	\$ 638,726
Automotive, Auto. Access. & Equip.	1,136,347	8,736,798	786,424	3,779,042
Beer & Wine	547,473	4,561,934	249,078	1,047,462
Bldg. Materials	4,200	16,090	27,120	70,950
Confectionery & Soft Drinks	375,864	2,562,058	305,376	1,209,496
Consumer Services	30,990	367,552	15,120	213,665
Drugs & Remedies	419,113	1,936,992	75,920	241,415
Foods & Food Products	2,635,342	20,550,804	991,132	4,184,644
Gasoline, Lubricants & Other Fuels	372,227	2,219,459	268,767	1,052,245
Horticulture				1,140
Household Equip. & Supplies	1,212,324	6,468,592	500,468	1,672,618
Household Furnishings	454,100	2,951,349	261,518	1,541,069
Industrial Materials	155,390	2,288,589	220,336	697,093
Insurance	33,320	322,670	41,650	41,650
Jewelry, Optical Goods & Cameras	203,065	1,573,085	100,195	185,886
Office Equip., Stationery & Writing Supplies	112,560	525,690	15,060	28,290
Political			1,840	1,840
Publishing & Media	70,948	715,206		152,401
Radios, TV Sets, Phonographs, Musical Instruments & Access.	343,740	3,940,276	477,709	2,421,327
Retail Stores & Direct by Mail	187,980	1,712,614	22,178	41,874
Smoking Materials	1,891,955	13,936,414	825,808	4,619,864
Soaps, Cleansers & Polishes	1,403,479	8,343,100	163,675	440,620
Sporting Goods & Toys			31,680	46,350
Toiletries & Toilet Goods	2,323,803	12,575,402	796,064	2,735,279
Miscellaneous	149,100	1,040,883	107,842	207,566
<b>TOTAL</b>	<b>\$14,466,568</b>	<b>\$99,851,572</b>	<b>\$6,405,912</b>	<b>\$27,272,512</b>

Source: Publishers Information Bureau.  
\* 1950 figures do not include DuMont TV Network time sales; 1951 figures include gross time sales of all four TV networks.

protection in WXEL program scheduling.

The news department, under the direction of Mr. Rowley, has become progressively more important to the station's operation in the past 18 months. This is because ever since WXEL began operations public service value news has been strongly emphasized in all news programs.

News has been regarded as a "must" on WXEL's daily program schedule with or without sponsorship. WXEL has attempted to present the type of news program that a state legislator once described as "clean," in other words, news programs free of unimportant crime and horror accounts—free also of news items that are merely sensational in type and insignificant otherwise.

### News Preparation

In preparing news programs WXEL works on the premise that content should be informative in a constructive way. Station believes strongly in liberal use of pictures in television news programs. Picture sources at the present time are Teleneus, Associated Press and WXEL's own staff artist who prepares whatever charts and cartoons are needed for news use.

With the expanded quarters and added studio facilities, WXEL hopes to do an ever improving job of covering spot news.

The staff of WXEL is looking forward eagerly to its third year of telecasting. The acquisition of the centrally located downtown quarters, in addition to the new studio, offices and engineering facilities at WXEL's present operation site, will provide Cleveland with one of the most complete and elaborate television station production units between Cleveland and New York.

### Future Plans

Planning for the future, WXEL "seeks progressively to enrich its service to its viewers in every phase of television programming—education, entertainment, public service, news and special events—by utilizing to the fullest its news service potential, by understanding this greater opportunity to serve means a far greater responsibility to serve."

WXEL's basic hourly rates are \$800 for one-time Class A time; \$600 for one-time Class B time, and \$375 for one-time Class C time. Class A time on the station is classified as 7-11 p.m. Monday-Saturday and 4-11 p.m. Sunday; Class B, 6-7 p.m. Monday-Saturday, 11-11:30 p.m. Sunday-Saturday, and 1-4 p.m., Sunday; Class C includes all other time periods. The station is represented by The Katz Agency.

# CONSOLIDATED HEARINGS

## JCET Opposes

DISGRUNTLED broadcast attorneys, not satisfied with the Federal Communications Bar Assn. recommendations that the FCC lump all TV applicants for particular cities into one pot [B•T, Nov. 26], got a surprise—and to them startling—ally last week.

The Joint Committee on Educational Television told the FCC it objected to the "one pot" idea, urged that VHF and UHF applicants be treated separately.

In this they meet partly the desire of a minority of radio lawyers that the FCC take up each TV applicant on a frequency-by-frequency basis.

Educators' reasons for objecting to the consolidated hearing idea are two: (1) Consolidated hearings might take "two or three years," during which no grants would be made to anyone. And, (2) if UHF applicants are treated separately, it might be possible to make grants without hearings, thus "stimulate the earlier development of the UHF service."

### Consideration Would Separate

Consideration of UHF applicants apart from VHF seekers would remove the "experimental tag" from the UHF band, said JCET letter to the FCC, and permit early operation of such stations.

"The operation of such stations . . . will also give manufacturers the necessary incentive to produce and market UHF converters and all-band television receivers," JCET continued. "Without the mass production of such UHF converters and all-band receivers, the development of the UHF band might very well be inhibited for many years."

Then JCET pointed to the position of FM broadcasting, which it claimed is "effectively throttled by a shortage of FM receivers."

If, through long hearings, UHF stations are kept from beginning

## TV TASK FORCE

### Underway at FCC

HARD at work on TV allocations problems for the rest of the country is the FCC staff, following last week's probationary commission approval of its northeastern allocation recommendations. These involve some changes, but not many. Plan fundamentally remains the same, with number of reserved educational channels unchanged. Area includes such "hot spots" as Boston, Providence, Worcester, Hartford, Holyoke among others.

Extra talent has been brought in to aid FCC allocations teams in their grind toward meeting the Feb. 1 freeze lifting deadline. Example is that Joseph Nelson, chief of the applications branch, Television Division, Broadcast Bureau, now is spending all his time with the allocations task force.

operations quickly, the delay "may well deliver it a blow from which it may never recover," JCET direly predicted.

That FCBA members aren't entirely in accord with the recommendations of their Practice and Procedure Committee was made known last week when the organization asked for adverse comments on the suggestions in a letter to its members.

After listing the recommendations, which had been passed by the executive committee and forwarded to the FCC, the FCBA cited two major objections which have been made.

One was that the recommendations acknowledged the Commission's right to allocate TV chan-

nels, which the FCBA has denied. The organization answered that the Commission has ruled it does have the legal right to allocate [B•T, July 16] and members have practically acknowledged that right by filing during the "paper" hearings which ended Nov. 26.

The other objection was that a consolidated hearing of all applicants for a particular city will prolong such a hearing excessively, whereas frequency-by-frequency consideration could speed up grants in many cases. Objection was also voiced to the fact that an applicant might make his case in a consolidated hearing on one set of engineering facts, only to be granted a different channel. This would not only cause added expense to



AMONG broadcasters who attended the ninth RCA television clinic in Camden, N. J., last month were (l to r) Charles Sakoski, WBRB Wilkes-Barre, Pa.; Frank Hales, WBRV Waterbury, Conn.; George Andrewsky, WBRB; George Hixenbaugh, WMT Cedar Rapids; E. T. Griffith, manager in charge of broadcast field sales operations, RCA Camden, N. J.; Robert Booth, TV engineer, Washington, D. C.; Walter Allen, KALB Alexandria, La., and Edgar Bell, KTKO Oklahoma City. TV clinic features demonstrations and class instruction in use of new UHF transmitters and antennas, new video control and program switching equipment and other RCA developments.

## CODE COMPLIANCE

### NARTB Maps Final Form

NARTB last week started mapping the job of TV code compliance as a result of the TV Board's Dec. 13 approval of the new television code [B•T, Dec. 10] and heartened by generally favorable reaction to this major step in the life of the young industry.

Legal action was started to surround the code and the seal of approval with every available copy-right safeguard. The seal is being redrawn in line with board action suggesting changes, mostly of a minor nature.

Until full protection is secured NARTB refuses to permit any reproduction of the seal but hopes to make it public within a fortnight. Copyright will include slides, film and all other forms of reproduction.

### Discussions Under Way

First discussions of such procedural details as subscription forms and fees got under way at the NARTB TV Dept., of which Thad Brown is director. Mr. Brown said subscription forms probably would be sent out in late January. These forms will be signed by member and non-member stations desiring to conform to the code and carry

the seal of compliance.

Subscribing stations will be charged fees for compliance and use of the seal, with NARTB TV members given a credit toward this fee because of their membership.

Mr. Brown is preparing an operating budget for the department based on the new functions arising from the code and its operation.

Editorial comment on the code was generally favorable, according to Robert K. Richards, NARTB public affairs director. The code action attracted wide newspaper and magazine interest, he said.

Two church groups, both Catholic, voiced deep interest in NARTB's television code. The Catholic Men's Club of Washington commended the association as well as TV broadcasters "for taking this forward step" and offered

the applicant, the opposition lawyers claimed, would deny proper cross examination.

FCBA answered by pointing out that in most instances there probably would be hearings for specific channels under that procedure and this would result in a number of hearings in a particular city rather than one big one. Also, the "one pot" idea forecloses the possibility that an applicant might lose out completely for any TV channel because his competitor was better qualified for a specific frequency.

### Comments by Members

However, FCBA asked members to write their comments by Dec. 21 to Secretary R. Russell Eagan, Kirkland, Fleming, Green, Martin & Ellis. FCBA plans to submit a minority report on the recommendations, if there should be enough objectors, to the FCC for its guidance.

Essence of the FCBA plan, as recommended to the FCC, calls for consolidated hearings for each market area, 60-day "breathing spell" for new applications and revisions of existing ones after the freeze is lifted, and a cutoff date until applications are processed or set for hearing.

In addition, FCBA asked that the present "20-day" rule be raised to 40 days. Present rule prohibits a new applicant from getting into a hearing if the application is filed less than 20 days before a hearing date.

Meanwhile, the FCC was also active on the allocations legal front. Last week it turned thumbs down on requests for oral hearing from KROW Oakland, Calif.; WIP Philadelphia, WFOX Milwaukee and the Daily News Television Co. (WIBG and the Philadelphia Daily News).

Commission turned down their requests for oral hearing [B•T, Dec. 3] on the ground that their "paper" presentations were insufficient to make a decision. It also dismissed their contentions that because they had gone through a pre-freeze hearing they were entitled to oral hearing.

(Continued on page 87)

"full cooperation and moral support."

The Catholic Standard, Washington's archdiocesan newspaper, in its Dec. 7 issue carried a photograph of two girls presenting a petition for better moral standards on network TV shows to John S. Hayes, WTOP-TV Washington. The petition was described as bearing signatures of 500 TV viewers.

The girls were unable to offer specific criticisms of programs other than comments on low necklines and one said she didn't have a TV set.

Mr. Hayes asked if they had any criticism of any locally produced TV programs but no criticism was offered. He suggested the petition signers join in a common effort toward improvement of programs rather than merely mention vague generalities of a critical nature. He added that telecasters are anxious to join in constructive movements to raise program standards.

# FOR TV

*more stories, more*

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To its lengthening list of television clients, United Press Movietone News is delivering:

Six hundred to 1200 feet of 16 mm. news film footage a day—two or three times as much as from any other service.

Many more big stories from many more different places. At the left, some datelines.

Far faster service. The big beats shown at the right are typical of the spectacular series.

Clients say:

"Greatest volume of good film in television"—John Madigan, director of news and special events, WJZ-TV, New York...

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The combined forces and facilities of the world's leading news service and the world's leading news film company make possible the performance to warrant such appreciation. United Press Movietone News alone is doing it. United Press Movietone News alone can do it.

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THE WORLD'S BEST COVERAGE OF THE WORLD'S BIGGEST NEWS



# Footage, more speed!

## MOVIE TONE NEWS



**TOKYO**—Rear Adm. Sadatoshi Tomioka reveals exclusively to U.P.'s Earnest Hoberecht inside story of Japanese attack on Pearl Harbor.



**CAIRO, Egypt**—Samia Gamal, belly-dancing bride of Texas oil millionaire Shep King, does her torrid number to the strains of Egyptian music.



**NEW YORK**—Two Ukrainian priests, masked to thwart reprisals against relatives, tell how they escaped from behind Iron Curtain.



**FORT LEE, N.J.**—Through wire fence guarding his mansion, underworld big shot Albert Anastasia talks about his defiance of gangland threats.



**DETROIT**—Restaurant advertising 1939 prices for meals draws day-long crush of diners. Proprietor said marked-down menu saved his business.



**DAKOTA, Ill.**—Parents of Lt. Judd Hodgson, Navy flier Russians shot down over Siberian Sea, urge all-out war to end Red Power.



**CHESTER, Pa.**—Colin Kelly III, son of World War II's first air hero, says he'll take advantage of FDR's offer to go to West Point.



**LEONARD, Mich.**—Grandmother of 11 children orphaned by car crash which killed Mr. and Mrs. Murray Moore, tells story of tragedy.



**UVALDE, Tex.**—During interview on his 83rd birthday, former Vice-President John Nance Garner shells pecans on lawn of his ranch.

## TWO BIG YEAR-END CAVALCADES!

**"CAVALCADE OF 1951,"** half-hour film dramatizing United Press selection of year's 10 biggest news stories. Joe King, voice of Movietone, narrates.

**"1951 SPORT PARADE,"** top moments, top film shots of year's biggest sports thrills, in dramatic half-hour show. Narrating is Movietone's sports commentator, Mel Allen.

(Both these big specials available separately. Wire for quotes.)

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**THE LARGEST  
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## TV Set Owner Is No Movie's 'Lost Audience'

(Report 194)

**T**HE TV OWNER is not the movie theatre's "lost audience," Dr. Ernest Dichter, psychological consultant, declares in a report on a test study on the relationship between television and motion pictures.

Rather, he states, "It is the movie industry that has lost a channel of communications with the TV viewer and has failed to keep pace with his change of psychological attitude toward the selection of entertainment."

Report was released by the Demby Co., TV package firm which produces *What's Playing?*, WJZ-TV New York three-a-week quarter-hour show featuring scenes from new motion pictures, which was utilized in the pilot study.

Findings of this study, while tentative, suggest areas for further concrete research, Dr. Dichter reports, which "should lead to a practical program for the future relationship between these important entertainment media."

The basic problem, Dr. Dichter declares, is not "TV versus motion picture theatres. It is actually: (1) the needs of the modern individual living in a troubled world and how TV and motion pictures can satisfy these needs; (2) the ability of the motion picture to re-establish points of contact with the TV viewer; (3) the importance

of understanding that certain emotional changes have taken place in the individual who has purchased a TV set."

"When he goes to the movies, the TV set owner is acutely aware that he makes an investment in time and money," Dr. Dichter states, and he therefore "has become more selective and demands more information than the non-TV set owner about the movie he may want to see . . . unlike the non-TV set owner who may go to any movie, the TV set owner is confronted by the 'misery of choice' between film fare offered at various theatres and the programs offered free on TV."

### Each Has Place

Pointing out that TV does not fulfill the specific functions of the motion picture theatre and that each has its place in modern life, Dr. Dichter charges the film industry with failing to sell "one of the most important appeals of theatre attendance—the 'festival atmosphere' of movie-going." Just as "popcorn is an essential part of a movie evening," so the film industry "must now use 'psycho-popcorn' in its sales approach."

The pilot study further showed, Dr. Dichter reports, that the TV set owner is ready to accept the movie theatre as a "neutral gather-

ing place" whose "dark, pleasant comfortable atmosphere provides a flight from everyday reality" and as a community center "if the theatre is prepared to act as one."

More interested in visual entertainment than ever before, the video set owner "believes he may be missing something by not going to the movies, but he is not certain what he is missing." Younger members of TV families find the theatre an "extra living room away from the parental abode, a setting for romance.

But, Dr. Dichter notes, the study also showed that separated newspaper listings of TV and movie entertainment, guilt feelings of spending money for movies until the set has been paid for and a "less blind adulation of movie stars" than before he got his set act as deterrents to the TV set owner's movie attendance, although he does realize that the movie can give him "more lavish" entertainment.

Designed to "provide TV with a show with audience appeal" and to "provide the motion picture industry with a dynamic channel of communications on TV," *What's Playing?* in 13 weeks nearly tripled its audience against long-established competition, Dr. Dichter re-

(Continued on page 89)

## Weekly Television Summary—December 17, 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	116,666
Ames	WGL-TV	73,441	Matamoros (Mexico)		
Atlanta	WAGA-TV, WSB-TV, WITV	165,900	Brownsville, Tex.	XELD-TV	11,100
Baltimore	WAAM, WBAL-TV, WMAR-TV	337,687	Memphis	WMCT	108,781
Birmingham	WBFB-TV	47,500	Miami	WTVJ	93,261
Birmingham	WAFM-TV, WBRC-TV	70,000	Milwaukee	WTMJ-TV	280,113
Bloomington	WITV	125,000	Minn.-St. Paul	KSTP-TV, WTCN-TV	280,200
Boston	WBZ-TV, WNAC-TV	832,470	Nashville	WSM-TV	48,261
Buffalo	WENB-TV	232,494	New Haven	WHNC-TV	212,001
Charlotte	WBTV	106,158	New Orleans	WDSU-TV	67,817
Chicago	WBKB, WENR-TV, WGN-TV, WNBQ	1,027,738	New York	WABD, WCB5-TV, WJZ-TV, WNB7	
Cincinnati	WCPO-TV, WKRC-TV, WLWT	310,000		WOR-TV, WPIX	2,750,000
Cleveland	WEWS, WNBK, WXEL	547,790	Newark	WATV	91,191
Columbus	WBNS-TV, WLWC, WTVN	191,000	Norfolk	WTAR-TV	103,217
Dallas	KRLD-TV, WFAA-TV, WBAP-TV	145,412	Oklahoma City	WKY-TV	107,641
Davenport	WOC-TV	74,014	Omaha	KMTV, WOW-TV	107,641
Dayton	Quad Cities Include Davenport, Moline, Rock Is., E. Moline	220,000	Philadelphia	WCAU-TV, WFIL-TV, WPTZ	939,851
Detroit	WHIO-TV, WLWD	705,223	Phoenix	KPHO-TV	47,101
Eric	WIBC-TV, WWJ-TV, WXYZ-TV	80,379	Pittsburgh	WTVD	342,301
Fl. Worth	WICU	80,379	Providence	WJAR-TV	170,201
Grand Rapids	WBAP-TV, KRLD-TV, WFAA-TV	145,412	Richmond	WTVE	95,671
Kalamazoo	WOOD-TV	160,413	Rochester	WHAM-TV	98,126
Greensboro	WFMY-TV	89,138	Rock Island	WHBF-TV	74,014
Houston	KFRC-TV	107,500	Quad Cities Include Davenport, Moline, Rock Is., E. Moline		64,601
Huntington			Salt Lake City	KBY-TV, KSL-TV	59,867
Charleston	WSAZ-TV	63,167	San Antonio	KEYL, WOAI-TV	59,867
Indianapolis	WFBR-TV	192,500	San Diego	KFMB-TV	119,500
Jacksonville	WMBR-TV	46,000	San Francisco	KGO-TV, KPIX, KRON-TV	267,500
Johnstown	WJAC-TV	126,500	Schenectady		
Kalamazoo			Albany-Troy	WRGB	187,200
Grand Rapids	WKZO-TV	160,413	Seattle	KING-TV	107,500
Kansas City	WDAL-TV	170,457	St. Louis	KSD-TV	348,000
Lancaster	WGAL-TV	160,413	Syracuse	WHEN, W59R-TV	143,494
Lansing	WJIM-TV	123,055	Toledo	WSPD-TV	127,000
Los Angeles	KECA-TV, KFI-TV, KLCAT-TV, KNBH	70,000	Tulsa	KOTV	89,261
	KNXT, KTLA, KTTV	1,334,899	Utica-Rome	WKAT-TV	60,000
			Washington	WMAL-TV, WNBW, WTOP-TV, WTTG	312,100
			Wilmington	WDEL-TV	87,276

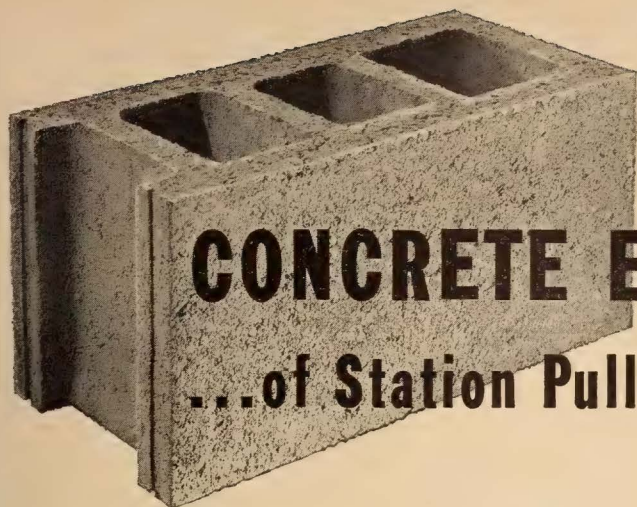
Total Markets on Air 64\*

Stations on Air 109\*

Estimated Sets in Use 14,809,000

\* Includes XELD-TV Matamoros, Mexico

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



# CONCRETE EXAMPLE

## ...of Station Pulling Power

(What have you got  
that's hard to sell)

?

Construction companies buy most of the concrete building blocks made in this country . . . except in Dayton (Ohio), that is. Here, concrete blocks have become "consumer" products. Here's how they got that way:

Back in late February, 1951, Price Brothers sponsored a 10-minute, 5-days-a-week program on WHIO-TV called "Story of the Weather." (Price Brothers is nationally represented; makes concrete building blocks, sanitary pipe, pressure pipe, Flexicore and similar concrete products. WHIO-TV is nationally represented by George P. Hollingbery Company, and is Dayton's first TV station\*.) "Story of the Weather" offered 5-minutes of the national weather picture and 5-minutes of institutional commercial

until April. Then Price Brothers switched to selling commercials for concrete blocks. That's when the lines started to form—long lines of cars, borrowed trucks and rented trailers—right at the block plant entrance. Hundreds of people paid for and picked up anywhere from 1 to 1,000 concrete blocks *each*. Hundreds of others did their concrete block shopping by telephone.

Price Brothers' block business today is 60% consumer—40% construction company. Total sales are half-again higher than for last year and *still climbing*. If you've got a tougher task for television than selling concrete building blocks to the general public, we'd like to take a try at it. We've got pulling power we haven't used yet.

\*Pulse for November shows 7 out of top 10 weekly shows were aired via WHIO-TV.



# Success story board

A lesson in economics with Jimmy



Anybody here afraid of size?



You get more, dollar for dollar invested, than from any other medium —



Like the 36,000 extra customers (in just one market—New York) for each brand advertised on the average TV program . . .



The results? That means people.  
We got millions of 'em.  
For 50,000,000 viewers — NBC alone offers



the biggest stars . . . programs . . .  
network — the biggest opportunity for the  
biggest sales results.



Not if you're thinking of profits . . .



for television — now — is the most profitable advertising medium ever evolved.



Like the 15.6 extra customers per month for each TV dollar invested in the average program (And it's 19.5 for high-budgeted shows like Jimmy's.)



Like what really counts in successful advertising: results.



Want to get into the act? There are still opportunities for selling on NBC by big advertisers — and by small advertisers who think and plan big, too.

These facts are based on the remarkable study, "Television Today." If you haven't seen the booklet about Television's impact on people and products, or if yours is worn out with use, write or call NBC-TV Sales — where you can also learn about NBC availabilities for selling.

**NBC**

*television*

The network where success is a habit

# NBC-TV 7-9 A.M. 'Today' Seen Changing American Habits

A PREVIEW of plans and format for its forthcoming two-hour-early-morning TV show—a "communications" program called *Today*, with Dave Garroway as communicator—was presented by NBC-TV to advertising and agency representatives in New York last Wednesday [B•T, Nov. 12].

The program, now scheduled to start Jan. 14, will offer news, play and book reviews, interviews, recordings, record reviews and similar material to "keep Americans informed on happenings around the world," NBC reported. It will be seen 7-9 a.m., Monday through Friday.

Officials estimated that sponsorship of a quarter-hour per week would cost approximately \$90,000 per 13-week cycle for time and talent.

The announcement said "every known tool of communications" will be used, including the new Ultrafax, though spokesmen reported that use of this million-words-a-minute record transmission medium will be ultimate rather than immediate, pending further refinements of the system.

The breakfast meeting with advertisers and agencies was told by Sylvester L. (Pat) Weaver Jr., NBC vice president in charge of television, that "*Today* will be a milestone in the social history of this country."

The welcoming address at the advertiser-agency meeting was

given by George H. Frey, NBC-TV vice president in charge of sales. Edward D. Madden, NBC-TV vice president for sales and operations, sketched the overall sales pattern and presented a film in which Mr. Weaver explained the news coverage devices to be used, and Ruddick C. Lawrence, director of TV sales development, presented selling plans for the program.

