

# TELECASTING

IN THIS ISSUE:

Continued NCAA TV  
Control Urged  
Page 59

Latest Set Count  
By Markets  
Page 66

Puppet Stumps  
By TV  
Page 70

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

## THE SPOT FOR YOU . . . is on feature films



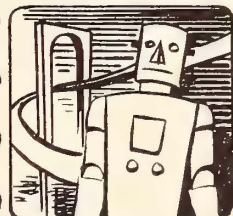
COMEDY



MYSTERY



DRAMA



ADVENTURE



### FOOTLIGHT THEATER

6-6:50 p.m., Mon. thru Fri.

Participations on this top-rated early evening film show currently are sold out, but there's always room on the waiting list. Average daily rating of FOOTLIGHT THEATER is 16.2 (ARB survey, Dec. 1-8), while the closest competing program has a rating of 9.3

### CIRCLE FOUR ROUNDUP

4-5 p.m., Saturday

A Western film series block programmed with other leading kid shows (Cisco Kid, Safety Circus, American Youth Forum), CIRCLE FOUR ROUNDUP is available for spot participations.

### CINEMA PLAYHOUSE

11:05 p.m., Sunday

Now available to one lucky sponsor, for presentation on CINEMA PLAYHOUSE, is a series of 18 brand-new, current feature films NEVER BEFORE SEEN ON TELEVISION, including 13 Alexander Korda productions—a truly outstanding buy.

### BOX FOUR

11:05 p.m.-12, Mon. thru Fri.

With an average daily rating of 7.1, (ARB survey, Dec. 1-8), BOX FOUR is the highest-rated of three late evening film shows on Washington TV stations. BOX FOUR offers the advertiser a 3 for 1 value—sponsor identification at both beginning and end of the movie, in addition to the regular one-minute announcement.

FOR COMPLETE INFORMATION AND RATES, CALL YOUR NEAREST NBC SPOT SALES OFFICE OR THE WNBW SALES DEPARTMENT, REPUBLIC 4000.

**wnbw**  
Channel 4

NBC TELEVISION IN WASHINGTON REPRESENTED BY NBC SPOT SALES



COMING TO KECA-TV January 28

# The AL JARVIS Show

Los Angeles Greatest TV Selling Attraction

3:00-5:00 pm Daily



## the AL JARVIS show

starring

the Sellingest Man in Los Angeles Television

moves to

KECA-TV January 28 3:00-5:00 pm Daily

Select Time Still Available. Place Your Orders NOW.  
Phone Your Nearest ABC-TV Spot Sales Office:

LOS ANGELES  
NORMANDY 3-3311

SAN FRANCISCO  
EXBROOK 2-6544

NEW YORK  
SU SQUEHANNA 7-5000

CHICAGO  
ANDOVER 3-7800

DETROIT  
WOODWARD 3-8321

ABC Television

KECA-TV channel 7

in Los Angeles



JANUARY 14, 1952

## CONTROL 'WORKED'

STRICT control of football telecasts by National Collegiate Athletic Assn. served to cut down TV's inroads into gate receipts, NCAA was told Friday as delegates prepared to vote in Cincinnati on a plan for continued supervision next autumn.

Main objection to a "middle course" plan offered Thursday by NCAA's Television Committee came from U. of Pennsylvania and Notre Dame but they appeared to have little support around the convention. Penn proposed a resolution calling for unrestricted live football telecasts.

First results of an impact survey conducted by National Opinion Research Center for NCAA were made available.

NORC emphasized that the NCAA control of telecasts had slowed up the declining trend in football attendance, with colleges in TV areas suffering less than in 1950.

The TV Committee, headed by Tom Hamilton, Pittsburgh, and Ralph Furey, Columbia, based its report on a proposed experimental program for 1952 with these objectives:

To minimize the adverse effects of live television upon attendance at college and high school football games.

To spread television, within the limits of such control plans as may ultimately be adopted, among as many colleges as possible.

To provide television to the public to the extent consistent with the first two objectives.

### Other Recommendations

The committee also recommended that the 1952 television program be worked out by a TV committee appointed by NCAA. The new committee would also give consideration to the final NORC report when available in March and the plan would be submitted to NCAA membership for approval.

Also the recommendation was made that no NCAA member make any TV commitments for the 1952 season except in accordance with the approved plan. The committee declared, "We reject the urging of those who seek a complete ban on live telecasting. College football and live television can and will live side by side. Equally firmly, we reject the urging of those few who would return college football to un-

restricted live television and seek thereby to profit from the loss of others and particularly from the loss of the small colleges and high schools. We urge a middle course of moderation."

The committee also stressed dangers to the game of football if two or three top teams monopolized the television networks. The resulting financial rewards would create greater temptations than any yet known to the game and would place irresistible premiums on successful teams, the committee said.

"We must not only limit the amount of television, but we must spread it far and wide," said Ralph Furey, co-chairman.

The NCAA 1951 television plan made \$50,000 available to NORC for analysis of the effects of the experimental program on 1951 football attendance. Two national cross section surveys were made, before Labor Day and the beginning of the football season, to

## Helped Cut Gate Inroads, NCAA Says

Thanksgiving and close of the season. Pittsburgh and Boston were selected for detailed study, and a representative cross section of approximately 500 football fans in each city were interviewed personally every week of the season regarding their Saturday afternoon and weekend activities. Seventeen colleges, coast to coast, conducted questionnaire surveys of their stadium audiences. Seven colleges used telephone surveys among football fans in home localities on Saturdays when a home game was being played. Seven other colleges used a mail survey among alumni and students. Game-by-game attendance reports were solicited each week from the 269 NCAA members. Seasonal attendance data from 1947 to date was requested from a cross section of 250 high schools all over the country, in order to get some indication of TV effects on this type of football attendance.

The NORC report to NCAA

showed the restricted telecasting program slowed up the alarming decline which most colleges faced under unrestricted TV competition.

NORC showed figures to illustrate the basis for this conclusion. Overall attendance during 1950 was substantially the same as overall attendance during the normal or base period of the 1947 and 1948 free-television season. Overall attendance during 1951 was down about 6% from both base period attendance and 1950 attendance. This overall drop was due to the decline in student enrollment of over 10% and the general sports attendance falloff.

### Different Opinions

Interviewed by BROADCASTING • TELECASTING, Messrs. Hamilton and Furey differed in their opinions of TV's future in college football. Mr. Furey contended subscription television will provide the final answer in five or 10 years.

On the other hand Mr. Hamilton

(Continued on page 68)

## '52 SET LINE

CHICAGO'S Winter Furniture Shows, conducted last week at the Furniture and Merchandise Marts, drew national radio and television dealers who were interested in buying, but only the necessary minimum. This was reported by several dealer-observers, who said the show attracted buyers who wanted to see the new radio-TV models and to replace stocks which dwindled during the end of 1951.

Buyers saw the wide margin between inventories and the public demand dwindling, so that now most dealers need to re-order. Buying, however, was reported to be much lighter generally than in January of last year, but heavier than last summer, when radio-TV distributors' shelves were glutted.

Dealers said the trend continues to down-grade suggested retail prices on TV sets by about 15% to 20%, with the larger figure predominant in TV-saturated areas. Prices hold more firm in the fringe areas, where the dealers say the biggest market lies in 1952 even if the freeze does not go off.

This year's production has been

estimated by the Radio-Television Mfrs. Assn. at between 4 and 5 million TV sets and 11 million radios, contrasting with the high 1950 production of 7½ million TV sets and 14½ million radios.

Manufacturers introduced new models and exhibited their entire radio-TV lines at both marts and in hotels throughout the city. Hallcrafters Co., Chicago, brought out a new "150-mile" line of TV sets, with which it offers a written, 30-day guarantee that the customer's entire purchase price will be refunded if he does not receive a satisfying picture from a transmission point 150 miles away.

### New Guarantee

President William J. Halligan, who is also president of the Armed Forces Communications Assn., said the new guarantee "will take a lot of wild claims off the market." The 150-mile line features a dynamic tuner in models ranging from 17 to 21 in. screens, except for one 14 in. model.

Richard A. Graver, vice president in charge of electronics for

Admiral Corp., Chicago, announced incorporation of an AM radio, "full-tone control" and a record player outlet on nine of the company's new TV models. Mr. Graver said the new sets will be listed at prices no higher than "most" other nationally advertised sets with TV alone.

Extras are housed in a cabinet the same size as a TV-only model. The full Admiral TV line includes 12 new models and 22 which were introduced late in 1951. The 17 in. picture tube, Mr. Graver said, will continue to be the most popular picture size in 1952, although he sees an increased sale of 20 and 21 in. sets also.

Admiral will produce 27 in. sets with a rectangular metal tube as soon as suppliers can furnish enough tubes, Mr. Graver also commented.

Among other sets announced last week were these:

Six new TV receiver models were added to the RCA line, with initial shipment to begin shortly. These

(Continued on page 68)

## Market Soft at Chicago Unveiling



# 'BLACKLISTING'

## Loeb Dismissal Draws Fire

THREATENED lawsuits against *Red Channels* and the *New York Post*, and hearings by representatives of Actors Equity and Television Authority, were late week results in dismissal of character actor Philip Loeb from the role of Papa in *The Goldbergs*, announced just as the series was readied for a sponsored return to television Feb. 4.

Mr. Loeb, through New York attorney Arthur Garfield Hays, instituted proceedings Friday "for a substantial amount" against publishers of *Red Channels*, anti-communist publication he holds responsible for his alleged blacklisting along advertisers' row. Another attorney for Mr. Loeb also ordered papers served Friday in a \$250,000 suit against the New York paper for an editorial it published referring to him.

The character actor also planned to appear Friday night before a TVA committee named to investigate his case in conformance with a resolution, adopted during the TVA December Convention. Resolution condemned blacklisting of TV employees in any way unless the accused had been proved a member of subversive group and urged that fair hearings be held to consider such charges. National Executive Secretary George Heller had announced TVA's proposed investigation Tuesday, and a committee of five TVA members and five alternates was named to interview the actor and suggest appropriate action to the TVA board. Committee members are Clayton Collier, Frances Reid, Ray Cook, Leopold Sachse, and Phil Foster with Sidney Blackmer, Betty Jane Keating, Alan Bunce, Lanny Ross, and Jerry Wayne named as alternates.

### Had Appeared At Meeting

Mr. Loeb had appeared Tuesday afternoon before a regular meeting of Actors Equity Council, which afterwards released the following statement: "After hearing Mr. Loeb, this council requests TVA to take immediate and suitable action to secure for Mr. Loeb his rights as a TVA member, as pledged in the blacklisting resolution . . . Actors Equity offers its cooperation and assistance." Equity passed the matter to TVA, it was pointed out, since the problem pertained to employment in television rather than in legitimate theatre.

American Civil Liberties Union also protested the Loeb dismissal in letters to TVA and Equity, signed by Patrick Murphy, ACLU executive director, and Elmer Rice, chairman of National Council of Freedom for Democracy, who recently resigned from Playwrights TV Theatre on grounds that actors he wanted to hire had been blacklisted. The ACLU protest characterized action against Mr. Loeb as "one more instance of the growing trend toward making political opinion rather than competent perform-

ance the criterion for employment in the radio and television field."

In seeking a hearing, Mr. Loeb said, "I have never been and am not now a member of the Communist Party. I am not and have not been in sympathy with communism and I've never been under communist discipline. I oppose communism in all its forms and I am heartily in sympathy with American principles." He said he has been on record to that effect for 10 years.

The trouble began Sept. 16, 1950, he said shortly after General Foods, then sponsor of *The Goldbergs* on CBS-TV, dismissed Jean Muir from a TV role in another of its programs. The sponsor told Mrs. Berg, lead actress, author, and owner of *The Goldbergs*, to take Mr. Loeb out of the cast within two days or it would drop the show, the actor said. Mrs. Berg at that time offered him \$85,000 for the remainder of his five-year contract, Mr. Loeb reported, but he said he refused.

General Foods was reported at that time to have changed its policy, however, and retained both Mr.

Loeb and the TV show until last June, when "for business reasons" the show was dropped. In August, *The Goldbergs* was acquired for NBC-TV in an "exclusive, long-term contract" but starting date was never announced. Failure of show to appear was generally attributed to sponsor reluctance.

At week's end, Mrs. Berg was not available to say why she decided to drop the actor and resume the show, scheduled for 15-minute version at 7:15 p.m. EST Mondays, Wednesdays, and Fridays. Monday segment will be sponsored by American Vitamin Corp., Newark, with NBC reportedly negotiating with a food company for the two other sections. No replacement for Mr. Loeb was announced.

Through Ted Ashley Associates, the agent who, Mr. Loeb said, had made the \$85,000 offer, Mrs. Berg said an attempt to buy the actor's contract was "absolutely never" made and that the contract has now expired. Mr. Loeb said he has two and a half years remaining in his agreement with Mrs. Berg and that he intends to hold her to the pact.

## NEW STATIONS

### To Cost \$700 Million, Fellows Tells FCBA

OVER \$700 million will be invested in construction of new TV station facilities alone in the next few years, NARTB President Harold E. Fellows predicted Friday at a luncheon address before the Federal Communications Bar Assn.

Mr. Fellows estimated that the end of FCC's television freeze may bring construction of 1,800 stations in this period. His estimate of total costs was projected from NARTB figures covering general construction expense in building UHF and VHF stations [B•T, Dec. 17, 1951]. The figures were based on present costs.

In addressing the FCBA's luncheon session Mr. Fellows attacked the Benton legislation for creation of a program censorship board of citizens. Hearings will be reopened by a Senate Interstate & Foreign Commerce subcommittee within the next two or three weeks, he said. The subcommittee will take more evidence from proponents of the bill and then hear NARTB and other opponents. He reminded that Chairman Edwin C. Johnson (D-Col.), of the full committee, is opposed to the Benton legislation along with a majority of the FCC.

FCBA stands "in the first line of defense between the broadcasters and intolerable government regulation and interference," Mr. Fellows said, urging the association to "join with us in our opposition to the Benton bills."

Radio, described by Mr. Fellows as a "30-year veteran of the airwaves," has demonstrated its staying power and is still "the greatest mass medium of our era," he said, comparing TV's present problem with those that faced radio through

the decades.

Much of the NARTB's TV Code is based on the Canons of Professional Ethics of the American Bar Assn., he said, voicing surprise that many attorneys had anonymously described specific objections to the tentative code endorsed at Chicago last October by NARTB TV member stations [B•T, Nov. 5, 1951].

He invited FCBA members to suggest amendments for consideration by the upcoming NARTB Television Review Board, charging they were "trying the case in the public press."

### Fellows' 'IF-CC'

PROPOSED citizen's program advisory group of Sen. William Benton (D-Conn.) would set up an "IF-CC," NARTB President Harold Fellows suggested Friday in addressing the Federal Communications Bar Assn. The group would operate "in an area sandwiched between the FCC and Congress," he said, performing duties he claims the FCC lacks personnel to perform and which the law states it has no right to do—program censorship. Mr. Fellows paid tribute to the late Louis G. Caldwell for his fight against efforts to impose censorship.



**SALE OF two boxcars of Creme-O-Coco glasses after four TV plugs—that's the record of Nils Thor Granlund who made the announcements on his Hollywood Road to Fame-over KNXT (TV) Los Angeles. Happily unloading the second boxcar are (l to r) Donald Breyer, vice president, Factor-Breyer Inc.; Leo Kanner, sales manager, Globe Bottling Co., and Mr. Granlund.**

## FCBA ELECTION

### Scharfeld Is Named

ARTHUR W. SCHARFELD was elected 1952 president of the Federal Communications Bar Assn. last week. He succeeds William A.

Porter (Bingham, Collins, Porter & Kistler), who was elected the FCBA's delegate to the American Bar Assn.

Elected first vice president was Fred W. Albertson (Dow, Lohnes & Albertson); second vice

president, Vincent B. Welch (Welch, Mott & Morgan); secretary, John C. Spearman (Spearman & Robertson); treasurer, Charles F. Duvall (Fisher, Wayland, Duvall & Southmayd).

New members of the FCBA executive committee are George O. Sutton and Leonard H. Marks (Cohn & Marks). They were elected for three-year-terms, succeeding Omar L. Crook (of Wheat, May & Shannon) and Ralph L. Walker (both Pierson & Ball). To fill the remaining year of John T. Quisenberry's term, the FCBA elected Clyde E. Bailey. Mr. Quisenberry had resigned upon leaving Washington. Remaining on the executive committee are Corwin R. Lockwood Jr. (Hogan & Hartson), Vernon L. Wilkinson (Haley, McKenna & Wilkinson) and Joseph F. Zias (Loucks, Zias, Young & Jansky).

New FCBA president was graduated from Harvard Law School in 1928, served with Federal Radio Commission 1929-30 and joined late Louis G. Caldwell in radio practice in Washington 1930-35, during which time he was the associate editor of the *Journal of Radio Law*, published by Northwestern U. In 1935, he and Philip G. Loucks formed the firm of Loucks & Scharfeld and in 1948 Mr. Scharfeld opened his own law office. During World War II, Mr. Scharfeld served as a major in the Army.



**Mr. Scharfeld**



# NAEB SURVEY

Monitors N. Y. TV Shows

SECOND round-the-clock survey of New York television programs was conducted by National Assn. of Educational Broadcasters last week when 25 monitors watched every program on the city's seven channels during the seven-day period ending Thursday night.

"We are approaching this study as social scientists," Dallas W. Smythe, professor in the U. of Illinois Communications Research Institute, who is directing the study, said Thursday. The monitors, all graduate students of psychology or sociology at Columbia U. or New York U., were instructed to time each program element, classify the show as to type, and write an objective description of program content. Editorial opinions were forbidden.

This year, special attention was centered on programs given top ratings by audience survey groups and by television critics, and closer analysis was made of all programs. In a variety show, for example, the function of the

m.c. was listed as well as details like the time when he introduced the first act and the name, length and description of that act, Mr. Smythe said.

"We also plan to do a scientific job on studying kinds of violence shown on television programs," he added, asserting that his monitors would not be just counting murders.

Cost of the survey is estimated to be about \$7,500, to be financed by a grant from the Fund for Adult Education, established by the Ford Foundation. Preliminary results will be issued Jan. 23 with a full report scheduled for April, and information is intended to serve the television industry, Congress, FCC, listener groups and groups interested in video and its development, such as schools and colleges.

This is the third city survey of video programming conducted by NAEB. First study was conducted in New York during the same calendar year a year ago, and second survey was made in Los Angeles last May.

Monitors worked from opening to closing of broadcast days, taking a half-hour break between two-hour viewing sessions to write their reports. Usually watching until after midnight, one group was kept at their sets in the basement of the Biblical Seminary in New York until 3 a.m. by CBS-TV's "late show."

## TALMADGE VIEWS

Not Warmly Received

NETWORK television officials remained seemingly unmoved last week in the face of threats from Herman Talmadge, Governor of Georgia, to promote a mass boycott throughout the South of television sponsors who disregard southern traditions for segregation by casting whites and Negroes in their video shows.

CBS Television Vice President J. L. Van Volkenburg cold-shouldered the Governor with a simple statement: "We will continue to select our performers solely on the basis of their talent."

Identifying the American public as video's "severest and most competent critic," Alexander Stronach Jr., vice president of programming for ABC-TV, observed that Gov. Talmadge's attitude "does not take into account the majority opinion of the nation's TV audience."

The Governor stated his point of view as an editorial in his newspaper, *The Statesman*, and objected to Negro dancers appearing with "scantily clad white females," Negroes and whites conversing "on a purely equal social level" and Negro and white children dancing together. He approved appearance of Negro groups, however, so long as they are not joined by white entertainers on the same program.

Suggesting that good taste alone should call a halt to such practices, he wrote, "if the television executives and producers do not have this good taste, then the great millions of people in the southern states can turn their own resentment, individually, toward the products which sponsor such shows."

# UNIONS

TEST CASE designed to avoid countless jurisdictional disputes among program department employees of TV and AM-TV stations is pending before National Labor Relations Board in a petition filed by WTAR-AM-TV Norfolk, Va.

Oral argument in the case was requested last week in a brief filed on behalf of WTAR by its attorneys, Eliot C. Lovett and Joseph C. Wells. Involved in the case is AFRA, which proposed to represent only about half the station program employees. Hearing in the case was held at Norfolk Nov. 19, following filing of briefs.

WTAR's petition contends that AFRA would carve out of 49 employees a bargaining unit consisting only of employees who speak, act or sing over the air and to bargain for such employees only to

the extent they perform these specific functions.

According to WTAR, the question is vitally important to a large number of small but important combination radio and TV stations as well as TV-only operations which originate only a small percentage of the programs they telecast. Decision in the case, the station notes, will establish a pattern for collective bargaining around the country and affect new TV stations to be granted when FCC lifts its freeze.

The Norfolk station contends the bargaining unit should include non-supervisory employees in the program department who, working as an integrated team, produce the shows carried over the radio and TV transmitters. The 49 employees involved each work in many types of functions.

Rigid departmentalization would require "a hodgepodge of collective bargaining units separating two or three employees" in a department from those in another department, it is contended, leading to countless jurisdictional disputes. The station argues AFRA claims to represent only 12 of the 49 persons involved in "an appropriate bargaining unit."

## HYLAN NAMED

To New CBS-TV Post

WILLIAM H. HYLAN, CBS-TV assistant sales manager in charge of color television sales before colorcasting was suspended, last week was named eastern sales manager for the network. He had been an assistant sales manager since July 1951, returning to black-and-white sales when color TV was halted last fall.



Mr. Hylan

Mr. Hylan has been with CBS since his graduation from Yale in 1937, when he was a member of the original apprentice group of college graduates selected for a six-month rotating course of training in various divisions of the network. He served in CBS Radio Sales until he joined the Army in July 1941 and upon his return in November 1945 he was named assistant to the director of station administration. He moved into CBS-TV sales as an account executive three years later.

His appointment as eastern sales manager was announced by Fred M. Thrower, CBS-TV vice president in charge of network sales.

## AFM-FILM TALKS

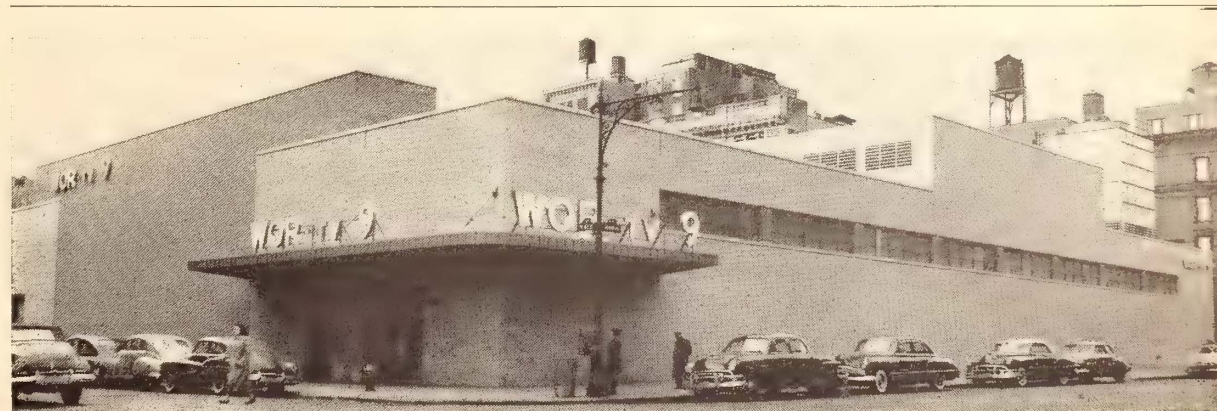
Slated for Miami Jan. 15

REPRESENTATIVES of the American Federation of Musicians (AFM) and West Coast film studios plan to discuss a new contract at meetings in Miami, Fla., starting tomorrow (Tuesday), expiration day for present agreements.

AFM spokesman could not estimate length of the discussions, but said union officials hoped that they would conclude "fairly soon" although longer negotiations are possible since TV use of films, in which AFM musicians have worked, is to be considered. Prior contract expired Sept. 15, but had been extended to Jan. 15.

## Roach Jr. Charged

CHARGE that he hired a writer to do script for a TV film which was released by R. & L. Productions theatrically, without additional payment to writer, will be aired tomorrow night (Jan. 15) when Hal Roach Jr., vice president in charge of production, Hal Roach Studios, appears before Screen Writers Guild grievance committee in Hollywood. First action of this type by SWG involving a TV producer, it may set pattern for further actions of this sort, it was said. Grievance committee includes Morgan Cox, F. Hugh Herbert and Valentine Davies. Writer's name was not revealed for fear of future reprisals by TV film producers.



EXTERIOR view of WOR-TV New York's new Television Square which was formally opened Wednesday. The structure, at 67th St. and Columbus Ave., was erected and equipped at a cost of \$3 million [B\*TV, Jan. 7]. It

houses in 48,000 sq. ft. the WOR-TV production facilities. Opening program last Wednesday took televiewers on tour. Architect was Abbott Merk & Co.; general contractor, Robert Glenn Inc., both New York.



# ...already KNXT has climbed

Nov. 1950: KTSL (KNXT) was CBS Television competitor.

Jan. 1951: CBS Television assumed control of KTSL.

April 1951: CBS Television shows moved to KTSL.

Oct. 1951: KTSL became KNXT... moved to Mt. Wilson.

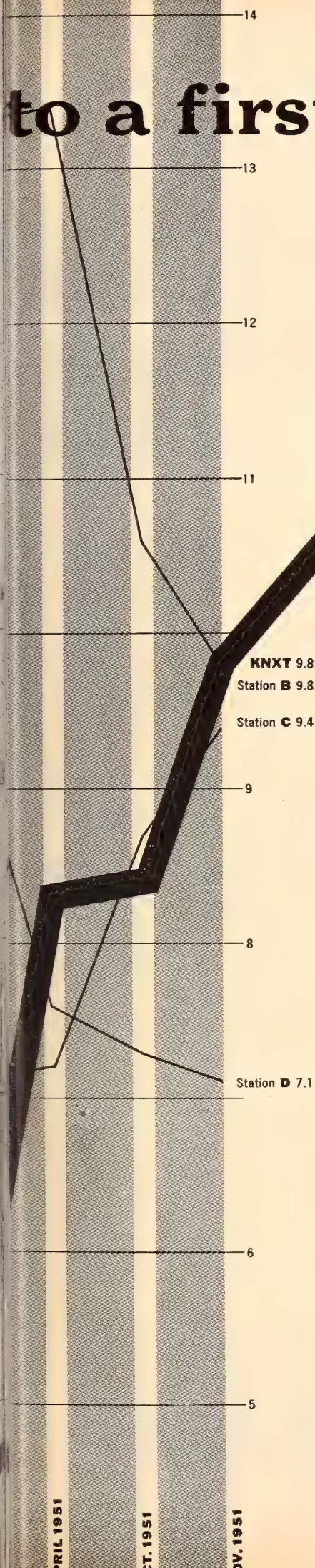
Nov. 1951: Telepulse reported on the new Channel 2.

Data on request.





# to a first-place tie!



**Look what's up in L.A.!** From fifth to first in '51! It's the success story of the year in America's second television market.

In the first Telepulse survey since KNXT moved to Mt. Wilson (with 10 times more power), the *new* Channel 2 is tied for first in average evening ratings throughout the week! And in average evening share-of-audience as well!

KNXT's viewing is way up, but KNXT's cost-per-thousand is down...down 18.5% since the start of the past year!

And if KNXT is tied, *it is not tied down*. The new Channel 2 is *just starting* as CBS Television's key station on the Coast!

No wonder national spot advertisers have more than *tripled* their investment on KNXT during 1951. KNXT is head-and-shoulders highest as Los Angeles' best television buy.

If you want to move up in the world in 1952, there's no limit to where you can go on...

