# TELECASTING

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7 th

A Warm and Friendly Wish for Happiness and Success in the Coming Zear

1952

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

REPRESENTED BY

# **EDWARD PETRY & CO., INC.**

NEW YORK • CHICAGO • LOS ANGELES

DETROIT • ST. LOUIS • SAN FRANCISCO • DALLAS

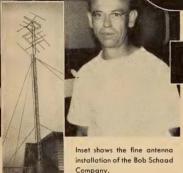
### In Evansville-

# "Most people tune in WFBM-TV!"

Says P. H. CASTRUP, Radio and TV Sales 1014 East Franklin Street, Evansville, Indiana

# You get a BIG BONUS IN SETS ON WE





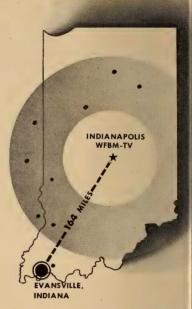
Company.

# "WFBM-TV gets a major share of Evansville's audience"

Says AL BOSLER, in charge of Radio-TV Service for the BOB SCHAAD CO. 3229 W. Franklin Street Evansville, Indiana

• Way down in Evansville, Indiana-164 miles from Indianapolis-many viewers claim WFBM-TV as their favorite station, not only because the programs are good but also because it comes in best!

All of which points up the big BONUS you get when you buy this great Hoosier station. In addition to the 192,500 TV sets installed within its 60-mile radius, your programs on WFBM-TV get a "free ride" over the air waves to additional thousands of televiewers far and beyond the station's 60-mile area.



WFBM-TV, on channel 6, is doing a wonderful sales job for scores of profit-minded advertisers. You'll want to be in on this truly big deal for a big 1952!

\*Source: BROADCASTING-TELECASTING, December 31, 1951

#### WFBM Radio Is First in Listening, Too!

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

\* Hooper Ratings, February through April, 1951

First in Indiana



Channel 6. Indianapolis



# **NETWORK RATES**

A BOOST in NBC-TV time charges [B\*T, Dec. 24] and revisions in the frequency discount structure to encourage year-around sponsorships were announced last Thursday by George H. Frey, vice president and director of TV network sales.

Rate raises by the other networks, observers felt, would be mainly a matter of timing.

CBS Television officials said the question is now under study.

ABC-TV officials indicated strongly they will raise rates if

others do.

DuMont officials, while asserting that no immediate boost is planned for the network rate or the rates of DuMont-owned stations, pointed out that about half of the network's affiliates are raising rates about 10%, with these increases, of course, to be passed along to network advertisers.

ABC-TV's position was stated by President Robert E. Kintner: "We're watching rate developments closely and if others go up I wouldn't be surprised if we took similar action."

Mr. Kintner also predicted that half of all TV shows will be on film by next fall.

DuMont Network Director Chris J. Witting estimated that 75% of the nation's stations are raising rates as of Jan. 1 by about 10% but said DuMont's wholly owned stations—WABD(TV) New York, WTTG(TV) Washington, WDTV (TV) Pittsburgh—"are continuing to maintain 1951 rates."

He noted that WABD's basic evening hour rate is \$2,200 "as compared with \$4,000 and more for the other network key stations

in New York."

# KECA SIGNS JARVIS \$2 Million Contract Reported

AL JARVIS, highest paid disc m. c. on West Coast, with reported annual salary of \$100,000, has been signed to seven-year contract by KECA-AM-TV Los Angeles, effective Jan. 28.

Money involved is said to be \$2 million or more over seven-year period based on percentage of income derived by stations.

Mr. Jarvis joined KLAC Hollywood, five years ago with his daily Make Believe Ballroom and started varied TV programs on KLAC-TV three years ago.

The NBC rate increase amounting to 9% for the total network, is effective Jan. 1 in the case of new advertisers and July 1 for advertisers who have signed up before Jan. 1. For an evening half-hour on the network the new rate will be \$29,865 as compared to \$27,405 now.

An increase in the frequency discount structure for 52-week advertisers is being made, Mr. Frey said, so that they may take advantage of TV's all-season sales pull at measurably reduced costs. The 26-week discount plan is being eliminated, with the new structure to be based on 39- and 52-week contracts.

The 9% overall rate hike compares with an 18% increase in TV home circulation since the current rates went into effect last July 1, it was pointed out.

Mr. Frey also noted that there will be more than 15 million TV homes on Jan. 1, as against less than one million at the start of 1949. Under the new rates, he estimated that the cost-per-thousand homes will have dropped from \$4.88 in January 1949 to \$1.93 in January 1952, and will have declined to a new low of \$1.71 by the time the new rates become effective for current advertisers next July 1.

New network rates for individual

# NBC Boosts 9%; Others 'Watching'

affiliates, with comparisons with

	Old Rate	New Rate
WNBT New York	\$4,000	\$4,500
WRGB Schenectady	775	825
WKTV Utica	375	
WSYR-TV Syracuse	575	400
WBZ-TV Boston		700
WJAR-TV Providence	1,700	1,750
WPTZ Philadelphia	750	800
WDEL-TV Wilmington	1,900	2,100
WBAL-TV Baltimore	475	525
WNBW Washington	1,000	1,100
WTVR Richmond	950	975
WTAR-TV Norfolk	475	500
WSB-TV Atlanta	475	500
Want Atlanta	575	625
WBRC-TV Birmingham WGAL-TV Lancaster	400	425
WGAL-IV Lancaster	600	625
WJAC-TV Johnstown WNBK Cleveland	550	625
WBEN-TV Buffalo	1,275	1,425
WBEN-IV Buttalo	900	1,000
WHAM-TV Rochester WSPD-TV Toledo	550	650
WWJ-TV Detroit	600	725
WWWJ-IV Detroit	1,350	1,525
WLWD Dayton WLWC Columbus	625	675
WLWC Columbus	675	725
WLWT Cincinnati	925	975
WSAZ-TV Huntington	425	425
WAVE-TV Louisville WSM-TV Nashville	500	575
WNBQ Chicago	350	375
WINDLY Chicago	2,000	2,200
KSD-TV St. Louis WMCT Memphis	1,100	1,225
wmci memphis	550	625
WTMJ-TV Milwaukee	950	1,075
WOC-TV Davenport	375	450
WOW-TV Omaha	450	550
WDAF-TV Kansas City	700	800
KSTP-TV St. Paul	850	900
WNHC-TV New Haven	800	800
WFMY-TV Greensboro	400	400
WBTV Charlotte	400	500
WMBR-TV Jacksonville	300	400
WDTV Pittsburgh	900	900
WICU Erie	500	550
WJIM-TV Lansing	425	475
WKZO-TV Kalamazoo	500	500
WITV Bloomington	200	200
WFBM-TV Indianapolis	700	800
WOOD-TV Grand Rapids	500	500
WOI-TV Ames	400	400

	Old Rate	New Rate
WNBF-TV Binghamton	325	400
WTVJ Miami	550	600
WDSU-TV New Orleans	450	525
WFAA-TV Dallas		
WBAP-TV Fort Worth	750	750
KPRC-TV Houston	550	600
WOAI-TV San Antonio	400	400
WKY-TV Oklahoma City	600	600
KOTV Tuisa	500	500
KDYL-TV Salt Lake City	300	375
KOB-TV Albuquerque	200	200
KPHO-TV Phoenix	300	300
KNBH Los Angeles	2.000	2.050
KRON-TV San Francisco	850	1.000
KFMB-TV San Diego	550	550
KING-TV Seattle	600	650
The state of the s		

\*This rate will not become effective until Jan. 15. \*\* Effective Feb. 1.

DuMont officials said the following DuMont affiliates already have announced rate card changes: WKTV (TV) Utica, \$375 to \$400; KING-TV Seattle, \$600 to \$650; WJAC-TV Johnstown, \$550 to \$655; WICU (TV) Erie, \$500 to \$555; WNHC-TV New Haven, \$800 to \$900; WAVE-TV Louisville, \$500 to \$575; WRGB (TV) Schenectady, \$775 to \$825; WFBM-TV Indianapolis, \$700 to \$800; KPRC-TV Houston, \$550 to \$600; WTAR-TV Norfolk, \$475 to \$500; KSD-TV St. Louis, \$1,100 to \$1,155; WMCT (TV) Memphis, \$550 to \$625.

The increases apply to new accounts, with the customary sixmonth protection to current advertisers, it was explained.

# NOVEMBER GROSS

GRADUAL slackening in the rate of acceleration of TV network time sales can be noted from the following figures compiled by Publishers Information Bureau which show November 1951 leading November 1950 by a margin of only slightly over two to one, compared to a more than three to one ratio between the first 11 months of this year and last. (Comparison is not exact as DuMont figures were not included in the 1950 totals, but as they are omitted from both the November and the January-November tables the generalization holds.)

The first table gives individual TV network gross time sales for November and January-November, this year and last. Second table recapitulates monthly grosses of each network for 1951, corrected up to Dec. 26.

#### Growth Ratio Slackens

NETWORK TELEVISION November November Jan.-Nov. Jan.-Nov. 1951 1950 1951 1950 \$ 1,911,243 \$1,243,549 16,605,766 \$ 5,330,046 CBS 4,605,506 2,215,744 37,734,476 10,659,929 DuMont 847,373 6,823,631 NRC 6 555 20E 2 070 010

INDC	0,333,203	3,070,010	32,0/0,4/3	17,910,935
Total	\$13,919,327	\$6,529,303	\$113,834,346	\$33,900,910
	NETWORK TELE	VISION 1951	TOTALS TO DA	TE
	ABC	CBS	DUMONT	NBC
Jan.	\$ 1,328,719	\$ 2,601,165	\$ 435,527	\$ 4,187,222
Feb.	1,254,851	2,600,339	406,079	3,949,360
March	1,539,470	2,993,902	457,811	4,654,063
April	1,432,319	2,906,891	574,025	4,758,309
May	1,385,901	3,066,249	622,646	4,946,338
June	1,437,593	2,900,782	564,478	4,244,240
July	1,351,168	3,434,659	645,359	3,477,952
Aug.	1,444,593	3,734,551	763,071	3,359,856
Sept.	1,622,482	4,159,213	738,578	5,405,243
Oct.	1,897,427†	4,731,219	† 768,684†	7,132,685÷
Nov	1 911 243	4 605 506	847 373	6 555 205

\$37,734,476

\$16,605,766

Total

\$52,670,473

\$6,823,631

<sup>\*</sup> Figures for 1950 not available.

<sup>†</sup> Revised as of Dec. 26.

# TV & CHILDREN

Schooling Not Affected, Xavier U. Reports

"WHETHER or not children learn in school is not affected one way or the other by whether or not they have a television set at home.

"Nor is their learning affected very much by the way parents control televiewing."

Those answers are "clearly indicated" by a study into the effects of television on children's school accomplishments conducted by Xavier U. of Cincinnati. Funds (\$2,500) were donated for that purpose by Crosley Broadcasting Corp.
(WLW Cincinnati, WINS New
York, WLWT (TV) Cincinnati, WLWC (TV) Columbus, WLWD (TV) Dayton, WLWA (FM) Cincinnati, WLWF (FM) Columbus, WLWB (FM) Dayton). Conclusions are quoted from a report of the study issued last week by Xavier U.

Walter F. Clarke, assistant professor of education, conducted this study last spring, using nearly 1.000 children in the sixth and seventh grades of 16 public and parochial schools in the Cincinnati area. Data used included the child's mental age, his achievement in school subjects and parental control of his viewing of TV programs. Children from TV homes were matched with their mental equals from homes without television.

#### Notes Related Factors

In reporting a lack of a significant difference between learning progress of children with TV and those without it, Dr. Clarke warned that "it would be a gross misinterpretation of the data to hold that in the case of a given child his habits of watching television could not affect his school achievement. The data gathered in this study reveal that poorer television habits and lower IQs, lower parental control and poorer school achievement tend to be found in the same child. Like most recreations, television can be used to excess which may result in damage to physical wellbeing and mental alertness."

The report includes a cautionary note-that the Xavier research dealt with television only as it isrecreational TV, without any implications as far as educational TV is concerned.

But if the study showed no detrimental effect of TV on school achievement, it did contain "startling" implications regarding some other effects of this recent addition to many American homes. example: The children studied—mostly 12 and 13-year olds—were found to spend an average of 3.7 hours each school day in front of their TV sets, 30 hours a week, five more than they spent in school, if Saturdays and Sundays were counted.

An "appalling percentage" of parents apparently do not care how long or how late their children watch television or what programs they see, according to the report, which stated that 52% of the children said they could watch whatever programs they choose. More than half of the children (58%) reported watching Home Theatre from 11:05 to well after midnight at least once a week, with 13% stating they saw these late night shows at least five times a week, while another 11% said they watched other programs at the same hours and 6% of the youngsters reported viewing the boxing matches at 1 a.m. Sundays.

Evening dramatic programs designed for adult audiences are watched by a "surprising" number of children, the study found, with more than half of the sample viewing TV Theatre from 9 to 10 p.m. Wednesdays and 22% watching Studio One from 10 to 11 p.m. Mon-

Most popular program was the

Tuesday night Milton Berle Show, seen by 86% of the children. Then came three Westerns - Six Gun Theatre, 85%; Six Gun Playhouse, 83%; Hopalong Cassidy, 70%. Captain Video drew 78% of the preadolescents, Arthur Godfrey's Talent Scouts, 69%; Stop The Music, 62%, and Twenty Questions, 56%.

Cites Mystery Show Data

In the Mystery-crime category 62% of the children watched Big Story, 55% Lights Out, 49% Big Town, 48% Plainclothes Man, 48% Man vs. Crime, 47% Martin Kane, 45% T-Men in Action, 41% The Web, 40% Hands of Mystery, 36% Suspense, 29% Famous Jury Trials, 20% Danger and 17% Mystery Playhouse.

The pattern in mystery-crime show watching is "significant," the survey showed, with children apt to see all of these programs if

#### **Expansion Program** Is Announced

COMPLETION of a \$150,000 expansion program by WFAA-TV has been announced by Ralph W. Nimmons, manager of The Dallas Morning News Channel 8 station in Dallas. He stated this has doubled the station's floor space, to its present 12,238 sq. ft., thereby making it the

largest plant in the Southwest devoted exclusively to television.

A new studio, 23 by 35 ft., has been added to supplement the previous studio which was 25 by 35 ft. Folding doors connect the two studios and allow for production of shows in both, with cameras being taken from one location to the other with maximum use being obtained from each

A new set storage and property room, measuring 25 by 35 ft., with a complete set construction shop, has been added, plus a garage of the same size, to house the station's \$95,000 telecruiser.

An assembled office building has been added next to the creamcolored brick building on Hines Blvd. Overall dimensions are 32

by 72 ft., with one half being divided equally between the film department and the art department. Both these departments are complete in themselves with the former having its own screening rooms, complete film racks for circulation and office for the director of the film department, Howard Ander-

The art department, with Ben January as its head, has a complete production layout with facilities to prepare stills and slides in quantity.

The station originally went on the air Sept. 17, 1949, and changed its call letters to WFAA-TV May 22, 1950, three months after The News assumed operational control. The station's production staff has tripled to its present 73.



RALPH W. NIMMONS (center), manager of WFAA-TV Dallas, points out new assembled office building housing complete film and art departments to Mrs. Jessie Southworth, public relations director of Sanger Bros. department store, Dallas, and Harry L. Koenigsberg, publicity director, WFAA and WFAA-TV.

they saw any at all. Those reported watching a mystery show at 11:15 Sunday night also said they had seen mysteries at 9:30, 10 and 10:30 that evening. It was also found that the lower the child's IQ the more likely he was to watch many of these programs.

Wrestling on television also at tracts these youngsters, with those who see one wrestling telecast apt to watch all that are on when they are not in bed. Wrestling, like crime shows, appeals most to the

lower IQ group.

Children whose viewing was controlled were largely in the higher IQ group and their viewing followed a pattern for the once-aweek programs they were allowed to watch, the survey found: Monday - Godfrey's Talent Scouts: Tuesday—Milton Berle and Cavalcade of Bands; Wednesday-Arthur Godfrey; Thursday-Stop The Music; Friday-Twenty Questions or We, The People, Cavalcade of Stars; Saturday-Big Top, Show of Shows; Sunday-Zoo Parade, Hopalong Cassidy. Incidentally, children watching television less than five hours a day on weekends, four hours a day on school days, were considered to be controlled.

"The present study," Mr. Clarke concluded, "is not offered as a final answer to the problems of television and its educational relationships. It is hoped, rather, that it will prove to be but one of a number of studies that may clarify various points and lead to construc-

tive action."

#### PARAMOUNT CASE FCC to Hear Jan. 15

PARAMOUNT case begins as scheduled Jan. 15 before FCC Hearing Examiner Leo Resnick, with Paramount Pictures' interest in Allen B. DuMont Labs first on the agenda [BoT, Nov. 26].

Following that portion of the testimony, hearing will be recessed until Feb. 4, according to an agreement reached last week among FCC and other parties' attorneys. Other parties are ABC, CBS and United

Paramount Theatres.

Meanwhile, Paramount Pictures. UPT and the FCC's Broadcast Bureau filed oppositions to a Fanchon & Marco petition for reconsideration of the Commission's denial of its request to intervene in the case [B•T, Dec. 10, Oct. 8]. The St. Louis Hollywood theatre owner was denied intervention by FCC Motions Comr. George E. Sterling on the ground it had no legal standing. That view was upheld by the full Commission, with Comr. Robert F. Jones dissenting.

Request of Gordon Brown, WSAY Rochester, N. Y., to intervene in opposition to the merger of ABC and UPT [B•T, Nov. 12] was submitted by Motions Comr. Paul A. Walker for decision to the

full Commission.

# COE TO DUMONT

Heads Station Relations Dept.

APPOINTMENT of Robert L. Coe. veteran of 28 years in radio and television, as manager of the Du-Mont Television Network Station



Relations Department, effective Jan. 2, was announced last Friday by Elmore B. Lyford, station relations director.

Mr. Coe, currently an independent management consultant. was instrumental in the building of

KSD-TV St. Louis and WPIX (TV) New York, Mr. Lyford pointed out.

He said it was felt Mr. Coe would be extremely helpful in counseling applicants for television stations. and operators of new stations, when FCC's licensing freeze has been lifted.

A native of Missouri, Mr. Coe entered radio with KSD in 1922. Except for service as communications officer for the Air Force for China, Burma and India from 1941 to 1945 with rank of lieutenant colonel, he was with KSD until 1947. Returning to the station after the war, he was placed in charge of new development, including the building of KSD-TV. He was operating head of the TV station when he left KSD in 1947.

He then joined WPIX as vice president and general manager, serving there until 1950 when he became an independent management consultant. He is a member of the Radio Executives Club of New York, the Institute of Radio Engineers and the Radio Pioneers

#### WCBS-TV FILMS **Leases Snader Group**

WCBS-TV New York announced last week it had leased 16 feature films-10 of which have not been released to motion picture theatres and which will become available to the station immediately after their first-run showings on Broadwayfrom Snader Productions for exclusive TV use in the New York metropolitan area. Similar sale was made by Snader to WLWT (TV) Cincinnati [BoT, Dec. 24].

The films were produced by English producer Sir Alexander Korda between 1949 and 1951 and are the "newest ever to be shown on commercial television," the an-

nouncement said.

The six films which already have been shown in first-run New York theatres will be available to WCBS-TV after Jan. 1, the effective date of the contract with Snader Productions, according to WCBS-TV General Manager G. Richard Swift. In addition to the 16 Korda films-whose production costs were estimated at \$11 million-the package includes one American picture, "Forever and a Day."

#### GRUEN BUDGET

90% Earmarked for TV

HENRY DORFF, director of advertising for Gruen Watch Co., Cincinnati, disclosed last week that 90% of Gruen's 1952 advertising budget has been earmarked for television. This is about a 20% increase over the 1951 budget, Mr. Dorff said.

"In radio," he added, "we plan nothing except to continue certain spot contracts in selected local markets that are a carry-over from the past. This will not amount to much as far as a budget percentage is concerned."

#### Hoag Transfers

ROBERT B. HOAG, general sales manager of CBS-owned KNXT (TV) Los Angeles since 1949, transfers to CBS Television Spot Sales as an account executive, effective Jan. 15.



GENERAL of Army Douglas Mac-Arthur (I)-determined "Man of '51" by a poll of the governors of the 48 states conducted by CBS Television's Man of the Week program—receives a plaque from J. L. Van Volkenburg, president of the CBS Television division. The presentation was made at MacArthur's suite at the Walderf-Astoria. Event was filmed and broadcast on The Man of the Week program Dec. 30.

#### McConnell Sees '52 FATE OF TV As 'Breathing Spell'

TELEVISION, "the greatest thing ahead," cannot be properly assessed today or next year, Joseph H. McConnell, NBC president, said last week in a yearend statement. "Perhaps the year 1955 will bring us a breathing spell," he stated; "perhaps by then we will be able to evaluate the ultimate role of television in

the national scene."

1955, as foreseen by Mr. McConnell, will find 28 million TV homes in this country, accommodating a viewing audience of 84 million people, more than half the total national population. By then, "we will think of television as an instrument of mass communications for all of America." Theatre TV, he noted, will add another 4.3 million persons to the video audience-with 4,300 TV-equipped theatres, each seating an average audience of 1,000bringing the total to nearly 90 million daily televiewers.

#### Sees \$8 Billion in '55

Total national expenditures for advertising-\$1,775 million in 1951 -will rise to \$8 billion in 1955, Mr. McConnell anticipates, adding that with the present "leaping demand" for TV time, "it is probable that television in 1955 will achieve billings of \$1 billion, or one out of every eight dollars spent by American advertisers in all media."

But, Mr. McConnell said, "despite the vast increases in revenue, the major networks will not record large profits. Income will be plowed into growth. It is possible, even probable, that networks will continue to show losses in this period of feverish expansion."

To make his prophecy come true, more TV stations will be needed, the NBC president stated, citing the opening of the UHF band as the answer. "This," he said, "will give us 70 new television channels; it will permit up to 2,000 new stations to operate; it will free the VHF band from current restrictions. And it will offer an opportunity for nearly every community in America to enjoy television."

Wtih only 12 VHF channels available and only 63 major market areas now served with TV, "we have got to open up the UHF band," Mr. McConnell declared. Reporting that the FCC is "fully aware of this need" and "action [is] already underway to unfreeze UHF," he expressed confidence that "1955 will see TV stations dotting many regions now remote from any signal . . . By 1955, Milton Berle may very well reach Broken Bow, Okla."

If the ban on color TV, presently imposed because of defense requirements, is lifted next year and if the FCC agrees to reopen the question, he said, "1955 might see a compatible color system getting underway with the solid support of the radio and television industry.

Indeed, if compatible color television becomes a reality, my forecasts for '55 might fall short. Color television is the best product showcase within the dreams of any advertiser. It is bound to stimulate the industry's advertising revenues, just as it is certain to attract more and more viewers."

#### Two Name Agency

SOUTHWESTERN Fishing Rod Co. and Athletic Shoe Co., both Chicago, name Burlingame-Grossman, same city, to handle their advertising. Sid Brichta is account executive on both. Southwestern is considering television as media plans are being worked out. Athletic Shoe may use TV spot in test markets for its new line of Shearling bedroom slippers.

# BOYD, NBC TALKS

'Hopalong' Asks \$8 Million

NEGOTIATIONS were in progress in Hollywood last week for NBC to acquire William Boyd Enterprises on a capital gains basis, with the asking price reported in the vicinity of \$8 million.

In addition to obtaining the lifetime services of Mr. Boyd as "Hopalong Cassidy" for radio and television, the transaction would include the various merchandising activities and other commercial activities which have sprouted from Mr. Boyd's success in portraying the character.

Included would be the newspaper comic strip and comic book rights, outright purchase of 66 "Hopalong Cassidy" movie films and possible TV film series starring the movie-TV star. NBC already holds distribution rights for films and also first refusal rights on properties.

The decision to sell on a capital gains basis, according to Robert Stabler, Mr. Boyd's manager, is based on the heavy taxes and expense burden involved, Despite William Boyd Enterprises gross over-all earnings, it has yet to recoup all of the \$400,000 spent in obtaining TV rights to old "Hopalong" movies now being shown on TV, according to Mr. Stabler. He said Mr. Boyd's gross 1951 income was \$2,032,000 but that the net after taxes is only \$140,000.

#### Cites Low Net

Although "Hopalong" commercial tie-ups grossed \$25 million this year, net for Mr. Boyd is \$1,200,-000, Mr. Stabler revealed. He explained Mr. Boyd received \$650,000 from the lease of his films to TV: \$120,000 from comic strip rights; \$55,000 from radio and about \$7,000 from Capitol Records. The \$650,000 from old movies to TV is the gross figure with the net about \$350,000, Mr. Stabler said. After various expenses, Mr. Boyd's share comes to about \$728,000 of ordinary income, but taxes cut that down to an estimated \$140,000, he pointed out.

Negotiations were begun several weeks ago in New York. They are still in preliminary stages and several weeks are expected before any conclusions are reached, it was said. Jack Crom, head of NBC-TV film syndication department, heads the network's delegation to Holly-

#### C-P-P Signs NBC-TV

COLGATE - PALMOLIVE - PEET Co., Jersey City, will sponsor three half-hours of a five times a week half-hour series called *The Big Payoff* effective Tuesday, 3-3:30 p.m. on NBC-TV. The quiz show, created and produced by Walt Framer, will star Randy Merriman as host and Bess Myerson, "Miss America of 1945," as hostess. William Esty & Co., New York, is

# POLITICAL CODE Demos, GOP to Study Industry Comments DRIVE held by W

CODE of standards designed to guide radio-TV networks in covering the 1952 political conventions is "generally acceptable" to industry, but certain comments were placed before the two major parties, it was learned last week.