A "Studio of Tomorrow" is being built in the RCA Exhibition Hall in Rockefeller Center, New York, from which to originate the show, one of several programs being incorporated in NBC-TV's new morning lineup.

The morning schedule will be:

7-9 a.m., *Today* (starting Jan. 14); 9-10, no network service; 10-10:30, *Mel Martin Show* from Cincinnati; 10:30-11:30, film drama; 11:30-11:45, Cliff Arquette from Hollywood; 11:45-12 noon, Richard Harkness newscast from Washington; 12-12:30 p.m., *Ruth Lyons Show*; 12:30-1 p.m., *Ralph Edwards Show*. Except for the *Ruth Lyons Show*, which already is on the air, and *Today*, all of these are scheduled to start Jan. 7.



DISCUSSING sales aspects of *Today*, new NBC-TV 7-9 a.m. show to begin Jan. 14 are (seated, l to r) S. L. Weaver Jr., NBC vice president in charge of TV; Dave Garroway, star of show, and Edward D. Madden, NBC-TV vice president in charge of sales and operations; standing (l to r) are Mort Werner, NBC-TV producer; Ruddick C. Lawrence, NBC-TV director, TV sales development, and Charles Spear, writer of *Today*.

## MEXICAN TV

### O'Farrills Are Investing \$10 Million in Chain

DEVELOPMENT of a \$10 million television empire in Mexico is projected by Romulo O'Farrill, broadcaster-publisher, with plans under way for construction of 18 video outlets from the U. S. border to Mexico City [B•T, Aug. 6]. Interchange of programming and production between the two nations is contemplated.

With his son, Romulo O'Farrill Jr., he is owner and operator of XHTV (TV) Mexico City, and XELD-TV Matamoros, Tamaulipas, on the Texas border. Other properties include XEX Mexico, 500 kw AM station on 730 kc; *Novedades*, a Mexican newspaper, and *The News*, Mexico City English language newspaper; Packard Motor Co. assembly and distribution in Mexico, and other industrial enterprises.

Monte Kleban, general manager of XELD-TV, heads the O'Farrill TV properties as administrator in charge of Inter-American TV and film activities with offices at Alfonso Herrera 67, Mexico, D. F., Mexico. He has been in U. S. radio, recently as planning and advisory consultant to KTRH Houston. He first became interested in Latin-American broadcasting while at WOAI San Antonio. During the war he served as a public relations officer under Gen. Douglas MacArthur as well as a troop commander in an infantry division in the Southwest Pacific.

Mr. O'Farrill considers TV a powerful medium for promotion of Mexican-U. S. cultural, educational and industrial relations.

"Our station at Matamoros," he said, "which is operated on the highest standards of both Mexican and U. S. regulations, has become a tie between the United States and Mexico, just as U. S. stations on the Mexican border act as connecting links between our two countries."

"By the interchange of network, kinescope and film programs to the interiors of the two countries, we can create better understanding of each other's culture and ways of

life. We regard television as the finest medium ever devised to knit together the lives of people separated by geographic distances."

The O'Farrills are building a third TV outlet at Cortez Pass, Mexico, with a fourth scheduled to start soon at Tijuana. Design will be similar to XELD-TV, using RCA equipment, Mr. Kleban said.

## SUNDAY LAW

### Prompts Md. Appeal

COURT of Appeals in Annapolis, Md., has been asked to take up a case involving broadcast advertising and the Baltimore blue laws on sales during its session next month.

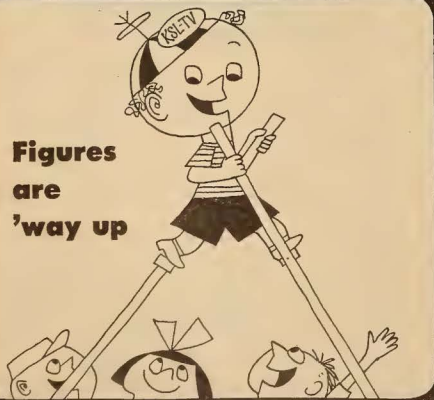
Case in question is a charge by Assistant Attorney General Robert M. Thomas that Baltimore blue laws forbid merchants from selling any merchandise on Sunday. WAAM (TV) Baltimore, however, claimed it was legal.

Mr. Thomas said certain Baltimore merchants "advertise either by newspaper, radio or television that if customers wish to place orders for merchandise on Sunday, they may call a certain telephone number and place the order on Sunday, said order to be filled Monday." This, according to Mr. Thomas, means "dealing in merchandise on Sunday" thus violating the law.

The case came up before Judge Robert France in a Baltimore circuit court last Tuesday. The Judge sustained the opinion of the Assistant Attorney General. WAAM appealed the case.

A point in question, it was reported, was whether the client who allegedly transacted business on Sunday should be the defendant since it is more directly concerned.

Figures are 'way up



Figures are way up with 150% more sets than last year in the very "heart" of the rapidly growing Salt Lake City distribution area and KSL-TV has a penetration percentage of 53.8... one of the nation's largest! These percentages are steadily zooming higher and higher now that coast to coast video has come to this area. Get on the bandwagon for a double barrel shot at this bustling Western market by using

**KSL-TV**

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



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

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

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

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

# TV AUTHORITY MEET Total Merger Supported

TELEVISION AUTHORITY strongly endorses total merger of all performers' unions but has served notice that it plans to unite with American Federation of Radio Artists July 1 if total merger, often referred to but seldom acted upon, is not completed by that date.

If the alternative fusion with AFRA into an all-broadcasting union fails to carry by July 15—considered highly improbable since AFRA initiated the invitation to merge—TVA plans another convention before Sept. 15 to establish itself as an independent union.

This was the future mapped for TVA at its three-day convention held in New York's Park Sheraton hotel Dec. 7-9. The meet had been scheduled when the representative of all video performers was established as a trusteeship of Associated Actors and Artists of America about two years ago.

"July 1 deadline will serve as impetus," according to George Heller, national executive secretary of TVA, "to see if other 4A members mean what they say when they give vocal support to merger."

The video group has "no lack of faith" in a five-branch merger and "is not expressing skepticism" by posting alternate plans, he said, "but we are being realistic about it."

TVA has negotiations with networks coming up in November, he added, and wants its status clearly defined before those meetings start.

In supporting the idea of total merger, TVA accepted the proposal presented to the convention by Actors and Chorus Equities that blueprints be drawn by Institute of Industrial Relations at the U. of California and the School of Industrial and Labor Relations at Cornell [B\*T, Dec. 10]. The study, to be financed by the universities, carries no deadline, but is expected to take no more than three months.

To lend support to total merger prospects, TVA elected a "watchdog" committee of 10 "charged with the responsibility of furthering the progress" of merger plans. Half the committee will be board mem-

bers who will in turn name the other half from non-board members.

Emphasizing great advantages in bargaining strength, administrative economics and the nationwide organization of television, TVA resolved that if merger of TVA and one or more AAAA branches plus AFRA has not been "completed and finally approved" July 1, TVA and AFRA will join forces that date. Deadline will not hold in the event that AFRA is only unit rejecting five-branch merger or if any branch is in process of membership referendum regarding such merger.

## Committee Set Up

To make certain that TVA can act on July 1, a committee of 33 members—19 from New York, 7 from Chicago and 7 from Los Angeles—was established to draft a constitution for the AFRA-TVA merger. Meeting in the three sections on a deferred agenda basis, committee will report periodically to TVA membership as well as the universities studying 5-branch merger. The document must be completed by Feb. 1, with mail referendum to be started before March 2 and finished by the first of April. Two thirds of TVA membership must approve for the constitution to be adopted.

The convention passed a special resolution that any constitution covering TV contain a no-discrimination clause and that a similar clause be made a bargaining point in negotiations next fall.

TVA's final alternative—in case no merger of any kind has been effected by July 15—is to hold another national convention no later than Sept. 15 to establish a positive course of action. At such convention, first consideration would be given to any merger or affiliation plan proposed by a 4A member, on condition that final decision on such a plan be made by all concerned within 90 days. If no merger plan is approved by the convention or if an approved plan is rejected by referendum of TVA members,

the group would forthwith seek to establish itself as a separate union.

Besides AFRA, AAAA includes Actors Equity Assn., Chorus Equity, American Guild of Variety Artists, and American Guild of Musical Artists.

Convention also passed a resolution on blacklisting in which TVA condemned the practice in all its forms and asserted its intention to help members obtain fair and impartial hearings on any charges that may be brought against them. A five-man committee was established to investigate such matters.

Meanwhile, TVA states its position as opposed to communism, fascism, any and all other forms of subversive acts and ideologies, and to all blacklisting—including that in which a person suffers because of his opposition to subversive activities and ideologies.

One exception was made: TVA will not defend any member from blacklisting who has been proved a member of a subversive organization.

Hoping on paper that Screen Actors Guild and Screen Extras Guild would return to the AAAA fold, TVA also looked toward settlement of the jurisdictional dispute over film-television. Listing some points which must be settled first—mostly about questions of overlap between TVA and SAG jurisdiction—the video convention

urged that the 4A resolution to retain all film-TV jurisdiction be altered and that a 4A meeting—including SAG and SEG—be held subsequently to find an equitable agreement on the matter.

The convention also acted to increase the national board by 10 members—four from New York, four from the West Coast, and two from the Midwest. It also acted to discourage charity tie-ins on sponsored shows to assure that performers get their customary fee, not just scale compensation or no pay, thus eliminating such programs as the recent AGVA benefit on the *Colgate Comedy Hour*.

## SWG-ATFP PACT

### Strike Threat Hinted

INDICATION that the Screen Writers Guild might use a strike threat as a last measure to persuade the Alliance of Television Film Producers to begin negotiations were given in the Guild's annual television report.

SWG, which originally requested an opening of discussions in early November [B\*T, Nov. 19], was asked by the producers to wait until they had completed current negotiations with IATSE.

SWG now feels that ATFP is stalling and believes more of a showing of willingness to meet with SWG negotiators should be made, if only to the extent of meeting with them occasionally.

## film report . . .

TELEVISION, theatre and foreign rights to more than 40 films owned by Cathedral Releasing Corp. have been purchased by Producers Representatives Inc., New York, Irving Lesser, president, announced last week.

The 16 and 35 mm film library, with an estimated total value in excess of \$2,000,000, includes color as well as black-and-white pictures, previously released only for non-theatrical use. Subjects have been taken from both Old and New Testament and include *The Life of Christ*, series of 13 half-hour films, and *Life of Saint Paul*, a 12-episode series.

First of Cathedral pictures to be released to television will be *Holy Night*, a Christmas film marketed for the holidays.

All television properties will be handled by George T. Shupert, vice president of Peerless Television Productions Inc., company recently formed by Edward and Sol Lesser.

—Celebrating their 15 years' association in film making, Henry Morley and Nathan Zucker, president and board chairman, respectively, of Dynamic Films Inc., New York, released their 12th series on film for television last week.

The new release, *Speed Classics*,

is a series of 26 films with storylines describing championship automobile and motor boat speed events. *Speed Classics* is the 500th film release by Dynamic.

The company has just completed its third expansion within the last two years, Mr. Zucker announced. Dynamic studios include sound stages, recording studios and animation departments.

—Eighty-six television stations have booked *The Joyful Hour*, a special Christmas film for television. It is being offered for re-release without charge by Jerry Fairbanks Productions, Hollywood [FILM REPORT, Dec. 10].

—Gordon S. Heehan has joined Sarra Inc., Chicago, as animation director in the creative and film planning department. He has worked in motion pictures 19 years, and his screen credits include *Gulliver's Travels* and *Mr. Bug Goes to Town*. Mr. Heehan is a graduate of Pratt Institute, Brooklyn, and a member of the Screen Cartoonists Guild.

—Harris-Tuchman Productions, Hollywood, moves to new offices at 6355 Hollywood Blvd. Phone is Hillside 5133. Principals of the film producing organization are Fran Harris, creative director and Ralph Tuchman, sales director.

Here's help for small TV BUDGETS!

8 Second Spots with audio as low as

\$50.00

"It's refreshing" a TV advertiser told us recently, "to discover a source for TV film spots that is so easy on small budgets."

Large advertisers too like the showmanship we pack into TV spots and the economy our "know-how" assures. Write for details.

No matter what your film needs are we can supply it for TV or Theatres—16 or 35mm.

**Filmack Studios**  
1331 S. WABASH AVE. CHICAGO





# TV FILMS AND FEATURES

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

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

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



**Explorers Pictures**  
 1501 BROADWAY  
 NEW YORK CITY  
 LU 2-4717-LO 4-5592  
 JULES B. WEILL, PRES.

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



**Specialty Television Films, Inc.**  
 1501 BROADWAY  
 NEW YORK CITY  
 LU 2-4717-LO 4-5592  
 JULES B. WEILL, PRES.

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



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

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



**Films of The Nations**  
 62 WEST 45TH STREET  
 NEW YORK, N. Y.  
 Murray Hill 2-0040

**ANIMALS UNLIMITED** and some 100 other top-notch 13 and 26 minute films for up-to-date programs. TV music clearance. Preview and stand-by prints supplied. Up-to-date subjects. American narrations. Requests filled well in advance of play dates.



**Post Pictures Corp.**  
 115 W. 45TH STREET  
 NEW YORK 19, N. Y.  
 Luxemburg 2-4870

**GOIN' TO TOWN . . .** another of the 6 **BIG FEATURES** in our success-tested LUM 'n' ABNER series! 17 years of radio buffaloes now get your TV audience ready to roar! Barbara Hale supports this fun-and-music film that gathers hilarity on the way from a backwoods oil well to night club high-jinks.

For more information please write direct to the distributors.

# TV Film Buyers...

## PLEASE NOTE:

**TV FILMS AND FEATURES** IS A  
NEW ADVERTISING SERVICE  
OF TELECASTING.

**TV FILMS AND FEATURES** WILL  
SERVE AS A RUNNING DIREC-  
TORY OF THE CURRENT  
FEATURE FILMS & PROGRAMS  
AVAILABLE FOR SHOWINGS.

Every month you will find the  
newest and best TV films in  
TELECASTING, the weekly  
market place of all the televi-  
sion executives who make all  
the decisions all of the time.

### BROADCASTING • TELECASTING

870 NATIONAL PRESS BUILDING  
WASHINGTON 4, D. C.

### TV FILMS AND FEATURES



Telecast Films, Inc.  
112 W. 48th Street  
New York 36, New York  
JUdson 6-5480

A SERIES of 25 mystery and crime detection features, starring such names as Dean Jagger in "Revolt of the Zombies," "Ginger Rogers in "Shriek in the Night," Melvyn Douglas in "Vampire Bat" plus other titles with Lyle Talbot, Donald Cook, Ralph Graves, Paul Lukas & Dorothy Stone.



Dynamic Films, Inc.  
112 WEST 89th STREET,  
NEW YORK 24, N. Y.  
TRafalgar 3-6221

"SPEED CLASSICS" . . . Exciting new program of sports films made expressly for TV. Initial series of twenty-six ½ hour spectacular shows, each a complete dramatic story of championship automobile or motorboat classic in speed and thrills. A ready-made audience from the fourth largest paid-attendance sport.



Sterling Television Co., Inc.  
PRODUCED BY: SAUL J. TURELL  
316 WEST 57TH STREET  
NEW YORK 19, N. Y.—JU. 6-3750

KING'S CROSSROADS—26 half hour programs on film . . . Features Carl King, popular TV host, with his selection of unusual film subjects . . . More than \$2,000,000 in film production programmed properly for TV for the first time. Tailor-made for commercial insertion—never a break in program continuity. Sample programs available for screening.

For more information please  
write direct to the distributors

## New Orleans

(Continued from page 27)

ost. The delegates also voiced appreciation to CBS officials for attending the meeting and explaining the new "Selective Facilities Plan" and "Standard Facilities Plan."

Clyde Rembert, KRDL Dallas, served as chairman of the New Orleans meeting, attended by 50 of the 54 affiliates in the 10 southern states (S. C., Ga., Fla., Ala., Okla., Tex., N. C., Miss., Tenn.). Sixty-two delegates were officially registered.

CBS officials who took part in the New Orleans sessions, all of which were closed, explained the network's policies in their relations with affiliates. After the meeting they authorized the following quotations summarizing their statements during the meeting:

Howard Meighan, president, CBS Radio—"There is a reallocation metamorphosis among the general public, the national advertiser, talent and radio executives. The public is reallocating its leisure time with respect to radio, TV, movie and reading habits. The national advertiser is reallocating his time with respect to radio, TV, magazines and newspapers. Talent is reallocating its interests among radio, TV, stage and movies. The radio executive is reallocating his thinking in terms of radio vs. TV."

"The stage has never been replaced by the movies; magazines and newspapers have never replaced each other; TV will never replace radio. Talent is finding its emotional groove with respect to television, radio and the stage. The national advertiser is evaluating all media qualitatively. The radio executive is appraising TV in a realistic light and is finding the possible partnership of the two media is workable."

Louis Hausman, administrative vice president, CBS Radio—"A recent advertiser survey made in New York City with 512 TV families as a sample (see story of survey, page 90) showed TV viewing decreasing and radio increasing."

William B. Lodge, vice president in charge of technical operations, CBS—"Affiliates should check their equipment and get it in the best possible working condition. Those affiliates planning TV operations could make many short cuts by doing advanced planning while waiting for grants—such matters as site details."

Lester Gottlieb, program direc-

tor, CBS Radio—"TV is the best thing that has happened to radio programming because it has lifted it out of its complacency. It has forced radio to bring its programs to a realistic price level." He announced that effective Dec. 13 CBS was offering two separate half-hours on the new Screen Guild series with a talent price of \$4,750 gross per week, featuring name Hollywood stars. "According to the latest Nielsen, CBS has nine of the first 10 rated shows," he said.

## Sell Radio Drive

(Continued from page 27)

tained with advertisers and agencies, Mr. Sweeney said, via two twice-monthly direct mail pieces—a "Kiplinger-type-newsletter" on radio advertising activities, which will go to agencies, and a sales letter outlining pertinent radio sales data which will be sent to advertisers.

In the area of local promotion, Mr. Hardesty reported, there will be stepped-up schedules on the issuance of existing sales-aid services to stations, plus new projects to promote radio and help boost time sales—including an outline of plans by which groups of stations may band together, as they already have done in some cities, for joint promotion of the medium under the banner "Radio United."

Aside from the "Radio United" project, he said, new services will include a master radio presentation on radio's effectiveness, to be issued annually summarizing reasons why local merchants should use radio, and a revised "New Member's Kit," giving new members material which has been issued in the past in order that they may start with a complete file of sales-aid materials. Cost of the kit project, he estimated, in itself would be equivalent to an average station's dues for a month or month and a half.

## Seek Extra Copies

Mr. Hardesty also reported that distribution of the "Count Your Customers" collection of ARBI radio-vs.-newspapers studies, completed the preceding week, already had brought approximately 200 requests for additional copies for members to supply to agencies, advertisers, etc.

A compilation of all BAB sales aids will be sent to members in January, he asserted.

Other plans include monthly calendar of top merchandising events, as a guide to sales opportunities; release of returns from a special merchandising study, now being tabulated, and regular issuance of the following sales aids to members:

"BAB Salesman," weekly; co-op cards, 15 new ones a month in addition to 154 active ones already issued; retail information folders, twice monthly; local business sales aids, monthly; "Sales Opportunities," monthly; library bulletin, monthly; "Radio Gets Results" success stories, monthly; "Copy-Minded Selling Aids," monthly.

## TV BOOSTER

### WSM-TV Files Request

FIRST concrete proposal to soup up TV stations' fringe area signals came into the ECC last week. WSM-TV Nashville asked the Commission for permission to put up a 10 to 20 w booster station at Lawrenceburg, Tenn., 67 miles southwest of Nashville and 18 miles outside WSM-TV's 100 uv/m contour.

At the same time, the Nashville station emphasized, booster operation would make it unnecessary for set owners in that area to pay a fee under community antenna and wire - distribution systems. It would obviate also the need for special antennas, boosters, etc., in those areas, WSM-TV said.

Application requested use of same Channel 4 now assigned to main station. It proposed erection of a high-gain receiving and directional transmitting antennas on high ground near the 7,000-population Tennessee town.

Best of all, according to the application, use of the booster station on the same channel as the mother station, fits into the FCC's proposed allocation plan, will not cause interference to any existing or proposed operation.

In asking for an experimental grant, WSM-TV asserted that its purpose would be "to develop and prove the value of a television booster system which . . . can be used in many places over the country to increase greatly effective coverage of standard television stations."

Lawrenceburg set owners now receive co-channel interference from WMCT (TV) Memphis, 153 miles away, and from WBRC-TV Birmingham, 122 miles away.

Cost of the proposed booster station was listed as \$1,000 for the transmitter, \$1,000 for the antenna, \$2,500 for frequency measuring equipment and service personnel. Operation for one year was given as \$5,000. Booster station would operate 84 hours a week, according to present plan.

## Consolidated Hearings

(Continued from page 75)

titled to an oral argument.

Hearings commenced or were completed pre-freeze in nine cities, WFOX brief divulged. It cited 26 applicants who had gone through hearings for VHF channels in Milwaukee, San Francisco-Oakland, Detroit, Philadelphia, San Diego, Atlantic City, Reading, Harrisburg, and Allentown-Bethlehem-Easton.

In all but the last four, WFOX' brief pointed out, proposals were submitted asking for restoration of the VHF channels deleted—in whole or in part. After mentioning the "hundreds of thousands of dollars" expended and the time and energy of the applicants and the FCC staff in going through the hearings, WFOX concluded:

" . . . applicants whose cases have been heard are in a special category and should be afforded where feasible treatment approaching that given existing licensees . . . where the principles of assignment and mileage separation minima were not rigidly adhered to."

### Argues 20-Day Rule

WFOX hinged its oral argument plea on the ground also that the Commission's 20-day rule prohibited any further applicants from getting into hearings. But the FCC did not answer that point in denying oral hearings.

Still to be decided are DuMont and WKY-TV Oklahoma City requests for oral hearing. Latter is one of the three existing stations refusing to change to the frequencies suggested by the Commission in its proposed allocation plan. The other two are WSAZ-TV Huntington, W. Va., and WTAR-TV Norfolk, Va. In addition WNHCTV New Haven, Conn., has given only a qualified yes to the Commission's proposal [B•T, Dec. 3].

RCA now has more than 1,200 employees who have 25 or more years of continuous service with the company. The total was achieved with the addition this month of 154 men and women to the RCA 25-Year Club at dinner ceremonies held in various plants locations.

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

**RKO**  
**PATHE, INC.**

625 Madison Ave.  
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**RCA-5820 IMAGE ORTHON**

AUTHORIZED DISTRIBUTOR

We have the RCA-5820 in stock for immediate shipment. Our prices and conditions of sale are identical to those of the manufacturer. Look to ALLIED for prompt delivery of all RCA Broadcast-type tubes. Let us save you time and trouble.

RCA-5820, \$1200

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

**ALLIED RADIO**  
Broadcast Division  
833 West Jackson Blvd., Chicago 7  
Call: HAYmarket 1-7019

# DuMONT INCOME

\$52 Million Sales Seen

SALES for the Allen B. DuMont Labs. during 1951 will reach an estimated \$52 million, Dr. Allen B. DuMont, corporation president, predicted Tuesday when he spoke to the Assn. of Customer Brokers in New York. Net profit is expected to be in the vicinity of \$500,000, he said.

He also predicted the FCC will end its freeze on television station construction sometime in February or March and labeled the three-year old building ban as a "major deterrent to profitable operations by the TV industry."

Reported to have told of refusing \$16 million for the three video outlets now owned by DuMont—carried on the books as valued at \$1.5 million—Dr. DuMont Thursday denied the statement. His remark, he said, was that the corporation had, from time to time, been approached about selling the stations individually. TV stations will eventually become the company's "greatest earners," he said, and DuMont Labs. would like to acquire two more, preferably in Chicago and Los Angeles.

DuMont Labs. showed a net loss of \$319,547 for the first 40 weeks of 1951, he said [B\* T, Nov. 19], a 30% drop from 1950 when the comparable period resulted in sales as high as those predicted for all 1951.

Observing that the industry at

large is too optimistic about the materials situation, he reported that DuMont Labs. has gone all out for defense contracts and currently has \$68 million worth of such projects on its books. Another \$47 million of commercial work is expected for 1952, to make it a record sales year, he said.

He reported DuMont inventories are small, saying the corporation took losses earlier in the year when it cut prices to lower inventories and maintain production. He estimated that manufacturers, distributors and dealers still hold some 1,500,000 sets of all kinds, however.

## DiMAGGIO TV

Signs for Yankees

JOE DiMAGGIO, former New York Yankee outfielder, Thursday signed a one-year contract with the club to conduct a TV show before and after every Yankee home game. He will not handle play-by-play and is limited to 10-minute commentaries and interviews. He succeeds Dizzy Dean, who will be heard in St. Louis.

New York Giants announced they would not participate in game-of-the-day broadcasts in 1952, or any other radio program carrying games on national basis. Giants will be heard on a small network covering nearby areas and not conflicting with minor league games. WMCA and WPIX (TV) New York will carry games at Polo Grounds.