**KNXT** *the new channel 2*

Los Angeles • CBS Owned • Represented by  
CBS Television Spot Sales



*In Vincennes, Indiana:*  
**"We rely on WFBM-TV"**

Says **CHARLES C. ANDERSON**  
 Nash Automobile Dealer  
 1201 Busseron Street  
 Vincennes, Indiana

*You get a*

**BIG BONUS IN SETS ON**

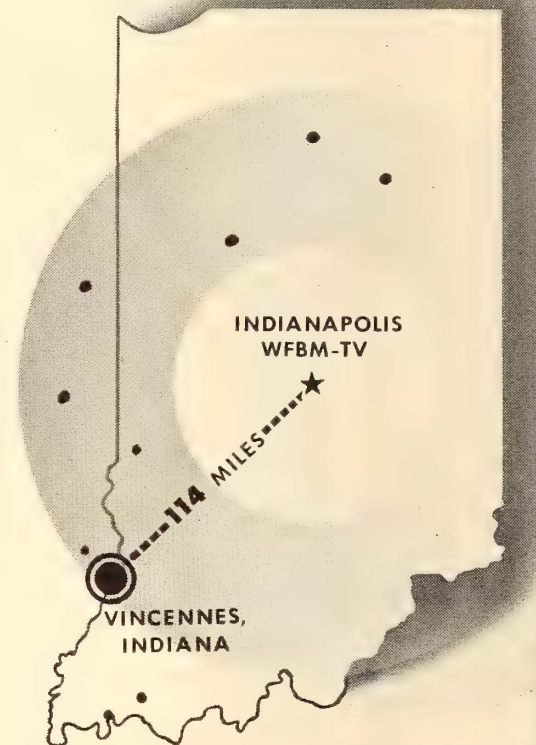
**WFBM-TV**  
 INDIANAPOLIS

**"Vincennes is a  
 WFBM-TV town"**

Says **JACK ARTHUR**  
 FIRESTONE STORE  
 229 Main Street  
 Vincennes, Indiana

● Historic Vincennes, Indiana, is a progressive, modern community today—as avidly interested in television as everybody else. And in Vincennes and Vanderburg County, Indiana, WFBM-TV of Indianapolis—well over 100 miles away—is the favorite station.

All of which is just another way of saying you get a whale of a buy on WFBM-TV. It's a far better than average buy just for the 192,500 TV sets installed in its 60-mile radius . . . and when you add the BONUS THOUSANDS *outside* that radius, you'll agree it's one of the best "deals" in the country.



How about the advertisers *you* represent? Check the money-loaded Hoosier market. Indiana ranks in the first ten states, both agriculturally and industrially. That means high employment, AND high incomes. That's why WFBM-TV advertisers sell and SELL!

\*Source: BROADCASTING-TELECASTING, January 14, 1952

**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



## COLOR TV GRANT

### WHAM-TV Testing NTSC

GRANT of FCC authority to broadcast color TV under the National Television System Committee standards last week makes Stromberg Carlson's WHAM-TV Rochester the tenth station cooperating in the NTSC tests which are due to run to March [B•T, Dec. 3, 1951].

WHAM-TV authorization was, as in the case of the others, for telecasts outside the regular broadcast day. STA was for 60 days from Jan. 9.

Other stations with FCC authority to transmit NTSC color TV are NBC's WNBT New York (KE2XJV) and WNBW Washington (KG2XDE), Philco's WPTZ Philadelphia (KG2XDT), Crosley's WLWT Cincinnati (KQ2XBO), DuMont's WABD New York (KE2XDR) General Electric's KE2XHX Syracuse, RCA's KC2XAK and KC2XCY Bridgeport, Conn., and Zenith's KS2XBR and KS2XBS Chicago. Other manufacturers who are also testing NTSC color, with FCC authority unnecessary, are Sylvania, and Hazeltine.

RCA announced two weeks ago that its NTSC color test would be continued on a regular scheduled basis through January. Signals emanate from WNBT New York and are picked up and rebroadcast from its Bridgeport UHF experimental stations [B•T, Jan. 7].

## TEX. UHF BIDS

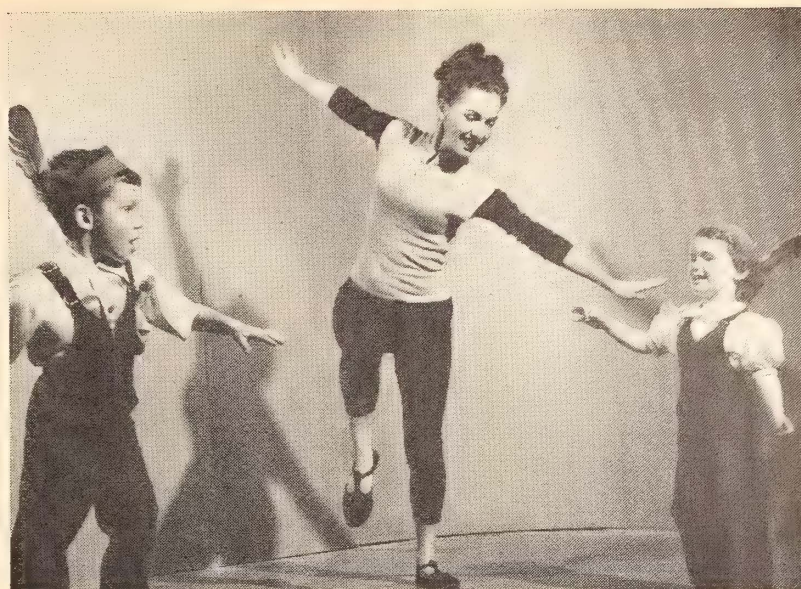
### Oilmen Re-Apply to FCC

THREE Texas millionaire-oil men, in a partnership, filed applications with the FCC last week for two new UHF TV stations.

The trio, R. L. Wheelock, W. L. Pickins and H. H. Coffield, filed for JHF Ch. 23 in Dallas and Houston. They already have applications filed for New Orleans and Corpus Christi, and at one time owned KTLX (TV) (now KPHO-TV) Phoenix and KEYL (TV) San Antonio.

Last week marked the second time within four months that the group filed for TV outlets in Dallas and Houston. Last September they filed applications for the two cities, plus a UHF application for San Antonio [B•T, Sept. 10, 1951]. Shortly after filing the applications, however, they withdrew them, presumably because of a stipulation in the sales contract of KEYL (TV) which they had sold to the Fort Industry Co. The San Antonio station was sold for \$1,050,000 in July [B•T, Aug. 6, July 23, 1951]. KTLX was sold several years ago to KPHO interests.

In Dallas, they seek visual ERP of 180 kw and in Houston an ERP of 182.5 kw visual. They estimate their Dallas station will cost \$352,000 and the Houston station \$382,000. They expect expenses at each station, for the first year to be \$140,000 and revenues at each outlet to be \$300,000.



Ginka demonstrates slenderizing exercises with the help of her children, Robin (l) and Tamar.

## WTMJ-TV'S 'FIGURE FUN'

Slenderizes Women Viewers, Fattens Sales

A WTMJ-TV Milwaukee program, *Figure Fun*, is taking weight off women viewers and adding weight to the sponsors' sales receipts.

The show is telecast at 9:15 a.m. Monday through Friday. It features a dancer turned housewife. Her name is Ginka and she's never at a loss for program ideas.

Dancing and expression have been a part of her life since she was a 'teen-ager. Her main idea, as she puts it, is not just to help housewives fight "the battle of the bulge." Ginka also wants other persons to tingle with health as she does.

Krambo Food Stores, a supermarket chain, sponsors the show three days a week and Friedman's (men's clothing store) bought the remaining two days.

It's a little unusual that a men's clothing store would sponsor a program aimed at housewives but Friedman's slogan is: "The Store for Men Most Women Prefer."

On the program, Ginka demonstrates slenderizing exercises and has a special day with exercises for women past 40. She also shows easier ways of doing house work. Naturally, mail from viewers reflect enthusiasm for the program. Occasionally, Ginka is joined on the program by her children, Tamar, 3, and Robin, 5. This shows mothers how to lose weight while playing with their children.

Idea for her program really came from Ginka's sister. Not satisfied at simply being a housewife herself, Ginka was anxious to return to her dancing.

"When my sister suggested the program, I saw the possibilities," Ginka relates. "But I didn't succeed in selling it. Instead, I found myself invited to dance on television in *Doin' the Town*.

"But the idea of *Figure Fun* was

still with me," Ginka said. "This fall when the Stone & O'Halloran advertising agency approached me on doing a commercial show on TV, I decided to mention my *Figure Fun* idea again. The agency was sold and with it two sponsors."

Except when her children appear on the program, Ginka's only assistants are Art Whitfield, who does the commercials and occasionally joins in the fun, and Bob Hert, who provides musical accompaniment.

R. G. Winnie, station manager, points out that Sid Stone, of Stone & O'Halloran, agency for both sponsors, often does cartoons for the show.

## TECHNICAL BOOK

Fink Issues Revision

TELEVISION ENGINEERING by Donald G. Fink; McGraw-Hill Book Co., 330 W. 42d St., New York 18; 721 pp. \$8.50.

THIS latest book by Mr. Fink is a complete revision of his *Principles of Television Engineering* published 12 years ago. So much progress has been made in technical development that apparatus described in the first edition is now obsolete.

*Television Engineering* is designed to enable the technical worker to bridge the gap from familiarity with radio engineering to familiarity with video engineering. Knowledge of the elementary principles of vacuum-tube circuits and the processes of amplification, modulation, carrier transmission and demodulation is assumed.

The whole television process, from studio to receiver, is discussed in advanced terminology. Readers who have a sound technical background will find Mr. Fink's treatment lucid but this is definitely not a beginner's book.

## PEERLESS CHANGES

Sol Lesser Withdraws

PRESSURE of his motion picture production activities is given as reason for Sol Lesser withdrawing from Peerless Television which he recently organized with Edward Small to produce and distribute TV films and lease motion pictures to television.

Although no formal announcement was made, spokesman for Mr. Lesser said he was also withdrawing more than 20 feature motion pictures which were to be leased to television through Peerless. It was by "mutual agreement with Mr. Small" was explanation.

It is understood, however, that Mr. Lesser has definite television plans that will include forming of his own production and releasing firm. He was to have revealed those plans this past weekend, if out of the "talking stage."

Peerless, headquartered in New York, with George Shupert as vice-president, will continue to distribute the Edward Small feature films to television, it was said.

Although not confirmed, it is understood some 40 religious motion pictures produced by Cathedral Films and purchased by Irwin Lesser of Producers Representatives Inc., for release to television through Peerless, have also been withdrawn from that company.

## MONOGRAM SUED

Century Asks \$250,000

MONOGRAM Pictures and three officials of that company were named in a \$250,000 damage suit filed in Los Angeles Superior Court last week by Century Television Productions. In the complaint, Century claims that it signed Wild Bill Elliott, cowboy actor, for TV film series in June 1950 and in an effort to get financial backing four months later showed a pilot film to Monogram executives.

The Monogram executives were identified as W. Ray Johnston, board chairman; Steve Broidy, president, and Scott R. Dunlap, at that time executive assistant to the president. No financial assistance was obtained, the complaint charged, but Monogram, knowing Mr. Elliott's previous commitment, "enticed" him to sign an exclusive contract with the movie company on Jan. 9, 1951, thus preventing him from completing his Century series.

Century Television also named Wild Bill Elliott as defendant in a separate suit, asking \$125,000 damages for his alleged breach of contract.

Exclusive five year agreement signed with Monogram Pictures placed Mr. Elliott in a position beyond his power to perform contract with Century, according to the complaint. Charge also was made that Mr. Elliott "in spite of the demands" refused to make himself available for television firms and further breached his contract by signing with Monogram.



Station  
**KRLD**  
DALLAS

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

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

**NOW there are**  
**148,892**  
*Television Homes*  
**in KRLD-TV's Effective Coverage Area**

*The CBS Station*  
for **DALLAS and FORT WORTH**  
*this is why*  
**KRLD**  
AM-FM-TV  
*Channel 4*  
*is your best buy*  
*The TIMES HERALD Station*  
National Representatives  
**THE BRANHAM COMPANY**

## telestatus



## Spot Ad Summary Issued by Katz

(Report 198)

**T**ELEVISION Spot Advertising Summary No. 9 was issued last week by The Katz Agency, station representative firm, showing the one-time film rates, daytime and nighttime, of all TV stations as of Dec. 1, 1951.

Total cost for all 63 markets, based on the highest-cost station in each market, ranges from \$7,487.25 for one nighttime minute to \$40,240 for a nighttime hour. Daytime, the range is from \$3,814.05 for one minute to \$21,825.50 for one hour. Average cost per market is placed at \$118.85 for a nighttime minute, \$638.73 for a nighttime hour; \$60.54 for a daytime minute, \$346.44 for a daytime hour.

Total cost for all 109 stations amounts to \$16,042 for a nighttime minute; \$84,430 for a nighttime hour; \$7,552.80 for a daytime minute, \$42,533 for a daytime hour.

The summary also provides breakdowns on rates for five, fifteen, and 30 minutes; gives separate subtotals for the first ten, twenty, thirty, forty, and fifty markets (arranged according to number of sets), and lists set circulation by markets.

\* \* \*

### Skelton Close to Berle In Videodex Report

MILTON BERLE and *Texaco Star Theatre* was the most popular video

show again for Dec. 1 to 7, according to the latest Videodex report issued by Jay & Graham Research, Chicago. He ranked first in the number as well as percentage of television homes. Details of the network top ten follow:

|                                          | % of TV Homes |
|------------------------------------------|---------------|
| 1. Texaco Star Theatre (NBC) (61 cities) | 48.9          |
| 2. Red Skelton (CBS) (51)                | 44.6          |
| 3. Talent Scouts (CBS) (24)              | 42.4          |
| 4. I Love Lucy (CBS) (48)                | 39.4          |
| 5. Comedy Hour (NBC) (Bob Hope) (56)     | 37.4          |
| 6. Your Show of Shows (NBC) (58)         | 36.3          |
| 7. Philco Playhouse (NBC) (50)           | 35.6          |
| 8. Godfrey and Friends (CBS) (47)        | 35.6          |
| 9. You Bet Your Life (NBC) (57)          | 34.9          |
| 10. Fireside Theatre (NBC) (54)          | 33.1          |

\* \* \*

### Telemension Device Aids Film Scenes

**TECHNIQUE** for reducing basic costs of TV film programs and commercials was reported last week by Telemension, New York, which said it has perfected a way to supply scenery around live actions of performers from within shooting equipment.

As many as 16 changes of scenery can be contained on one foot of specially processed film, it was reported, with resulting sets having characteristics of solid construction. Through Telemension equipment, scenery is provided in foreground or background areas around performers, although that

equipment operates in front of the staging area in the manner of standard motion picture cameras.

Original artwork of scenic designers reportedly is converted into an emulsion form for use by Telemension within 48 hours, as contrasted to days of planning and construction time required for actual sets. Since the filming technique is said to be instantaneous during live action, prints can be available within two hours after films are shot.

Telemension service is being made available to TV stations and regional sponsors for use in local presentations, as well as to commercial packagers. Where a single sound track is used, it was pointed out, basic items of production cost are limited to raw film stock and talent.

\* \* \*

### New KSTP-TV Rates Listed By Station

KSTP-TV Minneapolis-St. Paul last week re-issued Rate Card No. 8, which became effective Jan. 1, 1952. Class A rates currently effective are one hour, \$900; half hour, \$540; minute or 20 second spot announcement, \$180; station break, \$90. Class B, one hour, \$675; half hour, \$405; minute or 20-second spot an-

(Continued on page 75)

## Weekly Television Summary—January 14, 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                                            | 115,083      |
| Binghamton    | WNBF-TV                                         | 47,200       | Miami               | WTVJ                                            | 100,400      |
| Birmingham    | WAFM-TV, WBRC-TV                                | 70,000       | Milwaukee           | WTMJ-TV                                         | 294,446      |
| Bloomington   | WTTV                                            | 125,000      | Minn.-St. Paul      | KSTP-TV, WTCN-TV                                | 280,200      |
| Boston        | WBZ-TV, WNAC-TV                                 | 832,670      | Nashville           | WSM-TV                                          | 54,784       |
| Buffalo       | WBEN-TV                                         | 241,005      | New Haven           | WNHC-TV                                         | 212,000      |
| Charlotte     | WBTV                                            | 117,113      | New Orleans         | WDSU-TV                                         | 72,643       |
| Chicago       | WBKB, WENR-TV, WGN-TV, WNBQ                     | 1,056,949    | New York            | WABD, WCBS-TV, WJZ-TV, WNBT                     | 2,750,000    |
| Cincinnati    | WCPO-TV, WKRC-TV, WLWT                          | 322,000      |                     | WOR-TV, WPIX                                    |              |
| Cleveland     | WEWS, WNBK, WXEL                                | 547,790      |                     | WATV                                            | 97,606       |
| Columbus      | WBNS-TV, WLWC, WTVN                             | 200,000      | Norfolk             | WTAR-TV                                         | 108,278      |
| Dallas        |                                                 |              | Oklahoma City       | WKY-TV                                          | 112,362      |
| Ft. Worth     | KRLD-TV, WFAA-TV, WBAP-TV                       | 148,892      | Omaha               | KMTV, WOW-TV                                    | 970,000      |
| Davenport     | WOC-TV                                          | 80,484       | Philadelphia        | WCAU-TV, WFIL-TV, WPTZ                          | 55,100       |
| Quad Cities   | Include Davenport, Moline, Rock Ise., E. Moline | 227,000      | Pittsburgh          | KPHO-TV                                         | 342,300      |
| Dayton        | WHIO-TV, WLWD                                   | 705,323      | Providence          | WJAR-TV                                         | 191,000      |
| Detroit       | WJBK-TV, WWJ-TV, WXYZ-TV                        | 80,379       | Richmond            | WTVR                                            | 95,071       |
| Erie          | WICU                                            |              | Rochester           | WHAM-TV                                         | 101,153      |
| Ft. Worth-    |                                                 |              | Rock Island         | WHBF-TV                                         | 80,484       |
| Dallas        | WBAP-TV, KRLD-TV, WFAA-TV                       | 148,892      | Quad Cities         | Include Davenport, Moline, Rock Ise., E. Moline | 70,200       |
| Grand Rapids- |                                                 |              | Salt Lake City      | KDYL-TV, KSL-TV                                 | 64,180       |
| Kalamazoo     | WOOD-TV                                         | 160,413      | San Antonio         | KEYL, WOAI-TV                                   | 119,500      |
| Greensboro    | WFMY-TV                                         | 97,605       | San Diego           | KFMB-TV                                         | 298,000      |
| Houston       | KPRC-TV                                         | 116,000      | San Francisco       | KGO-TV, KPX, KRON-TV                            | 187,200      |
| Huntington-   |                                                 |              | Schenectady-        |                                                 |              |
| Charleston    | WSAZ-TV                                         | 72,649       | Albany-Troy         | WRGB                                            | 116,500      |
| Indianapolis  | WFBM-TV                                         | 192,500      | Seattle             | KING-TV                                         | 363,000      |
| Jacksonville  | WMBR-TV                                         | 46,000       | St. Louis           | KSD-TV                                          | 152,793      |
| Johnstown     | WJAC-TV                                         | 126,500      | Syracuse            | WHEN, WSYR-TV                                   | 127,000      |
| Kalamazoo-    |                                                 |              | Toledo              | WSPD-TV                                         | 98,375       |
| Grand Rapids  | WKZO-TV                                         | 160,413      | Tulsa               | KOTV                                            | 64,000       |
| Kansas City   | WDAF-TV                                         | 170,457      | Utica-Rome          | WKTV                                            | 324,375      |
| Lancaster     | WGAL-TV                                         | 130,804      | Washington          | WMAL-TV, WNBW, WTOP-TV, WTTG                    | 87,376       |
| Lansing       | WJIM-TV                                         | 70,000       | Wilmington          | WDEL-TV                                         |              |
| Los Angeles   | KECA-TV, KFI-TV, KLAC-TV, KNBH                  | 1,334,899    |                     |                                                 |              |
|               | KNXT, KTLA, KTTV                                |              |                     |                                                 |              |

Total Markets on Air 64\*

Stations on Air 109\*

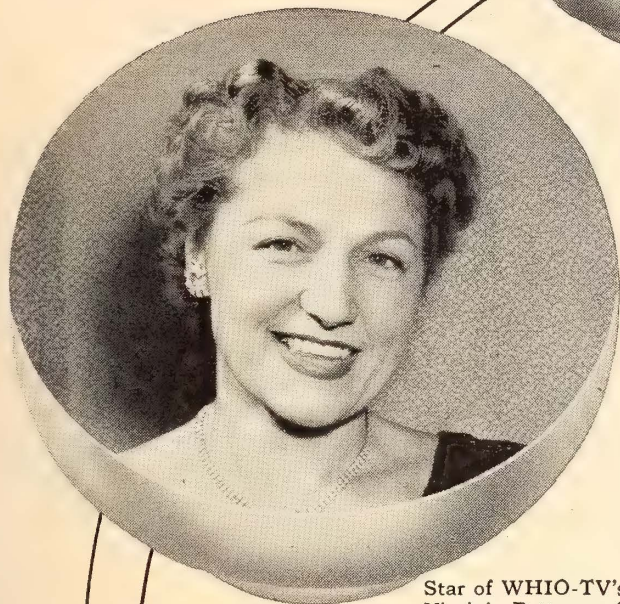
Estimated Sets in use 15,119,000

\* 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.



# SELLOUT FOR A BOWL IN A CHINA SHOP-



Star of WHIO-TV's  
Virginia Patterson Show

## Patterson Plugs Proven on WHIO-TV!

Virginia Patterson takes turns selling the products of *all* participating sponsors during her hour-long, 5-mornings-a-week television show. Came a local china shop's turn not long ago with a special one-time TV offer (a bowl). One good Patterson commercial on the bowl sold 3000—and got orders for another 3000 that the shop couldn't fill. A not-too-significant example—but it gives you an idea of what happens when she turns her talents to foods, appliances, clothing, cosmetics and other products for other sponsors.



Dayton's Mayor Louis  
W. Lohrey guests with  
Virginia Patterson

Virginia aims her show straight at the big WHIO-TV housewife audience she's known for 2 years—entertains them with songs, piano music, guest stars, product demonstrations, household hints and public service features. Virginia does the vocals, and she's got the background for it. She studied music at the Cincinnati Conservatory and voice at Chicago Musical College. She also played in musical comedy, worked with traveling stock companies, appeared in movies, sang as guest soloist with orchestras, pioneered on TV in 1932 experiments and worked in early radio. Her personality has her audience right where you want them—in front of their sets at 10:30 a. m. every day. Want to reach them with participating spots while they're sitting there in a buying mood? George P. Hollingbery Company representatives can fix it for you.

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





## Control 'Worked'

(Continued from page 59)

said subscription TV is only one of many solutions. Telecasting of games with lesser interest for areas having local games the same day would tend to lessen competition on local scenes, he said.

Sharply disagreeing with the NCAA committee's position was Edward Krause, Notre Dame athletic director. He told BROADCASTING • TELECASTING:

"We favor unrestricted television because TV can help the overall college program. TV programming before and after games would bring the viewer into the Notre Dame classrooms. TV will not hurt smaller schools. I coached a small school and we merely changed the days of our own games if faced by competition from another school.

### Plan Violates Law

"Our lawyers say this plan violates the anti-trust law. Furthermore, each school should be able to select its own sponsors without NCAA interference. We don't know if TV hurts gate receipts or college football.

"Since we have tried a program of restricted TV during 1951 it is only right to try a plan of unlimited control during 1952 to give this unrestricted TV idea a chance."

Tom McMahon, Atlantic Refining Co. official, cautioned NCAA members from rushing away from regional sponsors and said that national advertisers cannot give the same personal attention.

At the Thursday roundtable discussion Francis Murray, U. of Pennsylvania athletic director, opposed the TV Committee's proposal. After declaring it illegal in view of the government's case against National Football League (see story this page), he said it is poor public relations and commercializes colleges from a business tax standpoint.

Penn and N. W. Ayer, in a survey, found the decline in football attendance was due not to TV but other factors, he reminded, and urged colleges not to create any barriers to utilizing educational advantages of television.

Dean Charles P. Nutting, U. of Pittsburgh Law School, said he did not consider the NCAA plan illegal. Prof. Ralph Alger, Michigan Law School, added he did not feel NCAA was running any great risk in its TV program.

## KTLA (TV) Signs Two

A NATIONAL and a regional food firm are jointly sponsoring KTLA (TV) Los Angeles' hour weekly *Lawrence Welk's Champagne Music*. Van Camp Sea Food Co. (Chicken of the Sea Tuna Fish), Terminal Island, Calif., and Laura Scudder Food Products, Monterey Park, Calif., have signed 26-week contracts. Agency for Van Camp is Brisacher, Wheeler & Staff; agency for Laura Scudder is Rockett-Lauritzen, both Los Angeles.

# FOOTBALL CASE

LEGALITY of National Football League rules restricting telecasts of professional games will be argued within two months before Judge Allan K. Grim in federal court, Philadelphia. Judge Grim last Tuesday dismissed a request by the league to drop the antitrust suit filed by the Dept. of Justice [B•T, Oct. 15].

Judge Grim said he wanted the suit to come before his court as soon as possible because of its "tremendous" public importance. He gave the league 45 days to file a reply to government's case.

Final decision is expected to affect telecasting and broadcasting of all sports events, professional and amateur. The Tuesday dismissal will not affect television policies of National Collegiate Athletic Assn., according to Robert Hall, Yale U. athletic member and lawyer-member of NCAA's Television Committee.

"Our case and that of the professionals are entirely different and this action won't sway our thinking on the matter," Mr. Hall told Associated Press. "If the suit comes out in favor of the profes-

## JACK HARRIS PLAN

### Suggests TV Sports Policy

COOPERATION of telecasters and colleges in place of the restrictive policy enforced by National Collegiate Athletic Assn. was urged last week by Jack Harris, vice president of the *Houston Post* and KPRC-TV Houston.

Mr. Harris was quoted by Clark Nealon, *Post* columnist, as urging that control of TV rights be returned by NCAA to individual colleges.

"A plan could be followed by which athletic directors, or business managers, and TV representatives could meet on Monday before a game in which viewers would be interested and set up an agreement," Mr. Harris said. "In this agreement, the business manager, or athletic director, would make what he considered a fair estimate of the drawing power of the game.

"Then the TV station could devote its resources to helping the ticket sale for the game reach that figure. When that figure was reached in sale of tickets then permission would be granted for television. With such a plan I think we could help each other.

"It seems to me that small colleges the country over could do what they have already done in the Houston area and in Texas. By that I mean, schedule their games on Friday nights or Saturday nights so as not to conflict with the schedules of major colleges. Then, a TV fan could have his major football on television in a non-metropolitan area and still see smaller college games.

"Public announcement that the game, or games, will be televised need not come until the morning of the game in order not to conflict with the late sale of tickets.

## Federal Judge Grim To Hear Soon

sional league then we will feel we are given a free hand on our program since they are far more restrictive than we. If the NFL is found wrong, then our case, which is different, will have to be tried on its own merits. We have not yet been told by the government we are in violation of any laws."

NCAA delegates met last week in Cincinnati to formulate a new TV policy after reviewing results of the 1951 restrictive formula (see story page 59).

### Judge Is Fan

Judge Grim, who described himself as a football fan, denied the dismissal plea because he considered it "most necessary to ascertain the real facts." He urged the parties to hold a pre-trial conference to define the issues.

The Justice Dept. complaint charged NFL with violating the Sherman Anti-Trust Act by refusing to telecast Philadelphia-played games to the Philadelphia audience. Bernard I. Nordlinger, NFL counsel, said the league's position was similar to that of a manufacturer who limits distribution of his goods to certain dealers, or what he termed "a reasonable restraint of trade" within Supreme Court holdings.

