

TELECASTING

TELEVISION COSTS SKY-ROCKETING?

NOT

on

Du Mont

**Cavalcade of Stars (Fridays, 10 P. M., E. S. T.) delivers
400 homes per dollar for each commercial minute
1042 viewers per dollar for each commercial minute***

To put it another way: "Cavalcade of Stars" costs \$2.50 per 1000 homes for each commercial minute and \$.96 per 1000 viewers for each commercial minute.

Eye-opening figures? Sure they are. Practically unbeatable in network television today.

And DU MONT can do the same for you.

There is still some prime time available on DU MONT ... for an advertiser who is seeking the highest possible return on his television investment.

Want further information? Write or call:

**November, 1951 Videodex*

Du Mont

TELEVISION NETWORK

515 Madison Avenue, New York 22, N. Y. — MU 8-2600

A Division of Allen B. Du Mont Laboratories, Inc.

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**in our
7th
year**

EDUCATION...AT THE ADULT LEVEL

"Education in Action" is telecast every Sunday on WGAL-TV. The program is presented alternately by Franklin and Marshall College, Lancaster, Penna. and Pennsylvania State Teachers' College, Millersville, Penna. This educational feature has a dual objective: first, to interpret information on curricula and methods; second, to give instruction on the adult level, i.e. demonstrations of chemical and physical phenomena.



Recently, the inauguration of an Air Corps R.O.T.C. instruction course at Franklin and Marshall caused wide discussion. The telecast shown explained the course and answered many questions which had arisen concerning this Air Corps project.

In the photograph — third from left, Mr. Max E. Hannum, assistant to the president at Franklin and Marshall College and regular moderator on "Education in Action." Fourth from the left, Lt. Col. James T. Locher director of the R.O.T.C. course with his entire instructor group.

WGAL-TV

LANCASTER, PENNSYLVANIA

A Steinman Station • Clair R. McCollough, President



Represented by

ROBERT MEEKER ASSOCIATES • Chicago • San Francisco • New York • Los Angeles

JANUARY 7, 1951

DISTRIBUTE CODE, SEAL

Effective March 1

OFFICIAL copies of the new NARTB TV Code, with a gray jacket featuring the Seal of Good Practice, will be distributed this week by the association. First printing of 10,000 copies will contain the main body of the code but not the appendix (text of code and appendix were printed in the Dec. 10, 1951 BROADCASTING • TELECASTING).

At the same time NARTB granted permission for reproduction of the official TV seal approved by the TV board Dec. 6 (see photo at right).

As originally drawn, the seal carried the words "Seal of Approval" but because of legal complications the wording was changed to "Seal of Good Practice," with the word "good" dominating.

The code itself will go into effect March 1. Meanwhile NARTB headquarters is working out details of the subscription regulations and fees to be charged member and non-member subscribers.

The association is getting bids for reproduction of slides carrying the official seal. While plans are not definite, it is possible each station and network subscriber will receive slides carrying call letters or network symbols. This would assure uniformity in use of the seal, it was explained. Bids also will be obtained for 10-second film prints of the seal but these will not include sound.

Artist for the official seal was William R. Willson, freelancer. Mr. Willson served three years as sales promotion manager of WMAL Washington and was first art director of WMAL-TV. He left the TV station in 1950 to freelance.

Elaborate steps are being taken

at NARTB to surround the code and seal with copyright and trademark protection. Still to be worked out are rules covering its use by stations and networks, as well as by non-subscriber stations carrying programs from seal-subscribing networks.

The code dues structure will be submitted to the NARTB TV board at its mid-February meeting in San Antonio. The board will have a chance to review final procedural steps before the March 1 effective date.

NARTB plans to send TV mem-

ber stations and "Member Service" subscribers 10 free copies of the code. Subscribing TV stations will be entitled to 100 free copies. One copy will be sent each NARTB AM and FM member station as will all other AM, FM and TV stations in the nation. Additional copies will be available for 15 cents.

Educational institutions, civic agencies, clubs and others will re-

ceive copies of the code as part of NARTB's public relations service.



1950 REVENUE

Up 208.7%, FCC Reports

GAIN of 208.7% in total TV revenues, which amounted to \$105.9 million for 1950, was announced by the FCC in its annual financial report last week. This compares with \$34.3 million total in 1949.

Expenses for 1950 totaled \$115.1, compared to 1949's \$59.6 million, a 93.1% increase.

Thus, despite three-fold increase

in revenues, TV was still a loss industry—all networks and stations lost \$9.2 million in 1950.

But in 1949 they lost \$25.3 million.

FCC's estimate early last year foresaw \$105.8 million in revenues, \$113.7 million expenses and \$7.9 million loss [B•T, April 2, 1951]. Actually, revenues were \$100,000

over the estimate, expenses \$1.4 million additional, which brought the loss to \$9.2.

The four TV networks, including their 14 owned and operated stations, took in \$55.5 million in 1950, compared to \$19.3 million in 1949. Expenses amounted to \$65.5 in 1950, compared to \$31.4 million in 1949. Loss totaled \$10 million in 1950 compared with \$12.1 million in 1949.

Ninety-three other TV stations in the aggregate ended up 1950 in the black. They took in \$50,439,000, spent \$49,622,000, came out with a profit before federal taxes of \$817,000.

Expressive of the amount of revenue gained as between network times sales, and that from national, regional and local advertisers are the following figures:

Network times sales in 1950 totaled \$35,210,000, with the networks and their O & O stations accounting for \$27,312,000, and all other stations \$7,898,000.

National and regional time sales totaled \$25,034,000, with networks and their owned-stations accounting for \$8,208,000, and all other stations \$16,826,000.

Local time sales totaled \$30,385,000. Of this amount, networks and their owned-stations took in \$6,858,000, while all other stations

(Continued on page 92)

BROADCAST FINANCIAL DATA OF TELEVISION NETWORKS AND STATIONS

1950

(In thousands)

Item (1)	4 networks and their 14 owned and operated stations (2)	93 other stations (3)	Industry total (4)
A. Revenues from the sale of time:			
1. Network time sales by:			
a. Nation-wide networks	\$26,539	\$8,486	\$35,025
b. Miscellaneous networks and stations	19	19	38
Total	26,539	8,505	35,044
Deduct—Payments to foreign stations and elimination of miscellaneous duplications	(773)	607	(166)
Revenues from network time sales	27,312	7,898	35,210
2. Non-network time sales to:			
a. National and regional advertisers and sponsors	8,208	16,826	25,034
b. Local advertisers and sponsors	6,858	23,527	30,385
Total revenues from non-network time sales	15,066	40,353	55,419
Total revenues from time sales	42,378	48,251	90,629
3. Deduct—Commissions to regularly established agencies, representatives, brokers and others	7,415	6,893	14,308
Net revenues from time sales	34,963	41,358	76,321
B. Revenues from incidental broadcast activities:			
Talent	10,861	4,301	15,162
Sundry broadcast revenues	9,652	4,780	14,432
Total revenues from incidental broadcast activities	20,513	9,081	29,594
Total broadcast revenues	55,476	50,439	105,915
C. Total broadcast expenses of networks and stations	65,507	49,622	115,129
D. Broadcast income (or loss) before Federal income tax	(10,031)	817	(9,214)

'Howdy' Rates High

NATIONAL Parent Teachers Assn. and a buyer's association survey have given the *Howdy Doody* show on NBC-TV, five times weekly, top rating among children's programs. NPTA rated the show a top 96, 40 points ahead of nearest competition. In the survey made by field workers of the Patrecia Ward Co., a research organization for leading buyers, 40% of the mothers of children from 4 weeks to 14 years, reported *Howdy* as the children's choice.

'TELEVISION SQUARE' WOR-TV Plans Debut

WOR-TV New York will inaugurate its modern new building, "Television Square," designed and constructed exclusively for production of television programs, with a special broadcast, *21 Camera Salute*, to be aired from 7-7:30 p.m. EST Wednesday as the first program to originate from the studios.

Besides grouping into one unit the complete facilities required for rehearsing and producing a television program, Television Square contains such industrial innovations as storage space for props and sets so arranged that an automobile can be driven from street to set, echo chambers built under studio floors, a waterless fire sprinkler system, lighted warning board which registers any use of all entrances besides the main one, an absorption system of year-round air conditioning which eliminates compression or moving machinery, and telescopic air vents that can be collapsed when not in use. WOR has introduced even a new station vocabulary, substituting "production room" for studio and "transmission center" for control room.

Will Tour by TV

Opening program will take Channel 9 viewers on a tour of the new building, with Bill Slater as guide and moderator to explain how a modern television studio operates.

Constructed for \$1,250,000 under the direct supervision of Charles Singer, assistant chief engineer, the two-story reinforced concrete and brick structure is built to cover almost the entire block between 67th and 68th Streets on Broadway and Columbus Avenues. The site, most recently an automobile parking lot, was acquired by WOR-TV in 1949.

Ground floor is given over to three production rooms, each edged by companion rooms for an-

nouncers, clients, dressing, and the whole floor bordered by a vast, high-ceilinged storage area, equipped with doors at each end high enough that trucks can drive in for off-the-street delivery. Grouping of major production areas on the ground floor has eliminated need for elevators and has solved a major TV production headache in New York, that of operating with space-taking equipment in a space-poor community.

Of the three production rooms on the ground floor, the largest measures 82 by 70 feet and contains an audience balcony, not glassed off separately from the camera area but raised and removed from the studio floor, which will allow for an audience of 250 people to be accommodated within the studio with a minimum of intrusion upon production activity.

The other two production rooms are alike, each having about 4,000

square feet of space. Each studio has an adjacent control booth—not so important now when monitors can be used but expected to be very necessary when color TV is introduced and engineers are required to match the photograph with the actual hues. Each studio also contains a booth for announcers, equipped with mikes and monitors, a clients booth, and a nearby rehearsal hall.

Ample Power Supply

About 156 kilowatts of electric power are available in each studio, channeled through a minimum of 150 outlets to supply the necessary electricity—more than that used to light 200 homes, spokesmen noted. A total of five cameras can operate simultaneously in any one studio and facilities will accommodate 40 microphones, in addition to intercom systems for intra-studio conversations. And in case

a script calls for a kitchen scene, each studio is equipped with the necessary gas, supply, water pipes, and disposal drains.

Four dressing rooms are provided for use by major performers. An additional two—one for men and one for women—for casts-at-large, and makeup rooms, replete with barber chairs, are placed nearby.

First floor arrangements also include the entrance lobby, where a light-warning system indicates the use of all other entrances, to avoid program interruptions from outside visitors, and an engineering maintenance room where regular equipment is checked and transmissions can be measured and tested with such instruments as cathode ray oscillographs, and video sweep-oscillators.

Designed to accommodate inflammable film, the buildings has specially designed storage vaults—large enough to hold 3 million feet of celluloid—plus a film shipping room, 8 cutting and editing rooms, 2 preview rooms, and 2 rooms for Movieola equipment.

A transmission center holds terminations for all incoming and outgoing video and audio lines, as well as telephone connections, with more than 60 racks required to hold equipment. A camera control center also has been built separate from control rooms in each studio

(Continued on page 93)

THAW PROPOSALS FCBA Advice Bring Varied Comments

OPPOSITION to recommendations of the Federal Communications Bar Assn. proposal to lump all TV applicants for the same city into one general hearing following end of the TV freeze [B•T, Nov. 26, 1951] was made known last week.

In a letter to FCC Broadcast Bureau Chief Curtis B. Plummer, FCBA Secretary R. Russell Eagan enumerated comments he received from individual members following his Dec. 5 invitation to members [B•T, Dec. 17, 1951].

Among those who objected to the "consolidated" hearing idea—whereby in cities where there were more applicants than available channels all applicants would be treated as competitive—were such Washington radio law firms as Pierson & Ball, Dempsey & Koplovitz, Miller & Schroeder and Cahill, Gordon, Zachry & Reindel (NBC).

At the FCC little consideration has been given the question of procedures following the three-year-old freeze's end. Neither the Commissioners nor the staff have formalized any ideas, according to best information. Accepted fairly widely is the premise that the Com-

mission would be most sympathetic to any plan which would hasten the advent of UHF service.

Plumping for consideration on a frequency-by-frequency basis were Pierson & Ball and Dempsey & Koplovitz. Recommending that applicants be permitted to specify either a VHF or a UHF channel or both was Miller & Schroeder. Not yet in writing is NBC counsel's ideas, but they are based on the thought that UHF applicants should be permitted to move ahead, where possible, without being held up by probable excess of VHF applicants. That generally is the basis for the recommendations of all who oppose the "one-big-hearing" idea.

Justification In Letter

Justification of the frequency-by-frequency suggestion is contained in the Pierson & Ball letter, which also was forwarded to the FCC. After citing the legal regulations which, the law firm holds, makes mandatory the Commission's consideration of an application only on a specific channel request, Pierson & Ball goes on:

The Commission is confronted with a tremendous backlog of applications that it must process with a staff that is substantially inadequate even if only the necessary procedures are followed.

The hearing load of the Commission will be increased by the Bar Assn. proposal [to lump all applicants together] since it is inevitable that the Commission will have to pursue unnecessary hearing procedure on a substantial number of applications that could be granted without a hearing. . . . the real work load of the Commission is not merely the number of hearings but the number of days that it must spend in hearing. This problem is not solved merely by reducing the number of hearings through consolidations. Rather, the problem is aggravated if such consolidations increase the number of days of hearing. We submit that the number of days

spent in hearing will be substantially enlarged by your proposal not only because of the necessity that the Commission hear applications it is unnecessary to hear, but also because it is a matter of common experience that the greater the number of parties to a hearing, the longer the examination and the greater the time required to conclude the hearing procedure.

Also noted in Mr. Eagan's letter to the FCC are a number of comments from FCBA members suggesting a 90-day "waiting period" between the time the Commission ends the freeze and begins processing applications. The FCBA had recommended a 60-day "grace" period to permit new applicants to file and pending ones to revise their applications. Several other Washington radio lawyers also opposed the FCBA cut-off recommendation. This was that after the 60-day period, the Commission refuse to accept any further applications until it was ready to begin processing the pending applications.

Among the comments attached to Mr. Eagan's letter were unqualified approvals of the FCBA recommendations by seven lawyers. Mr. Eagan's letter revealed also that the seven-point recommendation won a 3 to 1 vote in the Practice & Procedure Committee and a 5 to 2 vote of the FCBA Executive Committee.

Only other objections to FCBA recommendations have come from the Joint Committee on Educational Television, which proposed the separation of VHF and UHF applicants [B•T, Dec. 17, 1951] and from S. A. Cislser, WKYW Louisville, who opposed the idea of lumping all TV applicants in an area into one general hearing [OPEN MIKE, Dec. 31, 1951].

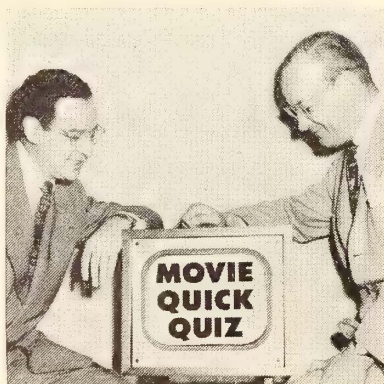
'MOVIE QUIZ' OFFERED

TV Version of 'Tello-Test'

WALTER SCHWIMMER Productions, Chicago, has announced release of *Movie Quick Quiz*, television version of the radio giveaway, *Tello-Test*. The TV series is a 15-minute strip which will be sold exclusively by United Television Programs. Initial sales have been made to WGN-TV Chicago and KSTP-TV Minneapolis.

Movie Quick Quiz is Mr. Schwimmer's first video quiz show, although he has several in radio. Negotiations for the handling of sales were carried out by Mr. Schwimmer and Milton Blink, executive director of United Television Programs, who also headquarters in Chicago.

The new series combines one-minute films for the quiz element with live production handled locally following a supplied format. The show is being sold across the board for a minimum of 26 weeks, Mr. Blink said.



Messrs. Blink (l) and Schwimmer discuss plans for release *Movie Quick Quiz* to TV stations.

MR. SPONSOR:

Around the clock... all year long...

WJBK-TV HAS THE TELEVISION AUDIENCE IN DETROIT!

WJBK-TV HOME HOOPERATINGS Sunday Thru Saturday 6-11 P.M.			
Nov.-Dec. '50 37.2	Dec. '50-Jan. '51 37.3	Jan.-Feb. '51 36.7	Feb.-Mar. '51 37.8
April '51 37.9	May '51 37.6	June '51 35.6	July '51 38.5
Aug. '51 41.1	Sept. '51 38.2	Oct. '51 35.4	12 Mos. Average 37.7



Just think! WJBK-TV's average TV-Home Hooperating, for the 12 months ending October 1951, is 37.7! The Sunday evening average alone, from April to October 1951, is 45.0!

Look at these other whopping Hooper averages WJBK-TV earned during 1951:

Mon. thru Fri. 8-12 AM (April-October).....49.9!
 Saturday 12-6 PM (April-October).....41.3!



WJBK-TV's consistently high Hoopers in the major time segments during 1951 make WJBK-Television the wise time-buyer's choice for top sales results in the Motor City. To be certain your television dollar pays you the highest dividends in the 5-billion dollar Detroit market, check with your KATZ man today.



WJBK —AM
 —FM
 —TV **DETROIT**

The Station with a Million Friends

NATIONAL SALES HEADQUARTERS: 488 MADISON AVENUE, NEW YORK 22, ELDORADO 5-2455
 Represented Nationally by THE KATZ AGENCY, INC.

NEW TV STUDIO

NBC Opens Largest Unit

TCHAIKOVSKY's "Pique Dame," presented Thursday night on television opera theatre by the NBC Television Network, marked the opening of the newest and largest NBC studio, said to be one of the largest TV studios in operation anywhere.

Measuring 85 by 185 feet, the production area contains almost 16,000 square feet, as contrasted to the 10,000 square feet of 8-H, highly publicized and largest NBC studio in New York's RCA building.

Located in Brooklyn, the studio is housed in one of several buildings the network acquired last October from the Vitagraph Corp., subsidiary of Warner Bros., motion pictures producers. The NBC acquisition—its 15th TV studio—is across the street from the Old Vitagraph Studios. Network has converted the former motion picture studios—idle for the previous five years—for television production, including making such repairs as changing from coal to oil heat, installing control booths, and reconditioning the floors. Primary innovation technically is that spotlights, hanging on battens near the 35-foot ceiling, will be operated electrically rather than manually.

NTSC STANDARDS

RCA Colorcasts Continue

FIELD tests of the RCA system of color TV, modified to include standards adopted by the National Television System Committee, which were conducted throughout December, will be continued at least through this week, Dr. C. B. Jolliffe, RCA vice president and technical director, said Thursday.

January test programs are being telecast on a regular schedule—Tuesday-Saturday, 7-8:45 a.m., Dr. Jolliffe said. December tests had been aired on a Monday-Friday, 7-10 a.m., schedule. Purpose of the field tests, he said, is to provide video set manufacturers with NTSC signals for study and research.

The December test colorcasts originated at NBC studios in New York, were broadcast on VHF by KC2XJV, experimental station operating on Channel 4, normally occupied by WNBTV (TV) New York, NBC TV station, and retransmitted Tuesday through Friday by KC2XAK, RCA-NBC experimental UHF TV station at Bridgeport. Programs were received in color on experimental receivers installed in the homes of RCA executives and engineers in New York, New Jersey and Connecticut and in the David Sarnoff Research Center of RCA at Princeton.

Dr. Jolliffe's statement noted that, as was reported when the tests began, the incorporation of NTSC standards into the basic RCA compatible color system required equipment changes only at the studio and that it was completed in a matter of a few hours.

WARRANTY RULING

No Tie-in, Says OPS

TV SET-MAKERS are prohibited from using a compulsory warranty in excess of 90 days where an additional charge is levied, the Office of Price Stabilization ruled Dec. 28. Such a warranty, OPS said, would constitute a tie-in sale and violate price regulations.

Any practice of manufacturers seeking to increase the duration of the base period warranty also would be violation, OPS ruled. Officials added that the proposal to increase the warranty charge while reducing set prices also would be prohibited.

Dropping of the former 90-day warranty "does not justify the proposed compulsory, longer warranty at an additional charge sought by some manufacturers," the announcement said.

"The general rules are that a seller may not require a tie-in sale and may not increase his ceiling prices," OPS asserted. "This, however, does not prohibit any seller from offering something in addition to that which he offered during the base period and from making an appropriate and reasonable charge for the item" in certain instances.

The reservation is that the purchaser "has a full option to take or leave the additional item." The ruling was issued in connection with Sec. 18 of the General Price Regulation and set forth in GPCR Interpretation 45.

The ruling was prompted by inquiries from manufacturers, some of whom require a purchaser to take additional warranties beyond designated periods (90 days or longer) when he purchased the set.

AMOS 'N' ANDY

Actors to Mail Ballots

MAIL ballots for NLRB elections to determine whether Screen Actors Guild or Television Authority shall represent *Amos 'n' Andy* actors will be sent to the actors Jan. 25, it was reported last week. Ballots will be counted Feb. 8 in the local NLRB office.

Some 45 actors are involved. The election is being held in accordance with an Oct. 16 board decision that actors in motion pictures made by the national television networks shall be in a separate bargaining unit from those in live network-produced TV shows. The *Amos 'n' Andy* series being produced by CBS-TV at Hal Roach Studios is the only show involved in the NLRB decision.

Bob Considine Move

NBC-TV's *Bob Considine Show*, sponsored by Mutual Benefit, Health, & Accident Assn. of Omaha, changes from 5:45-6 p.m. EST Saturday to 10:45-11 p.m. EST Tuesday time slot, effective tomorrow (Tuesday). Radio version continues in the Saturday 5:45 p.m. spot.



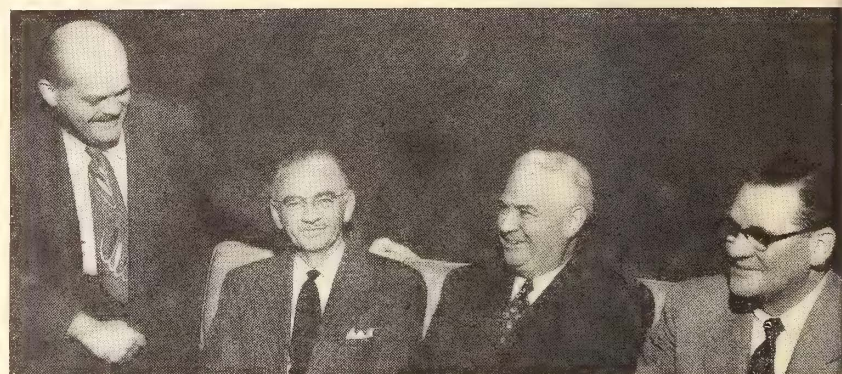
ENJOYING luncheon-meeting of Detroit Television Council are (seated, l to r): George W. Mason, president, Nash-Kelvinator; Paul Whiteman, band leader and emcee of TV Teen Club on ABC-TV, sponsored by Nash-Kelvinator; Walker R. A. Graham, acct. exec., Geyer, Newell & Ganger. Standing (l to r): James G. Riddell, president and general manager, WXYZ-TV Detroit, and Charles J. Coward, merchandising mgr., Nash-Kelvinator.



COMMENDATION to Traffic Court, seen on WWJ-TV Detroit, is presented to William J. Scripps (r), a director of station, by Richard Harfst, executive director, Automobile Club of Michigan. Show is beginning third year, presented with cooperation of Traffic Safety Assn. and Detroit Police Dept.



LOOKING over contract for *Sports Classic*, half-hour bowling show sponsored by Hotpoint, Chicago, over WKBW-TV there are, (seated, l to r): Rudy Boedecker, president, Chicago Classic League; M. K. Brody, district manager, Hotpoint; Allen T. Lacey, sales manager, major appliances, GE Supply Corp. Standing: Matt Niesen (l), Faetz-Niesen Recreation; Richard Ettelson, David Ettelson & Assoc.



FOLLOWING speech by Sen. John W. Bricker (R-Ohio), second from right, at premiere of new series on WLWC (TV) Columbus, featuring top public figures, these four join in shop-talk. Shown (l to r) are: Richard Mall, WLWC announcer; Hal Conefry, president, Ohio Legislative Correspondents Assn.; Sen. Bricker, and James Leonard, general manager, WLWC.

TOP Denver advertising executives gathered at KLZ Television Preparation Clinic to discuss TV problems with Edward Codel, second from right, director of TV, Katz Agency, a guest speaker. Present were (l to r): Bill Prescott, Ball & Davidson Agency; Rev Fox, MacGruder-Bakewell-Kostka; Clayton Brace, KLZ; Clair Henderson, Arthur G. Rippey & Co; Jack Tipton, KLZ; Mr. Codel, and Bob Betts, Bob Betts Agency.



you'll see it first thing...

"today"

7-9 AM EST

Before you leave home in the morning...
even before you finish your second cup of coffee... you
are going to become an ear and eye witness to
every major world event—as it happened while you slept,
as it happens *now*. This is the NBC Television program called
“Today”. This is the program that *entertains* as it informs.

This is the morning briefing-session that will
arm you with information to meet the day—
more fully than any citizen has ever been armed before.