# PCC GATES

Report Not Indicative

ATTENDANCE at West Coast football games has increased more than 13% in television areas this year and has decreased in non-television areas, it was revealed in a report issued to Pacific Coast Conference representatives meeting in Carmel, Calif., last week.

But the representatives refused to see the figures as any clear indication of the effects of television on football attendance and agreed to withhold any action or recommendation on the television controversy until after the NCAA meeting in Cincinnati next month. Delegates agreed informally however that the results of the survey would carry considerable weight in discussions scheduled for the NCAA meet.

The attendance report showed that attendance in television areas had increased 13.6% during the 1951 season, while attendance in non-TV areas had decreased 2.5%.

Although only selected games were telecast under the NCAA test plan, professional games were carried in the areas and many schools had complained during the season that these pro telecasts were also a threat to the college game gates.

Several representatives at the conference meeting said the increase could be traced to the fact that college games were telecast without restriction in 1950 but such

argument could not explain the decrease in attendance in areas not served by TV.

Others attributed the increase attendance to better competition, better weather and many other minor effects. As an example, the competitive situation, the cited California's outstanding strength in the league last year which cut down competitive interest. This year Stanford emerged to topple California as the conference leader and bring a better balance to conference competitions.

## DAVID & BARBEAU

New TV Consulting Firm

A NEW firm of television project consultants, David & Barbeau, has been organized by W. Russel David Sr. and Ernest A. Barbeau with headquarters in Schenectady, N. Y.

The firm will offer professional guidance for video project planning to those wishing to establish new TV stations. Initial operations will be limited to the East by a national service is planned.

Both Mr. David and Mr. Barbeau have designed, built and operated AM and FM stations. For many years Mr. David was employed by General Electric Co. in radio and TV sales and engineering work. He was GE's national sales manager for several years on broadcast equipment before joining WPTV Albany, N. Y. where he is a stockholder, director and vice president.

Mr. Barbeau was sales engineer for several years with the General Electric Co. in Chicago, Cleveland, Minneapolis and Schenectady. During World War II he was project manager of certain government radar developments. Since then he has been a radio station consultant.

# POPULARITY DATA

Hooper Releases Nine Area Study

POPULARITY ratings for programs aired in nine television markets with a minimum of three stations were released last week by the A. C. Nielsen Co., Chicago market research firm, for the first time. The new ratings designed to judge program performance from at least three networks under "nearly identical competitive conditions," are a feature of the Nielsen Television Index, President A. C. Nielsen said.

A subscriber to the new service receives data on audience size by networks during the average minute of telecast as expressed in percentage of all TV homes in the nine cities. Corresponding minute-by-minute records also are available.

The new service, Mr. Nielsen said, "gives broadcasters for the first time a sensitive record of actual audience movement directly traceable to program factors, such as talent, commercial treatment, time of day and competition."

Areas covered in the initial report were Chicago, New York, Washington, Philadelphia, Detroit, Cleveland, Baltimore, Cincinnati and Columbus. Others may be added later.

Portions of the first report on popularity showed, for example, that about 3½ million homes were watching *Godfrey's Talent Scouts* from 8:30 to 9 p.m. At 9, about 1 million homes shifted from Godfrey on CBS to *Lights Out* on NBC. Half an hour later, another million homes tuned in NBC

★ *For The Somerset Maugham Theatre.* After the show, about 700,000 homes rejoined CBS for the second half of *Studio One*.

Comparisons among the leading shows follow (network and total stations carrying show given in parentheses):

Program	All Station Areas	Nine Station Areas
Lone Ranger (ABC-41)	37.8	27.0
Kraft Television Theatre (NBC-42)	35.6	27.3
Alan Young Show (CBS-39)	34.5	28.2
Peabody Plus Ribbon Bouts (CBS-53)	34.1	28.8
Original Amateur Hour (NBC-54)	29.5	22.4
Studio One (CBS-51)	28.3	22.0
Speidel Show (NBC-38)	26.5	19.6
Ford Festival (NBC-45)	25.9	18.1
We, the People (NBC-36)	24.5	11.0
Pinkeshman (Duh-14)	23.8	18.3
Goodrich Celebrity Time (CBS-37)	15.4	9.1
Voice of Firestone (NBC-40)	14.0	8.2

To show the shift in audience between two networks, NBC and CBS, Nielsen issued this Monday evening table for the nine station areas:

New York Time	TV Homes Using Sets	Share of Viewing		
		CBS		NBC
8:30-9:00 p.m.	71.7%	70%- <i>Godfrey's Scouts</i>	10%- <i>Voice of Firestone</i>	
9:00-9:30 p.m.	71.3	50 - <i>Rocket Squad</i>	30 - <i>Lights Out</i>	
9:30-10:00 p.m.	71.6	26 - <i>News to Me</i>	53 - <i>Maugham Theatre</i>	
10:00-10:30 p.m.	65.5	74 - <i>Studio One</i>	54 - <i>Maugham Theatre</i>	
10:30-11:00 p.m.	56.5	45 - <i>Studio One</i>	24 - <i>Local</i>	

# 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

## SAO PAULO TV

New Outlet In Readiness

REGULAR commercial telecasting of Sao Paulo's second television broadcast service is scheduled to begin Christmas Eve.

Radio Televisao Paulista S. A. began test programming its first TV station with live and film programs. These tests will continue until Dec. 24.

Cost of the station reportedly was listed at approximately \$1.5 million.

First TV station in the Brazilian industrial center, Radio Tupi (PRF-3-TV) has been on the air about 1½ years. It is estimated that there are now some 15,000 television receivers in the area. Studios and transmitter are located in the 12-story Radio Televisao Paulista Bldg. at Avenida Reboucas 58-62, Sao Paulo.

Equipment consists of an RCA antenna, Federal 5 kw transmitter, Federal microwave, DuMont studio equipment and a DuMont telecruiser. Elaborate film processing facilities are planned [B•T, Dec. 3, Nov. 26].

Officers of the licensee are Luiz Fonseca de Souza Meireles, president; Mario Monteiro Diniz Junqueira, managing director; Victor Fonseca de Souza Meireles, treasurer; Alfio Reis d'Avillia, business manager, and Celso G. Arantes Nogueira.

### Telestatus

(Continued from page 78)

ports. The program also, he states, influenced the movie attendance of its viewers, who considered it a "major source of movie information."

Dr. Dichter winds up his report with the following conclusions:

1. Our pilot study definitely shows that TV and the motion picture industry are compatible under certain conditions.

2. By expanding this pilot study into a full-fledged national project, utilizing both depth research and controlled experiments, the motion picture industry should be able to develop a positive program to accomplish the following:

- (A) Re-establish channels of communication with the TV set owner.
- (B) Integrate the entertainment sections of a newspaper so that the TV fan is not isolated from the motion picture section when he folds the newspaper to the TV program listings.
- (C) Establish the motion picture theatre as a community center.
- (D) Minimize the "misery of choice" as it pertains to film fare.
- (E) Establish that the movie industry belongs to both the TV set owner and the non-TV set owner.
- (F) Utilize more modern semantic and illustrative devices in selling the basic appeals of individual motion pictures by understanding the real reasons people go to the movies.

## TELECENSUS FAVORS PAY-AS-SEE TV

Radio Also Rates in Survey on West Coast

CALIFORNIA set owners are decisive about "pay as you see" television, according to semi-annual telecensus of Woodbury College, Los Angeles, released last week.

It reveals that 60% of those interviewed would pay \$1 a program to see top-grade unsponsored TV entertainment in their home providing it was billed to their telephone or received by coin meter arrangement.

However, the telecensus states that those same set owners wouldn't pay \$1 per person to see high grade entertainment, such as major sports events, or first quality movies, at a local theatre if it were not available over home receivers.

Covering some 5,000 TV set owners in metropolitan San Diego, Los Angeles and San Francisco and adjacent areas, the door-to-

door survey covered a two week period ending Nov. 30. It was under direction of Prof. Hal Evry. About 1,000 students from Woodbury College, Valley College, U. of Redlands, San Jose State College and Stanford U. conducted the telecensus.

Movies showed a gain in popularity over previous Woodbury studies.

Survey found that TV as an advertising medium still needs support of other media as indicated by purchases of cigarettes, gasoline and beer. In no case is the leading TV advertiser (in dollar volume) also the leader in sales, the telecensus states.

TV set owners listen to radio on an average of an hour and 50 minutes daily it was shown. However, some 10.7% said they do not

listen to radio at all.

Sunday continues the favorite viewing day, with an average of five hours given over to TV. Milton Berle was listed as the favorite program with wrestling and *Red Skelton Show* occupying runner-up spots.

The telecensus shows that the Japanese Peace Treaty signing in San Francisco, Gen. Douglas MacArthur's return, World Series, Ke-fauver Investigation, in that order, were video's outstanding events of the past year.

### L&M Changes

LIGGETT & MYERS Tobacco Co., New York, will drop sponsorship of its Sunday *Soundoff* series featuring Bob Hope, Fred Allen and Jerry Lester, 7-7:30 p.m. on NBC-TV effective Jan. 6, but will sponsor a TV version of *Dragnet*, Thursdays, 9-9:30 p.m. [CLOSED CIRCUIT, Dec. 3]. Cunningham & Walsh, New York, is agency.

## Here's TV Coverage...

A WGN-TV advertiser made an introductory offer on his first program... a one minute announcement at 11:45 p.m. Sunday night. Within 24 hours, more than 2300 cards were received from

- 91 Cities in Illinois
- 25 Cities in Indiana
- 3 Cities in Wisconsin
- 2 Cities in Michigan

Early or late... if you want results...

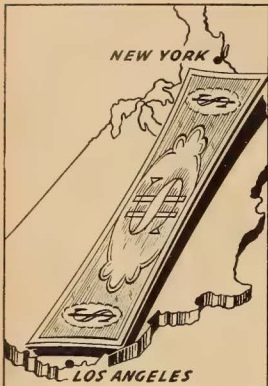
call your WGN-TV representative for availabilities



The Chicago Tribune Television Station

## Printed Media

(Continued from page 23)



penetration and radio's loss is, he explained, "not represented by a straight line but by a concave curve which is steep at the beginning but becomes flatter as time goes on." The heaviest effect has already been felt in present TV markets, but will be repeated as new TV markets open up, he said, when a new downward kink will appear on the national radio listening graph.

Displaying other charts which showed appreciable average declines in radio sets-in-use during the evening hours and less sharp declines during the daytime, Dr. Zeisel commented that these averages could not be applied equally to all radio programs nor to all types of programs. But he said that through use of this general principle the present audience loss of any program to TV and its probable loss in the future can be computed. In fairness to radio, he noted that his computations had disregarded out-of-home listening, shortchanging radio at certain hours and seasons of as much as 15% of its true value, and that radio was further unfairly discounted because not enough attention has yet been given to "the ever increasing number of TV homes with three or more radios."

### No Circulation Loss

Wishing that such a clear picture of TV's impact were also available for other media, Dr. Zeisel reported that comparison of newspaper circulation figures for TV and non-TV areas shows no evidence of circulation loss. Readership surveys made by the Bureau of Advertising, he reported, show the same page traffic for TV-owners as for non-TV-owners, but he noted that this comparison is not conclusive as "just how much is read on each page remains an open question." He expressed the opinion that there is some loss in intensity of newspaper reading by people in TV homes, although agreeing in the main that newspapers are probably least affected by TV.

When he tried to get information about magazine readership, he reported, he was referred to a brochure, "The Readership of Magazine Advertisements vs. the Growth of Television," which depicted TV's effect on radio and the movies but failed to compare magazine readership in TV and non-TV areas or, as it might have done as figures were available, in TV homes and non-TV homes.

However, he stated, "in some less-publicized corner of the research organization which produced this booklet, a comparison such as I have indicated was made; matched samples of TV owners and non-TV owners. This showed, he said, that "ad noting by men

declined by 12%, that of women by 13%."

Why, he asked bitterly, "is this information permitted to fall under the table? Why does such correct analysis not show up in the brochure and only such stuff is presented which is poor in research design and only rich in propaganda value?"

### No Data Released

When he requested comparisons of newsstand sales for TV areas and non-TV areas, "not one single publisher released these data" although they are readily available, Dr. Zeisel declared. Instead, he said, they told him that they had looked at these data and they showed no significant pattern. And when he attempted to check county-by-county ABC circulation data of magazines sold entirely through newsstands, he found that the latest detailed circulation books were over two years old, he declared. "By a curious accident this one set of data which has been readily produced by radio, movies and newspapers, which the book publishers are now producing themselves, has not been produced by magazines. It seems to me that to produce these data is a challenge to them and to the Audit Bureau of Circulation's integrity. Until this is done I shall remain suspicious. If, on the other hand, this research evidence looks as good for magazines as we are told, believe me, I shall be very happy to change my mind."

In addition to the publishers' reluctance to reveal the evidence, suspicion is justified on the basis of surveys of TV families who report less time spent in magazine reading since acquiring a TV set, Dr. Zeisel said. He cited a survey made by *Good Housekeeping*, which he praised for releasing the results, showing that 34% of all respondents spent less time reading magazines and 18% of the balance devoted less time to magazine ads.

Dr. Zeisel concluded: "It has been said by the radio people that their medium is now being penalized for having done too much and too good research—because their cards are on the table."

## RADIO NEED

### Enchanced by Television

THE LONGER one owns a TV set, the more sure he is that he needs radio, too.

That is the conclusion from three interviews with the same group of approximately 500 TV families in the New York-New Jersey area (the world's first television market) over a 30-month period by Advertest Research. In May 1949, November 1950 and November 1951, Advertest interviewers asked this question:

"Do you think that you will continue to listen to the radio, or do you think that television will entirely replace radio listening in the home?"

In May 1949 less than half (47.7%) of those interviewed expected to go on listening to the radio, while 52.3% felt that television would supplant radio entirely. The following year, 61.3% thought they would go on using their radios a while longer, while 38.7% anticipated radio's demise at the hands of TV. This fall, more than three quarters of the group (76.8%) are sure that radio is here to stay; only 23.2% expect TV to replace it completely.

The original interview was made with 512 TV owners. The repeats were made with the same group, except for those who had moved, who refused to be interviewed, etc.; 488 in the second survey, 452 in the third.

### Capper Is Ill

ARTHUR CAPPER, former U. S. Senator from Kansas and head of Capper Publications (KCKN Kansas City, WIBW Topeka), was in a critical condition late last week after suffering an attack of pneumonia.

TOM MOOREHEAD, sports director WFIL Philadelphia, will entertain five hundred children at his fourth annual Christmas party on December 15. Each child will have a Christmas dinner and receive toys and games. The children come from various churches, schools and orphanages in Philadelphia.

Of Course,  
a dollar won't stretch this far, but it will buy a cent-sational number of listeners on KWK.

Ask your Katz man about the low-in-cost, high-in-selling job KWK can do for you.

Globe-Democrat Tower Bldg.  
Saint Louis

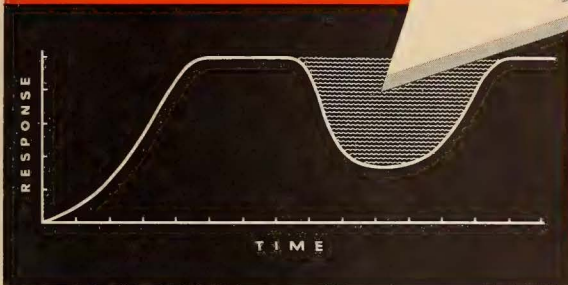


Representative  
The KATZ AGENCY

Entering the New Year  
with a record based on  
AGGRESSIVE  
GROWING  
RADIO *See Our Double Spread* CHICAGO 7  
Clear Channel Home of the National Barn Dance

# PLUG THAT HOLE

in your radar-response curve with G. E.'s new A-TR Type GL-6038!



Short recovery time is a built-in feature!



#### NOW READY FOR DESIGNERS AND USERS!

General Electric's pace-setting A-TR tube licks slow recovery time by employing a long-life deionizing agent.

**MEANS A BETTER SCREEN IMAGE!** The fast recovery of the GL-6038, by levelling off the radar-response curve, helps produce a screen image that is steady and complete, with no fadeout tendencies. Your equipment "sees" more dependably.

**BE SAFE, BE SURE . . . SPECIFY G-E!** Broad-band gas switching tubes for microwave applications were pioneered by G-E. This research and extensive know-how stand squarely back of the new GL-6038's performance, as with other TR, A-TR, and Pre-TR types bearing the G-E name. Get up-to-the-minute information! Wire or write for Bulletin ETD-158. *General Electric Company, Electronics Division, Section 9, Schenectady 5, New York.*

#### G. E. OFFERS THESE HIGH-PERFORMANCE GAS SWITCHING TUBES TO MEET YOUR MICROWAVE NEEDS

GROUP	TYPE NO.	FREQ. RANGE	MAX PEAK POWER	LEAKAGE POWER	RECOVERY TIME, MAX
TR	GL-1B63-A	8490-9578 mc	250 kw	30 mw	4 mu sec at -3 db
A-TR	GL-6038	9000-9600 mc	100 kw	MIN FIRING POWER 5 kw	LOADED Q, TYPICAL 4
	GL-1B35	9000-9600 mc	250 kw	5 kw	4
	GL-1B37	8500-9000 mc	250 kw	5 kw	4
	GL-1B44	2680-2820 mc	1000 kw	20 kw	4
	GL-1B56	2775-2925 mc	1000 kw	20 kw	4
PRE-TR	GL-1B38	2700-2910 mc	1000 kw	100 kw	LEAKAGE ENERGY .0002 joules

# GENERAL



# ELECTRIC

185-K7

## Respects

(Continued from page 58)

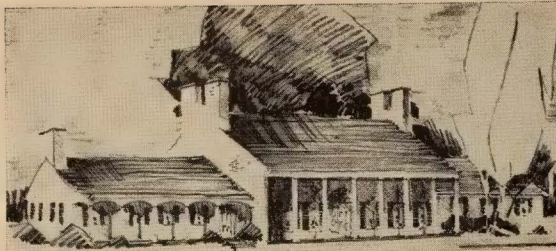
and tour services.

In late fall of 1939, Art Kemp, then Columbia Pacific sales manager, and now a McCann-Erickson vice president in New York, sent Mr. Shaw to San Francisco with assignments to call on food brokers and company representatives and convince them of radio's powerful sales support. He did convince many of them. As a result, he also convinced Mr. Kemp that he had good material on hand for a future salesman. As result, Mr. Shaw in May 1940, was named Columbia Pacific account executive, a post he held until enlistment in the Army Air Force 18 months later.

After four years as a twin-engine pilot and instructor, Mr. Shaw rejoined CBS in November 1945 as a KNX-Columbia Pacific account executive in Hollywood. It was three years later that he was named assistant sales manager.

He was transferred to New York on April 1, 1950, to become an account executive for Radio Sales Inc., predecessor of the present CBS Radio and CBS Television spot sales organizations.

Three months after he arrived in New York, Mr. Shaw became eastern sales manager of Radio Sales Inc. He held that post until his present appointment on Sept. 4, 1951. It brought him back to Columbia Square in Hollywood as



ULTRA-MODERN studio building, first step in the development of the 260-acre WRFD Radio Farm, to be dedicated with week-long ceremonies shortly after the first year. The WRFD Worthington, Ohio, building is located on Route 23, 14 miles north of downtown Columbus.

general manager, 12 years and 11 months from the day he joined the network's staff as a guide.

Since CBS policy requires a considerable degree of autonomy in the operations of regional and local units, his area of responsibility is quite comprehensive. In addition to supervising operations of 50 kw KNX, he also supervises regional programming and sales for the 41 affiliated radio stations in the 11 western states.

Part of his enthusiasm for returning to his native West and "western living" is engendered by belief that radio is particularly well adapted to the sprawling, rich, growing and constantly changing Pacific Coast market.

A dyed-in-the-wool Californian,

Mr. Shaw's unabashed championship of the West during his stay in New York, earned him a "chamber of commerce" label around 485 Madison Ave. It also earned him an outstanding sales record for the Columbia Pacific Network and western stations represented by CBS Radio Spot Sales.

"I've never believed in selling radio by anybody's ratings," Mr. Shaw says, "but rather by its effect on moving the advertiser's merchandise.

"It's better, I believe, to prove your point with radio's excellent sales results, than to have ratings alone take the client's eye away from the fact that his wares are moving better than ever."

A firm believer in the effectiveness of local talent, which he considers as another extension of radio's invaluable community and public service, Bill Shaw also stresses the value of service to the advertiser.

His own sales philosophy contains the basic elements of hard work and service which are the essentials of most selling.

"I've found my most successful selling was when I determined

what an advertiser wanted to sell, how he wanted to do it, what audience he wanted to reach and then came up with a program or schedule tailored especially for his requirements," Mr. Shaw stated.

"The day you really begin work for a client is the day the show goes on the air," he continued. "From then on, the job program does for him is to a large part determined by the support and promotion designed for it, both the client and radio."

Mrs. Shaw is the former Jacqueline Parkinson of Sacramento whom he met while stationed there during the war. Married in the city on July 6, 1943, the Shaws have two sons, William D. Jr., 6, and John P., age 4. They make their home today in Encino, California which is located in San Fernando Valley.

Hobbies are closely connected with Mr. Shaw's business and family. Of prime importance to him is the time he spends with family at home or the beach. Swimming and golf are favorite outdoor pastimes. Most of his reading hobby is closely connected with the radio industry, although biographies often compete with technical publications for Mr. Shaw's attention.

Having recently rejoined Hollywood and Los Angeles Club, Mr. Shaw also is a member of Alpha Delta Sigma, national advertising fraternity and Delta Tau Delta, national college fraternity.

## Antenna Materials

THREE firms have been granted adjustments of their aluminum quotas for the nearly-ended fourth quarter to manufacture radio-receiving antennas. The companies are Berks Electric Service Temple, Pa.; Antenna Products Chicago; Charles A. Laurei Orange, N. J. Relief was granted from Nov. 27 allotments on the basis of "hardship." Firms received extra quantities ranging from 1,800 to 7,800 pounds.

## RUSS ESCAPEES

Appear on WEMP Program

EXCLUSIVE interview-type broadcast featuring four escaped Russians highlighted WEMP Milwaukee's observance of Freedom Week in the city's 1,500-seat Vocational School Auditorium last Friday.

General theme was "If You Lived in Soviet Russia," with views expressed by a Russian engineer, housewife, teacher and a worker. WEMP Newsman Don O'Connor introduced the program and conducted the narration. Milwaukee celebrated Freedom Week Dec. 7-15, with the twin dates marking the anniversaries of Pearl Harbor and adoption of the Bill of Rights.

In advance of the special program, the station aired spot announcements urging attendance and also scheduled newspaper ads encouraging observance of the week. Program was heard 8-8:30 p.m.

# KCMC and KCMC-FM

TEXARKANA, TEXAS  
ABC-TSN

in Texarkana more people listen to KCMC, daytime or nighttime, than all other stations combined! Put KCMC's programming know-how behind your sales message—where dollars flow from oil, agriculture, manufacturing, livestock. Dollars to buy your products!

Okla. Ark.  
Texas La.  
Gulf of Mexico

## 239,330 PEOPLE

LIVE WITHIN KCMC AM-FM  
0.5M V/M AREA

Represented by  
**O. L. TAYLOR CO.**

Frank O. Myers, Mgr.

**KAMD CAMDEN, ARKANSAS**

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

# CHNS

HALIFAX NOVA SCOTIA

**A CAPITAL Station**

In A CAPITAL City gets

**You CAPITAL Results!**

Ask  
**JOS. WEED & CO.**  
350 Madison Ave., New York

P.S. We now have our 5000 W  
Transmitter in operation!



WGAR Cleveland was instrumental in uniting a European orphan and possible relative who is now a Cleveland businessman. The orphan, Hanka Traub, 11, was found in the Auschwitz prison camp after World War II. Hanka was then only 6. It was believed her parents had been liquidated. The Cleveland merchant, George Traub, a refugee from Prague a dozen years ago, heard Hanka speak over WGAR and phoned the girl. She resembles cousins of Mr. Traub, who were liquidated, and slightly resembles Mr. Traub. The Cleveland merchant is making arrangements to adopt Hanka if no close relatives can be located in Prague. Hanka is touring the U. S. under the auspices of the Foster Parents Plan.

#### Auction for Hospital

WILK Wilkes-Barre, Pa., in cooperation with the Wilkes-Barre Kiwanis Club, sold more than \$6,000 of merchandise to over 5,000 bidders during a radio auction from 7 p.m. to midnight, Dec. 1. Entire net proceeds went to build a new children's ward at the Wyoming Valley Hospital, Wilkes-Barre. This was the second consecutive year that WILK and its staff, and Kiwanians, donated time and facilities to the radio auction. Last year proceeds were used to remodel the children's ward at Wilkes-Barre General Hospital. Billboards, cards, newspaper ads, window cards and spot announcements over WILK promoted the auction.