He argued NFL members could reasonably restrict distribution of their product, whether by tickets or on the air. He noted that after games are played, no restrictions are imposed on telecasts or movies in the home area. Former U. S. Senator Francis J. Myers argued on behalf of the league that the government would go after boxing, tennis and college sports if it won the case. This might deprive the public of sports via television throughout a large area, if not the whole nation, he said.

## Weintraub Jr. Named

WILLIAM H. WEINTRAUB Jr., who has supervised many of the major network television shows of William H. Weintraub & Co., New York, has been promoted to executive in charge of television production, Harry Trenner, vice president, announced last week. The entire radio and television department is under the supervision of Carlos Franco, general manager of AM-TV.

## Galvin on CTC Agenda

ROBERT W. GALVIN, executive vice president of Motorola Inc., Chicago, will outline "Trends in the Television Industry as They Affect Advertisers" tomorrow (Tuesday). He will speak at the first luncheon meeting this year of the Chicago Television Council at a luncheon in the Sheraton Hotel.

## CBS OPENS STUDIO Converted Theatre Used

FIFTEENTH CBS television studio in New York was put into operation last week when the *Fred Waring Show*, *Mel Torme Show* and *Bert Parks Show* were moved to Studio 61, located at First Ave. and 76th St., site of a former motion picture theatre.

Converted theatre was equipped with such video equipment as a cyclorama, which encircles the stage on parallel tracks one and a half times, and the largest CBS-TV studio switchboard in use, wired to handle 750 kw and divided into four segments for use separately or in combination. A precision floor, with a variance of less than one-eighth of an inch, was constructed and two large rehearsal rooms and six dressing rooms—each painted a distinguishing color—were added. Special large-size door to accommodate automobile-sized props, a maintenance shop, and two air circulating systems also were installed.

## '52 Set Line

(Continued from page 59)

included the Crafton 17-inch model and two 21-inch tube receivers. The Selfridge is the company's first table model at this tube size. All models are designed for ready adaption to UHF reception when available.

Philco Corp. announced a new model list, effective Jan. 4, comprising 19 new 17-inch and 20-inch receivers and a number of 21-inch tube receivers. The list is made up of table models, consoles and combination radio-TV-phonographs. The 21-inch picture tube offers 20% more viewing area than its 20-inch conventional tube.

### New DuMont Line

New line of Allen B. DuMont Labs comprises six 21-inch consoles and five 17-inch sets, one a table model. New features include viewing tubes with cylindrical face to minimize reflections from room lights. DuMont also announces price reductions from 10% to 15% on its 1952 line.

Bendix Radio displayed a new line of TV receivers, including a 20-inch rectangular tube console and a similar tube size in the table model. Both feature inclined picture tube and glass assembly to minimize reflections. Also shown was a new chassis which includes a new type tuner for both UHF and VHF reception, to be used in subsequent models.

Ten new TV receivers, including four table and six console models, were unveiled by Westinghouse Electric Corp. Three-way radio portable also was introduced. Feature of TV sets is built-in UHF circuits which make possible single dial tuning of UHF stations, plus 12 regular VHF channels.







# THE STUMPING PUPPET

## Convinced Dayton's Voters on Tax Needs

TELEVISION, successful salesman of such consumer-approved items as ironing boards and deodorants, has conquered a new and formidable opponent in Dayton. This two-faced opponent was public apathy to city reforms and resentment toward higher taxes.

Last fall, a "call to progress" committee was organized to get approval from Dayton voters on a \$12 million bond issue and a 5.4 mill tax levy benefiting the public school system—and in an off-election year. The committee, comprising civic leaders headed by President S. C. Allyn of the National Cash Register Co., appointed Hugo Wagenseil & Assoc. to handle the planning and execution of the campaign.

The advertising agency recruited television to sell the product it sells best, and also ideas, in a way it does best, fast.

Mindful of the campaign objectives and the time limitation (voting took place Nov. 6), Mr. Wagenseil and his staff planned a seven-week concentrated campaign which would be climaxed the week

of the election. Aiming primarily to "get out the vote" and outline to voters the issues, the agency decided to identify the television effort with the bond and tax proposals in the minds of children. It selected Kenny Roberts and Joe the Puppet as the vehicle for "commercial" riders.

### Joe, The Puppet Presents The Issue

Joe, a puppet unrelated to any fictionalized character, depicted the bond issue appeal. He was subsequently used in every medium; radio, newspapers, billboards, transcriptions, circulars and car cards. To make the unknown puppet familiar, Kenny Roberts, former WLW radio and TV star, was hired to integrate his personality with that of Joe.

Kenny, with Joe, Mugsy, Joe's pup; Jezebel, the mean, old cat of the neighborhood, and The Puntah, a magical character akin to an American-brand leprechaun who could out-miracle the other puppets, traveled from week to week into a new adventure filled with lures for imaginative youngsters.

Between acts of a visit to the wild west, a fight with pirates on the high seas, the excitement of

exploring a cave or a haunted house, the bond issue messages were introduced to children, and through them to their parents.

Dayton's two television stations, then transmitting to 215,000 sets, cooperated to give full coverage on the first locally originated program to be carried by both stations simultaneously. WHIO-TV originated the Saturday series from 10:30 to 11 a.m. from Sept. 22 through Nov. 3 and fed it to WLWD (TV).

Lincoln Scheurle, director of radio and television for the agency, supervised creative work on *Kenny Roberts and Joe the Puppet*. He co-authored the scripts with Margaret Leonard, while Shirley Farrell handled the puppets. Radio spots were produced by John Leonard and George Brenard, both of Hugo Wagenseil & Assoc.

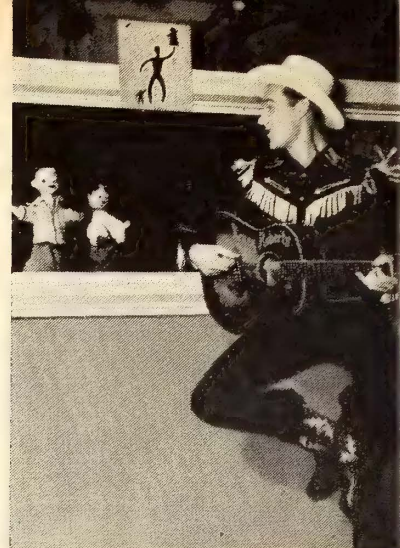
Four weeks before the show took the air, Mr. Scheurle cleared time, contracted for Mr. Roberts and the puppets, and planned the prop, scenery and lighting requirements. Before the first show went on, the seven scripts and commercials were in detailed outline form, followed by a synopsis of puppet "business" so Lee Jason, WHIO-TV director, could check camera shots on all action.

### Quick, Well-Timed Promotion Planned

Because of the seven-week limitation, the audience needed to be build "almost immediately." Heavy promotion was scheduled, but all of it was controlled so that each hit the voters at the right time.

Newspaper advertisements plugging the show ran each Friday and Saturday, and a weekly mention in "TV Highlights" near the television show listings helped call more attention to the program. Retail stores throughout Dayton featured windows decorated with school bond issue and show promotion material. Kenny and Joe's pictured adorned car cards in busses and trolleys.

Both TV stations gave 58 plugs



KENNY kicks his heels in mid-air to the delight of Joe (l) and the Puntah on Dayton's unique television show which sold the public on appropriating more money for better schools.

\* \* \*

to the series, and Joe was used in a special newspaper campaign. Parents and teachers cooperated to make sure literature detailing the need for improved school facilities was distributed to homes.

After the first program, a card with Kenny and Joe's picture and a comment on the crowded condition of the schools was distributed to 30,000 school children, who were asked to show them to their parents. During the fourth show, the program started the Kenny and Joe Club. Children were given a letter to their parents, explaining the need for the bond issue and tax levy and asking them to sign the letter promising to vote. No instructions were given on how to vote, and no voting commitments solicited. When the child returned the letter, he became a club member. Membership was almost 100% among the school children.

In the final week, Kenny Roberts made personal appearances before more than two-thirds of the city's public school children. He visited schools needing the most repair and expansion, and those where strong parent-teacher associations were working diligently to get out the vote.

In addition, the agency backed up its intensive efforts with radio spot announcements featuring Kenny and Joe asking children to join the club. Youngsters from the more needy schools, part of the studio audience, in air interviews told about what their schools needed. School conditions were described also by school teachers and principals in taped interviews.

After a hectic seven weeks, during which all Dayton became aware of the school situation, the show and promotion resulted in an overwhelming "sale." The school bond and tax levy issues passed with a majority of almost 2 to 1.

Personnel involved on the weekly puppet feature included, l to r, Lee Jason, WHIO-TV director; Lincoln Scheurle, producer, Wagenseil radio and television director; Margaret Leonard, co-writer with Mr. Scheurle; Shirley Farrell, puppeteer, and John Leonard of the agency who worked as production assistant.





## CORRESPONDENTS ELECT

### Officers Named for '52

OLLIS M. SEAVEY, director of Washington operations for MBS, has been elected president of the Radio-TV Correspondents Assn. The association consists of accredited radio correspondents in the Capital.

Mr. Seavey, who was serving as vice president, succeeds William F. Shadel of CBS. Martin Agronsky, BC news correspondent, was elected vice president; Joseph C. Harsch, Liberty Broadcasting System's Washington correspondent, secretary; Richard Harkness, NBC news correspondent, treasurer. Members-at-large are Rudolph Block, correspondent, KOMO Seattle and KGEZ Kalispell, Mont., re-elected; Charles E. Shutt, Telenews Productions Inc., and Howard L. Tany, AP Radio.

Mr. Seavey

## MONITOR RULES

### Are Eased by FCC

LIBERALIZATION of the FCC rules which permit stations (AM-FM-TV) to temporarily operate without certain monitors or indicating instruments was made effective Jan. 24, FCC reported last week. The proposal was one of a series of measures contemplated by the Broadcast Bureau to cut down on its routine [B•T, Nov. 12, 1951].

Under the new rules, stations will be able to operate for 60 days without frequency or modulation monitors, plate ammeters or voltmeters, phase current or common point meters for AM stations, and transmission line meters for FM and TV stations, the Commission reported. Engineer-in-charge of the district in which the station is located must be notified, the new rules provide, and he is also authorized to extend temporary periods and to approve substitute equipment.

Up to now, stations had to get Commission approval to operate without monitors and indicating instruments. They no longer will have to do so. Requests for authority to operate without phase monitors will still have to be secured from Washington, the Commission said.

## Four Year Scholarship

CONTESTANTS appearing on *Original Amateur Hour* (NBC-TV, Tuesday, 10-11 p.m. EST) before Dec. 1, 1952, will be eligible to compete for a four-year tuition scholarship offered by North Dakota Agricultural College through its president, Fred S. Hultz. Panel of judges consisting of university residents will select as scholarship winner the contestant who submits best 200-word application.

## HOOPER REVISES

### Talent Cycle Ratings

TV PROGRAMS operating on a four-week talent cycle will be reported by C. E. Hooper Inc., New York, on a basis of four performances a month instead of two beginning with TV ratings service for January, it was announced Thursday.

Interviewing schedules to cover four-week cycles will be expanded in New York, Los Angeles, Chicago, Philadelphia, Boston and Detroit, thus filling a gap in program popularity ratings on talent-rotation shows, which previously were measured in those cities only twice a month.

Programs affected by the extended interviews include *Colgate Comedy Hour* in which Donald O'Connor and Harpo Marx, Abbott and Costello, Eddie Cantor, and an unannounced humorist participated, and *All-Star Revue* which features Martha Raye, Spike Jones, Jack Carson, and Jimmy Durante in sequence.

The list also includes hour-long programs competing with such cyclical shows: *Toast of the Town*, *Ken Murray Show*, *Jack Benny*.

Ratings based on the expanded schedules will appear in the complete reports for the cities in which the interviews are conducted, in *Advance TV-Home Hooperatings*, and in the *TV-Home Hooperatings Pocketpiece* service to networks, agencies, and advertisers.

## Rosenberg Case

HARRY NOVIK, WLIB New York, and Joseph W. Berg, American Newspaper Publishers Assn., were included on committee to appoint attorney and accountant to study the case, at the creditors meeting held Jan. 4 for claimants to \$500 or more to Arthur Rosenberg Co., agency which petitioned for bankruptcy last month. Next meeting will be held Jan. 22 at bankruptcy court. It was understood that at least \$50,000 is due to more than 100 radio stations.

## FILM RE-ISSUES

### Planned by Holding Bank

IN an effort to recoup losses on loans to motion picture companies, Bank of America, Los Angeles, is negotiating with various motion picture-television distribution companies to re-issue 20 foreclosed films costing \$25 million.

Conferences have been held with G. Ralph Branton and Harold Mirisch, vice-presidents Monogram Pictures and Allied Artists, to re-issue the films theatrically with later lease to television through Interstate Television Corp., subsidiary of Monogram.

Quality Films, distributors of motion pictures to TV, has reportedly had similar conferences with Mr. Walker and bank vice-presidents Bernard Giannini and Tom C. Deane.

Security-First National Bank, Los Angeles, also took over eight motion pictures recently which had cost \$8 million to produce.

*In December,*

*a WGN-TV advertiser wrote:*

"The proof of your program has been shown by our retail sales . . . department stores and dealers as well.

As a result of your program, the department stores in Chicago were happy to run cooperative advertising, and the entire program has done a great deal to stimulate sales."



Here's proof again of the power of WGN-TV programs . . . and another reason why WGN-TV is your best buy in Chicago.



The Chicago Tribune Television Station





# film report

**P**eerless Television Productions, N. Y., producer of TV feature films, last week announced that sales of feature series during the past 10 weeks have passed the \$500,000 mark.

George T. Shupert, vice president of Peerless, said contracts have been signed in Los Angeles, San Francisco, Salt Lake City, Dayton, Chicago, Atlanta, Cleveland, Philadelphia and Milwaukee for TV showings of 26 Peerless films including *The Count of Monte Cristo*, *Kit Carson*, *Last of the Mohicans*, *Corsican Brothers*, *My Son*, *My Son and The Son of Monte Cristo*.

Mr. Shupert left New York for Hollywood last week to confer with Peerless President Edward Small on production and distribution of additional series of special half-hour film programs. He said the company is also accumulating another group of feature films to be offered to stations and sponsors within the next few weeks.

—New members of State Dept. Foreign Service Institute and personnel returning from overseas see a kinescope of NBC-TV's *Battle Report—Washington* as part of their standard indoctrination course.

The film, telecast to the public Oct. 21, 1951, shows Secretary of State Dean Acheson answering letters and questions from American citizens on the aims and conduct of U. S. foreign policy. Copy of the program was made available by NBC at request of State Dept. officials shortly after the original broadcast.

—Martin Melcher, vice president and co-owner of Century Artists, Hollywood, and Wynn Nathan, sales executive for United Tele-

vision Programs Inc., New York, have formed Melcher-Nathan Agency, Hollywood, to package television film series.

Twenty-six quarter-hour series now in production, *Watch Hollywood*, features behind-the-scenes activity in motion picture production. It will be offered for regional sponsorship.

Another series of 26 nearing completion, *The Little Revue*, is a half-hour of songs, sketches and dances performed by "unknown" talent. Phil Shuken, writer for NBC Hollywood, is writer-producer.

—Times Square Productions Inc. has been formed to produce television and theatrical motion pictures.

Charles W. Curran, former Hollywood screenwriter and New York advertising executive, is president. Stephen E. Fitzgibbon, former studio manager for 20th Century-Fox Movietone, New York, is in charge of production.

Offices are at 145 West 45th Street, New York.

## Production . . .

TCA Productions, Culver City, Calif., preparing 13 half-hour TV film series (as yet untitled), starring Bud Abbott and Lou Costello supported by Hillary Brooke, Sid Fields, and Joe Kirk. Shooting of comedy series starts Jan. 21 with Jean Yarbrough producer-director and Clarence Eurist production supervisor.

Cosman Productions, Culver City, Calif., plans television mystery film series (as yet untitled) of 13 half-hour episodes, starring George Raft. Jean Yarbrough is producer and Clarence Eurist production supervisor. Shooting will begin Feb. 14.

Tressel Television Productions, Chicago, is now located at 11 S. LaSalle St. Phone number is Financial 6-2976.

## Sales . . .

Ted Baldwin Inc., TV film packager and sales representative, Mannon Sound Stages Inc. and Mannon Productions of New York have signed contracts under which Baldwin company will act as sales representative for Mannon company, which, in turn, will produce Baldwin organization will be *Spotlight*, U. S. A., fact-feature to be filmed as 52 15-minute programs, for local markets on syndicated film basis.

In explaining exchange of services, John R. Markey, Baldwin vice

president, said plans are in progress for as yet untitled series, with stories based on cases taken from Travelers' Aid files. His company is also arranging for West Coast filming facilities, he added.

Crosley Stations WLWC (TV) Columbus, WLWD (TV) Dayton and WLWT Cincinnati have signed for 26 feature films over 18-month period with United Television Programs. Toni Co., through Foote, Cone & Belding, both Chicago, will sponsor United's *Fashion Previews* on WDTV (TV) Pittsburgh for 52 weeks.

United Television Programs to handle national distribution of *Cowboy G-Men*, half-hour TV film series produced by Telemount Pictures Inc., Los Angeles. Gerald King, UTP president, and Henry B. Donovan, Telemount president, to make decision concerning national or regional sponsorship. Seven of half-hour series of 13 films, starring Russell Hayden and Jackie Coogan, are completed and remainder scheduled to wind-up by mid-February. Thor Brooks, film editor for series, promoted to director for last six films. [FILM REPORT, Nov. 19, 1951.]

Reynolds Productions and Reynolds TV Program Sales, Beverly Hills, acquires TV sales rights to *Rawhide Riley*, 13 half-hour western TV films, produced by Southwestern Motion Picture and TV Corp., Tucson. Series stars Richard Arlen.

Alexander Film Co., Colorado Springs, Col., announces new TV commercial productions for the following organizations:

Rolon Tire Chains, Idaho Springs, Col., one 60-second and one 26-second film through Wayne Welch Inc. Fletcher-Williams Coffee Co., Nashville, Tenn., one 20-second film. Maryland Club Coffee, Houston, Tex., three 10-second and one 60-second films through Tracy-Locke Co. Inc. Bowman Biscuit Co., Denver, one 20-second film through Ball & Davidson Inc. Mrs. Baird's Bread, Dallas, Tex., one 10-second and one 20-second film through Tracy-Locke Co. Inc. Lincoln-Mercury, Detroit, thirteen 26-second films.

## Film People . . .

TV pilot film starring Louella Parsons, ABC Radio Movieland commentator, was completed for the network last week. Film, wholly financed by ABC, was made by Film Craft Productions, Los Angeles, under direction of Richard Diggs.

Soon to be screened for potential ABC-TV sponsors, it takes the viewer into Miss Parsons' home, to Hollywood's Ciro's and onto the lot of Universal-International. A dozen top motion picture personalities

appear in the film with Miss Parsons, according to ABC.

Verne Smith to narrate *Public Prosecutor*, re-edited TV film series, to be re-released by Jerry Fairbanks Productions, Hollywood. John Howard to add scenes and part narration [FILM REPORT, Dec. 24, 1951].

Joseph M. Callan has been appointed a vice president of Kling Studios, Chicago, where he has worked in sales since 1948. He is former manager of the band department of a Chicago booking agency.

## EASTMAN FILMS

### German Is Distributor

FILM BUSINESS assets of J. E. Brulatour Inc. have been purchased by William J. German, it was announced last week, with the organization to continue as distributor of all Eastman professional motion picture films—both for television and movies—under the name of W. J. German Inc.

Newly formed organization is headed by Mr. German, whose long experience with the film industry began in 1906 when he joined the Eastman Kodak Co., Rochester. He left that city in 1921 for New York to manage G. M. Labs. in Long Island City, the Sen-Jacq Film Printing Corp. and Paragon Studios and Labs in Fort Lee.

He became associated in 1922 with Jules Brulatour, sole distributor of Eastman unexposed motion picture films, and two years later organized and became vice president and general manager of J. E. Brulatour Inc., which took over sole distribution and sale of Eastman motion picture films. Upon Mr. Brulatour's death in 1946, Mr. German became president of the two Brulatour corporations in Delaware and California and, at the start of this year, purchased the assets and changed the firm name.

Mr. German also is director of Universal Pictures, Associated Motion Picture Industries Inc. and serves on advisory committee of Chemical Bank & Trust Co., New York.

Distribute your  
*Film*  
in Southeastern U.S.

This established sales organization represents producers of package shows, open end films, shorts, soundies, etc.

Top reputation and references for progressive selling to agencies, advertisers, stations.

Write, wire for information. Without obligation send your catalog to:

**ENTERPRISE CORPORATION**  
1612 S. W. 13th Street,  
Miami, Florida

**SRT-TV SRT-TV SRT-TV**

**SRT-TV**  
INTENSIVE PROFESSIONAL  
**COURSES**  
in **TELEVISION**  
**BROADCASTING**

Instruction by top-ranking professionals under actual broadcast conditions

Complete TV Station Equipment  
Co-Educational • Day or Evening  
Approved for Veterans

Send for free prospectus  
"Careers in Television"  
DEPT. H

**SRT/** (School of  
Radio Technique)  
**TELEVISION STUDIOS**  
America's Oldest Broadcasting School  
316 West 57 St., New York 19, N. Y.  
PLaza 7-3212

**SRT-TV SRT-TV SRT-TV**



# OWNERSHIP LIMIT

## No Early Action Seen

ALTHOUGH FCC was not commenting officially last week about NBC's petition to change the five-station-a-entire TV station limitation to five VHF stations, and permit additional UHF stations to be owned by the same companies [B•T, Jan. 7], it was learned that: (1) Idea has been received sympathetically in some FCC circles. Major asset, it is felt, is that the entrance of large TV groups would give UHF an incalculable boost throughout the country.

(2) No objections have been registered with the Commission, but some are expected—from smaller broadcasters and other potential TV applicants who feel UHF is their baby and they shouldn't have to buck the multiple-owners in this field.

(3) Action on the NBC request is considered dubious before the final V allocations report is issued—sometime during February. Staff is completely immersed in allocations report. There had been some feeling months ago that if the Commission ever was to raise the five-station limit it should do so before the freeze was ended. This view didn't win enough Commission adherents, however, and the NBC petition is not expected to change the Commission's thinking on that score.

(4) Fact that the NBC petition did not contain a limitation recommendation for UHF has caused some FCC staffers to eye it askance. They don't believe there is any chance for the Commission to "buy" the NBC idea unless there is a limitation on the number of UHF stations a single entity would control—as well as the five VHF station limit.

Best chance of favorable action seems to be the FCC's avowed backing for UHF. If the Commission was convinced that the move suggested by NBC would have tangible results in getting UHF stations on the air and successfully operating, it is believed it would not be averse to lifting its five-station limitation.

Only adherent of such a change in the TV ownership rules is Comr. George E. Sterling. In a speech before the Armed Forces Communications Assn. in New York last November, he suggested that the networks be permitted to have "two or three" UHF stations in addition to their five VHF in order to get "backing for the new 'upstairs' channels [B•T, Nov. 5, 1951]."

## Wiedemann Buys

WIEDEMANN Brewing Co., Newport, Ky., has bought the Fredric W. Ziv TV film show, *The Unexpected*, for Cincinnati, Dayton, Columbus and Indianapolis. Series starts Mar. 1 for 52 weeks once weekly through Tatham-Maird, Chicago.

## Population Key to TV Plan

(Continued from page 23)

below that are slated for rejection, it was learned.

Whereas the Third Report of the FCC, released last March [B•T, March 26, 1951], provided for 1,965 assignments on both VHF and UHF in 1,256 different communities, it is anticipated that the final report will accommodate more stations in the same number of communities in the U.S. and its territories—mostly in UHF. A portion of the 18 "flexibility" channels in UHF also will be used to accommodate additional stations [B•T, Nov. 5, 1951].

There will be an increase in the 608 VHF assignments (82 of them asterisked for noncommercial educational use) provided in the Third Report. The extent of the increase, however, won't be known until the final papers are submitted to FCC. However, if mileage separations are reduced below the 180-mile city-to-city proposal, a number—not substantial—of extra VHF channels can be expected to be added to some of the key U.S. markets where already there is TV service on the low band.

Before final Commission approval, it will be necessary to clear any changed border assignments with Canada and Mexico. No difficulties are anticipated, however.

### Late Comments Filed

FCC's action last week permitting KIST Santa Barbara to file late comments and evidence requesting the assignment of Channel 3 to Santa Barbara is considered significant with respect to the agreement with Mexico. Channel 3 had been deleted from San Diego and assigned to Mexicali last October [B•T, Oct. 29, 1951]. San Diego is about 10 miles from the Mexican border city of Tia Juana; Santa Barbara almost 200 miles. The Commission also announced that NBC and other interested parties have until Jan. 16 to file oppositions to the KIST request.

There is also evidence that proposals made by Allen B. DuMont Labs. [B•T, Aug. 20, 1951] are not being rejected outright. The Commission's acceptance of the 170-mile transmitter-to-transmitter mileage separation is one indication. It can be expected that other recommendations, mainly concerned with additional VHF assignments, are being fitted into the overall allocations in population centers where it is feasible to include them without doing violence to other basic policies.

It is entirely possible that certain of the staff reports will reach the full Commission before the Feb. 1 deadline. It may be Feb. 15 before the Commission can get to the channel-by-channel assignment proposals. Barring complications, the Commission hopes to release the final report before the end of February.

A minimum of 60 days as a "waiting period" for the filing of

new applications and for revisions of existing applications to conform with the allocation plan then will be announced, with a majority of the Commission determined that there shall be no extensions.

In its nation-wide plan, the FCC admittedly is dealing in the dark because of inadequate knowledge of propagation characteristics, even in VHF in some areas (the Gulf and the Southeast). Because of the paucity of such knowledge, informed sources expect FCC to ask Congress for a substantial appropriation—probably \$2,000,000—to initiate a research and developmental program, either independently, or in collaboration with other government research organizations. It wants to know what happens to coverage on the lower portion of the VHF (Channels 2-6) when there is full channel occupancy. And it feels there's much to be learned about UHF beyond that supplied by experimenters.

## CBS TV SPOT SALES

### Margolis Named Bus. Mgr.

APPOINTMENT of Benjamin Margolis, contract manager of CBS Television Network Sales Service Dept., as business manager for CBS TV Spot Sales, was announced by the network last Thursday. George A. Kolpin, supervisor of auditing and accounting departments, replaces Mr. Margolis as contract manager.

Associated with CBS since 1932, Mr. Margolis served as accounting department supervisor prior to his recent position as contract manager. Before that, he was assistant to the controller, and executive assistant to CBS Television President J. L. Van Volkenburg when the latter was vice president in charge of network sales.

Mr. Kolpin has served with CBS since 1936 in the auditing and accounting departments, and was named supervisor in 1947.

## Series to Proceed

DESPITE differences over TV rights to short stories and novels not covered by American copyright between 221 B. Baker St., Film Productions Inc., Hollywood, and estate of late Sir Arthur Conan Doyle, production plans for *Sherlock Holmes* TV film series will proceed. Fulton Brylawski, Washington copyright attorney retained by Producers Irving Allen and Cubby Broccoli, contends that if the proposed stories and novels were copyrighted, expiration date has elapsed [B•T, FILM REPORT, Dec. 31, 1951.]

SONGWRITERS, Hy Zaret and Lou Singer have composed 13 jingles titled *Little Songs for Living Longer* for use in a safety campaign on ABC radio and TV. Songs deal with the danger of smoking in bed, jaywalking, reckless driving and similar hazards. The network is scheduling them at frequent intervals on and between radio and TV shows.