All major networks have been sounded out on possible changes in the standards of practice originally drafted by industry representatives. The code and industry comments were forwarded to the Democratic and Republican National Committees. They will be placed before their respective executive committees in the next fortnight.

Network representatives had no "objections" to the standards as revised by both party groups, according to Ken Fry, radio-TV chief of the Democratic National Committee

Industry members weighed suggested code revisions in a New York meeting early in December. Thomas Velotta, ABC vice president in charge of news and special events, is coordinating coverage

Spelled out in the code are such factors as type of sponsor, extent of coverage, exclusivity of rights, cost of facilities [B.T, Nov. 26]. It supposedly is patterned after proposed standards recommended for coverage of Congressional hearings

Approximately 55 million people are expected to witness convention proceedings next summer on television, according to best estimates, with the usual projection of three viewers per set.

The GOP conclave gets under way July 7 and the Democratic convention July 21. Both will be held at the International Amphitheatre in Chicago, with extensive arrangefor radio-TV coverage. ments Over 2,000 radio and virtually all TV outlets will participate.

#### Mull Cost Question

Cost question involving use of technical equipment and expense of installation may prove to be thorny if the national committees hold out for the proposition that the networks should bear the total cost. Usual practice has been for industry to pay a considerable part of technical equipment cost. Installation expenses for radio-TV are estimated at roughly \$500,000.

Both the Democratic and GOP party groups are straining to clear the code hurdle as soon as possible, paving the way for study of other problems. The Democratic National Committee also will act in January on choice of an advertising agency for '52 media activities. The GOP has deferred this aspect until convention time. Extent of budgets won't be known until agencies are selected [CLOSED CIRCUIT, Dec. 101.

State primaries will be another indicator for sizing up the radio-TV plans of individual Senatorial and Congressional candidates. Shortly, President Truman's decision on his own political aspirations will set the pace.

Republican politicos at national headquarters already have offered their complete facilities to candidates for the Presidency-Sen. Robert Taft (R-Ohio), Gov. Earl Warren of California, and Harold Stassen as well as campaign groundclearers for Gen. Dwight Eisen-

Mr. Stassen, president of the U. of Pennsylvania, may be expected to make abundant use of radio-TV, having announced his GOP candidacy last Thursday. Gen. Eisenhower's backers, who have set up shop, will pick up momentum once the general declares himself.

The Republican National Committee is preparing a booklet for GOP candidates seeking re-election. Its Congressional Campaign Committee also will be active. Speculation as to radio-TV commitments is regarded as premature at this time, however.

#### SET RECEPTION ARRL Backs Design Drive

POWERFUL American Radio Relay League has thrown its weight into the campaign to "sell" TV set manufacturers into improving the design of TV sets so reception will not be ruined by "ham" transmitter operations.

In a letter to the presidents of all TV receiver manufacturing companies, A. L. Budlong, general manager of the ARRL, called on them to provide "in normal design processes, adequate protection in current and future models against transmissions not in the television channels themselves." Pointing to what he called receiver defects -"susceptibility to overload and lack of adequate selectivity"-Mr. Budlong emphasized that these "mistakes" should not be repeated in UHF.

Mr. Budlong indicated that the RTMA Committee on Television Receivers was studying the problem. He also pointed to an article in the current issue of QST, journal of the ARRL, in which George S. Turner, chief of the FCC Field Engineering & Monitoring Division, reported substantial progress in setting up community committees and getting manufacturers to provide filters when their sets are found to be at fault [BOT, Nov.

DRIVE held by WBTV (TV) Charlotte, N. C., to up set sales and mark the growth of television selected a "Mrs. 100,000"-that is, the buyer of the 100,000th TV set in the Carolinas. Winner, Mrs. Clarence C. Brown, of Chester, S. C., won a Hallicrafter short-wave radio receiver and a \$100 Defense Bond. She, and the Hallicrafter dealer, appeared on WBTV Dec. 13 in a special program climaxing the month-long campaign, in which distributors and retailers participated.

# **NFL ANSWERS**

Government Charges

PROFESSIONAL football has stated its case in the suit filed against it by the government [B • T, Oct. 15].

Suit was entered by the government in an attempt to restrain the National Football League from limiting radio and television broad-

Gist of the NFL 35-page argument, filed Dec. 22, in U. S. District Court, is: Professional football is not a trade or commerce within the meaning of the Sherman Anti-Trust Act, and therefore is not subject to its restraint. Also asserted is the lack of any law violation in the league's policy of limiting or restricting radio and TV broadcasts to outside a certain radius of the city in which the home game is played.

While acknowledging that it follows a practice of limited broadcasting, the football league said it is not an unreasonable restraint and is imposed only on 12 days a year to protect the good will and franchise of each football club.

However, the brief continued, in order to maintain good will and advance the franchises' value, the league permits radio broadcasts and telecasts of games in cities other than those in which games are being played.

Suit is to be argued Jan. 8 before Judge Allen Grim.

Other points of the brief: Public is not deprived of anything since the game can be seen later in motion pictures which are telecast or can hear broadcast recordings; league has property right in radio and TV and can select whomever it wants, whenever it wants, to make radio broadcasts and tele-

#### Croslev Cuts Prices

REDUCTIONS ranging from \$20 to \$60 on designated 16, 17 and 20-inch receivers were announced by the Crosley Division of Avco Manufacturing Corp. last week. Actually, officials said, the reductions, based on prices prevailing on Sept. 12, amount to \$140-190 compared to prices established when these sets originally were in-

# LONG LINES

52 Outlook Uncertain

REVIEW of growth during 1951 and an outlook for 1952 which hinges on materials availability was contained in a statement by H. I. Romnes, director of operations, AT&T's Long Lines Div.

"During 1951 Long Lines added 6,500 miles of TV channels bringing the total to over 24,000," Mr. Romnes revealed. "Four cities were added to the network during the period making available live network programs to 14 stations not served in 1950. Investment in facilities used for TV rose to \$85 million," he added.

The rapid development of intercity video networks since World War II, Mr. Romnes said, is best illustrated by the fact that on Jan. 1, 1947, the Long Lines network consisted of two channels interconnecting stations at New York and Washington-a total of 476 miles. Now, Mr. Romnes added, 24,000 channel miles provide service to 86 stations in 46 cities.

Theatre TV demands also have been on the rise, he noted, "Since the first commercial theatre television service was furnished by the Bell System on June 15, 1948, 33 theatres in 17 cities have received service on a total of over 500 occasions."

Because of priorities for defense construction and of possible material shortages, Mr. Romnes said next year's program was difficult to establish.

"Nevertheless." he added, "Long Lines is moving along with its plans and hopes during the year to add Miami, New Orleans, Dallas, Ft. Worth, San Antonio, Oklahoma City and Tulsa to its network.

"Other plans," Mr. Romnes disclosed, "include the connection at Buffalo with a proposed Canadian link to Toronto and Montreal and the provision of additional channels over existing routes.

#### SCHECHTER POST

Confirmed by Weaver

APPOINTMENT of A. A. (Abe) Schechter as an NBC general executive for the television network [BoT, Dec. 24] was confirmed last Wednesday by Sylvester L. (Pat) Weaver Jr., NBC vice president in charge of television. Leaving a vice presidency of Crowell-Collier Pub. Co. to take the post, effective Jan. 1, Mr. Schechter will supervise various major NBC-TV projects, Mr. Weaver said.

His first assignment will be to take complete charge of the new two-hour early-morning communications show, Today. Mr. Schechter established and for several years was director of the NBC News and Special Events Dept. and, after World War II, was vice president of Mutual in charge of news, special events, publicity and TV coordination from 1945 to 1950 when he joined Crowell-Collier.

# CANADIAN TV

Govt. Upholds CBC Plan

CANADA's Parliamentary Radio Committee has thrown out a plea of the Canadian Assn. of Broadcasters for a separate regulatory body and an opportunity for private stations to get into television immediately.

Committee's recommendations to Parliament noted there have been several investigations of radio broadcasting in Canada in late years and all of them found principles underlying the Canadian radie broadcasting system sound. It proposed Canadian Broadcasting Corp. continue to be the regulatory body and that the Dept. of Transport still handle technical problems. However, closer liaison between CBC and private stations was urged. Committee also asked that CBC proceed as soon as possible with the extension of TV coverage for Canada.

During the debate on appropriations for the Canadian Broadcasting Corp. fortnight ago, in the Canadian Parliament at Ottawa, Socialist Leader M. J. Coldwell, commended the government on its TV policy. He said that "to let private interests develop television would be a punishment on the Canadian people for the neglect of this Parliament. I don't want to see our people get the kind of punishment the Americans are getting from commercial television. I am convinced our people would rather wait a while than have the kind of television inflicted on them that they have in the United States."

Donald M. Fleming, Conservative Party, upheld the right of private enterprise to get into TV. He stated that Canada was without its own TV because the government was against licensing private TV outlets. He did not see how the government could justify its denial of outlets to people who were perfectly willing to risk and perhaps lose money on TV stations. As a result Canadians would not have a great deal of TV for several years, he said.

Meanwhile, an amendment to Bill 17, which is pending before the Canadian Parliament, has been offered. It would widen the appeal of Canadian independent broad-casting stations to the courts. Sen. Arthur W. Roebuck (L-Toronto) supported the amendment to widen the grounds on which a privately-owned station may appeal a CBC decision to suspend its license. It would allow stations to appeal to the courts on questions of fact as well as of law as had been originally proposed in the bill.

#### KTTV Buys Films

KTTV (TV) Los Angeles has purchased rights to six Hunt Stromberg feature films for \$50,000. Over a two-year period, beginning June 1, 1952, the station can show each film seven times.



TELEVISION aid in New York's fund campaigning for United Cerebral Palsy has proven such a success, other cities are reported planning to use TV formula in coming year. Discussing program factors in New York drive are (I to r) Jinx Falkenburg and Tex McCrary, two of many TV, radio and entertainment stars who appeared, and Robert M. Weitman, vice president of United Paramount Theatres and chairman of UCP Talent Committee.

# Dr. DuMont Sees Future

PROGRESS in development of TV signal transmission by invisible light rays is claimed by Dr. Allen B. DuMont, head of the Allen B. DuMont Labs. He has predicted the method, first announced last January, will be ready for network relay use within two years and for community service in five years.

Dr. DuMont holds a patent on the process and has been working on it several years. The Navy used light for voice transmission in Boston harbor early in World War II, he said. Tests of the technique were shown to the public in the '30s.

Because solid objects between transmitter and receiver would block out signals, community service would be restricted to areas with uninterrupted line-of-sight from a central antenna to home. That limitation, Dr. DuMont feels, is more than offset by low cost of transmitting and receiving equipment.

Good reception via light beams has been obtained a quarter-mile from the transmitter, he said, with extension to five miles adequate to cover most small and many mediumsize communities.

#### Nats' TV in '52

AMERICAN League's Washington Senators, which restricted the telecasting of games to 21, less than one third of its total home baseball games in the 1951 season, have announced the same policy for the coming baseball season. The Senators finished in seventh place at the end of the 1951 season. Christian Heurich Brewery, which sponsored the games last season on WTTG (TV) Washington, and also several night games to Baltimore televiewers, has taken up its option on television and radio rights. All 77 home games will be on radio (WWDC Washington last season). There were no provisions for telecasts to Baltimore.

#### ARMY SERIES SET

51 Outlets to Air Films

SERIES of 13 half-hour films, The Big Picture, depicting the progress of the Korean war from its outbreak on June 25, 1950, up to Aug. 20, 1951, will start running on 51 TV stations as a weekly series sometime during January. gram, produced jointly by the Radio-TV Branch, Public Information Div., Department of the Army, and the Signal Corps Photographic Center, utilizes films made by cameramen of all branches of the armed forces. It is on 16mm film and is distributed by Col. E. M. Kirby's Radio-TV Branch of the Department of the Army in Washington.

Series is available for local sponsorship, with the Federation Bank & Trust Co., which is sponsoring the program on WCBS-TV New York each Sunday, 2-2:30 p.m., starting yesterday (Dec. 30), announced as the first advertiser to sign for this program. Capt. Cal Zimmermann, formely in radio in Milwaukee, is writer and announcer of the series.

#### Uses Newsreel Style

The Big Picture, comprising War and Its Masses, War and Its Men, War and Its Machines, according to the third episode previewed in New York last Thursday, traces the events of the Korean war in newsreel style, each episode covering roughly a month of action. Lt. Al Gannaway, representing Col. Kirby, who was ill and unable to attend the advance showing, said that it is hoped that the series may be extended beyond the 13-week cycle. Ten of the 13 episodes have been completed, he said; the other three are now being edited and prepared for telecast at the Signal Corps Photographic Center at Astoria, Long Island, New York.

#### DON LEE TV

Marks 20 Years Dec. 23

DON LEE Television Dec. 23 celebrated its 20th anniversary. In observance of the event the network's present Los Angeles station, KHJ-TV, carried a special documentary program outlining highlights of its activities over the 20 year period.

Harry Lubcke, formerly chief engineer for the network and now an independent television consultant, was guest moderator on the program.

The western network began its television career Dec. 23, 1931, with experimental station W6XAO. In May 1948, the station became officially known as KTSL. Two years later Don Lee was temporarily out of television when CBS purchased the outlet renaming it KNXT. In June 1951, it was back with the purchase of KFI-TV Los Angeles, whose call letters were changed to KHJ-TV.

# SEATTLE LAW

imits TV Dealer Promotion

A SEATTLE city ordinance enacted in 1924 is being interpreted to restrict the promotion of television sets, and Seattle dealers do not like it.

Through their organization, the Seattle Appliance and Music Dealers Assn., they have asked the city council to amend the measure, which requires a \$7-a-day fee for "hawkers."

In at least one instance, the measure, which calls for licensing of merchants who use sound to attract prospective purchasers, has been invoked against a TV set dealer who had a receiver operating on his premises.

The dealers' association has met with the city council's license committee, in an effort to have the law modified. The committe is currently studying the matter.

Broadly written, the measure covers virtually all types of noises which might have the effect of causing crowds to collect in public places. Sole exception written into the ordinance is the street selling of newspapers. That it was not intended to cover television, however, would seem indicated by the date of its enactment, when television was not available to the purchasing public, according to one source.

# BANK' TO CBS TELEVISION Switches from NBC Spot

BRISTOL-MYERS Co. decided last week to move its Break the Bank television program from NBC-TV to CBS Television, where spokesmen said it will start on the full 62-station network on Jan. 13, in the Sunday 9:30-10 p.m. spot vacated by the shortening of the Fred Waring Show to 30 minutes.

The decision will mean approximately \$600,000 in annual billings to CBS-TV, it was estimated.

The radio version of Break the Bank is carried on ABC and has been a regular feature since 1946. Simulcasting started in October 1948 and a year later an independent TV version was launched on NBC-TV. Agency for the account is Doherty, Clifford & Shenfield, New York.

The quiz show is one of several programs being added to the CBS-TV schedule on Jan. 13. Others include the return of Mr. Imagination, Quiz Kids and Columbia Television Workshop.

#### WTVJ Expansion

IN LUNE with expansion plans, WTVJ (TV) Miami has announced that it is constructing a three-story building near its present facilities. The new addition will make more office space available in WTVJ's present building, Mitchell Wolfson, WTVJ president, explained. Construction plans aim for completion of the new building by February.

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The rich heritage of over 12 years experience in the design, manufacture and use of telecasting equipment is reflected in every piece of Du Mont equipment today. This experience results in equipment without peer for performance, dependability and operating economies.

Du Mont-equipped stations were among the first to "break into the black" a few years ago. Today a roster of the most successful stations in the television world shows an impressive percentage of partial or 100% Du Mont-equipped operations.

It was Du Mont who first advocated the "Grow As You Earn" basis of station equipment. This has paid dividends to the many stations who recently increased their transmitting power through the Acorn-to-Oak Series Transmitters. Such power increases were achieved with no loss of "time on the air" or loss of former equipment.

> Truly, a Du Mont-equipped TV station exemplifies OPERATION SUCCESS!

Equipment

(500 Watt) ACORN



S KW OAK TRANSMITTER



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



# telestatus



#### TV Production Aided **Bv New Devices**

(Report 196)

THE RCA Engineering Products Dept. has developed a video special effects amplifier which,

RCA said, "can electrically accomplish fades, dissolves, superpositions, wipes, insertions and other dramatic picture combinations at microsound speed," Apparatus is a single rack-mounted unit which accepts the two picture signals to be mixed, together with a masking signal, delivering the desired composite signal. The masking signal, which controls the relationship between the two video signals, may be delivered by virtually any type of TV camera or by a synthetic signal generator. When the masking source scans black, one signal is transmitted; when it scans white, the other is transmitted. "Effects and mask shapes are limited only by the imagination of the producer or program director," RCA said, predicting that the new amplifier will soon displace TV's present optical and mechanical effects devices.

#### 'Regiscope' Helps TV, Film Effects

AN ELECTRICAL, remote control system that brings flexible, lifelike action to miniature characters, has been perfected and patented under trade name of "Regi-

scope" by Edward Nassour, independent Hollywood motion picture and television producer.

Representing more than 10 years of laboratory experimentation and an expenditure of approximately \$75,000, it will go into manufacture within the next 60 days, according to Mr. Nassour. He and his brother William will retain control of the manufacture and usage of the Regiscope, producing films for themselves and for other TV and motion picture companies.

He pointed out that cost of Regiscope-controlled caricature filming will be approximately one-third that of current pen-and-ink animation and will revolutionize use of animation in live-action scenes.

Recent demonstration showed that flexibility of facial expressions and body movements, controlled at high speed or slow movement, surpasses any previous methods of animation in many respects. First professional use of the Regiscope system will be in certain sequences of the feature film Ring Around Saturn, which Mr. Nassour will produce.

The Nassour Bros. also have started a new, as yet untitled television series that will utilize characters controlled by the Regiscope system. New studios equiped at more than \$200,000 have been established at 5833 Sunset Blvd.

where the "Regiscope" sequences and featurettes will be produced.

#### 'Out-of-Home' Viewing Reported for N. Y.

"OUT of home" listening and viewing in New York area added 16.2% to the regularly measured "at home" audience in radio and 10.2% for television, Pulse Inc. reported last week.

The plus provided by out-ofhome radio listening was greater during the daytime than at night. From 6 a.m. to 6 p.m. away-fromhome listening boosted the radio audience by 16.7% as compared with 14.7% at night.

The opposite holds true for television. Nighttime viewing in public places or in the homes of friends and relatives was more than triple the daytime level. At night, this out-of-home viewing added 11.3% to the video audience; during the daytime, 7.0%.

# 'Howdy' and 'Foodini' Termed Objectionable

SHOWS, Howdy Doody and Foodini the Great, were tabbed as "objectionable" for children by the

(Continued on page 60)

#### Weekly Television Summary-December 31, 1951-Telecasting Survey

*******					ets in Area
City	Outlets On Air	Sets in Area		Outlets Oil Att	116,662
0117	OB-TV	12,100		WAVE-TV, WHAS-TV	110,002
	WOI-TV	73,441	Matamoros (Mex	ico)-	11,100
	WAGA-TV, WSB-TV WLTV	165,000	Brownsville, Tex.	XELD-TV	108,780
	WAAM, WBAL-TV, WMAR-TV	350,304	Memphis	WMCT	93.800
	WNBF-TV	47,200	Miami	WTVJ	294,446
	WAFM-TV, WBRC-TV	70.000	Milwaukee	WTMJ-TV	280,200
	WTTV	125,000	MinnSt. Paul	KSTP-TV, WTCN-TV	48,269
	WBZ-TV, WNAC-TV	832,670	Nashville	WSM-TV	212,000
	WBEN-TV	241,005	New Haven	WNHC-TV	72,643
	WBTV	106,158	New Orleans	WDSU-TV	72,043
	WBKB, WENR-TV, WGN-TV, WNBQ	1,027,738	New York	WABD, WCBS-TV, WJZ-TV, WNBT	2,750,000
	WCPO-TV, WKRC-TV, WLWT	322,000		WOR-TV, WPIX	2,750,000
Cincinnati	WEWS, WNBK, WXEL	547,790	Newark	WATV	91,191
	WBNS-TV, WLWC, WTVN	200,000	Norfolk	WTAR-TV	108,278
	AADM2-1A' AAFAAC' ALLALE	200,000	Oklahoma City	WKY-TV	110,756
Dallas-	KRLD-TV, WFAA-TV, WBAP-TV	145,412	Omaha	KMTV, WOW-TV	970,000
	WOC-TV	80,484	Philadelphia	WCAU-TV, WFIL-TV, WPTZ	47,100
Davenport	Include Davenport, Moline, Rock Ise.,		Phoenix	KPHO-TV	342,300
Quad Cities	include Davenport, Monne, Rock 1901,	227,000	Pittsburgh	WDTV	180,000
Dayton	WHIO-TV, WLWD WJBK-TV, WWJ-TV, WXYZ-TV	705,323	Providence	WJAR-TV	95,071
	WICU	80,379	Richmond	WTVR	98,120
	WICO	,	Rochester	WHAM-TV	80,484
Ft. Worth-	WBAP-TV, KRLD-TV, WFAA-TV	145,412	Don't Internal	WHBF-TV	
	WDAF-IV, KKED-IV, WIAA-IV		Quad Citie	es Include Davenport, Moline, Rock Ise., I	64,600
Grand Rapids- Kalamazoo	WOOD-TV	160,413	Salt Lake City	KDYL-TV, KSL-TV	62,047
	WFMY-TV	89,138	San Antonio	KEYL, WOAI-TV	119,500
	KPRC-TV	107,500	San Diego	KFMB-TV	298,000
Huntington-	KFKC-14		San Francisco	KGO-TV, KPIX, KRON-TV	298,000
	WSAZ-TV	63,167	Schenectady-		187,200
	WFBM-TV	192,500	Albany-Troy	WRGB	116,500
	WMBR-TV	46,000	Seattle	KING-TV	348.000
Jacksonville Johnstown	WJAC-TV	126,500	St. Louis	KSD-TV	152,793
	MYWC-1A	1,40,000	Syracuse	WHEN, WSYR-TV	127,000
Kalamazoo- Grand Rapids	WK70 TV	160.413	Toledo	WSPD-TV	89,263
Grana Kapias	WDAF-TV	170,457	Tuisa	KOTV	60,000
Kansas City Lancaster	WGAL-TV	123,055	Utica-Rome	WKTV	312,100
Lancaster	WJIM-TV	70,000	Washington	WMAL-TV, WNBW, WTOP-TV, WTTG	87,375
Los Angeles	KECA-TV, KFI-TV, KLAC-TV, KNBH		Wilmington	WDEL-TV	87,370
Los Angeles	KNXT, KTLA, KTTV	1,334,899			
	A SALES OF THE SAL			-1 1161 11	1 14 964 000
Total Markets	n Air 64*	Stations on Air	109*	Estimated Sets in I	Use 14,764,000

Total Markets on Air 64\*

\* Includes XELD-TV Matamoros, Mexico

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

# the world's TALLEST tv tower!

WSB-TV 1,062 FT. Advertisers on WSB-TV picked up a big hunk of additional market as of this past September 30th. That is when WSB-TV switched to Channel 2 and began telecasting with 50,000 EIFFEL watts of radiated power from the world's tallest television tower. WSB-TV now carries your picture story, clear and strong, to thousands of TV homes MPIRE STATE BUILDING never reached before - and still VASHINGTON unreached by other Atlanta stations. MONUMENT If you want more for your money get on WSB-TV. wsb-tv Channel 2 - 50,000 watts Journal and Constitution

# TAKES SSB POST

V. H. Rothschild Named

APPOINTMENT of V. Henry Rothschild, New York attorney, as vice chairman of the Salary Stabilization Board in a move to speed up processing of cases has been announced by Roger L. Putnam, Economic Stabilization Administrator.

Mr. Rothschild, SSB general counsel and board member, will spell Justin Miller, salary board chief, with authority to direct operating activities of the Office of Salary Stabilization. Judge Miller, NARTB general counsel and board chairman, has been loaded with administrative responsibilities while serving on a parttime basis, Mr. Putnam noted.

At the same time Mr. Putnam announced a series of movies designed to help SSB clean up a mounting backlog of cases, including a decision touching on over-scale performers in radio, TV and other entertainment fields. SSB is "snowed under" with a backlog of more than 3,000 cases, he added.

Mr. Putnam's program includes steps to (1) clean out old cases promptly by mobilizing a task force from ESA; (2) revamp SSB's internal structure, and (3) organize a nationwide information service for employers, utilizing 70 field offices of the Wage-Hour Division of the Dept. of Labor.

Mr. Rothschild, who assumes his

new post Jan. 2, will relinquish the general counsel's position. As vice chairman, he will work for closer coordination between the board and the Office of Salary Stabilization, its administrative arm. Board members have been serving in an advisory capacity.

It was Mr. Rothschild who charted the board's course on the salary question in the entertainment industry—urging that overscale talent adhere in each industry to self-administrating regulations drawn up by the government, rather than to a voluntary code promulgated by industry [B\*T, Dec. 10].

The board has not yet formulated regulations for entertainment, but it was expected that a decision would be forthcoming more quickly as a result of the realignment action. Sports also will draw a ruling from SSB.

A report has been submitted by a special SSB panel, which reportedly advocated voluntary code procedure following talent hearings on over-scale performers. The course charted by Mr. Rothschild before the National Assn. of Manufacturers has the effect of overriding panel's recommendation on this aspect [CLOSED CIRCUIT, Dec. 17].

HARRY J. HARMS, active in selling to distributors since 1947, named district sales manager for Nassau and Suffolk Counties by New York factory distributorship, receiver sales division, Allen B. DuMont labs.