#### Home Safety

KMTV (TV) Omaha, under the supervision of the Omaha Safety Council, conducted a contest entitled "Home Safety Pays Off Because . . ." Viewers were asked to complete the contest sentence and forward their entries to

# In the Public Interest

KMTV. First prize was an RCA table-model TV set. Second and third prizes were RCA 45 rpm record players. Safety officials termed the contest an outstanding success in that it made "hundreds of families home-safety conscious which will pay off in years to come in a minimum of home accidents."

#### Classical Music Library

WDRS Hartford is donating to the Hartford School of Music a library of more than a thousand classical orchestration and which is valued at several thousand dollars. In addition, WDRS is donating more than a thousand records to the Hartford Tuberculosis Society and the Trinity College radio station, WRTC.

#### In Wake of Tragedy

TRAFFIC death of a Milwaukee policeman during civil defense maneuvers had its brighter side, thanks to WEMP Milwaukee's Bob Larsen, conductor of the *Coffee Club* show. Mr. Larsen mentioned the death of the patrolman, known as "Whitey", and received a \$1 contribution from a listener with the suggestion that Milwaukee's children start a fund for the widow and four children. WEMP received a stream of nickels, dimes and quarters from the patrolman's young friends.

#### KFMB Fund Raising

KFMB San Diego aired a six-hour show to raise money for the city's Community Chest Drive. The show, *The Navy Goes to Town*, was designed and staged by station's executive editor, Paul W. White and featured talent from seven area Navy and Marine bases. Pledges already have gone over the \$2,000 mark.

#### Station Scholarships

KITO San Bernardino, Calif., has established a scholarship fund at U. of Redlands for deserving young men and women wanting higher education. J. J. Flanigan, president and general manager KITO, is setting up \$2,000 scholarship award said, "Radio is very much a part of the civic and cultural life of every community and should do everything possible to promote better communities." First award went to local girl graduate of San Bernardino High School. Station also presents weekly program featuring president of University, to further interest and appreciation in education.

#### Voice Recordings

IN A MOVE to boost the sagging local Community Chest drive, WFLA Tampa, Fla., came up with a novel idea. Every person who contributed \$1 or more to the

Red Feather fund was given an opportunity to hear his voice over the air. Station sent out three announcers—Mardi Lyles, Pat Chambers and Milton Spencer—for street interviews. Tape recordings were played back on two successive days during the *Gulf Coast Seaside* and *Shaw Business* programs.

#### CBC Holiday Policy

CANADIAN Broadcasting Corp., Trans-Canada and French networks will carry no commercials, except institutional announcements in connection with network programs, on either Christmas Day or Good Friday, according to a new ruling. Dominion network will be allowed to carry commercials on Christmas Day but not on Good Friday. This gives listeners a choice, as some Canadian listeners have objected to commercials on Christmas Day. Independent stations are not covered by ruling and make their own policies.

## ANTI-NARCOTICS

### NBC Serial Sets Theme

NILES TRAMMELL, NBC board chairman, set the public service keynote of NBC's *Life Can Be Beautiful* radio series Thursday afternoon when he introduced three leaders of women's groups who are scheduled to discuss narcotics as a social problem on subsequent programs.

Participating in the serial drama are Mrs. Hiram C. Houghton, president of the General Federation of Women's Clubs, who appeared Thursday and Friday; Mrs. Iler Campbell, national president of the American Legion Auxiliary, and Mrs. Helen Cassidy, national chairman of radio and TV department for Veterans of Foreign Wars Auxiliary, both of whom are scheduled for broadcasts today (Monday) and tomorrow. An official from the U. S. Narcotics Bureau will appear later in the month.

#### Crosley Buys Building

PURCHASE of a 2½-story brick building in Cincinnati was announced last week by Crosley Broadcasting Co. The building, within 50 feet from the main entrance to the present Crosley Square Bldg., will be used for WLW and WLWT (TV) offices. Several offices are expected to move into the building this month.



## 4 Reasons Why

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

### Jewish Market of Metropolitan New York

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

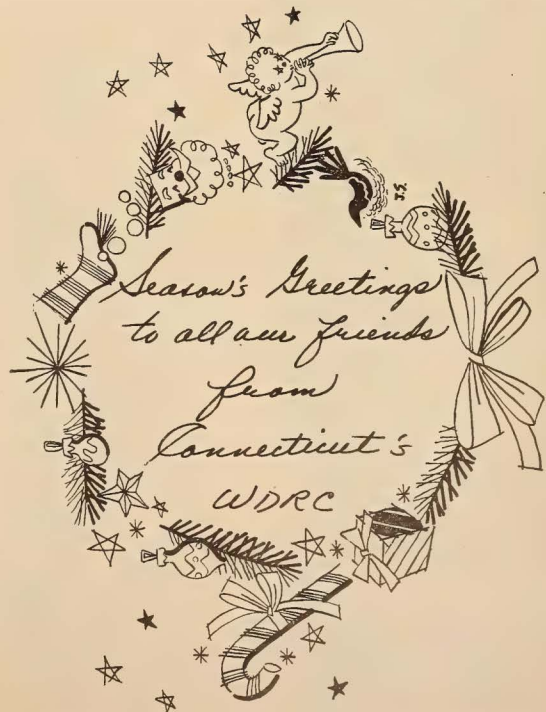
Send for a copy of

"WHO'S WHO ON WEVD"

Henry Greenfield, Managing Director

WEVD 117-119 West 46th St.,

New York 19



## WIDE OPEN SPACES

WCKY Cincinnati presenting listener-participation show, *America Outdoors*, Sat., 5:30-6 p.m. Sportsmen and sportswomen are invited to send outdoors questions, tips, oddities and tall tales. Writers of letters used on program awarded gifts of sportsman equipment. An outstanding sportsman, conservationist, or outdoors organization is saluted on the program each week by Jim Thomas and John Murphy, veteran outdoorsmen, handling the show.

## RCA BOOKLET

"THE STORY OF TELEVISION," 40-page glossy booklet, was issued last week as a progress report on industry by RCA. With an introduction by RCA Board Chairman David Sarnoff, booklet considers television's new horizons, its phenomenal postwar growth, RCA television research, RCA color television, and RCA-NEC "firsts" in the field. Widely illustrated brochure, in showing performance and proportions of television, indicates that video has become major art and industry, with promise of even wider service than it now provides.

## YOUTH PROBLEMS

KPIX (TV) San Francisco, *Ask the Experts*, Mon., 4:30 p.m., features high school students discussing problems of youth with experts in various fields. Using a for-

Advertising is bought  
by the **group** of  
executives who plan  
**marketing** strategy  
and tactics.

Printers' Ink is  
read by the whole  
marketing group  
of advertising, manage-  
ment, sales and  
agency executives  
who are the leading  
**buyers of advertising.**

# programs promotion premiums



um-type format, half-hour program is creation of Carol Levene, San Francisco freelance producer, and is presented by Junior League of San Francisco.

## CHRISTMAS CAROLS

WIBW Topeka, and KCKN Kansas City, sending trade and advertisers promotion brochures with book of Christmas carols enclosed. Cover has message carried over to second page from General Manager Ben Ludy, saying "To wish you a merrier Christmas . . . WIBW Topeka and KCKN Kansas City send you this book of 'Christmas Carols' with the sincere hope that it may add to your enjoyment of this and many other Christmas seasons."

## TEAR SHEET PROMOTION

WCBS-TV New York and KNXT (TV) Los Angeles distributing tear sheets of full page newspaper ads to the industry plugging new Edward R. Murrow show, *See It Now*, Sun., 3:30-4 p.m., EST. Ad consists of picture of Murrow and copy reading in part, "a . . . report of the week's significant events, some of it on film, some of it happening before your eyes . . . From your own armchair, you will witness the world."

## CIVIL DEFENSE SHOW

WFMY (TV) Greensboro, N. C., Dec. 8, presented program explaining operations of ground observer corps of state civil defense. Program featured special exhibit flown directly from Kansas City, Mo., for show.

## TOP NEWS COVERAGE

WTTG (TV) Washington, Dec. 10, began presenting top world news coverage through facilities of 20th Century Fox and United Press. Film will be delivered to station three times daily with wire open from UP and Washington City News Service for further coverage.

## AUTO RADIO TAGS

WRFD Worthington, Ohio, distributed 25,000 two-color tags for car radios to Columbus auto dealers. Tags are tied to knobs of radios to remind listeners "This radio is in tune with 880kc for Ohio Motors, Inc., News presented Monday, Wednesday and Friday at 8 a.m. on WRFD."

## TEEN-AGE TREAT

WERE Cleveland disc jockey Bill Randle has been taking the mountain to Mahomet recently with his scheme of taking popular night club acts around to canteens, church groups and high schools. Since most of the acts appear in nite spots where teen-agers cannot venture, Bill's efforts, and the efforts of the stars he has escorted, which include such headliners as Tony Bennett, Johnnie Ray, and the Four Aces, has paid off handsomely. Since the program keeps the high schoolers from trying to get into places not for them, yet brings their favorite artists around for them to see, letters from students, teachers and directors of the schools have poured in. The artists don't mind, either. It's the teen-agers who buy their records.

## RECORDING SERVICE

WBAL-AM-TV Baltimore offering complete modern recording service to local advertisers and agencies who previously went out of town for the job. Pamphlet states new recording facilities are unmatched in the city and lists advantages under headings of "Equipment, Sound Creation, Master Pressings, Individual Pressings, Reference Service, Audition Service, and Packing & Shipping."

## PUPPET SHOW

KNBH (TV) Hollywood, *The Adventures of Patches*, new daily 6-6:15 p.m. puppet program, written and produced by Charles Shows. He has worked with PTA to promote character building stories. "Patches" concerns orphan whose life is dull until his fantastic imagination offers escape. Invented polka dot rabbit provides many exciting adventures. Don Messick and Larry Harmon are featured. Trent Christman directs.

## NEW FOR OLD

MECK Div. of Scott Radio Lab which sponsors Wendell Hall WBKB (TV) Chicago, giving off of company's big-screen "Re Head" TV sets each week to owners of oldest television set as report to dealers in area. John S. Meck president, said offer is being made to stimulate replacement set market by focusing attention on old sets still in use. He said two-thirds of million-plus sets in area were bought within the last 12 months. The Hall show is telecast Mondays through Fridays at 10:15 p.m.

## 'CRUSADE FOR FREEDOM'

WENT Gloversville, N. Y., in cooperation with Crusade For Freedom, recently staged six-hour marathon. Entire station staff at several local officials took part in affair which lasted from 8 p.m. to 2 a.m. Results were very gratifying as final tabulation showed a approximately 1,870 phone calls received and local campaign fund swelled by several hundred dollars.

## BIRD CONTEST

WHK Cleveland's Bill Gordon used a tie-in with the Ohio Color Breeders (birds) to start another bird contests, "Get the Bird Contest." Mr. Gordon asked his listeners to name a canary and give the reasons for wanting bird. After one week of appearing with Mr. Gordon on his show, whistling and chirping, the canary and the contest drew 2,500 pieces of mail. TV winner received her prize at Mr. Gordon's personal appearance at Color Breeders Annual Show.

## SUPER HOT-ROD

KRON-TV San Francisco recently gave public chance to view XP-30 General Motors Co., "million dollar hot-rod." Charles A. Chayn GM vice president in charge of engineering explained features of experimental model on the Lu Hu ley show. View on KRON-TV was first television appearance anywhere of car.

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

immediate revenue produced  
with regional promotion  
campaigns

23 years of  
service to the  
broadcasting industry

HOWARD J. McCOLLISTER Company

66 ACACIA DRIVE  
ATHERTON, CALIFORNIA

DAVENPORT 3-3061

PAUL W. McCOLLISTER, General Manager



## Open Mike

(Continued from page 52)

ag bad bills in several cities ranging all the way from Detroit to Augusta.

A follow up of the story by the *Town Crier* disclosed that Charley Bond, one of the principal Atlantic Refining Co. dealers in Augusta and a co-sponsor of the program, was the man who had caught the wanted man].

How close can sponsor-station relations get?

John W. Watkins  
Manager  
WBBQ Augusta, Ga.

\* \* \*

## Author, Author

EDITOR:

Several months ago you ran a small article about a book about to be published. It was called "Discockey Showmanship" and the author was said to be Ben J. Murray of Showmanship Co., 630 Ninth Ave., New York 19, N. Y.

On June 5, 1951, I wrote to Mr. Murray and he asked me to send \$9.85 as the "pre-publication price" of the book, which was promised or about Aug. 10, 1951.

I sent the \$9.85 on June 19, 1951, ut, up to date, have neither received the book nor even a reply to my many letters of inquiry.

Please tell me whether any member of your staff knows anything about Murray or his outfit . . . .

Charles F. Mayer  
Mayer & Mayer, Attys.  
Dallas

EDITOR'S NOTE: Mr. Mayer and others with his problem may reach Mr. Murray at his home address, 52-30 9th Ave., Woodside, L. I., N. Y. Mr. Murray's wife told a BROADCASTING TELECASTING reporter last week that Mr. Murray had been "out of town" and that a fire at his publishers had postponed production of his book.]

\* \* \*

## How to Use P.I.s

EDITOR:

For lo these many years, I have consistently deposited all P.I. reproductions in the waste basket. Now, however, I have seen the error of my ways and make good use of them.

From every morning's mail I weed out the P.I.'s, attach a personal memo, and remail to some local client with whom the deal would compete . . . As an example, phonograph record P.I. would be played to a local music store something like this:

"Dear Tom: Inasmuch as you have advertised with us consistently for several years, we know you are interested in our progress and success. You will rejoice with us as you read the attached proposition offering us the opportunity to peddle records directly to our customers. My poor heart bleeds, however, because station policy does not permit us to grasp this golden opportunity. We could not

conscientiously accept business which competes with our advertisers. I guess we'll have to continue creating the desire and demand and let you sell the records."

E. Anson Thomas  
Manager  
KFXJ Grand Junction, Col.

\* \* \*

## Bad Connection

EDITOR:

In a report concerning the Japanese TV network project on page 82 of your Nov. 19 issue, two erroneous, and rather embarrassing, statements were made.

In referring to the two members of the planning group who, with Major Holthusen, had drawn up the plans for the Japanese TV network and who have returned recently from Japan, it was stated that: "One of the representatives, presumably an engineer, is associated with RCA." And "another member of the Holthusen unit is a representative of Philips-Eindhoven, Dutch manufacturer."

The fact is that the two persons, Dr. Walter Duschinsky, who was responsible for the studio planning work in Tokyo, and the writer, who drafted the network system plan, are independent consultants, with no affiliation whatsoever with either RCA or Philips.

Dr. Duschinsky and the writer are associated with Murray G. Crosby, president of Crosby Labs. Inc., Mineola, N. Y., as partners in Telecommunications Consultants, New York. . . .

William S. Halstead  
New York

\* \* \*

## Banzai

EDITOR:

. . . We are very grateful for useful informations appearing in your magazine. . . . They are very helpful for our study of American broadcasting and television in general. Among them, the article in Sept. 24, 1951 issue of your magazine under the caption "Foreign TV" proved to be particularly useful to us, because it provided us with recent data on television in various countries of the world, which we have been anxious to know about.

Shigeru Nakamura  
Head  
Radio Culture Research  
Institute Broadcasting  
Corp. of Japan  
Tokyo, Japan

ALLEN B. DuMONT Labs announced last week that it is now giving receiver manufacturers 100% protection on DuMont cathode-ray picture tubes for a period of six months from the date the set is installed in the consumer's home. The former guarantee period ran from the date the tube was purchased from the tube manufacturer.



ATTENDING party marking opening of new KCBQ San Diego studios in a San Diego resort hotel Nov. 30 are (l to r): Harry Mitchell, KCBQ all-night disc jockey; Charles E. Salik, KCBQ owner-manager; Harry Babbitt, CBS vocalist; William D. Shaw, general manager of Columbia Pacific Network; Billy Wardell, CBS artist, and Ole Morby, head of Western Div., CBS station relations. KCBQ has converted 7,500 sq. ft. of the hotel into an ultra-modern radio station. Official opening coincided with KCBQ's fifth anniversary. Party was climaxed by half-hour dedication broadcast. Civic leaders, 450 businessmen and advertising men also were on hand.

## NABET CHOSEN

Wins KEX Election

NATIONAL Assn. of Broadcast Engineers and Technicians was named bargaining representative for engineers at KEX Portland, Ore., in NLRB elections held last week. Approximately 13 engineers were involved at the ABC affiliate, which formerly held a

contract with International Brotherhood of Electrical Workers.

NABET also has filed petitions with NLRB seeking jurisdiction at five other Portland stations currently represented by IBEW. Stations are KGW (NBC), KOIN (CBS), KPOJ (MBS), and KPDQ and KWJJ, independents. A total of about 45 engineers and technicians are employed at these stations.

# Check

## WREN'S BONUS AREA

Retail merchants 30 miles from Topeka buy WREN to get productive sales results in their own town. CHECK WREN'S BONUS AREA!

# WREN

TOPEKA

5000 WATTS—ABC

Weed and Company, National Representatives

## Agencies Rate Raters

(Continued from page 26)

the respondents. As there were really three parts to question 1 ("do you believe, accept and use...") I received many statements in the following vein:

"Use in emergency, do not believe or accept."

"Those marked with a question mark are sometimes of doubtful value or have been open to considerable question at times."

"Yes and no. We use it—I don't believe it."

"All services must be improved and expanded before they are accepted as believable. We believe them as indication; we accept them because there is nothing more expansive sample-wise to accept; we use them, based on our belief and acceptance evaluation only. Their very differences expose weaknesses which could be booby-traps if accepted without reservations."

(After a "no" for one service): "Had unfortunate experience with one special survey."

(Underscored word "accept") "This is a strong word. We use them for guide and comparative purposes, but recognize the inherent limitations in each method. We believe stations and networks must work on this rating middle which is getting worse and having a terrific bad effect."

Respondents marked question 1 as follows:

Question 1. Do you believe, accept and use audience data (share of audience, composition of audience, time segments, ratings, etc.) of:

	YES Percentage of Replies	NO Percentage of Replies
ARB	35.8	15.5
CONLAN	32.6	19.2
HOOPER	82.3	(3 replies)
NIELSEN	70.5	5.8
PULSE	77.5	4.2
TELE-QUE	27.2	17.0
TRENDEX	12.3	18.7
VIDEODEX	32.0	11.7

It should be noted that six questionnaires were returned with statements to the effect that not one of the eight services listed was believed to be accurate. Although six represents only a small per-



HARRY BURKE, general manager of KFAB Omaha, gives visiting Russel Woodward, Free & Peters vice president, a preview of the station's 1952 ad campaign. Mr. Burke said he found advertising is more effective when it follows a basic theme. KFAB's 1952 promotion will use "blue ribbon achievements" as its theme.

centage of total returns, nevertheless included in the six are several of the country's heaviest buyers of radio and television time.

Question 1 asked only if the services were believed, etc. However, in question 2, I asked for specific ratings of the raters. Here are the first two choices of the agencies:

Question 2. Please rate the services in the order of your preference (1-2-3 etc.).

	FIRST CHOICE Percent of replies	SECOND CHOICE Percent of replies
HOOPER	35	23
PULSE	30	18
NIELSEN	23	15

Remainder of firsts and seconds divided among other services.

Thus, the agencies themselves, have not been able to choose one service by an overwhelming majority. In fact, returns have shown that within a single agency a difference of opinion exists. How then, can we, who sell the time, prepare intelligent sales presentations for our stations. For example, our report shows 82.3 percent of the respondents said they believed, accepted and used Hooper. How-

ever, only 35 percent rated Hooper the number one choice and 23 percent rated the service second to some other.

Clearly the entire blame for the rating situation cannot be shifted to the local station and networks—they merely furnish the material requested by agency and advertiser.

Criticism of the rating services was just as sharp in question 2 as in the previous one. One service, however, drew more unfavorable comment than the others combined. Typical of the reaction of the agencies to this one are;

"... Usually favors sponsor of survey."

"We note great discrepancies at times and suspect favoritism. This service has a bad reputation it seems to me and ratings are taken with lots of salt."

"My only opinion is that... is the least reliable."

"Last on any list."

Comments on other services ranged from:

"More accurate now than in past" (after checking one).

"Probably low."

"Inflated."

Another, after marking one service No. 2, wrote, "would be No. 1 if greater sample." After the No. 1 choice was this note, "except object to lack of early morning, late night, and no toll-call measurement."

Although many respondents refrained from appending their personal thoughts or reasons for their selections, it is apparent no single research service has completely

### Brisacher Estate

EMIL BRISACHER, late president of the advertising agency of Brisacher, Wheeler & Staff, left an estate worth \$570,175, it was revealed in an inventory filed in San Francisco Superior Court last week. Mr. Brisacher died last January at the age of 54. He left his entire estate to his widow, Isabelle Brisacher, who held a joint tenancy in the property and other assets of the estate.

won the confidence of the agent field. Three services share in 88 of first choices, with the top one receiving only 35% of total first choices.

As the research services measure only a small part of a strong station's actual audience and usually warn against projecting publisher ratings to entire coverage area, asked in question 3 for an indication of the method preferred obtaining the total audience.

Question 3. For total station audience, do you accept:

	Percentage of Replies
BMB	72
½ MV/M contour map	34
Either	30
Prefer BMB	70
Prefer ½ MV/M contour	(11 respondent)

Thus, it was BMB by an overwhelming majority.

Surprising as it may be to some number of respondents that they preferred a mail map of the station's audience. One of the most thought-provoking comments on this question is this: "If mail maps are not available, we study BMB and ½ MV/M contour map. The former are purely indications and mean very little to us. The millivolt maps show us where we can expect results IF WE ARE SMART ENOUGH TO PRODUCE A SHOW PEOPLE LIKE. The do not mean that a station has listeners in that area, but mere that we may expect to win listeners there IF WE KNOW HOW."

Another wrote: "We accept you listed factors to as much extent as we accept a newspaper's circulation figures. What we are most interested in are the EFFECTIVE AUDIENCE figures, and those can relate only through sales results."

Well, there is the reaction of the country's leading agencies to the present rating-audience measurement free-for-all. Perhaps you disagree with their selections or comments. I do, in several respects. However, this survey was conducted to learn their thoughts, and I believe it has succeeded. When do we go from here? I, for one and I'm certainly not alone, would like to see the industry run—walk—straight to a total circulation system.

Does it make sense for the broadcasting industry to submit information purporting to prove "X" number of listeners heard a one-minute announcement within time segment, when across the hall in another part of the agency, our door advertising (for example) purchased on a mere statement that "500,000 people pass the corner every month"? No mention is made of the number of people who raise their eyes to see the sign, much less the number who actually read the message.

Or, how many people do you think read the one-inch ad, 19 1/2 inches from the top in column on page 57 in today's New York Times? The ad immediately below. The ad to the right? Nobody knows, and nobody asks.

But, how many listeners do you



**WIBA**  
MADISON  
WISCONSIN

**26 YEARS**  
OF SERVICE  
to the  
**MADISON AREA**  
THE  
OCTOBER 1951 HOOPER  
NOW AVAILABLE  
Write or Call . . .

**NBC** Avery-Knodel, Inc., Representatives

**Badger Broadcasting Company**

5000 WATTS ON 1310... ESTABLISHED 1925

ve in your participation program at 4:29 p.m.?

At 4:29 p.m.? (without a moment's hesitation) At 4:29 we have 2.9.

A 2.9! You're killing me. Why North Overshoe, Mass., *Daily Post* gives me 10,000 guaranteed circulation; their research department tells me most people take the paper home where the average family numbers 3½ members above age of 12; that's an additional 000 circulation. Their surveys indicate that 40% pass the publication along to friends where it read by 2¼ more people (non-subscriber's families are always taller). Then, a special survey I recently made proves the children take the papers to school where they are used in the classrooms. Classes now number 50 children; here the janitor collects them and sells them to the junk man . . . he reads them, his children (etc. etc. ad infinitum). Now it how does your 2.9 stack up against that 452,000 circulation of *North Overshoe Daily Post*? But how many read your ad?

Why, a-a-a-a-a.  
Too often the size of the ratings determine the amount of commercial business placed on a station. This is one of the greatest evils of the entire method of rating interpretation. Let me give you an example of a rating open to question, and yet, because of it, the station probably lost business.

Several months ago, while analyzing a rating service, I found a station with five consecutive prime time quarter-hours with "no takers found in this sample." The station is a network affiliate, kw on a 610 frequency, broadcasting in a metropolitan area of approximately half-million population. And yet, according to the report, the station had no audience for an hour and a quarter during at part of the schedule when it-in-use were reported second highest of the entire broadcast day. Everyone knows — or should know — that every station has an audience every minute it is on the air . . . that a station would have no audience if it broadcast nothing but a solo on a bagpipe with sticky tapes pipes. Somebody would listen. Happily, from the comments on my survey, I detect a glimmer on the horizon. Agencies apparently are becoming more aware of a circulation figure, rather than quoting ratings. Perhaps the industry will come when radio and television time will be sold exclusively on circulation figures and their various projections and interpretations.

I say sold, for I believe the industry itself should initiate the plan. We should talk circulation, think circulation and, most important, present circulation figures when selling our stations.