For T.V.-  
IMMEDIATE BOOKING

ROBERT CUMMINGS  
in  
**THE CHASE**  
MICHELE MORGAN STEVE COCHRAN PETER LORRE

For Your  
Feature Programming  
Use Major Company Product

BARBARA STANWYCK JIMMY STEWART  
ROBERT YOUNG  
PAULETTE GODDARD

52 FEATURE PROGRAMS  
with such stars as  
BILL "HOPPY" BOYD JACK LARUE  
FRANKIE DARRO PINKY TOMLIN  
J. CAROL NAISH BUSTER CRABBE

39 TOP WESTERNS  
featuring THE RANGE BUSTERS  
KERMIT MAYNARD • SMITH BALLEW

SOUND CARTOONS  
38 FLIP THE FROGS  
13 WILLIE WHOPPERS

Write for catalog of Features,  
Westerns, Serials, Cartoons.  
**C.F.T.**  
INCORPORATED  
**Commonwealth**  
Film and Television, Inc.  
723 Seventh Avenue, New York 19, N. Y.



## TV Applicants Face Sweat

(Continued from page 23)

in one way or the other with broadcast activities—Secretary's Office, with its Broadcast Division and Docket Section, the Offices of the General Counsel, Chief Engineer, Chief Accountant, all of whom do much broadcast work.

Overall, the Commission had 791 Washington employees on its rolls at the beginning of the 1952 fiscal year. Today, six months later, it has 734—a cut of 7% between mid-1951 and the beginning of 1952.

Examiners aren't the only bottleneck. Every hearing entails a Broadcast Bureau attorney and a considerable amount of engineering and accounting time. They live with the case before the hearing, through the hearing, and even after the examiner issues his initial decision they have to continue with it—for oral argument, exceptions, possible court actions, etc.

### Must Be Processed

And even before an application is set for hearing, it has to be processed. That, too, takes staff—attorneys, engineers and accountants.

Talk of tightening up processing, using its staff more efficiently, gets a resigned shrug from FCC operating heads.

"There's a certain level of activity here," they say. "We're all busy now. If the TV rush means we have to take people off what they are doing now, then that will suffer.

"Remember, too, there are other things besides TV. We're getting needed right now about our AM processing line. We just can't pull people into TV without something giving."

This has made FCC staffers exceedingly conscious of ways to cut corners. That is why suggestions on procedures, such as those already recommended by the Federal Communications Bar Assn. and others [B•T, Jan. 7, Dec. 17 and Nov. 26, 1951] are being gone over sieve-like for ideas. Quick handling of applications won't be the sole criterion in setting up procedures, but it certainly will be one of the major ones, it is believed.

### One Sure Way

In casting about for an answer to this discouraging outlook, FCC officials see only one sure-fire way of breaking out of the potential TV morass—more money.

One or two doubts assail them, though. First, will the President, in the face of mounting defense expenditures and facing an economy-minded Congress ask for all the \$8 million they need? Secondly, will Congress give them what the President recommends? Thirdly, when will they get it?

They're sanguine about the President asking for what they want. They're a little dubious about Congress giving what the President asks, however. Last year, the FCC asked for \$1,400,000 as a supple-

mental appropriation for increasing field monitoring and Conelrad projects and Congress turned it down flat [B•T, Aug. 27, 1951]. And again, the history of Congressional appropriations for the FCC during the past four fiscal years has been relentlessly downward (see table).

They're not too happy about when they can expect the money, either. Last year, Congress did not legislate the 1952 fiscal appropriations until two months after the start of the fiscal year [B•T, Aug. 20, 1951].

A corollary of how much and when they can get the additional money is this: How fast can they get competent personnel and how long will it take to train them?

One further financial concern is theirs. Congress approved pay raises last summer. This added \$500,000 to the FCC's budgetary requirements. Congress has not given the FCC a supplemental appropriation to cover this sum. If it doesn't before June 30, the Commission will have to meet this amount from its existing appropriation.

This black picture is admittedly based on FCC sources alone. There's no doubt that an efficiency expert could probably work wonders—but would the improvement bring things up to par? Most observers doubt it. The figures seem undeniable.

## TV CAMERAMEN

### Basic Contract Planned

NEITHER television film producers nor motion picture companies will get special concessions in wage scales or working conditions for cameramen from International Photographers Local 659, IATSE, according to an executive board vote. There will be one basic contract covering craft for all film producers, regardless of costs or the medium supplied, it was revealed last week.

Alliance of Television Producers Assn., Independent Motion Picture Producers Assn. and Society of Independent Motion Picture Producers separately are asking for deals at variance with scale and working conditions on contracts currently being completed with major film companies.

With some majors gearing to enter TV production, union's executive board felt it would not be fair to grant those companies more favorable conditions than their competitors, it was said.

New contracts with major companies which allow wage increases for cameramen are yet to be signed. Two provisions, involving travel time, are to be ironed out before final signature.



**HAROLD LUND**, general manager, **WDTV (TV) Pittsburgh**, stands by as **Mayor David L. Lawrence (l)** signs an official proclamation that **Jan. 11 (Friday)** was to be "**WDTV Day in Pittsburgh.**" Date marked third anniversary of the **DuMont** owned and operated outlet.

## WGAL-TV CONTOUR

### Power Boost Requested

PERMISSION to operate with full 500 w transmitter power, improve its effective radiated power to 1.8 kw—and thus cover 54,337 more people—was asked of the FCC by **WGAL-TV Lancaster** last week.

Request was in the form of a petition for an exception to the FCC's Fifth Notice and a special temporary authorization. Exception was needed because the Fifth Notice limited transmitter output power increases for community stations to whatever was necessary to radiate not more than 1 kw. This is 277 w in **WGAL-TV's** case.

Unique in the **WGAL-TV** case, petition stated, was the fact that it originally went on the air in May 1949 radiating 1.8 kw. When it got its license in July 1950, the freeze was on and its radiated power was reduced to 1 kw. Since it is one of only three community stations (the others are **WNHC-TV New Haven** and **WDEL-TV Wilmington**) and that classification has been deleted in the proposed new TV standards, the Steinman-owned station stated that in the interest of fair play it should be permitted to go to the same full transmitter output as all other stations. It also pointed out that it would be penalized in constricted service area if co-channel and adjacent channel stations went to full transmitter output.

It admitted that increased power would incur a "slight amount of interference" to the Grade B service areas of **NBC O&O** stations, **WNBT New York** and **WNBW Washington**, but, it declared, **NBC** had orally consented to the **WGAL-TV** proposal.

Commission proposes to change **WGAL-TV** from present Channel 4 to Channel 8. The station has agreed to the change.

## ST. NICK'S

### Sale May Presage Trend

OUTRIGHT ownership of sports events for telecasts on a national basis was indicated as a possibility for **St. Nicholas Arena**, former boxing center located next to West Side New York studios of **ABC**, whose sale of the building to **Webb & Knapp**, New York Realty Company, was announced last week.

Although contract was reportedly signed some time ago, public statement was delayed until Wednesday when **William Zeckendorf**, former **ABC** board member who owns **Webb & Knapp**, announced it.

**Mr. Zeckendorf** became a director of **ABC** when the network acquired former riding stables on West 66th St. through him for use as video studios. His office reported that he resigned his network position last May. No successor to **Mr. Zeckendorf** on the **ABC** board has been elected.

Arena sales price was not given, but it was indicated that the property is assessed at \$345,000, of which \$260,000 is on the land.

The realty operator—who played a major role in acquiring land for the present **U. N.** site in New York—said that negotiations were "afoot" with both a major network and local stations for the arena, with the result that it might be used for sports spectacles to be broadcast nationally under direct sponsorship of television interests.

The two-story building, also located one block from **WOR-TV's** Television Square, is currently occupied by the **St. Nicholas Sports Center** under a lease which runs through September 1953 and contains a 10-year renewal option. The **International Boxing Club** promotes boxing there, renting from the Sports Center on a year-to-year basis, and occasional wrestling matches are held in the 3,000 seat arena.

Indicating that he has plans but no definite policy for operating the arena, **Mr. Zeckendorf** said, "we have no commitment to buy up the lease, but we have a very friendly understanding with the **St. Nicholas Sports Center**. At the moment this could be classed only as an investment, with future determination of specific use."

## KLAC-TV Sued

CHARGING infringement on their original show, *Anniversary Party*, **Byron Roberts** and **Joe Kogan**, program packagers, last week filed \$50,000 suit in Los Angeles Superior Court against **KLAC-TV**, General Manager **Don Feddersen** and **Dan Linden**. The complaint states plaintiffs divulged their program idea to defendants prior to the station's telecast of the weekly show of same title and content.



## Telestatus

(Continued from page 66)

announcement, \$135; station break, \$67.50. Class C, one hour, \$450; half-hour, \$270; minute or 20-second spot announcement, \$90, and station break, \$45.

\* \* \*

## Berle Tops Nielsen December Report

IRREPRESSIBLE Milton Berle and his *Texaco Star Theatre* led the National Nielsen-Ratings for the top 10 TV programs in a report released Jan. 4 covering the two weeks ending Dec. 8. Red Skelton captured runner-up honors and, percentage-wise, Arthur Godfrey placed third. The listings follow:

### NUMBER OF TV HOMES REACHED

| RANK | Program                                             | HOMES (000) |
|------|-----------------------------------------------------|-------------|
| 1    | Texaco Star Theatre (NBC)                           | 7,740       |
| 2    | Red Skelton (NBC)                                   | 6,636       |
| 3    | Colgate Comedy Hour (NBC)                           | 6,633       |
| 4    | Fireside Theatre (NBC)                              | 6,079       |
| 5    | Your Show of Shows (Reynolds, R. J., Tobacco) (NBC) | 6,023       |
| 6    | Godfrey & Friends (Liggett & Myers Tobacco) (CBS)   | 5,982       |
| 7    | Philco TV Playhouse (NBC)                           | 5,890       |
| 8    | Your Show of Shows (Lehn & Fink Prod. Corp.) (NBC)  | 5,874       |
| 9    | Godfrey & Friends (Toni-Gillette Razor Co.) (CBS)   | 5,800       |
| 10   | Your Show of Shows (Participating) (NBC)            | 5,767       |

### PER CENT OF TV HOMES REACHED IN PROGRAM STATION AREAS

| RANK | Program                                             | HOMES (%) |
|------|-----------------------------------------------------|-----------|
| 1    | Texaco Star Theatre (NBC)                           | 53.6      |
| 2    | Red Skelton (NBC)                                   | 51.2      |
| 3    | Godfrey & Friends (CBS)                             | 50.4      |
| 4    | Colgate Comedy Hour (NBC)                           | 47.6      |
| 5    | Godfrey & Friends (Liggett & Myers Tobacco) (CBS)   | 45.3      |
| 6    | Your Show of Shows (Reynolds, R. J., Tobacco) (NBC) | 44.4      |
| 7    | Godfrey & Friends (Toni-Gillette Razor Co.) (CBS)   | 44.2      |
| 8    | Your Show of Shows (Participating) (NBC)            | 43.8      |
| 9    | Fireside Theatre (NBC)                              | 43.7      |
| 10   | Your Show of Shows (Lehn & Fink Prod. Corp.) (NBC)  | 43.7      |

Copyright 1952 by A. C. Nielsen Co.

## EARLY TV SHOW

### Wins Baltimore Popularity

WBAL-TV Baltimore reported last week that its program, *The Brent Woods Show*, within 16 weeks after its first airing, has become "the most popular early morning television program in any of the 10 major cities in the country completely covered by American Research Bureau reports."

In addition, WBAL-TV continued, the survey shows that 9% of the TV sets in the Baltimore area are tuned to the program at least one day each week. The show is presented 9-10 a.m., Monday through Friday.

## DuMont Move

OFFICES of DuMont Television Network in Chicago moved last week from the Palmolive Bldg. to the Tribune Tower, 445 N. Michigan Ave. David Lasley is division sales manager.

SPECIAL CBS radio broadcast, *My Best Five Minutes*, will be presented 10:15-11 p.m. EST Jan. 19. Entertainment stars will tell what they consider their best performance. The show, with Helen Hayes emceeing, will be aired on behalf of the National Foundation for Infantile Paralysis.

## ROACH HEADS ATAS

### Ruggles, Fedderson Named

HAL ROACH Jr., vice president in charge of production, Hal Roach Studios, Culver City, has been elected president of Academy of Television Arts & Sciences, Hollywood, and assumes office at an annual Emmy Awards dinner in mid-February. He succeeds Mike Stokey, head of Mike Stokey Productions and m.c. of weekly *Pantomime Quiz* on NBC-TV.



Hal Roach Jr.

Charlie Ruggles, film actor and star of TV film, *The Ruggles*, on ABC-TV, was elected first vice president, with Don Fedderson, vice president and general manager of KLAC-TV Hollywood, second vice-president. Ernest Felix, ABC Western Div. assistant treasurer, was named ATAS treasurer, with Mildred Beach his secretary.

Other officers include Betty Mears, freelance TV writer-producer, as secretary; Isabelle Pantone, recording secretary, and Robert Pelgram, director of publicity for KBNH (TV), corresponding secretary.

## SF Group Elects

SAN FRANCISCO Chapter of the Academy of Television Arts and Sciences last week announced new officers for 1952: President, Howard McGill of Zack Radio Corp.; vice president, Al Constant, program manager of KRON-TV; second vice president, Margo Trumbull, KRON-TV and KPIX (TV) women's commentator; secretary, Carol Levene, head of Pax Productions; corresponding secretary, Charlotte Morris, KPIX (TV) producer. At the same time the chapter announced that its annual award dinner would be held Feb. 16 at the Mark Hopkins Hotel in San Francisco.

## One-Man TV Award

THERE'S an award given out Ohio way by an individual viewer to the station in central Ohio which he feels produces the best programs originating from its studios. One-man award this year went to WBNS-TV Columbus. Credited was the entire station staff. Award-giver Robert Burberry of Lancaster, Ohio, commented that he couldn't select just one program "because all . . . are the best." For the past three years, Mr. Burberry, a TV set owner three months before TV arrived in central Ohio, has been critical of programs and he has made awards for the television programs which he believes merit them since that time.

## SET REPLACEMENT TREND

### Fewer Initial Installations, Mansfield Notes

BARRING such economic upsets as a major war or excessive material shortages, there is no reason why the television industry cannot sell about 4,500,000 sets to the public during 1952, Frank W. Mansfield, director of sales research for Sylvania Electric Products, predicted last week.

Addressing Sylvania's national distributor sales department conference in Hershey, Pa., on Monday, he said the trend is toward a larger and larger percentage of sales for set replacement and a diminishing percentage for initial installation, with the change due to the market's rapidly approaching saturation. At the end of 1950, it was approximately 38% saturated on a national basis, he said, although 35% of the population was located where television development was slow. At the end of last year, almost 40% of the country had reached an average saturation of 70%, he noted.

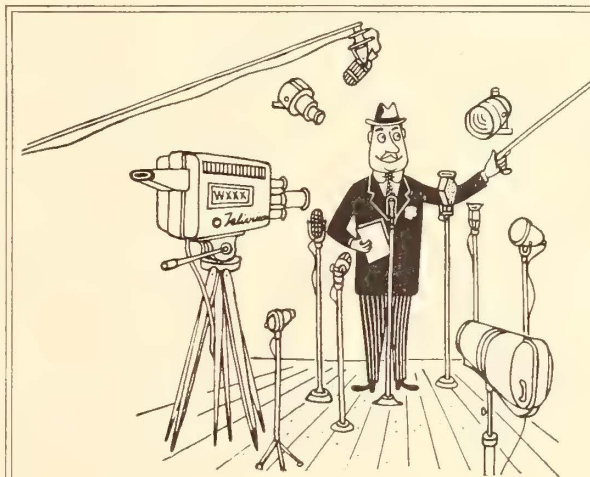
Concern shown by some industry members about the saturation point is based on the assumption that a saturated market is an exhausted market, he said, asserting that nothing is farther from the truth. "Market saturation will merely mean," he said, "that the number

of sets sold for replacement will increase and initial installations will decrease. We have estimated a long term potential for initial and replacement sales ranging from 4,500,000 to 6,500,000 sets per year for many years to come."

"If the TV station freeze is lifted," he added, "good television signals, now within reach of about 65% of the populations, will ultimately be extended to approximately 90% of the population."

## Presents Flag

FRANKIE THOMAS, star of *Tom Corbett, Space Cadet*, sponsored by Kellogg Co. on ABC, presented a blue flag to the Air Cadet League of Canada, semi-official government youth group, in ceremonies which took place last Saturday at Air Cadet League headquarters in Ottawa, Ont. The flag was presented to a group of honor cadets in recognition of the organization's work in promoting air travel, flying safety and good citizenship. Kellogg plans to sponsor the Corbett series on a number of Canadian stations. Kenyon & Eckhardt, New York, is agency.



Sir!  
the  
deadline  
is  
January  
25

Forms close on that first, fabulous TELECASTING Yearbook Number on January 25. 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 BROADCASTING • TELECASTING

TELECASTING YEARBOOK

Published Mid-February



# PATENT FILINGS

## 'Misconception' Cited

MISCONCEPTION of the intent of FCC's proposed annual patent filing regulation [B•T, Dec. 3, 1951] is believed responsible for the more than 100 requests for postponements that flooded the Commission and caused it to postpone the filing of comments until Jan. 31 [B•T, Jan 7].

It seems all patent attorneys in the country were alerted to the FCC proposals by the National Patent Council, Gary, Ind. Members of the association wrote and wired the FCC requesting delay in order to study the proposed regulation.

Misunderstanding seems to be in determining who will have to file annual patent data proposed to be required. FCC Patent Attorney William H. Bauer stressed that the proposal only applied to communications or broadcast patent holders who also are rendering a communications or broadcast service under the jurisdiction of FCC. It was not meant to apply to a patent holder not engaged in communication or broadcast service under FCC's jurisdiction, he pointed out.

## Firms Under Proposal

Thus, these companies can be assumed to come under FCC's proposed rule: AT&T, RCA, GE, Westinghouse, Philco, Stromberg-Carlson and DuMont among others. Most of them have been voluntarily supplying the Commission with this information right along.

Also falling under this category would be CBS and Paramount Pictures, it was explained at the FCC. If CBS' color TV system became widely used, it would thus become a patent holder of devices used in broadcasting and come under the proposed regulation. The same would be true of Paramount and its Lawrence color tube, it was explained.

As an example of a company not required to file, an FCC interpreter



**CONTRACT** for one of the largest time sales in Rochester radio history has been signed by General Electric and WRNY-AM-FM that city. GE is sponsoring 24 quarter-hour shows weekly on WRNY, and eight hours of classical music weekly on WRNY-FM. Present at the signing were (seated, l to r) Edward D. Crosby, manager, GE Radio & TV sales, and George J. Spillane, manager, GE Supply Corp. Rochester House; standing (l to r) are Jim Jepson, GE sales representative; Tom O'Neill, WRNY sales representative, and W. Eccles Huff, general manager, WRNY-AM-FM. Bowman & Block, Buffalo, is the GE agency.

pointed to Color Television Inc., one of the three contestants during the color TV hearings. Even if its system had been chosen as the official TV color system, it would not be required to disclose patent data because it renders no communication or broadcast service coming under the jurisdiction of FCC.

FCC sources also stressed that the proposal has no reference to any case now under study at the Commission, nor is it proposed to use the information for any particular purpose.

ARNOLD MOSS, radio and stage actor, is starred in *The Man on the Line*, transcribed documentary program dealing with child care at home and in school which American Optometric Assn. is offering to all AM and FM stations without charge for broadcast during the first week in March.

## NEGRO SURVEY

### High Listenership Noted

A RADIO audience survey conducted among New York City Negro families showed a high rate of listening. The survey was conducted for WHOM New York by Advertest Research.

Fortune Pope, WHOM president, commented, "It is very interesting to note that because of their high rate of radio listening, the Negro radio audience is far more important than population figures alone would indicate."

Advertest surveyed listening during the 11 p.m.-2 a.m. period during which WHOM presents *After Hour Swing Session*. Results showed that percentage-wise, radio sets in use among Negro families runs three to four times higher than set-in-use figures for all families, Advertest reported.

In all, the late listening of 200,000 Negro families within the city's five boroughs was noted for a full week.

It was further shown that 3 of every 10 Negro families interviewed own television sets, 2 of every 10 own automobiles and 4 of every 10 have telephones.

## KLAC Signs Potter

PETER POTTER, disc m.c. with KFWB Hollywood for past 14 years signed a two year contract with KLAC that city, which guarantees him \$90,000 over that period of time, with an additional participating agreement on spot business. He takes over 22 hours of airtime weekly starting today. He succeeds Al Jarvis who shifted to KECA-AM-TV [B•T, Jan. 7, Dec. 31, 1951].

# D.C. ALERT TEST

## Trial Declared Successful

WASHINGTON'S first test of its electronically-controlled air-raid warning system Jan. 5 was an unqualified success, thanks to all-out participation of radio and television broadcasting stations in the District of Columbia.

Cooperation of Washington's radio-TV industry was reported by WWDC-AM-FM, which served as originating outlet. It piped the test to stations with interconnected and non-connected facilities.

Participation involved 17 radio and four video stations as well as two wired music program services in the area. Ross H. Beville, WWDC technical director and radio representative on the Communications Advisory Committee for the local Office of Civil Defense, coordinated technical coverage.

All radio and TV outlets programmed and relayed four-minute air raid warning signals to all receivers in the area after picking them up from the command center. WWDC fed signals to interconnected line stations and WWDC-FM to those without connected facilities. Washington Transit Radio Inc. aired the warning on busses and streetcars.

The public was not required to participate actively in the test, held from 12:03 p.m. to 12:07 p.m. Listeners heard warning and all-clear signals, with John Fondahl, OCD director, conducting the test and an announcer explained each.

The Washington system, reportedly the only of its kind now in operation, utilizes three frequencies. One connects the Command Center with high-power amplifiers activated by supersonic FM receivers, enabling the OCD director to address the entire District; the second permits communication between the command post and four control centers; and the third is reserved for special services (pack receivers, "walkie-talkies" and other mobile equipment).

## ADV. EMPLOYMENT

### AAAA Post-Test Survey

SURVEYED two years after they took American Assn. of Advertising Agencies examinations for advertising aptitude, one-fourth of those answering indicated they have since found advertising jobs while another 42% work in allied fields.

Sydney H. Giellerup, Marschalk & Pratt, chairman of the examinations committee, reported that surveys of 1,002 people tested in 1949—none of whom was then employed in advertising—resulted in 403 answers, with 88 saying they are now in the field. Information about annual occupational tests—to be held in major cities Feb. 16 and 23—is available from AAAA headquarters, 420 Lexington Ave., New York.

**Only One Station  
gives you the**

**BIGGEST  
AUDIENCE\***

**in Mid-America**

KCMO reaches 9.5% more radio homes than any other Kansas City station.\* That's a big bonus. It means you get the best coverage of the e-x-p-a-n-d-i-n-g Mid-America Market at one low cost, using one station and one rate card. Call or wire KCMO collect for full details.

*\*A fact, proved by the continuing Conlon "Study of Listening Habits" in Mid-America.*

**KCMO**  
50,000 WATTS  
125 E. 31st • Kansas City, Mo.  
or THE KATZ AGENCY



**BOB KELLER**, sales promotion representative, Robert S. Keller, Inc., N. Y., came up with a novel idea he uses when agency executives are too busy to see him. Mr. Keller designed a message sheet he leaves when calls are not completed telling the addressee he can win a free lunch if he calls him within 24 hours to discuss the out of town broadcasters listed on the sheet which he represents.

#### EDUCATIONAL SERIES

**KPIX (TV)** San Francisco, *Frontiers of Understanding*, weekly. Educators from Stanford U. discuss modern social problems (juvenile delinquency, narcotics addiction, alcoholism) showing how man's social, moral and cultural advancement is lagging behind scientific progress and how these problems should be met and solved. Program began Jan. 11.

#### EMPLOYMENT AID

**A PLACEMENT** bureau on the air will be inaugurated by **WFUV (FM)** New York, Fordham U's radio station, with the presentation of *Going Your Way*, Monday 7:30-8 p.m. Show will afford senior students an opportunity to meet top men from various industries. Mary and Bill Adams will moderate.

#### KWWL SALES CLINIC

**LUNCHEON** sales meeting held last week at KWWL Waterloo, Ia., presented the new Mutual lineup of MGM transcribed shows to station sales and program personnel. Commercial Manager Don Inman acted as prospective client while Salesman Bill Mertz gave presentation showing value of KWWL as a buy and why transcribed features could get results for client.

#### HARRY JAMES ON TV

**KNBH (TV)** Hollywood, *The Harry James Show*, new half-hour weekly Sunday show featuring Harry James and his 17-piece orchestra, started yesterday, Jan. 13, for 13 weeks. Musical-variety-participation show is to have top sports celebrity each week whose identity audience must guess from musical clues. Other contests will feature viewers possessing unusual homemade musical instruments and one in which home viewers with recorders are asked to sing along with orchestra and submit record. Alan Armer directs.

#### WBAL SHOWS NAMED

**TWO WBAL** Baltimore programs, *Al Ross Show* and *Armed Forces Report*, are included in a list of broadcasts considered outstanding examples of public service in the *Recruiting Journal*, official publication of the U. S. Army and U. S. Air Force. Each Saturday, Al Ross interviews a recruiting officer and discusses various aspects of military life. Feature stories are presented by armed forces personnel on the Sunday *Armed Forces Report* show.

## programs promotion premiums



#### 'ALERT AMERICA'

THE first in a special three month series of programs entitled *Alert America* was presented January 5, 1952 in cooperation with the Federal Civil Defense Administration. The programs heard over the ABC Radio Network are designed to impress the American public with the need for civil defense. *Alert America* originates from Washington, D. C. James J. Wadsworth, FCDA deputy administrator, and Mrs. John L. Whitehurst, assistant administrator in charge of recruiting 17 million volunteers, appeared on the premier program.

#### HOMEMAKING SERIES

A 24 WEEK series of programs on all facets of homemaking will be presented to Detroit audiences by **WJBK-TV** in cooperation with the TV department of Michigan State College. Shows will provide actual TV experience for MSC students. James D. Davis and Donald M. Davis, both of MSC's TV department will plan and supervise programs.

#### COVER GETS RESULTS

**KCBS** San Francisco is promoting its coverage and audience achievement during recent elections by sending trade reproduction of station's advertisement on cover of Dec. 10 issue of **BROADCASTING • TELECASTING**. Ad text announces: "Elected . . . by a landslide. Campaigning on a platform of 50,000 watts, the best programming and clear, powerful reception for 9 out of every 10 Northern Californians, KCBS swept to overwhelming Election Day victory. . ."

#### MUSICAL STATION BREAKS

**WCAU-TV** Philadelphia has set 10, 20, and 30 second station breaks to music. The announcements composed by Alan Bergman and recorded by the Tommy Ferguson Trio are used for station identification as well as other standard station break information. Dick Storme of the *Saturday Evening Post* and *Colliers* was commissioned to draw the accompanying video cartoons.

#### PROMOTION FOLDER

**WFIL** Philadelphia has released a promotion folder containing trade paper ads over a 2 year period with statistics on the \$6-billion Philadelphia market. The folder gives pertinent information to national advertisers and agencies on getting the most out of a radio dollar by using WFIL as an advertising medium.

#### SPONSORS SAFETY SHOWS

**YOUNGSTOWN (Ohio)** Municipal Railway Co. will sponsor a series of child safety programs, *Safety in Your School and Mine*, over **WKBN** Youngstown. The half hour shows, tape recorded in class rooms and student safety patrol meetings, will consist almost entirely of discussions between pupils and teachers.

#### STATION GETS AWARD

**WCTN-AM-TV** Minneapolis has received an award from the Minnesota State American Legion for outstanding school safety patrol work done last September when the station organized and conducted a state wide mass induction of more than 20,000 school safety patrol members. Charles Miller, director of radio operations at the station, accepted the award presented by Carl Espeseth, Legion commander.