See **"today's"** debut. January 14, 1952, 7 to 9 am EST

N B C T E L E V I S I O N

AMERICA'S NO. 1 NETWORK FOR ENTERTAINMENT, NEWS AND INFORMATION

A Service of Radio Corporation of America

COMPARATIVE NETWORK SHOWSHEET

	SUNDAY				MONDAY				TUESDAY				WEDN	
	ABC	CBS	DuMONT	NBC	ABC	CBS	DuMONT	NBC	ABC	CBS	DuMONT	NBC	ABC	CBS
6:00 PM	Ralston (alt. sp.) Space Patrol L	Out There		General Foods Roy Rogers F										
6:15														
6:30	The Ruggles F	Mr. Imagination	Georgetown U. Forum	General Foods Claudia L	Kellogg Space Cadet L								Kellogg Space Cadet L	
6:45														
7:00	Goodyear Paul Whiteman L	Wrigley Gene Autry Show	Stage Entrance	Chesterfield Sound Off Time Liggett & Myers				RCA Kukla, Fran & Ollie				Natl. Biscuit Kukla, Fran & Ollie		
7:15								Bob & Ray Show				Bob & Ray Show		
7:30	Kaiser-Frazer The Adventures of Ellery Queen L	American Tobacco This Is Show Business		General Foods Young Mr. Bobbin	Ironrite Hollywood Screen Test L	GM- Oldsmobile News		P&G Those Two L		GM- Oldsmobile News		Chevrolet Dinah Shore L	Bendix Swanson (alt. wks.)	GM- Oldsmobile News
7:45						Chesterfield Perry Como		Camel News Caravan L	P&G Beulah F	Fatima Stork Club		Camel News Caravan L	The Name's The Same L	Chesterfield Perry Como
8:00					Seiberling The Amazing Mr. Malone (alt.) Bristol- Myers Mr. D. A. L	Lever Lux Video Theatre		Speidel P. Winchell J. Mahoney	Mogen- David Wine Chas. Wild Private Detective L		What's the Story With Walter Kiernan			Pillsbury Toni (alt.) Godfrey & His Friends
8:15	King's Crossroads F	Lincoln- Mercury Dealers Toast of the Town		Colgate Comedy Hour C-P-P	Life Begins At 80 L	Lever- Lipton Godfrey's Talent Scouts	Pentagon Washington	Firestone Voice of Firestone L	Met. Opera Auditions L	Frank Sinatra Show		Texas Oil Co. Texaco Star Theatre	Paul Dixon L	Liggett & Myers Godfrey & His Friends
8:30														
8:45														
9:00	Arthur Murray Inc. Arthur Murray Party L	General Electric Fred Waring (9-9:30 eff. Jan. 13)	Clorets Chlorophyll Gum and Indus. Tape (Texcel) King Detect.	Goodyear Corp. (alt. with) Philco Corp. TV Playhouse	Skippy Peanut Butter You Asked For It L	P. Morris I Love Lucy		Admiral Lights Out L	United— Or Not L	Schick Inc. Crime Syndicated	Serutan Battle of the Ages	P&G Fireside Theatre	Please Draw Quickly L	Colgate Strike It Rich
9:15														
9:30	Marshall Plan F&L	Bristol Myers Break the Bank	Larus & Bro. Co. Plainclothes Man		TBA	General Foods Sanka It's News To Me		Johnson Wax S. Maugham Theatre alt. with American Tobacco Co. Robert Montgomery	On Trial L	Electric Auto- Lite Suspense	Quick on the Draw with Bob Dunn	Armstrong Circle Theatre L	Rhodes Pharmacy The Clock L	P. Lorillard The Web
9:45														
10:00	B. Graham Evan. Assn. Hour of Decision F	B.F. Goodrich Celebrity Time		P&G Red Skelton Show L	Bill Gwinn Show L	Westing- house Studio One								
10:15			Crawford Clothes They Stand Accused											
10:30	Young People's Church Youth on the March F	Jules Montenier What's My Line		Regent Cigs Cameo Theatre L	Co-op Stud's Place L			Co-op Who Said That L	Chicago Symphony (Except WJZ-TV) L	R. J. Reynolds My Friend Irma		P. Lorillard Original Amateur Hour L	Celanese Corp. Celanese Theatre (alt. wks.) Frigidaire Pulitzer Prize Playhouse L	Pabst Sales Co. Pabst Blue Ribbon Bouts
10:45														
11:00		Norwich Sunday News Spec.				Longines Chrono- scope				(11:15-11:30) Burlington Mills Continental (st. 1-22)		Nick Kenny Show L	Co-op Wrestling L	General Cigar Sports Spot Longines Chrono- scope
11:15 PM														

DAY

	SUNDAY				MONDAY - FRIDAY				SATURDAY				ABC
	ABC	CBS	DuMONT	NBC	ABC	CBS	DuMONT	NBC	ABC	CBS	DuMONT	NBC	
9:00 AM													1:30 PM
9:15													1:45
9:30													2:00
9:45													2:15
10:00						M-Th 10-10:15 CBS News		Mel Martin Show L				Rootie Kazootie	2:30
10:15						10-10:30 CBS News (Fri.)							2:45
10:30						Lever-Rinso (M-Th.) Arthur Godfrey		It's In the Bag L	Hollywood Candy Co. (alt. wks.) Junior Circus L				3:00
10:45													3:15
11:00								Ernie Kovacs Show L	Personal Appearance Theatre F	The Whistling Wizard	Internatl. Shoe Co. Kids & Company	Cactus Jim	3:30
11:15													3:45
11:30					Dennis James Show (Mon.) L	C-P-P (MWF) Strike It Rich		Dave and Charlie Harkness and News	McKesson & Robbins A Date with Judy L	Brown Shoe Smilin' Ed McConnell		Midwest Hayride	4:00
11:45													4:15
12:00 N	R. Joe Inc. Ranger Joe L	In The Park				Egg & I	Woman's Club	Prtcpting. Sponsors	General Mills Betty Crocker L				4:30
12:15 PM	The Magic Screen F				Warner Hudnut (M-W-F) Ameche- Langford (S. Tu-Th) L	Amer. Home All Products Love of Life P&G Search for Tomorrow	Noontime News with Walter Roney	Ruth Lyons 50 Club L		National Dairy The Big Top			TV Tots Time F
12:30	Voice of Prophecy Faith For Today L	M&M Ltd. Candy Carnival	Walter H. Johnson Candy Co. Flying Tigers				Take the Break with Don Russell	Luncheon Dale L	Carter Prods Cty Hospital L (alt. wks. TBA)				Canada Dry (5-5:30)
12:45													Super Circus
1:00	Horizons L	Take Another Look		Frontiers of Faith L	(See Footnote)	Steve Allen	Premier Products Rumpus Room with Johnny Olsen						Peter Shoe M&M alt. sp. 5:30-6) L
1:15						P&G T&Th. Steve Allen							5:45 PM

DAY		THURSDAY				FRIDAY				SATURDAY				
DuMONT	NBC	ABC	CBS	DuMONT	NBC	ABC	CBS	DuMONT	NBC	ABC	CBS	DuMONT	NBC	
										Amend Co. Meet the Champ L				6:00 PM
											<i>The Big Question</i>			6:15
						Kellogg Space Cadet L				Anthracite Int. Better Home Show L			Mr. Wizard L	6:30
											CBS News			6:45
General Foods Capt. Video	RCA Kukla, Fran & Ollie <i>Bob & Ray Show</i> L			General Foods Capt. Video	Natl. Biscuit Kukla, Fran & Ollie <i>Bob & Ray Show</i>			General Foods Capt. Video	Kukla, Fran & Ollie <i>Bob & Ray Show</i>		Lambert Pharmacal The Sammy Kaye Show	<i>Pet Shop</i>	Assembly VI	7:00
	P&G Those Two L Camel News Caravan L	General Mills Lone Ranger F	GM-Oldsmobile News Fatima Stork Club		Chevrolet Dinah Shore L Camel News Caravan L	Green Giant Linkletter F (alt.) Brown Shoe, Say It With Acting L	GM-Oldsmobile News Chesterfield Perry Como		P&G Those Two L Camel News Caravan L	Film	Sylvania Beat The Clock		Manhattan Beat One Man's Family	7:15
	Reynolds Metals B.T. Babbitt Congoleum-Nairn, Norge Kate Smith	Toni, H. Bishop (alt.) Stop The Music L	Carnation Burns Allen (alt.) Ronson-Star of Family	<i>This Is Music</i>	DeSoto-Plymouth Groucho Marx F	Sterling Drug Mystery Theatre F	General Foods Maxwell House Coffee Mama	Mennen Co. Twenty Questions	RCA Victor Show	Nash-Kelvinator Whiteman TV Teen Club L	Anheuser Busch Budweiser		Snow Crop Pet Milk Kellogg	7:30
		Lorillard Stop The Music L	Blatz Brewing Amos 'n' Andy	Tyrol Headline Clues Broadway to Hollywood	Borden T-Men in Action L	General Mills Stu Erwin F	R. J. Reynolds Man Against Crime		Gulf Oil We, The People	Film	Ken Murray		All Star Revue	7:45
Famous Jury Trials	Krafts Foods Television Theatre L	Cluett Peabody Herb Shriner L	Eso Alan Young Show	<i>Shadow of the Cloak</i>	Fatima Cigarettes Dragnet F	<i>Crime with Father</i> L	Schlitz Schlitz Playhouse of Stars	Old Gold Down You Go	American Cig. & Cig. Big Story		Pepsi-Cola Faye Emerson		Reynolds S.O.S. Benrus	8:00
		American Tobacco Meet the Champ L	Lever Rinso Big Town		Ford Ford Festival L	Kreisler, Masland (alt. sp.) Tales of Tomorrow L (alt.) TBA			Campbell Aldrich Family	<i>Inter-Collegiate Basketball</i> L	<i>The Show Goes On</i>		Libby, McNeill & Libby Lehn & Fink Eversharp	8:15
	Bristol-Myers Break the Bank L	<i>How Did They Get That Way?</i> L&F	Philip Morris Racket Squad	TBA	U.S. Tobacco Martin Kane		Gen. Mills (alt. wks.) Grove Live Like a Millionaire	Drug Store TV Prod. Cavalcade of Stars	Gillette Cavalcade of Sports			Co-op Wrestling from Chicago	Your Show of Shows	8:30
	R. J. Reynolds Pantomime Quiz	Masland Sons At Home Show L <i>Carmel Myers</i> L	Carter Toni (alt.) Crime Photographer		Standard Oil Wayne King		Pearson Pharmacal Hollywood Opening Night		Chesebrough Greatest Fights		<i>Songs For Sale</i>	Jack Brickhouse	American Tobacco Your Hit Parade	8:45
			Burlington Mills Continental (st. 1-24)		TV Opera (once a month) L		Longines Chronoscope			<i>Song Time</i> L				9:00
														9:15
														9:30
														9:45
														10:00
														10:15
														10:30
														10:45
														11:00
														11:15 PM

SUNDAY				MONDAY - FRIDAY				SATURDAY				
CBS	DuMONT	NBC		ABC	CBS	DuMONT	NBC	ABC	CBS	DuMONT	NBC	
		<i>American Inventory</i> L			Garry Moore Show							
		<i>Battle Report</i>			(See footnote)							
		Bohn Alum. American Forum L			P&G First 100 Years <i>Bride & Groom</i>							
<i>Big Question</i>		Johns-Manville Fair Meadows USA L			<i>Mike & Buff Show</i>		The Big Payoff CPP (M-W-F)	Basketball				
Quiz Kids		Hallmark Sarah Churchill L			General Foods (W-F) Bert Parks Show*		(MWF) Gen. Foods Bert Parks (TuTh) G.E. Bill Goodwin					
Alcoa Alum. Co. It Now		Revere Meet the Press					Participating Sponsors Kate Smith Hour					
Columbia Workshop		Minn. Mining & Mfg. Juvenile Jury			<i>United Nations in Action (Film)</i>							
What in the World		Quaker Oats 200 Parade L					Lever Hwkns. Falls L					American Youth Forum
United Nations		Derby Foods Sky King Thr., F alternate Endearing Young Charms					Gabby Hayes*					Nature of Things
Top Unto the Feet							Mars, C-P-P Welch, Klog. Int. Shoe Wanderer Howdy Ddy. L					Mutual Benefit B. Considine

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

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

CBS—1:30-2:15 p.m. Best Foods, G. E., Hansen's, Labs, P&G, Qkr. Oats, Reynolds, Standard Brands, Stokley-Van Camp, O'Cedar, Corn Prods. Garry Moore Show.

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

3:30-4 p.m., Mon. Bert Parks Show S.

3:30-4 p.m., Tues. & Th., Mel Torme Show. S.

NBC—Mon.-Fri., 7-9 a.m., Today, Dave Garroway. L.

*Quaker Oats—Mon. & Fri.; Peter Paul—Th.

5:30-6 p.m., M-F, Firms listed sponsor Howdy Doody in 15 min. segments.

BROADCASTING

The Newsweek of Radio and Television

TELECASTING

January 7, 1952

Copyright 1952

"today" 7-9 AM EST is a new sales horizon in television

"today"

is head-in-the-clouds feet-on-bedrock programming...

from the network where successful pioneering is a habit; and it's aimed straight at the 3 out of 4 families who tune at least once each week to broadcasts of news and entertainment between 7 and 9 a.m. Moreover, because "Today" *listens as well as it looks*, it will fit naturally into the morning habit patterns of these families.

"today"

is news, entertainment, information. It's wire-photos of a Paris style show, as they come off the wires! It's Churchill's voice from London, within hours of his speech; it's an NBC-TV star interviewed at breakfast. It's a walking, talking newspaper — where every feature comes to life.

"today"

is every known means of communication — even television's new Walkie-talkie — all used for the first time to feed the raw news into NBC's "Studio of Tomorrow".

"today"

is DAVE GARROWAY, up-dating you completely on world events every twenty minutes as he pilots the fast moving two-hour show.

"today"

is the time for you to ask about the program's cost-sharing format, which will permit advertisers with modest budgets to participate in network tv for the first time.

We've done an exciting movie about this program, too. We'll be glad to arrange a showing for you; but better hurry, the show goes on the air January 14, 1952.



N B C T E L E V I S I O N
AMERICA'S NO. 1 NETWORK FOR ENTERTAINMENT, NEWS AND INFORMATION
A Service of Radio Corporation of America

EMPIRE STATE

TV Antenna May Be Copied

TV ANTENNA located on the mast of New York's Empire State Bldg. and used in common by five TV outlets and three FM stations will be used as model for similar community antennas to be built in Minneapolis and Detroit, it has been revealed. Completion of the Empire State project was formally announced last month.

Total cost of the New York TV project reached \$875,000, of which some \$560,000 was spent by building owners to construct the 222-ft. TV tower. Another \$315,000 was spent by the owners and broadcasters for electronic development. Each broadcaster using the site also invested an approximate \$400,000 for transmitters and lines.

Fifth Station on Tower

Fifth and final station to occupy the tower position was WCBS-TV, which started transmission from the Empire State Dec. 14 with its 1 a.m. opening of *The Margaret Arlen Program*. William B. Lodge, CBS television vice president in charge of engineering, appeared as Miss Arlen's guest to explain construction details.

Although there is no more room in the tower, more stations may be accommodated on the mast itself, with the number to be limited by compromises regarding space and equipment allotted to each occupant. WOR-TV New York has shown interest in the idea and WATV (TV) Newark, N. J., has requested FCC authority to transfer its equipment to the New York location soon.

Service area for most stations, since their occupancy of the site, is just about doubled, according to Dr. Frank G. Kear, consulting engineer for the project, who described the reliable radius of transmission as about 70 miles. Signals thus cover an area of some 10,000 sq. mi. with an estimated audience of 17 million people. Broadcasters feel another significant change for

them will occur when FCC permits a further power increase: A jump from the present 25 kw to 100 or 200 kw would increase their service range another 10-15 miles, adding another 4,000 sq. mi. to their coverage, he said.

Transmitting equipment used by each station is slightly different, with engineers having devised their own variations of the essentially similar designs. Mobility of antenna further enables each station to control its transmission, projecting with special strength to particular areas if it so chooses.

Transmitter rooms of the stations operating from the mast are located in the upper floors of the building, along with electrical equipment furnishing 350 kw for other functions within the skyscraper—as much as is utilized by a city the size of Albany. Television equipment requires an additional 200 kw.

The basic tower, which weighs about 60 tons, was built to withstand a wind velocity up to 150 miles an hour, and "any breeze strong enough to blow it over will probably blow the whole building over first," Dr. Kear said. The tower is tipped with a lightning rod, already pitted in more than a hundred places where bolts have struck. There are also two special pyrex bulb beacon lights—developed especially for this use by General Electric after ordinary lamps proved unable to last longer than three weeks—and deicing equipment. Tower is fitted with eight separate antenna systems, which include 116 radiating elements or dipoles, feed cables, transmission lines, transformers, junction boxes and "doghouse," an open-sided box in which thermostat control of the deicing equipment is housed.

Elevator Relay Used

Greatest difficulty in assembling the tower, according to Bernard B. Eichwald, head of the B. Eichwald Co., installation engineering firm, was relaying the equipment through several flights of elevators to the top of the Empire State mast, where it was lifted to its final position by company cranes. Units were built to fit into elevator shafts, but some had to be lashed to elevator cars for hoisting, and occasional pieces had clearances of only half or quarter of an inch. Moving had to be done during non-public hours, primarily between midnight and 8 a.m., since visitors are permitted on the 86th floor observation deck on Saturday and Sunday.

Weather added to working difficulties, with winds of 40 mph registered at building top when there seemed to be no wind at all at street level. Rain and snow further hampered the outdoor operations, but there were no accidents during construction, Mr.

Eichwald reported. "It's when everyone has his feet literally on the ground that carelessness sets in," he said.

John B. Deering, RCA Service Division, reported that although development and construction of tower plans have been completed—with scaffolding fully removed—some testing and adjusting of equipment remains to be done. "We want to know *exactly* how it operates," he said.

ABC reports that it brought the signal strength of its WJZ-TV New York up to "maximum" after correcting deficiencies which were confirmed by aerial measurements made by helicopter [CLOSED CIRCUIT, Dec. 17].

Clover Leaf Patterns

Shortly after WJZ-TV began using the Empire State tower in August, surveys showed that in certain areas reception had not improved as much as might reasonably be expected. Frank Marx, ABC vice president in charge of engineering, reported field tests were made by ground units, but it still was impossible to determine whether the variations in signal strength were due to antenna faults or other causes. Then came the helicopter tests, made by John Preston, ABC chief allocations engineer.

These showed that the WJZ-TV signal radiations, instead of approximating a circle, loped out from the antenna in a clover-leaf pattern, not conforming in actual operation to the results indicated by tests before the antenna was installed, ABC spokesmen reported. Then engineers made alterations, after which another helicopter test indicated the antenna now "meets all specifications and delivers the required signal strength that should have been forthcoming last August."

Others using the tower are WNBT (TV), WPIX (TV) and WABD (TV).

KTLA Sales Record

KTLA (TV) Hollywood has recorded largest sale of time in station's history. Ten thousand minutes were sold during first 12 days of December. Fifteen sponsors who purchased total of 9,790 minutes, are:

Standard Oil Co. of Calif.; White Rock Corp., New York; Globe Mills Division of Pillsbury Mills, Los Angeles; United Air Lines, Chicago; Servel Inc., Evansville, Ind.; Barbara Ann Division of Langendorf United Bakeries, Los Angeles; Los Angeles Brewing Co. (Eastside Beer); Belvedere Mfg. Co., Los Angeles (Adler Sewing Machines); French Sardine Co., Terminal Island, Calif. (Star-Kist Tuna); Roman Meal Co., Tacoma, Wash.; and Raichert Sewing Machine Co., (Necchi Sewing Machines); Gordon Bread Co., Clinton Clothing Mfg. Co., Karl's Shoe Stores and Big Four Appliance Dealers, all Los Angeles.

Another 300 minutes were accounted for by 10, 20, and 60 second spot announcements.

LOOKING FOR THE LADIES?

You'll find them watching "KAY'S KITCHEN" on WHEN every week day morning at 10 o'clock.

This popular local homemaker's feature immediately precedes the "ARTHUR GODFREY MORNING SHOW" on WHEN.

"KAY'S KITCHEN" is right smack in the middle of the big WHEN morning program line-up.

8:55—World News

9:00—Langford-Ameche

10:00—KAY'S KITCHEN

10:15—Arthur Godfrey

10:30—Feature Film

11:30—Strike It Rich

Say **WHEN**
TELEVISION

TO YOUR NEAREST KATZ AGENCY MAN AND PUT "KAY'S KITCHEN" TO WORK FOR YOU!

WHEN
TELEVISION
SYRACUSE

CBS • ABC • DUMONT

A
MEREDITH
STATION

WATV (TV) MOVE

FCC Defers Request

MOVE of WATV (TV) Newark to the top of the Empire State Bldg. in New York City was temporarily delayed last week when the FCC placed the New Jersey TV station's application in the pending file.

The Commission said it could not decide the WATV request until after the freeze is lifted because of the CBS comment which recommends use of Channel 13 in Providence, R. I., 162 air miles from Newark and 154 miles from New York. WATV operates on Channel 13 with 30 kw. It had asked for the same frequency from the top of the Empire State Bldg. with 5 kw. Already operating from the Empire State Bldg. are all New York TV stations except WOR-TV.

COLOR EQUIPMENT

THE GOVERNMENT is in no great hurry to hurdle self-erected obstacles posed by its own recent color TV equipment blackout.

As a result, there appears to be little prospect that production authorities will either spell out or partially repeal the original order. The regulation prohibits the manufacture of color TV sets and attachments "designed to permit or facilitate the reception of color television."

Thus, the future of available materials for such projects as Paramount Pictures' Lawrence tri-color tube and 20th Century-Fox Film Corp.'s Eidophor-CBS theatre unit still hangs in the balance.

Core of confusion centers in part around the exemption for "experimental, defense, industrial and certain hospital and educational uses." Manufacture of color-TV equipment for "use on closed circuit for industrial purposes" is permitted. Nor is the regulation intended to ban research and test programs related to further development of color video systems.

Position of the National Production Authority is inferred in an initial reply to the Washington legal firm of Arnold, Fortas & Porter, which represents Paramount Pictures Corp.

Paul Porter, Paramount attorney, asked NPA to clarify the

color TV ban, which it had formalized earlier, following a joint industry conference with Defense Mobilizer Charles E. Wilson [B•T, Nov. 26, Oct. 29, 22, 1951].

While declining detailed comment on the issue, Mr. Porter last week told BROADCASTING • TELECASTING that NPA's reply is generally "unsatisfactory" and held out hope the agency would clarify the color ban order.

Seeking Authority

Mr. Porter said Paramount is not seeking a new quota of materials but merely authority to use present allocations in the Lawrence tri-color tube. He said he has requested a further clarification from NPA, specifically E. T. Morris, chairman of the Electronics Products Division.

Paramount reportedly has delayed production of the new Lawrence tube pending approval from the production agency.

The feeling of NPA, it was learned, is that the formal order

FILM RIGHT SUIT

TV Release Is in Issue

UNITED ARTISTS spokesmen said last week the corporation will fight the attempt of George and James Nasser, independent movie producers, to force return from UA of four motion pictures for the purpose of releasing them to television.

In efforts to force return of the films, which reportedly were produced at a cost of \$4 million, the Nasser brothers in mid-December filed a show-cause petition in Los Angeles with Referee-in-Bankruptcy Benno M. Brink. Hearing was set Jan. 10.

UA New York executives last week let it be known that they would fight. They instructed Los Angeles Attorney Lloyd Wright to seek to restrain the Nasser brothers from taking possession of the four feature films.

The distributing company claims the contract with the Nassers is to lease films to television after their theatrical showing only when other major companies engage in similar marketing.

George T. Goggin, attorney for the brothers, stated that the contract with UA provided that in the event that TV becomes a major market, the distributing company would release the pictures on a basis comparable with video releases by other companies.

Mr. Goggin pointed out that in the petition, "We contend that TV has now become a commercial practice and that United Artists has failed and refused to release these pictures so that we can release them to television."

Should the Nassers be victorious, it would open the way for other independent film producers to file similar action, it was noted.

No Early Remedy Seen

"reflects the intent" of the industry-government session, and there is no need for amendment or partial repeal. Paramount reportedly was given to believe that it could file a request for materials required to proceed with the production of the Lawrence tube. Production was delegated to Chromatic Television Labs., a Paramount subsidiary.

The letter to Mr. Porter was under the signature of H. B. McCoy, assistant administrator of NPA's Textile & Leather Specialty Equipment Bureau.

The Lawrence tube is described as being able to receive any presently proposed color system and either monochrome or color telecasts. Claim is made that any "good quality" TV receiver now on the market can be altered to receive both by inserting the tube, adding an adapter and making minor circuit adjustments.

NPA authorities draw the distinction between materials for black and white sets and those needed for circuitry changes that would provide for home or theatre color TV reception.

In any event, authorities have agreed generally that the extent of change involved in circuitry would evolve as the major criterion. Materials earmarked solely for color TV end products are prohibited [B•T, Dec. 3, 1951].

Again, however, NPA left the door open — and "manufacturers to their own devices"—in its reply on the Paramount-Lawrence case.

The theatre TV problem is

TIJUANA FIRE

KFMB-TV Covers Aftermath

KFMB-TV San Diego filmed complete follow up of a fire in nearby Tijuana, Mexico, which took the lives of 45 persons. The flames broke out at a Christmas party for needy children on Saturday night.

Early Sunday, John A. Kennedy, board chairman of KFMB-AM-TV, routed staffers who rushed to the scene. At 8 p.m. that day, Newsman Harold Keen went on KFMB-TV with still photos, live dialogue and taped interviews. At 9:30 p.m., Mr. Keen went on again, this time with motion pictures of the blazing buildings and interviews with survivors and officials. Both the AM and TV stations interrupted other programs to present latest details.

TBSC Election

DON FEDDERSON, vice president and general manager KLAC-TV Hollywood, has been re-elected president Television Broadcasters of Southern California. Other officers re-elected were Richard A. Moore, general manager of KTTV (TV), vice president; Tom McFadden, general manager of KNBH (TV), secretary-treasurer. Edna G. Perkins continues as executive secretary.

pointed up by the 20th Century-CBS-Eidophor case. In this instance, despite reports to the contrary, 20th Century has not elicited a clarification from government officials. Eidophor is a theatre TV system described as capable of projecting color on any size screen, either live or on film, via the CBS method.