RMAL ceremonies dedicating the 1-mile New Jersey Turnpike were broadcast Dec. 7 in hour-long program, 10-7:30 p.m., by WNJR Newark.

# WABB ORPHAN FUND GROWS UP

ABC Carries 'Jaycee' Appeal Nationwide

ORPHANS throughout the country were given a boost earlier this month in a nationwide program over ABC as an outgrowth of a local public service program initiated in Mobile, Ala., last year by WABB in cooperation with the local Junior Chamber of Commerce.

Last year's Mobile drive proved so gratifying to the Junior Chamber and the citizens of Mobile that the national businessmen's group decided to extend its Christmas spirit to other cities, WABB notes.

The program, *Jaycee Christmas Tour*, was aired by ABC Dec. 8, 7:30-8 p.m. in each town where, at the same time, disc jockeys teamed up with the local Junior Chamber of Commerce chapter to create shopping funds for orphans and underprivileged children.

The show starred Jimmy Durante, "chief foster father," Bob

Crosby, Smiley Burnette, Don McNeill, Johnny Desmond, Patsy Lee, Sam Cowling, Lee Price, president of the chamber, and Johnny Long and orchestra. Buck Long, WABB staffer, was announcer.

A week-long drive following the program raised money that was equally distributed to youngsters in each community. Jaycees escorted the children through stores in groups for their holiday shopping.

TOSCANINI-NBC Symphony orchestra concert for benefit of the Italian Welfare League on Dec. 22 will be under patronage of Italian ambassador to the United States, Albert Tarchiani and Mrs. Tarchiani and of the Italian consul general in New York, Aldo Mazio, and Mrs. Mazio.

# AM-TV COVERAGE

Tigers Announce Expansion

IN THE midst of the current dispute over what damage TV and radio broadcasts of baseball games do to attendance, the Detroit Tigers announced an expansion of their 1952 facilities.

All games, at home and away, will be broadcast "live," with the Goebel Brewing Co. sponsoring the broadcasts. WJBK Detroit will be key station for the Goebel Baseball Network, consisting of 36 stations in Michigan, Ohio and Canada.

At the same time, there will be no reduction in the Tigers' TV coverage, with WWJ-TV bringing the games to Detroit viewers, also under Goebel sponsorship. Announcer Van Patrick will travel with the team and do both AM and TV play-by-play.

KLAC Hollywood now on 24 hour daily Monday through Saturday schedule.

**more agencies place more business in BROADCASTING TELECASTING than in any other radio-tv journal**

Flory, Geo. Chicago, Ill. Foster, Cane & Bolding Chicago, Ill. Foster, Cane & Bolding Chicago, Ill. Gopher Radio Chicago, Ill. Goodwin, Wm. Philadelphia, Pa. Gray & Rogers Philadelphia, Pa. Greene, Finley W. Buffalo, N. Y. Greer, Neil & Allen, Inc. Houston, Texas Gross, Stanley S. & Assoc. Norfolk, Va. Gross, Art, Advertising Grand Rapids, Mich. Gundersen Law, Inc. Hall, Raymond, Richmond, Va. Hamilton, Ed. Winston-Salem, N. C. Hamilton, Ed. New York, N. Y. Hamilton, Ed. Chicago, Ill. Hammond, Bob. Huntington, W. Va. Los Angeles, Calif. Harris, E. T. Salt Lake City, Utah Hart-Conway Co. Hartford, Conn. Hartman, George. Chicago, Ill. Harvey, Marjorie. Durham, N. C. Hays, W. H. Albuquerque, N. M. Hildston, E. Wash. Seattle & Provo, Utah. Heag & Provo, Utah. Houston, Texas. R. J. Kelly, Col. Kansas City, Mo. Hulder, Arthur, Thomson & Brad. Fresno, Calif. Huck & Company of Florida. Jacksonville, Fla.

Shere, M. Detroit, Mich. Strauchen & McKim Cincinnati, Ohio Sullivan, Daniel F., Co. Boston, Mass. Swick, Howard Advertising Marion, Ohio Tapitz, Henry H. Adr. Chicago, Ill. William G. Teters Adr. William Gerald F. Adr. Fresno, Calif. Thompson, J. Walter Co., Ltd. Toronto, Ontario New York City, N. Y. San Francisco 4 Calif. Thurston, Smith & Jenkins Adr. New York, N. Y. Richard H. Wilson Chicago, Ill. C. J. Little & Associates Chicago, Ill. VanDiver & Carlyle, Inc. New York City, N. Y. Von Sant, Dugdale & Co. Baltimore, Md. Virginia News, Inc. Richmond, Va. Wagensell, Hugo & Associates Dayton, Ohio Wagoner, W. High, Penna. Grand Rapids, Mich. Walker-Saussy Advertising New Orleans, La. Wapshere, James A. Co. Wapshere, N. J. Warren, William Agency New York City, N. Y. Westfall, Adr. Ohio Youngman, W. W. Adr. Washburn & W. Adr. Los Angeles, Calif. H. J. West, Inc. Buffalo, N. Y. J. S. Weiner Adr. San Francisco, Calif. Welling Adr. Mid. Lansing, Mich. Werth-Holland Adr. Los Angeles, Calif. Watts Payne Adr. Tulsa, Okla. Westphal Adr. Philadelphia, Pa. Jackson, C. V. Green Wertheim Adr. New York, N. Y. Whittaker Adr. Agency

# RADIO FUTURE

A STRONG vote of confidence for the future of radio was registered at dedication ceremonies Dec. 6 of the new \$250,000 transmitter of WFAA (570 kc) Dallas.

Ernest Lee Jahncke, ABC vice president for radio, keynoted his speech by saying, "We haven't had any fire sales on radio sets."

Executives of the *Dallas Morning News*, headed by President E. M. (Ted) Dealey, joined with officials of the *News*-owned WFAA (570 kc-ABC, 820 kc-NBC) and WFAA-TV to be hosts to more than 100 area advertising representatives at a luncheon in Dallas' Hotel Baker.

Martin B. Campbell, WFAA general manager, seconded Mr. Jahncke's thoughts on radio's outlook. "We here at WFAA have invested a quarter of a million dollars in a radio installation," Mr. Campbell said.

"This is the most concrete testimonial I know to affirm our faith in radio as a continuing medium that reaches more people at more times than any other single medium at the advertiser's disposal," he added.

## Attack Recalled

Lorin Thurston, publisher, *Honolulu Advertiser* and owner of KGU Honolulu, recalled the 10-day blackout of KGU after the 1941 bombing of Pearl Harbor. "I know," commented Mr. Thurston, "what a country can be like without radio."

Reporting that ABC is "making a pretty strong bet" on radio, Mr. Jahncke stated that his network is making an investment of about \$2,500,000 for "a basic permanent plant for the next 25 or 30 years in radio."

"We believe in radio," Jahncke declared, "and we'll continue to improve it. There's no trouble with radio, but with us. We don't yet know how big, how effective it really is. We haven't had to find out until now. When we find the true measure of radio, we won't have anything to worry about."

WFAA's new 570 kc transmitting facilities, shared with WBAP Fort Worth (570 kc), includes three

## WFAA Ceremony Hears Jahncke

650-ft. steel towers. The plant now is at Grapevine, Tex., having been switched from Arlington, Tex.

Grapevine also is the location for WFAA's 820 kc transmitter and is equi-distant between Dallas and Fort Worth.

WFAA and WBAP share the two frequencies, each operating half the time on one frequency, then shifting to the other channel to complete the broadcast day.

George Cranston, WBAP manager, and Roy Bacus, WBAP commercial manager, also attended the dedication ceremonies.



◀ Engrossed in talk about radio's bright future are (seated, l to Messrs. Dealey, Jahncke, Campbell and James M. Moroney, N vice president in charge of radio properties; (standing, l to r) Messrs. Cranston and Thurston.

## KUOW(FM) SEATTLE Takes Air Jan. 14

KUOW (FM) Seattle, new radio station and radio training ground for the U. of Washington, will start broadcasting January 14, it was announced last week by Prof. Edwin H. Adams, director of the university's division of radio and television broadcasting. It will be the second non-commercial, educational FM outlet in the state, which now has a total of eight FM stations.

KUOW will start with a schedule of Monday through Friday, 5-10:15 p.m. Most of the programming will be live. In addition, KUOW will use the libraries of SESAC, Lang-Worth, plus 6½ hours weekly of tape releases from the National Assn. of Educational Broadcasters.

KUOW will operate on Channel 213 (90.5 mc) with effective radiated power of 3.3 kw.

Professional staff of the station will include Prof. Adams as station manager; Bruce Calhoun, program director; Ken Kager, production manager, and Allen Roberts, chief engineer. The rest of the staff will be drawn from among students in radio, journalism and other departments of the university.

## EXPLOSION VICTIM KSTP Aid Drive Success

A THREE-DAY promotion effort by KSTP-AM-TV Minneapolis-St. Paul on behalf of an injured gas station operator was an unqualified success, the station has reported.

When the operator of a Shell Oil station was hospitalized by a gas explosion, KSTP immediately went to work and set up a vast promotion drive with the theme, "Fill Your Tank for Hank," on both radio and television.

Hank Troje's injury was told on Shell's *Horne's Corner*, on KSTP's *Main Street*, the *Clockwatcher* and three TV news and sports programs. On the third day, Jack Horner, KSTP sports director, appeared in uniform to man the pumps himself. Later a 21-car caravan arrived at the filling station for ceremonies.

The trend of business was excellent, KSTP reported. The day's cash receipts were \$569.22, representing the sale of 2,022 gallons of gasoline, oil changes and other services. All KSTP personalities mentioned the "Hank Day" and the Tri-State Display Co. donated a special banner for the filling station. KSTP claimed it was the only source to promote the drive.

## LUCKY NUMBERS

Azrael Revises Pri

FORMAT of the Lucky Number contest conducted by Azrael Agency, Baltimore, has been revised to provide as many as consolation prizes per day in addition to the defense bond or prize awards, according to Mr. Azrael, agency president.

Whereas the contest proceeds awards large prizes for several digit numbers on social security cards, armed forces serial number drivers' permits or \$1 bills, consolation merchandise prizes given for four-digit winners. This formula brings at least consolation award with each number announced, the first person claim the prize is the winner.

The plan has been tested Indianapolis, Mr. Azrael says. Other versions of the Lucky Numbers contest include a \$500 \$1,000 club, with numbers bunched in a half-hour or hour program instead of being spotted 10 times through the day, six days a week. In addition there is a jackpot provision used on some stations, he says. A number of advertising agencies are planning to use the idea with their clients.

## MBS Gross

MUTUAL Broadcasting System's gross October time sales were \$620,000, Publishers Information Bureau has reported, correct earlier figure of \$15,348,653 [B Dec. 3].

## WLIB Honored

ONLY radio award given by the Negro Actors Guild has been voted to WLIB, independent AM station in New York, it was announced Dec. 6. Citation, reading "To WLIB, the Voice of Liberty, for the wonderful work in opening avenues of opportunity for members of our group in radio," was to be presented to General Manager Harry Novik by Nobel Sissle, Guild president, in New York's Imperial Theatre Sunday night.



## KGW carries the weight in the Oregon Market DAY or NIGHT



**TOTAL BMB FAMILIES**  
From 1949 BMB Survey

**DAYTIME**  
 KGW . . . . . 350,030  
 Station B . . . 137,330  
 Station C . . . 295,470  
 Station D . . . 192,630

**NIGHTTIME**  
 KGW . . . . . 367,370  
 Station B . . . 350,828  
 Station C . . . 307,970  
 Station D . . . 295,440

**KGW PORTLAND, OREGON**  
on the efficient 620 frequency  
AFFILIATED WITH NBC

REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

# FORD FOUNDATION Workshop Series Outlined

RST radio production of the Ford Foundation's Television Workshop, a 25-minute weekly series called *The People* [B\*T, Aug. 13], will not be on to sponsorship for the first weeks but may then be made available to advertisers, Robert Udek, workshop director, retorted last week.

The series, consisting of tape-recorded "actuality" broadcasts dealing how communities or groups of people tackled and solved specific problems, will be heard on CBS Radio on Sunday, 10:30-11:30 p.m. EST, starting on 6.

Objectives of the programs and aims of their preparation were defined at a news conference at the Ford Foundation's New York headquarters Monday by Dr. Milton S. Eisenhower, president of Pennsylvania State College and chairman of the national committee for *The People Act*; Mr. Udek; Elmore McKee, who originated the series and is supervising the research on it for the workshop; and Irving Gitlin, producer-director.

## May Be Extended

Mr. Saudek said 26 *People Act* programs are planned and that the series may be extended. He estimated program cost at \$6,000 to \$10,000 each. CBS Radio is providing the time, but if the series is ended at the end of the first 13 weeks—and Mr. Saudek said prospective sponsors had made inquiries—then, under workshop procedure, the network will recover production expense. He estimated time costs and the workshop will recover production expense. Approximately 15 persons are working on the show apart from the national committee, Mr. Saudek said.

Dr. Eisenhower explained that the purpose of *People Act* is to show how communities solve problems through self-help—and to involve other communities and groups following suit. He said the national committee is setting up an office

at Penn State, headed by Ray H. Smith, educational director of the committee, to develop a list of referrals in all parts of the country to counsel listeners who inquire about local applications of the programs. The list now stands at 615 persons, Dr. Eisenhower said.

To help promote the self-help thesis of community action, he asserted, recordings of the *People Act* shows will be made available to stations, schools, study groups, and the like, and also will be broadcast by the Voice of America.

Dr. Eisenhower saw the series as a significant force in the international as well as the domestic field, by providing people of other nations with a picture of democracy in action at the grass-roots level—a picture which he felt will be a "revelation" to other countries and helpful to them.

Among the first programs of the series will be:

One in Arlington, Va., showing how "suburban commuters cooperate to defeat a political machine and win new schools for their children—and their area"; in Blairsville, Ga., where "average people in an isolated area discover their own leadership and remake their community and relate it to the outside world"; in Gary, Ind., the story of how "10,000 women unite to lead the fight against crime and corruption in a vigorous industrial city."

## Labor-Management Show

Other programs include one from Chicago showing how "labor and management in a steel fabricating plant find a way toward harmony and cooperation after years of bitterness and suspicion." The story of the "Tupelo (Miss.) plan" for diversified farming and diversified industry is the basis of another show. The formation of a community by 33 farm families in the area of Tin Top, Tex., constitutes another.

Producer-writer Gitlin is being assisted in the research work for the series by field reporters David

Moore and Av Westin, who also worked with him on production of CBS Radio's recent *Nation's Nightmare* documentary series on syndicated crime. Music for *People Act* has been composed by Norman Lockwood and will be conducted by Alfredo Antonini.

*People Act* is the second broadcast project of the workshop. The first, a weekly half-hour television series of filmed resumes of activities at the United Nations General Assembly in Paris, started on NBC-TV on Nov. 10.

## KDMA Joins ABC

KDMA Montevideo, Minn., became the 300th ABC radio affiliate last Saturday (Dec. 15). Owned by Midwest Broadcasting Corp., KDMA operates full time with 100 w on 1450 kc. Williard Linder is manager.

## NEWS SOURCES

### KVOO Wins Cooperation

WHEN a Tulsa judge gave a probationary sentence Nov. 23 to a young prisoner, KVOO Tulsa microphones were on the judge's bench to tape-record the heart-to-heart talk which accompanied the sentence.

KVOO News Director Ken Miller aired the tape recording on his *News and Views* show.

The occasion, which drew nationwide publicity, was the sentencing of a 19-year-old youth, convicted on an armed robbery charge. Earlier, the judge had sent the youth on a one-day visit to the Oklahoma State Penitentiary at McAlester.

The judge commented that if the boy "came back sufficiently impressed with prison life and sufficiently determined to go straight," he would suspend the five-year sentence and place the boy on probation for five years instead.

Talking with penitentiary inmates, sitting in the electric chair and eating with the convicts, did impress the youth. On the day after Thanksgiving, the judge handed down the suspended sentence and the boy was free to begin life anew.

Last summer, KVOO newsmen were successful in gaining full access to city commission meetings and now are permitted to record all proceedings in the commission room. Several times, KVOO recording reporters have visited prisoners in jail.

When 16 southern governors convened in Hot Springs, Ark., last month, KVOO claimed it was the only radio news agency in Oklahoma covering the event. During the three-day meeting, KVOO recorded portions of every session, giving listeners an on-the-scene report.



RAYMOND LLOYD (r), WIP Philadelphia, is honored on completion of 25 years of service with anniversary cake. At celebration party also were Benedict Gimbel Jr. (l), WIP president-general manager, and Clifford C. Harris, WIP technical supervisor. Mr. Lloyd is the oldest WIP employee in point of service.

## African Directory

FIRST edition of the *Commercial Directory of Africa*, three years in preparation, is now being offered. Directory contains 280 pages and is bound with stiff cloth. The entire continent of Africa is grouped together under simple trade headings. London distributor is H. R. Vaughan, 167 Strand, London, England.

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or The KATZ AGENCY

Actual annual purchasing power of KCMO's larger audience is \$50 million higher than the next nearest Kansas City station. KCMO helps you reach more customers with money to spend. Get proof—get the facts on Mid-America radio coverage from the Conlan "Study of Listening Habits" in the Mid-America area. Parts 1 and 2 of the 3-part continuing study are ready.

Write on your letterhead to

## DOMINION SURVEY

### Canada Places 3 in Top 10

THREE Canadian programs have made the first 10 most popular programs in Canada for November by the national rating survey of Elliott-Haynes Ltd., Toronto.

Standings of the first 10 evening programs are *Radio Theatre* with rating of 29, *Charlie McCarthy* 27.7, *Amos 'n' Andy* 26.9, *Our Miss Brooks* 25.2, *Great Gildersleeve* 18.8, *Ford Theatre (Canadian)* 18.3, *NHL Hockey (Canadian)* 17.6, *Father Knows Best* 17.4, *Suspense* 17.1, and *Don Wright Chorus (Canadian)* 16.6. Daytime leading five programs in November were *Ma Perkins* 19.3, *Big Sister* 17.4, *Pepper Young's Family* 16.8, *Life Can Be Beautiful* 15.2, and *Road of Life* 14.7. French-language evening leading shows were *Un Homme et Son Peche* 34.9, *Radio Carabin* 26.5, *Metropole* 25, *L'Épervier* 23.6, and *Jouez Double* 23.2. French daytime leading programs were *Jeunesse Doree* 27.5, *Rue Principale* 25.3, *Grande Soeur* 23.4, *Maman Jeanne* 22.4, and *Tante Lucie* 21.5.

## Joins Law Firm

PARKER D. (BUD) HANCOCK, chief of FCC Office of Formal Hearing Assistants, has resigned to join the Washington law firm of Hogan & Hartson. Mr. Hancock received his LL.B. from Indiana U. in 1937, practiced law in Indiana until he joined the Army in 1941. During the war he was assistant theatre judge advocate, China Theatre. He joined FCC after release from military service in 1946, was chief of the review branch of the law department 1948-49, becoming a member of the special legal and technical group in June 1949. He was named to his last post in March 1950.

FIRST award of the sixth annual religious radio workshop, conducted by the broadcast and film commission of the National Council of Churches of Christ, went to *Day's End*, devotional program aired Sundays by WMAQ (NBC) Chicago. Church Federation of Greater Chicago cooperates in the production.



NEW OFFICERS of the Tennessee Assn. of Broadcasters include (seated, l to r) Mrs. Ruth Clinard, of WMAK Nashville, secretary-treasurer; J. Parry Sheffalt, WJMZ Clarksville, president, and Henry Slavick, WMC-WMCT(TV) Memphis, vice president. Standing (l to r) are A. D. Smith Jr., WCOT Winchester, director; Earl W. Winger, WOOD Chattanooga, director; Frank Proctor, WJTX Jackson, retiring president, and F. C. Sowell, WLAC Nashville, director.

\* \* \*



GUESTS at recent meeting of Tennessee Assn. of Broadcasters included (standing, l to r) J. T. Ward, WLAC Nashville; Hoyt Wooten, WREC Memphis; Earl Moreland, WMC Memphis; Jack Stapp, WSM Nashville; Henry Gillespie, RCA Thesaurus, Atlanta; John Cleghorn, WHBQ Memphis; seated (l to r) E. S. Tanner, WSIX Nashville; John Esau, KTUL Tulsa; Ken Sparmon, BMI, New York, and Clarence Beaman, WKGN Knoxville.

## CANADA SET FEES

### Collection Change

RADIO receiving set licenses no longer be collected in Canada through door-to-door canvass. C.G.W. Browne, director of telecommunications in the Department of Transport, Ottawa, told Parliamentary Radio Committee Ottawa Dec. 6. This will mean saving of \$100,000 in collecting annual \$2.50 license fees, but money will go to pay an additional 50 inspectors who will check that all Canadians buy their own licenses.

In future, licenses will be through post offices, banks, radio dealers, who will continue to receive a 15% commission. Duty in obtaining canvassers' main reason for dropping this system. Mr. Browne suggested fines for non-payment of license should be \$10 instead of the arbitrary small sums now set by local magistrates. A larger fine would do away with the 11,000 prosecutions the department now has a year for non-payment of fees.

## TIMELY BEAR

### Is WSWA's News Bear

A TIMELY incident of man and bear proved WSWA Harrisonburg Va., Newsman George Thurston case while debating with a Harrisonburg *Daily News* reporter on the relative advantage of radio compared with newspapers.

That is how WSWA report news beat it says it scored Dec. when a bear was shot and killed at 3 a.m. by a policeman in ears of the two newsmen who were having early morning coffee at the time. The 226-pound animal had been rummaging through rubbish cans in an alley in downtown Harrisonburg.

Mr. Thurston reported the story which was carried on the sign news broadcast. A later broadcast of a taped interview with a policeman who discovered the wounded bear was rebroadcast as a result of listener requests, the station reports, adding that the newspaper headlined the story the following morning—24 hours after the shooting.

## Buffalo Cooperation

BUFFALO's radio and television stations cooperated with the U. of Buffalo to bring coverage of the Niagara Frontier Convocation to the widest audience possible in that city. Stations listed as joining together for this event were WBen-AM-TV, WGR, WEBR, WKBW and WBNY. The Convocation was held Dec. 7-8.

NBC is originating a new musical feature, *America's Music* from Chicago each Sun. from 2:30 p.m. CST. Lois Ray, 22-year-old singer and first-place scholarship winner in the Marion Anderson award competition, appears with Barrie Bill Snary and Joseph Gallicchio's orchestra. Henry Cooke is emceed with Ralph Knowles directing.

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NEW YORK CITY	TEL. MURRAY HILL 9-0200

CAPITOL RECORDS Inc., Hollywood, announces year-end dividend on common stock of 25 cents, record date Dec. 10, payable Dec. 20. 1950 dividend on common stock was 12½ cents. Regular 65 cents dividend on preferred stock also declared. Record date is Dec. 15, payable Jan. 1, 1952.

Why buy 2 or more?  
do 1 big sales job  
on "RADIO BALTIMORE"  
Contact  
EDWARD  
BETRY CO  
**WBAI**



## ROGERS RULING

### Clarification Asked

LARIFICATION and interpretation of various points in the ruling rendered by Federal Judge Peirson Hall in the decision handed down in favor of Roy Rogers, film, radio and TV singing cowboy star against Republic Pictures, is being kept.

Mr. Rogers sued to prevent Republic from releasing his old movies to TV. The five week trial ended in his favor [B•T, Oct. 29]. Herman Salvin, film studio attorney, challenging the interpretation has filed objections to certain parts of findings of fact and conclusions of law filed by Frederic H. Purdy, who with Samuel O. Prudden, represented the cowboy star. Mr. Salvin is asking a hearing based on his objections.

Judge Hall, it was pointed out, in either hold such a hearing, prove findings as presented to him, or modify them.

Meanwhile Republic's appeal to the appellate court is being held. It cannot be filed until Judge Hall has signed a formal judgment.

Gene Autry, radio, TV and movie cowboy singing star [B•T, Oct. 29] and Bobby Blake, former child actor who portrayed Little Beaver in Red Ryder feature films, [B•T, Dec. 3, Nov. 19] have also retweeted similar suits against Republic should their old movies be released to TV.

## Instructors Needed

STRUCTORS in military electronics and communications subjects are "critically needed" as civilian workers for the opening Camp San Luis Obispo, Calif., Signal Corps training center Dec. 15, the Dept. of Army has announced. A replacement training center and signal school will be set up as part of the installation, to be manned by some 450 civilian employees. Brig. Gen. Harry Scheidterfer, now commanding Fort Monmouth, N. J., will command the new post.



ATOP his yacht off Santa Catalina Island is John Poole (l), president of John Poole Broadcasting Co., licensee of KBIG Avalon, and Jay Tapp, partner in T&T Radio Measurement Co., Long Beach, Calif. They are testing the signal of KBIG, new daytimer under construction on the island. Yacht will be used for marine events after station begins operating in early '52.

## B. T. BABBITT SALES MEET

### Radio and TV Play Roles

RADIO and television played a unique part in the B. T. Babbitt sales convention held in New York last Wednesday at the St. Regis Hotel.