#### FARM PROMOTION

**WTAG** Worcester, Mass., promoted its *Farm Round-Up* show at annual Union Agricultural Meeting held last week in Worcester by recording and playing back voices of those who visited exhibit. During the week, show originated from the meeting.

#### EILEEN CHRISTY SHOW

**NBC** Pacific Network's *Eileen Christy and Company* replaced *Charleen Hawkes and Company* as weekly Sunday half-hour show, Jan. 6. Miss Christy, film starlet and 1950 Atwater-Kent award winner, Robert Armbruster and NBC orchestra, feature different guest soloist each week. Howard Wiley is producer-director and John Kraft is writer.

#### NEW QUIZ SHOW

**WERE** Cleveland introduces *Turn The Tables*, a quiz show giving listeners a break. Quizmaster Tom Edwards lets them ask him the questions. Participants write in giving name, phone and time they would like to be called. All those who stump him on a question get tickets to a local movie.

#### PRODUCT PROMOTION

**CROSLEY** Broadcasting Corp. has launched a merchandising campaign with the distribution of 5,000 display kits featuring products advertised by Crosley's **WLW** and **WLWT (TV)** Cincinnati, **WLWD (TV)** Dayton and **WLWC (TV)** Columbus. The kits, containing 65 product posters and two headquarters' type window streamers, were sent to grocers in Ohio, Kentucky, Indiana and West Virginia.

#### SPONSOR HONORED

**MASSACHUSETTS'** Chiefs of Police Assn. last week awarded a certificate for outstanding citizenship to Cott Bottling Co., Boston, sponsor of *Public Prosecutor—Cott Crime Clubs* a program seen weekly on **WBZ-TV** Boston. Morris Silver, president of the company, and Henry R. Silver, treasurer, accepted the award presented during the program Jan. 5.

#### PROGRAM EXPANDS

**KTTV (TV)** Hollywood, *Come Into the Kitchen*, Monday through Friday show, started as half-hour, then three-quarters, then hour, and now will be an hour and a quarter twice weekly. Monday, Wednesday and Friday will remain hour. Freda Nelson and Ed Reimers conduct program.

#### 'CORLISS' ON TV

**CBS-TV** Hollywood, *Meet Corliss Archer*, weekly Saturday show, 6:30-7 p.m. (EST), begins Jan. 19. Format adheres to CBS Radio and last summer's 11-week TV version. Eugene Sanders plays title role, John Clarr directs, Helen Mack produces and Hal Hudson supervises production.

**immediate revenue produced  
with regional promotion  
campaigns**

**23** years of  
service to the  
broadcasting industry

**HOWARD J. McCOLLISTER Company**

66 ACACIA DRIVE  
ATHERTON, CALIFORNIA

DAVENPORT 3-3061

**PAUL W. McCOLLISTER, General Manager**



## Materials

(Continued from page 29)

ranging generally from 50% to 65% of average base period usage for all materials, with varying percentages for each, in this quarter [B•T, Nov. 26, 1951].

TV set output last year generally was 30% below that of 1950, while the radio receiver schedule compared favorably with 1950. It's difficult to interpret the general 10% reduction for set output, since no figures are available based on allocations for first-quarter of 1952. Conservation techniques pose an intangible factor, as does the degree of military needs.

Radio-Television Mfrs. Assn., in terms of actual set data, places radio set production at roughly 12 million and TV over 5 million the past year, on the basis of figures compiled for the first 11 months of 1951 [B•T, Jan. 7].

The cutbacks will obtain equally for commercial broadcast equipment, such as transmitters, steel towers, and the like. Self-certification for minor quantities of materials is permitted and manufacturers are still turning out towers.

Indirect cutbacks also may be expected through priority channeling of components for military equipment. And there's still little prospect that NPA will lift or modify its ban on color TV equipment manufacture [B•T, Jan. 7].

Electronics' prospects outlined at the trade press conference last Friday also were pointed up in Defense Mobilizer Wilson's quarterly mobilization report. He made these points:

- "We have now entered the period of severest 'pinch' in the allocation of critical materials . . . The outlook for the remainder of the year (1952) is not fully clear, but we can be sure the 'pinch' will continue into 1953."

- "Recent lags in production, or those which may occur over the next few months, can be traced less to tool shortages than to problems of design, testing and modification."

- "Interruptions in the flow of vital components for military end-products also resulted in some delays in military production in 1951."

- "The base period (average of the first two quarters of 1950) . . . was

one of very high consumption of metals in consumer durable goods. . . . Most consumer durable goods will still be produced at 1947-1949 levels."

- "Allocation controls imposed in 1951 on materials (nickel, cobalt, tungsten, etc.) are being continued."

Producers of radio-TV sets and other goods now are getting about 60% of steel and little more than one-third of aluminum and copper used during the base period, Mr. Wilson noted.

In the case of radio and television receivers, Mr. Wilson said, output may be only slightly less during the first quarter of 1952 than for the last quarter of 1951, according to his estimates. Even so, radio-TV production will remain ahead of 1947-48 "growth" levels. Biggest slump was recorded in the third quarter of last year, he noted.

Mr. Wilson observed that satisfactory substitutes can be found for nickel in many instances and that industry has been "successful" in replacing aluminum for copper in electrical equipment. Much copper originally earmarked for electrical conductors may be released for other purposes as a result.

Turning to manpower, the Defense Chief reported that in the last nine months rising employment in defense industries has been "largely offset" by constrictions in consumer goods production. "Both employment and hours fell off sharply in industries producing . . . refrigerators, radios and television sets—in many cases to well under June 1950 levels," he said. Spot shortages of skilled labor are likely to "occur more widely" during 1952.

Mr. Wilson also reported that relaxation of Regulation W on installment buying has resulted in a moderate credit rise after a sharp fall earlier in 1951. Restrictions were relaxed on the purchase of radio-TV receivers and other household goods.

Conservation of scarce raw materials emerged last week at a meeting of a loudspeaker manufacturers industry advisory committee

## STRIKE THREAT

### 'Storm' Pay Is Requested

BITTER snow storms in the Sierra mountains in the past fortnight have brought a strike threat from telephone maintenance men along the microwave relay to the West Coast. But telephone officials said there is no immediate threat of interruption in transcontinental TV transmission.

The Independent Order of Repeaters and Toll Testboardmen at Reno, Nev., announced its members would no longer maintain isolated relay stations during severe storms unless guaranteed pay for time lost due to the storms.

Spokesmen for the union said the Bell Telephone Co. has refused to pay the maintenance men for periods beyond regular working hours during which they are stranded at remote mountain-top stations. They said that several times in recent storms work crews have been snowbound overnight and longer while out on jobs at the stations.

### Pending Settlement

"Until this dispute is resolved," a union official said, "we will decline assignment for microwave maintenance where a reasonable possibility exists that we will be isolated and unable to return safely upon completion of maintenance duty."

About 60 maintenance men are involved in the dispute in Nevada and other union members in California, Utah and Wyoming are considering similar refusals to work.

Telephone company officials called the refusal to work "unreasonable" and said the company has

with NPA officials. Government authorities indicated possibility of a limitation order involving weight of permanent magnets used in standard sizes of voice coils in loudspeakers. Such a step is necessary, industry members agreed, to meet expected reductions in nickel and cobalt allocations.

The industry group reported these conservation practices: redesigning of speakers to save 35% of steel and 45% of magnet weight; switch to electromagnetic speakers in TV sets and auto radios; and use of a permanent magnet type.

Magnet inventories are about normal, with radio-TV receiver makers cutting once large backlogs of loudspeakers to normal levels. The industry produced about 20 million units last year, with less than a million going as replacement speakers. Some 15 million will be turned out in '52 for radio-TV sets, phonographs, portable receivers and auto radios, it was estimated.

NPA advised the committee that a limited supply of aluminum wire is now available to replace scarce copper wire in electromagnetic speakers, though use of this wire would require double the steel in field coil structures.

been willing to discuss the pay issue from the start.

Roy Buell, division manager of the Pacific Telephone and Telegraph Co. at San Francisco, said the matter of payment for time lost by workers stranded in storms is "under active consideration and the union has been so informed. Until the subject is resolved the union's threatened action of refusing to give service is ill considered."

All of the isolated repeater stations along the relay are well equipped with shelter, emergency rations and other necessities so men stranded there by storms are in no danger, nor are they even threatened with great discomfort, he said.

Mr. Buell also gave assurance that there would be no interruption in TV service along the relay as a result of the stoppage of maintenance service.

The microwave relay equipment is designed to operate automatically under normal conditions and minor maintenance tasks could be handled by other personnel if needed, he said.

However, it was acknowledged that any major breakdown at one of the stations could block the entire system without the help of the trained maintenance crews.

## COLLEGE VIDEO

### Michigan Buys Kinescope

MICHIGAN State College, East Lansing, is awaiting delivery of a kinescope which will be used to record on 16mm sound film the television programs produced on the campus closed-circuit station. The college expects to have the equipment installed and in operation by March 1.

Dr. Armand L. Hunter, director of TV development, explained the film recordings would be used as a classroom instruction aid for research purposes on campus and for distribution to commercial stations and organizations throughout the state.

## Retail Radio

(Continued from page 29)

large stores: First prize to Wolf & Dessauer, Fort Wayne, Ind., which used WANE, WGL, WKJG and WOWO Fort Wayne. By small stores: First prize to Ivy's, Greenville, S. C., which used WFBC and WMRC Greenville.

A special award for outstanding use of the saturation coverage technique was given Brown Thomson Inc., Hartford, Conn., which broadcast over WHTT Hartford.

Honorable mentions were given for effective seasonal promotions to The Killian Co., Cedar Rapids, Iowa, for *Iowa Football* on KCRG Cedar Rapids and to Sears Roebuck & Co., Miami, for *Roebuck Talking Reindeer* on WVCB.

# 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 |



## Radio Sells

(Continued from page 28)

vision. The picture never does justice to the watch. On the contrary, it lessens the viewers' appreciation of the sheer beauty of the watch. How much better to create a mental picture for the prospect by radio. And where—at really low cost, Mr. Bulova—is your invaluable factor of frequency of message—of repetition? You as well as manufacturers of branded food and drug products should be well aware that radio provided you, and is still the only medium able to provide you, this priceless factor in your sales strategy."

Asserting that "radio will go as far as broadcasters will permit it to go," he offered a series of quickies to remember, including "Wherever you go, there's radio"; "Listen while you work"; "No eye on radio"; "radio focuses your advertising message on the attention of the listener"; "TV has little program-to-program carry-over"; "TV releases its audience at the conclusion of each show, just its stage or movies, and you have not participated"; "TV is pricing itself out of the local market," and "Radio reaches all reached by other media and all the others do not reach."

### Radio Compared To Elephant

Mr. Sweeney compared radio's "pull" to that of an elephant and called upon buyers and sellers of time to "evaluate the complete elephant—all 100 million sets of it."

Concerning the ARBI tests, in which radio was found to have outdrawn newspapers, Mr. Sweeney said "radio is prepared to make these tests in any city or group of cities versus any media. Radio won't always win—an elephant can't do everything but we will win enough times to convince national advertisers that if they want to sell their product, they must use radio."

BAB, he noted, hopes to make at least 30 such tests this year to help national advertisers determine how much sales they get when they invest their dollars in radio vs. newspapers, radio vs. maga-

## SALES DATA

REQUEST for a detailed breakdown of network time sales for 1949 and 1950 according to network, made by ABC early in December, was turned down by FCC last week on the grounds that published data of network gross billings should be adequate.

ABC asked for the information, which is in the Commission's confidential files, in order to submit the figures in part answer to the issue whether there would be lessened competition if the ABC-United Paramount Theatres merger were approved.

However, the Commission told ABC that if it felt it still needed the official data, it could ask FCC Hearing Examiner Leo Resnick for them and he could rule on the request then.

First part of what is considered the test case for the motion picture industry to get into TV station operations is scheduled to begin Tuesday (Jan. 15) in Washington, with the DuMont issues set for the first week of hearing.

DuMont issues encompass the extent of Paramount's alleged control of that electronics manufacturer-TV stations owner-TV network operator—and the license renewal application for its owned and operated WABD (TV) New York, and license applications for WTTG (TV) Washington, WDTV (TV) Pittsburgh.

Hearing, to be held in Room 2230, New Post Office Bldg., Washington, will be continued upon completion of the DuMont case until Feb. 4 when it will resume with the Paramount Pictures Corp. issues. These are: (a) license renewal of KTLA (TV) Los Angeles, (b) modification of construction permit of

zines, radio vs. television."

He said "we are confident of victory over magazines—a medium that reaches only one-third of the families in this country effectively"—and "would particularly like to go to the mat with our strapping stepchild, television." In the one radio vs. TV test thus far, he recalled, radio won by 2½ to 1.

The ARBI tests collected in "Count Your Customers," Mr. Sweeney said, "matched radio at its worst against newspapers at their best." The participating retailers, he explained, for the most part had no facilities for preparing radio commercial copy, while their newspaper copy was "practiced and professional."

Additionally, he said, "a great many of these tests were made with the retailer paying only the lowest retail rate permissible in newspapers and paying the full one-time national rate in radio." Yet, he noted, "radio won."

He said that radio, like the elephant, is fairly old and not the handsomest, but is "just bigger and stronger than anyone else." He urged his audience to "talk about the whole elephant and what he can do—he can outpull dollar for dollar anywhere at any time, all the lions, tigers, giraffes and peacocks in this jungle."

## Denied to ABC by FCC For Merger Hearing

WBKB (TV) Chicago and (c) the transfer of control of KTLA to Paramount Pictures Corp. and of WBKB to United Paramount Theatres Corp. Also involved is the transfer of control of WSMB New Orleans from Paramount Pictures Inc. to UPT.

Among other pre-hearing activity during the last week: (1) Still before the Commission is a Fanchon & Marco petition for reconsideration of its decision denying the theatre-owners the right to intervene in the case [B•T, Dec. 10, 1951], and a petition from Gordon Brown of WSAY Rochester, N. Y., asking for permission to intervene [B•T, Nov. 12, 1951].

## N. Y. BAR REPORT Criticized by Miami 'Herald'

ANSWER to the report of the Civil Rights Committee of the New York Bar Assn., which took issue with radio-TV coverage of Congressional hearings when a witness is testifying because of alleged danger of prejudice [B•T, Dec. 24, 1951], is contained in a Dec. 20 editorial of *The Miami (Fla.) Herald* (WQAM-AM-FM Miami).

The editorial was re-printed in full in Wednesday's issue of the *Congressional Record* by Rep. Jacob K. Javits (D-N. Y.), a supporter of radio-TV coverage of House proceedings as well as of congressional committees.

The *Herald* said, "This lawyer group says that the equipment which goes with this sort of coverage [radio, TV and the newsreel] adds up to a third degree for witnesses."

"That's absurd. TV and the rest didn't third-degree nationally known hoodlums into answering questions at the Senate hearings. They came well schooled by their attorneys...."

"Thanks to these media of communication, the American people saw these mobsters in action, actually heard them challenge the right of the United States to inquire into their criminal activities."

"The New York Bar Assn.'s committee says that lights, cameras and recordings devices jeopardize the rights of the witnesses."

"On the contrary, anyone who saw a TV or heard a radio recording of the Kefauver hearings knows that every action of the committee protected the so-called rights of these underworld individuals."

Editorial concluded: "The tremendous national audience, which the bar group fears, can be a major preventive of crime in an out of public office and a guaranty of better government."

(2) Report that the Justice Dept. had officially informed the FCC that it had no intention of intervening. This report brought "no comment" from both FCC and Justice Dept. officials. Fact that the Justice Dept. was not playing a more active role in the FCC hearing was scored by Comr. Robert F. Jones in his dissent against the Commission's denial of the Fanchon & Marco request to intervene in the case [B•T, Dec. 10, 1951]. (3) ABC got permission from Mr. Resnick to take depositions on written interrogatories. This permits it to send out questionnaires on basically non-controversial items and to have the recipients answer them before a notary, who returns them to ABC with his certification. (5) FCC Hearing Chief Frederick W. Ford has from three to five extra attorneys detailed to his staff to assist his regular associates James O. Juntilla and Max Paglin.

## Hearing Delayed

SO THAT key witnesses may be present, hearing on petition of George and James Nasser, independent movie producers, to force return from United Artists of four feature motion pictures for purpose of releasing them to television, has been postponed to next Thursday in Los Angeles [B•T, Jan. 7]. Hearing was delayed one week at request of UA New York executives who plan to participate, it was said.

30  
Years

of  
Fitting a Medium  
to a Market

WSYR ACUSE  
NBC  
AFFILIATE

Covers ALL  
of the Rich  
Central N.Y. Market

Write, Wire, Phone  
or  
Ask Headley-Reed



CONSTANT SERVICE

OF HIGHEST TYPE

WILL NET SPONSORS

INCREASED SALES IN

HALIFAX

NOVA SCOTIA

JOS. WEED & CO.

350 Madison Ave., New York,

(Rep.)

5000 WATTS—NOW!



## Strictly Business

(Continued from page 18)

Westinghouse, Remington Rand and Philco, for whom Video Varieties made what is believed to be the longest business film ever produced: 32 reels of a complete sales convention, which took 5 hours to run.

Mr. Williams has seen "a tremendous increase of interest" in filmed television within the last six to eight months and offers some strong explanations for the trend. First, he says, there is the narrowing difference in production costs between live and filmed programs, plus the durability of the finished product. Also, he feels, the impending thaw of the station construction freeze is causing sponsors to build up a reserve of good programs on film for later availability. Transitions and optical effects, making for greater realism but difficult to produce on a live show, can be achieved more easily on film, he adds.

The general sales manager also believes television filming is quite at home in New York, pointing out that the heart of the industry is located there, near to most clients and sponsors. Much first-rate talent, accustomed to live performances either on TV or the stage, is also available for films in the East, abetted by technicians several years ahead of their Pacific Coast competitors in TV methods, he said.

Known to most friends as "Ote," Mr. Williams was born Dec. 5, 1899, in Norwalk, Ohio, and was educated there at Philips Exeter, and Cornell U., where he was graduated with the Class of '23. First job was with Linde Air Products in New York in the sales department, which he left to join McGraw-Hill. After a short period with *Polo* magazine, Mr. Williams joined the "March of Time" when it was first produced for theatre consumption, remaining until sales management was turned over to RKO.

In August 1935 he joined WOR, MBS key in New York, as account

executive, moving to Mutual itself in 1944. He became general manager of WBYN Brooklyn when the *Newark News* purchased the station, staying there while FCC granted permission to move the outlet to Newark and change its call letters to WNJR. Mr. Williams left WNJR in 1948 to assume his present position with Video Varieties.

Besides being among the first to become a member of WOR's \$1 Million Club—he has an engraved watch to verify that he passed that sales point—Mr. Williams is also among the charter members of the Radio Executives Club of New York. He is a member of the Cornell Club in New York and the Baltusrol Golf Club, Springfield, N. J.

In addition to golf, Mr. Williams likes skiing and canoe cruising—on the Delaware or other New Jersey rivers, although he finds himself with less and less leisure time. He and his wife, the former Louise Schreyer, live in Summit, N. J., and have two sons, Richard, 22, an ensign in the Navy, and David, 15.

## Goodyear Post

APPOINTMENT of K. C. Zonsius as director of advertising for the Goodyear Tire & Rubber Co. was announced last week by R. S. Wilson, vice president and sales manager. Mr. Zonsius succeeds the late J. K. Hough. In turn, Mr. Zonsius, who has been serving as manager of automobile tire sales, will be succeeded by W. E. Still, currently manager of farm tire sales.

THE WEXTON Co., New York, advertising agency, increased its 1951 gross billing 140% over the previous year, Larry Schwartz, president, said last week in a year-end report. This increase is attributed by Mr. Schwartz to expanded budgets of the company's regular accounts, plus acquisition during the year of three food, five apparel, and nine industrial accounts.

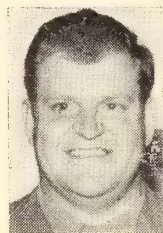


**STAVROS DEMOPOULOS, (seated), sportscaster for WOR Orlando, Fla., accepts a \$200 check from William O. Murrell, WORZ owner. Mr. Demopoulos was severely injured playing football and, as a result, has little mobility. The \$200 will go toward building a mobile broadcast studio to aid the youth in his sportscasting career [B\* T, Sept. 24, 1951].**

## 'TINY JOE' JORDAN

**Dies After Appendectomy**

JOSEPH W. JORDAN, 35, popularly known as "Tiny Joe," died Jan. 2 of complications resulting from an appendectomy. Mr. Jordan was general manager and sportscaster of WSAL Logansport, Ind.



**Mr. Jordan**

He had been with WSAL three years. Previously, Mr. Jordan was general manager of WKMO Kokomo, Ind., with which he was associated six years. A native of Indianapolis, Mr. Jordan began his radio career as an announcer with WISH and WIBC Indianapolis. Surviving are his wife, Wilma, a son, Jimmy, and a daughter, Mary Jo. He was a member of the Indiana Broadcasters Assn. and Sigma Delta Chi.

## Edgar G. Herrmann

EDGAR G. HERRMANN, 58, former sales manager of Westinghouse Home Radio Div., Sunbury, Pa., died at his home in Brooklyn Saturday, Dec. 29. Graduate of Rutgers U., Mr. Herrmann joined what was then the Canadian Victor Talking Machine Co. Shortly after the first World War, becoming Montreal advertising manager, a position he retained when the organization was acquired by RCA and renamed Canadian Victor Phonograph Co. Mr. Herrmann was long associated with the Zenith Radio Corp. in Chicago, serving first as advertising manager and then as sales manager during his 10-year service with firm. He also had been sales manager of Emerson Radio & Manufacturing Co., New York. He is survived by his wife, the former Henrietta Ahrens, and a daughter, Doris Cameron.

## PAUL J. SENFT

**Ad Veteran Dies Jan. 2**

PAUL J. SENFT, 57, veteran of 25 years in broadcast advertising activities, died in New York Jan. 2 following an illness of several months.

An account executive with The Bolling Co., station representative organization, since last August, Mr. Senft had been for the previous decade with George P. Hollingbery Co. In a similar capacity, following 16 years in the radio department of BBDO, New York, Mr. Senft served with the navy during World War I. He was a member of American Legion and Radio Executives Club of New York. He is survived by his wife, Gladys Bennett Senft, a daughter, Mrs. Joy Lockheed, and a son, Paul J. Jr. Funeral services were held at 8 p.m. at Columbus Circle chapel in New York.

## Harry Weiner

HARRY WEINER, 50, controller of the Wesley Assoc., New York advertising agency, died at his home in the Bronx Jan. 3 after suffering a heart attack in September. An original member of the agency, he joined it as controller in 1928. He had started his business career as a messenger with *Dry Goods Economist*, becoming member of accounting division there prior to joining Wesley Assoc. Immediate survivors include his wife and two daughters.

KNXT (TV) Hollywood shows increased in evening rating from 9.8 in Nov. 1951 to 10.3 in Dec. 1951, according to L. A. Telepulse ratings. Helping to effect this increase, according to KNXT General Manager Wilbur Edward, was moving transmitter site from Mt. Lee to Mt. Wilson.

## Radio Tells Papa

FARMER Leonard Jansen of Fordyce, Neb., was placidly milking his cows in the early morning hours Jan. 1. His radio was tuned to WNAX Yankton-Sioux City, the station says, for news, weather and market reports when a special bulletin informed Mr. Jansen he was the father of the first baby of 1952 born at Sacred Heart Hospital in Yankton. The farmer had taken his wife to the doctor the previous day and she had been kept at the hospital because of winter storms. Later, mother and child were interviewed by George B. German, station reporter, the "radio baby" making her first broadcast at age of two days.

# 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.



## Rhodes Scholarship

KVOO Tulsa can take a measure of satisfaction in that a boy whom it was instrumental in helping attend the U. of Tulsa four years ago, has now won a two-year Rhodes Scholarship to study at Oxford U. in England. The boy won a scholarship to Tulsa U. four years ago in the finals of *Going to College*, a show aired by KVOO and KWGS, the university's FM station. Now a senior majoring in English, the youth is Carter Revard, from Bartlesville, Okla.

## Viewers Buy Truck

CHILDREN followers of *Captain Penn's Bandwagon*, a puppet show over WLWT (TV) Cincinnati, have purchased a truck for Goodwill Industries, a charity organization. After an appeal for funds over *Bandwagon*, the money was raised with contributions which averaged about 25 cents. Now on order, the truck will have a credit line painted on a side, proclaiming that it was bought by children viewers of the program.

## Brings Children Happiness

WJR Detroit's tenor, Fred Kendall, who has a musical show five times a week, a year ago was asked to help the local Children's Hospital in its urgent need for blood. Mr. Kendall did and his success was overwhelming. Not only did he help restock the hospital's blood bank but his singing of children's requests, such as "Rudolph the Red Nosed Reindeer" added immeasurably to their happiness. This year Mr. Kendall returned to the hospital, not to build blood supplies but just to bring a little happiness into the youngsters' lives. During the week of Dec. 7, Mr. Kendall aired the recorded interviews with the children on his program.

## Radio Opens Hearts

WERI Westerly, R. I., has demonstrated the power of religious programs in reaching the hearts of listeners. The Rev. Douglas F. Donaher, conducting WERI's program, *Next Door Minister*, mentioned that a family of displaced persons had arrived in Westerly and were in need. He made no direct appeal. Gifts poured in from listeners of all faiths and in all walks of life, WERI reported.

## Air 'Commerce Report'

THREE stations are now carrying *Commerce Report*, new public service program designed to answer defense production problems for businessmen in the Southwest. The stations include WFAA Dallas, KOD El Paso and KARK Little Rock. Program is written by Elbert Haling, former publicity-community director for WBAP Fort Worth and WFAA, now regional formation director for the U. S. Dept. of Commerce-National Production Authority in Texas, Louisiana, Arkansas and Oklahoma.

# ... In the Public Interest

## WAYN Safety Contest

WAYN Rockingham, N. C., has announced a safety contest to reduce traffic accidents. The independent station is offering \$50 and \$25 Defense Bonds to the two high school students—white or colored—who write the best essays on "How to Stop Accidents in '52." Each essay submitted will be read over WAYN during January and February. Listeners are to send in votes on their choices. In addition, WAYN is tagging safety announcements to each station break. Several local auto dealers are using time on the air to promote traffic safety.

## Pedestrian Education

WEIM Fitchburg, Mass., in cooperation with police, is campaigning to educate pedestrians to be safety conscious. Campaign got under way Dec. 1. To date, the number of accidents involving pedestrians has been reduced by nearly 50% as compared with walking casualties this period last year. Police officials have praised WEIM.

## Safety Campaign

DAVID MOSS, program director of WESC Greenville, S. C., has created a Saturday morning program in cooperation with the city's traffic safety campaign. A 17-year-old high school senior, who has been selected as "Miss Safety of 1951-52," airs a safety story each week dramatizing the slogan, "Be Careful." A police sergeant is heard on the same theme Saturday evening over WESC's *Sports Review*.

## Blood Donor Drive

WVAM Altoona, Pa., conducted a "Windowthon" to spur armed forces drive for blood plasma. News Editor John Riley and a lieutenant from the local Army recruiting office set up shop in a display window of the downtown Pennsylvania Electric Bldg. and decided not to leave until 500 persons had pledged a pint of blood. The men



JOHN W. FRASER Jr. (r), sales representative for KABC San Antonio, has been elected president of the San Antonio Advertising Club. Other officers pictured are Jack N. Pitluk Jr., of the Pitluk Adv. Co., vice president, and Marjorie Holley, the Borden Co., secretary-treasurer.

ate, slept and broadcast many of WVAM's local programs from the window and took pledges over the phone. Goal was reached two days later. "Windowthon" was brainchild of Bob Walter, station manager.