The film corporation reportedly has agreed to defer to the Motion Picture Assn. of America before taking individual action. But the company is expected to take definite action sometime this month. Whether this would involve an appeal for amendment of the NPA order or request for materials was not immediately known.

The order was explained and discussed at a meeting in New York early in December and referred to attorneys for different associations. Participating were representatives of the MPAA, Theatre Owners of America, National Exhibitors Theatre Television Committee and a smaller unit of motion picture exhibitors.

Legal firm is Welch, Mott & Morgan, Washington, which expects to submit a brief on behalf of MPAA and TOA soon.

Engineers associated with the Eidophor theatre TV system reportedly have assured 20th Century Fox Film Corp. that the additional quantity of materials needed for color is "insignificant" compared to those for black and white video. Monochrome theatre TV is not prohibited, it was noted.

20th Century-Fox had set a springtime target date for initial production of the Eidophor unit, though it conceded in November that shortages may delay the starting date.

Another bystander in the confused color TV equipment picture—and one of the first victims—is CBS-Columbia Inc., comprising the Air King Products Co. which CBS absorbed in last summer's merger.

Withdraws Petition

The manufacturing subsidiary of CBS Inc. has "withdrawn without prejudice" its petition for an appeal of a previous NPA ruling under which materials for color TV went by the boards.

The feeling of CBS Inc. reportedly was that its production of black and white sets has not expanded sufficiently to justify an enlarged base period quota over and above that for Air King under Hytron Radio & Electronics Corp.

If CBS Inc. decides to reinstate its appeal, it was learned, the plea for larger allocations will be a new one, based on first-quarter 1952 needs.

The advent of the color TV equipment manufacturing blackout led to a series of postponed appeals hearings as CBS Inc. reconsidered its position. Any new appeal would be limited, of course, to a request for more materials than that allocated to Air King (a small firm) on the basis of estimated output of black-and-white sets, phonograph and record-players and other items.

FOR SALE

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

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

FOR DETAILS. WRITE -

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

They're from Missouri, so they had to be shown, in ST. LOUIS!

KSD-TV

FOUR TYPICAL ADVERTISERS REPORT:

"Immediately after first telecast, sales of Stay-White potatoes and ready-to-serve salads jumped 25% and have increased each week since."

"The sales of Gulf Kist Breaded Shrimp almost doubled during the first four weeks of our original contract. To my knowledge we can attribute this success to no other source than the KSD-TV Homemaking Show."

"Chapman's Ice Cream Co. showed 26% increase in Ice Cream Pie sales for February, though the first 15-minute program started the last Saturday in January, and February was cold. The advertising impact was immediate."

"We bought trial participation on the Cooking Show for L & M Pastry Cloth. Thus far, for \$200 of time, KSD-TV has produced 1,050 orders at 19c each . . . a remarkable job."

REPRESENTING TELEVISION STATIONS:

DAVENPORT WOC-TV*
(Central Broadcasting Co.—
WHO-WOC)

FORT WORTH-DALLAS WBAP-TV*
(STAR-TELEGRAM)

LOUISVILLE WAVE-TV*
(WAVE, Inc.)

MIAMI WTVJ
(Wometco Theatres)

MINNEAPOLIS-ST. PAUL WTCN-TV
(DISPATCH-PIONEER PRESS)

NEW YORK WPIX
(THE NEWS)

ST. LOUIS KSD-TV*
(POST-DISPATCH)

SAN FRANCISCO KRON-TV*
(THE CHRONICLE)

*Primary NBC Affiliates

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

FREE & PETERS, INC.

Pioneer Station Representatives

Since 1932

NEW YORK CHICAGO DETROIT

ATLANTA FT. WORTH HOLLYWOOD SAN FRANCISCO



film report

STERLING TELEVISION Co., New York, announces release of a new dramatic documentary film *Pattern for Survival*, featuring William L. Laurence, science writer for the *New York Times*. The show is produced by **Cornell Films** with the cooperation of the Army, Navy and American Red Cross. It shows what to do if an atomic attack comes without warning. The film has been approved by civil defense authorities, the company said.

ODYSSEY PICTURES, Culver City, Calif., plans to start shooting *Terry and the Pirates* within another week or two. Plans call for 52 half-hour films a year for three years, with an option for five more years. Each film is a complete story, written by **Barney Sarecky**, **Arthur Pearson** and **Norman Hall**.

ROLAND REED PRODUCTIONS, Culver City, Calif., which produces *Rocky Jones*, *Space Ranger*, has been contacted by the **Whitman Publishing Co.**, Beverly Hills, Calif., to have *Rocky Jones* appear as comic book. The first issue is expected to be distributed to news-

stands sometime this month.

THRILLS UNLIMITED, Los Angeles, completing *The Thrill of Your Life*, a group of 13 half-hour television films. The series depicts the major thrills in the lives of firemen, football players, pole jumpers and others. **Louis Weiss & Co.**, Los Angeles, will distribute the films.

LOEW-CHAIKIN PRODUCTIONS Inc., Los Angeles, formed by **Marcus Leow II** and **William Chaikin**, to produce television films at **General Service Studios** in Hollywood. The new company starts shooting the first of 104 untitled quarter-hour dramatic films Jan. 15.

COMMODORE PRODUCTIONS, Los Angeles, has completed the first four programs of the *Clyde Beatty Show*, a television color-film series. **Walter White**, president of **Commodore**, leaves Jan. 14 for New York to confer with agencies about the 26 half-hour film series.

HARRIS-TUCHMAN PRODUCTIONS, Hollywood, headed by **Ralph Tuchman**, sales director, and

Fran Harris, creative director, has moved to new offices at 6533 Hollywood Blvd. The phone is Hillside 5133. The new address was incorrectly given in **FILM REPORT** of Dec. 17.

ALEXANDER FILM Co., Colorado Springs, announces new TV commercial productions for the following organizations:

Kling Furniture, Mayville, N. Y., six 13-second film spots through **Baldwin, Bowers & Strachan**. **Maytag Co.**, Newton, Iowa, five 13-second films. **Chambers Range Co.**, Shelbyville, Ind., six 46-second films. **Sooner Select Foods**, Lawton, Okla., one 13-second and one 10-second film through **George Knox & Assocs.** **Bowman Biscuit Co.**, Denver, Col., one 20-second film through **Ball & Davidson Inc.** **Jaeger's Baking Co.**, Milwaukee, Wisc., one 20-second film through **Allen & Reynolds Inc.** **National Bedding Co.**, Albuquerque, N. M., one 10-second film through **Robert Stevens Advertising**.

JERRY FAIRBANKS PRODUCTIONS, Hollywood, prepares January shooting of **Lou Lilly's** original teleplay, *One for the Money*, for **Hollywood Theatre** video film series.

Sales . . .

KTTV (TV) Los Angeles has purchased 52 half-hour television films produced by **Revue Productions**, Hollywood subsidiary of **MCA**. The series to be released to **KTTV** for *Star Time*, Sunday, is currently being shown on **CBS-TV**, Monday, 10:30-11 p.m. (PST), as *Hollywood Opening Night*. **KECA-TV** Hollywood originally showed films as *Stars Over Hollywood*. Negotiations were concluded by **Tom Corradine**, **KTTV** film director, and **Bob Greenberg**, **MCA** representative. Included in the deal is **KTTV's** right to show each film twice.

SNADER SALES Inc., division of **Snader Telescriptions Corp.**, Beverly Hills, Calif., has opened an office in Cleveland at 1720 Euclid Ave. **Robert Blair** is in charge.

Non-Secular . . .

The **Lutheran Church, Missouri Synod**, St. Louis, enters the television film field with shooting of two test films in its proposed *This Is the Life* series by **Family Films Inc.** at **KTTV (TV)** studios, Hollywood. Each half-hour film, complete in itself, has a budget of about \$20,000 and deals with the Christian way of life. **Ian M. Smith** is executive producer and **William Claxton** is the director.

Accompanying merger of the **Protestant Film Commission** with the **National Council of Churches of Christ** is the appointment of **Paul F. Heard**, executive producer and executive secretary of **Protestant**

Classic Productions

CLASSIC PRODUCTIONS, Hollywood, has been formed to produce films for TV and theatrical distribution through **Classic Pictures**, New York. Corporation principals are **Max Rosenberg**, president; **Richard Barth**, West Coast manager of **Classic Pictures**, in charge of production and distribution; **George Moskov**, executive producer. Schedule calls for production of six one-hour and 45 minute dramatic feature films this year. At the conclusion of pre-arranged theatrical runs, each film will be broken into three 26-minute films for national TV release.

KTLA Leases Films

PINE-THOMAS Productions has leased 10 feature films to **KTLA (TV)** Hollywood for two-year period with unlimited runs. All made since 1942, pictures were originally released through **Paramount Pictures**.

Film Commission, as film consultant in connection with program of pictures being made through organization's broadcasting and films branch. **Mr. Heard**, who heads **Paul F. Heard Inc.**, independent film production company, will develop production plans, handle financing and various other functions as film consultant for merged groups. **Mr. Heard's** company will produce the film and television productions for the groups.

People . . .

Dick Lundy, director of *Barney Bear* animated films for **Metro-Goldwyn-Mayer**, Culver City, Calif., to **Dudley Television Corp.**, Beverly Hills, as head of art and animation department.

John Morse, production coordinator on **CBS-TV** *Amos 'n' Andy* show, joins **Jack Chertok Productions**, Hollywood, as director of *Sky King* television film series.

Robert L. Lippert Jr. placed in charge of **Tele-Pictures Inc.**, television sales division of **Lippert Pictures Inc.**, Hollywood.

A branch office in Cincinnati will be opened this month by **Jerry Fairbanks Productions**, Hollywood. **James LaMarr**, sales executive of **Wilding Pictures**, Cincinnati, will head the new office as a vice president of **Fairbanks Productions**.

Charles Michelson, head of **Charles Michelson Inc.**, New York, expected to arrive in Hollywood today (Monday) for one week to acquire sales distribution rights to a new television film series.

Frank Danzig, vice president of **Skyline Productions**, Hollywood, now in New York negotiating with sponsors on the recently completed *Skyline Theatre* television film series, which stars **Celeste Holm**.

'betcha
a
million!



Over \$200,000,000 in new manufacturing industry has moved into Utah within the past three years . . . most of it located in the Salt Lake City region. And income from the other two basic Mountain West industries . . . agriculture and mining . . . is booming as well. This growth means more buyers with more money . . . and you'll reach this potential with

KSL-TV

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

Swing Shift TV

MILWAUKEE defense workers on the second shift—75,000 of them—now will be able to see movies after midnight three times weekly on WTMJ-TV. The station, which is selling one-minute spots during the films, will telecast mysteries on Wednesday, Westerns on Thursday and top features on Fridays. It programmed the series after querying viewers about their reaction to post-midnight movies. One mail piece favoring the idea was a scroll signed by 1,000 employees of a company.

LOOK' AWARDS

'Show of Shows' Triples

WINNERS of *Look* magazine's second annual TV awards were announced last week, with NBC-TV's *Your Show of Shows* placing in three top spots. This show was judged the best variety program; its stars, Sid Caesar and Imogene Coca, were named the best comedy team, and its Max Liebman was voted best producer.

Based on a poll of 1,000 television industry members and critics, winners were announced as follows: *Studio One*, best dramatic program; *Your Show of Shows*, best variety program; Kefauver Committee hearings, best public affairs program; John Cameron Swayze's *News Caravan*, best news program; Milton Berle, best m. c.; Max Liebman, best producer; *Zoo Parade*, best educational program; *Cavalcade of Sports*, best sports programs; Sid Caesar and Imogene Coca, best comedian or comedy team; Alex Segal, best director; Kefauver Committee hearings, special achievement.

Look said the winners were picked from some 240 programs telecast during the 12 months which ended in November. They are slated to appear on the Kate Smith program on NBC-TV next Sunday to receive the awards, according to present plans.

Coaxial Progress

IX-TUBE coaxial cable now being laid between Amarillo and Oklahoma City at a cost of more than \$5 million should be completed and ready for service by early this fall, the AT&T Long Lines Dept. has reported. New cable route will connect with existing cables running south from Oklahoma City to provide storm-proof telephone service between the Panhandle and Central Texas. Circuit is not being equipped for video transmission initially nor are there any plans for TV service, an AT&T spokesman has said, but presumably the telephone company will provide facilities for connecting Amarillo with the cross-county TV hookup at such time as there is a call for service.

'OZZIE & HARRIET' FILM

Wide Promotion Planned

UNIVERSAL - INTERNATIONAL'S feature film, "Here Come the Nelsons," based on the ABC radio program, *The Adventures of Ozzie and Harriet*, will be subject of elaborate promotional campaigns by the network and the H. J. Heinz Co., sponsor of the radio show.

ABC and Universal-International have prepared special copy about the film and the radio program for mailing to ABC affiliates. Besides the instructions for tie-ins with local playing dates of the movie, they also have compiled a promotion kit and written spot announcements for broadcasters' use.

The Heinz Co. plans a record advertising and promotion campaign among its more than 30,000 dealers from coast to coast. Scheduled for the first three months of the year, the campaign will feature Heinz products in association with the motion picture's release. "Here Come the Nelsons" has its premiere in Pittsburgh Jan. 16.

'SURVIVAL' FILMS

FCDA Distributing

KINESCOPE film recordings of *Survival*, weekly half-hour program telecast on NBC-TV this past summer, are being made available to all television stations by the Federal Civil Defense Administration.

The films, comprising seven installments, are being sent to civil defense directors who in turn will dispatch them to some 65 TV cities throughout the country for one-time use without charge. The kinescopes will be sent later to various civil defense organizations for public showing [B•T, Oct. 22, 1951].

Series covers atomic attack, organization of defense units to combat attack and other aspects including techniques to be used by family units.

Hanna Joins Davis

PHIL HANNA, singing star of CBS Television's *Bride and Groom*, joins Phil Davis Musical Enterprises Inc., as vice president and director of new business in markets under 250,000 population. Besides his daily chore on the TV program and supervision of the opening of new markets for Davis Musical Commercials, Mr. Hanna, also a composer, will assist on the creative end of Mr. Davis' business.

Honorary Library

ASSN. of Documentary and Television Film Cameramen, section of NABET-CIO, announces inauguration of Robert Flaherty Memorial Library. Funds from recent showing of Flaherty films will be used by ADTFC—of which Mr. Flaherty was honorary president—to create library of technical and theoretical books on development of film craftsmanship.



FIRST
forced-air cooled tube
... still a favorite

Back when forced-air cooled tubes were just a gleam in our eye, it took upwards of 5 gallons of water a minute to cool a power tube of this class. Today, it's done entirely with air. Benefits: greater convenience in maintenance and operation.

Forced-air cooling is only one example of RCA's never-ending efforts to bring you the best in modern tube design. Insist on RCA quality tubes for your station operations.

Your RCA Tube Distributor can supply tubes for your station in minimum time. Call him!



RADIO CORPORATION of AMERICA

ELECTRON TUBES

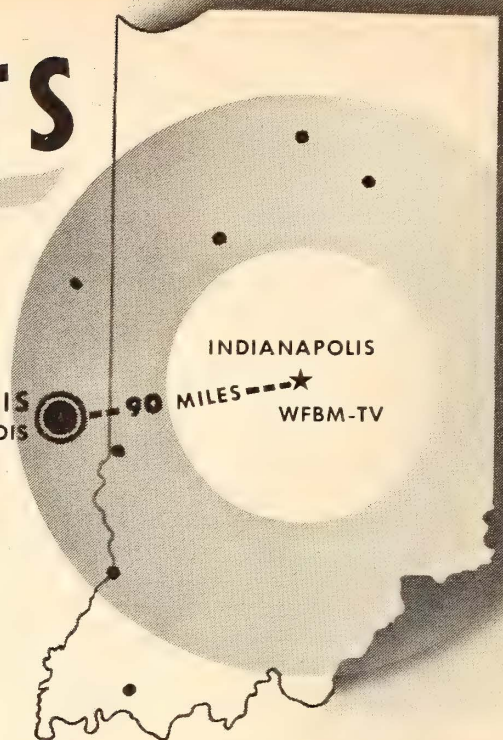
HARRISON, N.J.

You get a
BIG BONUS IN SETS

ON



INDIANAPOLIS
 PARIS ILLINOIS — 90 MILES — WFBM-TV



Says DON MORRIS
 APPLIANCE DEALER
 434 East Wood Street
 Paris, Illinois



"PARIS is a WFBM-TV town!"

● The people of Paris, Illinois, are no different than those of Paris, France, in at least one respect . . . they like good entertainment, too! And they *get it* on WFBM-TV!

So do their neighbors—not just in their own Edgar County, but in neighboring Illinois and Indiana counties, a long way beyond WFBM-TV's 60-mile radius. And *that* adds up to a big BONUS market tapped by every WFBM-TV advertiser! Literally thousands of folks—on farms, in villages and cities—many more than 60 miles from Indianapolis, tune in this First Station in Indiana regularly!

And of course, WFBM-TV's 60-mile radius includes one of the country's richest market areas. Good jobs at high rates of pay mean there's money to spend . . . mean big money *is* spent . . . in this heart of Hoosierland. WFBM-TV *moves* merchandise in this market . . . it will move *yours*!

WFBM Radio Is First in Listening, Too!

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

★ Hooper Ratings, February through April, 1951

First in Indiana



WFBM-TV

Channel 6, Indianapolis

REPRESENTED NATIONALLY BY THE KATZ AGENCY

TELEVISION HIGHLIGHTS OF 1951

As Reported In BROADCASTING • TELECASTING

(Radio Highlights of 1951 are on page 44)

Jan. 1—FCC announces new antenna construction and marking rules to be effective Feb. 15, to reduce alleged hazards to air traffic.

Jan. 1—Gillette Safety Razor Co. buys TV rights to World Series and annual All-Star baseball games for next six years for \$6 million.

Jan. 1—BoT estimates TV set circulation at 9,832,000.

Jan. 1—Phonevision 90-day test begins, making feature films available to special group of homes.

Jan. 12—James H. S. Ellis, president of Kudner Agency, charges that TV is "getting too rich for the average advertiser's purse," as inter-network bidding for talent pushes up costs.

Jan. 15—FCC orders all stations to fill out detailed questionnaire on horse race information they broadcast.

Jan. 15—United Television Programs Inc., TV film program distributing service, formed by Edward Petry & Co., Standard Radio Transcription Services Inc. and Century Artists.

Jan. 19—TV licensees, meeting in Chicago, vote to form autonomous television trade association operating under aegis of NAB.

Jan. 22—BROADCASTING-TELECASTING YEARBOOK estimates total 1950 television time sales were \$83.8 million, compared with \$27.5 million in 1949.

Jan. 22—Musicians union presents demands to key stations of TV networks, including ban against recorded music between 8 a.m. and midnight, 50% pay increase.

Jan. 22—William S. Paley, CBS board chairman, named chairman of government Materials Policy Commission.

Jan. 24—TV Networks sign first labor agreement with Television Authority, covering performers in live shows.

Jan. 29—Volume of daytime sponsored programs on TV networks in January, 1951, is 10 times that of January, 1950—41 advertisers sponsoring 27 1/2 hours a week, and eight using 13 participations.

Feb. 5—NAB structure overhauled to accommodate TV. Organization becomes National Assn. of Radio and Television Broadcasters, names Justin Miller chairman of combined board composed of autonomous 25-man radio and 13-man TV boards, paves way for full TV participation.

Feb. 16—Glen McDaniel, vice president of RCA, elected president of Radio-Television Mfrs. Assn.

Feb. 26—Ford Motor Co. first among TV network advertisers in 1950, spending \$1.8 million; R. J. Reynolds second with \$1.6 million; P. Lorillard third with \$1.4 million, according to BoT analysis of Publishers Information Bureau reports.

March 5—NBC's gross income in 1950 was \$92 million, 27% bigger than year before, the increase entirely due to TV.

March 10—Two of three Alfred I. duPont Memorial Awards for 1950 go to TV—to NBC-TV's John Cameron Swayze and to WFIL-TV Philadelphia.

March 19-22—Kefauver Crime Committee hearing telecasts become national phenomenon. Although committee had been on TV before in other cities, its New York sessions, televised on networks, reached record audiences. Special Hooper survey in New York shows prime hearings had as much as 100% of total audience.

March 22—FCC issues proposed TV allocations plan to distribute nearly 1,000 VHF and UHF TV stations to about 1,200 communities. Included are reservations of 10% of all stations for non-commercial, educational broadcasting.

March 26—CBS gross TV network billings in 1950 were \$13 million, up 271% over 1949, according to CBS annual report.

April 2—FCC summary shows total TV revenue in 1950 was \$105.8 million, triple that of 1949, and that half the TV stations were in the black at end of year.

April 19—One-day TV business session at annual NARTB convention at Chi-

cago's Stevens Hotel agrees to hold program standards conference in May or June after Robert D. Swezey, chairman of special committee, explains urgency of industry's adopting standards before government moves in.

May 22—President Truman reappoints Wayne Coy to seven-year term on FCC.

May 23—ABC and United Paramount Theatres enter merger agreement, subject to FCC approval, in \$25 million deal. As part of transaction, CBS would acquire UPT's WBKB (TV) Chicago for \$6 million.

May 28—U.S. Supreme Court upholds FCC adoption of CBS color TV system. CBS will begin color casting by end of June. RCA says it will go ahead with public demonstrations of its "improved, compatible, all-electronic system."

May 31—Sen. William Benton introduces bill to set up National Citizens Advisory Board for Radio and Television, to "advise" FCC on program standards.

June 10—U.S. Census Bureau reports that at time census was taken, 14 months before, there were 5,120,000 television homes. BoT estimates of June 11 place TV set circulation at 12,263,000.

June 11—President Truman nominates FCC Commr. Frieda B. Henneck to New York federal judgeship.

June 15—Joe Louis-Lee Savold fight shown by closed circuit telecast in nine theatres to sell-out crowds. Theatre interests exuberant over potential of future theatre telecasts.

June 18—NBC's second Hofstra study finds TV owners spend more time with TV than with all other media combined, that on the average there are 37% more customers for packaged goods advertised on TV among TV viewers than among non-viewers.

June 22—ABC reorganized into four divisions—ABC Television Network, ABC Radio Network, ABC Owned Television Stations and ABC Owned Radio Stations.

June 22—NBC announces new code of television and radio broadcast standards, specifying, among other things, limits on commercial messages.

June 25—First commercial color telecast by CBS-TV. An hour's show with 16 sponsors participating.

July 1—Tenth anniversary of commercial telecasting. Bulova Watch Co., Sun Oil Co., Lever Bros. and Procter & Gamble were first four advertisers on WNBT (TV) New York July 1, 1941.

July 9—RCA demonstrates its compatible color TV system.

July 12—ABC-United Paramount Theatres merger approval asked of FCC.

July 16—CBS reorganized into six divisions, with presidents heading each: CBS Television Division, J. L. Van Volkenburg; CBS Laboratories Division, Adrian Murphy; CBS Radio Division, Howard S. Meighan; CBS-Columbia Inc., David H. Cogan; Columbia Records Inc., James B. Conkling; Hytron Radio & Electronics Corp., Bruce A. Coffin.

July 18—Eight TV set manufacturers share sponsorship of network telecast of Ezzard Charles-Joe Walcott championship fight to keep it out of theatres.

July 18—All-Industry TV Per Program Committee petitions New York federal court to fix reasonable terms for ASCAP station and network licenses.

Aug. 2—FCC grants visual power increases to 14 TV stations.

Aug. 6—Ford Foundation creates Television-Radio Workshop, financed by \$1.2 million grant, to produce cultural-educational programs for broadcast on commercial stations.

Aug. 27—FCC sets ABC-United Paramount Theatres merger application for consolidated hearing with Paramount Pictures-DuMont license renewals, apparently intending to explore whole question of movie interests in telecasting.

Sept. 4—First coast-to-coast live television broadcast. President Truman is telecast addressing Japanese peace treaty conference in San Francisco.

Sept. 17—BoT TRENDS survey reports business volume on TV stations will

be 39% bigger in fall of 1951 than fall of 1950.

Sept. 19—New tri-color TV tube, invented by atomic physicist Dr. Ernest O. Lawrence, demonstrated at "private showing" by Chromatic Television Labs., subsidiary of Paramount Pictures Corp. On strength of favorable report by New York Times reporter who attended showing, Paramount stock jumps \$6 in day.

Sept. 24—New Jersey Superior Court issues precedent-setting opinion that Bill of Rights protection of freedom of speech and press applies to broadcasting.

Sept. 30—WLTW (TV) Atlanta goes on air as 108th U.S. television station.

Oct. 8—U.S. Dept. of Commerce reports average income of radio-TV employes is highest in all U.S. industry.

Oct. 15—Radio-TV properties of General Tire & Rubber Co. and R. H. Macy & Co. will merge. TV properties: WOR-TV New York, WNAC-TV Boston, KHJ-TV Los Angeles. Radio properties: WOR New York, WNAC Boston, WEAN Providence, WONS Hartford, KHJ Los Angeles, KFRC San Francisco and KGB San Diego.

Oct. 19—At request of Defense Mobilizer Wilson, CBS suspends TV color broadcasting and manufacturing "for the duration of the emergency."

Oct. 19—62 of 70 NARTB member TV stations endorse in principle stringent code of standards that includes penalties for violators.

Oct. 25—Defense Mobilizer Wilson gets agreement from all manufacturers to quit color TV production although they will proceed with color research.

Oct. 31—After Senate Judiciary Committee pigeonholes her nomination as federal judge, FCC Commr. Frieda B. Henneck announces she will stay on

FCC, declines offer of interim appointment by President.

Nov. 15—NBC marks 25th anniversary.

Dec. 3—Third annual TV baseball survey by Jerry Jordan shows nine big league clubs that televised all home games or all day games in 1951 had increased gates. The seven clubs that curtailed or eliminated TV lost attendance.