B. T. Babbitt, manufacturer and distributor of BAB-O and Glim, called together its key salesmen from all parts of the nation via a closed circuit broadcast through the cooperation of MBS, whereby top executives of various grocery chains reported to the salesmen.

Television played its role at the convention when Edward D. Madden, vice president in charge of TV operations and sales, NBC-TV, made a special address to the convention, revealing the plans being formulated for the Kate Smith TV show and projected the future of television as a potent sales force.

In addition, Babbitt, sponsor of part of the *Kate Smith Evening Hour* on NBC-TV, planned the production of a special film detailing the operation of the show. Various excerpts from the shows of stars who have or will appear were included on the TV film, including Milton Berle, Ezio Pinza, Rex Harrison, Jimmy Durante, Martin and Lewis, etc.

Among the speakers at the con-

vention were Samuel Mendeleon, president of B. T. Babbitt; William H. Weintraub, president of William H. Weintraub Inc., N. Y., agency for Babbitt, and George Friedland, president of Food Fair Stores.

After the business meeting the group of salesmen attended a party at the Center Theatre.

## AFA Campaign

OVER 6,300 radio transcriptions are in use throughout the U. S. and Canada for the fourth Advertising Federation of America campaign for public understanding of advertising, AFA has reported. For first time since inception in 1946, campaign has reached international proportions, spokesman said. Theme is "Advertising Gives you More for Your Money."

### NATIONAL NIELSEN RATINGS TOP RADIO PROGRAMS

(Total U. S. Area, including Small-Town, Farm and Urban Homes and Including Telephone and Non-Telephone Homes)

EXTRA-WEEK  
October 28-November 3, 1951  
EVENING ONCE-A-WEEK  
NIELSEN-RATING\*

Current Rank	Program	Current Rating Homes %
1	Jack Benny (CBS)	15.5
2	Lux Radio Theatre (CBS)	14.2
3	Amos 'n' Andy (CBS)	13.8
4	Gangbusters (CBS)	12.4
5	Dragnet (NBC)	12.1
6	Mr. Keen, Tracer of Lost Persons (NBC)	12.0
7	Charlie McCarthy Show (CBS)	11.9
8	Gene Autry (CBS)	11.8
9	You Bet Your Life (NBC)	11.8
10	Father Knows Best (NBC)	11.6

NOTE: Number of homes is obtained by applying the "NIELSEN-RATING" (%) to 41,903,000—the 1951 estimate of Total United States Radio Homes.

(\* Homes reached during all or any part of the program, except for homes listening only 1 to 5 minutes.

Copyright by A. C. Nielsen Co.

## DuMONT PAY RAISES

### 8% Given to 3,500

SOME 3,500 production, clerical and junior executive employees of Allen B. DuMont Labs got an across-the-board pay increase last week, effective today (Monday).

Harry Housten, industrial relations director, said production workers will receive an eight-cent-an-hour boost—maximum allowed under the Wage Stabilization Board formula—and that DuMont plans to petition WSB for an additional 2 cents an hour so the raise can be a flat 10 cents. Proportionate increases were announced for the clerical, supervisory, and professional employees.

Employees affected by the move are in the company's East Paterson, Clifton, and Passaic, N. J., plants.

Mr. Housten said the rate changes are a continuation of DuMont's announced policy of paying wages on a par with, or better than, the average for the industry and area. They constitute the fifth general raise DuMont has volunteered since 1945.

MOTOROLA Inc. Chicago, (radio and TV sets), through Ruthrauff & Ryan will sponsor East-West football game over Mutual radio network Dec. 29. Company had previously signed for coast-to-coast television sponsorship with DuMont network.



## 'The Popular'

for years in building sales volume

The largest department store between San Antonio and Los Angeles is a believer in radio advertising for retail stores. The fact that The Popular has been a consistent sponsor of programs and user of spots on KROD for many years is the best proof that we get results. We can get results for YOU, too!

CBS Radio Network in El Paso

**KROD**  
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RODERICK BROADCASTING CORP.  
Dorrance D. Roderick, President  
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REPRESENTED NATIONALLY  
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Entering the New Year  
with a record based on  
AGGRESSIVE  
GROWING  
RADIO See Our  
Double Spread CHICAGO 7  
Clear Channel Home of the National Barn Dance



MILITARY inspection trip to the Memphis area was well-covered by WMC and WMPMS there. Shown during WMPMS studio gathering are (l to r) Rear Adm. Lucian A. Moebus, chief of Naval Air Reserve Training; Col. Joe A. Smoak, chief of staff to commander of Marine Air Reserve Training; and Bill Crump, announcer, W. B. Rudner, station director, and C. G. Simmons, engineer, all WMPMS.

## AD TEACHER AIDS

### AAAA Undertakes Program

TEACHER cooperation program has been undertaken by American Assn. of Advertising Agencies, which is advising its 255 member agencies to offer practical help to instructors of advertising classes in local schools and colleges.

The program includes 14 specific suggestions of help, ranging from offering speakers to providing samples of agency work. Emphasis is put on the annual AAAA advertising aptitude examinations, which show the teachers what advertising employers want young people

to know, without trying to tell the instructors how to teach. Of some 1,200 teachers to whom samples of the tests were offered this year, nearly 700 requested copies, it was pointed out.

Purpose of the program is to assure that advertising students—future employes of AAAA agencies—get sound instruction and learn the role of the agency within the advertising structure. The program is being handled by the AAAA Committee on Government, Public, and Educator Relations, with William Reydel of Cunningham & Walsh as chairman.

## Far East Plans

OPERATIONAL program for Voice of America radio transmissions to Far Eastern countries in 1952 were outlined last week in the Philippines by Edward W. Barrett, Assistant Secretary of State for Public Affairs. He conferred with Far Eastern information officers Dec. 10-14, the State Dept. announced. Department programs about 18 hours per week, including repeats, to the Far East.

## WSTV Calms Public

AN AUTOMOBILE ploughed into a high-tension electric line pole and short circuited virtually all electric lines for 10 miles around Steubenville, Ohio, Nov. 30 at 11:20 p.m. Five hours passed before electricity was restored to most of the area. Even the police short-wave radio was off the air. WSTV Steubenville's power, however, did not fail and the station was the only vehicle for radio communication during the blackout. Disc Jockey Eddie Dee on WSTV's *Nite Club of the Air* flashed news bulletins every five minutes throughout the blackout to anxious listeners. Civic and civil defense officials lauded WSTV's efforts to calm a war-jittery public, many of whom feared the blackout was caused by enemy attack, the station reported.

# fcc actions

DECEMBER 7 THROUGH DECEMBER 13

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

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

## December 10 Applications . . .

### ACCEPTED FOR FILING

#### Modification of CP

WHJC Matewan, W. Va.—Mod. CP, as mod., authorizing new AM station, for extension of completion date.

KPFA (FM) Berkeley, Calif.—Mod. CP, as mod., authorizing new FM station, to change frequency, ERP, ant. height, studio location, etc.

WOUI Athens, Ohio—Mod. CP, authorizing changes in non-commercial educational FM station, to change frequency from 88.1 mc (Ch. 201) to 91.5 mc (Ch. 218).

#### Amendment of CP

Garden City Bcst. Co., Augusta, Ga.—Amend CP, requesting new FM station, to change frequency from 103.7 mc (Ch. 279) to 105.7 mc (Ch. 289).

#### CP for CP

KOKH Oklahoma City, Okla.—CP to replace CP, as mod., authorizing new non-commercial educational FM station.

#### License for CP

KCHJ Delano, Calif.—License for CP, as mod., authorizing new AM station.

WTIX New Orleans, La.—License for CP, as mod., authorizing new AM station.

WPAC Patchogue, N. Y.—License for CP, as mod., authorizing new AM station.

WHJC Matewan, W. Va.—License for CP, as mod., authorizing new AM station.

WNBC-FM New York—License for CP, as mod., authorizing changes in FM station.

KOKH Oklahoma City, Okla.—License for CP, as reinstated, authorizing new non-commercial educational FM station.

#### AM—1070 kc

WAPI Birmingham, Ala.—CP to increase power from 5 kw to 10 kw on 1070 kc.

#### License Renewal

WJBK-FM Detroit—Renewal of license.

WIBM-FM Jackson, Mich.—Renewal of license.

#### Application Returned

WCMP Cumberland, Ky.—License for CP, as mod., authorizing new AM station.

#### TV—Ch.3

WBTV (TV) Charlotte, N. C.—CP to increase ERP from 18.3 kw vis., 8.2

## December 11 Decision . . .

### BY THE SECRETARY

#### Granted License

WBOW-FM Terre Haute, Ind.—Granted license covering changes FM station, 101.1 mc (Ch. 266), 20 ant. 230 ft.

WGBR Goldsboro, N. C.—Granted license covering facilities change new DA-DN, cond.

WSYD Mt. Airy, N. C.—Granted license new AM station, 1240 kc, 250 fulltime.

WTOL-FM Toledo, Ohio—Granted license new FM station, 104.7 mc (Ch. 284), 1.3 kw, ant. 158 ft.

WCOS-FM Columbia, S. C.—Granted license new FM station, 97.9 mc (Ch. 250), 5.3 kw, ant. 260 ft.

WWGP-FM Sanford, N. C.—Granted license for CP as mod. and reinst. for FM station, 105.5 mc (Ch. 288), w, ant. 340 ft.

#### To Reduce Hours

WSUI Iowa City, Iowa—Granted authority to reduce operating hours of fulltime to minimum of 6 1/2 hrs. d from Dec. 20 to Jan. 2 to obs. Christmas and New Years vaca period.

#### Granted Modifications

Following granted mod. CP's for tenion of completion dates: KSGM St. Genevieve, Mo., to Mar. 15; WKBZ Muskegon, Mich., to June 15; KPCC San Francisco to June 15; WBJW Picaeune, Miss., to March 15; WJEF-FM Grand Rapids, Mich., June 27; WTVB-FM Coldwater, Mich. to June 15; WBDK Springfield, Mo. to June 1; KGMO-FM Cape Girardeau, Mo., to March 14; WSAV Roches N. Y., to June 1, and WTJH East Port Ga., to April 4.

#### ACTIONS ON MOTIONS

By Comr. Frieda B. Henneock Lawrence County Bcst. Co., L. reneburg, Tenn.—Ordered hearing proceeding scheduled for Dec. 31 (h day for government employes) be continued to Jan. 9 in Washington.

WBBB Burlington, N. C.—Grant petition to amend application to station 920 kc, 5 kw, daytime, in lieu 950 kc, 1 kw, DA-2, fulltime.

WVHG and WLEA Hornell, N. Y.—Granted joint petition for continuation of hearing on trans. location in Washington in proceeding re the applications.

WLEA Hornell, N. Y.—Granted petition for order to take depositions proceeding re its application.

By Hearing Examiner J. D. Bond WINX (WOKK) Washington—Grant petition to amend application for to change trans. location in order to establish synch. amp. to change ns

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## December 11 Applications . . .

### ACCEPTED FOR FILING

Modification of CP  
WBUD Trenton, N. J.—Mod. CP, as mod., authorizing frequency change, power increase, DA-DN, change transmitter and main studio locations, etc., for extension of completion date.  
KCLV Clovis, N. M.—Mod. CP, as mod., authorizing new AM station, for power increase from 100 w to 250 w.  
License for CP

KPUY Puyallup, Wash.—License for CP, as mod., authorizing new AM station.

## December 12 Decisions . . .

### COMMISSION EN BANC

Granted Application  
WLAW-AM-FM Lawrence, Mass.—Granted applications to maintain additional main studio in Boston.

### Designated for Hearing

WPIN Clearwater, Fla.—Designated for hearing at time and place to be later specified application to change studio location from Clearwater to Clearwater-St. Petersburg, Fla.

KWSH Wewoka, Okla.—Designated for hearing at time and place to be later specified application to change location of station from Wewoka to Wewoka-Seminole, Okla.

WEIR Weirton, W. Va.—Designated for hearing at time and place to be later specified, application to change studio location from Weirton, W. Va., to Weirton, W. Va., and Steubenville, Ohio.

### Set Aside Action

KTKO Oklahoma City and WCFL Chicago—Set aside FCC action of Dec. 5 granting CP to KTKO to increase nighttime power from 1 to 5 kw and make changes in DA-DN and return said application to processing line to await consideration in proper turn. At same time, the Commission modified Dec. 5th grant of WCFL to make changes in the DA-DN subject to further condition that applicant accept such interference as may result from later grant of application of KTKO. In letter to KTKO, Commission explains: "The action granting your application was inadvertent and not in accordance with Section 1.373 of Commission Rules in that there are approximately forty-eight applications senior to yours, which are on processing line awaiting consideration."

### Granted Waiver

KWIX Waco, Texas—Granted waiver of Sec. 3.39 of Commission's Rules to permit change in main studio location to 46th and Bosque, Waco, to be effective May 1.

## December 12 Applications . . .

### ACCEPTED FOR FILING

Modification of CP  
KMMO Marshall, Mo.—Mod. CP, authorizing power increase and new trans., for extension of completion date.  
WSGN-FM Birmingham, Ala.—Mod. CP, as mod., authorizing new FM station, for extension of completion date.  
KOMA-FM Oklahoma City—Mod. CP, as mod., authorizing new FM station, for extension of completion date.  
WPEN-FM Philadelphia—Mod. CP, authorizing changes in FM station, for extension of completion date.  
WJHL-FM Johnson City, Mass.—Mod. CP, as mod., authorizing new FM station, for extension of completion date.  
License for CP

WNPT Northport, Ala.—Lic. for CP, as mod., authorizing new AM station.  
WGBH (FM) Boston—License for CP authorizing new non-commercial education FM station.

### TENDERED FOR FILING

AM-1320 kc  
KCRA Sacramento, Calif.—CP to increase power from 1 kw-N to 5 kw-N and change DA-DN.

(Continued on page 107)



applicant to United Bcstg. Co. Inc. from Banks Independent Bcstg. Co.).  
Alabama-Gulf Radio, Foley, Ala.—Ante petition for assignment of airing date in proceeding re its application and that of Gulf Beaches Bcstg. Co., St. Petersburg Beach, Fla.; applications assigned for hearing in Washington on Feb. 11.

By Hearing Examiner Leo Resnick  
West Side Radio, Tracy, Calif.—Ante petition for continuance of airing from Dec. 11 to Jan. 10 in proceeding re its application and that of Western Bcstg. Assoc., Modesto, Calif.  
Lee County Bcstg. Co., Bishopville, S. C.—Continued hearing from Dec. 5 Jan. 3 in Washington re application for CP.

# 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:** General manager for mid-western radio station, 35,000 town. One who wants to locate and rear his family in a small community. Salary and share in profits. Education and experience necessary. Answers strictly confidential. Box 721L, BROADCASTING.

### Salesman

**Salesman with proven sales record.** Position offers salary plus commission in quarter million midwest market. Radio sales at outset with chance to work into TV. Prefer married man who is anxious to get ahead in a rapidly growing organization. Send recent snapshot and complete history in first letter. Address Box 707L, BROADCASTING.

**Excellent opportunity for salesman** who knows radio and value of account servicing. Good work against 15%. Send complete details, air mail. P. O. Box 112, Groversville, New York.

**Wanted—By oldest radio station west of Mississippi River,** aggressive, experienced salesman. Agency needed to change in personnel to accommodate station's TV operation. Job is permanent, good salary plus profitable incentive plan. Working conditions ideal. Station staffed to support hard working salesman with ideas, campaigns and copy that are productive. Send complete information list letter to: Sales Manager, WOC, 805 Brady, Davenport, Iowa.

### Announcers

**Wanted—announcer with good hard punching commercial voice.** Large mid-western market. Send audition disc and all details first letter. Box 387L, BROADCASTING.

**Act quick.** Announcer-engineer, with first class ticket, accent on announcing. Growing 250 watt network station in beautiful northern Virginia. \$240 month to start, automatic raises. Send disc and qualifications. Box 710L, BROADCASTING.

**Upper midwest 1 kw CBS affiliate needs staff announcer.** Prefer 1-2 years experience. Send letter, photo, audition recording. Immediate opening. Box 712L, BROADCASTING.

**Wanted:** Good announcer with ticket. There is a good job for you in Oregon's great Willamette Valley. Air mail disc, picture and history and salary desired. Box 720L, BROADCASTING.

**Arizona station wants outstanding combo DJ.** \$400. Box 724L, BROADCASTING.

**Five kw eastern Ohio network affiliate desires versatile man with strong record and sports background.** Send picture and full information. Box 725L, BROADCASTING.

**Immediate opening for qualified staff announcer with southeastern station.** Operate RCA board, news, DJ. Excellent working conditions. Send disc or tape along with full details first letter. Box 732L, BROADCASTING.

**Five kw CBS station needs combination announcer-engineer.** Accent on announcing. Apply KOOK, Billings, Montana.

**Announcer-first ticket.** \$300 monthly and more depending on announcing ability. Ideal working conditions used 3 tickets daytime operation. Announce approximately 20 hours weekly, 6 day week. Send details and voice audition. Manager, KTF, Brownfield, Texas.

**Wanted, combo man for good paying, permanent association with KWJB, NBC, Globe, Arizona,** telephone Globe 41, collect.

## Help Wanted (Cont'd)

**Announcer-salesman, air work** confined 6:00-8:30 a.m. Must do top personality DJ morning show. \$250 guarantee plus commission. Network affiliate, strong drive spots. DJ shows, highly saleable market. Want announcer with talent plus ability to sell. Full details first letter include tape or disc. KWLS, Lake Charles, La.

**Wanted—Two combo men, one first of December.** One end of December, forty hour week. Salary \$45.00 to \$65.00, commensurate with ability. WACA, Camden, South Carolina.

**Announcer-engineer for new station** New York metropolitan area. WALK, Patchogue, Long Island.

**Announcer wanted, interested in announcer** for regular staff work, prefer residence of N. C., S. C., or Virginia. Contact Allan Wannamaker, Radio Station WGTM, Wilson, N. C.

**Immediate opening—2 combo announcer-engineers** first phone, emphasis announcing. Start \$60 for 40 hour week. Send disc, tape or resume. WBHS, Huntsville, Alabama.

**Morning man—Hard hitting announcer.** Only experienced need apply. Prefer man state Wisconsin, near midwest. Reasonable starting salary, health benefits. Send disc, tape or resume. Program director, WBHY, Appleton, Wisconsin.

**Combination announcer-engineer.** Wire WJON, St. Cloud, Minnesota, or call 1240. ABC affiliate.

**All-round announcer.** Prefer experience, will accept qualified man fresh from radio school. Send statistics, resume, audition disc, tape or resume. DJ work, to Dave Kane, WLAU, Laurel, Mississippi.

**Immediate opening for morning announcer** with first class license, 500 W regional station. Congenial staff; permanent position, pay \$80 minimum. WMUK, Middlesboro, Kentucky.

**Announcer-engineer, first phone.** State experience, and salary requirements first letter. WMLT, Dublin, Georgia.

**Combination announcer-engineer.** Wire or write WOXF, Oxford, North Carolina.

**News, special events, gather via telephone, write, air local news.** Program assignments requiring ad lib and interview experience. Typist preferred. Advancement opportunity. Start \$240 a month, regular raises. WSMI, Litchfield, Illinois.

**Wanted: Announcer with 1st class phone ticket.** Opportunity to attend Mississippi State College on off hours. Needed at once. WSSO, Starkville, Mississippi.

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

**Program expansion by the Personality Stations—WKNA 5000 W ABC in Charleston, W. Va., and WJLS 1000 W CBS in Beckley, W. Va.—has created new staff openings for qualified announcers. Men familiar with ABC and CBS schedules preferred, but not necessarily required. These positions present fine opportunity to grow with progressive organization in two of West Virginia's leading radio markets. Send disc and full particulars to Program Director, Personality Stations, P. O. Box 3106, Charleston, W. Va.**

**Wanted: Announcer with 1st class phone ticket to open with new station** at Aberdeen, Mississippi. Available approximately 15th of January. Contact Joe Phillips, Starkville, Mississippi.

## Technical

**First class engineer.** No experience required. Virginia network station. Box 288K, BROADCASTING.

## Help Wanted (Cont'd)

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

**Wanted—First phone engineer for transmitter duty.** Car required, \$50 for 44 hours. Box 678L, BROADCASTING.

**If you like hunting, salt water and fresh water fishing in the land of sunshine and the salary, of course, there is an opportunity for you if you have a first class ticket and voice.** Send tape or disc and full information. Box 697L, BROADCASTING.

**Opening available in southern AM-TV station** for an alert, licensed engineer with maintenance and control room experience. Reply Box 728L, BROADCASTING.

**Engineer-announcer, experienced combination man, good personality** ad lib type able to handle night shift. Starting salary between \$280 and \$320 based on announcing ability. Opportunity to sell on commission basis. Network affiliate, strong on sports. DJ shows, highly saleable market. Full details first letter, include tape or disc. KWLS, Lake Charles, La.

**Chief Engineer.** New station New York metropolitan area. Good salary, opportunity. Station WALK, Patchogue, Long Island.

**Engineer, first class ticket, no combo work.** Contact WBYS, Canton, Illinois.

**First class engineer, no experience required.** WCDD, Winchester, Tennessee.

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

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

**Will train inexperienced licensed engineer for 6 a.m. to noon announcing shift.** Good future, guaranteed housing, 250 Mutual near seashore, good hunting, fishing. Immediate opening. Air mail details WHIT, New Bern, N. C.

**Modern progressive station in heart of Lake Erie vacation land has permanent position for engineer.** Excellent salary and generous vacation plan. Contact Chief Engineer, WLEC, Sandusky, Ohio, immediately.

**Wanted: Engineer with first phone; plus** speech and radio salesman. Contact John Struckell, Radio Station WOND at Pleasantville 3971 in Pleasantville, New Jersey.

**WOSC, Fulton, New York needs transmitter engineer.** Experience unnecessary. Contact Dick Horan, Chief Engineer, WOSC, Fulton, New York, 2-2255.

**Engineer or announcer-engineer.** Immediate opening. WVOS, Liberty, N. Y.

**Radio test technicians and radio test engineers for alignment, test and trouble-shooting of complicated radio equipment.** These jobs require thorough theoretical knowledge and extensive experience in practical radio. Pay is excellent (many technicians 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 E. V. Mayhauer, The Turner Company, 909 17th St., N. E., Cedar Rapids, Iowa.

## Help Wanted (Cont'd)

### Production-Programming, Other

**Wanted: Experienced, personal** program to conduct television cooking program in southern city. Send letter on experience and recent photographs in first letter. Box 716L, BROADCASTING.

**Seasoned newsmen.** Assist news editor. Rewrite, gather, edit, broadcast. Permanent, good photo opportunity. 5 wats. CBS affiliate, northern N. England. Box 738L, BROADCASTING.

**Mature young woman for daytime** traffic work and some copywriting. Include in reply details of a permanent and photo wanted. Annapolis, Maryland.

**Woman copywriter, experienced,** attractive and capable of calling clients. Excellent working conditions and continuous chance for promotion. Wire or write WDYK, Cumberland, Maryland.

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

**Copywriter, immediate opening.** Experience necessary. Send full particulars, including photo and salary required. WGM, Quincy, Illinois.

**Experienced commercial copywriter.** Also do traffic work. Reply include sample commercials, photo, details experience. WVSC, Somerset, Pa.

## Television

### Technical

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

### Production-Programming, Other

**Wanted—TV production chief.** No lib. 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 578, BROADCASTING • TELECASTING.

## Situations Wanted

### Managerial

**Eight years of experience in radio** has helped me bring two stations back on sound financial basis, one of which was operating in the red. I'd like to take this experience north to the place where I want to settle permanently. I have good job, but was secure earnings by hard work. Starting salary must be good and potential must be there for the future. Reply Box 694L, BROADCASTING.

**Sales manager of small market** station desires change to metropolitan market in midwest. 2 children, 2 Veterans. Box 713L, BROADCASTING.

**Young station manager interested in change.** No hurry. Prefer south city, minded, conscientious, provable ability, excellent references, no bad habits. Organizational experience. Has pulled two stations out of red in money man's operation. Have 10 rated morning program. Personal interview can be arranged. Write Box 719L, BROADCASTING.

### Salesmen

**Local salesman-salesmanager, treat** section representative to want good paying opportunity. Box 680L, BROADCASTING.

## Announcers

**Topnotch, draft exempt announcer** newscaster, disc jockey. First phone in. No working experience. Desire to locate near NYC. Audition. Box 635L, BROADCASTING.

**Basketball play-by-play man available** immediately. One of nation's best. Seven years experience in metropolitan area. Excel in basketball, baseball and football. Excellent voice. Final year of college. Desires AM or PM. Strong on sports. Veteran 30, college grad. Confident my air checks will convince you. All offers considered. Box 657L, BROADCASTING.