## Aids Red Cross

KFH Wichita, Kan., originated local shows from Red Cross headquarters to spur drive for blood donors. Among those interviewed were Korean veterans, nurses and doctors. A special show, *Urgent Call 7-4371*, impressed the Red Cross phone number on minds of listeners and also aired the world premiere of a blood donors' recruitment song, *Red Blooded Americans*. In Wichita, 1,016 pledges were counted and nearby towns within the fringe area reported their best days at blood donors' centers.

NEW audience participation video program, *It's in the Bag*, produced by Package Shows Inc., directed by Frank Jacoby and featuring Jerry Toman as emcee, started on NBC-TV Jan. 7 as weekday morning series, Monday-Friday, 10:30-11 a.m. EST.



**no if's . . .**

**BROADCASTING • TELECASTING** is best for information about what's going on in the broadcast field. Over the next publication, best by 313.7%.



**no and's . . .**

**BROADCASTING • TELECASTING** is best for bringing station advertising to the attention of the nation's top buyers of time. Over the next, best by 445%.



**or but's . . .**

This is exactly what Fact Finders Associates of New York—one of America's most respected research organizations—learned by personal interview survey.

The findings confirm what every other survey in 20 years established; that **BROADCASTING • TELECASTING** is first in circulation, first in readership and first in advertising effectiveness.

**More first votes than  
all other journals combined**

**BROADCASTING  
TELECASTING**



# GALLERY TO NBC

Heads Radio-TV Sports

TOM S. GALLERY, director of sports, news and special events for DuMont TV network, has joined NBC in the post of director of



sports for both radio and television, NBC President Joseph H. McConnell announced last Thursday.

His successor at DuMont has not been designated.

Mr. Gallery

Mr. Gallery, identified with

the sports field for some 30 years, joined DuMont in 1948 after serving as business manager of the New York Yankees baseball team. NBC pointed out that he represented the Yankees in its experimental telecasts of major league baseball in 1946.

In his new post, he will report to Davidson Taylor, general production executive of NBC-TV.

Bill Stern, who formerly was director of sports for NBC, dropped that title and became sports editor at the time of the last renewal of his contract.

Mr. Gallery entered the sports field in Hollywood shortly after World War I when he helped to organize the Hollywood Legion Stadium and then became its general manager and matchmaker.

Mr. Gallery also is a former vice president and general manager of the Brooklyn Dodgers football team which later became the grid Yankees.

He joined DuMont in 1948 after about three years with the baseball Yankees. Among the TV negotiations in which he has participated are those involving Notre Dame football games, the All-Star football game, the world's championship football games, World Series baseball, the All-Star baseball game, the Joe Walcott-Ezzard Charles heavyweight championship fight (sponsored by a group of TV set manufacturers), various pro-football games and the Shrine East-West charity football game.



**HOTPOINT** renews for 39 weeks Jim Hurlbut's *Reporter at Large* on WMAQ (NBC) Chicago with this group taking part: Seated, l and r, Ken Brody, manager, Hotpoint's North Central district, and Harry Kopf, NBC Chicago vice president. Standing, l to r, Charles Woods, appliance sales manager for General Electric Supply Corp.; Richard Faulkner, NBC salesman; Alvin Plotkin of agency of same name; Rudi Neubauer, WMAQ sales manager, and Mr. Hurlbut.

## CBS TECHNICIANS Election Set for Jan. 24

NATIONAL Labor Relations Board elections are scheduled for Jan. 24 at CBS owned-and-operated stations so that technicians can choose between National Assn. of Broadcast Engineers & Technicians (CIO) and International Brotherhood of Electrical Workers, AFL unit which has represented them for some years [B•T, Dec. 24, 1951].

Part of general expansion undertaken by NABET in recent months in regard to performers, writers, announcers, directors, and scenery designers, the action by the CIO has raised charges of raiding from other unions. It has been brought up for discussion at National Assn. of Broadcast Unions and Guilds, which includes many AFL groups, National Television Council of Authors League of America, and NABET among its membership.

NABET participation in NABUG had been a subject of reconsideration as early as October, with problem to resolve what is expansion within a union's own scope and

what activities constitute raiding. NABET sent two representatives from Chicago to participate in last NABUG discussions Dec. 19.

Probability is that an investigating committee will be named by NABUG at its next meeting, on Wednesday, to parallel a fact-finding committee of observers employed in legitimate theatre. Admitting there are problems to be worked out, NABUG's National Chairman Oliver Nicoll insists that solutions will be arrived at "democratically" and that opposing unions in NABUG all are approaching the matter with "open minds."

## SAFETY COMMITTEE

Cantor, Storm Are Named

EDDIE CANTOR and Gale Storm have been named chairman and vice chairman of the Radio and Motion Picture Committee of the National Safety Council, Chicago, for 1952. They succeed Phil Harris and Gloria DeHaven.

Committee members in the Midwest are Don McNeill as vice chairman and Jackie Kelk as junior vice chairman. The entire group includes 100 "outstanding" entertainment personalities who work with the council in helping prevent accidents. Previous committee chairmen were Jack Carson and Bill Goodwin, the latter having organized the committee in 1947.

## Fifth BBM Survey

BUREAU of Broadcast Measurement, Toronto, has awarded contract to handle BBM's 1952 survey to International Surveys Ltd., Montreal. Survey will be made to determine the listening of 130 BBM member stations in Canada. This will be the organization's fifth survey and is expected to be ready for distribution by summer.

# GOODWILL PLANS

Outlined at Sales Meet

NEW YEAR'S plans and policies for the Goodwill Stations—WJR Detroit, WGAR Cleveland, KMPC Los Angeles—were developed at a sales strategy meeting of key officials led by President John Patt at the Goodwill eastern office in New York last Wednesday and Thursday.

President Patt said the stations expect to boost 1952's volume of business over that of "banner" 1951.

Decisions reached at the sessions were summarized as follows:

(1) Stations reaffirmed high standards set in code of practices adopted a number of years ago. . . . Over-long commercials, misleading direct selling and copy in poor taste or giving offense were again declared taboo.

(2) Decision to continue to expand recent pilot audience and impact studies in all three markets.

(3) All stations to make no major rate increases at this time, but reaffirm long-standing belief that radio rates are still low. (Two of the three stations, it was pointed out, raised rates in 1951.)

(4) Set in motion several promotion and advertising projects including new up-to-date market data and new presentations calculated to assist buyers in the use of radio in the three markets.

## Cites Spot Rise

Gordon Gray, vice president for national sales, who presided over the meetings, called attention to a "marked resurgence" of interest in radio by national spot advertisers this year as compared to a year ago.

President Patt, forecasting an increase in business volume this year, said "we are glad that there are other like-minded stations which, with our group, will continue to keep broadcasting the great medium that it is."

He said the eastern office, set up four months ago, has established "a two way street" in the exchange of information, ideas and service between buyers and sellers of time, and that the expansion of this service in 1952 is "likely."

Participating in the meeting, in addition to Messrs. Patt and Gray, were Carl George, vice president and general manager of WGAR; John Garfield, WGAR sales manager; Worth Kramer, vice president and general manager of WJR; Elmer Wayne, WJR sales manager, and Robert Reynolds, vice president and general manager of KMPC.

## Olson Rug on MBS

OLSON RUG Co., Chicago, began its first network radio show Friday with sponsorship of Gabriel Heater on Mutual from 6:30-6:45 p.m. CST. Agency is Presba, Fellers & Presba, same city. Schedule runs for six weeks in about 50 markets as a test, with results determining expansion.

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

Another BMI "Pin Up" Hit—Simon House

## TAKE ME BACK

**On Records:** Billy Eckstine—MGM 11125;  
Don Cherry—Dec. 27904; Buddy Greco—Coral  
60623; June Valli-Hugo Winterhalter—Vic.\*;  
Skip Farrell—Mer.\*; Gordon MacRae—Cap.\*

\*Soon to be released.

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



# 4-WAY SERVICE

Standard Promotes  
Hagenah, TeeGarden

APPOINTMENT of Gus Hagenah and Lewis TeeGarden as managing directors of Standard Radio Transcription Services Inc. was announced last week by co-owners Gerald King and Milton M. Blink, president and vice president respectively, effective Feb. 1.

Messrs. Blink and King will concentrate their activities on United Television Programs, of which they also are principal owners, while Messrs. Hagenah and TeeGarden will operate Standard Radio.

Mr. Hagenah will maintain headquarters in Chicago, and Mr. TeeGarden will operate from Los Angeles headquarters. Vice President Alex Sherwood will continue to operate from the transcription firm's New York offices.

Messrs. Blink and King notified subscribers of "a new sponsor-tailored service," including "sponsor-tailored shows, sponsor-tailored scripts, sponsor-tailored ideas, and sponsor-tailored commercial copy formats." This service, they said, will be the greatest advance in the library field since Standard started in 1934, geared to the slogan: "You Get More for Your Money on Radio." They described the service as radio's answer to the long-standing stations problem of competing with newspaper material.

Mr. Hagenah, who has been vice president and executive manager, has been with the firm in Chicago



Mr. Hagenah Mr. TeeGarden

for seven years while Mr. TeeGarden, secretary and co-manager, has been with the company for 12 years. Mr. Sherwood also has been with the organization more than 12 years.

## WHOO-AM-FM SALE Is Approved by FCC

PURCHASE of WHOO-AM-FM Orlando, Fla., by Edward Lamb for \$200,000 [B•T, Oct. 15, 1951, et seq.] was approved by FCC last week. This gives Mr. Lamb his second AM-FM combination. He owns WTOD and WTRT (FM) in his home town of Toledo. Mr. Lamb also owns TV stations WTVN Columbus, Ohio, and WICU Erie, Pa. He is publisher of the *Erie Dispatch*.

Sale approval was fought by Rep. Leonard W. Hall (R-N. Y.), who alleged that Mr. Lamb was too close to organizations declared subversive by the Attorney General. Mr. Lamb denied the charges. A protest against the sale of the station to Mr. Lamb by the Catholic War Veterans was withdrawn two weeks ago [B•T, Jan. 7].

Comr. Robert F. Jones voted to hold a hearing on the transfer.

## TORONTO STRIKE

Radio Gives Service

TORONTO broadcasting stations came to the rescue when Canada's second largest city, with population over one million, was hit by a sudden transportation strike Jan. 4.

The 4,700 employees of the municipally-owned Toronto Transportation Commission, including bus lines throughout southern and central Ontario, went on strike 5 p.m. Jan. 4 after turning down findings of a government-appointed conciliation board which ruled in favor of the commission.

CKFH Toronto carried tape recordings of decision of operators to go on strike shortly after midnight. From then on, all privately-owned broadcasting stations in Toronto and vicinity (CFRB, KEY, CHUM, CKLB) carried announcements and news telling citizens how to get to their work, announcing car pools for firms which would pick up their employees at specified times and places. Announcements went on for the first 15 hours, giving a chance for most workers to get to their offices and factories on time.

Why buy 2 or more...  
do 1 big sales job  
on "RADIO BALTIMORE"  
WBAL  
Contact:  
EDWARD  
PETRY CO.

## RADIO SURVEY

Names Best for Children

FORTY-FIVE network radio programs in six different categories were recommended for children's listening in a recent survey by the California State Dept. of Education.

The survey, conducted by a committee of the department's Audio-Visual Bureau, was designed to guide parents and teachers in the use of radio as a supplement to school studies. The educators, in issuing their report, qualified their selections by emphasizing that the survey did not pretend to be comprehensive.

There was no attempt by the surveyors to condemn any radio offerings as unsatisfactory. Its only intent was to select those "believed adaptable for in-school and out-of-school use." The report also contained instructions for parents and teachers on how best to use the recommended programs for their children's education.

NBC fared much better than any other network in the survey—approximately 45% of the recommended shows were carried over NBC. ABC and Mutual each had 20% and CBS had the remainder, a little more than 15%.

The programs were mostly shows considered adult offerings and were categorized as news, social studies, drama, music, special young people's programs and miscellaneous offerings.

In addition to the network recommendations, a long list of local and regional programs were recommended.

CHARLES MICHELSON Inc., New York, radio and TV transcription firm, will release new radio series this month. Titled *Janet Williams Chats About Children*, series will consist of five-minute programs, 65 of which have been completed. Canadian Cannery Ltd. (Aylmer's Baby Food), has purchased programs for broadcast on 19 Dominion stations.

## 'VOICE OF AMERICA' IN U.S.

Series Is Offered for Domestic Broadcast

VOICE OF AMERICA has prepared a series of 13 quarter-hour programs for domestic consumption.

Radio stations within the continental limits of the United States can obtain the series without charge by writing Associated Broadcasters Inc., Box 87, Hollywood, Calif.

Programs one through eight will be mailed out immediately. Remaining five shows are to be available before the end of this month.

Availability of the programs as a public service was announced in Washington by George B. Hughes, vice president, Associated Broadcasters Inc., and William A. Wood, chief of radio, U. S. Dept. of State.

Based upon actual State Dept. files, each chapter dramatizes a different phase of "Voice" activities.

Entitled *Your Voice of America*, the series was recorded in Holly-

wood. It features Gerald Mohr, movie actor, and several professional radio actors. Mr. Mohr serves as narrator.

*Your Voice of America* is being contributed by Wesley I. Dumm, chairman of the Facilities Group of the Radio Advisory Committee to the U. S. Advisory Commission on Information. Mr. Dumm also is president of Associated Broadcasters Inc., San Francisco, which is producing, recording, processing and distributing the series.

First eight of the programs deal with such topics as the work and effectiveness of VOA; the stories of Cardinal Mindszenty and Madam Kasenkina; how VOA invited young Red delegates to the August 1951 Berlin Youth Festival to visit the Western Zone of Berlin and see the free world for themselves, and how VOA beams the President's messages to the world.

## FREEDOM ADVERTISERS

New Committee Is Formed

A NON-PROFIT committee, Advertisers for Freedom, has been organized to encourage U.S. business to sell the free enterprise system by "political advertising."

R. Leigh Smith Jr., member of the public relations department of J. Walter Thompson Co., New York, is chairman. Other directors are H. Glenn Chaffer, advertising and sales promotion department, General Electric Co., Bridgeport, Conn.; J. Brian Quinn, accountant at Allen B. DuMont Labs.; William Romaine, in the legal department of Colonial Airlines, and Everett Easter of Erwin, Wasey & Co., New York.

Mr. Smith said the group is backed by several business leaders whose identities he is not ready to divulge. Its purpose will be to convince industrialists and businessmen that only advertising keeps America sold on capitalism and can advance the political interests of U.S. business.

SCREEN GEMS Inc., subsidiary of Columbia Pictures, has signed a two-year contract with Hal Tate, Chicago radio and TV packager and performer, retaining him exclusively as producer-disc emcee on the company's new musical short series called *TV Disc Jockey Toons*. The syndicated series has popular and standard musical selections on recordings backgrounded by three-minute short video features, both live-action and cartoon.

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, concentrated in the market which accounts for 40% of Canada's retail sales.

# CFRB

Representatives:

United States—Adam J. Young Jr.  
Incorporated

Canada—All-Canada Radio  
Facilities Limited



# milestones

► **TESTIMONIAL** dinner was given for Albert H. Jackson, supervisor of studio engineers at WTIC Hartford, Conn., late in December on the occasion of his 25th anniversary with the station. He was given several gifts. Mr. Jackson joined the WTIC staff in 1926 after graduation from the RCA Institute and service as a radio operator in the Merchant Marine. He was promoted to supervisor in 1934, and during World War II served in the European Theatre as a Signal Corps captain.

► **WIP Philadelphia** has presented an award of merit to a sponsor who completed his 10th consecutive year of broadcasting with the station. The sponsor, Dr. H. N. Shor, began with *Unseen Advisor*, a program he still continues to use. Today, in addition, Dr. Shor sponsors a half-hour musical show and a news and sports commentary. Benedict Gimbel Jr., WIP president-general manager, presented the award to Dr. Shor for his "high regard for public interest, news and entertainment . . . and for maintaining the highest standards of radio advertising."

► **CBS Radio Meet Corliss Archer** began its tenth year on the network Jan. 6. Janet Waldo, star of the show, has played the part since the first broadcast. Sponsor is America's Business-Managed Electric Light and Power Companies.

► **Gene Autry**, star of CBS Radio *Gene Autry Show*, completed his 12th consecutive year with the same



**FIVE KOIN Portland, Ore., staffers** joined the station's "10-20 Year Club" at a recent banquet in their honor. With 20 years affiliation are (standing, l to r) Louis Bookwalter, director of engineering for KOIN and KJR Seattle; Byron Paul and Lloyd Woodell, technicians; 10-year members are (seated, l to r) Dale Denny, news editor, and Stan Warwick, announcer. With these additions, KOIN now has 33 members who have been with the station 10 years or more.

sponsor, William Wrigley Jr. Co., Jan. 5 (Saturday).

► **WISL Shamokin, Pa.**, is to observe its fourth anniversary Jan. 25. Four-year-old children will make station breaks, saying, "I am four years old today. This is WISL Shamokin." During February, Charles R. Petrie, WISL general manager, will chalk up his 25th year in radio. Mr. Petrie began his radio career as a freelance broadcaster in 1927 in Allentown, Pa.

► **KPIX (TV) San Francisco** celebrated its third anniversary in December. The station, first on the air in San Francisco, officially launched its telecast schedule with the East-West Shrine football game Christmas Day, 1948, but test programs were on the air the day before.

## NBC Benefit Concert

**ARTURO TOSCANINI** concludes his 14th NBC symphony season March 29 with broadcast of Beethoven's Ninth Symphony originating from Carnegie Hall benefit concert for the New York Infirmary. Funds will be used for the \$3,600,000 hospital, construction of which will start the day after the broadcast, Mrs. David Sarnoff, chairman of Infirmary Concert Committee, has announced. About \$600,000 is still needed for the 10-story, 215-bed building.

**TIME FOR BEANY**, children's TV show syndicated by Paramount TV's KTLA Hollywood, is subject of *Beany Comic Magazine*, being published by Dell Publishing Co.

## SARATOGA SPRINGS AM

### Proposed in Initial Decision

**NEW AM station** at Saratoga Springs, N. Y., for Spa Broadcasters Inc. on 900 kc with 250 w daytime is proposed in an initial decision by FCC Hearing Examiner Hugh B. Hutchinson. At the same time the examiner proposed denial by default an application for the same facilities by Saratoga Broadcasting Co.

The examiner found that the members of Saratoga Broadcasting Co. did not appear at the original hearing scheduled between Saratoga and Spa. When the hearing was rescheduled, eight months later, the examiner said Saratoga was "totally unprepared to present evidence in support of its proposal" and showed a "continuing attitude of indifference and lack of responsibility."

The proposed station would be the first in Saratoga Springs. Spa Broadcasters Inc. is owned by John A. Woods (25%), former New York City automobile dealer and now transmitter engineer at WWSC Glens Falls, N. Y.; Richard O'Connor (50%), manager of a dairy farm, and Joseph F. Donahue (25%), who is employed as a U. S. Government supply officer. Cost of construction is estimated at \$9,250 (based partly upon the prospective purchase of a transmitter and antenna from WWSC which has a permit for change in facilities). First year operating cost is estimated at \$39,984 and first year revenue \$47,000.

## DON LEE POSTS

### Sales Staff Is Realigned

**IN A MAJOR** realignment of executive sales duties and responsibilities Willet Brown, president of Don Lee Broadcasting System and KHJ-TV Hollywood, last week named two new national advertising managers and added three account executives to radio and television staffs.

Art Mortensen, who joined Don Lee sales last September, was named national advertising manager of the radio division. He succeeds Henry Gerstenkorn, who resigned last week to join Raymond R. Morgan Co., Hollywood, as account executive and agency contact. Mr. Mortensen, who will work directly with Mr. Morgan, president, and Robert Temple, executive vice president, formerly was merchandising manager for CBS Columbia Pacific Network and later CBS Radio Sales account executive. More recently he was an account executive for Earle C. Anthony Inc. television division.

John Bradley, KHJ-TV sales manager, was elevated to national advertising manager for Don Lee Television. He was account executive and sales manager of KFI and KFI-TV before joining KHJ-TV when Don Lee purchased KFI-TV (now KHJ-TV) from Earle C. Anthony Inc.

John Reynolds, Hollywood account executive, returns to Don Lee as KHJ-TV sales manager, taking over Mr. Bradley's former duties. Jack Jennings, KHJ account executive, shifts to KHJ-TV in same capacity. Joe Parsons takes over his former KHJ assignments. Mr. Parsons was account executive at Maloney, Regan, Schmidt, newspaper representative. Marion Harris KFI account executive, joins KHJ in similar capacity, replacing Dave Williamson who shifted to ABC-TV Los Angeles sales division.

## Main Studio Waiver

**WAIVER** of FCC rule which requires that a majority of programs originate from the main studio of a station has been granted WIBU Poynette, Wis., and WWCI (FM) Baraboo, Wis., by the Commission. Both stations, operated by William L. Forrest, present "an unusual situation," the Commission said, "in that their entire service areas are almost exclusively rural. . . [and] in order to serve these areas it is necessary to originate programs from a number of cities which cannot provide a majority of the stations' programs."

**RAYTHEON Mfg. Co.**, Waltham, Mass. has leased a one-story brick building now under construction in Waltham to accommodate its expanding research, engineering, and manufacturing divisions. Building will provide 50,000 square feet of space in addition to the 1,500,000 square feet now occupied by Raytheon and will allow the company to increase its employees by about 400 people. Occupancy is scheduled for late spring.

## 4 Reasons Why

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

### Jewish Market of Metropolitan New York

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

Send for a copy of "WHO'S WHO ON WEVD"

Henry Greenfield, Managing Director  
WEVD 117-119 West 46th St.,  
New York 19



## New Merrick Firm

ELAND MERRICK, promotion director for WNYC, New York's municipal outlet, will resign effective Jan. 15 to form his own merchandising and promotion organization. Operating out of New York, new company will reverse usual procedure of merchandising firms in that campaigns will be aimed directly at the public since TV has made show business a buyer's market," according to Mr. Merrick. Spokesman for WNYC said that successor to Mr. Merrick will be named later in January.

## Displaced Persons

DISPLACED Persons Commission, Washington 25, D. C., is calling attention of program directors to feature stories in "your town" concerning the resettlement of European refugees from communism. The Commission suggests stations ask ministers, priests and rabbis for names of local displaced persons who have made adjustments in "your home town," many of whom have done volunteer work for Voice of America. Russ Bauer, director, DPC information and editorial division, also wishes to thank America's radio stations for having been "outstandingly cooperative" in aiding the program heretofore.

## BEST POCKET MIKE

Is Shown to FCC Commissioners in Tryout

IRELESS microphone, so small it fits in breast pocket of a man's jacket, has been demonstrated to FCC Commissioners and staff.

Device has range of 125 ft. from receiving antenna and is reported to have a flat response from 35 to 5,000 cps.

Designed for TV and motion picture studio use—obviating the need for microphone booms—the device consists of a one-inch condenser microphone mounted atop a case enclosing a two-tube FM transmitter, which weighs five ounces and radiates five millivolts. Associated is a 3-ounce power pack, containing a 60-v. B battery and a 5-v. A battery. Power pack will run three consecutive hours, it was said.

Stephens Radio Link, as the equipment is called, is manufac-

tured by Stephens Mfg. Co., 8538 Warner Dr., Culver City, Calif. Stephens is the manufacturer of "Tru Sonic" microphones and other sound equipment used by the motion picture industry. Distributor for Stephens products is RYB Inc., 463 S. Robertson Blvd., Beverly Hills, Calif. No price has been put on the product yet.

Its manufacturer hopes to get FCC approval to sell the device without the need of each microphone being licensed. Device works best on 50 mc, it was reported, and it is hoped to establish it under the Industrial-Scientific-Medical classification of the FCC's Rules. These include diathermy, x-ray, neon signs and other apparatus that have limited radiation of electromagnetic waves.

Interest has been evinced by ABC and CBS, as well as by MGM, the manufacturer reported. Some sets have been already sold to a Los Angeles detective agency, the Signal Corps and the Central Intelligence Agency.

During the FCC demonstrations, the equipment was used for speech communication and such sound effects as footsteps, door slamming, telephone dialing, typing, etc.

Present at the FCC demonstra-

## New Business

(Continued from page 16)

Inc. and Dan B. Miner Co. to handle advertising. Radio and TV will continue to be used.

SCOTT-STOP MOTEL Inc., S. F. (promotion organization for western motels), appoints Richard N. Meltzer Adv., S. F. Radio will be used.

BENBOW MFG. Co., Burlingame, Calif. (electrical safety equipment), appoints Knollin Adv., S. F.

SHASTA WATER Co., S. F., appoints Knox Reeves Adv., S. F. DAVE ORTHWEIN is account executive. Media plans are to be announced soon for spring campaign.

MACMILLAN PETROLEUM Corp., L. A. (MacMillan Ring Free Motor Oil), reappoints Roy S. Durstine Adv., N. Y.

WEISS & GELLER, N. Y., appointed representative for Sweetop Creamed Frosting, North America Sweets Co., N. Y., and Newton Industries, N. Y.

OELRICH & BERRY Co. (Old Manse Syrup and Old Manse Jams and Jellies), Chicago, appoints Grant Adv., Chicago.

WJJD Chicago names CHARLES S. TEMKIN AGENCY, same city.

SANTA CLARA PACKING Co., San Jose (packer of Glorietta tomato aspic and specialty foods), appoints Long Adv. Service, S. F.

## Adpeople . . .

GEORGE PILLSBURY, son of the board chairman of Pillsbury Mills, Minneapolis, named manager of the bakery product sales division.

ALAN DRUCKER, Paramount Pictures, appointed to advertising staff Benrus Watch Co., N. Y. He will take charge of all advertising, research and market analysis.

tions were Robert Lee Stephens, president, Stephens Manufacturing Corp.; Arthur Rothfeder, president, RYB Inc.; Eddie Yuhl, vice president, RYB Inc.; and attorneys W. Ervin James, Montgomery, Ala., and John E. Stephen, Hofheinz & Stephen, Houston.

## FTC Charges Ripley

COMPLAINT charging Ripley Mfg. Corp., New York, with using allegedly false commercials on television as well as in other advertising media has been filed by the Federal Trade Commission. FTC claims that Ripley misrepresented its clothing as "tailor made."

## ONE SPOT DOES IT

KIWW's Assist to Paper

BROADCAST and printed media joined hands in San Antonio during the release of names of Americans reported by the communists to be prisoners of war in the Korean Theatre, according to KIWW San Antonio.

Local newspaper, *The San Antonio Light*, one of two English language dailies in the area, after printing names three times appealed to the station to help locate the parents of three persons reported to be held prisoner by the enemy. All three were of Mexican families. KIWW broadcasts in Spanish.

The station aired one spot announcement as an emergency measure, naming the POW's and requesting telephone calls for any information leading to the parents' whereabouts. Station reports: "Immediately following our announcement, the parents of two of these Mexican boys called the station." In the third case, the parents were separated but each called from a different location stating it was their son reported as a POW.

## Safety Committee

PUBLIC SAFETY Education Committee of the National Safety Council, Chicago, for 1952 will include Marion Glick, news editor, DuMont Television Network; Arthur Harre, manager, WJJD Chicago; William B. Ray, news and special events director, NBC Chicago, and George Heineman, program director, WNBQ (TV) Chicago. They were reappointed. The group acts as advisor to the Traffic Safety Committee's "Operation Safety" project.

## NBC Show Cited

NBC's *The Silent Men*, documentary series devoted to showing how government agents combat crime, has been praised by Charles E. Dillon, chief of Radio-Television Branch, Dept. of Defense, for its program exposing fraud aimed at relatives of G. I.'s killed in Korea.

**KLIX**  
IS KLICKIN'

**Esso** RETURNS TO RADIO  
WITH ITS TIME HONORED NEWSCAST  
THE **ESSO REPORTER**

After years of absence, Esso Standard Oil Company returns to Johnstown radio with "The Esso Reporter" on the Number-One Station.