#### SET DEMAND

#### **Increased Output Needed**

INDUSTRY output of TV sets will have to be increased "substantial-py" by the end of 1952 if there are going to be enough sets to satisfy demands of persons in newly-opened video areas.

This is the opinion of John S. Meck, president of Scott Radio Labs, Chicago, who predicted last week that 12,600,000 sets will be needed to fill the "immediate demand" for receivers within six months after new stations take the air in what now are non-TV areas.

Basing his conclusions on a survey conducted by Scott among 143 families in Fort Wayne, Ind., Tampa, Tucson, Denver and Portland, Ore.-all non-TV areas-Mr. Meck said the 16,800,000 families now living in non-TV areas will buy sets faster than did residents of TV markets. "It took about 41% years to put just over 13 million sets into homes of about half the 27.412.700 families now estimated to be within reach of television. If families in the new television markets go for it as they indicate they will, nearly three-quarters of them will be storming the dealers' stores within six months after broadcasting starts."

Mr. Meck said of the families answering the survey questions, 2% already have TV, even though they are beyond a 100-mile limit. Of the rest, 59% said they would buy a set as soon as telecasting begins locally, with another 32% saying they are undecided. Only 7% said they do not plan to buy.

Mr. Meck said TV set production for 1952 is estimated as 4½ million, which compares with 12,600,-000 sets he says will be needed after new stations go on the air.

#### **ABC-TV Signs Henrich**

TOMMY HENRICH, who earned nicknames of "Old Reliable" and "Mr. Clutch" during his 13 years in big league baseball, has been signed to long-term contract as TV sportscaster by WJZ-TV New York, key video station of ABC Television Network. Starting his new career Dec. 18 on the Russ Hodges Sports Show (11:10-11:20 p.m. EST, Monday, Tuesday, Thursday, and Friday) he will take over during Mr. Hodges' out of town trips. Program is slated to be telecast five nights weekly after first of year and plans call for the two sportsmen to have an early evening sports show as well.

#### RCA Names Smith

DOUGLAS Y. SMITH, with RCA nearly a quarter-century, was named last week as manager of sales operations for the RCA Victor tube department, according to L. S. Thees, general sales manager of the department. Earl M. Wood succeeds Mr. Smith as manager of the Lancaster plant. W. L. Rothenberger, Mr. Smith's predecessor, was named manager of the RCA-Victor eastern division.

# TV IN EUROPE Great Progress Reported

TELEVISION has made "tremen dous strides throughout Europ within the past months," according to Herbert Rosen, president o. Broadcasting Program Service New York, who has just returned from a three-month business trighters

"Besides France, England and one station in Germany, who already have a daily service, all other countries in the Western part of Europe from Scandinavia down to Italy have prepared the ground work for extensive television service which will commence in ful operation between April and August of 1952," said Mr. Rosen.

Mr. Rosen also said that most of the shows are live and that he arranged for the production of different television features in countries he visited to capitalize on eacl country's best contribution. These contributions he mentioned as operas from Germany and Italy, musicals and operettas from Vienna variety acts and night life from Paris, etc. Mr. Rosen added that in order to maintain production a American standards he has established his own production companies in Europe.

# PASADENA SHOW On Nationwide TV

FIRST nationwide telecast of the Tournament of Roses parade and Rose Bowl football game at Pasadena, Calif., Jan. 1 will feature six Congressional Medal of Honor heroes selected by the U. S. Tressury to promote the sale of savings bonds. The medal winners are serving as grand marshals of the parade.

Sponsoring the parade is Woolworth Co., with Gillette Safety Razor Co. taking the Illinois-Stanford game. Escorting the medal winners for the Treasury is T. Harry Gatton, bond promotion specialist of the Savings Bond Radio Section.

KFMB-TV San Diego has joined Television Broadcasters of Southern California.

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Programming Resources—plus

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turret, remote iris control,
remote focus and range selection. Easiest to service.



Camera Control Unit Touch-identified controls. 8½" monitor tube. Splir or single headphone intercom system. CRO views horizontal, vertical, and vertical sync black. Iris control.



Camera Power Unit Rugged, dependable, compact. Matched to other units in GPL chain. Standard relay panels swing out for maintenance.



Synchronizing Generator Affords maximum circuit reliability without operator adjustment. Binary counters and delay lines, stable master oscillator. Built-in power supply.

#### Complete TV Station Installations from Camera to Antenna



Video Switcher Full studio flexibility anywhere. Control can view, preview, fade, dissolve, etc. Views any of 5 inpuls, 2 remotes, outgoing line. Twin fade levers.



3-2 Projector Portable sync unit. No need for special phasing facilities. Projects rear-screen or "direct in." Ideal for remote origination of film. Relieves load on Telecine.



Professional TV Projector Highest quality 16-mm projector designed specifically for TV. Delivers 100 footcandles to tube. Sharp, steady pictures from 4000foot film magazine.



Remote Control Box Provides revolutionary remote control of camera focus, lens change, pan, tilts. Styled to match other components in the GPL TV line.

WRITE WIRE OR PHONE FOR DETAILS



# **General Precision Laboratory**

PLEASANTVILLE

NEW YORK

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

#### Telestatus

(Continued from page 56)

National Television Review Board in Chicago for the month of December. Howdy Doody was described as "loud, confused, senseless, with the clown's role too feminine," while Foodini The Great was "noisy, with malicious derision that is pointless and excessive shouting."

Four programs were classed as "objectionable" for the family by NTRB which said Eloise Salutes The Stars "glamorizes false values" and features a "lack of clothing"; Juvenile Jury is "in bad taste," and "smart aleck kids should be spanked instead of applauded"; on Leave It to the Girls, "the gowns are cut too low," it "ridicules marriage" and has "excessive frivolity concerning family authority and customs"; Stork Club was "boring, tasteless and glamorizes false values."

#### Godfrey Tops Berle Show

TRENDEX Inc. has listed top 10 evening sponsored network TV programs for Dec. 1-7—based on one live performance during the week—as follows:

RA	NK PROGRAM	RATIN
1	Godfrey's Talent Scouts (CBS)	44.9
2	Star Theatre (Berle) (NBC)	43.9
3	Comedy Hour (AGVA Benefit) (NBC	41.4
4	Your Show of Shows (NBC)	40.7
5	Red Skelton Show (NBC)	40.4
6	I Love Lucy (CBS)	38.6
7	All Star Revue (Durante) (NBC)	35.9
8 9	Fireside Theatre (NBC)	35.3
9	Your Hit Parade (NBC)	33.7
10	Man Against Crime (CBS)	32.6

TV programs with a correctsponsor-identification index of 90.0 or more for October and November—based on field work conducted the first seven days of both months —also were announced by Trendex Inc.:

	Inc.:		Mis- ident-	Don't
		Correct	ified	Know
	1 Your Hit Parade			
	(American Tobacco)	95.7		4.3
1	2 Kraft TV Theatre			
	(Kraft)	95.5		4.5
	3 Ford Festival			
	(Ford Motor Co.)	92.5		7.5
	4 Voice of Firestone			
	(Firestone)	92.0		8.0
	Comedy Hour (Col-			
	gate-Palmolive-Peet)	91.7	2.8	5.5
- 4	Multi-Week Program			
	Perry Como			
	(Chesterfields)	95.3		4.7

# e Po

# film report

TS first series of productions will be started Jan. 15 when Hollywood Television Service Inc. begins shooting Commando Cody—Sky Marshall of the Universe, Morton W. Scott, vice president of firm, announced. The Cody series, which has been in preparation more than a year, will consist of 39 subjects yearly tailored for the half-hour TV periods. It will be produced under the supervision of Mel Tucker and Franklin Adreon.

Hollywood Television Service will aid stations in exploiting the "Commando Cody" character by merchandising programs in TV cities, to include personal appearances of "Cody." Mr. Scott said \$100,000 has been set aside for this purpose.

—A new program depicting people from all walks of life playing "themselves" will soon be made available by Louis Weiss & Co., Los Angeles. Titled The Thrill of Your Life, the film will be offered for national, regional or local sponsorship.

—Senator Estes Kefauver, former Chairman of the Senate Committee on Organized Crime, and long a crusader against gambling in the United States, was filmed fortnight ago for use in the introduction of the television program Crime Syndicated.

Motion picture photography was done by Seaboard Studios Inc. for the Kudner Agency, under the direction of Eddie Sutherland, director and producer for the Kudner Agency.

Senator Kefauver's fee for appearing was donated to the Cordell Hull Foundation for World Peace.

#### Production and Sales . . .

ILLUSTRATE Inc., Hollywood, is forming an association of nationally known magazine cartoonists, including Virgil Partch, Gardiner Rea, Richard Decker and others, to promote use of their art styles in TV film commercials. These services, to be available to both regional and national advertisers, would enable firms to utilize sales impact and familiarity of the art styles. Idea stems from series, produced for General Mills, on which Illustrate Inc. and Virgil Partch collaborated.

JACK CHERTOK PRODUCTIONS, Hollywood, in preparation to making series of 26 half-hour  $Sky \ King$  video films for Derby Foods Inc. sponsorship [B $^{\bullet}$ T, Dec. 24] and two self-financed new TV series, moved entire production unit from Hal Roach Studios to General Service Studios, taking over two story building Pine-Thomas Productions formerly occupied. Production on  $Sky \ King$  scheduled to start Feb. 4., with Peter Pan Peanut Butter to be promoted on TV series.

FILM VISION Corp., New York, has completed production of a series of Western half-hour TV films entitled The Buster Crabbe Show, which will feature the western hero introducing a group of his own adventures and a group of Texas Ranger stories. The film corporation plans to have 26 half-hours filmed by January with a release date on or about February 1.

JERRY FAIRBANKS PRODUC-TIONS, Hollywood, to open first of proposed branch offices in Detroit soon after Jan. 1. Richard Bonds, sales executive Ray Wolff Studios, Chicago, to head new office. Establishment of additional branches in key cities to be announced soon.

\* \* \*

EXPLORERS' PICTURES Corp. plans third series of its The Big Game Hunt, President Jules B. Weill announced. The first package of 13 films has been completed and the second group of half-hour programs is nearing completion. Each film, complete in itself, is based on the exploits of Osa and Martin Johnson.

221 B. BAKER ST. FILM PRO-DUCTIONS Inc., Hollywood, formed by Irving Allen and Cubby Broccoli, is readying plans for February shooting of 26 half-hour television films, based on Sherlock Holmes' stories by Sir Arthur Conan Doyle.

HAL E. ROACH PRODUCTIONS, Culver City, Calif., is shooting an hour-long television film, The Children's Hour. Geared for children, the pilot film will be made up of four parts, The Clown, Hal Roach's Rascals, The Little People, and The Stray Lamb, a Bible story. Maureen O'Sullivan is narrator, James

CBS Television, Hollywood, to begin another Amos 'n' Andy half-hour TV film series of 26 in January. Freeman Gosden and Charles Correll continue TV program supervision. Script writers are Robert Ross and David R. Schwartz. Writers Joseph Connelly and Robert Mosher leave TV version to

write Amos 'n' Andy for CBS

Tinling directs and Sidney S. Van

Leuren produces.

ROLAND REED PRODUCTIONS, Culver City, Calif., plans Feb. 1 shooting of one hour-40 minute commercial color film, Freedom from Housework, sponsored by Westinghouse Electric Corp., Pittsburgh. Film will use promotion and sales material concerned with company's household appliances and will culminate in a full ballet finale, depicting Freedom from Housework idea. Arthur Hoeri is writer.

EDWARD LEWIS PRODUCTIONS, Hollywood, has begun filming new half-hour television series. First of 26 is Skip Tracer, directed by and starring Richard Hayden. Dan Duryea follows with The Affairs of Capt. China. Each film acts as pilot film for possible independent series.

WILLIAM F. BROIDY PRODUCTIONS Inc., Los Angeles, is shooting new television series of 13 half-hour films as yet untitled. Starring Alan Hale Jr. and featuring Dick Tyler with Lyle Talbot, Duke York, Don Turner, Bobby Hyatt, Barry McCormick and Jim Flowers, the adventure series depicts activities of a boy rangers' group. Producer-director Wesley Barry has used Big Bear (Calif.) for location. Series is scripted by Sam Roeca and John Marks.

PORTLAND PICTURES, Holly-wood, has started filming two half-hour television programs produced by company's principals, James Mason, and his wife, Pamela Kellino. An adventure thriller, written by and starring the duo, Portrait of the Murderer, is first. Duel at Dawn, an 18th century costume drama, will follow. Director is Roy Kellino. The pictures are being filmed at Republic Studios, Hollywood.

FLYING A PICTURES, Hollywood, has started shooting Double. Cross Ranch, the 41st western in The Range Rider series. This film is being produced on the company's new television sound stage, which is part of a recently-completed \$500,000 building project.







"The Adventures of Cyclone Malone"...



Action! In just 24 hours, Cyclone Malone moved more than 10,000 self-liquidating premiums for a single sponsor...and started a rush that netted over 106,000 tie-in sales!\*

\* Curries Ice Cream & Candy Co., Los Angeles



Acceptance! Consistently ranked among the top 5 multi-weekly shows in Los Angeles' highly competitive seven-station market.

Available! "The Adventures of Cyclone Malone" is now available on film. Find out more about this delightful musica! marionette adventure series...quarter-hour, five-a-week...ready to sell for you today! For audition print and complete information call or wire our nearest sales office: 44 West 56th Street, New York City 19, N. Y. 612 North Michigan Avenue, Chicago 11, Ill. Sunset and Van Ness, Hollywood 28, California

# **CONSOLIDATED TELEVISION SALES**

A Division of Consolidated Television Productions, Inc.

#### N. Y.-D. C. LINK AT&T to Supplement

APPLICATIONS for nine microwave relay stations between New York and Washington have been filed with the FCC by American Telephone & Telegraph Co., New

Purpose of the new microwave links, which were announced in August, is to provide two southbound television circuits between New York and Washington, releasing two coaxial circuits for telephone use.

Completion is scheduled for August 1952.

There will be no change in the number of circuits available for television except that there will be two more microwave channels. There are now, and will be after the new link goes in, four circuits southbound and one circuit northhound

Cost of the nine-station link is estimated at \$2,480,000, which includes \$1.620,000 for transmitting and other equipment and \$860,000 for land and buildings. Channel requested is 3730-3810 mc. for Class 2 stations, which will operate with 2 w power.

Total distance of the link is nearly 230 miles.

Distance between the stations ranges from 81/2 miles to more than 33 miles.

Applications for terminal stations at each end of the link (New

York and Garden City, Va.) were filed with the FCC last August. Applications for the new units reveal stations will be located at Atlantic, New Egypt, New Albany and Swedesboro, N. J.; Philadel-phia, and North East, Carney, Baltimore and Gambrills, Md.

#### Three Sign Cooley

THREE national firms will sponsor the hour-weekly Spade Cooley Show on KTLA (TV) Los Angeles. Participating in the 13 week contract are Liggett & Myers Tobacco Co. (Chesterfield cigarettes), Minute Maid Corp. (frozen fruit juices) and American Home Foods (Duff's Mixes, G. Washington Instant Coffee), New York. Agency for Chesterfield is Cunningham & Walsh; for other two firms, Ted Bates & Co., all New York.

#### U. of C. on KRON-TV

FIRST accredited college course reported to be offered via television in the West will be started January 15 by the U. of California Extension Division, Dept. of Correspondence Instruction. will be in child psychology and telecast by KRON-TV San Francisco Tuesday and Thursday mornings. Course will be under the direction of Dr. Mary Cover Jones with a staff of instructors from the University's Institute of Child Welfare.

# last call for copy

### TELECASTING Yearbook

Deadline January 21

It's the only book in the business which packs hundreds of references and tabulations between two covers. It's an important working tool for TV people all through 1952.

Circulation: 16,000 guaranteed, covering every agency and national advertiser of TV consequence. Deadline is January 21. So please air mail your reservation today.

## THE first TELECASTING YEARBOOK

Published Mid-February

#### 'WALKY-PUSHY' Developed by KNBH (TV)

AN INDEPENDENTLY operated TV camera unit, tested for a radius of one-half mile from the receiver with success, has been perfected by KNBH (TV) Hollywood engineers, headed by Jack Burrell, field engi-

Termed a "walky-pushy," unit will be used for the first time during coverage of Pasadena Rose Bowl football game tomorrow

Operating without cables, the mobile camera unit, mounted on a three-wheeled platform approxi-mately 4 by 6 ft., can be pushed in and out of crowds at will while its camera shoots over their heads.

#### ROOF AFRIALS

N. Y. Amendment Sought

NEW YORK Assemblyman Ludwig Teller, Manhattan Democrat, announced last week that he will ask the state legislature to amend rent laws so that tenants may continue to use roof aerials for TV and radio sets if they had previously acquired landlord permission to do so.

Mr. Teller's action followed by one day a decision of New York Supreme Court Justice Murray Hearn, who ruled that roof-use for aerials could not fairly be considered among "essential services" to be provided by landlords. Mr. Teller was reported as saving the decision could cause 15% rent increases for those wanting TV.

#### **NBC** Formula

(Continued from page 23)

mittee which has attacked the NBC basic economic plan pointblank; Clair R. McCollough of the Steinman Stations, and G. Richard Shafto of WIS Columbia, S. C., also members of the Affiliates Committee. At the conference, however, they appeared not as representatives of the committee but rather as individual NBC affiliates.

conference, Messrs. In the Morency, McCollough and Shafto took the position that radio rates should not be cut at this time for any reason, on the grounds that reductions now would precipitate another series of cuts and that television specifically should be eliminated from consideration in any formula for appraising radio rates.

They contended that the rate adjustments now proposed, if effectuated, will mean that in at least one important market, and perhaps others, an NBC affiliate which has long been a leader will be the lowest-priced network affiliate in the city.

Mr. Morency, designated as spokesman for the trio, reported afterwards that President McConnell had indicated that he too felt the present formula is not satisfactory, and that after its first application further studies will be made to devise a new method to measure radio on the basis of its own strength. This was taken to mean that TV penetration would be removed as a factor in appraising radio rates.

Mr. Morency and his associates maintained that it would "illogical" to adjust rates on the basis of the formula even once if officialdom concedes the formula should be changed.

"If it is bad for the future it is bad now," one affiliate insisted.

They strongly questioned why NBC should insist on putting it into effect even once--especially since, despite the fact that over half of the stations will get reductions, the cuts and increases will average out to approximately the existing rate for the total network. Mr. Shafto said afterward that

"it was most disappointing to me that we left the conference with no assurance from Mr. McConnell that he had been the least bit influenced to desist from his plan to invoke the new formula rate values upon all affiliates regardless of their local popularity, their sales effectiveness, their promotional activities—none of which are included in the formula. I hope it will be apparent to Mr. McConnell that many affiliates cannot afford the reduction in their incomes which will result from the imposition of the NBC formula."

KHJ-TV and KFVD Los Angeles will work together to encourage Southern California's 100,000 Spanish-speaking TV families to view KHJ-TV's telecast of Pasadena Rose Parade Jan. 1. Eddie Rodriguez, commenting in Spanish on KFVD's radio version, Spanish on KFVD's radio version, will remind listeners to watch it on KHJ-TV. West Coast Growers and Packers Inc., Fresno, will sponsor television version and RCA Victor, Camden, N. J., will sponsor radio version.

#### TV EQUIPMENT FOR SALE

Our move to the Empire State Building has left us with some spares.

#### TRANSMITTING EQUIPMENT

- RCA T1-5A television transmitter (coils, crystals-Channel 11) side band filter transmitter control console racks transmitter monitoring and input equipment dummy load

#### ANTENNA EQUIPMENT RCA TF-6 B super turnstile antenna

STUDIO EQUIPMENT

diplexer set de-icing equipment

# TD-5A studio camera dolly 73-B professional recorders MI-4928 microscopes

Contact Leavitt Pope

WPIX

Murray Hill 2-1234, New York City

# CITY ANTENN

FCC TV Policy Awaited

FCC is expected to take a stand soon regarding TV community antenna systems—outgrowth of today's limited service from 108 stations. The year-long study is near an end, with the staff report to be handed to the Commission for decision before the end of January.

Community antenna systems are now in operation, or close to operation, in some 50 areas, according to FCC and Bell System estimates. The system, usually sparked by local TV set dealers, works this way: Nearby high mountain top is picked to erect high-gain, directional receiving antenna pointed at nearest big-city TV station. Signals picked up are fed down mountain side via coaxial cable, piped directly to subscribers' homes, also through closed circuit wire lines. Fee is usually charged for installation and for monthly service.

Primary questions that the Commission will have to decide are whether community antenna sys-tem fall under broadcasting or common carrier category and whether system is an interstate or intrastate operation.

The Commission has a specific case to work on in application for experimental microwave intercity authorization filed by J. E. Belknap & Assoc. [B•T, Oct. 15]. This group wants to feed cities in

#### METER METHOD

Telemeter Tells Plans

INTERNATIONAL TELEMETER Corp. has issued a booklet on the future of Telemeter subscriptiontype system of TV. Telemeter is the coin-box method of fee-TV. Paramount Pictures Corp. owns half of the company, which just finished testing on KTLA (TV) Los Angeles [B•T, Dec. 3, Sept. 3].

Booklet emphasizes heavily that Telemeter method is a strictly cash system-in fact the booklet carries the slogan "The only pay as you see method of subscription TV." It indicates that Telemeter promotors plan to lease coin boxes to TV set owners, to franchise more than one TV station in a market, not to sell advertising on programs.

Telemeter has asked Palm Springs, Calif., city council for permission to test the system by piping signals from KTLA (TV) Los Angeles, 100 miles away. Company plans to spend \$100,000 on the test if city authorities approve

[B•T, Dec. 24].

Of other subscription-TV systems, Skiatron's Subscriber-vision is still being tested for "bugs" in New York, via WOR-TV [B.T, Dec. 10], and Zenith's is still expected to file with the FCC for commercialization of its Phone-vision [B. T. Dec. 10, Sept. 24]. Subscriber-Vision uses coded cards to unscramble distorted picture; Phonevision uses telephone lines for the same purpose.

Missouri, Illinois, Kentucky on a community antenna basis, permitting local installation and servicing organizations to handle individual home hookups. The plan is opposed by WMCT (TV) Memphis and KSD-TV St. Louis. the stations Belknap proposes to pickup [BoT, Nov. 12]

No matter how the Commission decides, it is expected to claim jurisdiction over such systems in some degree. That would be in line with its authority over intrastate telephone companies.

Latest community antenna system is that reported planned for Hancock, Md. In the mountainous western part of Maryland, screened by terrain from big city TV signals, a committee has been formed to establish TV service on fee basis. Contract for installation has been let to Electric & Telephone Con-struction Co. of Philadelphia. Potential 3,500 viewers are estimated.

Hancock lies 60 miles airline

from Johnstown, Pa. (WJAC-TV), about 90 miles from Lancaster, Pa. (WGAL-TV), Baltimore (WBAL-, TV, WMAR-TV, WAAM) and Washington (WCBS-TV, WMAL-TV, WNBW, WTTG), 105 miles from Pittsburgh (WDTV).

#### CBS THEATRE

Leases on West Coast

CBS Television has leased the Earl Carroll Theatre on Sunset Blvd. for Hollywood network originations effective Jan. 1.

The price, reported at about \$125,000, includes cost of modifications, which are to start immedi-Arrangements were made by CBS Television with Frank S. Hofues, who in 1950 bought the theatre for \$1,025,000. Earl Carroll Theatre will be used until completion of the projected CBS Television City on Beverly Blvd., it was explained.

#### PROGRAM DEPT.

KECA-TV Establishes Own

KECA-TV Hollywood is establishing its own programming depart-ment, Phil Hoffman, new station manager [B.T. Nov. 12], has announced.

Heretofore, programming of ABC-owned KECA-TV and the ABC TV Network shows, with Hollywood origination, has been responsibility of Cecil Barker, TV director of programming and pro-duction, for ABC Western Div., and Alvin G. Flanagan, program manager for the Western Div. and KECA-TV. Under the new ar-rangement, Mr. Flanagan will be KECA-TV program director and will devote full time to programming that station. Mr. Barker continues as director of TV programming and production for ABC Western Div., directly responsible to Donn B. Tatum, division TV di-

# Hoating Action! for all TV Cameras

## "BALANCED" TV TRIPOD



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

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

Write for further particulars

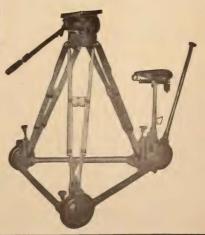


This tripod was engineered and designed expressly to meet all video camera requirements.

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

Below:

3 wheel portable dolly with balanced TV Tripod mounted.



# air-casters



OREST COOKE, program director WHBF Rock Island, Ill., named TV production supervisor WHBF-TV. HARLAN RALSTON named as program director. HAWKS, publicity director, assumes additional duties of personnel direc-

ARTHUR C. STRINGER Jr., sales promotion manager WBTM Danville, Va., named promotion and publicity director WFMY-TV Greensboro, N. C.

JACK GORDON, program director WIRL Peoria, to KDAL Duluth, in same capacity.

HOMER WELCH, program director NBC-KGW Portland, to NBC Hollywood, as associate director on The Bob Hope Show, Tales of the Texas Rangers, and Double or Nothing.

RUTH SHELK named West Coast sales representative ABC Radio's Mary Margaret McBride program.

ALEX COOPER, disc jockey KXLA Pasadena, Calif., to KLAC Los Angeles, in same capacity. He replaces GOODWIN who becomes daytime announcer for station.

MORT COOK, freelance writer, to KFI Los Angeles, on publicity staff.

JOHN MILLS appointed to announcing staff WTTG (TV) Washington. He was with WGAY Silver Spring, Md., and KLZ Denver.