### Situations Wanted (Cont'd)

sitate announcer, 33, with talent for personations and good selling voice. Permanent Florida position. Played past 27 months top Midwest work station. Strong on DJ, news, lege graduate. Married. Draft mpt. Box 706L, BROADCASTING.

announcer-newsman. Seven years experience. Excellent selling voice. Age 27. Box 709L, BROADCASTING.

available at once. Far better than radio management. Completely qualified to handle every sports detail and on staff. Handle board, have received ticket. Past 1½ years in sales. No direct announcing. No advertising chance for advancement. No job or drifter but settled family man. Will consider all offers. Box 714L, BROADCASTING.

erised staff announcer. Radio school graduate. Single. References. Excellent voice. Box 718L, BROADCASTING.

oman news sports package. 13 years broadcast experience; past 5 years back stage twice daily, outstanding results, full time and full range background. Presently in 400,000 listener market. Desire larger market. \$15,000 minimum annual guarantee for year. Will not consider individual offers. Box 722L, BROADCASTING.

alified, conscientious announcer. Social events, news gathering and comprehensive background in music and its programming. Married, deferred, university graduate, 27 years old. More than eight years experience. Only positions available at equitable salary considered. Box 730L, BROADCASTING.

announcer-BA Degree English, light experience in radio program copy, including play-by-play sports) control board. Veteran. Draft exempt. Box 727L, BROADCASTING.

announcer, script writer. Wants position good voice announcing all phases. Commercial writing. Veteran. Single. Box 730L, BROADCASTING.

announcer-general staff, five years. No employment, 250 writer, desires larger market. Box 735L, BROADCASTING.

adian announcer-producer, network experienced. Moving south in country. Looking for good job with aggressive major market station which can use top man with ideas. If exempt. Experienced at network and transcribed commercials, vs, special events and other type programs. No regional accent. Write card. Box 742L, BROADCASTING.

announcer, copywriter. Diploma. Experienced, married, 3 years college. No tuner, play piano, bass and sing, slight character. Excellent references. Exalted ruler and special deputy negro Elks. Excellent salesman, salesman. Diplomat wife capable of doing woman's work. Excellent available at once. Will mop studio floor shine managers shoes. Will even be Republican. Please over look a negro and give me a break. Box 745L, BROADCASTING.

ire combo work in southwest. College writer, musician. With creative ability. Available immediately. Harvard, 3219 S. W. Corbett, Portland Oregon.

discaster desires eastern location. Play-by-play all sports, staff announcer. Excellent background in music early work. 24, veteran, 3A, available January 3. Contact Rollie Scott, In, Findlay, Ohio.

announcer. Recent graduate, des staff work. Strong on commercials and news. Deep voice. Free to move. Box 747L, BROADCASTING.

announcer: Experienced all phases, years old. Single, draft exempt. Mature voice. Write, write Marty id, 26-11 25th Street, L. I. C. 2, New York.

### Technical

phone, 43½ years experience. State reg. working conditions first letter. Box 752L, BROADCASTING.

Chief engineers job AM-FM-10 years experience. References. Box 757L, BROADCASTING.

eran, 1st phone radio engineer, 19 years position. 2½ years technical experience. Raoul Kunstadt, 34-31 72nd St., Jackson Heights, New York.

ination chief engineer-announcer, minimum market, 3 years experience, minimum 40 hours. Draft exempt, need car, available January 1954.

Wischmeyer, 3305 40th Avenue, Minneapolis, Minn.

### Situations Wanted (Cont'd)

Engineer, first phone, three years experience AM, FM, studio. Married veteran with dependents, have car. Desire permanent position. Presently employed. State salary, working conditions and housing availability. Will accept best offer. Box 717L, BROADCASTING.

First class ticket wants job in Fla., Texas or California. Box 739L, BROADCASTING.

Veteran, colored, first class license, with permanent position, 15 years technical radio experience, engineering graduate, will travel, available immediately. Wire or write Karl Vann, 584 Kosciusko Street, Brooklyn, N. Y.

### Production-Programming, Others

Program director, 8 years experience including announcing, production, promotion, sales aid training. Will change for better salary. Box 708L, BROADCASTING.

Program director. Married man, eight years experience in writing, production, announcing available for small station. Top air work, play-by-play, excellent record in radio and civic affairs. Box 715L, BROADCASTING.

Copywriter-scenarist-producer. Top-flight AM and/or TV. Station, agency. Samples to specifications. Details, remuneration first letter, please to Box 729L, BROADCASTING.

Program director desires position with progressive station. Top announcing experience, news editor 3-man staff, plus experience most phases broadcasting radio-journalism degree. Box 731L, BROADCASTING.

Program director-announcer, 26, vet. married, college, 5 years radio, 2½ PD. Available immediately for best references. Box 183, Butler, Penna.

### Television

#### Production-Programming, Others

Versatile man for busy TV operation, aiming for responsible executive position. Varied background in radio, theatre, agency TV department. Announcing writer, good references. Box 723L, BROADCASTING • TELECASTING.

### For Sale

#### Stations

1000 watts. Fulltime. Now grossing \$115,000 but can be upped considerably. Good net net. \$300,000. Box 705L, BROADCASTING.

Southwestern 250 watt fulltime station for sale. Price \$31,000 for quick sale. Locality good, retail sales high. Owners have other interests. All replies kept confidential. Box 711L, BROADCASTING.

Fulltime net affiliate in near west. Second largest single station market in state. Profitable. No TV or high power anywhere near. \$36,000 largely cash. Box 734L, BROADCASTING.

#### Equipment etc.

For sale: 375 foot 40-ton self supporting Lehigh tower now standing. Stressed to carry FM or TV or both. Complete with A-4 lighting and 6 bay W.E. FM antenna. Priced to sell. Box 602L, BROADCASTING.

One kilowatt Western Electric AM transmitter model 443-A-1, final tubes changed from Western Electric to RCA type 833-A. Western Electric limiter model 1126-C includes 126-C limiter amplifier, 298-A control panel and 20-B rectifier. A Winchester 275 watt 300 triangular, height 26", complete with type 300 M.M. beacon assembly, lighting wire, condenser and 375 watt open wire transmission line and tuning house components. Box 665L, BROADCASTING.

For sale: Andrews Co-Ax 3¼" diameter, 100 ft. in five 20 ft. lengths. New, in original crates at \$13 per foot. f.o.b. Muskegon, Michigan. Write Manager, WKCB.

Complete equipment for 860 250 watts-all RCA selling best bid. Gerald O'Grady, North Adams, Massachusetts.

General Radio distortion and noise meter, type 1932-A. New condition, \$390. Robert M. Sullivan, 1011 New Hampshire Avenue, N. W., Washington, D. C.

### For Sale (Cont'd)

Truscon H-30, 295 foot tower, 1 kw GE FM transmitter, monitor and limiter, Magnecorder P76A and P76R. W. E. arms and reproducers. Collins remote single and double speech input equipment. G. E. program and preamp amplifiers. All used year and half. No reasonable offer refused. Box 419L, BROADCASTING.

### Wanted to Buy

#### Equipment etc.

Wanted: 1 kw amplitude modulated transmitter. State price, condition, age. Also need CAA-A3 beacon and flasher. Box 733L, BROADCASTING.

Wanted: 1 kw or 3 kw FM transmitter, state price, condition, age. Lee Hodges, Radio Station WCPS, Tarboro, N. C.

Wanted: 3 kw FM transmitter, antenna, monitors, transmission line, other equipment for complete FM installation. Must be real bargain for cash. Dixie Broadcasting Co., Jackson, Tennessee.

Will pay cash for good one kw transmitter, modulation and frequency monitor, two turntables and record library. What do you have? Write C. L. Graham, 1145 Walnut Street, Gadsden, Alabama.

### Miscellaneous

Radio package house will consider scripts, all kinds, Soundstage, Inc., 2225 Irving Street, San Francisco, California.

### Help Wanted

#### Salesmen

### SALES ENGINEERS

Large electronic equipment manufacturer in the East has several desirable openings for Sales Engineers. No traveling. Experience in broadcast transmitters or audio equipment essential. Engineering degree desired but equivalent experience may be substituted. Give full details, including age, education, experience. Box 651L, BROADCASTING.

### Announcers

### IF YOU ARE SINGLE

and  
Want to Spend the Winter  
in The  
VIRGIN ISLANDS

If you're a combo man with a first phone-accent on announcing—there's a post for you at WSTA. Stay as long as you like but you'll like it especially well while the icicles are hanging low up North. Openings for three.

You'll throw rocks at Florida after you see St. Thomas. Write to:

Bill Greer  
WSTA  
St. Thomas, V. I.

### Situations Wanted

#### Managerial

### NOW!

### STATION OR NETWORK MANAGER AVAILABLE

Man with push and imagination for telecaster-broadcaster in need of fresh energy and knowledge of cost cutting to spear operations and public-relations in major city. Unique background TV, AM & newspapers. Knows planning, selling, operations and production; all phases TV, commercials, live & film. Would be tops for ad agency radio-TV department or as manager for large company. Age 40. Married: Two college. Start \$13,000. P. O. Box 5812, Cleveland, Ohio.

### For Sale

#### Equipment, etc.

### 5KWAMTR

Now available West Coast station. Model 355-E-1 Western Electric transmitter in good operating condition. Good stock spare parts and new tubes. WE Model 1-C frequency meter and RCA 96A modulation monitor. \$10,000 and you take it from our transmitter building. Box 736L, BROADCASTING.

### FOR SALE

Completely refinished 16 inch transcription filing cabinets \$30 each crated F.O.B. Hollywood 16 inch transcription cabinets workable condition \$10 each uncrated F.O.B. Hollywood

Standard Radio Transcription Service, Inc.  
140 N. La Brea  
Hollywood 36, Calif.

### Employment Service

### EXECUTIVE PLACEMENT SERVICE

We have selected General, Commercial and Program Managers; Chief Engineers, Disc Jockeys and other specialists. Delays are costly; tell us your needs today.

HOWARD S. FRAZIER

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

(Continued on next page)

**\$1.00**

to cover handling

**MUST BE REMITTED**

when submitting

### CLASSIFIED APPLICATION MATERIAL

(transcriptions, bulk packages, etc. Regular Letters Excluded)

### BROADCASTING TELECASTING

The Newsweekly of Radio and Television

cannot be responsible for delay in forwarding such material, arriving without necessary remittance.

## Strictly Business

(Continued from page 16)

sion, in France, Germany and Austria.

Before entering the Army, he attended St. Benedict's College in Atchison, Kan. Earlier schooling

### School

#### 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.

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AMERICA'S OLDEST BROADCASTING SCHOOL

Intensive full or part time

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Co-Educational • Day or Evening  
Small Classes

Approved for Veterans

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School of Radio Technique

RKO Bldg., Radio City, New York 20, N. Y.  
228 South Wabash Ave., Chicago 4, Illinois

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took place on Chicago's north shore and in the suburb Highland Park, where he was born 28 years ago.

His BBDO "snooping" fostered an interest in radio, and he left after two years to join Montgomery, Ward and Co. as a radio time-buyer. After meeting a score of time salesmen—"who sold me on their business"—Mr. Bowden joined Taylor-Boroff (now the Taylor Co.) station representative firm in April 1949 when Ward's "went out of the radio business." For a year before joining the Pearson company he headed the Chicago agency, Louis A. Smith Co.

Eager to back-up his practical work in advertising with theory, Mr. Bowden took professional night courses for two years at Northwestern U. and Loyola U. while working in Chicago.

He is married to the former Betty Jane Ruark of Kansas City, Mo., and they have a son, James David, almost 3. After a successful and swift transplanting to Minneapolis, they are hibernating this winter with house plans, which they hope to carry out next year. Mr. Bowden's project is the yard and garden, while his wife supervises the color and fabrics planning.

KNX Hollywood and Columbia Pacific Sales and Sales Promotion departments move to new offices in newly-renovated building adjoining CBS Sunset Blvd. studios.



**JEAN HERSHOLT** (l), president, Motion Picture Relief Fund, and **Howard S. Meighan**, president of CBS Radio, complete negotiations for presentation by CBS Radio of two half-hour weekly dramatic shows on behalf of the Fund.

## CHARLES HOWELL

Dies Dec. 8 in Colorado

CHARLES R. HOWELL, 70, secretary-treasurer of Western Slope Broadcasting Co., licensee of KFXJ Grand Junction, Col., died at home Dec. 8 following an illness of a year.

Born in Laconia, Iowa, Nov. 9, 1882, his parents were among early settlers of eastern Colorado, homesteading in Kit Carson County. Mr. Howell, himself, homesteaded in that area in 1901.

He married Laura Evans in 1901. Early years were spent in teaching, farming and ranching. At World War I he moved to Denver where his son, Rex, could attend school there and at the same time could take up further study in radio for which Rex had shown preference.

When Rex established KFXJ Edgewater, Col. in 1926, Howell helped to operate the station on the side while continuing work as a mortician. In 1928, he resigned his position and devoted full time to radio.

In 1930, he entered business partnership with his son and KFXJ moved to Grand Junction.

Western Slope Broadcasting was a father-and-son partnership which pioneered broadcasting service to western Colorado. In 1931 it was incorporated and another member of the family joined the firm. Ruth Howell, oldest daughter of Rex, was named vice president. Thus the company became a three-generation family firm. In 1950, a second station, KGLN, was founded at Glenwood Springs, Colo. by Mr. Howell and his son.

Last May, Mr. Howell appeared on the 25th anniversary program of KFXJ with his son and granddaughter. Mr. Howell had been active in community life, particularly church work.

He is survived by his wife, son, three brothers and a sister.



Mr. Howell

## GRAFTON B. PERKINS

Lever Executive Dies

GRAFTON B. PERKINS, 68, retired vice president and advertising manager of Lever Bros., died at his home in Cambridge, Mass., Dec. 6.

Mr. Perkins, who had majored in chemistry at Massachusetts Institute of Technology, was a veteran of 38 years' experience in the advertising field. After association with McGraw-Hill as promotion manager and the *Boston Post* as advertising manager, he joined Lever Bros. in 1924, serving there until his retirement in 1946. He was a colonel in Army Intelligence during World War I and public relations adviser to Rubber Administrator Bradley Dewey during World War II.

Mr. Perkins is survived by his wife, a son, a daughter and his mother.

## Covers Crash

NEW remote pickup of KMYR Denver got its first official workout enabling on-the-scene coverage of B-29 bomber crash into several east Denver homes fortnight ago. Dick Leonard, station news director, has the two-way FM system installed in his car.

# NEED AN ANNOUNCER?



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

The best way to get results from any of the above classifications is to place an ad in BROADCASTING • *Telectesting* . . . 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.

## Radio Station and Newspaper Appraisals

Tax, estate and many other personal problems create the need for an independent appraisal. Extensive experience and a national organization enable Blackburn-Hamilton Company to make accurate, authoritative appraisals in minimum time.

### Appraisals • Negotiations • Financing

#### BLACKBURN-HAMILTON COMPANY

RADIO STATION AND NEWSPAPER BROKERS

WASHINGTON, D. C.	CHICAGO	SAN FRANCISCO
James W. Blackburn Washington Bldg. Sterling 4341-2	Ray V. Hamilton Tribune Tower Delaware 7-2755-6	Lester M. Smith 235 Montgomery St. Exbrook 2-5672

**ocket Actions . . .**

**FINAL DECISIONS**

**Baton Rouge, La.**—Air Waves Inc. (LCS) and KAN Bestg Co. (FCC) issued decision granting application of LCS for change in facilities from 1400 to 250 w, fulltime, to 910 kc, 1 kw, fulltime; conditions: FCC denied application of KJAN for new AM station on 0 kc, 5 kw, fulltime. Decision Dec. 7.

**FCC denied** petition filed by KBRO (Emerson, Wash.—Bestg Co. (Bestg.)), requesting continuance of oral argument scheduled for Dec. 11 on its application and that of WJFM (FM) (Com. Co., Wash.—Tribune Publishing Co.); designated for oral argument BGO's petition for reopening of record, and that of WJFM (FM) (Com. Co.) on issues raised by petitioner's reopening of record in addition to those raised by oral argument.

**INITIAL DECISION**

**FCC issued** initial decision holding at A. D. Ring & Co., Washington, C., does not meet basic eligibility requirements of the rules governing industrial radio services in eking authorization to operate station special industrial radio services for manufacturing and processing plants; directional antennas of standard broadcast stations. Ring & Co. had proposed station with 2 experimental service authorization.

**OPINION AND ORDER**

By opinion and order FCC denied request for oral presentation in current proceeding by WJFM (FM) (Com. Co.), WJFM Television Co. and Pennsylvania sig. Co., Philadelphia; KROW Inc., Oakland, Calif., and Wisconsin Broadcasting Inc., Milwaukee.

**on-Docket Actions . . .**

**TRANSFER GRANTS**

**WKHM Jackson, Mich.**—Granted assignment of CP from WKHM Inc. to Jackson Bestg. & Telecasting Corp. to apply administrative, financial and other related problems arising from operation of station in two different cities. No monetary consideration. anted Dec. 11.

**WMIN-AM-FM St. Paul, Minn.**—Anted transfer of control of WMIN sig. Co., licensee, from Mort Benson d Marion E. Newman as executor and administrator of estate of Edward J. Newman, deceased, to Mort Benson d N. L. Benson as trustees of testamentary trust of Edward Hoffman, deceased. No monetary consideration. anted Dec. 13.

**ew Applications . . .**

**AM APPLICATIONS**

**South Hill, Va.**—Meeklenburg Bestg. Co. (1370-1 kw, daytime); estimated construction cost \$10,750, estimated first year operating cost \$36,000, estimated 4 year revenue \$148,000. Principals American corporation include: Roy Shultz (49%), general manager (VA Martinsville, Va.), and Philip F. Hart (42%), president. Applicant is WJFM Winston-Salem, N. C., and two other stockholders. Filed Dec. 10.

**Hartselle, Ala.**—Dorsey Eugene Newman, 860 Kc, 5 kw, daytime; estimated construction cost \$7,400, estimated first year operating cost \$15,000, estimated 4 year revenue \$25,000. Newman is instructor at Shades Valley High School, Birmingham, Ala., and part-time announcer at WVOK Birmingham. anted Dec. 13.

**Restonburg, Ky.**—Elkhorn Bestg. Co., 810 kc, 1 kw, daytime; estimated construction cost \$10,680, estimated first year operating cost \$35,000, estimated 4 year revenue \$42,500. Principal stockholder is DuRan Moore, County clerk, Clergy, Floyd County, Restonburg; there are nine other Kentucky businessmen in corporation. Filed Dec. 13.

**Roanoke, Va.**—Rollins Bestg. Inc., 570 500 w, daytime; estimated construction cost \$23,800, estimated first year operating cost \$60,000, estimated first year revenue \$60,000. Applicant is licensee of WJWL Georgetown, Del. anted Dec. 13.

**Severo Beach, Fla.**—Indian River Bestg. Co., 1450 kc, 1 kw, fulltime; estimated construction cost \$10,680, estimated first year operating cost \$30,000, estimated 4 year revenue \$36,000. Applicant is licensee of WIRA Fort Pierce, Fla. anted Dec. 13.

**TV APPLICATIONS**

**Shelville, N. C.**—Skyway Bestg. Co., 13 (210-216 mc), ERP 200 kw visual, kw aural, antenna height above average terrain 2,087 ft.; estimated construction cost \$323,450, estimated first year operating cost \$60,000, estimated 4 year revenue \$80,000. Applicant is proposed assignee of WLOS-AM-FM Asheville, filed Dec. 11.

**Little Rock, Ark.**—Arkansas Radio &

**FCC roundup**  
New Grants, Transfers, Changes, Applications



**Box Score**

**SUMMARY THROUGH DEC. 13**

Class	On Air	Licensed	CPs	Cond'l	Appls.	Pending	In Hearing
AM Stations	2,312	2,282	128		310	11	2
FM Stations	68	82	15	*	11		171
TV Stations	107	93	15		466		107

\* On the air.

**Equipment Co., Ch. 4 (66-72 mc), ERP 100 kw visual, 50 kw aural, antenna height above average terrain 795 ft.; estimated construction cost \$904,681.60, estimated first year operating cost \$144,000, estimated first year revenue \$160,000. Applicant is licensee of KARK Little Rock. Filed Dec. 12.**

**TRANSFER REQUESTS**

**WTNT Tallahassee, Fla.**—Relinquishment of control Tallahassee Appliance Corp., licensee, by Frank W. Hazelton through sale of 18 2/3 shares of stock to Frank W. Pepper for \$3,650 and 3 1/2 shares to the licensee corporation's treasury for \$7,500. After transfer, Mr. Hazelton will hold 83 3/4 shares (50%), Mr. Pepper will hold 68 3/4 shares (36.6%) and Emanuel Jones will continue to hold 25 shares (13.4%). Filed Dec. 10.

**WBLB Stevens Point, Wis.**—Assignment of license from State of Wisconsin, Dept. of Agriculture, to State of Wisconsin State Radio Council, for reasons of economy and efficiency of

operation. No monetary consideration. Filed Dec. 10.

**WMFT Florence, Ala.**—Assignment of license Tri-Cities Bestg. Co., licensee, to Daylight Bestg. Co., through sale of 100% stock for \$10,000 cash and \$6,000 payable \$100 a month for 5 years, and assumption of expenses of current operation. Principal stockholders in Daylight include Richard B. Biddle, former manager WLAY Sheffield, Ala., and WRD Tuscaloosa, Ala. (33 1/2%), and seven other Pennsylvania and Alabama businessmen. Filed Dec. 10.

**KWJJ Portland, Ore.**—Assignment of license KWJJ Best. Co. to Wilbur J. Jerman, who holds all outstanding stock of corporation. No monetary consideration. Filed Dec. 10.

**KWJJ Portland, Ore.**—Assignment of license from Wilbur J. Jerman to Rodney F. Johnson for \$200,000. Mr. Johnson is owner of the Rex Recording Co., Portland, and also a technician for KWJJ. Filed Dec. 12.

**KALT Atlanta, Tex.**—Assignment of

license to H. H. Wommack Jr. and David A. Wommack, who now hold 51% and 25% of stock respectively, from Robert S. Bleich who now holds 24% of stock, which will be transferred to the Messrs. Wommack for \$9,266, with the 24 shares to be divided evenly between the Wommacks. After transfer, Mr. Wommack Jr. will hold 83% interest and Mr. Wommack will hold 37% interest. Filed Dec. 10.

**WCLC Corning, N. Y., and WELM Elmira, N. Y.**—Assignment of license from Corning Leader Inc. to Elmira-Corning Bestg. Corp. for purposes of administration (same stockholders will continue to hold same control and there is no monetary consideration involved). Filed Dec. 11.

**KWSH Wewoka, Okla.**—Assignment of license from KADA Bestg. Inc. to Tri-City Bestg. Co., for purposes of separate administrative management of station. Stock to be held in substantially same manner as before transfer. Filed Dec. 11.

**WAYB Waynesboro, Va.**—Relinquishment of control Waynesboro Bestg. Corp. by Judson T. Phillips and William R. Wallaher through sale of 45 shares of stock now held by Mr. Gallaher to N. Wilbur Kidd, who now holds 79 shares, for \$4,950. Filed Dec. 11.

**WIGM Medford, Wis.**—Assignment of license from George F. Meyer to Radio Station WIGM Inc. for \$30,000. Principals of WIGM Inc. include Harold E. Murphy (46% interest), president Northshore Pub. Co., Milwaukee, Wis., and Charles Nelson (33 1/2%), salesman for WNAM Marinette, Wis., and manager of WBEV Beaver Dam, Wis., and WIGM Madison, Wis., and two other Wisconsin entities. Filed Dec. 11.

**WDHL Bradenton, Fla.**—Assignment of license from Manatee Bestg. Co. to Trail Bestg. Corp. for \$55,000. Trail Bestg. Co. is wholly owned subsidiary of Land O'Lakes Bestg. Corp., licensee of WILE Cambridge, Ohio. Filed Dec. 13.

**New Joint Facility Starts This Week**

**WST-AM-FM**

**WIST and WIST-FM Charlotte, N. C.,** go on the air for the first time as a team sometime this week.

For WIST it will be the premiere. WIST-FM will be returning to the air after ceasing operations last February so that personnel could devote energies to activating WIST.

WIST will operate under the supervision of Ray A. Furr, managing director. It will be on 930 kc with day power of 5 kw and a 1 kw directional at night.

Assisting Mr. Furr will be Tom Mitchell, commercial manager; John N. Parker, chief engineer; James A. Frazer, program director, and Pat McGuinness, news director. The stations are licensed to the Broadcasting Company of the South which operates WIS Columbia, S. C., and WSPA Spartanburg, S. C. Richard G. Shafto is general manager of the company.

WIST(FM) originally went on the air in 1948. At that time the company had an AM application pending for 930 kc. Permit for the AM operation was granted by FCC last Jan. 23. Last February, when WIST(FM) ceased operation to help get WIST on the air, it notified FCC it would reapply for a broadcast permit. Authority for WIST(FM) to return to the air

was granted Dec. 5.

WIST's transmitter is located at Thomasboro, N. C., using Gates equipment and three 241-foot Truscon self-supporting towers for its directional pattern.

The AM station will be affiliated with MBS, will use Thesaurus and Associated Press services. Free & Peters will be national representatives.