Dec. 6—NARTB TV board adopts TV code, including TV Seal of Approval which will be denied to violators.

Dec. 17—NARTB says the construction costs of UHF stations will range from \$230,000 to \$500,000, somewhat higher than costs of building VHF.

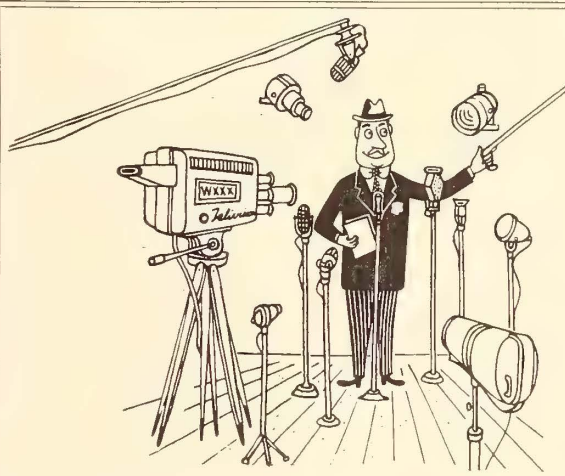
Dec. 24—A BoT special year-end survey finds television business prospects for 1952 are almost fantastically rosy. TV stations expect total billing to be 53% bigger in first quarter of 1952 than in first quarter of 1951.

Dec. 31—NBC-TV announces net network rates of \$29,855 per evening half-hour. It's a 9% increase as compared with 1951 rate, but network says cost-per-thousand will be down to \$1.71 when rates become fully effective July 1, 1952. Rate increases by other TV networks expected.

Dec. 31—There were 14,964,000 TV sets in use in the U. S. at the end of the year, according to the weekly BoT computation.

WPTZ-Republic Pact

WPTZ Philadelphia has signed a new contract with Republic Pictures that gives the station the exclusive television showing of 101 westerns and 26 features never before seen on TV. The contract, one of the biggest ever made between a Philadelphia station and a movie company, insures the continued flow of fresh films for WPTZ's *Frontier Playhouse* program. Contract was negotiated by Edward G. Murray, station film buyer.



Sir!

the

deadline

is

January

21

Forms close on that first, fabulous TELECASTING Yearbook on January 21. So there's still time to get your reservation to us.

Your ad will go near your own listing. The book will go to every national and regional advertiser and agency of television importance—over 5400. Total guaranteed circulation is 16,000. A note or wire will hold your space.

the *first*

TELECASTING YEARBOOK

Published Mid-February

'TV TOONS'

Visualizes Music Records

FOLLOWING test runs of a 15-film package of *TV Disc Jockey Toons* in 22 sample markets, Screen Gems has announced full-scale production. The movies visualize popular and standard records and permit TV stations to broadcast disc jockey programs comparable to those of radio.

Initial package of 40 *Toons*—made in cooperation with RCA Victor, Decca, Columbia, Capitol and Mercury—will be distributed Feb. 1, with station subscribers receiving 10 additional *Toons* a month.

Commenting on the test telecasts of the original package of these films, each timed to run exactly as long as the record to which it is matched, Will Baltin, general sales manager of Screen Gems TV, said: "TV *Toons* have won station and audience favor. . . . We are convinced that they will become as important a cog in the program machinery of all TV stations as records have been to radio broadcasters for the past quarter century."

Mr. Baltin announced that Hal Tate Productions, Chicago, has obtained exclusive production rights to these films in the Chicago area for the coming year.

THEATRE VIDEO

WTVJ Pres. Begins Tests

MITCHELL WOLFSON, president of WTVJ (TV) Miami and of the Theatre Owners of America, announced last week that the Carib Theatre in Miami Beach has begun a series of "experiments" in theatre television to be conducted during 1952.

Mr. Wolfson, co-owner of the Wometco Circuit, of which the Carib is the showcase theatre, said an all-electronic RCA theatre television projector has been installed. The unit is equipped with a special throw lens to span the 90 ft. from projector to screen. Both the Carib and WTVJ telecast the Orange Bowl football game on New Year's Day.

'CARGO TO KOREA'

Federation Lauds Stations for Using Film

TV STATIONS have shown a distinct willingness to use documentary motion pictures when they are produced with professional skill and tell a genuine story.

This conclusion has been drawn by the National Federation of American Shipping Inc., Washington, D. C., which has reported "outstanding results" with a recent film, *Cargo to Korea*.

At least 37 million viewers have seen the documentary, the federation estimates, on the basis of some 300 showings on about 91 TV stations since last May 18 when production was completed.

"It is interesting to note that more than half of the 91 stations

who have shown the picture have requested its use or shown it more than one time; many TV stations have used it at least four different times; one TV station used the picture 14 different times," the federation said.

Idea for the film was conceived early this year when the shipping industry became concerned over lack of recognition for the role it was playing in the Korean war. It set out to prepare a specially-designed 13½-minute film to tell the story, completing the project for less than \$10,000.

Subject to above-mentioned reservations, the federation found that TV outlets "are not only anxious but genuinely willing to use motion pictures of a documentary character on their programs."

SUCCEEDS JARVIS

KLAC-TV Signs Albert

SIGNED to seven year contract which gives him \$1½ million guarantee during that period, Eddie Albert, movie actor and independent film producer, today (Jan. 7) starts daily five-hour afternoon show *Hollywood on Television* on KLAC-TV Hollywood.

His contract calls for a weekly guarantee of \$3 thousand against a participating agreement on a gross percentage of money earned by that show. He has been given the right to make one motion picture per year but will work the television show exclusively for the next six months before taking on any outside assignments.

Independent agreement also has been worked out whereby the station's Syndicated Television Productions will handle distribution of all TV films made by Eddie Albert Productions.

Mr. Albert takes over the program from Al Jarvis who late last month signed a similar seven year contract with KECA-AM-TV Los Angeles starting Jan. 28 [B•T, Dec. 31]. Mr. Jarvis, however, remains at KLAC-TV for the next three weeks, working *Hollywood on Television* with his successor.

FILM RIGHTS

Beacon, UA Argue Claims

IN controversy with United Artists and seeking to clarify their rights to the feature film *Capacabana* for purpose of releasing it to TV, representatives of bankrupt Beacon Pictures Corp. have petitioned Referee-in-Bankruptcy Reuben G. Hunt in Los Angeles for relief. Hearing on motion is scheduled for tomorrow (Jan. 8). Petition was filed by attorney Cyrus Levinthal, in behalf of Francis F. Quittner, trustee in bankruptcy for Beacon. It included an application for permission to enter into contract with Quality Films for distribution of the movie to television.

UA maintains it has an interest in the movie and its release to television would interfere with theatrical distribution. Starring Carmen Miranda and Groucho Marx, the film was released in 1947. Appeal in some respects parallels that of George and James Nasser, independent film producers, whose show cause petition to force return from UA of four motion pictures for purpose of releasing them to TV is scheduled for hearing before Referee-in-Bankruptcy Benno M. Brink Thursday (Jan. 10) in Los Angeles.

'FU MANCHU' FILMS

NBC-TV Is Producing

IN WHAT amounts to its first film package, NBC-TV will produce Saxe Rohmer's *Fu Manchu* stories starring Sir Cedric Hardwicke, with first film scheduled for completion by Feb. 6, it was announced last week.

The network also plans a radio version of the stories.

Package is jointly owned by NBC and the H&L Co., comprised of Lester Schurr and Herbert Bayard Swope Jr., who agreed to offer NBC first refusal on the series when he signed with that network as TV director several years ago. Mr. Swope, who will continue to produce *Lights Out* for NBC-TV, also will produce the *Fu Manchu* stories, with Mr. Rohmer serving in supervisory capacity.

Playing Comr. Nayland Smith, Sir Cedric, currently appearing through the country in readings of "Don Juan in Hell," will be making his TV debut in the *Fu Manchu* series.

Films will be offered by NBC to sponsors on either a national network or immediate syndication basis. To be produced in New York, first program will be ready Feb. 6, and each film will be a complete story in itself, rather than part of a serial.

ROCKET PICTURES CITED

In Contract Breach Suit

CHARGING breach of contract and asking \$69,800, suit against Rocket Pictures Inc., Hollywood producer of commercial and TV films, has been filed in Los Angeles Superior Court by Edward D. Robinson, western sales manager and marketing counsellor for John Sutherland Productions, Los Angeles. He held a similar position with Rocket for two years until last July.

Action demands 10% commission on business he allegedly brought into the firm which is owned by J. Richard Western and Harlow Wilcox, radio announcer. Mr. Robinson also is asking a fee claimed due for reorganizing the company and \$6,600 for personal expenses allegedly paid out-of-pocket to help development of business. Additional compensation for advertising, publicity and public relations work also is asked.

'Met Auditions' on TV

ABC-TV network officials have announced that *Metropolitan Opera Auditions of the Air* will be telecast, simultaneously with radio broadcasts, starting Jan. 15. Video auditions will thus fall into the 8:30-9 p.m. Tuesday time slot and, like the radio version which has been heard nationally for the past 13 years, will feature Milton Cross as commentator. Program becomes the third opera feature of ABC, which in addition to the radio auditions, also broadcasts directly from the opera stage Saturday afternoons.

Immediate Delivery **IN STOCK AT ALLIED!**



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We have the RCA-5WP11 Transcriber Kinescope in stock for immediate delivery. Our prices and conditions of sale are identical to those of the manufacturer. Save time and trouble—look to ALLIED for prompt delivery of all RCA Broadcast-type tubes.

RCA-5WP11, \$70.00

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

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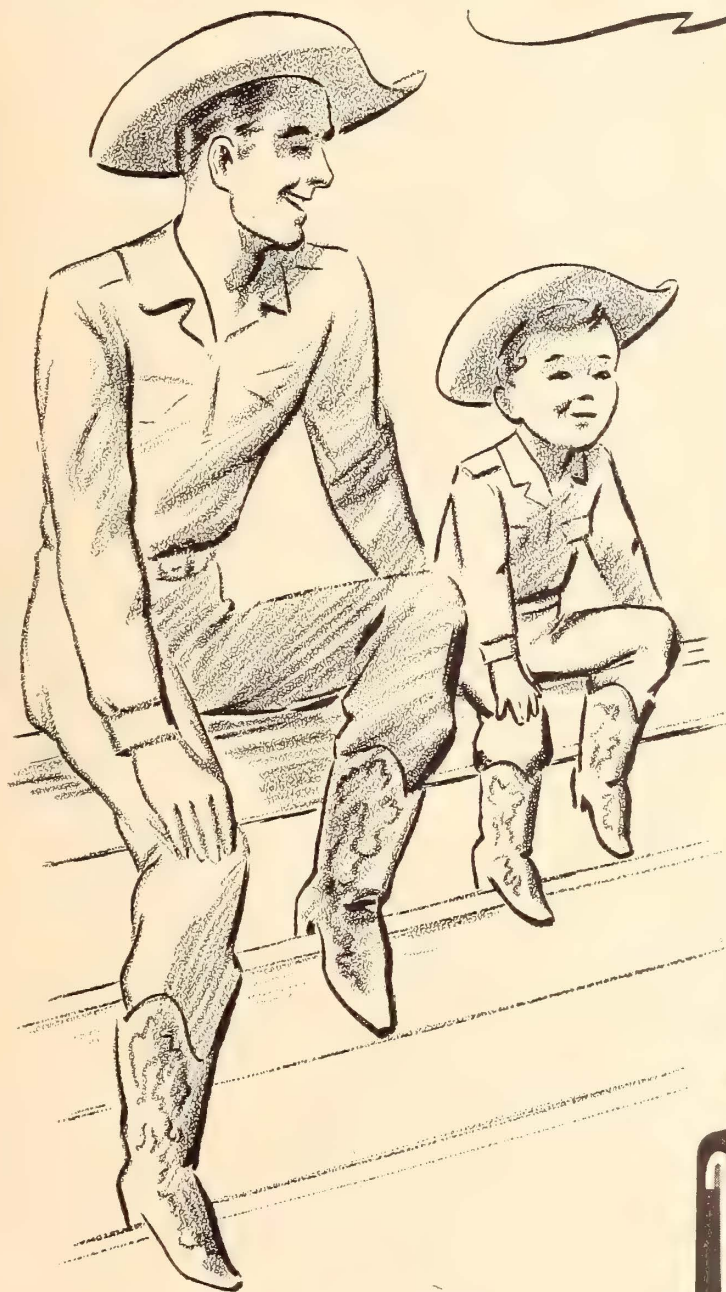
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Since 1932



Up-to-date completely equipped New York studios of

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Southwestern HERITAGE!



For nearly 30 years, San Antonians and Southwesterners have listened to WOAI as a habit! They've depended on WOAI for concise, accurate news reporting, for pleasant year-round entertainment. Every day more people acquire the WOAI habit.

WOAI-TV is two years old and like WOAI is the leader in its field. *Superior* equipment, *superior* personnel, *superior* programming, and its heritage of giving San Antonians what they want, means most people look to WOAI-TV for the best. They buy what they see on WOAI-TV.

THE SOUTHWEST'S
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Represented Nationally By
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DALLAS • SAN FRANCISCO • DETROIT

Bless
our busy
little
channel!



After all, it's the only one in town. So we dispense about everything everybody wants to see and hear. That "everybody" is a vast 500,000 viewers. They just sit at Channel 13 and capture the best from all four television networks:

NBC • CBS • ABC • DTN

and bless our
faithful...



TOLEDO TV TUNERS

... but we don't stop there. We toss in as bonus coverage viewers in Northwestern Ohio and Southern Michigan.

Our advertisers are as faithful as our viewers. We've got 'em by the scads, but there's always room for "just one more." Room for you, for instance.

Just say the word ...

5,000 watts **WSPD** NBC
TOLEDO, OHIO
A FORT INDUSTRY STATION
Rep. by The Katz Agency, Inc.
WSPD-TV
CHANNEL - 13

Nat. Sales Hq. 488 Madison Avenue,
New York 22, ELdorado 5-2455

telestatus

ADVERTEST RESEARCH took a careful look at the problem of sports and television in the New York area and concluded in a report released last week that "television has not had too great an effort on the degree of attendance at sporting events."

The New Brunswick, N. J., firm based its study on 761 personal interviews with men in TV homes, made in the New York video area during the first two weeks of last December.

Although the study concerned itself with sports in general, it took particular note of college football and effects of the National Collegiate Athletic Assn. limited telecasting ruling.

Nearly one-half (45.1%) of all men interviewed were familiar with the ruling. Only 22%, however, agreed that college grid game telecasts should be limited. Of the 22% which agreed with NCAA, the greatest number (8%) reasoned simply that most persons would rather watch a game on video than see it in person. This, they felt, lowers gate receipts.

A majority (54%), however, disagreed with the NCAA plan, 14.7% of whom did not think that the telecasting of games reduced attendance.

Over 30% of all respondents reported an increase in at least one

sporting event during the past year, as compared with pre-TV attendance. Less than 40% reported an attendance decrease in at least one event.

It was found that one-half of the increased attendance reported could be directly attributed to TV (main reason: "Interest stimulated by television"). Of the decreased attendance, 75% could be directly traced to TV (main reason: "More convenient to watch events on television at home").

Berle Again Tops ARBI Report

MILTON BERLE'S *Texaco Star Theatre* on NBC-TV again topped the American Research Bureau report for Dec. 1-7. Programs and ratings reported last week follow:

Program	Rating
1. <i>Texaco Star Theatre</i> (NBC)	53.2
2. <i>Comedy Hour—Bob Hope</i> (NBC)	50.2
3. <i>Red Skelton</i> (NBC)	50.1
4. <i>Godfrey's Talent Scouts</i> (CBS)	49.1
5. <i>Your Show of Shows</i> (NBC)	45.0
6. <i>Godfrey and Friends</i> (CBS)	44.3
7. <i>I Love Lucy</i> (CBS)	41.8
8. <i>Mama</i> (CBS)	41.0
9. <i>Cavalcade of Sports</i> (NBC)	40.0
10. <i>You Bet Your Life</i> (NBC)	39.5

TelePulse Lists Favorite Types

AVERAGE ratings for types of programs, based on the week of

TV and Sports Surveyed By Advertest Research

(Report 197)

Nov. 1-7, were released in a Multi-Market TelePulse:

	No. 1/4 Hrs.	Avg. Rtg.
Daytime Variety	99	5.5
Drama & Mysteries	92	15.7
Comedy Variety	71	20.5
Kid Shows	68	9.4
Quiz-Audience Participation	56	10.6
Interviews	40	4.9
Football	35	17.3
Musical Variety	33	12.5
Serial Stories	30	4.9
Homemaking-Service	21	3.3
Comedy Situation	20	14.9
Talent	18	14.3
Wrestling	18	8.3
Forums, discussions	17	6.9
Educational	13	4.8
Religion	12	2.9
News	11	11.3
Feature Films	10	6.0
Film Shorts	10	2.0
Music	9	8.3
Westerns	8	17.6
Boxing	6	22.0
President Truman	2	44.4
Total	699	

Ten favorite TV program types Nov. 1-7, were reported by the Pulse Inc. as follows:

	Avg. Rtg.
President Truman	44.4
Boxing	22.0
Comedy-Variety	20.5
Westerns	17.6
Football	17.3
Drama & Mysteries	15.7
Comedy Situation	14.9
Talent	14.3
Musical Variety	12.5
News	11.3

WPIX (TV), New York independent, registered a 50% increase in dollar sales revenue in 1951 over the preceding year, officials reported last week. The figures were not disclosed.

Weekly Television Summary—January 7, 1952—TELECASTING Survey

City	Outlets On Air	Sets in Area	City	Outlets On Air	Sets in Area
Albuquerque	KOB-TV	12,100	Louisville	WAVE-TV, WHAS-TV	117,983
Ames	WOI-TV	73,441	Matamoros (Mexico)		
Atlanta	WAGA-TV, WSB-TV, WLTW	165,000	Brownsville, Tex.	XELD-TV	11,100
Baltimore	WAAM, WBAL-TV, WMAR-TV	350,304	Memphis	WMCT	108,780
Finghamton	WNBF-TV	47,200	Miami	WTVJ	93,800
Birmingham	WAFM-TV, WBRC-TV	70,000	Milwaukee	WTMJ-TV	294,446
Bloomington	WTTW	125,000	Minn.-St. Paul	KSTP-TV, WTCN-TV	280,200
Boston	WBZ-TV, WNAC-TV	832,670	Nashville	WSM-TV	48,269
Buffalo	WBEN-TV	241,005	New Haven	WNHC-TV	212,000
Charlotte	WBTV	106,158	New Orleans	WDSU-TV	72,643
Chicago	WBKB, WENR-TV, WGN-TV, WNBQ	1,027,738	New York	WABD, WCBS-TV, WJZ-TV, WNBC	2,750,000
Cincinnati	WCPO-TV, WKRC-TV, WLWT	322,000		WOR-TV, WPIX	
Cleveland	WEWS, WNBK, WXEL	547,790		WATV	
Columbus	WBNS-TV, WLWC, WTVN	200,000	Newark	WTAR-TV	91,191
Dallas			Norfolk	WKY-TV	108,278
Ft. Worth	KRLD-TV, WFAA-TV, WBAP-TV	148,892	Oklahoma City	KMTV, WOW-TV	111,495
Davenport	WOC-TV	80,484	Omaha	WCAU-TV, WFIL-TV, WPTZ	970,000
Quad Cities	Include Davenport, Moline, Rock Is., E. Moline		Philadelphia	KPHO-TV	55,100
Dayton	WHIO-TV, WLWD	227,000	Phoenix	WDTV	342,300
Detroit	WJBK-TV, WWJ-TV, WXYZ-TV	705,323	Pittsburgh	WJAR-TV	180,000
Erie	WICU	80,379	Providence	WTVR	95,071
Ft. Worth-Dallas	WBAP-TV, KRLD-TV, WFAA-TV	148,892	Richmond	WHAM-TV	98,120
Grand Rapids			Rochester	WHBF-TV	80,484
Kalamazoo	WOOD-TV	160,413	Rock Island		
Greensboro	WFMY-TV	89,138	Quad Cities	Include Davenport, Moline, Rock Is., E. Moline	
Houston	KPRC-TV	107,500	Sal. Lake City	KDYL-TV, KSL-TV	70,200
Huntington			San Antonio	KEYL, WOAI-TV	62,047
Charleston	WSAZ-TV	63,167	San Diego	KFMB-TV	119,500
Indianapolis	WFBM-TV	192,500	San Francisco	KGO-TV, KPIX, KRON-TV	298,000
Jacksonville	WMAF-TV	46,000	Schenectady-Albany-Troy	WRGB	187,200
Johnstown	WJAC-TV	126,500	Seattle	KING-TV	116,500
Kalamazoo-Grand Rapids	WKZO-TV	160,413	St. Louis	KSD-TV	348,000
Kansas City	WDAF-TV	170,457	Syracuse	WHEN, WSYR-TV	152,793
Lancaster	WGAL-TV	123,055	Toledo	WSPD-TV	127,000
Lansing	WJIM-TV	70,000	Tulsa	KOTV	98,375
Los Angeles	KECA-TV, KFI-TV, KLAC-TV, KNBH	1,334,899	Utica-Rome	WKTU	64,000
	KNXT, KTLA, KTTV		Washington	WMAL-TV, WNBW, WTOP-TV, WTTG	312,100
			Wilmington	WDEL-TV	87,376

Total Markets on Air 64*

Stations on Air 109*

Estimated Sets in use 14,994,000

* Includes XELD-TV Matamoros, Mexico

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

1951-52

MARKET

DATA

WHITE AREA

0.1 mi/m CONTOUR AREA

POPULATION	7,758,400
FAMILIES	438,900
Total Retail Sales	\$1,156,568,000
Food Sales	\$ 258,771,000
Gen. Mdse. Sales	\$ 145,401,000
Drug Sales	\$ 28,188,000
Eff. Buying Income	\$1,569,804,000
Gross Farm Income	\$ 148,645,000

LIGHT GRAY AREA

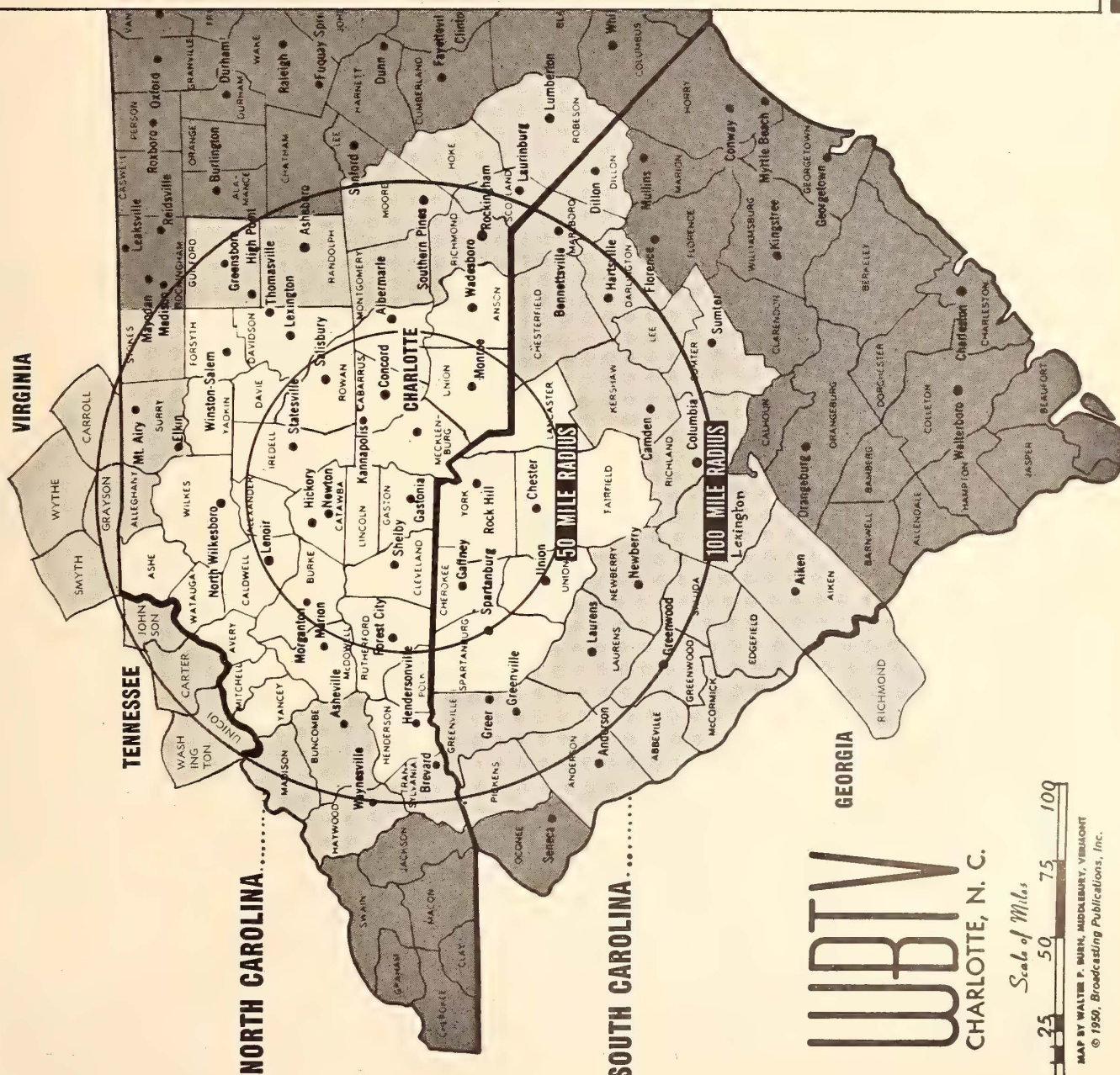
BONUS COVERAGE AREA

POPULATION	2,087,300
FAMILIES	530,100
Total Retail Sales	\$1,381,870,000
Food Sales	\$ 292,581,000
Gen. Mdse. Sales	\$ 212,588,000
Drug Sales	\$ 34,839,000
Eff. Buying Income	\$1,798,647,000
Gross Farm Income	\$ 265,623,000

TOTAL AREA

POPULATION	3,845,700
FAMILIES	969,000
Total Retail Sales	\$2,538,438,000
Food Sales	\$ 551,352,000
Gen. Mdse. Sales	\$ 357,989,000
Drug Sales	\$ 63,027,000
Eff. Buying Income	\$3,368,451,000
Gross Farm Income	\$ 414,268,000

Source: Sales Management "Survey of Buying Power," May 1951.