**WARD**  
CBS RADIO NETWORK  
WEED & CO., Representative

1st STATION IN JOHNSTOWN (Current Hooper)

2nd MARKET IN WESTERN PENNSYLVANIA



## COMMISSION EN BANC

## Extend Authority

WGUY-FM Portland, Me.—Granted extension of special experimental authority to operate station by remote control from studio at Bangor, Maine, to March 1—expiration date of station license.

WVBT (FM) Ithaca, N. Y.—Granted extension of special experimental authority to operate station by remote control from Rural Radio Network station WVCN DeRuyter, N. Y., for period ending June 1.

## To Remain Silent

WSRK (FM) Shelbyville, Ind.—Granted authority to remain silent for 60 days from Jan. 10, pending financial reorganization; station not to resume broadcasting without prior Commission authorization if reorganization results in transfer of control.

## Denied Studio Move

WBUD Morrisville, Pa.—Denied request to move main studio to Trenton, N. J., pending decision on application for modification of CP to change trans. location.

## Designated for Hearing

Green Bay Bestg. Co. Menominee, Mich., and M & M Bestg. Co. Gladstone, Mich.—Designated for consolidated hearing, at time and place to be specified later, applications for new stations on 1490 kc 250 w fulltime; made WOSH Oshkosh, Wis., party to proceeding.

WEBK Tampa, Fla.—Designated for hearing application to change from 1590 kc 1 kw day to 1300 kc 1 kw day in consolidated hearing with applications of Gulf Beaches Bestg. Co., St. Petersburg, Fla., and Alabama-Gulf Radio, Foley, Ala., scheduled for hearing in Washington on Feb. 11; added new issues regarding possible interference by WEBK to operate as proposed to order of July 18 designating latter two for hearing.

## License Renewals

Following granted renewal of licenses for regular period:  
WLYC-FM Williamsport, Pa.; WICA-FM Ashtabula, Ohio; KLZ-FM Denver;

## fCC actions



## JANUARY 4 THROUGH JANUARY 10

|                                     |                      |                      |
|-------------------------------------|----------------------|----------------------|
| 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.*

WCTW (FM) New Castle, Ind.; WMRI Marion, Ind.; WARA Attleboro, Mass.; WBEX Chillicothe, Ohio; WMUS Muskegon, Mich., and WLWL Minneapolis, Minn.

## January 4 Applications . . .

## ACCEPTED FOR FILING

## AM—1400 kc

WIHL Hammond, Ind.—CP to change frequency from 730 kc, day, to 1400 kc, fulltime, with 250 w.

## License Renewal

WHBC-FM Canton, Ohio—Renewal of license.

## Location Change

WAVE-TV Louisville, Ky.—Amend application (which requests CP to change from Ch. 5 to Ch. 3, increase ERP to 100 kw vis., 50 kw aur., etc.) to change trans. location from 334 E. Broadway, Louisville, to near Bald Knob, four miles north of New Albany, Ind., and change ant. equipment, etc.

## January 7 Applications . . .

## ACCEPTED FOR FILING

## AM—910 kc

Theodore Rozzell and William Paul Brown, Clovis, N. M.—Amend application (which requests CP for new AM station, 1310 kc, 1 kw day) to change frequency to 910 kc, change trans. and main studio location to Roswell, N. M., change ant., etc.

## FM—101.1 mc (Ch. 266)

KHJ-FM Los Angeles—CP to change ERP to 16.8 kw, ant. height above average terrain to 2,926 ft., trans. location from Mt. Lee to Mt. Wilson, change ant., etc.

## TV—Ch. 9

WXEL (TV) Parma, Ohio (Cleveland)—CP to change ERP from 21 kw vis. to 8.5 kw vis., 13 kw aur. to 4.25 kw aur., install new ant., etc.

WGN-TV Chicago—Amend application to change ERP from 29 kw vis. to 200 kw vis., 14.5 kw aur. to 100 kw aur., etc.

## TV—Ch. 11

WHAS-TV Louisville, Ky.—CP to change from Ch. 9 to Ch. 11, increase ERP from 9.6 kw vis. to 200 kw vis., 7.2 kw aur. to 100 kw aur., change equipment, etc.

## License for CP

KGMC Englewood, Col.—License for CP, as mod., authorizing new AM station.

## Modification of CP

WNCA Siler City, N. C.—Mod. CP, authorizing new AM station, for approval of ant., trans., main studio location.

WIVI Christiansted, Virgin Islands—Mod. CP, as mod., authorizing new AM station, for extension of completion date.

WTVJ (TV) Miami, Fla.—Mod. CP, as mod., authorizing new TV station, for extension of completion date.

WEEK Peoria, Ill.—Mod. CP, authorizing change in DA, for extension of completion date.

KUSD Vermillion, S. D.—Mod. CP, as mod., authorizing frequency change, power increase, change in trans. location, ant., new DA, etc., for extension of completion date.

KEPO El Paso, Tex.—Mod. CP, as mod., authorizing power increase, change in DA, etc., for extension of completion date.

## License Renewal

Following stations request renewal of license:

WMNB North Adams, Mass., WCOV-FM Covington, Ky., KNX-FM Los Angeles, WJHP-FM Jacksonville, Fla., WTSP-FM St. Petersburg, Fla., KTTS-FM Springfield, Mo., WBNY-FM Buffalo, N. Y., WMFD-FM Wilmington, N. C., WIBG-FM Philadelphia, WKOK-FM Sunbury, Pa., and KRLD-FM Dallas, Tex.

## January 7 Decisions . . .

## BY THE SECRETARY

## Granted Licenses

KOKH Oklahoma City, Okla.—Granted license new noncommercial educational FM station; 88.9 mc (Ch. 205), 7.6 kw, ant. 120 ft.

KCNA Tucson, Ariz.—Granted license covering facilities change, installation of new trans., DA and change in trans. location.

WNPT Northport, Ala.—Granted license new AM station; 1280 kc 1 kw day.

KFSB Joplin, Mo.—Granted license covering changes in DA, cond.; 1310 kc 5 kw-D, 1 kw-N, DA-2.

WBSC Bennettsville, S. C.—Granted license covering facilities change, installation of DA-N, change in trans. and studio locations and installation of a new trans., cond.; 1550 kc 10 kw-D, 5 kw N, DA-N.

KBOX Modesto, Calif.—Granted license new AM station; 970 kc 1 kw DA-2, fulltime, cond.

KPUY Puyallup, Wash.—Granted license new AM station; 1450 kc 100 w. fulltime.

WFMC Goldsboro, N. C.—Granted license new AM station; 730 kc, 1 kw, day.

WNBC-FM New York—Granted license covering changes in FM station; 97.1 mc (Ch. 246), ERP 1.1 kw, ant. 1445 ft.

## To Rebroadcast Weather

KFIR North Bend, Ore.—Granted authority to rebroadcast (live or taped) weather information from local CAA station, "North Bend Radio," in accordance with Sec. 3.191(d) of Rules.

## Granted Modifications

KWBM Williston, N. D.—Granted mod. of license to change name to

Charles L. Scofield and James C. Carson (in lieu of James Caravaras) d/b as KWBM Broadcasting Co. (no change in ownership).

WOOF Dothan, Ala.—Granted mod. CP to change trans. location and extend commencement and completion dates to March 2 and Sept. 2 respectively.

## Granted Extensions

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

KACE Dallas, Tex., to 6-30-52, cond.; KGEZ Kalispell, Mont., to 5-15-52, cond.; WROS Scottsboro, Ala., to 3-30-52; WKNK Muskegon, Mich., to 7-3-52, cond.; WERH Hamilton, Ala., to 8-8-52; WLOK-FM Lima, Ohio, to 7-18-52; KANU Lawrence, Kan., to 7-10-52; WJOK-FM Springfield, Mass., to 7-5-52; KGDH Stockton, Calif., to 7-3-52, cond.; KSRT Beverly Hills, Calif., to 6-12-52; KDSJ Deadwood, S. D., to 6-1-52, cond.

## ACTIONS ON MOTIONS

By Com. Paul A. Walker

WLIZ Bridgeport, Conn.—Granted petition for dismissal without prejudice its application.

The Rural Bestg. Co. of Ohio Oak Harbor, Ohio, and WTD Toledo, Ohio, and The Midwestern Bestg. Co. Toledo, Ohio—Granted petitions of Rural Bestg. WTD and The Midwestern Bestg. Co. for correction in various respects of transcript of hearing in proceeding upon their applications, et al.

A. D. Ring & Co. Washington—Granted petition for extension of time to Feb. 4 to file exceptions to initial decision re its application.

By Hearing Examiner Elizabeth Smith

KXO El Centro, Calif.—Granted petition for continuance of hearing from Jan. 7 to March 3 in proceeding upon application of Desert Radio and Telecasting Co., Palm Springs, Calif.

Lyman Brown Enterprises Brownwood, Texas—Granted petition for continuance of further hearing from Jan. 14 to Jan. 30 in Washington re its application and that of Eastland County Bestg. Co., Eastland, Tex.

By Hearing Examiner

James D. Cunningham

Eastern Carolina Bestg. Co. Greenville, N. C.—Dismissed as moot petition of Dec. 11 to amend application and remove from hearing docket record closed on Dec. 11, 1951.

WKOW Madison, Wis.—Upon request of Commission's counsel in proceeding hearing continued to Jan. 28 in Madison, Wis.

By Hearing Examiner Leo Resnick

Lee County Bestg. Co., Bishopville, S. C.—Hearing continued from Jan. 1 to Jan. 24 in Washington in proceeding re its application pending action on petition to amend and further requesting that application, as amended be removed from hearing docket.

By Hearing Examiner J. D. Bond

WOL Washington, D. C.—Granted petition for continuance of hearing from Jan. 8 to Feb. 7 in proceeding re its application.

By Hearing Examiner

Hugh B. Hutchison

WQAN Scranton, Pa.—Reopened record in proceeding in order that full

FOR FINEST TAPE RECORDING

**WABB**  
Mobile, Ala.

USES  
*Magne recorder*

—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 CONSOLETTES  
Operation available by combining units in rich Magne recorder cabinets.

For new catalog — write  
**Magne recorder, INC.**  
360 N. Michigan Ave. Chicago 1, Ill.

## SERVICE DIRECTORY

Custom-Built Equipment  
U. S. RECORDING CO.

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

## • TOWERS •

AM • FM • TV •  
Complete Installations

## TOWER SALES &amp; ERECTING CO.

6100 N. E. Columbia Blvd.  
Portland 11, Oregon

COMMERCIAL RADIO  
MONITORING COMPANY

PRECISION FREQUENCY MEASUREMENTS

Engineer on duty all night every night

JACKSON 5302

P. O. Box 7037 Kansas City, Mo.

## \* VACANCY

YOUR FIRM'S NAME in this "vacancy" will be seen by 15,500 readers—station owners and managers, chief engineers and technicians—applicants for AM, FM, Television and facsimile facilities.



# CONSULTING RADIO & TELEVISION ENGINEERS

## JANSKY & BAILEY

Executive Offices  
National Press Building  
Offices and Laboratories  
1339 Wisconsin Ave., N. W.  
Washington, D. C. ADams 2414  
Member AFCE \*

## JAMES C. McNARY

Consulting Engineer  
National Press Bldg., Wash. 4, D. C.  
Telephone District 1205  
Member AFCE \*

A 43-year background  
—Established 1926—

## PAUL GODLEY CO.

Upper Montclair, N. J.  
MONTclair 3-3000  
Laboratories Great Notch, N. J.

## GEORGE C. DAVIS

501-514 Munsey Bldg.—STERling 0111  
Washington 4, D. C.  
Member AFCE \*

## Commercial Radio Equip. Co.

Everett L. Dillard, Gen. Mgr.  
INTERNATIONAL BLDG. DI. 1319  
WASHINGTON, D. C.  
P. O. BOX 7037 JACKSON 5302  
KANSAS CITY, MO.

## A. D. RING & CO.

26 Years' Experience in Radio  
Engineering  
MUNSEY BLDG. REPUBLIC 2347  
WASHINGTON 4, D. C.  
Member AFCE \*

There is no substitute for experience

## GLENN G. GILLET

AND ASSOCIATES  
982 NATL. PRESS BLDG. NA. 3373  
WASHINGTON, D. C.  
Member AFCE \*

## GAUTNEY & RAY

CONSULTING RADIO ENGINEERS  
1052 Warner Bldg.  
Washington 4, D. C.  
National 7757

## Craven, Lohnes & Culver

MUNSEY BUILDING DISTRICT 8215  
WASHINGTON 4, D. C.  
Member AFCE \*

## McIntosh & Inglis

710 14th St., N.W.—Metropolitan 4477  
WASHINGTON, D. C.  
Member AFCE \*

## RUSSELL P. MAY

1422 F St., N. W. Kellogg Bldg.  
Washington, D. C. REpublic 3984  
Member AFCE \*

## WELDON & CARR

WASHINGTON, D. C.  
1605 Connecticut Ave.  
Dallas, Texas Seattle, Wash.  
4212 S. Buckner Blvd. 4742 W. Ruffner  
Member AFCE \*

## E. C. PAGE

CONSULTING RADIO  
ENGINEERS  
OND BLDG. EXECUTIVE 5670  
WASHINGTON 5, D. C.  
Member AFCE \*

## MILLARD M. GARRISON

1519 Connecticut Avenue  
WASHINGTON 6, D. C.  
MICHIGAN 2261  
Member AFCE \*

## KEAR & KENNEDY

1302 18TH ST., N. W. HUDSON 9000  
WASHINGTON 6, D. C.  
Member AFCE \*

## A. EARL CULLUM, JR.

CONSULTING RADIO ENGINEERS  
HIGHLAND PARK VILLAGE  
DALLAS 5, TEXAS  
JUSTIN 6108

## WILLIAM L. FOSS, Inc.

Formerly Colton & Foss, Inc.  
27 15th St., N. W. REpublic 3883  
WASHINGTON, D. C.

## JOHN CREUTZ

319 BOND BLDG. REPUBLIC 2151  
WASHINGTON, D. C.  
Member AFCE \*

## GUY C. HUTCHESON

P. O. Box 32 AR 4-8721  
1100 W. Abram  
ARLINGTON, TEXAS

## ROBERT M. SILLIMAN

1011 New Hampshire Ave., N. W.  
Republic 6646  
Washington 7, D. C.

## LYNNE C. SMEBY

"Registered Professional Engineer"  
311 G St., N. W. EX. 8073  
Washington 5, D. C.

## GEORGE P. ADAIR

Consulting Radio Engineers  
Quarter Century Professional Experience  
Radio-Television-  
Electronics-Communications  
1833 M St., N. W., Wash. 6, D. C.  
Executive 1230—Executive 5851  
(Nights-holidays, Lockwood 5-1819)  
Member AFCE \*

## WALTER F. KEAN

AM-TV BROADCAST ALLOCATION,  
FCC & FIELD ENGINEERING  
1 Riverside Road—Riverside 7-2153  
Riverside, Ill.  
(A Chicago suburb)

## WILLIAM E. BENNS, JR.

Consulting Radio Engineer  
3738 Kanawha St., N.W., Wash., D. C.  
Phone ORdway 8071  
Box 2468 Birmingham, Ala.  
Phone 6-2924



Member AFCE \*

complete evidence be presented  
cerning present or future affiliation  
WARM Scranton, Pa., with ABC  
information required in order to make  
appropriate determination of the  
ues re WQAN); hearing to be held  
Washington on Jan. 14.

## January 8 Applications . . .

### ACCEPTED FOR FILING

AM—860 kc

VOAY Oak Hill, W. Va.—CP to in-  
crease power from 5 kw to 10 kw.

AM—1220 kc

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

### License for CP

KOA-FM Denver—License for CP  
authorizing reinstatement of CP, as  
d., for new FM station.

WMIT (FM) Clingman's Peak, N. C.—  
License for CP, authorizing reinstatement  
of CP, for new FM station con-  
tingent upon grant of application for  
mod. CP to change ERP, ant., etc.

### Modification of CP

WPRT Prestonsburg, Ky.—Mod. CP,  
authorizing new AM station, for exten-  
sion of completion date.

WDMJ Marquette, Mich.—Mod. CP,  
as mod., authorizing frequency change,  
power increase, new trans., new DA-N  
and change in trans. location, for ex-  
tension of completion date.

WMIT (FM) Clingman's Peak, N. C.—  
Mod. CP, as reinstated, to change  
ERP, trans., etc.

WSAI-FM Cincinnati, Ohio—Mod. CP  
authorizing new FM station to change  
ERP, ant. height above average terrain,  
trans. location, etc.

### CP to Replace CP

KSDS San Diego, Calif.—CP to re-  
place CP authorizing new non-commercial  
educational FM station which expired  
Dec. 1, 1951.

### License Renewal

Following request renewal:  
WCTA-FM Andalusia, Ala., WRC-FM  
Washington, WJAX-FM Jacksonville,  
Fla. (informal request), WFJL (FM)  
Chicago, WFLY (FM) Troy, N. Y.,

WRRN (FM) Warren, Pa., and WESC-  
FM Greenville, S. C.

### Applications Returned

KBIS Bakersfield, Calif.—RETURNED  
application for assignment of license  
from present partnership to new part-  
nership of same persons plus Harold  
Brown.

Oklahoma County Television and  
Bestg. Co., Oklahoma City, Okla. —  
RETURNED application for new TV  
station because of discrepancy in dates  
and partnership name.

## January 9 Decisions . . .

### COMMISSION EN BANC

Granted CP for 1280 kc

KCNI Broken Bow, Neb.—Granted  
CP to change facilities from 1490 kc,  
250 w, fulltime, to 1280 kc, 1 kw, day.

Granted CP for 920 kc

KBMY Billings, Mont.—Upon petition,  
removed from hearing docket and  
granted application to change facilities  
from 1240 kc, 250 w, fulltime, to 920  
kc, 1 kw, fulltime, DA-N; cond.

### Designated Hearing

Suburban Bestg. Co., North Seattle,  
Wash.—Designated for hearing at time  
and place to be specified later applica-

tion for new AM station on 1590 kc,  
1 kw, day.

### Granted STA

WHAM-TV Rochester, N. Y.—Granted  
special temporary authority to operate  
WHAM-TV on experimental basis for  
testing color television systems con-  
forming to recommendations of NTSC  
for period of 60 days from Jan. 9 sub-  
ject to following conditions: (1) Ex-  
perimentation shall be conducted in  
accordance with provisions of Sec.  
3.662 of Commission's rules and regula-  
tions; (2) Experimental programs shall  
be limited to color slides and shall not  
include programs that are part of sta-  
tion's regular broadcast operation,  
whether commercial or sustaining.

## January 9 Applications . . .

### ACCEPTED FOR FILING

### Modification of CP

WRBL-FM Columbus, Ga.—Mod. CP,  
as mod., authorizing new FM station,  
for extension of completion date.

WRGA-FM Rome, Ga.—Mod. CP, as  
mod., authorizing new FM station, for  
extension of completion date.

WRBI (FM) Blue Island, Ill.—Mod.

(Continued on page 91)



## CLASSIFIED ADVERTISEMENTS

Payable in advance. Checks and money orders only.

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

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

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

### Help Wanted

#### Managerial

**Sales manager** for one of America's leading stations, a 50,000 watt CBS affiliate in the east. Must know how to turn top ratings and local personalities into dollars. All applications kept confidential. Box 916L, BROADCASTING.

#### Salesmen

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

**Salesman** or announcer-salesman. 250 watt east central network affiliate. Rush references, full information. Box 915L, BROADCASTING.

**Solid progressive future** for salesman thoroughly experienced selling in real competitive market. Must have proven successful record of consistent sales. For such a man there is an income from \$6000 to whatever he makes it and can become commercial manager. Commission 20%. Liberal draw on sales. Fine Kentucky city, very pleasant living and working, rich market wide open for wideawake man. Box 922L, BROADCASTING.

**Wanted**—Commercial representative. Real opportunity, commission arrangement with guarantee. Interested in permanent man to take over the entire sales set-up. Should be able to write copy, have salable ideas and a knowledge of merchandising. Write to M. E. Danbom, KTBE, Tyler, Texas.

**Applications** being accepted for sales force. Remuneration contingent on ability. WMBM, Miami Beach, Florida.

#### 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.

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

**Experienced morning announcer** with sales or newswriting experience and car, for permanent job in Michigan kilowatt. Forward audition and personal data to Box 874L, BROADCASTING.

**Disc jockey-air salesman** wanted for large market. Give complete radio and educational background with references. Must have effective air selling ability. Give full information. Box 875L, BROADCASTING.

**Announcer** who can also write copy for ABC Texas station. Box 886L, BROADCASTING.

**Sportscaster** and special events announcer for network affiliate, must fill immediately. Box 932L, BROADCASTING.

**Combination man** wanted. Must be good announcer, capable of handling varied type programs. First phone requisite. Beautiful transmitter location, congenial organization. Guaranteed \$300 a month. Periodic pay increases. Rush full details. East. Box 898L, BROADCASTING.

**Announcer** wanted for AM-TV station in midwest city, population over 100,000. Must be versed in all phases, with emphasis on commercials. Top opportunity for versatile man. Send tape and letter to Box 899L, BROADCASTING.

**Announcer** with excellent voice, highly talented in ad lib and interviewing techniques wanted by network station in important Texas city. Box 945L, BROADCASTING.

### Help Wanted (Cont'd)

**Wanted**, announcer holding first class FCC ticket. New 1000 watt network station in highly desirable western city of 70,000 in the heart of the hunting and fishing country. Starting salary \$80 week. \$5.00 raise after three months. If you have executive ability, you can soon advance to program director or sales manager. Wire or write Box 902L, BROADCASTING.

**Announcer** or copywriter, excellent opening for experienced, dependable man seeking steady employment with better class radio station. Box 933L, BROADCASTING.

**Secure future** for aggressive, responsible man on staff of southern independent. Excellent working conditions. Three years experience minimum with console operation. Personal data and audition with disc jockey. News and straight commercials. With first letter. All replies confidential. Box 936L, BROADCASTING.

**Immediate opening** for experienced announcer looking for permanent job with 5000 w station in medium sized town in midwest. Prefer older man. Must be ready to settle down, work nights, be responsible. Should be able to operate Gates console. No ticket necessary. Send audition and full details to Box 944L, BROADCASTING.

**Station in Texas** resort city needs staff announcer with superior voice, authoritative delivery. Box 946L BROADCASTING.

**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:** Announcer-salesman for progressive ABC affiliate in Oil Capital of Rockies. Good opportunity. Send tape or disc, photo, references all in first letter. Manager, KVOC, Casper, Wyoming.

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

**Announcer** for aggressive independent. Good opportunity for person with imagination and initiative. Willing to train man with limited experience or school graduate. Prefer single, south-easterner, but all applicants considered. Send audition material. WCPS, Tarboro, North Carolina.

**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.

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

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

#### Technical

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

### Help Wanted (Cont'd)

**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**, transmitter-studio engineer. \$58.50 for 48 hours to start. 4 room apartment available at extremely low rent. Utilities at half cost. Six day week. Good future if satisfactory. Box 872L, BROADCASTING.

**Wanted:** Engineer-announcer at 250 watt east central network affiliate. Announcing experience desirable but not essential. Box 914L, BROADCASTING.

**Engineer**, 1st phone studio and transmitter. \$55 for 40 hours. Independent in Phila. area. Box 939L, BROADCASTING.

**Engineer** with announcing abilities or possibilities. New England. Good future, good salary and other benefits. Send details first letter. Box 940L, BROADCASTING.

**Combo man** or engineer and announcer team for Michigan, immediate opening. Box 948L, BROADCASTING.

**Holder of first class license.** Immediate opening. Good pay. KOVC, Valley City, N. Dak.

**Chief engineer** with good voice needed for 250 watt in Pacific northwest. All RCA equipped. Good pay. Good working conditions. Send complete details to KWRC, Pendleton, Oregon.

**First class ticket**, no experience necessary. Fifty-seven dollars for forty-five hour week to start. Call 7-5424, WANT, Richmond, Virginia.

**First class engineer.** Immediate opening. WBBQ, Augusta, Ga.

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

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

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

**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 class engineer**, no experience required. Radio Station WLPN, Suffolk, Virginia.

**Engineer.** First phone. 40 hours \$50.00. No announcing. WSIC, Statesville, N. C.

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

#### Production-Programming, Others

**Newsman** to gather, write and present local news fulltime. Give complete educational and radio experience. Box 876L, BROADCASTING.

**Traffic girl** for 5 kw station in large market. Give complete educational background and experience. Box 877L, BROADCASTING.

**Texas station** desires male copywriter with ideas. Some announcing. Submit samples. Box 885L, BROADCASTING.

### Help Wanted (Cont'd)

**Sales promotion man**, young, aggressive for large NYC independent station. Write stating experience, qualifications and salary desired. Box 917L, BROADCASTING.

**Program director** for regional Penna network station, must be good. Dominant station, but TV competition. Write complete details, your experience and salary requirements. Job available March 1. Box 935L, BROADCASTING.

**Gal Friday**, traffic-receptionist, Michigan station, January 30. Box 949L, BROADCASTING.

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

**Woman's director** wanted. Need girl with good voice. Capable continuity writer and interviewer. Send complete details, disc or tape, photo and salary expected. Radio Station KIT, Yakima, Wash.

**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.

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

## Television

#### Salesman

**Excellent opportunity** for top salesman to get into TV and live in a winter paradise! Excellent future for pavement-pounding aggressive man. Send complete history, salary expected, references. Write Sales Manager, KPHO-TV, Phoenix, Arizona.

#### 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.

**Highly rated radio**, newspaper and public relations executive, currently general manager of network affiliate in large eastern metropolitan market, desires change. 17 years experience in editorial and public relations work, years as radio executive, reputation as speaker, member of top civic and fraternal organizations, linguist, fiction writer. Write Box 906L, BROADCASTING.

**Station manager** now employed desire change due to change in ownership. Over twenty years experience in all phases of broadcasting. Good reputation with top references. Box 909L, BROADCASTING.

**I am sincere**, believe in service, courtesy, customer, station relationship, hard worker, good personality, with thorough basic advertising plan. Six years proven radio sales record. I'm early thirties. Married. Presently employed. Looking for a job with a future. Box 942L, BROADCASTING.

**Announcer - engineer - salesman.** First phone. College degree. Presently employed. Looking for a position that encourages initiative. \$400 minimum plus commission. Box 901L, BROADCASTING.

**Salesman-commercial manager.** No employed commercial manager. Desire larger market. Prefer east Mississippi. Available proper notice. Box 930L, BROADCASTING.



## Situations Wanted (Cont'd)

### Announcers

Qualified, conscientious announcer. Special events, news gathering and editing, comprehensive background in music and its programming. Married, draft deferred, university graduate, 27 years old. More than eight years experience. Only permanent positions with equitable salary considered. Box 85L, BROADCASTING.

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

Spotlight 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.

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.

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 81L, 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 broadcasting. Married and draft exempt. Box 849L, BROADCASTING.

Announcer, 3 years experience in all phases. Free to travel anywhere. Have own car. Box 855L, 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 newsman, sportscaster, 1st man. Draft exempt, 24, single, college graduate. Box 862L, BROADCASTING.

Experienced news editor, broadcaster, newspaper experience. Draft exempt, college graduate. Box 870L, BROADCASTING.

Radio MC and announcer (now 1000 NBC) accepting new affiliation comparable caliber. Well known east-US. Available anywhere for interviews or air mail pictures and tape. Box 873L, BROADCASTING.

Announcer with first phone. 3½ years experience in all phases air work. Married veteran, draft proof. Presently employed. Box 883L, BROADCASTING.

Experienced announcer, disc jockey, news and sports. Available immediately. Box 884L, BROADCASTING.