EDDIE NEWMAN to WDAS Philadelphia, as disc jockey.

FRED HUSS, WCLX La Cross, Wis. named to announcing staff KFH Wichita, Kan.

MAX EWING, WBAP-TV Fort Worth, elected president of Dallas-Fort Worth Press Photographers Assn.

HERB BALL, press photographer NBC Hollywood, father of son, Craig Van. Dec. 10.

VIRGINIA WEST, publicity and program department KECA Hollywood, named coordinator of program promotion and public interest campaigns for station.

RICK TERRY, staff announcer WEBC Duluth, Minn., to KLAC Los Angeles, in same capacity.

BARBARA YOUNG to traffic department KCBS San Francico.

ELEANOR R. MORRISON, publicity director WCOP-AM-FM Boston, resigns. No future plans have been

FRANK DARIEN Jr., disc jockey KSJO San Jose, Calif., father of twins, Blaire Marie and Benjamin John, Dec. 8.

#### News . . .

BARBARA KIMBRELL, amateur tennis star, to CBS-TV Hollywood Press Information department, as editor of KNXT (TV) program logs. She replaces MARJORIE OLOFSON who left to join Capitol Records Inc., Hollywood, as publicity writer.

DICK SANDERS, announcer-newscaster WORD Spartanburg, S. C., appointed news editor.

HAL O'HALLORAN, WHBL Sheboygan, Wis., named sports editor KFI Wichita, Kan. BRANDON CHASE to KFI as newscaster. DON RICHARD-SON, KAUS Austin, Minn., named rewrite man on news staff.

BOB WOLFF, sportscaster WWDC Washington, selected to broadcast play-by-play description of Gator Bowl football game over coast-tocoast Mutual network.

RED DONLEY, sports editor and sportscaster WSTV Steubenville, Ohio, selected to speak at annual meeting of District 22 HI-Y Clubs.

GORDON GRAHAM, news director WIBC Indianapolis, elected president of town board at Danville, Ind. Mr. Graham is also police commissioner of town.

PAUL WILCOX, sportscaster WGAR Cleveland, called to active duty with Air Force. He reports to Mather Field, Sacramento, Calif., Jan. 1.

HAL FISHER, news director WGFG Kalamazoo, father of daughter, Diane Melanie, Dec. 8.

BILL NIETFELD, director of news and public affairs KCBS San Francisco, elected president of Northern California Professional Chapter of Sigma Delta Chi, national honorary journalism fraternity.

# TOPS IN OUT OF HOME LISTENING → See Centerspread This Issue ← ON THE AIR EVERYWHERE 24 HOURS A DAY **50,000 WATTS** OF SELLING POWER

#### Will Stress Radio Value In Farm Markets

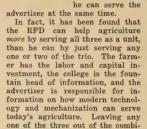
By SAM B. SCHNEIDER

PRESIDENT, NATIONAL ASSN. OF RADIO FARM DIRECTORS

"THE role of radio in reaching the farm market will be the 1952 theme of the International Association of Radio Farm Directors," it was announced by the executive committee following the 1951 convention. (Chicago, Nov. 24-25.)

During the past years, radio farm directors generally have grad-

uated from the role of service to agriculture with commercial no connections. service including the advertiser's help. It is now known, that a farm director can not only serve the college and the Mr. Schneider farmer, but that



nation weakens the picture.

Following this development, farm directors began to look for further professional improvement. It was then that their direction turned toward the fact that farmers were a market for not only farm products, but for general consumer goods. In this light, the executive committee of the international association-recently expanded to include Canada, Australia, Japan and Europe-is programming 1952 committee work, showing that stations with farm service programs are not only the best means

of selling farmers farm products, but that such stations are the best means of selling farmers any type of merchandise.

In other words, radio as the key to the world's fastest growing market-rural America, is the hue and cry for the coming year in the farm radio field.

#### **Agency Beat**

(Continued from page 19)

ican Export Lines and Italian Line at Cunningham & Walsh, N. Y., named vice president.

JULIAN GERRARD, head of his own agency, and ROBERT P. WILSON, Duane Jones Agency, N. Y., appointed executives at W. Earl Bothwell Inc., N. Y. HARRY TORP, Kenyon & Eckhardt, N. Y., appointed media director at Bothwell agency.

RUDY RUDOLPH, account executive ABC Television, Hollywood, appointed commercial manager Leonard Shane Agency, L. A.

RON BLODGETT, Beaver Engraving Co., Portland, Ore., named produc tion manager Hal Short & Co., that city. He succeeds BILL PYLE named account executive, succeeding JAY JONES, recalled to active duty with Air Force.

CLAYTON JUDY, account executive Adolph L. Bloch Adv., Portland, Ore., to Northwest Adv. Service, that city, in similar capacity.

ROBERT L. ZIMMERMAN to Doremus & Co., Chicago, as member of copy and public relations staff. He was with Casler, Hempstead & Hanford, Chicago.

FREDERICK, FRANZ & MacCOWAN Agency, Chicago, dissolves as a partnership Jan. 2, with HERBEY L. MacCOWAN handling business as MacCowan Adv., at 20 N. Wacker Dr. ALEX T. FRANZ will continue to operate under the full agency name at present offices in 221 N. LaSalle St. Bldg.

CFCL Timmins, Ont., and CJNT Quebec City, Que., have been accepted as members of Canadian Assn. of Broadcasters, bringing membership to 106 stations. Associate memberships have been given to Press News Ltd. and British UP.



# OIL NEWSLETTER

PREPARED BY THE OIL INDUSTRY INFORMATION COMMITTEE

NUMBER



FOR YOUR INFORMATION:

Most of the country's editors and publishers know about the Oil Industry Information Committee - what it is and how it operates. Occasionally, however, our letters indicate there are some editors who aren't too sure, and would like to know more about the OIIC. Since this is the beginning of a new year, and the Oil Industry Information Committee is going to be more active in 1952 than ever before, we thought that perhaps a rundown on the OIIC and the reasons for its creation would be helpful to all members of the Fourth Estate.

The OIIC was established in 1947 by the American Petroleum Institute, a non-profit national trade association including all segments of the industry. The industry wanted to help maintain the system of competitive enterprise which has made this country great. As a first step in forming the OIIC, a public opinion survey on the oil industry was made. It showed that far too many people were uninformed about the industry. This lack of understanding made them extremely susceptible to the claims and statements of false prophets, economic planners, idealists, theorists and just plain dreamers. Oil men agreed that the vacuum should be filled with accurate information - for an informed public will ward off regimentation, controls and other threats to the principles of our forefathers.

To this purpose, the Oil Industry Information Committee has been dedicated. By word of mouch, by speeches, radio, television and motion pictures; by booklets, pamphlets and leaflets; by every media and method possible, volunteer oilmen (your friends and neighbors in every Hometown, U.S.A.) are explaining the benefits of competitive enterprise; of how the intense competition between privately-managed companies works for the benefit of the public; how this same competition produces more and better products at reasonable prices; how competitive research keeps every company on its toes and how the ultimate benefit is reflected back to the American consumer.

In your area, there is an OIIC District Office. There are 12 all told, located in Atlanta, Philadelphia, New York, Boston, Cincinnati, Chicago, Minneapolis, New Orleans, Kansas City, Tulsa and Dallas. On the west coast, the Western Oil & Gas Association in Los Angeles sponsors this program. The District Representatives, and your local OIIC Committee, will be more than glad to help you obtain facts about oil. Write, wire or telephone them at any time.

We have a booklet entitled "What is the OIIC?" If you'd like to have a copy of this, or any other information about the program or the oil industry, don't hesitate to write to me.

H. B. Miller, Executive Director
Oil Industry Information Committee
American Petroleum Institute
50 West 50th Street, New York 20, N. Y.

December 31, 1951 • Page 65

# SPORTS FEES

lowa Group to Oppose

PAYMENT of fees for broadcast rights to high school athletic events will be opposed by the new Idaho Broadcasters Assn. A committee has been named to take up the problem with the State Athletic Assn.

Chairman of the IBA school committee is Charles Crabtree, KWIK Pocatello. Other members are Doyle Cain, KFXD Nampa; Dewayne Silvester, KVMV Falls; C. N. Layne, KID Idaho Falls, and Frank C. McIntyre, KLIX Twin Falls.

President of IBA is Earl Glade Jr., KDSH Boise, elected at a Dec. 8 session which completed organization of the association. Other officers include Henry H. Fletcher, KSEI Pocatello, vice president, and Florence M. Gardner, KTFI Twin Falls, secretary-treasurer. Directors are Bert McAllister, KRPL Moscow; Walter E. Wagstaff, KIDO Boise, and Messrs. Layne and McIntyre.

Mr. Wagstaff was elected chairman of a legislative committee charged with working on behalf of a state statute relieving broadcasters of libel responsibility in political broadcasts over which they have no censorship control. On the committee with him are Robert Binyon, KWAL Wallace, and Messrs. Fletcher and McIntyre. manded for broadcasters in expen-



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



diture of advertising funds by govture of advertising funds by government agencies, with criticism directed at the Defense Dept. for purported intent to transfer funds from radio to printed media.

Others who attended the organization meeting were K. Clark, KBIO Burley; Ed Hurt, KFXD Nampa; Hugh Shelly, KIDO Boise; Clayton S. Hale, KEYY Pocatello; Milo Peterson, Henry Waterstone, KGEM Boise, and H. R. McCosh, KCID Caldwell.

### **BOOK GROUP CITED**

Named in FTC Complaint

DEVICE of using radio-TV public opinion polls as a wedge for gaining entrance to homes and then selling encyclopedias cropped up in a complaint filed by the government Dec. 21.

The Federal Trade Commission charged Universal Educational Guild, a publisher, and nine other corporations with using deception in the sale of World Scope Encyclopedia. The complaint was based on practices stemming in part from an alleged contract between Universal and Radio Best Inc., publisher of Radio Best Magazine, It was later changed to Radio and Television Magazine and then TV

Under the contract, according to FTC, door-to-door salesmen of World Scope would undertake the poll in accordance with questionnaires prepared by Radio Best Inc. Payments to Universal also were specified.

Sole purpose of the poll is to enable the salesmen to get a foot in the door and sell the book, the complaint charges. Many people would gladly register their radio-TV program preferences and thus would be less hostile to the salesmen, it was explained. The poll is not conducted on behalf of any radio and television program sponsors, contrary to representations, nor do sponsors assume part of the purchase price of the encyclopedia, FTC said.

Hearing was set for Jan. 16 in New York.

# KPFA (FM) TO RESUME

Buys KSFH (FM) Equipment

KPFA (FM) Berkeley, Calif., listener-sponsored educational station knocked off the air early this month by a big storm, has purchased the facilities of defunct KSFH (FM) San Francisco for \$16,000 and was to resume operations of the new station last week.

The KSFH transmitter, 16 kw, has been out of use since the end of 1950 when the licensee, Pacific Broadcasting Co., discontinued the operation. Richard Moore, general manager of KPFA, said FCC has approved the sale and transfer. The station's new channel, he said, is 231 (94.1 mc).

# allied arts



B. (Brad) PERRIN named vice president in client service division in Chicago Industry Surveys Co.

WILLIAM DIGNAM to New York staff as public relations director.

DWIGHT SPENCER named manager of retail audit operation in Chicago.

GOULD, GLEISS & BENN Inc., Chicago, marketing consultants, opens new branch office at Fort Wayne, Ind. RICHARD THELLMANN is manager.

WILLIAM LINDSEY, vice president and sales manager Universal Re-corders Inc., Hollywood, has resigned.

KENNETH M. FRIEDE, formerly publisher of Seventeen Magazine and New York Morning Telegraph and more recently in public relations with Julius Klein, to Rogers & Cowan, N. Y., pubrelations firm. URSULA HAL-LORAN remains with organization as publicity director.

#### Equipment . . .

AMPEX ELECTRIC Corp., Redwood City, Calif., announces production of new tape recorder for audio recording. Model 400-A offers push-button operation recording up to 15,000 cycles per second at tape speed of 71/2 ips. Recorder is available with heads for either half-track or fulltrack recording.

ROBERT E. LEE, manager of finance, Tube Dept., General Electric, Syracuse, appointed assistant manager of cathode ray tube operations. RAN-DOLPH M. DUNCAN, traveling auditor's staff, succeeds Mr. Lee, as manager of finance.

#### Technical . . .

FRED ALBIN, recording engineer KECA-TV Hollywood, elected president of Society of Television Engineers. ERNEST SCHRIEBER, Pacific Telephone & Telegraph Co., Los Angeles, engineer elected secretarytreasurer.

FRED GATELY appointed cameraman NBC-TV's Dragnet series.

JOHN FILLMORE STUDWELL Jr., KECA-TV Los Angeles to ABC York, engineering staff. GEORGE HILLAS of ABC Chicago, engineering department, transfers to Hollywood

GIL FULLER, night engineer WCKY Cincinnati, father of daughter.

MARVIN FLOYD, engineering staff WCBT Roanoke Rapids, N. C., appointed chief engineer. He succeeds CLAUD MEARS, who has entered government service in Washington,

#### INDUSTRY AID

Cited by State Dept.

PARTICIPATION of American industry and civic groups in the President's Campaign of Truth has more than doubled during 1951, the State Dept. reports in a yearend statement.

Actual worth of more than 60 projects launched by the department's Private Enterprise Cooperation Staff runs into the millions of dollars. "Countless hours of free radio time and advertising space in publications in many countries' were cited in the progress report.

Acting in an advisory capacity, the staff was set up to "coordinate and assist the efforts" of radio television, newspapers, magazines and other media "in combatting foreign misconceptions regarding American life."

Radio's role under the fundamental education program of UNESCO (United Nations Educational, Scientific and Cultural Organization) also was noted. The program was launched recently in Patzcuaro, Mexico, utilizing radio programs, films, film strips, charts and plays.



#### Strictly Business

(Continued from page 18)

a home construction project. His boss, also owner of one-lung KGDR, remarked that since George had "the gift of gab," he wanted him to get on the station that Sunday afternoon and stay there and sell

There followed 21/2 years in San Antonio, first with KGDR, then with KONO. Thence, the trail led to KNOW Austin and to WRR Dallas for a few years. Mr. Harding was announcing, selling and copywriting in these early years. He joined KRLD Dallas in 1937, the start of a long friendship with Clyde Rembert, KRLD managing

In 1944, Mr. Harding became commercial manager for KWBU Corpus Christi, but soon left. That October the Branham Co. out of Chicago was casting about for a fulltime radio man for the Dallas office. Clyde Rembert suggested George, and he was hired.

Born at Plano, Tex., 15 miles from Dallas, his formal schooling ended in his 'teens. He attained a world outlook, however, by joining the Navy. In the first World War he sailed Far Eastern, European and South American waters with a gunboat, tender and submarine, in that order.

Mr. Harding today lives in Dallas' University Park suburb in a trim, lawn-bordered Austin-stone house with his wife Cleo (an exschool teacher) and 9-year-old son Tommy. Wife and boy share George's enthusiasm for the out-

An extracurricular activity in radio helps keep up his mileage on the road. He supervises broadcasts of Texas high school football championship playoffs for Magnolia Petroleum Co., aired over statewide hookups. He formerly announced Southwest Conference grid games and other sport events. He is a member of the Variety Club and the Dallas Advertising League.

KWSO Wasco, managed by Theodore G. Heinrichs, and KPRO Riverside, owned and operated by William Gleason, have joined Southern California Broadcasters Assn.



CONFINED to bed with injuries suffered in an auto accident, Cedric Adams, WCCO Minneapolis commentator, continues all his shows by remote control. Pictured here (inset) he chats with contestants and WCCO pianist-organist Ramona Gerhard at the station via a loudspeaker during Phillip 66 Junior Talent Parade. Similar arrangements have been made for his other shows including his newscasts which are teletyped to his home.

#### **New Regulations** Now in Effect

NEW PROCEDURE requiring certain manufacturers to file under Ceiling Price Regulation 22 and price their commodities accordingly became mandatorily effective Dec. 19.

Price Stabilizer Michael DiSalle thus scotched reports that the Office of Price Stabilization was considering a deadline extension for those producers subject to CPR 22. New ceiling price calculations were to be filed on Form 8 with OPS by that date.

The regulations apply to manufacturers' general price ceilings covering a number of durable goods but excluding radio-TV sets and other appliances. They are exempt pending issuance of tailored directives early next year [BoT, Nov. 19, Dec. 10].

Mr. DiSalle explained also that the deadline applied only to normal calculations and not those based on the so-called Capehart formula providing for advertising and other allowances. There is no deadline for filing the latter (Form 100), which is optional with all companies.

OPS took another step last week involving the allowance plan introduced by Sen. Homer E. Capehart

TOTAL BMB

FAMILIES

From 1949 BMB

Survey

DAYTIME

NICHTTIME

carries the weight

in the Oregon Market

DAY or NIGHT

(R-Ind.). A company now is permitted to file separate applications for Capehart adjustments "on a unit or division" of its business even though either falls within the same industrial classification

Under current procedure, manufacturers could compute allowances for advertising, selling, administration and research plus labor and other factors, on an overall basis for the entire company's operation or on particular units. In the latter instance, not more than 10% of a unit's production could be of commodities in the same industry group as those in other units. The 10% restriction is eliminated.

Thus, makers of multiple linesrefrigerators and other household appliances which fall under CPR 22, as against radio-TV receivers, phonograph records and recordplayers now exempted-could apply for relief.

Previously, manufacturers were required to figure individual dollars-and-cents adjustments for each commodity but they now may calculate directly the overhead (advertising, etc.) adjustment percentage for their entire business.

One exception to requirements specifying that applications be filed with OPS headquarters in Washington has been drawn. In the case of producers whose gross sales were less than \$1 million for the fiscal year ending last July 31. they could file with field offices.

With respect to CPR 30 on machinery, OPS redefined the term "manufacturer" to brand name producers who turn out commodities in their own plants or supply tools.

#### LBS CONTEST

Sandstrom Named Winner

THAD M. SANDSTROM, KSEK Pittsburg, Kans., general manager, leaves for Mexico City and Acapulco next month for an eight-day voyage. The trip and \$500 cash were the awards to Mr. Sandstrom, winner of the Liberty Broadcasting System's nationwide baseball contest, conducted during the 1951 baseball season.

Contest was open to its affiliates June 1 and closed Oct. 1. It was judged on the best over-all promotion conducted by an individual station and manager during the Announcement of the was made Dec. 19 by season winner Gordon B. McLendon, LBS presi-

#### Kellogg Spots

KELLOGG Co., Battle Creek, Mich., has signed eight western singers for group of 39 transcribed commercial announcements to be aired Monday on MBS Wild Bill Hickok show, starting Jan. 1 for 39 weeks. Commercials will plug corn flakes, one of the three Kellogg products advertised on the three-weekly transcribed Mutual show, heard Mon.-Wed.-Fri., 5:30-5:55 p.m. (PST). Program also advertises Kellogg Corn Pops and Rice Krispies. Artists signed in-clude Tex Ritter, Eddie Dean, Jimmy Dolan, Merle Travis, Red Foley, Carl Smith, Roy Acuff and Ernest Hubbs. Agency for Kellogg is Leo Burnett Co., Chicago.

# WWDC nd

in total share of **Washington audience** 



Ask your John Blair man for the whole WWDC story \* Pulse: May-August, 1951; 6 A. M. to Midnight

on the efficient 620 frequency

AFFILIATED WITH NBC

# BMI'S BIG YEAR

### Adds Four New Projects

FOUR NEW projects adding to its Program Clinics are included in the major accomplishments-many undertaken for public service or building good will for broadcast-Broadcast Music Inc., which considers 1951 as one of the most outstanding years in the organization's 11-year history.

Focal point of the 12-month period was BMI's "Independent Source of Supply of Music," with the licensing organization building up popular song rights as well as what it terms concert music, that is, anything "classical" or "serious" or "good."

That the objective for popular music was apparently more than accomplished is indicated by BMI's olding an average of four out of tunes on the Lucky Strike Hit Parade for the past several months, with its newer songs jockeying in to succeed other BMI ballads disappearing from the list. annual poll conducted among juke box operators by "The Cash Box" resulted in a BMI song rating first in every classification: Best record of the year, best country and western record, best folk record and best jazz and blues

The industry-owned licensing and publishing organization started building within the concert music

field by first measuring the public appetite. An informal mail poll, based on several hundred stations, indicated that an average of 61/2 hours of concert music is being broadcast by each outlet weekly, and more than 80% intend to increase their use of concert music within the next few months.

To sustain interest in the subject. BMI puts out a monthly portfolio on concert music containing radio scripts, program material, "Today in Music"—an almanac of important events in music-and the Concert Pin Up Sheet, which selects the best of the recorded classical music for the broadcaster. Broadcasters who cannot obtain concert records locally can participate in a BMI discount purchase plan, provided by the station service department.

A further boost to concert music is provided by the program ma-terial offered as "Your Concert Hall," a half-hour schedule of favorite music chosen by outstanding personalities. In the initial phase, programs were selected by actor Alan Ladd, novelist Fannie Hurst, musician Louis Armstrong, and cartoonist Walt Disney. All such BMI activity is wrapped together as the special project, "More Concert Music on the Air."

#### Sets Up Competition

BMI also has established Young Composers Radio Awards, a contest in music composition-for vocal or instrumental use-open to young concert composers in both secondary schools and colleges. Final rules and regulations are to be announced shortly after the start of the year, but the contest will run until June with a total of \$7,400 in prize money to be paid toward further musical study anywhere within the U.S.

Already supported by music educators throughout the nation. competition will be supervised by a steering committee of people prominent in the field. Plans call for annual repeats of the Young Composers Awards, with future contests to extend over a greater span of time.

To increase teen-age book reading and traffic in public libraries, BMI is also sponsoring a nonprofit "Teen Age Book Parade," identified by Luther Evans, librarian of Congress, as a "conspiracy against ignorance." More than 200 stations have announced their participation in the plan, formulated through 32 state broadcasters associations in cooperation with outstanding bookmen throughout the country.

One hundred noted book-reviewers have been asked to review their favorite volumes with an eye toward whetting youthful appetites towards greater reading. First 13 reviews released for broadcast included Kon Tiki reviewed by book editor of St. Louis Post Dispatch, Red Badge of Courage as discussed

by literary editor of the Chattanooga (Tenn.) Times, and a Chicago Tribune evaluation of Arrowsmith

Fourth new BMI project during 1951 was Benny Goodman's Music Festival, program of the noted jazz musician's comments on classical works which was inaugurated in October, Conceived by WNEW New York, the program was broadcast by the independent station for a full season before it was adopted as a BMI project.

Definitely not a "Pops" broadcast, the series features full-length musical selections, chosen and de-scribed by the clarinetist to encourage greater public appreciation of the classics. Program is distributed to stations for sustaining or commercial use at cost.

BMI Program Clinics-widely and highly praised by broadcasters in attendance-were held in 35 states and Canada and Puerto Rico during the 37 weeks starting March 12. Carl Haverlin, BMI president. and Glenn Dolberg, director of station relations, made them all. The 17th BMI program clinic in New York was held in October, and another is scheduled for Jan. 28-29. Plans for 1952 call for a week-long clinic in Denver with simultaneous series in centrally located and strategic areas, to save time and travel

#### WBAL Appoints

APPOINTMENT of Ivan T. Sanderson, author, lecturer and radio-TV personality, as science and research director has been announced by WBAL Baltimore. Mr. Sanderson will write and conduct a new radio series, You and the Unknown, on WBAL, Monday through Friday, starting Jan. 7. Program will deal with all facets of natural science and will be designed for family appeal, combining education with entertainment, according to WBAL. Mr. Sanderson has appeared on WNBC New York (1948-49). WNBT (TV), its video affiliate, and on CBS color television telecasts. for many groups of broadcasters.

More than 3.000 broadcasterswith station managers and owners accounting for as much as 50% of the attendance-were present at 1951 sessions, all held in cooperation with state broadcasters associations or state committees, and it is expected that the number will be matched by 1952 results, when clinics will be held in some 40

#### ABA MEET

#### To Admit Allied Groups

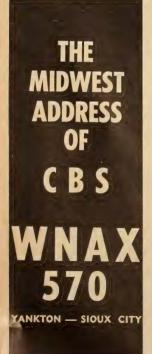
AT ITS FALL meeting, the Alabama Broadcasters Assn. amended its constitution to admit associate membership to persons, firms and corporations supplying goods and services to radio and television stations. They may be admitted upon approval of the board of di-

The board of directors at a recent meeting set \$35 as annual dues for associate members. Membership at present includes 63 stations in Alabama. W. Emmett Brooks, WEBJ Brewton, is president of the association.

Associate members, or their representative, may have the right of attending all meetings of the group upon payment of the usual registration fee. They can be excluded from any business or executive session of the ABA where the presiding officer deems it advisable. Application for membership may be forwarded to the Alabama Broadcasters Assn., P.O. Box 477, U. of Alabama.

#### Political Coverage

BILL HENRY, veteran newscaster for Mutual, reported Dec. 20 that first plans for radio and TV coverage of the Republican National Convention this summer will be presented to the GOP Convention Committee when it meets in San Francisco Jan. 16. Mr. Henry, coordinating chairman of radio-TV committees for both political conventions, said that presentation also was being prepared for the Democratic National Committee, but that no date had been set to dis-





#### BIG PAY-OFF

WHO Des Moines, Your Favorite Hymns, featuring the Songfellows, sponsored by Preferred Risk Mutual Insurance Co., Des Moines. Company reports that results of programs have been very good. Show presents hymns giving background of author with interesting facts about him and hymn. Each broadcast offers pictures of Songfellows, religious narrator and story of hymn.