Radio Homes by Counties

(Continued from page 42)

County	Radio Homes 1950	House-holds 1950
Pratt	3,786	3,923
Rawlins	1,555	1,637
Reno	16,427	17,129
Republic	3,610	3,845
Rice	4,799	4,968
Riley	7,819	8,136
Rooks	2,590	2,752
Rush	2,089	2,206
Russell	3,947	4,142
Saline	10,229	10,535
Scott	1,358	1,418
Sedgwick	67,016	69,447
Seward	2,860	3,017
Shawnee	31,693	32,775
Sheridan	1,178	1,264
Sherman	2,055	2,214
Smith	2,756	2,957
Stafford	2,732	2,834
Stanton	561	608
Stevens	1,246	1,324
Sumner	7,350	7,688
Thomas	2,174	2,262
Trego	1,592	1,695
Wabaunsee	2,158	2,306
Wallace	656	703
Washington	3,861	4,103
Wichita	692	740
Wilson	4,633	4,939
Woodson	2,062	2,215
Wyandotte	47,484	49,206

KENTUCKY		779,608
Adair	2,683	4,486
Allen	3,321	3,982
Anderson	2,388	2,618
Ballard	2,308	2,611
Barren	6,832	7,898
Bath	2,411	2,771
Bell	9,172	10,791
Boone	3,474	3,743
Bourbon	4,676	5,144
Boyd	12,593	13,468
Boyle	4,856	5,325
Bracken	2,301	2,523
Breathitt	3,049	4,055
Breckinridge	3,669	4,306
Bullitt	2,638	3,005
Butler	2,402	2,977
Caldwell	3,412	3,991
Calloway	5,122	5,908
Campbell	21,816	22,352
Carlisle	1,643	1,857
Carroll	2,320	2,584
Carter	4,444	5,228
Casey	3,317	4,126
Christian	8,922	10,647
Clark	4,856	5,438
Clay	3,706	4,685
Clinton	2,060	2,527
Crittenden	2,799	3,149
Cumberland	1,954	2,394
Daviess	14,206	15,611
Edmonson	1,939	2,347
Elliott	1,226	1,513
Estill	2,982	3,610
Fayette	25,253	27,330
Fleming	2,999	3,393
Floyd	9,923	11,459
Franklin	6,837	7,999
Fulton	3,437	3,906
Gallatin	1,031	1,174
Garrard	2,728	3,083
Grant	2,605	2,924
Graves	8,290	9,496
Grayson	3,742	4,569
Green	2,696	3,190
Greenup	5,550	6,229
Hancock	1,481	1,726
Hardin	9,062	10,357
Harlan	14,481	16,144
Harrison	3,842	4,245
Hart	3,611	4,289

County	Radio Homes 1950	House-holds 1950
Henderson	7,925	8,945
Henry	3,058	3,372
Hickman	1,938	2,220
Hopkins	9,801	11,163
Jackson	2,412	3,049
Jefferson	132,143	139,244
Jessamine	3,068	3,479
Johnson	4,816	5,659
Kenton	30,510	31,260
Knott	3,204	4,035
Knox	5,777	6,952
Larue	2,417	2,814
Laurel	5,083	6,139
Lawrence	2,896	3,498
Lee	1,722	2,097
Leslie	2,276	3,014
Letcher	7,496	8,676
Lewis	2,871	3,402
Lincoln	4,160	4,820
Livingston	1,762	2,044
Logan	5,290	6,209
Lyon	1,450	1,655
McCracken	13,148	14,992
McCreary	3,038	3,599
McLean	2,532	2,835
Madison	7,127	8,268
Magoffin	2,304	2,958
Marion	3,483	4,036
Marshall	3,509	3,997
Martin	1,856	2,349
Mason	4,873	5,397
Meade	2,139	2,428
Menifee	914	1,155
Mercer	3,888	4,354
Metcalfe	2,203	2,664
Monroe	2,928	3,490
Montgomery	3,140	3,639
Morgan	2,505	3,155
Muhlenberg	7,429	8,638
Nelson	4,133	4,713
Nicholas	2,055	2,248
Ohio	5,541	5,895
Oldham	2,267	2,505
Owen	2,538	2,855
Owsley	1,317	1,686
Pendleton	2,604	2,880
Perry	8,516	9,857
Pike	14,972	17,676
Powell	1,298	1,621
Pulaski	8,330	9,893
Robertson	770	856
Rockcastle	2,661	3,334
Rowan	2,577	3,018
Russell	3,090	3,464
Scott	3,900	4,314
Shelby	4,561	5,057
Simpson	2,886	3,399
Spencer	1,453	1,633
Taylor	3,379	3,880
Todd	3,051	3,637
Trigg	2,194	2,640
Trimble	1,272	1,424
Union	3,766	4,198
Warren	10,302	12,049
Washington	2,819	3,178
Wayne	3,179	3,920
Webster	4,172	4,891
Whitley	6,424	7,731
Wolfe	1,347	1,722
Woodford	2,896	3,151

LOUISIANA		724,512
Acadia	9,677	12,422
Allen	4,117	5,058
Assumption	4,737	5,863
Avoyelles	8,188	10,222
Beauregard	3,908	4,941
Bienville	4,104	4,963
Bossier	8,641	10,263
Caddo	43,882	50,323
Calcasieu	21,489	24,958
Caldwell	2,353	2,781
Cameron	1,366	1,616
Catahoula	2,445	3,107
Claiborne	5,306	6,567
Concordia	2,998	3,987
De Soto	5,096	6,418
East Baton Rouge	38,717	43,115
East Carroll	3,169	4,277
East Feliciana	2,567	3,343
Evangeline	6,589	8,715
Franklin	5,712	7,230
Grant	3,223	3,935
Iberia	8,676	10,632
Iberville	5,757	7,161
Jackson	3,528	4,131
Jefferson	25,894	28,455
Jefferson Davis	5,735	7,063
Lafayette	11,855	14,856
Lafourche	8,449	10,380
La Salle	3,071	3,617
Lincoln	5,231	6,364
Livingston	4,250	5,151
Madison	3,586	4,801
Morehouse	6,565	8,352
Natchitoches	7,636	9,653
Orleans	146,231	165,607
Ouachita	18,366	21,406
Plaquemines	3,070	3,566
Pointe Coupee	4,367	5,521
Rapides	19,903	24,067
Red River	2,530	3,158

County	Radio Homes 1950	House-holds 1950
Richland	5,440	6,691
Sabine	4,454	5,479
St. Bernard	2,616	2,933
St. Charles	2,960	3,446
St. Helena	1,705	2,181
St. James	2,989	3,667
St. John the Baptist	3,045	3,642
St. Landry	14,463	18,590
St. Martin	4,807	6,235
St. Mary	7,719	9,413
St. Tammany	6,254	7,428
Tangipahoa	11,532	14,185
Tensas	2,863	3,680
Terrebonne	8,767	10,627
Union	4,217	5,002
Vermilion	8,085	10,234
Vernon	4,281	5,279
Washington	8,468	10,264
Webster	7,989	9,488
West Baton Rouge	2,591	3,126
West Carroll	3,515	4,204
West Feliciana	1,413	1,833
Winn	3,657	4,554

MAINE		254,652
Androscoggin	23,377	23,709
Aroostook	20,220	22,517
Cumberland	47,707	48,433
Franklin	5,437	5,827
Hancock	9,231	9,926
Kennebec	21,791	22,962
Knox	8,295	8,853
Lincoln	5,123	5,467
Oxford	11,366	12,104
Penobscot	27,407	28,431
Piscataquis	5,098	5,429
Sagadahoc	5,855	6,176
Somerset	10,686	11,368
Waldo	5,772	6,308
Washington	9,574	10,384
York	25,741	26,758

MARYLAND		640,422
Allegany	24,410	25,427
Anne Arundel	26,393	27,782
Baltimore	72,598	72,598
Baltimore city	330,739	268,019
Calvert	2,533	2,956
Caroline	5,096	5,527
Carroll	10,787	11,295
Cecil	8,054	8,541
Charles	4,752	5,326
Dorchester	7,148	8,023
Frederick	15,531	16,505
Garrett	4,875	5,423
Harford	12,773	13,531
Howard	5,447	5,782
Kent	3,622	4,007
Montgomery	44,131	45,216
Prince Georges	48,694	50,670
Queen Annes	3,794	4,220
St. Marys	5,217	6,308
Somerset	5,222	5,927
Talbot	5,365	5,902
Washington	21,290	22,340
Wicomico	11,004	11,922
Worcester	6,340	6,975

MASSACHUSETTS		1,307,381
Barnstable	13,980	14,532
Berkshire	37,273	38,034
Bristol	109,018	110,791
Dukes	1,765	1,846
Essex	150,005	152,289
Franklin	15,419	15,831
Hampden	103,413	104,142
Hampshire	21,549	21,966
Middlesex	286,469	287,043
Nantucket	1,130	1,140
Norfolk	106,719	107,040
Plymouth	54,931	55,938
Suffolk	242,386	245,330
Worcester	149,036	151,459

MICHIGAN		1,791,639
Alcona	1,652	1,732
Alger	2,573	2,759
Allegan	13,572	13,977
Alpena	5,811	6,123
Antrim	3,002	3,190
Arenac	2,569	2,739
Baraga	2,154	2,263
Barry	7,679	7,900
Bay	24,221	24,741
Benzie	2,270	2,367
Berrien	33,719	34,548
Branch	8,586	8,833
Calhoun	33,963	34,550
Cass	8,339	8,632
Charlevoix	3,795	3,999
Cheboygan	3,609	3,872
Chippewa	7,660	7,996
Clare	2,814	2,950
Clinton	8,501	8,701
Crawford	1,186	1,238
Delta	8,983	9,377
Dickinson	7,343	7,578
Eaton	11,582	11,891
Emmet	4,529	4,798
Genesee	76,320	77,640
Gladwin	2,532	2,637
Gogebic	7,802	8,077
Grand Traverse	7,158	7,472
Gratiot	9,304	9,621
Hillsdale	9,301	9,599
Houghton	11,506	11,813
Huron	8,774	9,055
Ingham	48,755	49,447

County	Radio Homes 1950	House-holds 1950
Ionia	10,272	10,590
Iosco	3,203	3,330
Iron	5,061	5,283
Isabella	7,308	7,605
Jackson	30,140	30,692
Kalamazoo	36,127	36,677
Kalkaska	1,257	1,352
Kent	84,071	85,525
Keeweenaw	871	916
Lake	1,566	1,730
Lapeer	8,723	8,928
Leelanau	2,232	2,374
Lenawee	18,349	18,743
Livingston	7,626	7,782
Luce	1,532	1,646
Mackinac	2,414	2,590
Macomb	48,852	49,445
Manistee	4,897	5,668
Marquette	12,879	13,319
Mason	5,989	6,219
Mcosta	5,094	5,368
Menominee	6,856	7,068
Midland	9,398	9,689
Missaukee	1,895	2,027
Monroe	20,462	20,922
Montcalm	9,154	9,486
Montmorency	1,090	1,182
Muskegon	34,393	35,023
Newaygo	5,996	6,292
Oakland	108,047	109,138
Ocean	4,480	4,696
Ogemaw	2,486	2,659
Ontonagon	2,873	2,996
Osceola	3,735	3,907
Oscoda	857	923
Otsego	1,623	1,738
Ottawa	20,908	21,183
Presque Isle	2,904	3,106
Roscommon	1,814	1,920
Saginaw	42,046	42,992
St. Clair	26,021	26,525
St. Joseph	10,733	11,031
Sanilac	8,736	9,006
Schoolcraft	2,426	2,559
Shiawassee	13,225	13,523
Tuscola	10,220	10,591
Van Buren	12,073	12,434
Washtenaw	34,135	34,585
Wayne	662,352	671,076
Wexford	5,257	5,465

MINNESOTA		845,757
Aitkin	4,072	4,255



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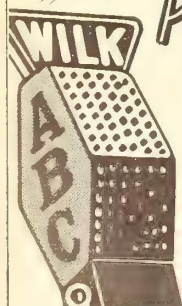
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Radio Homes by Counties

(Continued from page 80)

County	Radio Homes 1950	House- holds 1950
Mower	11,511	11,710
Murray	3,798	3,864
Nicollet	4,811	4,899
Nobles	6,132	6,219
Norman	3,485	3,589
Olmstead	12,875	13,138
Otter Tail	13,122	13,584
Pennington	3,467	3,615
Pine	5,061	5,283
Pipestone	3,773	3,838
Polk	9,490	9,773
Pope	3,517	3,603
Ramsey	103,038	104,395
Red Lake	1,628	1,687
Redwood	6,061	6,178
Renville	6,419	6,530
Rice	8,412	8,654
Rock	3,084	3,150
Roseau	3,638	3,805
St. Louis	60,532	61,894
Scott	4,234	4,365
Sherburne	2,514	2,619
Sibley	4,216	4,315
Stearns	15,909	16,384
Steele	5,819	5,962
Stevens	2,845	2,933
Swift	4,278	4,379
Todd	6,685	6,935
Traverse	2,204	2,233
Wabasha	4,695	4,835
Wadena	3,282	3,433
Waseca	4,301	4,420
Washington	9,226	9,414
Watsonwan	3,961	4,021
Wilkin	2,684	2,744
Winona	10,906	11,255
Wright	7,440	7,702
Yellow Medicine	4,505	4,569

MISSISSIPPI

554,783

Adams	6,708	8,944
Alcorn	6,346	7,457
Amite	3,681	4,619
Attala	5,090	6,525
Benton	1,639	2,070
Bolivar	12,460	16,016
Calhoun	3,958	4,701
Carroll	2,820	3,552
Chickasaw	3,942	4,813
Choctaw	2,212	2,728
Claiborne	2,236	3,034
Clarke	3,914	4,808
Clay	3,480	4,537
Coahoma	9,976	13,161
Copiah	6,169	7,829
Covington	3,156	3,839
De Soto	4,496	5,931
Forrest	9,960	12,357
Franklin	2,388	2,863
George	2,019	2,487
Greene	1,551	1,949
Grenada	3,852	4,907
Hancock	2,569	3,141
Harrison	17,725	21,076
Hinds	31,461	37,454
Holmes	6,085	8,070
Humphreys	4,190	5,586
Issaquena	942	1,266
Itawamba	3,510	4,371
Jackson	7,273	8,428
Jasper	3,456	4,375
Jefferson	2,243	2,971
Jefferson Davis	2,802	3,597
Jones	12,098	14,844
Kemper	2,812	3,614
Lafayette	4,351	5,398
Lamar	2,797	3,415
Lauderdale	14,286	18,153
Lawrence	2,456	3,113
Leake	4,188	5,268
Lee	8,608	10,371
Leflore	10,405	13,272
Lincoln	5,797	7,237
Lowndes	8,126	9,560
Madison	6,039	7,894
Marion	4,835	6,223
Marshall	4,265	5,687
Monroe	7,633	9,553
Montgomery	3,030	3,769
Neshoba	5,100	6,448
Newton	4,691	5,709
Noxubee	3,598	4,804
Oktibbeha	4,514	5,758
Panola	6,293	7,827
Pearl River	4,482	5,400
Perry	1,795	2,219
Pike	7,761	9,284
Pontotoc	4,440	5,337
Prentiss	4,368	5,238
Quitman	5,150	6,334
Rankin	4,800	5,882
Scott	4,419	5,343
Sharkey	2,615	3,256
Simpson	4,338	5,265
Smith	3,267	4,004
Stone	1,377	1,655
Sunflower	10,376	13,252
Tallahatchie	5,929	7,448
Tate	3,558	4,487
Tippah	3,670	4,390
Tishomingo	3,411	4,065
Tunica	4,244	5,591
Union	4,562	5,516
Walthall	2,851	3,595
Warren	9,406	11,952

County	Radio Homes 1950	House- holds 1950
Washington	14,567	19,243
Wayne	3,182	4,028
Webster	2,528	3,042
Wilkinson	2,755	3,426
Winston	4,215	5,369
Yalobusha	2,995	3,885
Yazoo	6,558	8,898

MISSOURI

1,198,883

Adair	5,840	6,233
Andrew	3,581	3,750
Atchison	3,307	3,445
Audrain	7,147	7,595
Barry	6,028	6,517
Barton	3,907	4,237
Bates	5,416	5,881
Benton	2,660	2,943
Bollinger	2,553	2,986
Boone	11,703	13,105
Buchanan	27,221	28,684
Butler	9,011	10,466
Caldwell	3,233	3,439
Callaway	5,587	6,113
Camden	2,182	2,416
Cape Girardeau	10,495	11,177
Carroll	4,738	5,035
Carter	1,171	1,355
Cass	5,894	6,344
Cedar	3,219	3,577
Chariton	4,522	4,816
Christian	3,496	3,813
Clark	2,683	2,901
Clay	13,399	14,030
Clinton	3,711	3,960
Cole	8,899	9,358
Cooper	4,614	5,032
Crawford	3,083	3,523
Dade	2,838	3,085
Dallas	2,899	3,200
Daviess	3,550	3,825
De Kalb	2,604	2,753
Dent	2,974	3,312
Douglas	3,111	3,495
Dunklin	10,970	12,202
Franklin	9,979	10,765
Gasconade	3,433	3,819
Gentry	3,580	3,737
Greene	31,351	33,176
Grundy	4,296	4,590
Harrison	4,270	4,562
Henry	6,122	6,640
Hickory	1,615	1,773
Holt	3,071	3,246
Howard	3,357	3,641
Howell	5,859	6,734
Iron	2,191	2,533
Jackson	169,316	174,553
Jasper	24,671	26,443
Jefferson	10,538	11,128
Johnson	6,036	6,540
Knox	2,394	2,560
Laclede	5,037	5,641
Lafayette	7,446	8,015
Lawrence	6,875	7,449
Lewis	3,292	3,480
Lincoln	4,162	4,470
Linn	5,987	6,396
Livingston	4,948	5,253
McDonald	3,801	4,214
Macon	5,705	6,141
Madison	2,644	3,032
Maries	1,791	2,115
Marion	9,197	9,722
Mercer	2,271	2,416
Miller	3,661	4,059
Mississippi	4,915	5,776
Moniteau	3,187	3,470
Monroe	3,536	3,778
Montgomery	3,554	3,822
Morgan	2,872	3,166
New Madrid	8,585	9,581
Newton	7,906	8,594

County

Radio
Homes
1950

House-
holds
1950

Nodaway	6,920	7,315
Oregon	2,970	3,429
Osage	2,625	3,038
Ozark	1,991	2,399
Pemiscot	10,099	11,826
Perry	3,536	3,987
Pettis	9,660	10,376
Phelps	5,329	6,090
Pike	5,195	5,586
Platte	4,312	4,577
Polk	4,671	5,122
Pulaski	2,974	3,219
Putnam	2,811	3,026
Ralls	2,607	2,779
Randolph	7,347	7,841
Ray	5,008	5,356
Reynolds	1,567	1,859
Ripley	2,804	3,253
St. Charles	8,054	8,505
St. Clair	3,184	3,514
St. Francois	9,292	9,854
St. Louis & St. Louis city	363,113	372,806
Ste. Genevieve	2,729	2,970
Saline	7,547	8,115
Schuyler	1,839	1,940
Scotland	2,383	2,516
Scott	8,478	9,195
Shannon	2,004	2,341
Shelby	3,254	3,451
Stoddard	8,134	8,998
Stone	2,470	2,852
Sullivan	3,432	3,694
Taney	2,561	2,957
Texas	4,966	5,567
Vernon	6,197	6,758
Warren	2,181	2,378
Washington	3,301	3,902
Wayne	2,492	2,894
Webster	4,165	4,522
Worth	1,579	1,667
Wright	4,289	4,771

MONTANA

175,619

Beaverhead	2,047	2,162
Big Horn	2,413	2,503
Blaine	2,226	2,304
Broadwater	830	868
Carbon	3,022	3,122
Carter	782	810
Cascade	15,352	15,730
Chouteau	2,075	2,113
Custer	3,623	3,754
Daniel's	1,114	1,132
Dawson	2,636	2,693
Deer Lodge	4,105	4,197
Fallon	970	1,004
Fergus	4,101	4,210
Flathead	9,417	9,649
Gallatin	6,243	6,443
Garfield	641	665
Glacier	2,463	2,584
Golden Valley	419	419
Granite	894	924
Hill	4,057	4,152
Jefferson	1,071	1,102
Judith Basin	917	942
Lake	3,883	3,991
Lewis and Clark	7,383	7,611
Liberty	626	647
Lincoln	2,586	2,669
McCone	915	947
Madison	1,789	1,844
Meagher	639	659
Mineral	680	703
Missoula	10,119	10,400
Musselshell	1,704	1,751
Park	3,638	3,766
Petroleum	298	306
Phillips	1,864	1,924
Pondera	1,710	1,759
Powder River	764	796
Powell	1,724	1,775
Prairie	678	706
Ravalli	3,952	4,074
Richland	2,861	2,946
Roosevelt	2,531	2,599
Rosebud	1,702	1,773

GATES

QUINCY,
ILLINOIS

Your ONE SOURCE Supply for
ALL Broadcasting Equipment NEEDS

THESE OFFICES
TO SERVE YOU

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

County	Radio Homes 1950	House- holds 1950
Adams	2,127	2,216
Antelope	1,895	1,938
Arthur	15,263	15,670
Beaver	1,571	1,611
Big Horn	1,018	1,052
Blaine	2,020	2,068
Boone	1,980	2,031
Box Elder	372	393
Butte	3,178	3,253
Chadron	943	964
Cheyenne	522	522
Cheyenne	16,359	16,761
Yellowstone National Park (part)		12
NEBRASKA		394,662
Adams	7,849	8,176
Antelope	3,331	3,514
Arthur	206	223
Beaver	356	365
Blaine	308	325
Boone	2,910	3,066
Box Elder	3,451	3,587
Butte	1,353	1,447
Chadron	1,456	1,544
Cheyenne	7,127	7,566
Cheyenne	3,428	3,541
Yellowstone	3,327	3,555
Yellowstone	4,881	5,122
Yellowstone	3,608	3,743
Yellowstone	1,473	1,560
Yellowstone	2,233	2,358
Yellowstone	3,358	3,494
Yellowstone	2,731	2,881
Yellowstone	2,994	3,165
Yellowstone	3,499	3,630
Yellowstone	5,478	5,809
Yellowstone	2,765	2,929
Yellowstone	2,839	2,942
Yellowstone	5,537	5,798
Yellowstone	978	1,010
Yellowstone	2,560	2,658
Yellowstone	7,943	8,231
Yellowstone	78,886	81,075
Yellowstone	1,234	1,327
Yellowstone	2,947	3,118
Yellowstone	2,102	2,258
Yellowstone	1,504	1,614
Yellowstone	2,872	3,049
Yellowstone	8,073	8,427
Yellowstone	1,180	1,240
Yellowstone	830	889
Yellowstone	772	827
Yellowstone	289	303
Yellowstone	1,425	1,522
Yellowstone	9,312	9,720
Yellowstone	2,624	2,786
Yellowstone	2,118	2,237
Yellowstone	641	693
Yellowstone	1,683	1,783
Yellowstone	4,027	4,243
Yellowstone	308	328
Yellowstone	2,132	2,268
Yellowstone	4,124	4,332
Yellowstone	2,182	2,284
Yellowstone	1,925	1,999
Yellowstone	2,063	2,192
Yellowstone	584	615
Yellowstone	1,237	1,271
Yellowstone	4,066	4,325
Yellowstone	35,138	36,113
Yellowstone	7,887	8,276
Yellowstone	355	380
Yellowstone	355	380
Yellowstone	215	235
Yellowstone	6,707	6,979
Yellowstone	2,647	2,760
Yellowstone	2,235	2,343
Yellowstone	1,820	1,920
Yellowstone	3,305	3,439
Yellowstone	2,810	3,018
Yellowstone	5,075	5,297
Yellowstone	2,049	2,150
Yellowstone	1,332	1,389
Yellowstone	2,749	2,882
Yellowstone	2,635	2,762

County	Radio Homes 1950	House- holds 1950
Platte	5,282	5,566
Polk	2,421	2,527
Red Willow	3,816	4,030
Richardson	4,989	5,219
Rock	863	915
Saline	4,372	4,661
Sarpy	3,943	4,057
Saunders	5,092	5,332
Scotts Bluff	9,240	9,747
Seward	3,866	4,091
Sheridan	2,650	2,787
Sherman	1,722	1,876
Sioux	858	914
Stanton	1,789	1,879
Thayer	3,144	3,313
Thomas	361	379
Thurston	2,126	2,289
Valley	2,116	2,294
Washington	3,311	3,442
Wayne	2,729	2,805
Webster	2,228	2,385
Wheeler	401	427
York	4,245	4,440
NEVADA		50,296
Churchill	1,865	1,937
Clark	14,311	14,970
Douglas	564	589
Elko	3,332	3,478
Esmeralda	257	270
Eureka	315	334
Humboldt	1,401	1,466
Lander	553	584
Lincoln	1,096	1,124
Lyon	1,096	1,133
Mineral	1,648	1,733
Nye	1,045	1,107
Ormsby	1,226	1,246
Pershing	962	1,013
Storey	249	254
Washoe	15,906	16,297
White Pine	2,659	2,761
NEW HAMPSHIRE		155,173
Belknap	7,646	7,948
Carroll	4,663	4,950
Cheshire	11,129	11,545
Coos	9,666	10,037
Grafton	12,873	13,522
Hillsborough	45,119	45,276
Merrimack	17,152	17,719
Rockingham	20,202	20,891
Strafford	13,989	14,422
Sullivan	7,556	7,863
NEW JERSEY		1,374,422
Atlantic	37,854	40,185
Bergen	154,081	157,386
Burlington	31,965	32,954
Camden	81,416	84,808
Cape May	11,125	11,661
Cumberland	24,369	25,652
Essex	246,916	256,669
Gloucester	25,330	26,249
Hudson	182,036	187,860
Hunterdon	12,202	12,605
Mercer	57,262	59,339
Middlesex	70,549	73,108
Monmouth	61,067	64,012
Morris	43,284	44,303
Ocean	17,124	17,727
Passaic	97,112	100,843
Salem	13,600	14,345
Somerset	25,688	26,347
Sussex	9,667	10,070
Union	109,003	112,253
Warren	15,479	16,040
NEW MEXICO		177,128
Bernalillo	37,966	40,345
Catron	865	949
Chaves	10,089	10,954
Colfax	4,121	4,446