WIST-FM will use the same equipment it did previously. It will transmit from atop the Liberty Life Bldg. The FM outlet will operate on 104.7 mc with 50 kw effective radiated power.

**FCC Actions**

(Continued from page 103)

**December 13 Decisions . . .**

**COMMISSION EN BANC**  
Extend Authority  
**WHYN-FM Holyoke, Mass.**—Granted extension of special experimental authority to operate WHYN-FM by remote control from WHYN transmitter site, for period ending March 1, with same conditions as those in original grant.

**December 13 Applications . . .**

**ACCEPTED FOR FILING**  
License Renewal  
Following stations request renewal of license:  
**WASH (FM) Washington;** KBUR-FM Burlington; WHH-FM Boston; WFRS (FM) Grand Rapids, Mich.; WCAL-FM Northfield, Minn., and WAIR-FM Winston-Salem, N. C.

**Application Returned**  
**WKLX Lexington, Ky.**—RETURNED application for mod. of license to change main studio location.

**Application Dismissed**  
**KDON Palm Beach, Calif.**—DISMISSED application for modification of license to change main studio location.



Mr. Furr Mr. Shafto

*When It's BMI It's Yours*

Another BMI "Pin Up" Hit—Hill & Range

**ANYTIME**

On Records: Eddie Fisher — 20-4359; Dick Haymes — Dec. 27885; Helen O'Connell—Cap. 1896; Eddy Arnold—Vic. 20-2715.

On Transcription: Spade Cooley—Standard.

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

# Chappell

(Continued from page 23)

either by program name or by station. If he reports by program name, he must:

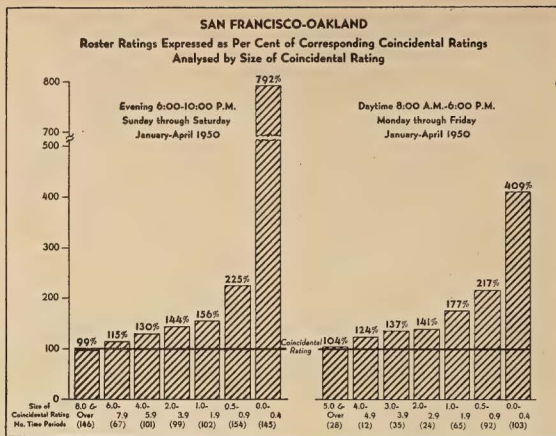
"(a) Have known the name of the program when he was listening.

"(b) Remember it well enough for a period varying from a few minutes to 22 or 23 hours so that he can recognize it correctly in a list which may contain other names similar to it.

"The roster resembles some of the methods used in the psychological laboratory in the study of memory, but it is difficult to classify it exactly in these terms. To the extent to which the respondent reports in terms of program names, the method might be thought of as symbolic recognition. In straight recognition, he is re-presented with the entire program. In the roster, he is presented with a written symbol—the printed name—which he must recognize as standing for the program and name he originally experienced."

Dr. Chappell reports "high" daytime correlation (0.87) and "very high" evening correlation (0.95) between NRI and U. S. Hooper-ratings.

Comparing coincidental with roster, he states: "For programs obtaining coincidentals less than 2.0, the correlations are low." He notes that "the large majority of the ratings were concentrated



within rating intervals 0.0-0.9 and 1.0-1.9."

In the roster procedure, Dr. Chappell reports, "the interviewer is instructed to get a certain number of interviews in each socio-economic group, each geographic division, etc.," but he selects the specific homes visited himself and "no adjustment is made for 'not at home' . . . No probable errors, standard deviation, significant differences or any other statistical measures of variability or accuracy can be calculated for figures obtained by quota samples. The theory of probability underlying all such measures does not apply to quota samples.

"Because of the inability to control the 'not-at-home-now' and 'not-at-home-then' biases in the roster sample, which vary independent of each other from time period to time period, it represents no definite and fixed population. Even if interviewers were sent to specific addresses selected mathematically, these two sources of variable bias would still operate to produce, within the roster findings themselves, variations from time period to time period.

"It must be concluded from these facts that the roster sample cannot yield ratings equally accurate for all time periods."

Contrariwise, Dr. Chappell points out that in coincidental surveys "the interviewer exercises no choice . . . dwelling units to be interviewed are all determined mathematically by application of the probability theory."

AT&T "provides gratis, not a pre-listed sample but a pre-listed census of telephone homes throughout the nation," he said. "All that is required to develop the finest type of probability sample of telephone homes is that interviewers, in selecting numbers to be called, use some mathematical procedure which will eliminate bias of race or national origin that might come from alphabetical listing."

Mean roster and coincidental ratings are "fairly close" for more

powerful stations, Dr. Chappell states, but "the less powerful independent stations with lower mean ratings obtain roster ratings many times as great as their mean coincidental ratings . . . as the size of the coincidental decreases, the ratio of mean roster to mean coincidental increases until in the case of the '0.0 to 0.4' group the mean rating is about eight times that of the coincidental."

The systematic difference between roster and coincidental ratings is not due, Dr. Chappell concludes, to differences between "total audience" and "average audience," nor between telephone and non-telephone homes, nor between geographic areas. Neither does it seem to be caused by the influence of the variable size of the roster sample's "not at home," portion nor by that of memory variation, he reports.

Psychological research has shown, Dr. Chappell states, that the introduction into a recall interview of items not previously experienced by the respondent produces "measurable 'confusion'." In the case of printed advertisements," he notes, "more than 50%

of the respondents sometimes report that they have seen a particularly 'confusing' advertisement before it has been published. This seems to be no good reason for supposing that the phenomenon would not occur in the recognition of program names on a roster.

As illustration, Dr. Chappell uses the following hypothetical example (see table on opposite page): "Suppose," he says,

"1. That respondents were presented with a list containing the five hypothetical program names shown below.

"2. That the 'average audience' ratings (coincidental) were shown in Column 1.

"3. That the actual 'total audience' sizes were shown in Column 2 and (as audimeter data seem to indicate) these vary from 25% greater than the 'average audience' for high rating programs to 70% greater for low rating programs.

"4. That 30% of the people who have listened to each of these programs are 'confused' when they encounter all five programs.

"The total listeners to these five programs (sum of the 'actual' total audience size) is 10.52. Of this 30%, or 3.16, represent 'confused' listeners. If the 'confusion' is distributed about equally over the five programs, each will gain one-fifth the confused recognitions or 0.632. This is shown in Column 3. Each program will also lose 30% of 'actual total audience' to the confused group. The quantity lost is shown in Column 4. The quantity measured by this hypothetical roster is a result of the 'confusion' gains and losses is shown in column 5.

"Comparison of Column 5 with Column 1 shows conditions similar to those found when coincidental or Duplex Coincidental are compared with roster results. The resultant 'Total Audience' rating is expressed slightly below its 'Average Audience' rating and the 'Residual Total Audience' ratings for lower rating programs increase rapidly in proportion to their av-

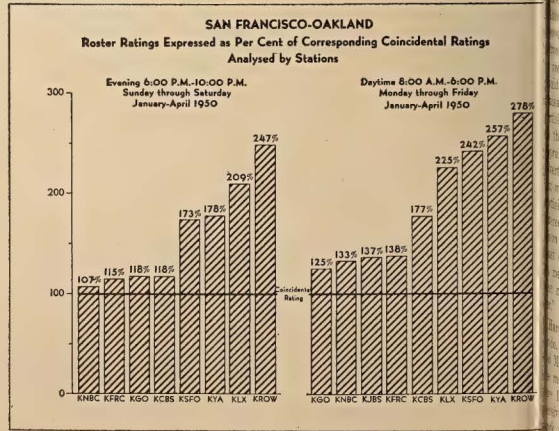
**NOW**

**National Rep. The Bolling Co.**

**5000 watts**  
**580 k.c.**

**WHP**

the key station of the keystone state . . . Harrisburg, Pa.





## Dr. Chappell's Hypothetical Example

Program Name	(1) 'Average Audience' Rating	(2) 'Actual' Total Audience	(3) Gain From 'Confusion'	(4) Loss To 'Confusion'	(5) Resulant 'Total Audi- ence' Rating
Day's World News	6.0	7.50	0.63	2.25	5.88
News Around the World	1.0	1.50	0.63	0.45	1.68
Mid-UP of World News	0.5	0.63	0.63	0.27	1.21
News About the World	0.3	0.50	0.63	0.15	0.98
Domestic and Foreign News	0.1	0.17	0.63	0.05	0.75

audience ratings as the average size decreases.

"It seems probable from these considerations that Hypothesis 6 is not safely to be rejected. Rather, would appear to be the only hypothesis examined here which gives promise of accounting for the systematic variable differences observed in the comparisons."

## Reactions to CBS Plan

(Continued from page 27)

"Basic elements of the plan will appear sound in the effort to obtain program structures, the product is selling. However, I cannot understand at this time how a whole plan will operate and be untainted. I believe this is only step in the long-range re-evaluation and reconstruction of network radio. I am happy that CBS is postponing rate revisions pending their sound study and evaluation of the strength and potential of radio as a separate and independent medium which is and will continue to serve the American people right outside of television throughout the foreseeable future."

Harry M. Bitner Jr., WFEM Indianapolis—CBS should permit stations not purchased by a Selective Facilities Plan advertiser to sell the programs on a co-op basis. Otherwise I believe most affiliates asured of at least 13 weeks protection of periods in choice option will program and sell on a selective basis the Selective Facilities Plan, if it works. It may be a good test for some of the network's chief competitors, the transcribed program peddlers."

### Approves Realistic Approach

Lee Wailes, Fort Industry Co.—Although time has not permitted a thorough study of the new plan of rough commercial broadcasting recently announced by CBS, it would seem that a realistic appraisal of network radio as an advertising medium is now in order, to the extent that CBS soundly raises the effectiveness of each advertising medium we go along. If we disagree that any new advertising medium should be considered to affect radio—be it television or anything else. Radio should continue to be evaluated on its merits—it is still the world's best means of reaching the mass audience."

Harold P. Danforth, WDBO Orlando, Fla.—"In my opinion, Howard Meighan, stellar performer of meeting, has delivered in single language, the first comprehensive plan for competitive network radio. Spelling out the de-

tails, his hard-hitting talk delivered to a receptive group—forecast no threat of doom—but enunciated an encouraging program—pointing to not only smart survival for today—but to a timely concept of tomorrow's problems which must be faced."

John Esau, KTUL-KFPW Tulsa—"Radio is in its greatest period of adjustment but it will come out healthier due to the present physical checkup. CBS, I think, is doing its very best to adjust itself. Sure, it will make mistakes but it will continue to be a winner and continue to grow. I'll buy their CBS thinking."

### Henry Clay Comments

Henry B. Clay, KWKH Shreveport, La.—"I think CBS Radio has exceptionally outstanding personnel selling network radio—for its real value based on facts. The Selective Facilities Plan forced on CBS as a result of network competition which first yielded to demands of advertisers who are taking money out of radio for the purpose of supplementing TV budgets—and this without basis of fact but mostly on emotional buying—is a necessary and workable plan making network radio more flexible. CBS Radio still delivers more listeners per dollar than any other network and this plan will bring more advertising into CBS."

John F. Patt, president, G. A. Richards stations—"I would prefer to comment on the plan after it has been in operation for several months, when results may be better analyzed. Unquestionably it is an attempt to provide advertisers with some freedom of choice, and at the same time give the stations a continuation of national programs to which they are entitled as exclusive affiliates of the CBS network."

"The proof of the pudding will finally be determined by whether the stations receive enough income from this association to warrant their optioning of a majority of their best hours."

Kenyon Brown, KWFH Wichita Falls, Tex.—"The Selective Facilities Plan on first impression makes a lot of sense to me."

Victor A. Sholis, vice president and director, WHAS - AM - TV Louisville—"The full answer can only come, however, with the plan's actual operation. It sounds good in the presentation but it can also spell real danger, not merely to stations, but also to network radio as we have known it."

Frank Crowther (Red Cross), WMAZ Macon, Ga.—"Introduction of the new CBS sales plans seems to be required in the competitive

selling field network-wise, according to the sales executives of CBS. It is entirely possible that their proximity to the situation in New York and Chicago may strengthen their feeling with regard to this plan but to this broadcaster, enjoying the finest year of broadcasting in the history of a 29-year-old station, it is hard to believe that such changes in economic standards are necessary."

W. V. Hutt, KLRA Little Rock—"The selective programming services plan of CBS should prove to be a real help to the affiliates. It will also help in bringing to national attention talent of affiliated stations worthy of recognition. We anticipate fresh talent discovered in this plan will materialize in new programming strength."

### Praises Plan

Hoyt Wooten, WREC Memphis—"I have always been a staunch advocate of any rule of payment which would evaluate a station's worth upon a circulation. Any plan which will accomplish this meets my approval. I don't have a comment to make until the present evaluation (CBS) is proven."

F. C. Sowell, WLAC Nashville—"It has always been my understanding that advertisers wanted first of all sales results—and it is my opinion stations which can produce sales satisfactory to the advertiser should merit rates com-

mensurate with their value. I think the CBS Selective Facilities Plan meets with this test."

Gene Katz, The Katz Agency—"It's fortunate for the industry that the FCC in its report on chain broadcasting had the foresight to define chain broadcasting as 'simultaneous broadcasting of an identical program by two or more connected stations.' Otherwise, a network sale might consist of fewer than two stations."

Frank King, WMBR Jacksonville, Fla.—"In my opinion Howard Meighan and his CBS Radio associates made the most masterful presentation of radio's present-day problems that I have heard or read—and will, if followed through, revitalize radio."

Charles H. Crutchfield, WBT Charlotte—"Having been associated with CBS more than 20 years, I approve of the Selective Facilities Plan, particularly since Howard Meighan, a man in whom I have the utmost confidence, has now been named to guide the destiny of CBS. I have watched Mr. Meighan for many years and, in my personal opinion, no network in radio today is endowed with such masterful leadership."

Thad Holt, WAPI Birmingham—"I have confidence that CBS will at all times sell the best possible programs at as high a rate as is justified. I am willing to go along with them on the new sales policy if they think it is sound."

## WORD BOOST

## 50 Local Leaders Attend Dedication Broadcast

DEDICATION broadcast of WORD Spartanburg, S. C.'s increased power on a new frequency was attended by more than 50 prominent civic, business and political leaders the morning of Dec. 9. Station now operates on 910 kc with 1 kw from its previous 1400 kc with 250 w.

Among those who took part in the broadcast were Gov. James F. Byrnes, Rep. Joseph R. Bryson (D-S. C.); Federal Judge C. C. Wyche; Mayor Thomas Whiteside, and W. C. Clark of the Spartanburg Chamber of Commerce. Walter J. Brown, president, Spartan Broadcasting Co., which owns and operates WORD and WDXY (FM), introduced the speakers.

Congratulations also came from Sens. Burton R. Maybank (D-S. C.) and Olin D. Johnston (D-S. C.); Rep. J. P. Richards (D-S. C.), chairman, House Foreign Affairs Committee, and FCC Chairman Wayne Coy.

Program opened with a message delivered by Gov. Byrnes, following an excerpt of the speech made by the then Sen. Byrnes when WORD went on the air in 1940.

Commenting the station on its new service opening it as a regional, Gov. Byrnes said in part: "... WORD has continued to move forward—and with its FM affiliate WDXY has given splendid service to the Spartanburg area... Your new \$100,000 transmitter with its increased power and your improved position on the dial should be a great boon to your public service."

Sen. Maybank said it "is a fitting recognition of the splendid radio

service your station is rendering"; Sen. Johnston said the people of Spartanburg were proud of the station; Rep. Richards noted "this milestone in... (your) record of progress."

Chairman Coy, in sending his congratulations, said the increase in power "will greatly enhance your opportunities for service to the Spartanburg area." He said:

Many new listeners will now be able to benefit from your broadcasting of the news, of forum discussions, and of expert and rapid information on the varied activities of your region, including education, agriculture, commerce, industry, social welfare and political campaigns.

The FCC chairman said he was sure people in the enlarged coverage area "will look increasingly to you for... information as well as for wholesome entertainment."

American people place great reliance on radio, he noted "and in these dynamic times, WORD can serve as an energizing force whose impact will be felt in every part of your area."

After the dedication broadcast, guests and dignitaries were taken to the new WORD transmitting plant where the transmitted operation was detailed.



# at deadline

## GIANTS RESTRICT RADIO, TV, HITS GAME-OF-DAY

NEW YORK GIANTS baseball club, through Pres. Horace Stoneham, announced Thursday night it will not permit games to be broadcast on national basis during coming season, but will restrict coverage to WMCA New York for home and road game broadcasts and to WPIX (TV) for home game telecasts only.

Small radio network of stations in adjacent territories—such as Connecticut and New Jersey—will be organized to provide daily coverage for potential customers, however. Announcement, in effect, drops *Game-of-the-Day* broadcasts carried by Liberty and Mutual networks last season, which Giants spokesman said had "no direct benefit to us. The effect on our box office was not noticeable." He specifically denied that decision came as result of league meetings held previous weekend, where minors asked split of broadcasting revenue (see story, page 36), or that it was result of any minor league action.

Although no estimate was made of broadcasting "take" last season, it was indicated that current policy would result in "no decided change" in revenue. Radio-TV rights last season were sold as one package with Liggett & Myers as sponsors.

## COMMISSION FORMED TO PROMOTE TOLERANCE

FORMATION of Commission on Mass Communications headed by NARTB President Harold E. Fellows, announced Friday by media conference in New York. Purpose: To aid conference's work in creating better understanding among Protestants, Catholics and Jews. Commission includes representatives of radio, TV, press, movies, advertising. New commission will operate on year-round schedule.

Radio and TV representatives: Mr. Fellows; James L. Caddigan, DuMont; Sig Mickelson, CBS-TV; William H. Fineshruber Jr., Mutual; Edgar Kobak, consultant; Harry Maizlish, KFVB Hollywood; Helen Alvarez, KOTV (TV) Tulsa; Edmund A. Chester, CBS Radio; Edward Stanley, NBC; John W. Pacey, ABC, and William R. McAndrew, NBC-TV.

## BBB REPORT ON 'CONTEST'

REPORT on "mystery" melodies contest conducted by TV dealers via radio commercials issued Friday by New York's Better Business Bureau. Offering \$100 credit certificate to first 20 who identify song, TV dealer tries to apply this \$100 toward purchase of his own brand TV set which, to best BBB knowledge, is not for sale elsewhere. Original price fixed before contest by same dealer offering credit certificate, BBB said, asserting its findings have been turned over to stations to help them determine whether continuance of such ads contributes to public interest and credibility of radio commercials. Investigating shoppers have found several variations on same theme, BBB said.

## TV SPOT TIME RELEASED

AMERICAN TOBACCO CO., New York, said to be releasing its television spot time, with Lever Brothers picking up availabilities.

## GARROWAY THREE HOURS

IN last-minute change, format of Dave Garroway's new morning NBC-TV program, *Today* (see earlier story page 82), expanded from 7 to 10 a. m. EST instead of 7 to 9 a. m. Change presumably occasioned by midwestern network feed. As it stands now, 7 to 8 a. m. EST portion will be seen in East only and 8 to 9 a. m. CST segment will be telecast only to midwestern stations. WNBQ (TV), NBC's Chicago station, will begin its telecast schedule when show starts at 7 a. m.

## Business Briefly

(Continued from page 5)

five-weekly, in 6:30-8 a. m. time, starting Jan. 1 in several markets. Agency, Cecil & Presbrey, N. Y.

**NESTLE PLAN** ● Nestle Co., New York (Ever-Ready chocolate), planning spot radio campaign starting Jan. 1. Agency, Cecil & Presbrey, N. Y.

**DISC DRIVE** ● Fastabs (reducing product) placing quarter-hour transcribed show, thrice-weekly, in several radio markets after first of year. Agency, TV Assoc., Baltimore.

**C-P-P SPOTS** ● Colgate-Palmolive-Peet Co., Jersey City (Cashmere Bouquet soap), preparing radio spot announcement series starting Jan. 1, 52 weeks, in several markets. Agency, Sherman & Marquette, N. Y.

**OLYMPIA NEWS** ● Olympia Brewing Co., Olympia, Wash., Jan. 5 starts for 52 weeks news on 30 Don Lee stations in Calif., Ore., Wash., Idaho, Sat., 9-9:15 p. m. (PST). Agency, Botsford, Constantine & Gardner, Seattle.

**QUAKER RENEWAL** ● Quaker Oats Co., Chicago (Aunt Jimma mixes), Jan. 1 renews for 13 weeks *The Breakfast Gang* on full Don Lee Network, Tues., Thurs., 7:15-7:30 a. m. (PST). Agency, Price, Robinson & Frank, Chicago.

**CANDY CARNIVAL** ● M&M Ltd., Newark, to sponsor *M&M Candy Carnival*, effective Jan. 6, Sunday 12:30-1 p. m., on CBS-TV. M&M also sponsors *Super Circus* on ABC-TV. Agency: William Esty & Co., N. Y.

**SILK ASSN. AGENCY** ● International Silk Assn., N. Y., names Anderson & Cairns, that city, to handle advertising, effective Jan. 1. Catherine P. Finerty is account executive.

## AVERAGE AMERICAN

AVERAGE male in U. S. was 30 years old, owned home with mortgage and "his kids undoubtedly are pestering him to buy a television set for Christmas," Census Bureau said in study based on 1950 census data. Average age in 1940 was 28. Bureau says he earned \$3,000 in 1950 compared to \$1,200 in 1940 but consumer prices went up 70%. Other traits: He had telephone, mechanical refrigerator, radio and auto besides having wife and two children.

# PEOPLE...

ELLIOTT EAKIN, advertising promotion manager of *Sales Management* magazine for past six years, named assistant manager of advertising and promotion, spot sales department of NBC to replace Martin Werner, recently resigned.

ROBERT A. RICHARDSON, Fuller & Smith & Ross, N. Y., elected vice president.

DALLAS TOWNSEND, CBS radio news week-end editor, appointed special events producer for CBS Radio. ROBERT SKEDGELL, overnight editor for network, becomes weekend editor, and newswriter MORT DANK succeed Mr. Skedgell.

HENRY M. SCHACHTE, national advertising manager of Borden Co., N. Y., named director of advertising for company succeeding Stuart Peabody, who has held post since 1933. Mr. Peabody will continue as assistant vice president with executive authority over firm's advertising.

JOHN DERR, assistant director of sports for CBS-AM-TV for past two years, named director of sports for CBS Radio, with Red Barber who has been sports director for both radio and television since July 1946, to become CBS Radio's counselor on sports. CBS-TV sport directorship not yet set.

HERBERT J. TEISON named public relations director of Scherwin Research Corp., New York. He formerly was in tourist business in San Antonio and Mexico City.

WILLIAM E. BERCHTOLD, executive vice president and chairman of plans board of Foote, Cone & Belding, N. Y., joins McCann Erickson, Chicago, as vice president and general executive. His duties will include serving as chairman of advisory committee on advertising plans in Chicago.

HOWARD H. BELL, executive assistant to NARTB TV director, father of girl, Mary Elizabeth.

## FM DRIVE TO START

JOINT NARTB-Radio Television Mfrs. Assn. program to promote FM radio set sales to open Jan. 21 in North Carolina. Wisconsin campaign will start Feb. 4 and District of Columbia campaign March 1. Test campaigns will have cooperation of broadcasters, set makers, distributors, dealers. In charge are RTMA FM Policy Committee under Chairman John W. Craig, Crosley Div., Avco Mfg. Co. NARTB FM Committee under Chairman Ben Strouse, WWDC-FM Washington. RTMA Advertising Committee also taking part. Promotion display material being prepared by RTMA subcommittee headed by David Grigsby, Zenith Radio Corp.

## AFM WARNS STATIONS

REMINDER that AFM-Motion Picture Producers' agreement prohibits TV use of musical sound tracks or scenes of AFM musicians without written permission from AFM was sent by union Friday in telegrams to more than 100 TV stations, agencies, and film package firms. Spokesmen said it was second such reminder (first: last January), that it stemmed from instances of unauthorized film use on television but was sent also to non-violators, and that it contained no "threat." AFM-producers agreement, originated in 1946 and since renewed, currently extends to Aug. 31, 1952.

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**PAGE FOR GIFT SUBSCRIPTION FORMS**

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# It pays to buy the giant economy size!

And in the enormous Midwest market centering around Chicago, the giant economy size is 50,000-watt WBBM.\*

This Fall (as always, year after year after year), WBBM commands a larger share of the radio audience than Chicago's second and third network stations *combined*.

During the broadcast week, an average of *more than one out of every four* families listening is tuned to WBBM.

Chicago's 15 other radio stations divide up the rest.

Today, more Chicago families are listening to the radio — *and to WBBM* — than last year at this time, TV or no TV.\*

The buy is... **WBBM** *Chicago's Showmanship Station*  
Represented by CBS Radio Spot Sales

\*Within range of WBBM's signal lives one-tenth of the nation's radio families — three-fourths of which, incidentally, cannot be reached by any Chicago television station.

\*Pulse, Sept.-Oct. 1951 vs. 1950.