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#### EXPANDED OPERATION

WFMY-TV Greensboro, N. C., will expand its daytime operations after the first of the year, adding the CBS Arthur Godfrey morning series and placing more emphasis on early morning programming. Station recently increased power to 16.7 kw. North Carolinians joined the Christmas Eve celebration at the governor's mansion in Raleigh via TV, with the First Lady, Mrs. W. Kerr Scott, a featured participant along with Carroll Stoker, WFMY-TV women's director.

#### CHRISTMAS AD

WTMJ-TV Milwaukee, ran special Christmas ad in Milwaukee Journal, giving information on Christmas shows being presented by station. Ad points out viewers can stay at home and enjoy famous stories, choral groups and religious service via television. Station offered 15 hours of Christmas programming over holidays.

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#### LUNCH TIME NEWS

KVOE Santa Ana, Calif., distributing news bulletins to leading Santa Ana restaurants just before the lunch hour. Bulletins contain a condensation of all local, regional and national news.



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

# programs promotion premiums





LATE SANTA

WCBS-TV New York sending trade and advertisers folder of ad appearing in BROADCASTING . TELE-CASTING. Folder reads, "If Santa's Late . . ." and tells of results and rating of The Late Show, program featuring movies for the stay-uplate televiewers. Final pitch says, "Let us show you how every night can be Christmas Eve."

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#### WAVE ANNIVERSARY

WAVE Louisville, Ky., presenting 18th Anniversary show, Mon., Dec. 31, 9:30-10 p.m. featuring voices of WAVE and NBC personalities heard since 1933. New Year's Eve show will spotlight radio personalities of past and present such as Rudy Vallee, Ben Bernie, Will Rogers, W. C. Fields, President Roosevelt, Winston Churchill, and General Mac-Arthur. Recordings of other actual events and programs heard during the years, the Louisville Orchestra, Pearl Harbor bulletin, V-J Day celebration, and Louisville's Marine Reserves leaving for Korea, will give the listener a chance to reminisce over all the things that have happened since WAVE first went on the air.

#### MUTUAL'S BIG MAPLE

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MUTUAL Broadcasting System. New York, distributing to advertisers and the trade giant-size folders likening its system to a big maple tree. Front cover says: "Mister Plus shows how to tap ... Inside folder claims, "the strongest root structure in all advertising. Mutual, largest of all radio networks for the past 12 years, owes its stature to a unique root-structure: 552 affiliated stations in 48 states-." Accompanying letter from Robert A. Schmid, vice president of the network, states, "Any resemblance between the mammoth maple you see here and the world's largest radio network is strictly intentional."

#### NEW ANGLE

KGO San Francisco, Bay Area News, Mon.-Fri. noon, institutes new feature, "Question of the Week," which is gaining rapid popularity with listeners. Audience is asked to mail in opinions on question in the news asked each week on program. Latest query: Should collectors of Internal Revenue be placed under civil service? Responses were 97.7% in favor of

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changing collectors from political appointment to civil service classification. Question to be answered this week: "Which Republican should be nominated for president in 1952?"

#### ----BIG DEAL IN DAKOTA

WNAX Yankton, S. D., recently presented huge merchandising and promotion tie-in that had over 150 stores in 5 states participating. Using "Sell With The Stars" as title and theme, campaign is built around products advertised on forty WNAX-CBS programs. Contest for retail druggists and grocers was first phase, with station furnishing \$1,500 in merchandise prizes along with promotion kits and tie-in material. Each contestant conducted a store event tied - in with WNAX - advertised merchandise as first part of intensive, new point-of-purchase merchandising program conducted by WNAX Promotion Manager Dick Harris. Event garnered sizable amount of newspaper, direct mail, handbill, and display advertising for WNAX and the forty programs featured.

#### 'DUTCH UNCLE'

KFH-AM-FM Wichita, Kans., recently marked milestone with 500th Dutch Uncle Talk. Ralph Hinman, manager of Business Protective Bureau of Wichita Chamber of Commerce, conducts series, which features information to listeners about swindle practices and fosters performances of legitimate business. Mr. Hinman has warned listeners throughout Kansas and northern Oklahoma against phony anti-freeze, phony oil and gold stocks, religious rackets, medical quackery, fake salesmen and fake solicitations. The programs have urged people to trade with reputable business men and promoted honesty and faith in legitimate doctors, and have exerted tremendous influence on listeners.

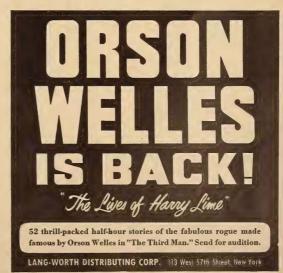
#### PUBLIC SERVICE

KTTV (TV) Los Angeles will carry Saints and Sinners All-Star Marathon Sat., Jan. 12, 11:15 p.m. (PST) until conclusion. Sam Mannis will act as master of ceremonies of public service telecast to raise money for Saints and Sinners (philanthropic organization of local business and professional men) Milk Fund. Personalities and acts from entertainment world will entertain and accept contributions from TV stage. Stanley Cowan will produce and Bob Hiestand will

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

#### Training Course Cited

CEASE and desist order has been filed against Radio Training Assn., Los Angeles, by the Federal Trade Commission for alleged misrepresentation of radio-TV correspondence courses. Firm was ordered to cease claims that its course is capable of training technicians or repairmen in radio and television. Order also cited claim that persons completing the course become qualified to hold high-salaried positions in the industry.



# HOLIDAY SPIRIT

THE HOLIDAY season has been a series of red-and-green letter days on programming calendars of radio and TV networks and local outlets from coast-to-coast.

Many extra network shows were scheduled as the industry gift to the public, apart from regular commercial programs on which the holiday theme, as usual, has been dominant.

Holiday concerts were carried almost daily on the NBC Radio Network with programs leading to a Christmas Eve climax when the Trapp Family, singers who specialize in European folk tunes, gave a concert. Music on other programs was provided by college and industrial choirs including those from U. of Michigan; Columbia U.; Northwestern U.; Baltimore & Ohio Railroad Co., and the duPont Co.

NBC Television's Christmas Eve highlight was a program from 11 p.m. to midnight EST with Actor Charles Laughton giving holiday readings. From midnight to 2 a.m., both NBC-TV and ABC-TV telecast pontifical midnight mass at St. Patrick's Cathedral in New York. A Protestant Episcopal Christmas Choral Communion Service, held in the National Cathedral in Washington, D. C. was telecast on NBC from 11 a.m. to noon Christmas Day.



CBS Radio scheduled 18 choirs and choruses for pre-Christmas week broadcast. Performing choirs included the Hampton Institute Cappella group; the Boys Town (Neb.) Choir, the Schola Cantorum of the Saints Cyril and Methodius Seminary at Detroit, composed of 40 students for the priesthood who sang Gregorian chants.

CBS Radio emphasized Christmas music of all kinds for late afternoon Dec. 24 to early Christmas morning. Ancient Christmas carols dated as far back as 500 A.D. were sung on afternoon programs and at night. Madrigal singerswith harp accompaniment-performed polyphonic compositions for small vocal groups, dating from the 15th Century to the present. The Boston Society of Ancient Instruments broadcast until midnight, at which time the Robert Chorale, with Eileen Farrell as soloist, sang standard Christmas carols for an

CBS Television presented two special religious broadcasts Christmas Eve, both originating in churches: From 11 p.m. to 12:30 a.m. EST, services in St. John's Episcopal Church, Washingtos, D. C., were scheduled for network coverage, followed from 1-2 a.m. EST by the Roman Catholic High Mass from Memorial Chapel in Bovs Town.

ABC Radio has been celebrating the holidays with religious broad-casts, variety shows, special events, dramas, comedy shows, and musical programs. Christmas Eve broad-casts of The Story of the Nativity were followed by a half-hour of Christmas calls between American servicemen stationed overseas and their families at home. A star-filled variety program, with Edward Arnold as host, was aired until 11 p.m. EST, when choirs, glee clubs, choruses and orchestras presented Christmas Carols.

The following day, a special program, Christmas in Europe, was broadcast over ABC Radio from Paris, produced through Marshall Plan cooperation. The Josphul Hour, produced by Father Patrick Peyton and starring Pat O'Brien and Ruth Hussey last year, was rebroadcast from 9-10 p.m. EST Dec. 25.

MBS carried a full hour (2-3 p.m. EST) of conversations tween soldiers of the Far East battle zone and their relatives at home on Mutual of Omaha Calling on Christmas Day. Domestic origin was handled through MBS studios in New York, San Francisco and Omaha while soldiers were heard from Gen. Matthew Ridgway's Tokyo headquarters and from special remote facilities in Tokyo General Hospital, a long-distance hookup involving some 22,000 miles of facilities. The Christmas event was sponsored for second consecutive year by Mutual Benefit Health Accident Association and Omaha, Neb.

### Networks, Stations Stage Yuletide Events

Individual stations, too, celebrated the holidays by religious public service and sale-boosting programs and announcements.

#### In The East

WCCM Lawrence, Mass., contributed to the Yuletide atmosphere by piping Christmas carols from a studio turntable to loudspeakers atop its building. Because George H. Jaspert, WCCM president, believed dawn-to-dusk caroling would be an annoyance to some persons in the business district, the carols were aired only at specific intervals.

WCOU-AM-TV Lewiston, Me, put on a Mammouth Command Performance Christmas Party featuring local stage and radio entertainment. Listeners were invited to call in and request a tune and artist, donating money for underprivileged children. Local Junior Chamber of Commerce distributed funds. Over \$500 was contributed during three-hour program. Station reports calls were received from all over state.

WCCC Hartford devoted its entire broadcast time on Christmas Day to special music programs. Also, throughout the day ministers of various Christian faiths were heard on recorded messages.

The John Gambling Club, heard weekdays, 3-3:25 p.m. over WOR New York, arranged system whereby children of listeners have been getting messages direct from Santa Claus. Parents sending stamped envelope bearing child's name to Santa Claus Gambling, c/o WOR, New York 18, enable child to receive greetings postmarked Santa Claus, Ind., where mail has been flown free by Eastern Airlines. From there messages were inserted in envelopes and mailed back to children.

WQXR New York arranged special fare, including South American folk songs observing the holiday.

WMGM New York, in addition to its Christmas programs, co-sponsored with the U. S. Navy annual Christmas party attended by some 350 underprivileged children aboard the USS Prairie State.

WNYC New York's programming included a Christmas Eve Broadcast of carol singing by an estimated 2,000 persons at the Christmas tree in Washington Square, Manhattan. The station also broadcast portions of a Dec. 22 party given by the city for some 200 underprivileged and handicapped children.

Stars of radio, TV and theatre entertained over 100 hospitalized GI's at Mitchel Field Air Force Base at a Christmas party given Dec. 23 by WHLI Hempstead, Long Island, N. Y. Program was taped by station and broadcast the following day, 2-2:30 p.m. Broadcast was heard by patients who were unable to attend show in mess hall. Arthur E. Paterson Jr., WHLI public affairs director, supervised production.

WNBZ Saranac Lake, N. Y., provided toys for less fortunate children through its program, Santa's Juke Box. The show was originated by Ray Turner, WNBZ program director.

WNJR Newark, N. J., aired 13 hours of special programs Dec. 24-25.

WFIL Philadelphia scheduled a full evening of special Christmas programs for Dec. 25. WFIL-TV Dec. 24 presented a dramatization of The Story of Silent Night.

Teamsters Union, (AFL), Joint Council, Local 463, presented over WIP a series of 11 special Christonas programs, also to include two special New Year's programs.

More than 30 special Christmas programs were scheduled by WIP Philadelphia for the Christmas season. Among the stars who appeared were Charles Laughton, in Charles Dickens' "Mr. Pickwick's Christmas," Perry Como was featured in his own special Christmas program telling an unusual Christmas tale.

Larry Caldwell, "the milkman" at WPIC Sharon, Pa., and his listeners "adopted" a family for

(Continued on page 72)





### A MONTHLY REPORT TO EDITORS

Highlighting Significant Facts about Bituminous Coal

#### U. S. ENERGY REQUIREMENTS MAY DOUBLE BY 1975!

Growing population, increasing production, and expanding needs for electric power all may combine to double this nation's energy requirements by 1975. Weighing these factors, a coal industry magazine forecasts that when this occurs, 'America's coal mines will have to produce coal at a rate of a billion tons a year! Even at such a rate—almost double current output—America's coal reserves are enough to last for centuries. More than 90 per cent of our total fuel resources—coal, petroleum, oil shale, natural gas—are coal.

#### NEW MINES AND NEW MACHINES.

In the last five years America's coal industry has opened or placed in development over 800 new coal mines, more than enough to offset mines that have been worked out or closed for other reasons in this period. On these new mines, and on new machines and new preparation plants, the coal industry is spending hundreds of millions of dollars a year. This testifies to the industry's efforts to strengthen its competitive position, give coal users a better product at the lowest possible cost, and to earn a reasonable profit.

#### MANY OF EUROPE'S DOLLARS BEING SPENT ON COAL.

It became clear during the recent Rome meeting of the NATO Council that lagging European coal production is the number-one production bottleneck. A special dispatch to the New York Times says that more time was spent discussing ways to get more coal than any other subject except actual defense production. It is estimated that if Europe's mines could produce 5% more coal it could get back on its own economic feet. As it is, a large proportion of badly needed American dollars is now being returned to this country as payment for U. S. coal required to meet Europe's fuel deficiencies. More than 32 million net tons of U. S. bituminous went to Britain, France, Italy, and other European countries in 1951, compared with less than a million tons in 1950. It looks now as if overseas shipments of U. S. coal in 1952 will be even greater.

#### STEEL AND ELECTRIC POWER - COAL'S BIGGEST CUSTOMERS.

Electric utilities and the steel industry are now running neck and neck for first place in the roster of coal's customers. Steel output in 1951, reported as 105 million tons, required 105 million tons of coal, if the ton-for-ton yardstick is applied. Electric utilities used 102 million tons of bituminous coal in 1951, passing the 100-million-ton mark for the first time. Both steel and the electric utilities will require considerably more coal in 1952.

#### BITUMINOUS COAL INSTITUTE

A Department of National Coal Association 320 Southern Building, Washington, D. C.

If you have any questions about coal or the coal industry, your inquiry to us will receive prompt reply.

#### **Holiday Spirit**

(Continued from page 70)

Christmas during his 8:05-9 a.m. show, Mr. Caldwell's campaign for a family of nine children and a blind father garnered \$250 and quantities of canned goods, clothing, toys and a Christmas tree. He also sponsored an "Adult Letters to Santa Claus" contest for grownups. Prizes were a man's wristwatch and an automatic toaster.

WBUD Morrisville, Pa. scheduled a three-day, 50-hour Christ-mas Caravan, which began Dec. 23.

#### In The South

WGAY Silver Spring, Md., altered its schedule on Christmas Day to present its annual four-hour Christmas festival. Production was handled by Ernie Tannen, program director, and Chuck Dulane, news and special events director.

contest was conducted by WMAL Washington, Evening Star station, with letters solicited by Jim Gibbons on "Why I should give to the less fortunate at Christmas. Promotion was tied with appearance of Sammy Kaye's orchestra at the National Guard Armory. set from Nash Kelvinator dealers. Large number of slogans were sent to Mr. Gibbons along with canned food for his annual yuletide Country Store in downtown Washington.

WWDC Washington held a Christmas Party with entertainment for the District of Columbia Home for the Aged and Infirm Dec. 21. First half-hour was aired over WWDC. In addition to the show, gifts and \$2 cash was distributed to each resident of the home.

WOL Washington conducted Operation Santa Claus, a special documentary on transportation of Korean and other wounded veterans from service hospitals to their homes for Christmas. Program was heard Christmas Day.

Novel public service promotion was instituted by WBAL-TV Baltimore, which featured individual station talent on eight-second station break films. Seasonal spots began Dec. 15, with personalities wishing listeners a Merry Christmas and urging support of charities

and campaigns for Christmas Seals, Salvation Army, CARE packages and highway safety.

In addition, WBAL played Santa Claus to more than 400 children Christmas morning when it presented a two-hour radio and video show direct from a skating rink in Baltimore's Carlin's Park. The children, invited through the Salvation Army, were given toys, candy, prices and food while they met stars of WBAL and WBAL-

Choir renditions of Christmas music and season's messages from area pastors accented WSVS-AM-FM Crewe, Va.'s Yuletide programming. Fred Oginz and station's special events department visited churches in adjoining towns and tape-recorded unusual production numbers of various choirs. Program was aired at 3:30 p.m. Christmas Day

WTVR (TV) Richmond reported huge success with its show, Santa's Workshop, which began Saturday, Dec. 1, and was repeated weekly until Dec. 22.

WLAG La Grange, Ga., claimed the highest "Merry Christmas" sign in west Georgia. The station has erected three-foot letters high on its FM tower. Entire project was carried out by station personnel

WMBM Miami Beach, Fla., aired six hour show entitled The Christmas Card Dec. 25. Guest stars appeared.

Thirty Korean war casualties, hospitalized at Fort Campbell, Ky., were able to "get home" for Christmas, thanks to a service provided WHOP-AM-FM Hopkinsville, Ky. Station tape-recorded the voices of veterans, enabling them to give personal messages to loved ones and made them available to the folks back home.

#### In The Midwest

Children in four hospitals benefitted from a Christmas fund launched back in November by WLW Cincinnati. Judy Perkins and Ernie Lee of station's Morning Matinee have counted some 32,000 pieces of mail and nearly \$40,000 from listeners. Props used were a contest (asking listeners why they like the program) and a calendar of the pair, sent to all who contributed \$1 or more.

WLW correspondents abroad delivered a total of 53 Christmas messages from servicemen to loved ones in the Ohio Valley. Spadework was done by London Correspondent Vincent Evans Korean Reporter Robert Schakne. Of total, seven were supplied by Army informational services, the remainder from personal interviews by WLW correspondents. Families involved were alerted to broadcast time.

Climaxing its "help-a-needy" campaign, WLWD (TV) Dayton, Ohio, and the entire staff appeared on the Betty Ann Horstman program Dec. 21. Purpose was to wish all viewers and clients a Merry Christmas and express thanks for contributions. Drive got underway with WLWD's adoption of a family earlier in month but deluge of donations made it possible for station to take care of 12 families. Gifts ranged from trees to baby food and were displayed in TV studios to viewers.

Bill Ingram, newscaster KSTP - AM - TV Minneapolis-St. Paul, played Santa Claus to a financially destitute family. He brought \$5,885.62 in cash and \$1,000 worth of food and clothing to home of Mrs. Ben S. Sanchez and four children, left fatherless by a fatal stabbing. Mr. Ingram asked donations on his radio and TV shows. Condition of family was discovered by KSTP's soundon-film department in covering

WTMJ - AM - TV. Milwaukee Journal outlet, got into the Christmas spirit on at least two levelsentertaining 1,000 children between ages of 8 and 12, and airing radio-TV coverage of special church services. Youngsters from orphanages and civic groups were entertained in studios of Radio City by Foreman Tom, featured on daily TV western shows. Special church services were carried on radio-TV Dec. 22-25. Telecasts included midnight mass at St. Robert's Catholic Church and candlelight service from Evangelical Lutheran Church.

A roundup of church services was a highlight of WIND Chicago's Christmas Day schedule. Program was inspired in part by record snow which paralyzed traffic and was aired from 2:05-4 p.m. Portions of services originated from the Salem Lutheran, First Presbyterian, Chicago Temple Methodist, Great Bethesda Baptists and St. Andrews Catholic churches.

KMTV (TV) Omaha on Christmas Eve originated what it considers the first network telecast of a religious service from that city. The station telecast Midnight Mass from Boys Town, founded by the late Father Flanagan, just west of Omaha. Nearly \$40,000 worth of technical equipment was set up inside the Boys Town chapel for the event.

The third annual Lions Club-

WMBD Peoria, Ill., Christia Party raised enough canned for to fill 850 baskets for distribut to needy families. Entertainm included WMBD's Juvenile Thee and the WLS Chicago com team, Homer and Jethro.

WJMO Cleveland General M ager Dave Baylor felt it wa proper to sandwich such hymns "Adeste Fideles" and Night" in between "hot popul tunes. Mr. Baylor felt also that common practice of playing music weeks before the holiday tracts from Christmas. Acco ingly, WJMO did not play ser Christmas music until Dec. 28

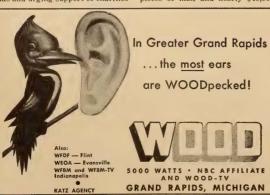
KWAD Wadena, Minn., rep ed that its annual Empty Stock Fund for needy children in the was an outstanding succe KWAD has won the cooperation local businessmen who perforn exchange for listeners' contr

WHBC Canton, Ohio, claim record in having the same man "Santa Claus" for 20 years challenges any other station on score. Children of young Carcitizens listened to the s "Santa's" voice which their par did in many cases.

A Minneapolis father of wanted for desertion of his fan surrendered to police in Island, Ill., after hearing Ch mas carols over the public add system of WHBF-TV Rock Isl

KFH Wichita, Kan., enterta some 2,000 under-privileged dren at a three-hour party Dec Project was co-sponsored by vation Army and local Individuals and firms don truckloads of toys and foods Entertainment included jugg skaters, musicians, dancers magicians. Don Anderson, chief announcer, was m. c.

Christmas spirit also prev at Luther Weaver & Assoc. Paul advertising agency, authorized CARE to send pack of food in the names of its cli to the needy of other count Idea was conceived by Don G ner, agency radio director. C. acknowledged the blanket and also included copies of le





NOVA SCO

SIGNBOARD OF

SELLING POWER IN THE

MARITIME PROVINCES ASK

JOS. WEED & CO. 350 Madison Ave., New Yo He Has the Reasons Why

5000 WATTS-NOW!

had written to the agency's lients expressing appreciation or the contribution.

#### In The West

More than 1,000 soldiers, sailors nd marines had a special Christlas party (with more than 5,000 dividual presents) aboard the roop transport, USS Jackson, anks to the efforts of Jane Todd, CBS San Francisco.

KPIX (TV) San Francisco feaired the Walt Disney Christmas how Dec. 25. TV receivers were stalled in children's wards of

rea hospitals.

KYA San Francisco and 484 BS stations carried Christmas ve in San Francisco.

KRON-TV San Francisco schedled presentation of a 140-voice joir in an hour-long production of The Messiah" Dec. 23.

KNBC San Francisco aired a ecial Christmas show from the ome of Luther Burbank in Santa

osa. Calif.

KGO-TV San Francisco telecast idnight Mass from that city's t. Mary's Cathedral. The station as twice before won honors from e San Francisco chapter of the cademy of Television Arts & iences for this telecast.

The men of the 40th California ational Guard Division in Japan ere recipients of a Christmas surise, thanks to a project launched \* KITO San Bernardino, Station ranged series of phone calls eniling parents, wives and sweetarts to talk to GIs in Japan. orty minutes of conversations corded by KITO and aired twice rristmas Day. Costs were borne two local banks. KITO also rried tape recordings of season's eetings from other 40th Division embers to their families.

KEX Portland, Ore., aired tranribed announcements each day nich emphasized the number of opping days remaining before ristmas. The announcements, oadcast as a service to retail erchants, also made gift sugges-

KIST Santa Barbara, Calif., ingled a wreath of mistletoe from op its transmitter to invite mantically-inclined listeners to be

KFEL Denver's Ray Perkins on

THE PRACTICE of one political party demanding free network time commensurate with that offered to another party for partisan speeches loomed in the background of political circles last week.

The question was raised anew in connection with what was considered a frankly political speech made by Frank E. McKinney, Democratic National Committee chairman, before the organization's midwest chapter in Chicago Dec. 13.

Mr. McKinney, a stockholder in

Christmas afternoon aired special recorded presentation of the opera, "Hansel and Gretel." Presentation of this opera has come to be an annual Christmas Day broadcast of the Ray Perkins Show.

There was warm praise generally, too, for radio and TV networks and stations who contributed time for promotion of the 45th annual Christmas Seal drive of the National Tuberculosis Assn. Campaign opened Nov. 19 with broad support from national and local sponsors, commentators and announcers, producers and writers and advertising agencies, as well as stations and networks.

"All participants in the radio and television industries have been exceptionally generous this year,' according to Dr. James E. Perkins, NTA managing director.

An unusual Christmas touch was added by Art Schofield, director of research and promotion for Paul H. Raymer Co. He sent out Christmas cards postmarked at "Schofield,

Representatives of TV stations in Holland and Brazil sent home video recordings of Christmas greetings they made with Chris J. Witting, director and general manager of the DuMont Network in cooperation with the State Dept.'s Voice of America.

Interviewing Mr. Witting for audiences in The Netherlands was Joseph Stoppelman, New York correspondent for Het Vrije Volk Present from Brazil were Crispin Santos, the Brazilian voice of Warner Bros. newsreel; Alfio Reis-D'Avila, commercial director of Television Paulista in Sao Paulo, and Armando Nauerth, assistant commercial director.

Universal Broadcasting Co. (WISH Indianapolis, Ind.), had attacked the Chicago Tribune and its publisher, Col. Robert R. McCormick, as well as certain segments of the Republican party.

**Equal Time Problem** 

Looms for Radio

The address was carried as a public service or free-time feature by the Mutual Network in which. paradoxically, the newspaper holds 19.3% interest. The Tribune owns WGN Inc. (WGN-AM-FM-TV Chicago), which broadcast the address "live."

While questioning the propriety of such an attack, GOP officials said they had no plans at present to demand equal time from the network. In any event, they said no attempt would be made to answer the attack.

Mr. McKinney told the Democratic National Committee midwest delegates that he "condemns the actions of those Republicansincluding newspaper publisherswho belittle every constructive thing accomplished by the government of the greatest nation on earth." He bracketed the Tribune with Russia's Pravda, claiming both 'edit the news to fit a party line."