County	Radio Homes 1950	House- holds 1950
Curry	6,458	6,877
De Baca	929	1,002
Dona Ana	8,420	9,656
Eddy	10,263	11,095
Grant	5,317	5,767
Guadalupe	1,436	1,628
Harding	677	748
Hidalgo	1,243	1,372
Lea	8,401	8,995
Lincoln	1,850	2,006
Los Alamos	2,647	2,801
Luna	2,108	2,337
McKinley	5,053	5,697
Mora	1,970	2,052
Otero	3,449	3,849
Quay	3,703	4,012
Rio Arriba	4,891	5,635
Roosevelt	4,289	4,667
Sandoval	2,305	2,625
San Juan	3,753	4,193
San Miguel	5,226	6,098
Santa Fe	8,516	9,536
Sierra	2,155	2,455
Socorro	2,045	2,361
Taos	3,380	3,876
Torrance	1,849	1,978
Union	1,894	2,057
Valencia	4,461	5,058
NEW YORK		4,329,327
Albany	70,076	72,393
Allegany	12,063	12,514
Bronx	415,607	424,956
Broome	51,344	52,932
Cattaraugus	21,494	22,228
Cayuga	19,484	20,087
Chautauque	40,259	41,461
Chemung	24,783	25,708
Chenango	11,138	11,447
Clinton	12,399	13,052
Columbia	12,595	13,038
Cortland	10,387	10,719
Delaware	12,301	12,814
Dutchess	33,347	34,700
Erie	247,354	252,402
Essex	9,342	9,792
Franklin	11,318	12,066
Fulton	15,657	16,326
Genesee	12,967	13,493
Greene	8,160	8,580
Hamilton	1,214	1,304
Herkimer	17,480	18,208
Jefferson	23,759	25,142
Kings	777,461	795,764
Lewis	5,646	6,058
Livingston	10,067	10,597
Madison	12,318	13,035
Monroe	139,763	143,641
Montgomery	17,431	18,063
Nassau	185,639	188,658
New York	593,290	625,833
Niagara	52,020	53,740
Oneida	59,457	62,193
Onondaga	94,297	97,213
Ontario	15,936	16,652
Orange	41,379	43,238
Orleans	8,379	8,904
Oswego	20,712	21,848
Otsego	14,183	15,153
Putnam	5,873	6,092
Queens	455,387	461,853
Rensselaer	36,919	38,337
Richmond	50,011	51,505
Rockland	20,952	21,667
St. Lawrence	23,657	25,548
Saratoga	20,680	21,654
Schenectady	42,339	43,469
Schoharie	6,095	6,611
Schuyler	3,893	4,177
Seneca	6,975	7,404
Steuben	24,711	26,232
Suffolk	69,610	71,615
Sullivan	11,603	12,317
Tioga	8,289	8,951
Tompkins	14,944	15,615
Ulster	26,398	27,905
Warren	11,204	11,732
Washington	12,360	13,248
Wayne	15,875	16,728
Westchester	172,786	176,312
Wyoming	8,556	9,044
Yates	5,043	5,359
NORTH CAROLINA		994,361
Alamance	17,011	18,410
Alexander	3,021	3,513
Alleghany	1,741	2,116
Anson	5,212	6,219
Ashe	4,319	5,191
Avery	2,555	3,067
Beaufort	7,582	9,224
Bertie	4,792	5,801
Bladen	5,404	6,550
Brunswick	3,601	4,397
Buncombe	29,504	32,855
Burke	9,532	10,591
Cabarrus	15,631	16,682
Caldwell	9,198	10,440
Camden	1,140	1,322
Carteret	4,965	5,925
Caswell	3,684	4,439
Catawba	14,819	16,108
Chatham	5,361	6,191
Cherokee	3,633	4,305
Chowan	2,342	2,888
Clay	1,237	1,480
Cleveland	13,589	15,512
Columbus	9,581	11,599

What a Buy!

**N
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C**

PROGRAMS

*For "Minutes"
& Chain Breaks*

IN

YOUNGSTOWN, O.

5000

WATTS

*Serving America's
34th Market*

W F M J

REPRESENTATIVES
Headley-Reed Co.

In Canada
more people listen* to

CFRB

Toronto

regularly than to
any other station

*THE 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, con-
centrated 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

FARMERS

Prefer WIBW because we've served
their interests for 25 years. WIBW is
the farm station for Kansas and ad-
joining states.

WIBW The Voice of Kansas
in TOPEKA

Alamance	17,011	18,410
Alexander	3,021	3,513
Alleghany	1,741	2,116
Anson	5,212	6,219
Ashe	4,319	5,191
Avery	2,555	3,067
Beaufort	7,582	9,224
Bertie	4,792	5,801
Bladen	5,404	6,550
Brunswick	3,601	4,397
Buncombe	29,504	32,855
Burke	9,532	10,591
Cabarrus	15,631	16,682
Caldwell	9,198	10,440
Camden	1,140	1,322
Carteret	4,965	5,925
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Catawba	14,819	16,108
Chatham	5,361	6,191
Cherokee	3,633	4,305
Chowan	2,342	2,888
Clay	1,237	1,480
Cleveland	13,589	15,512
Columbus	9,581	11,599

(Continued on page 84)

programs promotion premiums



LES DRIVE
RADIO Broadcast Management Council of Rochester, N. Y., has issued a series of artfully printed illustrated mailing pieces designed to show that radio is the best sales medium that can be fought with the advertising dollar. Emphasizing the slogan, "When you Get Her Ear, You Get Her Popping List," the pieces are being mailed this month to more than 100 present and potential timebuyers locally and 1,000 timebuyers national firms and agencies. The council is made up of Rochester stations WARC WHAM WHEC and WYVET.

MEBUYERS
NAX Yankton, S. D., sending out and advertisers its new Time-Buyers Guide which consists of a large size calendar. Numerals are in four colors, red, blue, black, and white, making it easy to determine beginning and ending dates of 26, or 52 week contracts. Top calendar sheet is perforated in columns making for added convenience.

UCE FOR THE GOOSE
WLS Lansing, Mich., sending out and advertisers folder pointing up favorable results of number of locally sponsored shows. Folder titled, "Take a Gander at This," also announces WLS upcoming power increase to 5 kw, and states the station will discontinue present affiliation with MBS and devote time to music, news, sports and public service.

REMARKABLE REMEDY
ONS Hartford, Conn., engaged in producing series of merchandising aids for local and national accounts. Promotion Manager Alan Henry designed "Arrow Eye" to help set up display of Rem Cough

Syrup, and push both product and station. Display was featured in drug department of G. Fox & Co. and followed up with other displays in stores throughout city with reports of excellent reactions.

PUBLIC SERVICE SPOTS

WEIR Weirton, W. Va., recently began series of announcements designed to increase attendance at church and city council meetings in Weirton and Steubenville, Ohio. Each Saturday, announcements urge listeners to take family to church and Sunday School. Schedules for city council meetings in both towns are aired, asking audience to watch their city government work.

WEATHER REPORT

KDAL Duluth, Minn., despite all sayings to the contrary, is doing something about the weather. At least, they are reporting it accurately by means of their "Cooperative Climatological Weather Station." Previously, temperature readings in area were given as "official airport temperature" and were as much as ten degrees colder than Duluth downtown area. KDAL purchased, and in cooperation with United States Weather Bureau personnel, installed necessary equipment atop their studios in Bradley Building. Clyde Johnson, KDAL staffer, was engaged as observer to make accurate temperature readings. Duluth merchants are full of praise for new service, because it brings shoppers downtown. People who wouldn't stir out of house when it is two below, don't mind when it becomes as warm as eight above.

TEEN-AGE SHOW

WERE Cleveland, *Teen-Age Press*, presented as public service, discussing teen age questions with editors of local high school papers. Questions to be discussed are sent to station from listeners. Station reports that program has met with great response from high school children. Maggie Wulff, station's women's director is moderator of panel.

WOKZ WINDSHIELD COVERS

WOKZ Alton, Ill., and Manager Bill Tedrick are helping motorists protect their windshield from wintry weather. Mr. Tedrick stacks surplus transcription carton cardboard fillers at the desk of the Stratford Hotel, which houses WOKZ studios. Fillers are used by motorists in scraping ice and snow from car windows. Covers bear a large plug for WOKZ.

LOST & FOUND

WSTC-AM-FM Stamford, Conn., and a station news reporter, Leo Gold, found a man working in Stamford for whom a sister in Fort Smith, Ark., had been searching 20 years. The sister, Mrs. J. H. Vinsant, had been sending Christmas gifts to her long-lost brother, Frank Wilson, for 20 years. They always came back marked "wrong address." But Mrs. Vinsant had learned that her brother was somewhere in Stamford. Mr. Gold found him working with a marine construction company. Mr. Wilson, too, had been searching for his sister since 1929 when he lost her address. WSTC arranged for them to talk by telephone.

KIDDIE SHOW

WIEL Elizabethtown, Ky., *The Magic Eye*, morning program for children features kiddie tune and telephone participation by youngsters. Sponsor is local dairy, which plugs milk with every meal, plus mid-morning snack after recess at many schools in area. It also helps parents with hand and face washing, dressing, and tooth-brushing.

TV EXPERTS

WAAM (TV) Baltimore, presenting celebrities that appear on station cards declaring that they are "Experts in Television." The cards say, "This is to certify that (person's name) is an Expert in Television, having appeared in excellent form, on WAAM Television, Baltimore. The bearer of this card is, therefore, qualified to make suggestions and to criticize any and all TV shows as an Expert in Television." It is signed by WAAM General Manager Ken Carter.

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



76th IN RETAIL SALES
 among Sales Management's 162 Metropolitan County Areas

If your radio campaign is based on the first 100 markets according to Retail Sales volume—then over 234,000 Quad-Citians are buying above your standard.

WHBF has worked with mind, body and its facilities to assist in the progress and growth of the Quad-City area to a major market position.

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Quad-Cities' favorite
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 Network Calibre Programs at Local Station Cost

immediate revenue produced
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23 years of
 service to the
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HOWARD J. McCOLLISTER Company

66 ACACIA DRIVE
 AHERTON, CALIFORNIA

DAVENPORT 3-3061

PAUL W. McCOLLISTER, General Manager

Radio Homes by Counties

(Continued from page 84)

County	Radio Homes 1950	House-holds 1950
Polk	7,762	7,953
Sherman	719	727
Tillamook	5,677	5,829
Umatilla	12,309	12,677
Union	5,575	5,736
Wallowa	2,241	2,291
Wasco	4,812	4,966
Washington	18,673	19,074
Wheeler	959	978
Yamhill	10,036	10,262

PENNSYLVANIA

2,918,672

Adams	11,292	12,051
Allegheny	407,013	422,651
Armstrong	21,202	22,460
Beaver	45,166	47,744
Bedford	10,004	11,018
Berks	70,478	73,262
Blair	37,659	39,693
Bradford	13,754	14,758
Bucks	39,644	40,661
Butler	25,298	26,629
Cambria	51,115	54,320
Cameron	1,881	2,033
Carbon	15,298	15,853
Centre	15,215	16,100
Chester	38,546	40,490
Clarion	9,689	10,418
Clearfield	22,020	23,450
Clinton	9,639	10,222
Columbia	14,613	15,496
Crawford	21,461	22,758
Cumberland	25,450	26,846
Dauphin	54,741	56,963
Delaware	111,465	113,972
Elk	8,731	9,210
Erie	58,996	61,841
Fayette	48,012	51,131
Forest	1,302	1,394
Franklin	19,612	21,134
Fulton	2,495	2,724
Greene	11,337	12,243
Huntingdon	10,184	11,082
Indiana	19,479	20,722
Jefferson	13,040	13,961
Juniata	3,902	4,274
Lackawanna	67,949	71,828
Lancaster	60,929	65,218
Lawrence	27,934	29,373
Lebanon	21,718	22,765
Lehigh	53,563	55,506
Luzerne	101,848	106,647

County	Radio Homes 1950	House-holds 1950
Lycoming	28,001	29,757
McKean	16,024	16,744
Mercer	29,588	31,047
Mifflin	11,475	12,325
Monroe	9,267	9,765
Montgomery	91,754	94,300
Montour	3,352	3,647
Northampton	49,164	51,053
Northumberland	31,468	33,229
Perry	6,482	6,903
Philadelphia	562,956	585,802
Pike	2,651	2,802
Potter	4,570	4,973
Schuylkill	52,369	55,242
Snyder	5,580	6,046
Somerset	20,413	22,044
Sullivan	1,685	1,838
Susquehanna	8,414	9,018
Tioga	9,427	10,082
Union	5,364	5,688
Venango	16,916	17,958
Warren	11,132	11,817
Washington	55,394	58,433
Wayne	7,458	7,959
Westmoreland	81,558	85,580
Wyoming	4,492	4,794
York	56,165	58,935

RHODE ISLAND

225,487

Bristol	8,138	8,204
Kent	22,230	22,523
Newport	15,574	15,779
Providence	169,755	166,587
Washington	12,035	12,394

SOUTH CAROLINA

514,660

Abbeville	4,557	5,682
Aiken	11,743	13,980
Allendale	2,184	2,796
Anderson	20,343	23,573
Bamberg	3,162	4,101
Barnwell	3,272	4,211
Beaufort	4,748	6,198
Berkeley	5,224	6,630
Calhoun	2,640	3,402
Charleston	35,187	42,911
Cherokee	7,285	8,441
Chester	6,694	7,950
Chesterfield	6,672	8,186
Clarendon	5,040	6,529
Colleton	5,329	6,894
Darlington	9,452	11,713
Dillon	5,442	6,743
Dorchester	4,324	5,405
Edgefield	3,154	3,942
Fairfield	3,993	5,010
Florence	15,192	18,641
Georgetown	5,675	7,175
Greenville	40,199	45,066
Greenwood	9,397	11,003
Hampton	3,401	4,360
Horry	10,537	13,238
Jasper	2,005	2,557
Kershaw	5,939	7,518
Lancaster	7,749	8,927
Laurens	9,574	11,370
Lee	3,716	4,903
Lexington	9,547	11,218
McCormick	1,646	2,116
Marion	5,994	7,578
Marlboro	5,876	7,401
Newberry	6,697	8,088
Onnee	7,873	9,284
Orangeburg	12,349	15,772
Pickens	8,933	10,094
Richland	30,527	35,332
Saluda	3,056	3,792
Spartanburg	33,745	38,130
Sumter	10,405	13,238
Union	6,367	7,544
Williamsburg	6,869	9,014
York	14,606	17,004

¹ Includes 368 dwelling units of Washington County, which was combined with Shannon County in 1943.

SOUTH DAKOTA

182,972

Armstrong	1,316	1,399
Aurora	5,849	6,074
Beadle	797	891
Bennett	2,737	2,878
Brown	4,735	4,876
Brookings	9,059	9,253
Butte	1,685	1,772
Butte	347	378
Charles Mix	2,321	2,418
Cambell	983	1,038
Charles Mix	3,930	4,212
Clark	2,281	2,344
Clay	2,880	2,975
Codington	5,204	5,376
Corson	1,422	1,481
Custer	1,514	1,624
Davison	4,673	4,848
Day	3,321	3,449
Deuel	2,025	2,094
Dewey	1,129	1,210
Douglas	1,467	1,549
Edmunds	1,832	1,916
Fall River	2,669	2,824
Faulk	1,330	1,375
Grant	2,844	2,911
Gregory	2,252	2,398
Haakon	886	925
Hamlin	1,939	2,014

County	Radio Homes 1950	House-holds 1950
Hand	1,890	1,952
Hanson	1,282	1,341
Harding	626	669
Hughes	2,121	2,209
Hutchinson	3,102	3,265
Hyde	769	799
Jackson	490	521
Jerauld	1,262	1,312
Jones	637	669
Kingsbury	2,805	2,922
Lake	3,242	3,346
Lawrence	4,821	5,001
Lincoln	3,628	3,736
Lyman	1,199	1,263
McCook	2,405	2,510
McPherson	1,805	1,933
Marshall	2,000	2,081
Meade	2,669	2,845
Mellette	693	767
Miner	1,719	1,792
Minnehaha	20,229	20,748
Moody	2,434	2,504
Pennington	9,592	10,044
Perkins	1,792	1,890
Potter	1,245	1,292
Roberts	3,791	3,957
Sanborn	1,418	1,497
Shannon	1,014	1,166
Spink	3,221	3,304
Stanley	544	565
Sully	695	727
Todd	946	1,067
Tripp	2,409	2,541
Turner	3,551	3,684
Union	3,091	3,203
Walworth	2,040	2,105
Washabaugh	332	354
Yankton	4,009	4,207
Ziebach	596	646

TENNESSEE

871,269

Anderson	13,277	15,087
Bedford	5,915	6,699
Benton	2,628	3,193
Bledsoe	1,551	1,903
Blount	12,451	13,728

County	Radio Homes 1950	House-holds 1950
Bradley	7,473	8,428
Campbell	6,849	7,953
Cannon	1,942	2,395
Carroll	6,437	7,538
Carter	9,209	10,371
Cheatham	2,066	2,414
Chester	2,424	2,886
Claiborne	4,777	5,673
Clay	1,668	2,054
Cocke	4,723	5,636
Coffee	5,276	6,171
Crockett	3,914	4,605
Cumberland	3,667	4,445
Davidson	81,425	88,698
Decatur	2,173	2,541
De Kalb	2,593	3,133
Dickson	4,402	5,181
Dyer	8,228	9,475
Fayette	4,690	6,212
Fentress	2,578	3,214
Franklin	5,497	6,311
Gibson	11,654	13,821
Giles	6,051	7,170
Grainger	2,505	3,123
Greene	9,070	10,571
Grundy	2,598	3,021
Hamblen	5,329	6,277
Hamilton	52,770	58,568
Hancock	1,690	2,136
Hardeman	4,229	5,189
Hardin	3,742	4,431
Hawkins	6,328	7,399
Haywood	4,837	6,314
Henderson	3,909	4,648
Henry	5,962	7,064
Hickman	2,913	3,427
Houston	1,194	1,387
Humphreys	2,562	3,039
Jackson	2,486	3,046
Jefferson	4,420	4,978
Johnson	2,407	2,928
Knox	54,613	59,948
Lake	2,481	3,025
Lauderdale	5,350	6,524
Lawrence	6,149	7,329
Lewis	1,386	1,597

(Continued on page 90)

FCC actions



DECEMBER 29 THROUGH JANUARY 3

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

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

December 28 Applications . . .

ACCEPTED FOR FILING
AM—970 kc

Radio Norwich Inc., Norwich, N. Y.—Application for CP new AM station amended to change requested frequency from 1010 kc to 970 kc with 500 w day.

Change Location

Dixieland Bestg. Co., Sulphur, La.—Application for CP new AM station amended to change transmitter and studio locations, etc.

License for CP

KDMA Montevideo, Minn.—License for CP, as mod., authorizing new AM station.

WDLP-FM Panama City, Fla.—Li-

cense for CP, as mod., authorizing new FM station.

KWNO-FM Winona, Minn.—License for CP authorizing changes in FM station.

Modification of CP

WFMT (FM) Chicago—Mod. CP, as reinstated, authorizing new FM station, for extension of completion date.

License Renewal

Following stations request renewal of license:

WFEC Miami, Fla.; WFOM Marietta, Ga.; WHIR Danville, Ky.; WFAI Fayetteville, N. C., and WEMP-FM Milwaukee, Wis.

Application Returned

KBIO Burley, Idaho—Application for renewal of license returned.

SERVICE DIRECTORY

Custom-Built Equipment
U. S. RECORDING CO.

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

COMMERCIAL RADIO
MONITORING COMPANY

PRECISION FREQUENCY MEASUREMENTS

Engineer on duty all night every night

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FOR FINEST TAPE RECORDING

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Herrin, Illinois

USES
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—FIRST CHOICE OF ENGINEERS!

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

FITS EVERY PURPOSE—EVERY PURSE!

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

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

CONSOLE OR CONSOLETTA
Operation available by combining units — or by adding console.

For new catalog — write —
Magne recorder, INC.
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Washington, D. C. ADams 2414
Member AFCE *

JAMES C. McNARY

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National 7757

Craven, Lohnes & Culver

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McIntosh & Inglis

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4212 S. Buckner Blvd. 4742 W. Ruffner
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E. C. PAGE

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Broadcast, Communication
and Television Systems
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New Rochelle 6-1620



Member AFCE *

Application Dismissed

KGLN Glenwood Springs, Col.—Ap-
plication for assignment of license from
Western Slope Bestg. Co. to KGLN
dismissed.

TENDERED FOR FILING

AM—1220 kc

KIBE Palo Alto, Calif.—CP to in-
crease power from 250 w to 1 kw.

December 29 Applications . . .

ACCEPTED FOR FILING

License for CP

VABA Aquadilla, P. R.—License for
as mod., authorizing new AM sta-
tion.

VKVM San Juan, P. R.—License for
as mod., authorizing frequency

change, power increase, DA-DN, change
in trans. location, etc.

WSOK Nashville, Tenn.—License for
CP, as mod., authorizing new AM sta-
tion.

Modification of CP

KXLR North Little Rock, Ark.—Mod.
CP, authorizing frequency change,
power increase, DA-N, change studio
and trans. locations, etc., for extension
of completion date.

License Renewal

WTIL Mayaguez, P. R.—Renewal of
license.

WNEL San Juan, P. R.—Renewal of
license.

Applications Returned

WLBE Leesburg, Fla.—Application for
transfer of control from Eleanor Hunter
to Paul A. Husebo and Wendell F. Hu-
sebo through sale of 900 shares of stock
returned.

WKLX Lexington, Ky.—Application
for transfer of control from Fayette
Bestg. Co. to Edward F. Richard Jr.
through sale of 190 shares of common
stock returned.

WJBS DeLand, Fla.—Application for
renewal of license returned.

(Continued on page 93)

CBC Board Meet

SHARE transfers will form major
business of 79th meeting of the
board of governors of the Canadian
Broadcasting Corp. at its head
office in the Victoria Bldg., Ottawa,
Jan. 17-18. Five stations request-
ing share transfers are CKOX
Woodstock, CKRD Red Deer,
CKBW Bridgewater, CJFX Anti-
gonish and CKWX Vancouver.
License transfer from Ralph T.
Snelgrove to Barrie Broadcasting
Co. is requested by CKBB Barrie.
Two non-commercial Dept. of Na-
tional Defense stations in Canada's
northland are requesting a change
in frequencies, CFBM Brochet,
Man., from 1340 kc to 1450 kc,
100 w, and CFYK Yellowknife,
Northwest Territories, from 1450
kw to 1340 kc, 150 w.

Music Copyright

CANADIAN independent broad-
casters anticipate a hard fight be-
fore the Canadian Copyright Ap-
peal Board at Ottawa, where Com-
posers, Authors, Publishers Assn.
of Canada (CAPAC) is asking for
increased fees for 1952 to be based
in part on a percentage of gross
revenue. Hearings before the
Copyright Appeal Board were held
late in December and after pre-
sentation of the CAPAC brief were
adjourned until Jan. 21. Canadian
Assn. of Broadcasters is repre-
sented by three attorneys, Samuel
Rogers and Joseph Sedgwick of
Toronto and Guy Roberge of Que-
bec, as well as Malcolm Neill,
CFNB Fredericton, chairman of
CAB board, and CAB General
Manager J. T. Allard.

CLASSIFIED ADVERTISEMENTS

Payable in advance. Checks and money orders only.

Situations Wanted 20¢ per word—\$2.00 minimum • Help Wanted 25¢ per word—\$2.00 minimum
All other classifications 30¢ per word—\$4.00 minimum • Display ads. \$15.00 per inch

No charge for blind box number. Send box replies to
BROADCASTING, 870 National Press Bldg., Washington 4, D. C.

If transcriptions or bulk packages submitted, \$1.00 extra charge for mailing. All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

Help Wanted

Wanted: Manager, commercial manager, copywriter, two combo men for new daytime station in southern resort turned boom town by defense project. Box 814L, BROADCASTING.

Healthy 1000 watt daytimer in mid-west city of 10,000 needs one experienced copywriter, one experienced announcer and one engineer. Operate with small, young staff and pay well above average. Contact Bryan Davidson, WRAY, Princeton, Indiana.

Managerial

Wanted: General manager for 250 watt independent in Wisconsin. Salary and profit sharing opportunity to buy interest. Telephone William Johns, Chicago, Mohawk 4-1221.

Salesman

Salesmen. Expanding three station organization desires two additional salesmen immediately. Southern markets. Send photo and full particulars. Box 847L, BROADCASTING.

Hawaii, excellent earning opportunity for two first class salesmen. Box 848L, BROADCASTING.

KTKT, Tucson, wants salesman with record. Good draw against 20%. Top music station in fastest growing market in west.