The Democratic committee chairman earlier had called a news conference to refute implications in connection with a profit he derived from a stock purchase in Empire Tractor Co. He also told reporters that "somebody is snooping around" with respect to a television application he and Indianapolis associates have filed with the FCC [B•T, Dec. 17].

#### Free Time Problem

FCC is looking into the question of libel in connection with political broadcasts [B.T, Dec. 3], but the problem of free time has never been successfully resolved.

The general practice of networks and stations has been to grant free time for "answering" political speeches made by each party. The chain of events does not cease there, however, since each party prefers to use the time, not for answering charges but putting across its own

A hint of the current disfavor at GOP quarters is a recent national committee newsletter which calls President Truman to task for making a political speech at the taxpayers' expense. It cited a taxpayers' expense. It cited a Cleveland Plain Dealer editorial charging that the Truman administration spends public funds for radio, television and other media. Mr. Truman had castigated the GOP for trying to "buy" the next election.

The latest Truman speech was aired free on ABC and LBS last

month before a women's Democratic group when Mr. Truman returned briefly from Key West, Fla. ABC had simulcast another talk by Mr. McKenney last month from New York.

The issue has been smoldering beneath the surface for months. A recent example was a charge by Sen. Robert Taft (R-Ohio) before the Senate Subcommittee on Elections & Privileges that his opponents spent-but failed to report-\$75,000 paid to MBS for a series of broadcasts by Commentator Frank Edwards. The broadcasts, he charged, were "devoted principally to attacks on me and against my re-election" ([BoT, Dec. 3].

#### Taft Refuses to Buy

Last spring the Senator's office reported a policy whereby Sen. Taft would not buy any time on Mutual because of Mr. Edwards' broadcasts [BoT, March 12].

Mr. Edwards originates his broadcasts in the nation's capital. Key stations of MBS are WWDC and WASH (FM). WWDC assumed the network affiliation from WEAM Arlington, Va.

Mr. Edwards is sponsored by the American Federation of Labor which, one station official reported at the time, took a dim view of the WEAM-Mutual affiliation because of union issues. The labor union spends a considerable amount for the Edwards series.

# In Canada more people listen\* to

# **CFRB**

Toronto regularly than to any other station

\*T HE 1950 BBM figures show CFRB's coverage as 619,050 daytime and 653,860 night time-more than one-fifth of the homes in Canada, concentrated in the market which accounts for 40% of Canada's retail sales.

# CFRB

Representatives:

United States-Adam J. Young Jr. Incorporated

> Canada--All-Canada Radio **Facilities Limited**



# LBS AFFILIATES

ELEVEN stations in the tri-state steel-producing area of Pennsylvania, West Virginia and Ohio have joined the Liberty Broadcasting System, according to Gordon B. McLendon, president of the network. Additions bring the total LBS affiliates to 442.

New stations are WEDO McKeesport, WBVP Beaver Falls, WCVI Connellsville, WABC Kittanning, WKRZ Oil City, WESA Charleroi, WCED Du Bois, WKJF (FM) Pittsburgh, all Pa.: WEIR Weirton and WMOD Moundsville, W. Va., and WOHI East Liverpool, Ohio.

Negotiations for the signing were handled by Bruce Collier, LBS station relations director, and Ed Hershberg, WBVP, who is president of the Industrial Broadcasting System, which is composed of the 11 outlets. The new link, according to Liberty, will now give the network an audience of more than 5 million in the steel center for its 16-hour daily schedule.

#### Thomas A. Ross

FUNERAL services for Thomas A. Ross, 31, Beverly Hills advertising agency executive, were held Dec. 23 at Recita, Calif. Mr. Ross, ac-count executive of The Irwin Co., was killed when his automobile went out of control while he was en route to his Van Nuys home early Dec. 22. Surviving are his wife, Helen, and a son Kenneth, 3.



# AFFILIATES Adds 11 New Outlets AFCCE IN '52

#### Sees Heavy TV Workload

By GEORGE C. DAVIS President. Association of Federal

Communications Consulting Engineers FOR 1952, I expect the television hearings to be complex and in-



Mr. Davis

tensely competitive on technical as well as other bases. The engi-neers' role will be to assist in the most efficient allocation of television facilities and I fully expect that well over 50% of the consulting engi-

neers' work in 1952 will be devoted to allocation matters with detailed construction problems and measurement of coverage occurring principally in 1953 and thereafter.

New fields of exploration on propagation information will be open when UHF and VHF stations operate from sites in the same area. Studies presently made and now on file in the record in the current television allocation proceedings demonstrate the great disparity of UHF and VHF coverage in rough and mountainous terrain. These studies clearly indicate that VHF should be used wherever possible for greater service to the U. S. public.

I foresee a very active year in

FCBA OUTLOOK

of approximately 1,500 documents.

allocation plan within the next

few weeks. With this decision will

come a lifting of the freeze and

the acceptance of television applications by the Commission for

In those instances where an application may be granted without hearing, construction can be com-menced at an early date. How-

ever, relatively few applicants

whose applications are required to

be heard can expect final decisions

in time to get into operation dur-

The Commission's examiners will

be faced with a staggering docket

Mr. Porter

processing.

ing 1952.

# fCC actions



DECEMBER 21 THROUGH DECEMBER 27

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

ant.-antenna D-day N-night aur.-aural

cond.-conditional LS-local sunset med.-medification trans.-transmitter unl.-unlimited ho CG-conditional grant

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

#### December 26 Decisions ... BY COMMISSION EN BANC

Following stations granted renewal of licenses for regular period: KVOL Lafayette, La.; KCOR San Antonio; KXOL Fort Worth; WDOK Cleveland; WLOI LaPorte, Ind., and KOL Seattle.

Granted CP

WTAD Quincy, Ill.—On petition for reconsideration, removed from hearing docket and granted application for CP

the broadcasting and telecasting field which



By WILLIAM A. PORTER PRESIDENT, FEDERAL COMMUNICATIONS BAR ASSN. THE HEARING conducted by the Federal Communications Commission

on its proposed television allocation plan, on the basis of written

presentations in lieu of an oral hearing has resulted in the submission

The Commis-

sion has uniform-

ly denied requests

for oral presenta-

tion of testimony

in this proceed-

ing. Unquestion-

ably, this pro-

cedure has re-

sulted in a sub-

stantial saving of

made possible a

decision on the

has

time and

may well be compared to the proceedings before the FCC following the adoption of new methods

of interference measurements in the AM field in February of 1947. President Porter Looks

To TV Freeze Thawing

and the time required to hear a

case and prepare an initial decision

decision on its allocation plan and

lifts the freeze by Feb. 1, 1952,

and if it allows a period of 60

days for the filing of new applica-

tions, hearings might conceivably

Since these hearings will be com-

plex, and time-consuming, it is not

unreasonable to anticipate that it

will require many months of in-

tensive work to bring the television

hearing docket into a reasonably

If the Commission arrives at a

thereon will be substantial.

commence in May.

current state.

to increase power from 1 kw-D kw-D (operating fulltime on 930 with 1 kw-N).

#### **December 26 Applications**

Accember 26 Applications.

ACCEPTED FOR FILING
Modification of CP
WERH Hamilton, Ala.—Mod. CP,
thorizing power increase, etc., for
tension of completion date.
WROS Scottsboro, Ala.—Mod. CP
mod., authorizing new Als scatton
KXLR North Little Rock, Ark.—N
CP, authorizing frequency cha
power increase. DA-N, etc., to cha
trans. location, etc.
KIX Twin
The Completion of the Completion date.

power increase, DA-DN, change to location, etc., for extension of collection date.

WKNK Muskegon, Mich.—Mod. authorizing power increase at all commendation of the commendation of completion date.

KACE Dallas, Tex.—Mod. CP. mod., authorizing frequency change, DA-CP. authorizing commendation of completion date.

WFAN (FM) Washington, D. C.—CP. authorizing change of ERP, traditional commendation of completion date.

WEAN (FM) Washington, D. C.—Mod., authorizing change of ERP, traditional commendation of completion date.

KANU Lawrence, Kan.—Mod. CP. mod., authorizing new non-commendation of completion date.

License for CP.

WIEM Elikin N. C.—License for CP.

License for CP

License for CP
WIFM Elkin, N. C.—License for
as mod., authorizing new AM stati
WORD Spartanburg, S. C.—Lic
for CP, authorizing power change,
N, etc., and trans. location change
KWTN Crystal City, Tex.—License
CP, as mod., authorizing new AM
KGKB Tyler, Tex.—License for
authorizing new trans.

CP for CP
WBEZ Porac City, Okla.—CP to

WBBZ Ponca City, Okla.—CP to place CP authorizing change in st and trans. locations.

KWHT Wheatland, Wyo.—CP to place CP authorizing new AM sta

License Renewal Following stations request ren

of license: KLVT Levelland, Tex., and WFFM Niagara Falls, N. Y.

Applications Returned Following applications for ren of license RETURNED:
WJBB Haleyville, Ala., and K
Thief River Falls, Minn.

(Continued on page 79)

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Page 74 • December 31, 1951

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Riverside, III. (A Chicago suburb)

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



#### **MBS** Honored

LAQUE for public service activiies on behalf of veterans was resented to Mutual by Disabled merican Veterans during special ocumentary broadcast, The Greatst Gift of All, at 10:30-11 P.M. IST last Monday. Award was acepted by Frank White, MBS presient, at conclusion of program, thich deals with supplying fresh lood and plasma for the wounded

#### UNION CONTRACT WCFL, IBEW Agree on Terms

FINAL contract terms have been settled between WCFL, Chicago Federation of Labor station, and the International Brotherhood of Electrical Workers (IBEW), with the latter gaining a liberal severance clause. The one-year contract, effective Nov. 20, provides that any technician or engineer who is fired, laid off or resigns, receives severance pay totalling one week's salary for every year of

Contracts, signed Monday, were negotiated by Art Harre, WCFL manager, and Walt Thompson, president, IBEW, Local 1220. Terms also provide for a \$10 wage increase in two installments.

Wage Stabilization Board denial

of a joint petition of IBEW and WBKB (TV) Chicago, for reduction of the escalator clause in a new contract, will be appealed this week. Board claims no precedent for reducing the length of service (proposal was from four to three and one-half years) had been set locally. It approved, however, contract stipulations providing for increases in starting and intermediate salary scales, and fringe benefits including three-week vacations and holiday pay.

WBKB (TV) contract is retroactive to May 1 and expires Sept. 1, 1952. It provides for a starting wage of \$80 instead of \$72.50. with the maximum remaining at \$137.50. An extension of contract between Local 1220 and WLS carries with a new top scale of \$145, increased from \$137.50.

#### On All Accounts

(Continued from page 19)

Mexico for a three-week vacation during the holidays, live on Chicago's near north side, complying with a standing rule that the house be within a 50-cent cab ride from work.

A surrealistic painter by necessity, "because I can't paint anything recognizable although I want to desperately," Florence Murdoch's office is replete with original moderns from Mr. Ludgin's collection, and she escapes from the bustle of business into a somber. peaceful country scene above her desk. She ignores a raucous composition on another wall, which an office colleague terms " a joke on too broad a canvas."

#### 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. BROADCLETING expressly repudiates any liability or responsibility for their custody or return.

#### Help Wanted

Wanted: Manager, commercial manager, copywriter, two combo men for new daytime station in southern resort turned boom town by defense project. Box 314L, BROADCASTING.

Openings for engineers, announcers, salesmen. Starting operation January. Address inquiries with full details first letter to WAKN, Aiken, South Carolina.

#### Managerial

Wanted: Station manager with successful record. Send picture, references, biography to H. R. Winsor, WBYS, Canton, Illinois.

#### Salesman

Salesman-commercial manager, single station southern market, 1000 watt daytime. Commission on gross income. Box 170L, BROADCASTING.

Excellent opportunity for salesman who knows radio and value of account servicing. Good draw against 15%. Send complete details, air mail. P. O. Box 12, Gloversville, New York.

oill Gas! Agriculture! We have thesewhat we need is salesman to grow up with new station in booming small town. Unlimited opportunities, no competition, friendly town, substantial market, \$300 guaranteed per month, you take it from there. Apply KVBC, box 1117, Farmington, New Mexico.

Salesman—Opening in rich Fox River Valley area. Prefer man state Wisconsin, near middlewest. Salary plus commission. Send complete letter Commercial Manager, WHBY, Appleton, Wisconsin.

#### Announcers

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

Morning man needed for 5000 wat midwestern network affiliate. Need man water make the state of the state of the open makes and build still further. One who has personality, selling ability on the air, complete knowledge of music, control board operation. One who can cooperate with management. Write giving complete background, photo and disc or tape sample of work, all replies confidential. Write Box 752L, BROAD-CASTING.

Experienced announcer for 1000 watt southern station. Send disc and details. Box 771L, BROADCASTING.

Announcer-salesman: Fine opportunity for dependable man experienced in competitive market selling. No personality or DJ work involved. Good salary and commission, depending on experience and ability. Fine Kentucky city. Send all first letter. Box 787L, BROADCASTING.

Immediate opening combination man, Georgia network affiliate near Atlanta. Favorable salary. Excellent working conditions. Write or wire Box 788L, BROADCASTING.

Experienced announcer for live wire CBS station. Write full particulars, send voice transcription to KSWM, Joplin, Mo.

Wanted, experienced announcer holding first class engineer ticket Enter the Market of the Company of the Compan

Wanted—Two announcers with first phone license immediately. Forty hour week salary, \$45.00 to \$65.00 commensurate with ability. WACA, Camden, South Carolina.

#### Help Wanted (Cont'd)

long pay—short hours! One of nation's most prosperous small market daytime independent stations located in booming west Texas city eight thousand population will have opening after January 15 for announcer with first ticket. Six day work week requiring announcing. We maintain three tickets for twelve hour daily operating schedule and six qualified microphone men. Preference given applicants now employed southwest. Salary scale minimal of the state of the s

Announcer-engineer for Mutual outlet, 40 miles Atlanta. Send disc and details. WBHF, Cartersville, Ga.

Experienced announcer, evening shift. Opportunity for disc show, 1000 watt CBS affiliate. Contact Lew Carter, WFMD, Frederick, Maryland.

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.

Wanted, engineer-announcer at once. Radio Station WHLN, Harlan, Kentucky.

Wanted, combination, announcer-engineer, emphasis on announcing. Must have 1st class license, car and be draft exempt. Good working conditions, MBS network station. 48 hours, 6 day week, salary \$300 ob per month. Send full details, disc, snapshot first letter, Manager WKWF, Key West, Florida.

Need experienced announcer. Start \$60.00 per week with advancement. Good place for right man. No drifter, capable, clean, sober, good fish'n hunting, contact immediately WMGR, phone 777, Bainbridge, Ga.

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

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

Announcer-engineer, first phone, send disc, resume. WNNT, Warsaw, Virginia.

Immediate opening for experienced combination man with emphasis on announcing. Good pay. Rush photo, disc and data. WONN Lakeland, Florida.

New England fulltime independent has opening for announcer with ticket. Good base for 40 hours, overtime, talent, 5 day week. Full information by contacting Manager, WTWN, St. Johnsbury, Vermont.

#### Technical

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

Combination announcer-engineer wanted for chief engineer's job by station in Hawaii. Good, permanent position for the right man. Experience in maintenance of speech and RF gear essential. Preference given to experienced small station chiefs. Send full details plus audition tape to Box 765L, BROADCASTING.

#### Help Wanted (Cont'd)

Engineer wanted. Starting salary \$60 for 45 hours. Experience not necessary. Give information first letter, Box 799L,BROADCASTING.

Need combination announcer-engineer for Minnesota station. Want man technically able to handle chief engineer's job. Good salary. Mail details. Box 809L, BROADCASTING.

First class transmitter operator. No experience required. Car essential. Middle Atlantic. Reply Box 813L, BROADCASTING.

Engineer network station, experience preferred, but not required. Good wages, steady employment, pleasant town. Write Jack Breece, Manager, KOVE, Lander, Wyo.

First phone engineer for transmitter control room. Pleasant surroundings. Carl Meyer, WCMY, Ottawa, Illinois.

Engineer with first phone license for transmitter duty needed at once. \$50 for forty hours. Overtime during summer hours. Car necessary. 1000 watt daytime operation. Contact Chief Engineer, WCOJ, Coatesville, Penna.

Engineer. First class. \$240 month. 40 hour week. Time and half paid. Raises. Excellent opportunity. Phone or wire now. WCVA, Culpeper, Virginia.

Wanted: First class transmitter operator. No floaters. Apply full details first letter to WEEB, Southern Pines, North Carolina.

Have immediate opening for transmitter operator. Experience not necessary. Prefer single man. Call 5252, WEPM, Martinsburg, W. Va.

Engineer-announcer with first class license. Good pay and working conditions. Accent on announcing. If you're a top announcer, you are our man. Write full details, experience, salary, etc. John Garrison, WFUN, Huntsville, also

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

Immediate opening first phone qualified engineer. Write Manager, WKWF, Key West, Florida.

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.

Radio test technicians and radio test engineers for alignment, test and souther-shooting of complicated radio equipment. These jobs require thorough theoretical knowledge and extensive experience in practical radio. Pay is excellent (many technicians carn up to \$120.00 a week), working cundities of advancement are good and you'll like the employee benefits. All this plus the opportunity to work in the finest city in the midwest! Write for an interview or send resume of qualifications to B. V. Mayrhauser, The Turner Corpany, 99 17th St., N. E., Cedar Rapids, Jowa.

#### Help Wanted (Cont'd)

First phone transmitter opera WSYB, Rutland, Vermont.

Engineer or announcer-engineer, mediate opening, WVOS, Liberty, N

- Production-Programming, Other

Program director for 1000 watt south daytime station. Send disc and tails. Box 772L, BROADCASTING.

Fulltime New England independioloking for program director with 8g personality, good voice, and raknown. 15 on staff, Will invotwo station package, Excellent optunity in unusual setup. Town 10,000. Box 766L, BROADCASTING

Experienced radio copywriter, to he department and service several top counts. Man preferred. Heavy we schedule. Copy aimed at mass au ence. Starting salary \$275-\$300 p bonus arrangement based on abit and experience. Station is top dependent with TV application, Coplete details first letter. WBOK, N Orleans.

Newsman, experience in gatheri writing and broadcasting, to join ne staff of leading station in Ohio's th largest market. Send letter, sam news copy, photo and et or tape aution to Program Director, WKP Youngstown, Ohio.

Experienced commercial copywrit Also do traffic work. In reply inclusample commercials, photo, details experience. WVSC, Somerset, Pa.

#### Television

Production-Programming, Other

Dynamic promotion man. Immedia opening, progressive midwest TV st tion. State qualifications, starti salary, Box 79TL, BROADCASTING TELECASTING.

#### Situations Wanted

Managerial

General-commercial manager with syears experience, interested in 250 1000 watt south, southwest, or low midwest. Must be able to invest. Ne employed. Box 753L, BROADCASTIN

#### Announcers

Baseball play-by-play announcer fradio or TV. 10 years experience minor and major league ball. The are three things that I can promise y from my past experience. The lister of the play of the solid way to be solid with the mannin which I "sell" his merchandise. The sport will be satisfied with the mannin which I "sell" his merchandise. The slight of the play of th

Help! Young announcer desires postion. Proficient in sports, DJ wor newscasting and straight announcin Can also handle control board. Got education. Veteran, draft exemp Box 17TL, BROADCASTING.

Excellent announcer, experienced, edicated, now PD. Wants large statio city, salary. Box 790L, BROADCAS ING.

Announcer-newsman-emcee. 100 do lars a week. Personal interview onl Box 793L, BROADCASTING.

Topnotch midwestern sportscaste available immediately. 7 years extensive background including his school and Big Ten basketball, colleg-football. American Association Basball. Colorful, accurate, exceller voice, 30, veteran. Box 796L, BROAD CASTING.

Announcer, control board operator AN FM. Limited experience. News, dis shows. Deep voice. Single veteral 27. Available on or after January 10 Box 801L, BROADCASTING.

Announcing and selling, would prefesouthern state. Box 803L, BROAT CASTING.

4 years experience announcer with 1sticket. I'm your man. Box 804L BROADCASTING.

#### Situations Wanted (Cont'd)

tention: Southern New England states d New York City: I want to see snowly ung girl, single. 3 years experience iff announcing at large network litate. Declay, actress, women's, lidren's programs, can sell on air, ite own copy. Tape, disc, photo on quest. Box 807L, BROADCASTING.

lented all-round announcer, strong commercials, excellent ad lib. orts, DJ. Harvard University and flo school grad. Some experience, married, new car, experienced as ne salesman too. Disc or personal cerview will sell you. Box 808L, IOADCASTING.

you need a sports announcer with years play-by-play of college and h school sporting events, I may be ur man. Also top morning man with ge following. Presently employed t seeking larger station. Box 815L, IOADCASTING.

mouncer-salesman just discharged m Navy desires position of permant nature as announcer or anuncer-salesman. Was announcer and mercial manager of small inpendent and announcer-salesman on saffiliate before recalled into servi. Along with general announcing ne called on to do sports, remotes, erate board and write copy. Proceedings of the control of

mbination announcer-engineer. First one. Experienced, trained, married, iable. If you reward good, con-entious work with a living wage, i minimum, contact Joe Covington, Suburban Court, Lexington, Ken-ky.

professional ballplayer, sports-ster now available for baseball, top-tch play-by-play, continuity-DJ. ris Hermedes, 18-37 21st Road, toria, L. I. C., New York.

#### Technical

tention progressive midwest stations: st class engineer, chief engineer th fifteen years experience desires ponsible position. Box 760L, BROAD-STING.

st phone wants job with good pay, t combo. Box 794L, BROADCAST-G.

ief or staff engineer. Experienced phases. Married, car, draft exempt. cellent references, all previous emprement. All offers considered. Box IL, BROADCASTING.

gineer-salesman desirous of south. me announcing. \$70.00 minimum rt. Box 802L, BROADCASTING.

gineer, four years experience. Draft empt, will travel, available on short tice. Box 812L, BROADCASTING.

ief engineer/announcer. Experienced phases. 4 years chief. Married, car, leran, draft exempt, excellent referees. Prefer west coast or upper dwest. All offers considered. J. R. herty, WHLF, So. Boston, Virginia.

aight engineer or light combo posin desired. Hold first phone, teleph and ham licenses. Experience twork and independent operations. Navy radio operator. Draft exempt, e 27, single. Have car. Travel. arles Glock, 137-35 Springfield Blvd., ringfield Gardens, New York.

perienced transmitter operator avail-le immediately. Your requirements? wis Sherlock, General Delivery, nver, Colorado.

ve BS in Electrical Engineering, uld like chief or other combo job in all station in California, Texas or southwest. Have car, Any salary be considered. I am available imdiately, wire, phone, or write B, ggart, 3124 Brookhill St., La Crenta, Calif., Churchill 9-6561.

#### oduction-Programming, Others

currently employed in 5 station city.

Hooper. Same city 3 years. 5 us announcing, program experience.

Aft exempt. Interested in joining d sales or production team. Box L, BROADCASTING.

pywriter now attached to midwest tion, married, vet, desires southwest atton with friendly, hard working ff. Salary secondary. Experienced ime selling, announcing, board work. K 789L, BROADCASTING.

#### Situations Wanted (Cont'd)

Challenge wanted by NBC newsman at 50,000 watter, 1½ years experience. Gather, write, air local news, rewrite, 23, veteran, graduate cum laude. Box 810L, BROADCASTING.

#### For Sale

#### Stations

Southwest state. 1000 watts. Net \$2,000. Asking \$130,000. Ideal opportunity in fast growing area. Box 785L, BROAD-CASTING.

For sale: 250 watt fulltime network. New Western Electric equipment throughout. Building and studios go with deal. Will sell on terms. Better than 100,000 audience in capitol city. Box 791L, BROADCASTING.

New England AM station for sale. A steal, \$10,000. Assets valued over \$10,000. Box 800L, BROADCASTING.

Will sell all or any part of network station. Non-resident owner wants someone to move in as operator. Minority interest requires \$10,000; con-ridential both ends. Write Box 811L, BROADCASTING.

#### Equipment etc.

Cone kilowatt Western Electric AM transmitter model 443-A-1, final tibes the state of the state

Equipment for a complete 250 watt AM station from tower to turntables. Everything to go on the air with. Box 806L, BROADCASTING.

Studio transmitter link equipment 940.5 megacycles—FM radio engineering lab, model 694 transmitter and 704 receiver used 828 hours—2 dish type antennas. Also 2 RCA CT-1A and CR-1A radio telephone sets with antennas 26.45 megacycles used 828 hours. Chief Engineer, WHIM, Providence, Rhode Island

Complete 250 watt equipment. Tower to records. Includes 251 foot Truscon RC and RC and

For sale: Auricon pro 16 mm sound camera with 1" fl. 5 lens 2—200 ft. magazines NR24 amplifier high fidelity mike paralax range finder like new. Ideal for local TV station, local news and interviews. Master Motion Picture Co., 30 Piedmont St., Eoston, Masser

#### Wanted to Buy

#### Stations

Interested in purchasing station in city of 50,000 to 200,000. If your station is run down, loosing money, or you're afraid of TV, let us know about it. No broker, deal direct with interested buyer. Your letter confidential. Box 792L\_RROADCASTING.

#### Equipment etc.

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

Wanted: 1 kw AM transmitter. Antenna tuning unit flasher and photoelectric control. Box 805L, BROADCASTING.

Studio console WE 23-C or equal. Give full particulars. Box 4554 Jacksonville, Florida.

Wanted—Studio control board, preferably two channel. Advise fully, make, condition, price. Reply to P. O. Box 748, Columbia, S. C.

#### Miscellaneous

Commercial crystals and new or re-placement broadcast crystals for Billey Western Electric, RCA holders, etc., fastest service. Also monitor and fre-quency measuring service. Eidson Elec-tronic Co., Temple, Texas, phone 3-3901.