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

Announcers

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

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

Detroit metropolitan area station wants announcer experienced in music, sports. Fine opportunity for right man. Box 831L, BROADCASTING.

Announcer-engineer for Columbia affiliate in midwest \$75 for forty hour week. Congenial, permanent position. Emphasis on announcing. Box 841L, BROADCASTING.

Wanted: Announcer-engineer with emphasis on announcing for 250 fulltime Liberty affiliate in Florida. Salary starts at \$70 per week, 40 hours for right man. Send photo, disc and all qualifications in first letter to Box 842L, BROADCASTING.

5000 watt Mutual affiliate in midwest needs combo man who can qualify as chief engineer. Send full info in first letter, disc or tape. Immediate opening. Wonderful opportunity. Box 860L, BROADCASTING.

Good announcer wanted with first class ticket. Excellent opportunity for right man. Commercial salesman also needed with good guarantee. Write Box 864L, BROADCASTING.

Announcer with sports experience to start as sales manager-sports man for CBS 1000 watt, Central Arizona. Attractive salary, commission and free two bedroom home. Basketball and sales ambition necessary. Phone Coolidge, Arizona 4451, Bill Parady.

Announcer for successful Texas AM-FM network affiliate. Good salary. Position permanent. Write full details and send audition disc or tape. Audition material will be returned. Burton Bishop, KTEM, Temple, Texas.

Need combo man immediately. Will take beginner with promise. Good living and working conditions. Send disc or tape. Write or wire KVBC, Farmington, N. Mex.

Help Wanted (Cont'd)

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

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

Combination engineer-announcer. Accent on announcing. \$80.00 week, 44 hours, permanent. WBUT, Butler, Pennsylvania.

Akron's only independent needs top-flight announcer capable of sitting in with fast moving operation. Must run board, must be experienced. If you are good, contact Art Ross, PD, WCUE, Akron, Ohio immediately.

Combo man, central Florida station, heart of citrus belt, shirtsleeve climate. Emphasis announcing. WLBE, Leesburg, Florida.

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

Announcer-engineer (first class): The kind of job that doesn't happen often. Top station in a top market. You've gotta have a good voice and know how to use it—that's all. Tell us what you want and we'll pay it—just be sure you're worth what you ask! Advancement unlimited. Rush audition and full particulars to Jack Black, WNOR, Norfolk, Virginia.

Announcer-engineer first phone wanted. WRIC, Richlands, Virginia.

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

Technical

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.

Engineer, first phone, announcer, salesman, full trick plus commission. N. Y. network unlimited local. Immediate opening right man wanting consistent improvement. Box 827L, BROADCASTING.

Wanted: Engineer first class for commercial broadcasting station. Starting \$223 a month. Merit increases, experience not necessary. Box 840L, BROADCASTING.

Immediate opening for transmitter engineer with first phone. Prefer man with combo possibilities. Would consider beginner. Good opportunity for right man. Bailey Axton, KTOP, Topeka, Kansas.

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

Engineer-announcer needed. Send information to WBIP, Booneville, Mississippi.

Chief engineer and engineer or engineer-announcer. Give full details. Need sober, settled man, for neat well equipped station. Reply WBUY, WBUY-FM, Lexington, North Carolina.

First phone transmitter operator. WCBT, Roanoke Rapids, N. C.

Help Wanted (Cont'd)

First class phone operator. No experience required. WCFV, Clifton Forge, Virginia.

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 needed immediately. \$55.00 for 40 hours. Morning shift. No experience necessary. Excellent working conditions. WCRK, Morristown, Tennessee.

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.

Transmitter engineer. Car necessary. Permanent for right man. 1000 watt newspaper affiliate ABC network station. Contact Harold White, WKTY, La Crosse, Wisconsin.

First phone transmitter operator. WSYB, Rutland, Vermont.

Engineer, first class license. No experience necessary. WTSB, Lumberton, N. C.

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

One transmitter engineer first class license, one studio engineer no license required. Victor Voss, Radio Station WWCA, Gary, Indiana.

Production-Programming, Others

Program director with experience in small market station. Ambitious for advancement. Box 832L, BROADCASTING.

Young lady interested in radio career, starting as music librarian, copy and other associated duties in live wire indie, city of 125,000. All information, photo and salary desired first letter. Box 845L, BROADCASTING.

Experienced woman. Traffic, typing, copy. Real opportunity. Write details. Send picture. Colin Selph, KDB, Santa Barbara, Calif.

Continuity girl wanted with experience, capable of fast production of smooth selling spot and program copy. Addition to our staff of four writers in growing, aggressive key CBS affiliate. 50 dollars weekly to start, opportunity for more. Send photo, copy samples and availability to Harry Abbott, Continuity Director, KTUL, Tulsa.

Wanted, experienced continuity writer from North Carolina or adjoining states. Contact Allen Wannamaker, WGTM, Wilson, N. C.

Man who can gather local news; farm news; announce and cover special events. Car required. Pay \$70 for 48 hour week. Contact F. E. Lackey, WHOP, Hopkinsville, Ky., giving references, picture and audition disc.

Experienced commercial copywriter. Also do traffic work. In reply include sample commercials, photo, details of experience. WVSC, Somerset, Pa.

Television

Technical

TV engineer wanted immediately. Television training desired, first class license and experience desired but not necessary. Box 828L, BROADCASTING • TELECASTING.

Situations Wanted

Managerial

General-commercial manager with six years experience, interested in 250 or 1000 watt south, southwest, or lower midwest. Must be able to invest. Now employed. Box 753L, BROADCASTING.

General manager available, 18 years experience, sober family man, financially sound, top record and references. Box 835L, BROADCASTING.

Up-thru-the-ranks manager available. In radio and TV since 1929. Age 36. Family. Own home. 6 years present community. Box 86, Rte #3, Hopkins, Minnesota. Telephone HOplins 8879, Minneapolis.

Announcers

Baseball play-by-play announcer for radio or TV. 10 years experience in minor and major league ball. There are three things that I can promise you from my past experience. The listeners will be satisfied with my play-by-play accounts of the games. The sponsor will be satisfied with the manner in which I "sell" his merchandise. The ball club will be satisfied with the way I sell baseball to the public. Triple A or major leagues only. For full information and discs write Box 768L, BROADCASTING.

Excellent announcer, experienced, educated, now PD. Wants large station, city, salary. Box 790L, BROADCASTING.

Topnotch midwestern sportscaster available immediately. 7 years extensive background including high school and Big Ten basketball, college football, American Association Baseball. Colorful, accurate, excellent voice, 30, veteran. Box 796L, BROADCASTING.

Top sports man, employed, wants advancement. Four years play-by-play class B and major league baseball, football, basketball, ten years in radio. Major league sportscaster's recommendation. Box 822L, BROADCASTING.

Announcer, experienced all phases. Presently employed W. Va. Mutual affiliate. Wants Northeast location. Available two weeks. News, DJ, operate board. College grad. Draft exempt veteran. Age 23. Letter, photo, tape on request. Box 824L, BROADCASTING.

5 years solid experience, topnotch play-by-play all sports, live wire, special events, man on the street, gathering, writing news, DJ. In other words, everything in the book. Can you use any combination of talents and experience of versatile, dependable family man looking for right spot. Box 829L, BROADCASTING.

Announcer, relocate, experienced, commercials, news, disc jockey, 4A, married. Florida station preferred. Reliable, sincere, diligent. Box 830L, BROADCASTING.

Announcer-salesman, eight years experience (last four in one place), college graduate, married, conscientious, dependable, sober. Box 833L, BROADCASTING.

News, sportscaster and writer, available for position January 15th, experienced in one of top ten cities. Married, two children, seeks permanent placement. Four years experience present position. Box 838L, BROADCASTING.

News editor, newscaster, 7 years experience, age 30, family man, presently employed. Present top newscasts. Box 839L, BROADCASTING.

Announcer. Two years one station, desire to relocate, permanently. New Mexico, Texas, Colorado. Presently employed. Available 2 weeks notice. Commercials, news, DJ, control board. Married vet. Tape on request. Box 843L, BROADCASTING.

Experienced announcer, five years general staff. Now at 250 watt, desires larger market. Box 846L, BROADCASTING.

Sportscaster network experience doing play-by-play baseball, football, basketball and boxing. Network references, sponsors regarded me as best in the business. Extensive experience in newscasting. Married and draft exempt. Box 849L, BROADCASTING.

Announcer-engineer either both yours, 3 years experience. Presently employed sports director Florida. MC quiz, talent, special events, DJ, 1st phone. Family, draft exempt. Box 851L, BROADCASTING.

Announcer, I sell smooth style, 5 years experience, deep voice, college, all replies answered. Box 852L, BROADCASTING.

Situations Wanted (Cont'd)

available now, 10 years experience all phases network and independent station operation. Topnotch announcer, producer, newscaster; former legit actor, director. Sales experience, public relations, copy. Married man, family, steady, dependable. Will consider reasonable AM/TV offers. Prefer near east coast. Box 853L, BROADCASTING.

announcer, one year experience, strong in news. Will travel east of Mississippi. Married. Vet. Tape available. Box 854L, BROADCASTING.

announcer, 3 years experience in all phases. Free to travel anywhere. Have own car. Box 855L, BROADCASTING.

announcer, limited experience. Knows control operations. Willing to learn. Work hard. Want more experience, 20 single, draft exempt. Box 856L, BROADCASTING.

Recent School Radio Technique graduate. Good all-round staff announcer. Operator. Sports specialty. Available immediately. Veteran. Draft deferred. Box 857L, BROADCASTING.

Billiey announcer, unique style. Experience independent and network station, or program director. South or southwest. Box 858L, BROADCASTING.

have the talent! If you can utilize it you will have a topnotch combo man with excellent training. Box 859L, BROADCASTING.

Wanted, sports position. To include baseball play-by-play in spring. Sports program. Experienced, draft exempt, college graduate. Available immediately. Box 861L, BROADCASTING.

Experienced newsmen, sportscaster, staff man. Draft exempt, 24, single, college graduate. Box 862L, BROADCASTING.

North, east, south, or west pronto. 50 years experience. Telephone We-1014, Dallas.

Want a job learning radio announcing with some radio station. Mr. Fred Boyles, Sedalia, N. C.

Reliable announcer, experienced all phases of broadcasting, including control board operation, seeking permanent affiliation with progressive station, preferably in north. Presently employed, 27, family man, deferred, or references, resume, disc, contactance Jensen, Route 4, Newnan, Georgia.

announcer, three years experience in civilian and armed forces broadcasting. Strong on music, news and sports. Background includes control room work, some script writing and program production. Enlistment in Naval Reserve expires first of March. Expect to take first phone test as soon as I am situated. The highest paying job will not necessarily suffice, I'm looking toward the future. Reply via air mail or disc, photo, or further information, Ellis Sconyers, RMN2; Box 68, "E" Division; U. S. Navcomsta; Navy #926-5 Fleet Post Office, San Francisco, California.

Technical

at phone, 1½ years experience, studio, tr engineer, familiar remotes, tape and disc recording, married, veteran, immediately available. Box 820L, BROADCASTING.

experience—first class phone, desires television experience with opportunities. Single, draft exempt. Box 821L, BROADCASTING.

engineer, seven years, licensed, car. 5. Permanency. Box 825L, BROADCASTING.

engineer, experienced all phases, 1st phone. Can do some announcing. Desires permanent position. Prefer Florida east. Box 850L, BROADCASTING.

first class phone, no experience. Will travel. J. Fulton, 2913 Foster Avenue, Brooklyn 10, New York.

technician available immediately. Requirements? Lewis Sherlock, General Delivery, Denver, Colorado.

Production-Programming, Others

program-production manager. 5 years experience all phases including television. Knowledge sales. Congenial working conditions secondary to salary consideration. All replies answered. Highest references. Presently employed. Box 844L, BROADCASTING.

Situations Wanted (Cont'd)

Television

Technical

Engineer, former chief two 1 kw AM stations, all phases AM-FM. Supervised construction. Thorough TV technical background including position as TV instructor in leading technical school. Desire TV staff opening, will consider AM station with TV application. Married, 25, veteran, available now. \$75.00 minimum. Write Box 836L, BROADCASTING • TELECASTING.

For Sale

Stations

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 capital city. Box 791L, BROADCASTING.

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

250 watt unlimited time western station. No competition. Earning \$1200 month. Asking \$21,000. Box 826L, BROADCASTING.

Profitable western stations. All prices. Jack L. Stoll & Associates, 4958 Melrose, Los Angeles 29, Calif.

Equipment etc.

One kilowatt Western Electric AM transmitter model 443-A-1, final tubes changed from Western Electric to RCA type 833-A. A Western Electric limiter model 1126-C includes 126-C limiter amplifier, 298-A control panel and 20-B rectifier. A Wincharger tower type 300 triangular, height 260', complete with type 300 M.M. beacon assembly, lighting wire, conduits and 375 feet open wire transmission line and tuning house components. Box 665L, BROADCASTING.

For sale: RCA 158B 5" oscilloscope, excellent condition, \$45. Box 837L, BROADCASTING.

250 watt transmitter in cabinet, composite, needs inverse feedback, matching and plate tank circuit, xmtr. utilizes 813's, one console, composite, six inputs, two channels. Both good buys. What am I offered? Chief Engineer, KFYN, Bonham, Texas.

Wanted to Buy

Equipment etc.

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

Used, 5 kw AM transmitter or class B linear amplifier and rectifier. Box 834L, BROADCASTING.

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

Situations Wanted

Managerial

MANAGER

National agency exec., 10 yrs. small rural and large metropolitan station background desires management of major market Independent, anywhere East of the Mississippi. New, but proven all-inclusive approach assures success of Independent AM operation regardless of present or future competitive market situation. For personal interview. Write BOX 823L, BROADCASTING.

Television

Production-Programming, Others

Executive thoroughly experienced in television, radio, theatre, motion pictures, newspapers, publicity and public relations wants to leave New York. Producer of dramatizations which won acclaim from press, public and trade alike. Now active in television in production, programming and writing capacities. Write or wire for resume. Box 863L, BROADCASTING • TELECASTING.

For Sale

TV EQUIPMENT FOR SALE

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

TRANSMITTING EQUIPMENT

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

ANTENNA EQUIPMENT

- 1 RCA TF-6 B super turnstile antenna
- 1 diplexer
- 1 set de-icing equipment

STUDIO EQUIPMENT

- 1 TD-5A studio camera dolly
- 2 73-B professional recorders
- 2 MI-4928 microscopes

Contact Leavitt Pope

WPIX

Murray Hill 2-1234, New York City

Wanted to Buy

WANTED 5 KW AM TRANSMITTER

State price, condition and age.

Box 795L, BROADCASTING

School

NBS GRADUATES are in DEMAND

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

100% Placement of Combination Men Housing Arranged

Write Today for Details



NORTHWEST BROADCASTING SCHOOL

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

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

Helper Honored

AL HELFER, MBS sportscaster, received 75 gifts at a special Christmas party that WGTN Georgetown, S. C., and residents of that city gave for him. Some 200 persons crowded in to attend a pre-Christmas banquet for Mr. Helfer, who was returning the visit of Allan Wester, WGTN commercial manager and sports director. Mr. Wester appeared last summer on MBS' *Game of the Day*. Currently Messrs. Helfer and Wester are doing transcribed sports shows aired throughout South Carolina.

Retail Prices

RETAIL price maintenance, better known as fair trades practices in the United States, has been ruled illegal in Canada with new legislation passed Dec. 29 after a bitter battle in Parliament at Ottawa. Henceforth, manufacturers can suggest retail selling prices but cannot force dealers to sell at those prices. Manufacturers can set a maximum price at which their products can be sold, but cannot restrain in any way dealers selling their products at lower prices. The new legislation is not expected to start a wave of chaotic selling of brand and nationally price marked merchandise at cut rates. But if this should happen, the government has stated it will bring in price stabilizing legislation. Opposition to the legislation came from retail store organizations who felt the new legislation would put small retailers out of business.

Employment Service

EXECUTIVE PLACEMENT SERVICE
for competent managers, commercial managers, program directors, chief engineers, disc jockeys. Reliable, confidential, nation-wide service. Send for full information today.

HOWARD S. FRAZIER

TV & Radio Management Consultants
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Eastern Network

\$65,000.00

The only station in an excellent one station market. This is a combined operation showing splendid profits and valuable real estate is included. Half of purchase price can be financed.

Southern Independent

\$38,000.00

A fulltime facility located in an attractive southern city that has always been a good radio market.

Appraisals • Negotiations • Financing

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CHICAGO

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

SAN FRANCISCO

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

(Continued from page 86)

BROADCASTING • Telecasting

County	Radio Homes 1950	House- holds 1950
Adams	2,360	2,360
Alameda	60,355	64,759
Alameda	24,850	26,493
Alameda	2,977	2,977
Alameda	4,550	4,871
Alameda	3,150	3,579
Alameda	3,418	3,418
Alameda	1,125	1,125
Alameda	3,979	4,202
WASHINGTON	736,944	
Adams	2,039	2,076
Adams	3,391	3,460
Adams	13,930	14,258
Adams	12,220	12,482
Adams	8,024	8,264
Adams	25,471	25,911
Adams	1,559	1,606
Adams	15,814	16,137
Adams	3,216	3,268
Adams	1,142	1,198
Adams	4,037	4,201
Adams	1,008	1,024
Adams	6,750	6,959
Adams	16,880	17,420
Adams	3,329	3,400
Adams	3,257	3,358

County	Radio Homes 1950	House- holds 1950
King	230,828	236,262
Kitsop	22,904	23,206
Kittitas	6,549	6,717
Klickitat	3,655	3,780
Lewis	13,448	13,765
Lincoln	3,359	3,421
Mason	4,692	4,827
Okanogan	8,400	8,696
Pacific	5,358	5,512
Pend Oreille	2,180	2,257
Pierce	77,514	79,015
San Juan	1,150	1,184
Skagit	13,043	13,296
Skamania	1,470	1,514
Snohomish	35,153	35,870
Spokane	67,442	69,030
Stevens	5,285	5,471
Thurston	14,205	14,465
Wahkiakum	1,150	1,171
Walla Walla	11,568	11,840
Whatcom	20,910	21,272
Whitman	9,041	9,169
Yakima	39,218	40,182
WEST VIRGINIA	518,771	
Barbour	4,563	5,133
Berkeley	7,965	8,555
Boone	6,972	7,729
Braxton	3,749	4,463
Brooke	6,968	7,266
Cabell	29,890	32,349
Calhoun	2,099	2,449
Clay	2,843	3,356

County	Radio Homes 1950	House- holds 1950
Doddridge	2,132	2,412
Fayette	18,704	20,090
Gilmer	2,081	2,420
Grant	2,127	2,168
Greenbrier	8,942	9,859
Hampshire	2,863	3,213
Hancock	8,977	9,188
Hardy	2,134	2,479
Harrison	22,394	23,976
Jackson	3,593	4,024
Jefferson	4,243	4,582
Kanawha	60,266	64,387
Lewis	4,870	5,340
Lincoln	4,116	5,020
Logan	15,952	17,472
McDowell	20,719	22,302
Marion	19,097	20,294
Marshall	9,426	10,136
Mason	5,155	5,960
Mercer	17,544	18,926
Mineral	5,616	6,052
Mingo	9,596	10,942
Monongalia	14,824	15,906
Monroe	2,911	3,264
Morgan	2,144	2,295
Nicholas	5,632	6,534
Ohio	20,544	21,333
Pendleton	1,851	2,120
Pleasants	1,658	1,754
Pocahontas	2,733	3,102
Preston	7,102	7,900
Putnam	4,668	5,263
Raleigh	21,631	23,159
Randolph	6,819	7,485
Ritchie	3,209	3,582

County	Radio Homes 1950	House- holds 1950
Roane	3,867	4,470
Summers	4,254	4,829
Taylor	4,671	5,083
Tucker	2,482	2,715
Tyler	2,769	3,077
Upshur	4,493	5,088
Wayne	7,038	8,090
Webster	3,631	4,150
Wetzel	5,021	5,623
Wirt	1,167	1,362
Wood	18,473	19,528
Wyoming	7,716	8,517
WISCONSIN	968,253	
Adams	2,223	2,365
Ashland	5,303	5,535
Barron	9,518	9,873
Bayfield	3,772	3,950
Brown	25,658	26,208
Buffalo	3,914	4,060
Burnett	2,929	3,077
Calumet	4,988	5,095
Chippewa	10,603	11,033
Clark	8,413	8,865
Columbia	9,732	9,992
Crawford	4,575	4,756
Dane	45,495	46,094
Dodge	15,692	16,029
Door	5,792	5,990
Douglas	13,273	13,684
Dunn	7,219	7,496
Eau Claire	15,017	15,465

(Continued on page 92)

Miller Atty. General?

(Continued from page 23)

asked to make even a preliminary commitment. It is presumed that Judge Miller resigns to answer a call to the President's Cabinet, the NARTB board can be expected to activate conversations with the FCC chairman. Judge Miller's stipend of \$35,000 a year then would be available. Until last year it was \$50,000, when he was on "full time."

At all events, it is doubted whether Mr. Coy would consider any proposal outside of Government until the TV allocations are finalized. That is scheduled to happen next month. It is known that a number of members of the NARTB-TV board strongly favor Mr. Coy's selection, if a vacancy occurs, and that this holds whether or not there is a change in Administration.

They do not regard Mr. Coy as a politician, but as a practical businessman, a good administrator and former broadcaster (he headed the radio operations of the *Washington Post* before assuming the FCC chairmanship in December of 1947). They feel that whether the administration is Republican or Democratic, he can do an effective job of keeping the radio or television divisions of NARTB or both headed in the right direction. Mr. Coy is 48, a native Indian, a former newspaperman and an administrator who has had more than 15 years in state and Federal service.

Judge Miller, in his 64th year, is in robust health. He is a native of California and a Democrat. His last public office was as district attorney of Kings County, Calif., in 1916. He assumed the NAB presidency on Oct. 1, 1945, resigning his life-time appointment to the appellate bench. When Judge Miller proposed—and the board accepted—his suggestion that he become chairman of the board, his stipend was fixed at \$35,000 on a "downward escalator" to \$25,000 in 1954. It was agreed that he would be free to devote more and more of his time to other activities.

W. J. GERMAN, INC., is proud
to announce that it has been appointed
distributor of all Eastman Professional
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6700 Santa Monica Blvd.
Hollywood 38, California
Hillside 6131

Radio Homes

(Continued from page 91)

County	1950 Radio Homes	1950 House- holds
Florence	1,040	1,087
Fond du Lac	18,502	18,899
Forest	2,407	2,528
Grant	11,302	11,748
Green	6,994	7,181
Green Lake	4,348	4,506
Iowa	5,335	5,534
Iron	2,441	2,527
Jackson	4,297	4,552
Jefferson	12,371	12,611
Juneau	5,098	5,349
Kenosha	21,731	21,950
Kewaunee	4,565	4,731
La Crosse	18,655	19,036
Lafayette	4,932	5,095
Langlade	5,734	5,899
Lincoln	6,009	6,319
Manitowac	18,515	18,816
Marathon	20,620	21,346
Marinette	9,703	10,045
Marquette	2,593	2,710
Milwaukee	246,075	249,316
Monroe	7,805	8,242
Oconto	6,827	7,097
Oneida	5,779	6,045
Outagamie	21,588	21,984
Ozaukee	6,472	6,591
Pepin	1,951	2,028
Pierce	5,712	5,925
Polk	6,946	7,183
Portage	8,743	9,117
Price	4,480	4,731
Racine	31,086	31,400
Richland	5,204	5,426
Rock	26,699	27,216
Rusk	4,399	4,621
St. Croix	6,986	7,158
Scuk	10,601	10,986
Sawyer	2,811	2,990
Shawano	9,012	9,397
Sheboygan	23,267	23,621
Taylor	4,631	4,916
Trempealeau	6,314	6,584
Vernon	7,575	7,949
Vilas	2,667	2,801
Walworth	12,134	12,369
Washburn	3,301	3,439
Washington	9,208	9,396
Waukesha	23,363	23,599
Waupaca	9,770	10,114
Wausara	4,002	4,177
Winnebago	25,658	26,128
Wood	13,261	13,671

WYOMING 84,289

Albany	5,224	5,391
Big Horn	3,504	3,601
Campbell	1,439	1,476
Carbon	4,469	4,665
Converse	1,794	1,840
Crook	1,340	1,405
Fremont	5,182	5,461
Goshen	3,526	3,613
Hot Springs	1,587	1,634
Johnson	1,419	1,467
Laramie	12,625	12,856
Lincoln	2,413	2,460
Natrona	9,693	9,993
Niobrara	1,417	1,455
Park	4,359	4,512
Platte	2,328	2,410
Sheridan	5,961	6,126
Sublette	725	750
Sweetwater	6,132	6,315
Teton	737	767
Uinta	1,883	1,943
Washakie	1,976	2,046
Weston	1,933	1,997
Yellowstone National Park (part)	106	106

TRANSISTORS

TRIAL USE of transistors as an integral part of the nationwide toll dialing system being set up by AT&T is expected within the year, American Assn. for the Advancement of Science was told Dec. 28 by two members of the technical staff of Bell Telephone Labs, where the transistor was invented three years ago.

Dr. William Shockley, who initiated and directed the research leading to the original transistor, described a new type of this tiny substitute for vacuum tubes said to have "astonishing properties never before achieved in an amplifying device." Jack A. Morton, who directed the development of the original type of transistor until its performance is as uniform as that of vacuum tubes, reported progress to the point where Western Electric Co. is expected to put them into regular production in the "near future."

Theory underlying the transistor, developed by Dr. Shockley, "predicts that electrons in a semiconductor behave normally like negatively charged electrons and also cooperate so as to mimic the behavior of positively charged electrons of 'holes,'" Bell Labs explained. Application of this theory and of "transistor electronics" engineering science based on it, to the design of devices led to the new junction transistor which was said to be "a nearly ideal amplifier for very low power applications."