#### For Sale

Equipment etc.

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

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

Wanted to Buy

Equipment etc.

#### WANTED 5 KW AM TRANSMITTER

State price, condition and age. Box 795L, BROADCASTING

**Employment Service** 

EXECUTIVE PLACEMENT SERVICE

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

HOWARD S. FRAZIER

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

#### 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.

National Academy of Broadcasting, Inc. 338 16th St., N.W., Wash., D. C.

#### Science Exposition

WFIL and WFIL-TV Philadelphia served as coordinator for radio and television coverage of the Annual Exposition of Science and Industry held in that city Dec. 26-30. Most Philadelphia stations participated in convention coverage. John D. Scheuer Jr., operations assistant to the general manager at WFIL-AM-TV, was a member of exposition's publicity committee.

#### PROCUREMENT Top DPA Posts Change

REALIGNMENT of top government procurement and production posts is underway, occasioned by the return of two electronics officials to private industry.

Biggest change involves the post of deputy administrator for procurement at the Defense Production Administration, Clay Bedford, previously with the Office of Defense Mobilization, has been filling a vacancy created by the return of Walter W. Watts, RCA vice president, to his firm.

Mr. Watts, who in recent weeks has been devoting only part time to DPA, is vice president of RCA's Engineering Products Division. He is being retained by DPA on a consulting and special assignment

Mr. Bedford, Dec. 18, was named special aide to Secretary of Defense Robert Lovett, with responsibility for expediting military production. He will be vested with broad powers, fulfilling the request of the Senate Preparedness Committee, which called for appointment of a "procurement czar." Mr. Bedford served as deputy to DPA Administrator Manly Fleischmann.

Mr. Bedford was special assistant to Defense Mobilizer Charles E. Wilson and was associated with Kaiser-Frazer Corp. before entering government service. He is slated to leave the DPA post Jan. 1, vacating in favor of W. L. Campbell, Food & Machinery & Chemical Corp., San Jose, Calif.

Another change which materialized was that of A. S. Hawthorne, also of RCA Engineering Products Div., who left DPA fortnight ago to return to RCA. Mr. Hawthorne has been serving as special assistant to Mr. Watts.

Both Messrs. Watts and Haw-thorne worked on assignments looking toward easing of procurement problems and touching on production bottlenecks in electronics and other industries.

Appointment of Al Lubin, deputy director of public information for DPA, as public information chief for the Small Defense Plants Administration also was announced.

#### LIBERAL FINANCING

Arranged for

#### Eastern Network \$25,000.00 Down

A well established network operation, located in one of the very good radio markets in the east. This situation is profitable but it is definitely under-developed and offers a remarkable opportunity to an active owner-manager.

#### Midwest Independent \$15,000.00 Down

The only station in an attractive midwest city well removed from television. The market is basically agricultural and dairying-county retail sales are in excess of \$20,000,000.00.

#### Appraisals . Negotiations . Financing

#### BLACKBURN-HAMILTON COMPANY

RADIO STATION AND NEWSPAPER BROKERS

CHICAGO

WASHINGTON, D. C. James W. Blackburn Washington Bldg. Sterling 4341-2

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

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

ZILINIA DEL CONTROL DE LA CONT



THIS is the limit! The number of ducks they could legally bag, that is. Shown after a duck-hunting trip to Lake Okeechobee, Fla., are (I to r) Fred Thrower Jr., vice president in charge of TV sales at CBS; Mark Woods, former ABC vice chairman and now board chairman of Woods & Warwick Agency, and John B. Browning, manager of WSPB, CBS affiliate in Sarasota, Fla.



THIS QUARTET reported they had a "whale" of a time while duck hunt near Yuma, Ariz., earlier this month, despite their not bringing back of game. They are (I to r): John Hogg, president, KOY Phoenix; William Lindsey, general manager, KYMA Yuma; Albert Johnson, manager of KC and Ward Ingrim, Don Lee executive vice president. Mr. Johnson is sha drawing bead on a decoy.

# **CIVIL DEFENSE**

#### FCC Alert Plans Outlined at Meet

RADIO SILENCE plan whereby all standard, FM and television stations would be asked to leave the air in the event of imminent attack in the next few weeks was unfolded to the nation's communications exnerts over a fortnight ago.

The plan originally was revealed three months ago when the FCC distributed instructions to all AM, FM and TV stations asking their voluntary cooperation [B\*T, Sept. 10].

Communications leaders were apprised of developments at a six-day meeting called by the Federal Civil Defense Administration at its Staff College in Olney, Md. Over 130 delegates from RCA, Motorola, General Electric, AT&T and other organizations attended the sessions, Dec. 10-15.

Phases of the FCC's Conelrad and interim plans for emergency stations operation were bared in closed sessions to the experts by Col. William Talbot, director of FCDA's Warning & Communications Section. He served as cochairman along with Glen E. Nielsen of the FCC's Commerce & Industry Division.

#### FCC Memorandum

Instructions asking stations to leave the air in the event of attack was implemented with an FCC memorandum to broadcasters last Nov. 23. This total blackout would be essential only until such time as the so-called Conelrad plan is ready to be placed into action, communication leaders were advised.

One highly-placed authority estimated that this may be sometime within the next two weeks. Under the Coneirad formula, which formed the basis for the President's recent executive order, TV and FM stations probably would be silenced [B\*T, Dec. 17]. The executive order merely authorized—but did not effectuate—the Coneirad plan.

FCC is vested with authority by

the President "for preparing and putting into effect plans with respect to radio stations" under the executive order.

The plan becomes effective after it receives concurrence of the Secretary of Defense and chairman of the National Resources Board. Once the FCC issues definite orders, "Operation Conelrad" would be binding on stations which subscribe to it.

It was learned last week that approximately 400 stations have notified the Commission of their intent to enter the plan and have completed or begun equipment changes.

Basis of total silencing of all stations pending effectiveness of Conelrad, it was learned reliably last week, is an FCC memorandum (51-1154—BC 2) to stations implementing last September's action.

It requests radio-TV broadcasters, under interim procedure, to go off the air if the Air Force deems an attack imminent. FCC would transmit a prepared message so stating this fact to stations. Stations would return after the attack has run its course.

The Federal Civil Defense Administration is on the last leg of completing the interim plan insofar as it affects its own operations and functions, it was learned.

Among changes made by some stations preparatory to subscribing to Conelrad formula are those involving transmitter crystals, antenna modifications and provision for emergency standby power.

Conelrad employs two sets of techniques—one for so-called clusters of stations involving power reduction in areas with three or more outlets, and the other for single-station markets utilizing frequency changes.

Under the interim plan, stations would not be silenced save as a last resort—when the military is positive that an attack is forthcoming. Warning systems (including sirens) also would be pressed into action.

These and other phases reportedly were outlined to communications experts, though not in specific detail, by Col. Talbot, who also cited radio's sentinel role in providing the public with vital alert information.

The purpose of the conference was to discuss a proposed civil defense communication system touching largely on mobile services. Participation of amateur radio operators and possible request for additional medium and high frequency bands also were weighed.

#### Channel 7 Request Deferred

FCDA has deferred a request for use of the 7 mc band for CD communications pending exploration of the whole frequency problem.

FCC has designated frequencies for amateur use but has not promulgated rules to govern operation, equipment, etc. This reportedly has been one of the factors cited for the delay in issuance of a technical manual designed to advise state civil defense directors on the role of communications, including broadcasting stations.

Top FCDA communications authorities also have confirmed that radio-TV procedure would be omitted from a forthcoming communications manual earmarked as a followup to the President's national plan for civil defense [CLOSED CIRCUIT, Dec. 10].

A separate broadcast manual or bulletin will be distributed to state directors as a separate publication. It is in the mill now. One reason for this decision is that the exact procedure for broadcast static (use of different alerts, etc.) I not crystalized.

Still another, it was understo was the delay in issuance of an ecutive order spelling out cont or silencing of broadcast static in the event of attack. The or was issued by President Trum Dec. 10.

"It appears that certain baradio communications circuits [1] lice, fire, common carriers, etcannot be provided unless stare taken to reallocate a certanumber of channels in the mediand high frequency bands," C Talbot told the delegates. He sugested additional circuits be usto activate key state civil deferfunctions.

Radio facilities operated by the public or special services would used only on a voluntary basis a at select times, he added.

It was explained that the 2 r band in some states is availat for local utilization by amate operators, and 4 me for long-rang A maximum of just over 3.5 w suggested.

Other topics brought up at the meetings included use of portal transmitter-receiver sets and tablishment of contact point where two-way radio cannot set up.

#### Truman View

CHARGE that the Associated Pre Managing Editors Assn. preferr to "carp and criticize" the classift information order of Sept. 25 w made Dec. 18 by President Trann in a letter to Herbert F. Cor Washington Star, APME predent. APME had informed it President its executive committ could not accept his invitation write definitions for classifying overnment information "becausit feels that the order itself eredangerous barriers between the people and their government."

#### FCC Actions

(Continued from page 74)

December 27 Decisions . . .

BY THE SECRETARY Granted Licenses

WKNA-FM Charleston, W. Va.— cranted license new FM station; 97.5 lic (Ch. 248), ERP 9 kw, ant. 124 ft. WHJC Mattawan, W. Va.—Granted li-ense new AM station; 1360 kc, 1 kw

KBLI Blackfoot, Idaho — Granted li-ense new AM station; 1490 kc, 250 w WPAC Patchogue, N. Y. — Grant cense new AM station; 1580 kc, 2

KCHJ Delano, Calif.—Granted license www.AM station; 1010 kc, 1 kw day,

KLVC Leadville, Col. — Granted li-ense new AM station; 1230 kc, 250 w

WCMC Wildwood, N. J.—Granted li-ense new AM station; 1230 kc, 100 w

WINS New York — Granted license overing increase in nighttime power nd new DA; 1010 kc, 50 kw DA-1,

Granted CP Modification wmfc Monroeville, Ala. — Granted nod. CP for approval of ant., trans. and main studio location, cond.

Silent Two Weeks WSAJ Grove City, Pa.—Granted au-hority to remain silent from Dec. 19 o Jan. 2 in order to observe Christmas acation period (non-commercial edu-ational AM station).

Cancelled CP

WORA Mayaguez, P. R.—Granted re-uest to cancel CP which had author-zed power increase, etc.

Completion Dates Extended Following were granted mod. CP's or extension of completion dates, as

or extension of completion dates, as hown:
WRSW Warsaw, Ind., to Feb. 29, ond.; KE-2XDR (Allen B. DuMont abs) New York to July 1, cond.; VLCS-FM Baton Rouge, La., to March 19; WLEU-FM Erie, Fa., to March 19; WLEU-FM Erie, Fa., to March 19; WLEU-FM Erie, Fa., to Warch 19; WLEU-FM Erie, Fa., to Warch 19; WLEU-FM Erie, Fa., to Warch 19; WLEU-FM Erie, Fa., to March 19; WEN-FM Philadelpha 19; 20; WEN-FM Hallen, to Feb. 19; Cond. YJHL-FM Johnson City, Tenn., to June; WSGN-FM Birmingham, Ala., to Feb. 5, and KOMA-FM Oklahoma City to uly 1.

ACTIONS ON MOTIONS

ACTIONS ON MOTIONS By Comr. Paul R. Walker

By Comr. Paul R. Walker

KSOX Harlingen, Tex.—Granted petiion for extension of time to Dec. 21 to
le oppositions to petitions of WCKY
Inclinati and KFBK Sacramento re
pplication for Count
Theatres Inc.,
merican Bestg. Co. and American
testg. Paramount Theatres Inc.—Grantd petition for extension of time in
which to file opposition to motion for
econsideration of FCC denial of petiton to intervene filed by Partmar Corp.,
to the control of the contr

wSAY Rochester, N. Y.—Referred to all Commission WSAY's petition to thervene in proceeding re Paramount ictures Inc., et al. Chief, Broadcast Bureau — Granted

etition for extension of time to Dec. 8 to file opposition to petition for re-iew of hearing examiner's ruling re pplication of Grand Island Bestg. Co., irand Island, Neb.

By Hearing Examiner Elizabeth C. Smith

Eastland County Bestg. Co., Eastland, ex.—Granted petition for acceptance I late appearance re application of yman Brown Enterprises and Eastmad's application in same proceeding. WVOP Vidalla, Ga.—Ordered hearing a WVOP's application scheduled for lec. 18 be continued to Dec. 20 in 7ashington.

By Hearing Examiner J. D. Bond WFEC Miami, Fla.—Granted petition or extension of time to Feb. 1 to file

Why buy 2 or more... do 1 big sales job OR "RADIO BALTIMORE" PETRY CO

# fCC roundup

New Grants, Transfers, Changes, Applications



nox score SUMMARY THROUGH DECEMBER 27

Class	On Air	Licensed	CPs	Cond'l Grants	Appls. Pending	In Hearing
AM Stations FM Stations TV Stations	648	2,295 558 93	111 89 15	*1	310 11 475	107 2 171
* On the air.						

#### Docket Actions . . .

INITIAL DECISIONS

Tahoe Valley, Calif.—Radio Tahoe. Hearing Examiner Hugh B. Hutchison issued initial decision looking towards derial by default application for new decision Dec. 21.

Oklahoma City, Okla.—Johnnie Weston Crabtree. Hearing Examiner Basil P. Cooper issued initial decision looking toward denial of application for new AM station, 1590 kc, 500 w, day. MTHS Hot. Springs, Ark.—Radio Bestg. Inc. Hearing Examiner Basil P. Cooper issued initial decision looking toward grant of application for renewal of license with present facilities of 1990 kc, 10 kw-1 l kw-N, pending and, grant of application for authority to move station from Hot Springs to Little Rock on 1990 kc, 50 kw, fulltime, DA-N, conditions. Decision Dec. 26.

WGKV and WCAW Charleston, W. W. W. A.—Kanawha Valley Bestg. Co. (WCAW). Hearing examiner Hugh B. Hutchison issued initial decision looking toward grant of application of wGKV to change from 1490 kc, 250 w, WGKV to hange from 1490 kc, 250 w, Congress of the WGKV to change from 1490 kc, 250 w, Congress of the WGKV to change from 1490 kc, 250 w, Congress of the WGKV to change from 1490 kc, 250 w, Congress of the WGKV to change from 1490 kc, 250 w, Congress of the WGKV to change from 1490 kc, 250 w, Congress of the WGKV to change from 1490 kc, 250 w, Congress of the WGKV to change from 1490 kc, 250 w, Congress of the WGKV to change from 1490 kc, 250 w, Congress of the WGKV to change from 1490 kc, 250 w, Congress of the WGKV to change from 1490 kc, 250 w, Congress of the WGKV to change from 1490 kc, 250 w, Congress of the WGKV to change from 1490 kc, 250 w, Congress of the Work of the Work of the WGKV to change from 1490 kc, 250 w, Congress of the Work of th

Hutchison issued initial decision look-ing toward grant of application of WGKV to change from 1490 kc, 250 w, fulltime, to 1390 kc, 1 kw, fulltime, DA-DN, change transmitter location, con-ditions; and, looking toward denial of application of WCAW to change from 1490 kc, 250, BA-DN, change trans-mitter location. Decision Dec. 27.

#### Non-Docket Actions .

TRANSFER GRANTS

TRANSFER GRANTS

WGBH (FM) Boston, Mass.—Granted assignment of CP from Lowell Institute to WGBH Educational Foundation to simplify administration of station; in addition, assignee will assume all obligations incurred in obtaining CP and made in connection with construction of station, amounting to \$29,939.08. Cranted Dec. 26. Muskegon, Mich.—Granted Lower of control from Grant-framed Lower of Control framed Lowe

proposed findings of fact and conclusions re application.

#### December 27 Applications . . . TENDERED FOR FILING

AM-1070 kc

WDIA Memphis, Tenn.—CP to change frequency from 730 kc to 1070 kc, increase power from 250 w to 50 kw-D and 10 kw-N, install DA-DN, change trans. location, etc.

#### ACCEPTED FOR FILING

License Renewals

Following stations request renewal Following stations request renewal of license:

KBTM Jonesboro, Ark, KEXXO Grand Junction, Col. WBLJ Datton, Gallerian, Col. WBLJ Datton, Gallerian, La., WELK, Cloquet, Minn., WNNC Newton, N. C., KGON Oregon City, Ore., WOLS Florence, S. C., WGAT Rapid City, S. D., KSIX Corpus Christi, Tex., KEVT Kerrville, Tex., and KOSA Odessa, Pomissed

Applications Dismissed

KMMO Marshall, Mo.—DISMISSED application for mod. CP, which authorized power increase, etc., for extension

of completion date.

WGAR Cleveland, Ohio—DISMISSED application for CP to change from DA-1 to DA-2.

Application Returned
WMFT Florence, Ala. — RETURNED
application for assignment of license
from Tri-Cities Bestg. Co. to Daylight
Bestg. Co.

transfer of control from Albert B. Gale and J. H. Yeo to Verne H. Halle, Marcella E. Kolata and Carl V. Kolata through sale of 130 out of 200 shares of stock for \$32,955. Mr. Kolata already owns 70 shares and mill acquire tension. Shares and mill acquire tension. Mrs. Kolata is housewife and Verne Halle is real estate broker. Granted Dec. 26.

KDRS Paragould, Ark.—Granted assignment of license from Progressive 6000. Granted Dec. 26.

WCOL-AM-FM Columbus, Ohio—On Petition of Pixleys Inc., Lloyd A. Pixley, Martha P. Pixley and Grace M. Petition of Pixleys Inc., Lloyd A. Pixley, The Columbus, Martha P. Pixley and Grace M. Pixley, Exemption of license from hearing docket and (1) granted assignment of license from hearing docket and (1) granted assignment of license from three Pixleys as individuals to Air Trails are President and Trassis in Air Trails are President and Trassis and Air Trails are President and Trassis in Air Trails are President and Trassis of Commerce and owner WING Dayton and majority stockholder WIZE Springfield, Ohio; Executive Vice President J. Pattison Williams (20%), executive Vice President of WICE, Gourt, Jones dissented).

#### New Applications . . .

TV APPLICATIONS

TV APPLICATIONS

Knoxville, Tenn.—Mounteastle Bestg.
Co., Ch. 6 (82-88 mc), ERP 28.3 kw vistal, 14.15 kw aural, antenna height
above average terrain 551 ft.; estimated
forstruction cost \$273,380, estimated
first year operating cost \$125,000, estimated first year revenue \$78,500. Applicant is bleensee of RNOL-AM-FN
Waco, Tex.—KWTX Bestg. Co., Ch. 11
(198-204 mc), ERP 10 kw visual, 5 kw
aural, antenna height above average
terrain 590 ft.; estimated construction
cost \$229,474.67, estimated first year
operating cost \$114,600, estimated first
per cost \$120,000. Applicant is incensee of WXZ, Waco, Tex. Filed
Dec. 26.
Waterloo, Iowa—Black Hawk Bestg.

Dec. 26.
Waterloo, Iowa—Black Hawk Bestg.
Co., Ch. 7 (174-180 mc), ERP 28.9 kw
visual, 13.6 kw aural, antenna height
above average terrain 429 ft.; estimated
construction cost \$160,844, estimated construction cost \$160,844, estimated first year operating cost and revenue not given. Applicant is licensee of KWWL Waterloo. Filed Dec. 27.

Lafayette, La.—Evangeline Bestg, Co., Ch. 5 (76-82 mc), ERP 51.6 kw visual, 28 cm. 28

#### TRANSFER REQUESTS

TRANSFER REQUESTS
KBIS and KMAR (FM) Bakersfield,
Calif. — Assignment of license from
James L. Mattly, Guy Marchetti, Fred
Marchetti, Reno Marchetti, Umbert
Marchetti, Geno Marchetti, Umbert
Marmat Radio Co., to Harold Brown
for \$38,250. Mr. Brown is former general manager of KERN Bakersfield, and,
later, managed KMJ Fresno. Filed
Dec. 27. Palm Brown Calif.—Assign.

Dec. 27.

KDON Palm Beach, Calif.—Assignment of license from Salinas Newspapers Inc., Salinas, Calif., to Charles Blackwood Grant for \$80,000. Mr. Grant is a real estate broker in Carmel, Calif. Filed Dec. 27.

WPAC Patchogue, N. Y.—Assignment of license from Lee Morrison, Julian Sarachek, W. Frank Short, Leonard Savage, Harriet Schoffel Morrison and Herbert Morrison to Herbert Morrison, Harriet Schoffel Morrison and Lee Mor-Harriet Schoffel Morrison and Lee Mor-rison because of the resignation, as partners, of Messrs, Short, Savage and Sarachek, who withdraw in order to be relieved of further obligations in company, and who receive no mone-tary consideration. Remaining part-ners, who become stockholders in new and resulting corporation, receive stock in following amounts: Lee Morrison, 54 and Harriet Schoffel Morrison, 64/shares, with no stock to have any par value. Filed Dec. 27.

value. Filed Dec. 27.

WEEK Porial III.—Assignment of license from Robert S. Kerr, D. A. Moce, T. M. Kerr, Callie B. Fentem and Liberty National Bank & Trust Co. (co-exc. T. M. Kerr, Callie B. Fentem and Learner of estate of T. W. Fentem, deceased), Dean Terrill, Grayce B. Kerr and Geraldine H. Kerr, a partnership d/b as West Central Bestg. Co., to O. L. Taylor in exchange for KTOK Oklahoma City, Okla., now owned by KTOK. Mr. Taylor is ticense of KANS Wichita, Kans., and KROV Weslaco, Tex. [See story this issue and BøT, Nov. 12]. Filed Dec. 27.

WEEK Peoria, III.—Assignment of li-

Filed Dec. 27.

WEEK Peoria, Ill.—Assignment of license from O. L. Taylor to Radio Station WEEK Inc. for \$225,900. Principals
in assignee corporation are Fred L.
Vance of Manage of Delias office of
O. L. Taylor Co., station representative
firm, and former employe of WEEK
[see story this issue]. (Contingent on
grant of assignment of heense to O. L.
Taylor from West Central Bestg. Co.)
Filed Dec. 27.

KTOK Oklahoma City, Okla.—Assignment of license from KTOK Inc. to O. L. Taylor. No monetary consideration since Mr. Taylor is owner of KTOK Filed Dec. 27.

KTOK Oklahoma City, Okla.—Assign-ment of license from O. L. Taylor to (Continued on page 80)



#### Radio Homes-43 Million Market

(Continued from page 23)

		1	Households	e/
	Radio Homes 1950	1950	1940 In	%0
Standard Metropolitan Area			26,375	24.0
Asheville, N. C.	29,504	32,855 185,779	135,448	37.
Atlanta, Ga. Atlantic City, N. J.	164,043 37,854	40,185	34,640	16.
Augusta Ga	34,774	42,356	33,619	26.
Augusta, Ga. Austin, Texas	34,774 37,900 357,715 38,717	42,584	28,070	51.
	. 357,715	368,399	280,230	31.
Baton Rouge, La	. 38,717	43,115	23,016	87.
Bay City, Mich.	24,221 51,765	24,741 56,822	19,325 39,163	28.0 45.1
Baton Rouge, La. Bay City, Mich. Beaumont-Port Arthur, Texas Binghamton, N. Y.	51,765	52,932	43,739	21.0
Birmingham, Ala.	136,948	153,529	119,034	29.0
	637 718	645,464	558,175	15.6
Boston, Mass. Bridgeport, Conn. Brockton, Mass. Buffalo, N. Y. Conton. Ohio.	73,210	74,099	56,868	30.3
Brockton, Mass	. 36,907	37,583	33,192	13.5 22.0
Buffalo, N. Y.	300,019	306,142 80,906	250,886 62,183	30.1
Canton, Ohio	31.213	32,013	26,378	21.4
Charleston S C	35,187	42,911	31,907	34.5
Charleston, W. Va.	79,070	84,477	64,726	30.5
Charlotte, N. C.	46,954	52,639	36,320	44.9
Chattanooga, Tenn	61,854	68,650	53,238	28.9 21.6
Buffalo, N. Y. Canton, Ohio Cedar Rapids, Iowa Charleston, S. C. Charleston, W. Va. Charlotte, N. C. Chattanoga, Tenn. Chicago, Ill.	. 1,581,584 . 269,506	1,608,936 276,700 427,117	53,238 1,322,784 227,579	21.6
Cincinnati Ohio		427,117	350.293	21.9
Columbia, S. C.	30,527	35,332	24,210	45.9
Columbus, Ga.	35.263	41,633	28,577	45.7
Columbus, Ga.	. 142,771 . 37,415	145,388	105,742	37.5
Corpus Christi, Texas Dallas, Texas	37,415	43,914 187,033	23,993 113,020	83.0 65.5
Dallas, Texas	. 174,876	101,000	110,020	00
Davenport (Iowa)—Rock Island- Moline (Ill.)	67,428	68,945	55,891	23.4
Dayton, Ohio		130,896	91,800	42.6
Decatur. Ill.	30,051	30,727	24,349	26.2
Decatur, Ill. Denver, Colo.	. 168,524	171,963	120,119	43.2
Des Moines, Iowa	. 68,519	70,060 829,659	56,516 616,510	24.0 34.6
Detroit, Mich.	. 818,873 73.915	75,578	69,485	8.8
Durbam N C	23,499	26,081	19,898	31.1
El Paso, Texas	. 42,578	48,165	31,604	52.4
Erie, Pa.	. 58,996	61,841	48,010	28.8
Evansville, Ind.	45,643	47,644	36,227 34,875	31.5 13.8
Denver, Colo. Des Moines, Iowa Detroit, Mich. Duluth (Minn.)—Superior (Wis.) Durham, N. C. El Paso, Texas Erie, Pa. Evansville, Ind. Fall River, Mass. Flint, Mich.	. 39,069 . 76,320	39,704 77,640	60,380	28.6
Flint, Mich. Fort Wayne, Ind. Fort Worth, Texas	53,959	54,892	42,223	30.0
Fort Worth, Texas	. 101,061	109,137	64,512	69.2
Fresno, Calif	. 10,200	80,375 25,276	50,012	60.7
Gadsden, Ala.	. 22,091	33,149	17,197 22,150	47.0
Galveston, Texas	. 30,597 . 84,071	85,525	69,220	23.6
Grand Rapids, Mich.	25,658	26,208	20,506	27.8
Green Bay, Wis. Greensboro-High Point, N. C. Greenville, S. C. Hamilton-Middletown, Ohio	25,658 45,193	49,772	36,842	35.1
Greenville, S. C.	. 40,199	45,066	33,813	33.3
Hamilton-Middletown, Ohio	40,036 80,540	41,105 83,809	32,496 66,991	26.5 25.1
Harrisburg, Pa.	100,851	101,562	77,479	31.1
Houston Texas	221,883	239,874	146,403	63.8
Huntington (W. Va.)-Ashland (Ky.	) 58,589	67,344	55,225	21.9
Harrisburg, Pa. Hartford, Conn. Houston, Texas Huntington (W. Va.)—Ashland (Ky. Indianapolis, Ind.	. 163,544	167,737	131,660	27.4
Jackson, Mich.  Jackson, Miss.	30,140	30,692 37,454	25,148 26,921	22.0 39.1
Jackson, Miss.	31,461 76,073	85,379	55,165	54.8
Jacksonville, Fla.	71,859	76,364	68,935	10.8
Jackson, Miss. Johnstown, Pa. Kalamazoo, Mich.	36,017	36,677	27,564	33.1
Kansas City, Mo. Kenosha, Wis.	248,839	256,535	203,941	25.8
Kenosha, Wis.	21,731	21,950	16,764	30.9 49.3
Knoxville, Tenn.	. 80,863 60,979	88,763 65,218	59,501 55,376	17.8
Lancaster, Fa.	48,755	49,447	36,894	34.0
*Laredo, Texas		12,794	10,025	27.6
Lawrence, Mass.	. 36,378	36,932	32,838	12.
Kenosha, Wis. Knoxville, Tenn. Lancaster, Pa. Lansing, Mich. *Laredo, Texas Lawrence, Mass. Lexington, Ky.	. 25,253	27,330	21,044	29.
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#### FCC Roundup

(Continued from page 79)

West Central Bestg. Co. in exchange for WEEK Peoria, Ill. Principals in West Central Bestg. Co. are Robert S. Kerr, D. A. McGee, T. M. Kerr, Callie B. Fentem and Liberty National Bank & Trust Co. (co-executors of estate of T. W. Fentem, deceased), Dean Terrill, Grayce B. Kerr and Geraldine H. Kerr, a partnership [see story this issue]. West Central Bestg. Co. is licensee of KRMG Tulsa, Okla, Filed Dec. 27. KSPO Spokane, Wash.—Assignment of license from Louis Wasmer to D. Corp. Williams and Delbert Berkeld.

KSPO Spokane, Wash.—Assignment of license from Louis Wasmer to D. Gene Williams and Delbert Bertholf, co-partners, for \$55,000. Mr. Williams is now general manager of KSPO and Mr. Bertholf is employed in production and program department of KGA Spokane. [Mr. Wasmer has filed application to buy KREM Spokane, Eet, Nov. 26, 19, Oct. 22, 1 Filed Dec. 28.

1			1	Households %
ı	Standard Metropolitan Area	Radio Homes 1950	1950	1940 Incre
	Lima Obio	25.440	25,959	20,255
	Lincoln, Nebr.	35,138	36 113	29.129
	Little Rock-North Little Rock, Ark	. 50,211	56,671 41,459	42,112 30,228
	Lorain-Elyria, Ohio	40,713	41,459	30,228
	Louisville, Kv.	157.689	166.163	124.814
	Lowell, Mass.	36,132	36,204	31,537
	Lubbock, Texas	26,030	41,459 1,439,403 166,163 36,204 28,293	30,228 934,629 124,814 31,537 13,819 25,816 35,372
	Madison Wis	30,178 45,495	37,119 46,094	25,816 35,372
	Manchester, N. H.	25,422	26,074 133,504	22,050
	Memphis, Tenn.	115,748	133,504	96,769
	Milwankee Wis	246 075	154,815 249,316	22,050 96,769 75,934 1 209,682
	Minneapolis-St. Paul, Minn.	323,953	328,220 62,098	209,682 263,508 35,768
	Mobile, Ala.	51,852	62,098	35,768
	Muncia Ind	26.653	. 37,663 27,308	29,520 21,719
ı	Nashville, Tenn.	81,425	88,698	66,923
ı	New Bedford, Mass.	40,598	41,258	36,841
	New Haven Conn	74 294	41,530	31,978 63,914
	New Orleans, La.	173,947	75,120 196,995	147 545
	New York-Northeastern New Jersey	3,659,852	3,776,937 113,454	3,146,120
	Norfolk-Portsmouth, Va.	103,584	22 550	66,332 15,103
	Oklahoma City, Okla.	94,884	101,916	
	Omaha, Nebr.	102,906	101,916 105,762 35,725	89,487
	Urlando, Fla.	32,081	35,725	20,413
	Philadelphia, Pa.	32,941 979,486 90,900 591,667 34,478 322,783 209,150 70,478 31,086 34,677 31,086 42,047 43,175 45,060 42,048 41,175 45,060 42,048 41,175 45,060 42,048 41,175 45,060 42,048 41,175 41,17	74,146 1,019,236	69,951 89,487 20,413 59,365 831,031 50,455 525,474 16,025 28,167
	Phoenix, Ariz.	90,900	96,497 614,408	50,455 525,474 16,025 28,167
	Pittsburgh, Pa.	591,675	614,408	525,474
	Portland, Me.	34,478	19,048 35,003 228,975 211,476 24,484	28,167
	Portland, Oreg.	222,793	228,975	28,167 161,443 177,761 18,232 24,992 24,330
	Providence, R. I.	209,150	211,476	177,761
	Racine, Wis.	31,086		24,992
	Raleigh, N. C.	29,941	33,305	24,330
-	Reading, Pa.	70,478	33,305 73,262 90,823	63,692 69,210 27,949
	Roanoke, Va.	34,375	36,647	69,210 27,949
	Rochester, N. Y.	136,172	143.641	121,086
	Rockford, Ill.	45,069	45,848	34,818
	Saginaw, Mich.	42,046	45,848 82,799 42,992	49,134 34,542
1	St. Joseph, Mo.	27,221	28,684	26,816
	St. Louis, Mo.	481,989	494,855	403,040 56,621
	San Angelo, Texas	15,228	78,447 16,977	10.503
1	San Antonio, Texas	116,102	130,745	84,692
	San Diego Calif	165 970	85,945 169,012	47,666 90,179
	San Francisco-Oakland, Calif	698,193	707,389	462,693
- }	San Jose, Calif.	84,154	85,436	51,916
-	Savannan, Ga.	67.949	43,050 71,828	31,718 72,347
	Seattle, Wash.	230,828	236.262	169,125
1	Shreveport, La.	43,882	50,323	40,350
	Sioux Falls, S. Dak.	20,229	20.748	28,394 15,504
	South Bend, Ind.	57,762	31,273 20,748 59,122 69,030	43 804
	Spokane, Wash.	67,442	69,030	49,863 33,207
	Springfield, Mo.	31,351	40,826 33,176	26 611
	Springfield, Ohio	32,055	33,176 32,877 113,730 55,590 57,955 97,213 79,015	26,653
	Stamford Norwalk Conn	112,934	113,730	95,216 37,991
	Stockton, Calif.	56,506	57,955	36,569
	Syracuse, N. Y.	92,158	97,213	80.630
	Tampa-St Petersburg Fla	77,514 120,756	79,015	54,711 78,830 30,080
	Terre Haute, Ind.	31,937	33,512	30,080
	Toledo, Ohio	114,679	116.662	96,079 26,376
	Trenton N J	57,262	32,775 59,339	26,376 48,501
	Tulsa, Okla.	73,234	77,991	54,645
	Utica-Rome, N. Y.	76,863	80,401	69,195
	Washington, D. C.	392.145	37,855 405,108	27,326 237,609
	Waterbury, Conn.	43,488	43,972 29,204	35,825
	Waterloo, Iowa	28,649	29,204	22,621
	Steubenville (Ohio)	97,115	100,533	92,298
	Wichita, Kans.	67,016	69,447	92,298 42,468
	Wilkes Barre Harleton Pa	24,003 101.848	26,119 106,647	19,954
	Wilmington, Del.	72,734	75,061	102,117 57,406 30,800
	Winston-Salem, N. C.	35,631	39,678	30,800
	Worcester, Mass.	73,583 56,165	74,779 58,935	63,425 48,252 118,588
\$	Standard Metropolitan Area Lima, Ohio Lincoln, Nebr. Little Rock-North Little Rock, Ark Lorain-Elyria, Ohio Los Angeles, Calif. Louisville, Ky. Lowell, Mass. Lubbock, Texas Macon, Ga. Madison, Wis. Manchester, N. H. Memphis, Tenn. Mimin, Fla. Milwaukee, Wis. Minneapolis-St. Paul, Minn. Mobile, Ala. Montgomery, Ala. Muncie, Ind. Nashville, Tenn. New Bedford, Mass. New Britain-Bristol, Conn. New Haven, Conn. New Haven, Conn. New Haven, Conn. New Orleans, La. New York-Northeastern New Jersey Norfolk-Portsmouth, Va. Ogden, Utah Oklahoma City, Okla. Omaha, Nebr. Orlando, Fla. Peoria, Ill. Peoria, Ill. Peoria, Ill. Petrisfield, Mass. Portland, Me. Portland, Oreg. Providence, R. I. Pueblo, Colo. Racine, Wis. Raleigh, N. C. Reading, Pa. Richmond, Va. Racine, Wis. Raleigh, N. C. Reading, Pa. Richmond, Va. Rockford, Ill. Sacramento, Calif. Saginaw, Mich. St. Joseph, Mo. St. Louis, Mich. St. Joseph, Mo. Str. Louis, Mich. St. Joseph, Mo. St. Louis, Mich.	141,880	145,967	118,588
	*Radio set figures not available.			

\*Radio set figures not available.

#### Rorer Moves Office

DWIGHT E. RORER, Washington, D. C., radio attorney, has moved his office in the nation's capital to Suite 530, Washington Bldg., effective Jan. 1. Mr. Rorer has beer an associate member of the law firm of Dow, Lohnes & Albertson Washington, D. C. Mr. Rorer is also a firm member of Grant, Exselsen & Rorer, New York.

#### Our Respects To

(Continued from page 44)

anager of WCBS. In May of 950, he became the first general anager of a CBS-owned televion station, WCBS-TV, serving in dual capacity as general man-ger of both WCBS and WCBS-V until August of this year, when ie Columbia Broadcasting Sysm was split into separate radio ad television divisions, and Mr. wift moved into his current posi-

In his treasure of broadcasting operiences, there is one that Mr. wift will never forget. It hapened the night before WCBS bean broadcasting from its present ansmitter on Columbia Island, f New Rochelle, N. Y. Because rthur Godfrey's early-morning rogram was scheduled to be the est aired over the new transmitter ad because both Messrs. Swift ad Godfrey thought it would be good stunt to originate the first rogram from the island itself, e pair left early the preceding rening, planning to get a good ght's rest in the engineers' quarrs located at the base of the new ansmitting tower.

There was so much excitement, owever, and so much last-minute ork going on that neither could eep a wink.

#### Godfrey Takes Over

Mr. Swift talked Mr. Godfrey to taking over the bored enneer's role, who was testing the ansmitter in a tired voice, and gether they rigged up a typical odfrey broadcast of records and itchat. In short order a long stance collect call was received om a man at Joe's Bar in some hio small town. Mr. Swift said could not accept the call.

But this gave him an idea, for me fun and for an easy way of termining the new transmitter's fective range. He had Mr. Godey say on the air that he had st received the call from the hioan, and that if anyone else ould like to call collect, they'd ar their names mentioned over CBS. Before the night was er, they had heard from every ate in the Union, five provinces Canada and Mexico. Each was collect call which, after getting e caller's name, Mr. Swift would t accept.

Next day, he did accept a call, om a vice president of the teleione company, who declared that ie of his jobs was to weed out ckets against his organization. he Swift-Godfrey scheme, he said, as an entirely new one.

Mr. Swift and Mr. Godfrey were

REACHES 93,217 RADIO POUGHKEEPSIE FAMILIES REPRESENTED BY DEVNEY

together on hundreds of other broadcasts, the popular red-head insisting during his first year on WCBS that Mr. Swift be in the studio with him during every broadcast. The two went on a twomonth tour of South Pacific islands in 1944 for the Red Cross, in connection with the "Give a Pint, Save a Life" campaign, in which both men had taken active parts.

Mr. Swift was born in Newark, N. J., on October 2, 1912. His family later moved to Montclair, N. J., where he attended the Montclair Academy and Montclair High School. His father was a blanket manufacturer, who gave up his own successful business to become manager of the Blanket Division of the American Woolen Co., and was a vice president of Cannon Mills before his death.

During his second year at high school, Mr. Swift was introduced to the game of tennis by a young lady the day after they had met. She beat him so badly that he made up his mind to master the game. By the time he was graduated from high school he was skillful enough to teach others. The young lady-Edith Morrell-later became Mrs.

Now his game is golf (tennis is too strenuous). He says, "my enthusiasm for it outstrips my ability." He's a December-to-December man and golfs any good course from New Jersey to Pinehurst whenever he can get away for a few hours or a few days.

#### REC Member

Mr. Swift is not a joiner-the only business club to which he belongs is the Radio Executives Club. "I don't have time for such activities," he says. "My job is as much my avocation as it is my vocation."

Mr. Swift feels it essential that costs be kept to an absolute minimum if television is to be brought within the reach of the local advertiser.

"We have been able to provide good television programs at com-paratively low costs," he points out, "by building our shows around experienced veterans of radio and promising young talent from elsewhere in the entertainment field."

"Further economies," Mr. Swift notes, "have been brought about by strip programming which, together with our policy of participating sponsorships, results in the widest possible distribution of costs for the advertiser."

Mr. Swift was married to his high school sweetheart in 1935 and they currently reside in Morristown, N. J., with their three children: Carol Ann, 12, G. Richard Jr., 9, and Christopher Barry, 5. "By the time the youngest came along," he laughs, "we felt my job here was permanent, so we had no scruples about giving him the initials of C.B.S."

#### Praises Rugged Drama

U. S. ASSISTANT Surgeon General Mark Hollis praised the ABC radio program, Mark Trail, for its effectiveness as an adventure drama base on nature lore and cited, in particular, its work towards eliminating water pollution. Referring to the Monday, Wednesday, and Friday afternoon program, he said, 'we of the United States Public Health Service are grateful to you for telling your listeners about the important work there is for everybody to do in helping to make America's waters clean."

#### NATURAL SCIENTIST Is Named by WBAL

IVAN T. SANDERSON, well known natural scientist, is joining the staff of WBAL Baltimore as science and research director. Starting Jan. 7, he will write and broadcast a daily program, You and the Unknown, discussing all facets of the natural sciences, but presented with family appeal.

Mr. Sanderson is an author of seven books and has three more in preparation, has led nine scientific expeditions to tropical countries, collected specimens and data for museums all over the world and has written many articles for leading magazines. He has an international reputation for his ability to make natural sciences fascinating to millions of persons, WBAL said.

#### Join Sports Group

LOCAL campaigns to promote public attendance at sports events have been started in four cities, J. B. Elliott, RCA Victor, has announced in his capacity as chairman of the Sports Broadcasting Committee of Radio - Television Mfrs. Assn. Directing RTMA's nationwide campaign is a sports subcommittee composed of sales managers of 19 leading TV set manufacturers.

# SHIP-BORNE VOA

THE VOICE of America will take on a new pitch early next year when the U. S. "Campaign of Truth" moves out to high seas.

Ship-borne transmitters, designed to penetrate the Iron Curtain countries, will be formally pressed into action with the commissioning of a Coast Guard vessel in New York City.

The project has been under study for more than a year and has been tested as one phase of the State Dept.'s campaign to step up broadcasting activities overseas. The project is known as Operation Vacahond

The ship will be commissioned the Courier in New York sometime around next Feb. 15. If successful, other units will be launched.

How will it work? The present

plan calls for the erection of a barrage balloon above a 338-ft. Coast Guard vessel, with mounted antenna, and a deck-based antenna.

The plan for ship-laden transmitters was devised originally as an economical alternative to the usual procedure of securing select land sites in certain countries. Additionally, land sites are more difficult to protect.

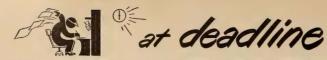
Koy D. Kohler, chief, International Broadcasting Division, described the project this way last March before a House Appropriations subcommittee:

"It will be put on a vessel. Arrangements have been completed . . . to secure and man the vessel and the plan is all worked out with the Joint Chiefs of Staff. . Perhaps as many as three to five additional units can be so mounted. . . They can be operated with their own antenna, or with a shore-installed antenna."

The operation would cost roughly \$1 million a year to maintain. The ship will be equipped with medium and shortwave transmitters described as "several times more powerful than any domestic transmitters authorized by the FCC."

Funds were included in the \$97.5 million requested by President Truman but cut 90% by Congress. Budget called for money to finance a ring-transmitter project.





# RTMA HEADQUARTERS

NATIONAL headquarters of Radio-Television Mfrs. Assn. in Washington moved Saturday to new Wyatt Bldg., 777 14th St. N.W., Washington, across street from NBC Capital studios. New telephone number is NAtional 3002

Glen McDaniel, RTMA president, and James D. Secrest, secretary-general manager, are located with administrative staff at Room 800. Separate office for new RTMA Statistical Dept. located at Room 811. This office is operated separately from headquarters since it handles confidential information from manufacturers. RTMA explained its officers will have no access whatever to statistical files.

#### RADIO-TY TO COVER CIVIL DEFENSE CONVOY

EXTENSIVE radio-TV coverage planned for official opening of Alert America civil defense convoy, which hits Washington, D. C., Jan. 7 on first leg of nationwide tour. Convoy will locate at Interdepartmental Auditorium, with local stations mapping lengthy pickups during week. Convoy will tour key target areas in New England, Midwest, then southern and western states. Network shows also are planned.

Convoy is project of Federal Civil Defense Administration and operated by Valley Forge Foundation (Freedom train operator). Advertising Council Inc. expected to participate later. FCDA anniversary will be marked with official proclamation of Jan. 13 as Civil Defense Week. Convoy features displays, exhibits, illustration of CD services and talks by key speakers.

# SALE OF WICC PROTESTED;

IF FCC approves sale of WOR-AM-FM-TV New York to General Tire & Rubber Co.'s Thomas S. Lee Enterprises (Yankee and Don Lee Networks), it should force that company to hand in its WICC Bridgeport license, open up 600 kc facility for new applicants.

That is essence of motion filed Friday with FCC by Garo W. Ray, New England consulting engineer. Mr. Ray's thesis is that when a licensee is forced, through conflict with an FCC rule, to dispose of a broadcast station, it should be put back into "pot." In this case Mr. Ray is referring to multiple ownership rule which limits single entity to seven AM stations. If Commission approves purchase of Macy-owned New York properties, Lee Enterprises has indicated it will sell WICC to present owners of WLIZ Bridgeport for \$200,000 [B\*\*T, Nov. 26, 19].

Tangible assets of WICC are less than

Tangible assets of WICC are less than \$10,000, Mr. Ray asserted, and the \$200,000 purchase figure is, in effect, a lien against future profits of the station. This means Lee Enterprises would continue to control station, and thus be in violation of Commission's seven-to-a-customer rule, Mr. Ray stated.

Mr. Ray, who has interest in WNHC-AM-TV New Haven, also declared he wanted to apply for WICC facilities.

#### AGENCY OPENS S. F. OFFICE

HARRINGTON, RIGHTER & PARSONS to open office at 235 Montgomery St. (Russ Bldg.), San Francisco, effective Jan. 1, with Frank Dougherty as manager.

#### BUYING POWER RISES

BUYING power of individuals in United States rose substantially in 1951 as result of higher employment and rising wages, Secretary of Commerce Charles Sawyer said in yearend review. Gross national product valued at \$327 billion for year, 15% above 1950. Half of increase due to higher prices; rest to volume increase. Outstanding defense orders at yearend amount to \$40 billion. Personal income totaled \$251 billion for year compared to \$225 billion in 1950 and at yearend amound rate had reached \$260 billion. Prices averaged 12% above 1950.

#### **Business Briefly**

(Continued from page 5)

Thurs. schedule to Mon., Wed., Fri., 10:30-10:45 a.m. (CST) from Dec. 31, 52 weeks on same hookup for Kraft Dinner and malted milk products. Agency, J. Walter Thompson, Chicago.

COLGATE SPOTS • Colgate-Palmolive-Peet Co. understood to be increasing present spot schedule in number of radio markets, starting Jan. 1. Agency, William Esty & Co., N. Y.

'HOLIDAY' BREAKS ■ Curtis Publishing Co. preparing day and night chain-break radio schedule for *Holiday* magazine, Jan. 16-25. Agency, BBDO, N. Y.

HALLMARK SIGNS Hall Brothers, Kansas City (Hallmark greeting cards), signs for NBC-TV Sarah Churchill series, Sun., 2:30-3 p.m. (CST), 52 weeks. Starting date not selected. Agency, Foote, Cone & Belding, Chicago.

NEW YORK TEST • United Fruit Co., New York, placing four-week radio campaign of night and daytime chain breaks on New York stations, with possible expansion of schedule later. Agency, BBDO, New York.

MURINE ON MBS ● Murine Co., Chicago (eye solution), to sponsor Friday night portion of Gabriel Heatter strip on full MBS network from Feb. 29 for 13 weeks. Agency, BBDO, Chicago.

LOTION CAMPAIGN • Chamberlain Sales Corp., Des Moines (lotion), Jan. 7 starts spot campaign on 125 independent and 285 Keystone stations 13 weeks, thrice weekly. Agency, BBDO. Chicago.

#### **RADIO'S FUTURE**

"IT SEEMS unlikely that television will kill off radio any more than radio killed off newspapers, magazines, movies, the legit stage or phonograph records," Howard S. Meighan, president, CBS Radio, said Friday.

"Our vastly increasing population and economy can and will support in the future an additional time-consuming and sales producing medium like television with less impact on like but competitive media," he declared.

# PEOPLE.

DUDLEY FAUST, assistant western networks ales manager for CBS radio in Chicago free 1945 to Sept. 1950, and since then in Claradio network sales in New York, to be name eastern sales manager for CBS Radio unc Sales Manager Eldon Hazard.

THOMAS BUCHANAN, formerly with KO'I (TV) Tulsa and also operator of own advetising agency, to WOR-TV New York sales a partment as account executive.

ROBERT R. PAULEY named WOR No York's sales representative in Boston, wi offices in Statler Bldg.

ROLAND H. CRAMER elected vice preside of McCann-Erickson Agency, Chicago. He h been account executive since 1939, and w transferred to Chicago after returning fro four years of Navy service.

DONALD K. deNEUF appointed general ma ager of 13-station Rural Radio Network 1 Clifford E. Snyder, president. He succeed Michael R. Hanna, who asked to be relieved managerial duties because of Cornell U.'s e panding radio and TV interests. Mr. deNet joined RRN in 1947. Network covers New Yor state and Northern Pennsylvania by FM.

OWEN STONER named president of Vic Chemical Co., N. Y., effective Jan. 1. He we formerly vice president in charge of adve tising and assistant general manager of Prin Matchabelli Inc., N. Y., subsidiary of Vick. M Stoner succeeds H. R. Marschalk, who we appointed chairman of Matchabelli and men ber of Vick's management staff.

DWIGHT RORER is opening own law officin Washington Bldg., Washington, Jan. 1. Has been with Dow, Lohnes & Albertson la firm since 1945, served as head of the U. Army Ordnance Dept.'s legal dept. durin World War II, was in private Washington pratice before then. Mr. Rorer retains his interes in the New York law firm of Grant, Exselse & Rorer, 1 Wall St.

#### PARAMOUNT POLICY

RESPONDING to request of Skiatron Corp for permission to use its films in test telecast of "Subscriber-Vision," company's method of pay-as-you-see TV, Paramount Picture Corplast week notified Skiatron it would get sam kind of cooperation given by Paramount t Zenith for its "Phonevision" experiments Paramount letter noted that as Skiatron hand yet applied to FCC for permission to conduct "Subscriber-Vision" tests, its reques was premature. Paramount also warned tha any implication by Skiatron that permission to use Paramount films implied endorsement of approval of this method of telecasting would lead to "reconsideration" of permission.

#### 55 NEW CBS-TV ACCOUNTS

BUSINESS was good for CBS television in 1951, J. L. van Volkenburg, president, said last week, with 55 companies placing new business on CBS-TV, of which 39 were new clients and 85% of all the network's clients retaining usual broadcast periods during summer.

#### MAGAZINES TOP \$500 MILLION

TOTAL magazine advertising volume for 1951 will top \$500 million, according to preliminary estimate of Magazine Advertising Bureau based on ten-month volume of \$418.5 million for magazines, not including \$50.5 million for advertising in Sunday newspaper supplements.

BROADCASTING . Telecasting





Pioneer NBC outlets for Virginia's first market.
Represented nationally by
John Blair & Company



Lots of good wishes for the Koliday Season and the coming year W I RThe Goodwill Station