Original Transistor

The original transistor, known as a "point-contact" device, was described as consisting "essentially of two hair-thin wires resting on a tiny speck of germanium, a semi-conducting metallic element. These point contacts correspond to the terminals of a vacuum tube but there is no glass envelope, no vacuum and no heating element to cause warm-up delay. The entire apparatus is housed in a metal .22 rifle shell, although it may be housed in a much smaller space for certain applications.

"The new junction transistor, which is extremely efficient, is in the form of a small rectangular block, roughly the size of a kernel

Toll Dial Use Trial Planned by AT&T

of corn. It has no point contacts but instead consists of a tiny rod-shaped piece of germanium, so treated that it embodies a thin electrically positive layer sandwiched between the two electrically negative ends. The transistor, which derives its name from the two positive and negative junctions, differs markedly from the point-contact type, in which the contacts of the points play an essential role.

"This new form of transistor is capable of amplifying 100,000 times. It occupies about 1/400 of a cubic inch, in comparison with a typical subminiature vacuum tube which occupies about 1/4 of a cubic inch. Transistors of this type are much more efficient than the older type and consume far less power; the original type operates on less power than an ordinary flashlight bulb."

In addition to substituting for vacuum tubes in many ways, transistors are expected to find their greatest use in functions where use of vacuum tubes is impractical, such as in complex switching machinery used in the dial telephone system. Their effect on the entire field of electronics, especially in military equipment, will be revolutionary, it was predicted. Mr. Morton said that transistors have been developed which can withstand shock and vibration better than any known vacuum tube.

1950 TV Revenue

(Continued from page 61)

took in \$23,527,000.

Best bet for successful profits in TV station operation seems to be an interconnected station in a four-station community. Highest average income before Federal taxes per station was \$261,605 reported by eight interconnected stations in four-station communities.

Highest average loss per station was \$224,720 for seven non-interconnected stations in seven-station communities.

Profits were made by 46 stations in interconnected markets and seven in non-interconnected communities in 1950. Losses were sustained by 33 stations in interconnected areas and 20 in non-interconnected areas. Eight stations reported profits of \$400,000 or more, while three stations reported losses of \$400,000 or over.

FCC's report also revealed a \$70,260,000 total investment in tangible property, with a depreciation to date of \$20,002,000 and a depreciation cost of \$50,258,409.

AM-FM Revenues

(Continued from page 27)

and operated stations, and 2,117 other stations (compared to 1,993 other stations in 1949).

National and regional networks and their O&O stations had total 1950 revenues of \$110,478,458, expenses of \$91,494,116 and income of \$18,984,342—up 6.03% over 1949.

All other AM stations had total 1950 broadcast revenues of \$332,579,387, expenditures \$280,820,467 and income \$51,758,920. These compare with 1949 total revenues of \$304,343,424, expenses \$265,985,585 and income \$38,357,839. Income for 1950 thus was up 34.9%.

How network time sales revenue has continued to decrease, while national and regional spot and local sales have continued upward is indicated in the following figures:

National and regional networks and their O&O stations took in \$86,054,386 in network time sales in 1950, \$18,980,209 from national and regional advertisers and \$7,681,610 from local advertisers.

All other AM stations took in \$45,475,830 from 1950 network time sales, \$99,843,671 from national and regional advertisers and \$195,529,224 from local advertisers. These compare with \$46,255,542 from 1949 network time sales, \$89,753,066 from national and regional advertisers and \$175,041,846 from local advertisers.

Clear Channels Heaviest

Heaviest average income before Federal taxes continued to be made by clear channel stations. Average income of \$279,018 on sales of \$1,075,125 was made in 1950 by the 62 stations in that category, an increase of 11.71% in income over 1949. Stations were identical with those reporting in 1949. Better still was the average income of the 52 clears affiliated with national networks: average income was \$314,459 on sales of \$1,128,101, up 10.31% over 1949.

Greatest percentage average income increase was accomplished by seven local day and part-time stations affiliated with national networks. Average income was \$3,681 on sales of \$64,489, an increase of 627.27%.

Once again, average income of standard stations established prior to 1942 showed up better than those stations beginning operation after 1942. Average revenues of the 813 stations licensed before 1942 was \$292,993, income before Federal taxes \$60,211. Average revenues of the 960 stations established between 1942 and 1948 was \$91,683, income \$6,686.



RCA INSTITUTES, INC.

One of the leading and oldest schools of Radio Technology in America, offers its trained Radio and Television technicians to the Broadcasting Industry.

Address inquiries to Placement Director
RCA INSTITUTES, INC.
A Service of Radio Corporation of America
350 W. 4th St., New York 14, N. Y.

*When It's **BMI** It's Yours*

Another BMI "Pin Up" Hit—Johnstone-Montei

**I WANNA SAY
HELLO**

On Records: Sophie Tucker—Mer. 5762;
Four Knights—Cap. 1840; Frank Petty Trio—
MGM 11141; Sir Hubert Pimm—Kem 2710; Dor-
othy Loudon—Vic. 20-4428; Eddie "Piano" Miller-
Diane Baron—Rainbow*; Lawrence Welk—Coral*.

* Soon to be released.

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

FCC Actions

(Continued from page 87)

January 3 Decisions . . .

Annual Patent Reports

FCC extended time for filing comments re Promulgation of Rule Governing the Preparation and Filing of Annual Patent Reports from Jan. 5 to Jan. 31.

Application Put in File

WATV (TV) Newark, N. J.—FCC put application to change trans. location from Newark to New York City in pending file because "grant . . . would prejudice the ultimate resolution of the issues created by a comment filed in the pending television rule-making proceeding proposing that Providence, R. I., be made co-channel on Ch. 11 with New York City and on Ch. 13 with Newark, N. J."

Waived Sections of Rules

WIBU Poynette, Wis., and WWCF (M) Baraboo, Wis.—FCC waived sections 3.30(a) of rules for WIBU and 3.05 for WWCF (FM) which require a majority of programs to originate from main studios because "entire service areas are almost exclusively rural" and in order to serve adequately those areas it is necessary to originate programs from a number of cities.

Granted Licenses

KVBC Farmington, N. M.—Granted license new AM station; 1240 kc, 250 w, daytime.

WRFC Athens, Ga.—Granted license covering change in operating hours from daytime to fulltime, 1 kw-D 500 N, DA-N, cond.

WVKO Columbus, Ohio—Granted license new AM station; 1580 kc, 1 kw, daytime, DA, cond.

WRJM Newport, R. I.—Granted license covering change in trans. location.

WLCM Lancaster, S. C.—Granted license new AM station; 1360 kc, 1 kw, daytime.

WGBH (FM) Boston—Granted license for noncommercial educational FM station; 89.7 mc (Ch. 209), ERP 16 kw.

KFVD Los Angeles—Granted license covering change in trans.

Modification of License

KTBS Shreveport, La.—Granted mod. license to change name of licensee from Radio Station KTBS Inc. to KTBS

Silent Two Weeks

VCAT Rapid City, S. D.—Granted authority to remain silent from Dec. 1 to Jan. 6.

Modification of CP

WKOY Wellston, Ohio—Granted mod. for approval of ant., trans., and in studio location; cond.

Following granted mod. CP's for extension of completion dates:

KTBI Tacoma, Wash., to Jan. 18, mod.; KALE Richland, Wash. to March cond.; KXLR North Little Rock, Ark., to July 3, cond.; KLIX Twin Falls, Idaho, to Jan. 15, cond.; WFMT Chicago to March 21; WMRC-FM Greenville, S. C., to March 15; WBEN-FM Buffalo, N. Y., to July 1, and WFAN (M) Washington to March 16.

January 3 Applications . . .

ACCEPTED FOR FILING

Modification of CP

KGDM Stockton, Calif.—Mod. CP, authorizing changes in DA, for extension completion date.

WJKO-FM Springfield, Mass.—Mod. replacing expired CP for new FM station, for extension of completion date.

Modification of License

KWBM Williston, N. D.—Mod. of license to change name from Charles L. B. Field and James Caravara d/b as KBM Bstg. Co. to Charles L. Scott and James C. Carson d/b as KBM Bstg. Co.; no change in ownership involved.

License for CP

VINX Rockville, Md.—License for

fcc roundup

New Grants, Transfers, Changes, Applications



box score

SUMMARY THROUGH JANUARY 3

Class	On Air	Licensed	CPs	Cond'l Grants	Appls. Pending	In Hearing
AM Stations	2,330	2,298	108		313	105
FM Stations	649	559	88	*1	11	2
TV Stations	108	93	15		476	171

* On the air.

* * *

Docket Actions . . .

INITIAL DECISIONS

KJAY Topeka, Kan.—S. H. Patterson. Hearing Examiner Elizabeth C. Smith issued initial decision looking towards denial of application for nighttime power increase from 1 kw to 5 kw on 1440 kc with directional antenna. Decision Dec. 28.

Saratoga Springs, N. Y.—Spa Bcstrs. Inc. Hearing Examiner Hugh B. Hutchison issued initial decision looking towards grant of application for new AM station on 900 kc, 250 w, daytime; and, denial by default application for same facilities filed by Saratoga Bcstg. Co.

Non-Docket Actions . . .

TRANSFER GRANTS

WHUM Reading, Pa.—Granted transfer of control of licensee corporation from Humboldt J. Greig and Jessie P. Grieg to Humboldt J. Grieg through voting agreement. No monetary consideration. Granted Jan. 3.

WISN-AM-FM Milwaukee and WBAL-AM-TV Baltimore—Granted assignment of licenses (and CP for WBAL-TV) from Hearst Radio Inc. to The Hearst Corp. No monetary consideration. Granted Jan. 3.

KWJJ Portland, Ore.—Granted assignment of license from KWJJ Bstg. Co. to Wilbur J. Jerman. No monetary consideration. Granted Jan. 3.

KWSH Ada, Okla.—Granted assignment of license from KADA Bstg. Co. to Tri-Cities Bstg. Co. No monetary consideration. Granted Jan. 3.

New Applications . . .

AM APPLICATIONS

Knoxville, Tenn.—Dick Bcstg. Co., 860 kc, 1 kw, daytime; estimated construction cost \$23,000, estimated first year operating cost \$48,804, estimated first year revenue \$59,059. Partners are James A. Dick (50%), commercial manager of WBIR Knoxville, Tenn., and Marilyn M. Dick (50%). Filed Dec. 28.

Corry, Pa.—Olivia T. Rennekamp, 1370 kc, 500 w, daytime; estimated construction cost \$9,930, estimated first year operating cost \$30,000, estimated first year revenue \$36,000. Mrs. Rennekamp owns 496 (out of 1,000) shares of stock in WKZR Oil City, Pa., and is a title examiner for Kenneth E. Rennekamp and John A. Virotek, attorneys, in Pittsburgh. Filed Dec. 29.

Commerce, Tex.—Memorial Bcstg. Co., 1450 kc, 250 w, fulltime; estimated

CP, as mod., authorizing change in frequency, trans. and studio locations.

AM-1070 kc

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

License Renewal

Following stations request renewal of license:

KFSD-FM San Diego, Calif.; KGDM-FM Stockton, Calif.; WNDB-FM Daytona Beach, Fla.; WFLA-FM Tampa, Fla.; WMIX-FM Mt. Vernon, Ill.; WHYN-FM Holyoke, Mass.; WMAS-FM Springfield, Mass.; WSYR-FM Syracuse, N. Y.; WGWR-FM Asheboro, N. C.; WCOL-FM Columbus, Ohio; WVKO-FM Columbus, Ohio; WTRT-FM Toledo, Ohio; WERC-FM Erie, Pa., and WPRO-FM Providence, R. I.

TENDERED FOR FILING

AM-860 kc

WOAY Oak Hill, W. Va.—CP to increase power from 5 kw to 10 kw, etc. Modification of License

WORZ Orlando, Fla.—Mod. of license to change from DA-DN to DA-N on 740 kc.

construction cost \$14,400, estimated first year operating cost \$24,000, estimated first year revenue \$34,000. Memorial Bcstg. Co. is solely owned by W. W. Mangum, a brick mason, now living in Melissa, Tex. Filed Jan. 4.

TV APPLICATION

Victoria, Tex.—Alkek-Belcher Television Co., Ch. 19, ERP 20.6 kw visual, 10.3 kw aural, antenna height above average terrain 338 ft.; estimated construction cost \$149,300, estimated first year operating cost \$70,000, estimated first year revenue \$75,000. Equal partners are Truman Belcher and Albert B. Alkek who own 39% and 51% interest, respectively, in KNAL Victoria. Filed Jan. 4.

TRANSFER REQUESTS

KLEE Houston, Tex.—Involuntary assignment of license from W. Albert Lee, deceased, to Lowell C. Clark, Mrs. Hollie Lee, Mrs. Mary Alice Rosenberg and Lester C. Rosenberg, executors of the estate of W. Albert Lee, deceased. No monetary consideration. Filed Dec. 28.

KWBB Wichita, Kan.—Transfer of control Wichita Beacon Bcstg. Co. by transfer of 53 shares of stock (out of 153 shares) from block of stock held by Max, Louis and John Levand to John M. Hall, who holds 47 shares (and after transfer will hold 100 shares) for \$5,300. Mr. Hall is manager of KWBB. Filed Jan. 3.

Stoner's Post

OWEN STONER, vice president in charge of advertising for Prince Matchabelli Inc., a subsidiary of Vick Chemical Co., New York, was reported erroneously last week as being named president of Vick Co. He was named president of the subsidiary firm, Prince Matchabelli, succeeding H. R. Marschalk, who was made chairman of the board of Prince Matchabelli and a member of the parent company's management staff. E. L. Mabry remains president of Vick Chemical Co.

Legislation

(Continued from page 26)

example, Defense Dept. funds for recruiting).

Still pending for ratification in the Senate is the North American Regional Broadcasting Agreement, now before the Senate Foreign Relations Committee, which has named a subcommittee to study the agreement.

Other pending matters include:

● House-passed bill (HR 2948) to include radio broadcasting of fraudulent advertising similar to postal law now part of the U. S. Code, awaits Senate consideration.

● Senate also has before it anti-gambling legislation. One bill (S 1624) would prohibit interstate transmission or radio broadcast of gambling information of a sport event before it starts [B•T, Oct. 15, 1951].

● Proposal that Congress probe sports activities, including radio-TV restrictive covenants.

'Television Square'

(Continued from page 62)

in order to eliminate crowdedness and to centralize handling of all camera operations.

The basement is given over to electrical power distribution, with a 1,000 ampere main switch and 75 miles of wiring necessary for technical equipment alone. Air conditioning equipment is also located there, with a reported capacity sufficient to melt 206 tons of ice every 24 hours. Flat roof is built with sufficient support to allow shooting outdoor scenes there and future construction of microwave relay equipment to send WOR's TV signal to the transmission tower, located directly across the river.

Second floor of the studio building is given over mainly to offices for the program manager, program operations supervisor, program directors and their assistants, traffic department, art department and engineering department. Building also contains locker rooms for musicians and engineers, news rooms for wire equipment, showers, and, sealed in the wall of the main lobby, a prediction box holding the sealed guesses of various writers about TV during next 100 years.

KGW

carries the weight in the Oregon Market DAY or NIGHT

TOTAL BMB FAMILIES
From 1949 BMB Survey

DAYTIME

KGW	350,030
Station B	337,330
Station C	295,470
Station D	192,630

NIGHTTIME

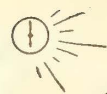
KGW	367,370
Station B	350,820
Station C	307,970
Station D	205,440

KGW

PORTLAND, OREGON
on the efficient 620 frequency
AFFILIATED WITH NBC
REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

KLIX

IS KLICKIN'



at deadline

'VOICE' ACTIVITY SHOWN IN NEW DRAMA SERIES

NEW SERIES titled *Your Voice of America* prepared for U. S. radio stations by State Dept. "to satisfy a long-felt demand of American broadcasters and the listening public for background material on the activities of the Voice of America." Availability of transcribed dramas announced by George E. Hughes, vice president of Associated Broadcasters, and William A. Wood, chief of radio, State Dept.

Dramas based on material from department files. Series comprises 13 quarter-hours and is contributed by Wesley I. Dumm, chairman of Facilities Group of Radio Advisory Committee to U. S. Advisory Commission on Information. Mr. Dumm is president of Associated Broadcasters, which produced, recorded, processed and distributed series. Discs can be obtained free from Associated Broadcasters, Box 87, Hollywood, Calif. First eight to be mailed by Jan. 15 and remaining five shortly afterward.

'SUPER CIRCUS' SPONSOR SCHEDULING REVISED

CHANGES and renewals in sponsorship of ABC-TV's *Super Circus* Sun., 5-6 p.m. (EST), reported by network as follows:

Mars Inc., Chicago, through Leo Burnett Inc., same city, to sponsor last half-hour every week, effective Feb. 3, replacing M&M Candy Co., which alternated that time slot with Peters Shoe Co.

Canada Dry Ginger Ale Inc., N. Y., through J. M. Mathes Inc., same city, renewing first half-hour every week Jan. 6 through 27, and alternate weeks beginning Feb. 10.

Peters Shoe Co., St. Louis, through Henri, Hurst & McDonald, Chicago, renewing last half-hour Jan. 6 and 20, moving to first half-hour, alternate weeks, effective Feb. 3.

RCA DEVELOPS NEW TUBE

TRIODE tube said to develop over 1000 w in plate-pulsed service at frequencies up to 3300 mc developed by RCA Tube Dept. Tiny triode is newest in series of pencil-type triodes. It features double-ended metal-glass coaxial electrode structure and is 2 5/16 inches long. Applications include cw and pulse services.

Business Briefly

(Continued from page 5)

about 50 markets for its His-to-Plus. Agency, Ted Bates Inc., N. Y.

TEXTILE SHOW ● Pequot Mills, N. Y. (sheets, pillow cases), to sponsor Mon., Wed., Fri. programs of *Paula Stone Show* (12-12:15 noon, Mon.-Sat.) on WMGM New York and other LBS stations. Agency, Jackson & Co., N. Y.

TEXCEL SIGNS ● Industrial Tape Corp. (Texcel) signed to sponsor second cycle of quarter-hour segment, *Rocky King Detective*, on DuMont TV Network. Agency, Kenyon & Eckhardt, N. Y.

AGENCY NAMED ● Hat Corp. of America, N. Y. (Dobbs, Knox), names Lambert & Feasley, N. Y., for 1952 winter and fall advertising.

LIFE NEWS ● *Life* magazine to sponsor Robert Montgomery in five-minute across-the-board news commentary on NBC Radio, starting Jan. 10, 10:30-10:35 p.m. Agency, Young & Rubicam, N. Y.

RCA'S 'TODAY' SETUP

SOME 110 miles of wire being installed in RCA's New York Exhibition Hall to operate communications equipment on *Today*, NBC-TV morning program with Dave Garroway, scheduled for 7-9 a.m. (EST and CST) debut, Jan. 14. Facilities will allow shortwave radio communication—individually or simultaneously—to eight different world points and as many remote TV broadcasts as cables and microwave relays can provide. Lines installed will be for radio, telephone, teletype, tape recorders, record turntables, microphones, TV cameras, and special lighting fixtures.

PHILCO REALIGNS STAFF; TV SET ALLOCATION SEEN

PHILCO Corp. will place TV receivers on allocation basis through first quarter of 1952, President William Balderston predicted at two-day sales meeting held in Chicago. He said industry would probably turn out about 5 million TV sets for year, compared to 5,300,000 in 1951. Second greatest sales year in Philco history just concluded, he said with sales exceeding \$310 million.

Making major personnel changes, he announced Raymond B. George has been named corporate vice president of merchandising. Frederick D. Ogilby becomes vice president of television and radio division. John Kuneau remains vice president on executive staff in charge of public relations, also will be chairman of new merchandising committee for TV and radio activities, reporting to Larry F. Hardy, division president.

John L. Utz has been advanced to national sales manager of television. John J. Moran continues as national sales manager of radio.

JOAN CRAWFORD TO TV?

LONG-TERM contract between Joan Crawford and Warner Brothers and loan-out agreement between Stanley Kramer Co. and MGM over services of Kirk Kasznar terminated Friday, with TV cited as factor in each case.

NBC Asks FCC to Relax UHF Ownership Rule

TO ENCOURAGE development of UHF television, NBC Friday petitioned FCC to amend its ownership rules to limit common ownership to five VHF stations. Rules now limit common ownership to five TV stations, whatever the classes.

NBC petition makes no mention of any limitation on UHF station ownership. It apparently takes position that arbitrary limitation of UHF stations is unnecessary and that Commission can prevent over-control on case-by-case basis.

Calling attention to fact that only 26 UHF out of more than 460 TV applications are on file with Commission, NBC states that it is "willing and able" to get into UHF operation at earliest date. It also implies that other entities now with five TV stations would be willing to get into UHF, which in turn would encourage newcomers to apply for UHF channels in their communities.

UHF operation in Bridgeport has cost NBC over \$2,500,000 during two years experimental RCA-NBC station has been operating, NBC

PEOPLE...

EDWIN DORSEY FOSTER has been elected vice president and director of planning for the RCA Victor Division, it was announced today by Charles M. Odorizzi, Victor operating vice president, following a meeting of the RCA Board of Directors.

PAUL JAMES HUTCHINSON, formerly with WAAT and WATV (TV) Newark, joins Headley-Reed Co., New York, station representative firm, effective today (Monday).

COL. WILLIAM MAYER to join ABC network as executive assistant to Harold L. Morgan Jr., vice president of ABC-TV Program Dept., effective Jan. 15. Considered expert in Far Eastern affairs, Col. Mayer's service with U. S. Army, from which he is retiring, included tours of duty as War Dept. general staff member.

JOAN RUTMAN, timebuying staff of Biow Co., N. Y., to radio and TV department of N.W. Ayer & Son, that city, in same capacity.

E. BURT CLOSE formerly with Sun Oil Co., merchandising and sales promotion, has joined Consumer Products Advertising & Sales Promotion Dept. of RCA Victor Division, to supervise new line of air conditioners.

TWO-THIRDS OF AFFILIATES RAISED RATES, SAYS DUMONT

IMPLEMENTING earlier statement on television time charges [B•T, Dec. 31, 1951], DuMont TV Network said Friday that about 65% of its affiliates have announced increases averaging 10%. Some 31 announced boosts as of Jan. 1, network said, while seven plan increases for Feb. 1 and six for March 1.

DuMont noted current round of increases is smallest "semi-annual" raise, from percentage standpoint, in history of networks, which it interpreted as "presumably an expression of opinion on the part of the majority of TV station operators that the 'ceiling price' of TV is being approached in many markets."

Even so, costs-per-thousand of all affiliates are lower than ever, DuMont pointed out. It reiterated that its owned-and-operated stations—WABD New York, WTTG Washington, WDTV Pittsburgh—are not now increasing rates despite substantial increases in set distribution and, in case of WABD, addition of 3,000,000 to population coverage via shifting to Empire State Bldg. antenna tower.

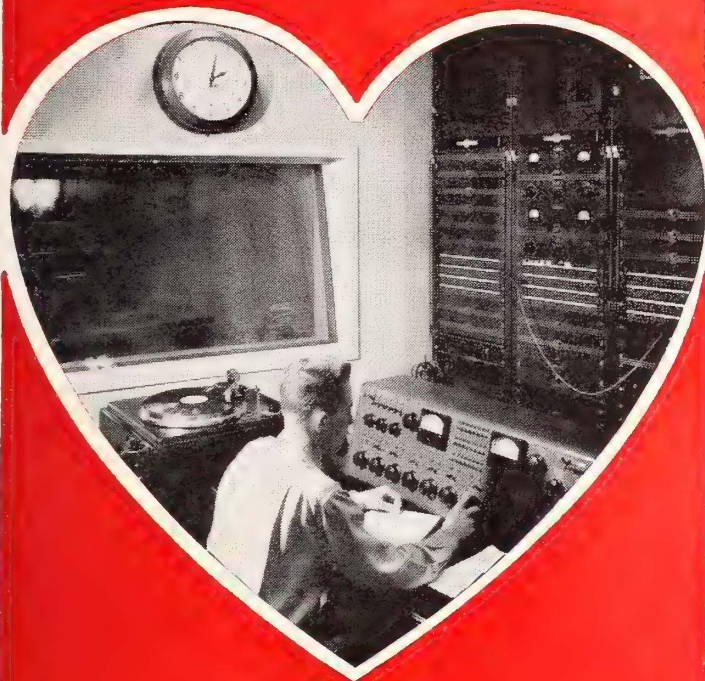
petition states. It has operated on five-day-a-week schedule, it says.

No real danger of undue concentration of control is contained in proposal to permit more than five TV stations to one owner, NBC petition contends. It calls attention to prediction that there will be in few years 2,500 TV stations and states that any problem of control would be "handled appropriately upon consideration of a particular application."

NBC proposal is in keeping with suggestion of Comr. George E. Sterling in speech before Armed Forces Communications Assn. in New York last November. He said it might be good idea to let networks have "two or three" UHF stations in addition to the five VHF they might already have [B•T, Nov. 5, 1951].

At same time, change in ownership limitation rules has been pending at FCC for some months [CLOSED CIRCUIT, Nov. 26, 5, 1951]. At present, rule limits AM owners to seven stations, FM to six, and TV to five. Amendment is pending which would permit more than these numbers, depending on ownership degree.

"In The Heart of America..."



It's the

**KMBC
KFRM**

Team...and It's

Wholehearted"

Wholeheartedly reliable . . .

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

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

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

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



The

KMBC-KFRM

Team

6TH OLDEST CBS AFFILIATE • PROGRAMMED BY KMBC

OWNED AND OPERATED BY MIDLAND BROADCASTING COMPANY

NEW YORK

BOSTON

CHICAGO

DETROIT

SAN FRANCISCO

ATLANTA

HOLLYWOOD

weed

and company

RADIO

AND

TELEVISION

STATION

REPRESENTATIVES