Professional schooling, three years experience. Prefer northern area. Presently available. Box 888L, BROADCASTING.

Accurate, colorful, experienced sportscaster seeks reliable station. Degree, veteran, family. Box 890L, BROADCASTING.

Announcer-newscaster with knowledge control board welcomes opportunity move from limited experience class. Suffers small community. Young, draft exempt veteran. Audition disc, resume available. Box 894L, BROADCASTING.

Announcer, 22. Girl Friday who excels in music and homemaking shows. Good interviews. Familiar with board operation, also continuity writer. Have TV on-camera commercials. Audition disc on request. Box 895L, BROADCASTING.

Announcer: 26, 6 years. Veteran. All ses. offers. Permanent. Box 903L, BROADCASTING.

TV major network announcer with 12 years experience wishes to work Denver, San Francisco or New Orleans. Box 904L, BROADCASTING.

Announcer: Experienced. Good staff 1. knows board, veteran, 28, married. Presently employed. Prefer northern. Box 905L, BROADCASTING.

## Situations Wanted (Cont'd)

Experienced play-by-play sports announcer. Strong staff, commercial, board. Presently employed. Prefer small city. College graduate, 28, married, veteran. Box 907L, BROADCASTING.

Veteran, married, 24, wants play-by-play or announcing in small station, midwest. College grad February. Conscientiousness instead of experience. Box 910L, BROADCASTING.

Sports announcer, experienced baseball, basketball, football, boxing. Presently employed. \$100 week. Further information on request. All replies answered. Box 911L, BROADCASTING.

Announcer, control board operator. Strong on news and sports, excellent on disc shows. Single, draft exempt. Limited experience. Box 919L, BROADCASTING.

Announce, write, promote and produce. Experience and 1st phone. Draft exempt. Box 923L, BROADCASTING.

Sportscaster—Heavy experience to 5kw, Class A baseball, HS, college football, basketball. Currently free lancing New York. Seek year-round sports station. Box 926L, BROADCASTING.

Morning show: Humorous, ad lib commercials that sell, service accounts, married, permanent. Also chief engineer, 17 years varied radio, experienced directional. Salary plus commission. Box 928L, BROADCASTING.

Announcer, time salesman, sparkling personality, finest references. Disc, tape and photo. Box 934L, BROADCASTING.

Good west coast announcer now sports director and news editor of NBC basic, home for Christmas, would like to relocate in Illinois, Indiana, Michigan area. Also hold first phone. Minimum \$75. Available immediately. Box 938L, BROADCASTING.

Announcer, radio and stage experience. Wishes to break in as announcer, only permanent and chance for a career spot wanted. Veteran. Box 941L, BROADCASTING.

Announcer, graduate SRT, Chicago, strong on music, sports, copywriting. Operate console. Disc, photo available. Write Gary Bonggren, 404 20th Avenue, Moline, Illinois or phone 4-7192 collect.

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

Announcer, single. Available immediately. Disc, data and photo upon request. Thomas Ellis, 15320 Winchester, Harvey, Ill.

Arizona, New Mexico, Colorado! Competent announcer, DJ, eight years experience. Prefer: future, short hours, good conditions, to high salary. Gregory, Upson Hotel, El Paso.

Good announcer, newscaster, short on experience but have the ability and will learn. Can run board. Just need the right opportunity. Disc, photo and data on request. Harry Ladas, 10132 Ewing, Chicago, Illinois.

Sportscaster, control board operator, heavy on news. Limited experience. Draft exempt. Al Martin, 1385 Wiloughby Avenue, Brooklyn 37, New York.

Good, all-round staff announcer. Veteran. Draft exempt. Family man. Specialize DJ and news. SRT graduate, available immediately. Phone or write Charles McAmish, 4951 N. Seeley Avenue, Chicago, Illinois. Ravenswood 8-4178.

Graduate School Radio Technique wants job. Good announcer. News, DJ, commercials. Married. Veteran. Conscientious. Call Bill McHugh, 2011 Maple, Evanston, Ill. Davis 8-7826.

Announcer-veteran, college graduate, 25. Experience ranged 250 to 5 kw stations. Contact Warren Nelson, 901 35th St., Rock Island, Ill., phone 60449.

Staff announcers, trained and capable, operate board, do deejay, newscasts. Pathfinder School of Radio, 1222-A Oak Street, Kansas City, Missouri.

Colored announcer operate board, do deejay, news etc. Draft exempt. Rogers, 1222-A Oak St., Kansas City, Mo.

Sportscaster, news, special events. Five years experience play-by-play all sports. Single. Will travel. Bob Wilson, 1470 Warner Avenue, Chicago 13, Illinois, Buckingham 1-0565.

## Situations Wanted (Cont'd)

### Technical

Engineer, seven years, licensed, car. \$75. Permanency. Box 825L, BROADCASTING.

Chief engineer, twenty years experience in maintenance and new construction, good record as chief past five years, not afraid of hard work, family. Box 879L, BROADCASTING.

Engineer, first phone, three years experience AM, FM and TV. Southern states. Box 880L, BROADCASTING.

Chief engineer, 15 years experience. Maintenance, construction, supervision. Minimum \$100. Box 881L, BROADCASTING.

Veteran, 27, married, radio-TV grad, 1st phone license. Inexperienced but willing. Desires position in or around New York. Box 892L, BROADCASTING.

Four years commercial radio. Married; 28. Presently employed city one million. Desire permanent position far west. Box 900L, BROADCASTING.

Engineer desires permanent position with station contemplating TV after freeze lifted. Experience 5 kw. College: Graduate leading radio, TV school. 27, married. Prefer west or northwest. Box 908L, BROADCASTING.

Chief engineer: 17 years varied radio, directional experience. Married, permanent. Desire mostly supervisory position \$100 week. Experienced morning man, humorous, ad lib commercials that sell, service accounts, commission. Box 927L, BROADCASTING.

First phone, almost five years experience, want permanent position, state salary. Box 929L, BROADCASTING.

Engineer, first class ticket. Age 25. Draft exempt. 2½ years experience. Write or wire: Albert Schoenblum, 20 Leonard Street, Brooklyn 16, N. Y.

Transmitter operator available immediately. Experienced, dependable. 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.

January graduate, age 26, radio or TV continuity. Experienced in sports, trained in continuity. Single. Box 889L, BROADCASTING.

Young, aggressive, 24, single vet seeks job in studio operations and production, salary open, take any job with chance for advancement. Resume on request. Box 893L, BROADCASTING.

College grad, vet, 27, draft exempt. Seek opportunity TV-radio production, announcing, publicity etc. Box 918L, BROADCASTING.

Young, energetic news director, draft exempt thanks to family, member National Association of Radio News Directors, 4 years experience, would rather stay on west coast, special events air work. Box 920L, BROADCASTING.

Hard hitting promotion-publicity director getting maximum results for outstanding independent, leading market. Seeking position with greater potential. Newspaper, radio, advertising experience. Journalism degree. Young, ambitious family man aiming high. Box 921L, BROADCASTING.

Program director-announcer with 1st phone experience and draft exemption. Box 924L, BROADCASTING.

Woman copywriter, fully experienced in programming, traffic, available February 1st. All replies considered. Box 943L, BROADCASTING.

## 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.

## Situations Wanted (Cont'd)

### Production, Programming, Others

Experienced radio and paper newsman wants to switch to television news. 5 years reporter and feature writer, 1 year radio news director, member N.A.R.N.D. press photography experience. West coast preferred. Box 913L, BROADCASTING • TELECASTING.

### For Sale

For sale, established commercial recording business on Chicago's Radio Row. RCA equipment. Magnecorder tapes. Box 925L, BROADCASTING.

### Stations

1000 watt. Rich and rapid growing California area. Well equipped. Earns \$50,000. Asking \$250,000 terms. Box 871L, BROADCASTING.

Will sell controlling interest in eastern network station for \$20,000 cash. Non resident owner wants experienced manager to buy and move in as operator. All replies confidential. Write Box 912L, BROADCASTING.

### Equipment etc.

Tower, 178 ft. Truscon self supporting with insulators and hardware. Brand new and a bargain with lights and flasher. Write Box 896L, BROADCASTING.

Stepping switches for building your FM transmitter remote control surplus "Minor" switch with all control relays. \$50.00 each. Write Box 947L, BROADCASTING.

Presto model "Y" recorder, amplifier has mike input for high and low imp. Cut less than two cases records, like new, \$550.00. Hoyt Chastain, Malvern, Ark.

Complete 5 kw AM transmitter installation (three tower directional) consisting of: RCA 5-D transmitter, frequency, modulation and phase monitors; lots of spares; test equipment; speech equipment; transmission lines; phasing and matching equipment. Two 340 foot Blaw-Knox towers, one 415 foot Truscon tower with approved lighting; elaborate copper ground system. This equipment used until December 6, 1951 and is in excellent condition. Now available for inspection. Contact R. C. Stinson, WBAP, 3900 Barnett Street, Fort Worth, Texas.

## Wanted to Buy

### Stations

Wanted to buy: Profitable radio station with TV available. Prefer southwest. Answer giving details in confidence. Box 937L, BROADCASTING.

### Equipment etc.

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

10 kw FM transmitter. Must be in excellent condition and observable in operation. Box 897L, BROADCASTING.

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

## Miscellaneous

Programs suitable for transcribed syndication desired by New York transcription firm. Box 878L, BROADCASTING.

Be a combination man. Improve your earning power and security. FCC first phone in 6 weeks. Write for information. Grantham Radio License School, 706 North Wilcox, Hollywood, Calif.

Learn broadcasting, home study or residence. Register now for next term. Many good jobs. National Academy of Broadcasting, 3333 16th St., N.W., Washington, D. C.

## Employment Service

### EXECUTIVE PLACEMENT SERVICE

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

HOWARD S. FRAZIER

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

(Continued on next page)



**Help Wanted**  
**Announcers**

**DISC JOCKEY  
WANTED**

Must have proven success record as D.J., in a competitive market. A real opportunity awaits the man who can deliver. 5 kw. network station, metropolitan north central market. Give full particulars about previous experience, salaries earned and expected, and attach small photo. Confidential.  
**BOX 450K, BROADCASTING**

**Production-Programming, Others**

*assistant  
promotion manager*

Company operating 50,000 watt radio station and only TV station in southern city wants assistant promotion manager with ideas and executive ability. Southern experience preferred but not essential. Demonstrable future for right man. Address Box 887L, BROADCASTING.

**promotion  
managers wanted**

50,000 watt station in major market has immediate opening for a seasoned promotion man.

Also, regional network affiliate needs publicity and promotion man. TV coming up soon. Write in detail to Box 891L, BROADCASTING.

**Situations Wanted**

**Production, Programming, Others**

**PRODUCER-DIRECTOR**

Young, energetic, ambitious. Currently employed with major network. Desire expression of program and integrated ideas. For portfolio write

**BOX 882L, BROADCASTING**

**Political Shows**

(Continued from page 25)

permit candidates' spokesmen to use broadcast facilities without the obligation to afford equal time to other legally qualified candidates.

FCC also suggested that any new legislation mandate equal opportunities to a candidate or someone designated by him to answer broadcasts by a spokesman for another candidate, and to persons advocating the opposing side of public opinion to be voted upon in an election if the proponent is permitted the facility by the licensee.

The Commission said then that its now famous Port Huron opinion—in which FCC said "fairness" and "equal opportunity" ought to obtain and that no station should tamper with political speech content—should be written out in law so as "to make clear that since licensees may not censor programs they are exempted from any liability in any local, state or federal court in actions arising out of the possibly defamatory nature of such broadcasts. . . ."

In its WDSU New Orleans case, FCC noted that broadcasters cannot censor political candidates [B•T, Dec. 3, 1951] and some weeks before that [B•T, Nov. 19, 1951], said Sec. 315's reference to a legally qualified candidate for any public office means a candidate who could be voted for.

However, FCC has failed to spell out in no uncertain terms a guide for the broadcaster who permits candidates or non-candidates in support of a candidate to use his facilities. (For further background see "How to Stay Out of Jail," [B•T, Nov. 19, 1951].)

**For Sale**

*Equipment etc.*

**NEW COLLINS 5 KW XMTR!**

Brand new Collins 5 kilowatt transmitter, never uncased, for sale. Model 21B. Wire, write or phone.

*Chief Engineer*

**W G B A**

Columbus, Georgia

**Sec. 315 of Act**

SECTION 315 of the Communications Act reads as follows:

If any licensee shall permit any person who is a legally qualified candidate for any public office to use a broadcasting station, he shall afford equal opportunities to all other such candidates for that office in the use of such broadcasting station, and the Commission shall make rules and regulations to carry this provision into effect: Provided, That such licensee shall have no power of censorship over the material broadcast under the provisions of this section. No obligation is hereby imposed upon any licensee to allow the use of its station by any such candidate.

**Dry Bills**

(Continued from page 26)

had supported a "dry" bill in the past.

While castigating radio-TV for giving beer, wine and liquor advertising a "promotional" outlet, the Board of Temperance did not hesitate in its January issue of *The Clipsheet* to give bold placement to an article called, "Three Cheers for Earl Godwin."

Mr. Godwin is an NBC Washington news commentator. Broadcast, according to *The Clipsheet*, was delivered Nov. 27. In it, Mr. Godwin is quoted as attacking drunken driving and makes the point that while protests are loud against high costs of food many persons also deplore the inflationary price of whiskey.

"... If they want to help cure inflation from the high cost of booze . . . let 'em quit drinking," said Mr. Godwin. The publication commented: "Maybe Earl Godwin has started something. How would it be to tell the facts on radio and television 'no matter whom it helps or hurts'?"

**GE ON COAST**

**Big Expansion Noted**

GENERAL ELECTRIC Co. has expanded its West Coast operation by 700% since the end of World War II, Ray W. Turnbull, commercial vice president for the western area, reported last week.

In the past six years, Mr. Turnbull announced, GE has built three new plants in the Pacific region and modernized and expanded six others. It has increased its total number of employees in the area from 2,000, at the close of the war, to 14,000 today. Its total payroll today at the nine western plants is \$63,275,000.

Biggest expansion has been at Richland, Wash., where GE operates the Hanford Atomic Works for the Atomic Energy Commission. About 9,000 workers are employed there with an annual payroll of about \$44 million.

**Convention**

(Continued from page 27)

set up include the following:

Technical—R. G. Thompson of CBS-TV, chairman; F. A. Wankel, NBC-TV; Rodney Chipp, DuMont TV; and William Trevathan, ABC-TV.

Finance — Clarence Tolman, NBC-TV; Henry Hede, ABC-TV; Clarence Alexander, DuMont TV and Walter Schier, CBS-TV.

Additionally, a program committee is to be established.

All four networks also will contribute to the pool. NBC-TV and ABC-TV are slated to provide three cameras and camera-crews each; CBS-TV, two cameras and crews and switching facilities, and DuMont TV, distribution facilities and other equipment.

Network representatives slated to confer with the GOP convention committee at its meeting Thursday through Saturday in San Francisco include Mr. Mickelson who will present the plans of the TV networks; Mr. McAndrew, who will explain the plans of the radio networks; George McElrath, director of NBC radio network technical operations, who will outline technical plans of the radio networks; Mr. Thompson, CBS-TV director of technical operations; Thomas Velotta, ABC vice president, and Art Feldman, MBS director of special events.

**Equipment Planned**

Outlining its technical plans CBS-TV reported it will utilize more than four tons of equipment valued at more than \$300,000, and is building special studios and operational rooms within the International Amphitheatre Chicago where both conventions will be held as well as in other Chicago locations. CBS-TV will employ eight cameras, with six working "constantly" and two set up for emergency use. It has been estimated that each TV network will need at least 100 persons to handle coverage, and NBC-TV says its own personnel will number 200.

**Network Buys**

(Continued from page 27)

such artists . . . on television, and hopes that it will at the same time help good music to reach the eyes and ears of millions."

D'Arcy Adv. Co., New York, agency for James Lees & Sons Co. Lever Bros. for its Pepsodent Toothpaste and Chrysler Corp. for its Chrysler Cars, both accounts handled by McCann-Erickson, New York, are also understood to be in the market for TV series.

**SCBA Meeting**

MAURICE B. MITCHELL, vice president-general manager of Associated Program Service, will conduct a full afternoon of discussion of radio selling at the South Carolina Broadcasters Assn., Jan. 18-19 at Columbia, S. C.

**Rocky Mountain  
\$75,000.00**

A fulltime well established operation in a very attractive medium size city in the Rocky Mountain area. Ideal living, fine educational facilities. Financing arranged.

**New England  
\$50,000.00**

A good single staff market property that is operating profitably but has never had the advantage of capable owner-management. Financing arranged.

**Appraisals • Negotiations • Financing**

**BLACKBURN-HAMILTON COMPANY**

**RADIO STATION AND NEWSPAPER BROKERS**

**WASHINGTON, D. C.**

James W. Blackburn  
Washington Bldg.  
Sterling 4341-2

**CHICAGO**

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

**SAN FRANCISCO**

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



## Docket Actions . . .

### FINAL DECISIONS

Pratt, Kans.—Pratt Bestg. Co. FCC announced final decision adopting initial decision granting CP for new AM station on 1570 kc, 250 w, day; conditions. Decision Jan. 10.  
WPAW Pawtucket, R. I.—FCC announced final decision adopting initial decision granting CP for change from 80 kc, 500 w, day, to 550 kc, 1 kw, day; conditions. Decision Jan. 10.  
WQXI Atlanta, Ga.—FCC announced final decision adopting initial decision granting CP for change from day to nighttime on 790 kc, 5 kw-D, 1 kw-N, A-N; conditions. Decision Jan. 10.  
Reedsburg, Wis.—William C. Forrest. FCC announced final decision adopting initial decision granting CP for new AM station on 1400 kc, 250 w, fulltime; conditions. Decision Jan. 10.

### INITIAL DECISION

New Bern, N. C.—Craven Bestg. Co. Hearing Examiner James D. Cunningham issued initial decision looking toward grant of application for new AM station on 1490 kc, 250 w, fulltime; and denial by default application for same facilities filed by Eastern Carolina Bst. Co., Greenville, N. C. Decision Jan. 9.

### OPINIONS AND ORDERS

American Bestg. Co., New York—By memorandum opinion and order FCC

## FCC Actions

(Continued from page 87)

which reinstated expired CP as mod., authorizing new FM station, for extension of completion date.

### License Renewal

Following stations request renewal license:  
KECA-FM Los Angeles, WENR-FM Chicago, WOMI-FM Owensboro, Ky., FNS-FM Burlington, N. C., WIP-FM Philadelphia, WWSW-FM Pittsburgh, Pa., KOZY (FM) Rapid City, S. D.

### Amended TV Application

Josh Higgins Bestg. Co., Waterloo, Ia.—Amend application (which requests new TV station, Ch. 7) to change financial and legal data, change location from 525 Sycamore St., Waterloo, Ia. to S. Highway 20, 1.2 mi. east of Waterloo, change ERP from 25.34 kw to 24.96 kw vis. and from 12.67 kw to 12.48 kw aural, make ant. and other changes.

## January 10 Decisions . . .

### COMMISSION EN BANC

#### Granted License Renewals

WRJM Newport, R. I.—Granted renewal of license for regular period.  
WBML-FM Macon, Ga.—Granted renewal of license for regular period.  
WJW-FM Cleveland, Ohio—Granted renewal of license for regular period.

## January 10 Applications . . .

### ACCEPTED FOR FILING

#### AM—740 kc

WORZ Orlando, Fla.—CP to change from DA-DN to DA-N.

#### AM—1380 kc

WTOB Winston-Salem, N. C.—CP to increase power from 1 kw-D to 5 kw-D and change from DA-DN to DA-N.

#### License for CP

WSKY Asheville, N. C.—License for CP, as mod., authorizing frequency change and changes in DA.

#### CP for CP

KWPM-FM West Plains, Mo.—CP to place CP, authorizing new FM station, which expired Nov. 7, 1951.

#### Modification of CP

KNBR North Platte, Neb.—Mod. CP, as mod., authorizing new AM station, for extension of completion date.  
WNR Binghamton, N. Y.—Mod. CP, as mod., authorizing frequency change, power increase, DA, etc., for extension of completion date.

#### Applications Returned

KENA Mena, Ark.—RETURNED application for assignment of license from B. Bell to R. B. Bell and Bernice H. d/b as Radio Station KENA.  
KMLW Marlin, Tex.—RETURNED application for assignment of CP from L. Pennington to Hugh M. McBeath and Charles E. Reagan, d/b as Ellis County Public Service.

#### License Renewals

Following stations request renewal of license:  
VCM-FM Ashland, Ky., WEEU-FM Vading, Pa., WRIC-FM Beaumont, Tex., WRVB (FM) Richmond, Va., and DAY-FM Oak Hill, W. Va.

# fcc roundup

New Grants, Transfers, Changes, Applications



## box score

### SUMMARY THROUGH JANUARY 10

| Class       | On Air | Licensed | CPs | Cond'l Grants | Appls. Pending | In Hearing |
|-------------|--------|----------|-----|---------------|----------------|------------|
| AM Stations | 2,334  | 2,302    | 106 |               | 313            | 105        |
| FM Stations | 650    | 560      | 88  | *1            | 12             | 2          |
| TV Stations | 108    | 93       | 15  |               | 481            | 171        |

\* On the air.

denied request of ABC for breakdown according to networks of nationwide network time sales for 1949 and 1950, for ABC's use in preparation for hearing re Paramount-ABC proceedings. Denial is without prejudice to further showing of need for data in order to properly present its case. FCC further ordered that in event ABC files motion to produce evidence setting forth such further showing, examiner in proceeding is delegated authority to act upon request. Order Jan. 10.

KIST Santa Barbara, Calif.—By memorandum opinion and order FCC granted petition of KIST to file late comments and evidence, and further comments and evidence, in current TV proceedings, requesting assignment of Ch. 3 to Santa Barbara. National Bestg. Co. and other interested parties have until Jan. 16 to file evidence, briefs and other material in opposition to KIST proposal. Order Jan. 9.

## Non-Docket Actions . . .

### FM GRANT

Paris, Ill.—Paris Bestg. Co. Granted CP new FM station, 98.3 mc (Ch. 252), 1 kw, ant. 225 ft.; conditions. Estimated construction cost \$3,550, estimated first year operating cost \$7,200, estimated first year revenue \$14,000. Permittee is licensee of WPRS Paris. Granted Jan. 9.

### TRANSFER GRANTS

KTNM Tucumcari, N. M.—Granted assignment of license from Grady F. Maples and R. B. McAlister, d/b as The McMa Agency, to partnership composed of Lloyd Hawkins, Ted Lawson, D. A. Benton, Murphy M. May, Don G. Opheim, David R. Worley and Bruce C. Zorns, d/b as Quay County Bestg. Co., for \$80,000. Mr. Hawkins (20%) is general manager KLTU Longview, Tex., Mr. Lawson (10%) is accountant for R. G. LeTourneau Co. (licensee of KLTU), Mr. Benton (10%) is office manager for W. B. Johnson Drilling Co., Mr. May (15%) is owner of Magnolia Petroleum Co., Mr. Opheim (10%) is announcer for KUMC Colorado City, Col., Mr. Worley (20%) is general manager of KTFY Brownfield, Tex., and Mr. Zorns (15%) is vice president and minority stockholder of Brownfield State Bank & Trust Co., Brownfield. Granted Jan. 4.

WEAR Pensacola, Fla.—Granted transfer of control from Gene L. Cagle, Lewis O. Seibert and Earle Fletcher, through purchase of 255 shares of stock for \$18,000. Mr. Smith, who had 127½ shares (25%) before transfer, now holds 382½ shares (75%). Granted Jan. 4.

WTNT Tallahassee, Fla.—Granted relinquishment of control Tallahassee Appliance Corp., licensee, by Frank W. Hazelton through sale of 18¾ shares of stock to Frank W. Pepper for \$3,650 and 37½ shares to the licensee's treasury for \$7,500. After transfer, Mr. Hazelton will hold 93¾ shares (50%), Mr. Pepper will hold 68¾ shares (36.6%) and Emanuel Jones will continue to hold 25 shares (13.4%). Granted Jan. 4.

WHOO-AM-FM Orlando, Fla.—Granted assignment of license from Orlando Daily Newspapers Inc. to WHOO Inc. for \$200,000. Owner WHOO Inc. is Edward Lamb, who owns and/or controls WTOD and WTRT (FM) Toledo, WICU (TV) Erie, Pa., Record Publishing Co., Erie, WTVN (TV) Columbus, Ohio, Hutch Inc. (advertising and promotion), Toledo, Edward Lamb Enterprises Inc., and applicant for new AM station in Columbus. Grant not to be construed as indicating FCC approval of functional music operations. (Comr. Jones voted for hearing.) Granted Jan. 10.  
WDHL Bradenton, Fla.—Granted assignment of license from Manatee Bestg. Co. to Trail Bestg. Corp. for \$55,000. Trail Bestg. is almost wholly owned subsidiary of Land O'Lakes Bestg. Co., licensee WILE Cambridge, Ohio. Granted Jan. 10.  
KWFC Hot Springs, Ark.—Granted

transfer of control from Dr. N. B. Burch, Frank A. Brown and Catherine Burch Brown to Camden Radio Inc. through sale of 75% stock for \$60,000. Camden Radio is licensee KAMD Camden, Ark. Granted Jan. 10.

WLBL Auburndale, Wis.—Granted assignment of license from State of Wisconsin Dept. of Agriculture to State of Wisconsin Radio Council, licensee of several non-commercial educational FM stations in Wisconsin. No monetary consideration; assignment involves transfer from one state department to another for reasons of efficiency and economy of operation. Granted Jan. 10.

## New Applications . . .

### TV APPLICATIONS

Montgomery, Ala.—First National Bank of Montgomery and Margaret Covington Milwee, executor of estate of G. W. Covington Jr., deceased, Ch. 12 (204-210 mc), ERP 53.9 kw visual, 26.95 kw aural, antenna height above average terrain 38½ ft.; estimated construction cost \$291,500, estimated first year operating cost \$288,000, estimated first year revenue \$360,000. Applicant is licensee of WCOV-AM-FM Montgomery. Filed Jan. 7.

Raleigh, N. C.—Capitol Bestg. Co., Ch. 5 (76-82 mc), ERP 100 kw visual, 61.34 kw aural, antenna height above average terrain 492 ft.; estimated construction cost \$347,721.26, estimated first year operating cost \$183,930.98, estimated first year revenue \$243,000. Applicant is licensee of WRAL-AM-FM Raleigh. Filed Jan. 7.

Jefferson City, Mo.—Capital Bestg. Co., Ch. 13 (210-216 mc), ERP 59 kw visual, 29.5 kw aural, antenna height above average terrain 300 ft.; estimated construction cost \$194,427.78, estimated first year operating cost \$150,000, estimated first year revenue \$150,000. Applicant is licensee of KWOS-AM-FM Jefferson City. Filed Jan. 7.

Dallas, Tex.—UHF Television Co., Ch. 23, ERP 180 kw visual, 90 kw aural, antenna height above average terrain 515 ft.; estimated construction cost \$352,500, estimated first year operating cost \$140,000, estimated first year revenue \$300,000. Equal partners are R. L. Wheelock, W. L. Pickens and H. H. Coffield, each an independent oil operator. Filed Jan. 9.

Houston, Tex.—UHF Television Co., Ch. 23, ERP 182.5 kw visual, 91.25 kw aural, antenna height above average terrain 514 ft.; estimated construction cost \$382,000, estimated first year operating cost \$140,000, estimated first year revenue \$300,000. Equal partners are R. L. Wheelock, W. L. Pickens and H. H. Coffield, each an independent oil operator. Filed Jan. 9.

### FM APPLICATION

Tarboro, S. C.—Coastal Plains Bestg. Co., 104.3 mc (Ch. 282), ERP 2.95 kw.; estimated construction cost \$16,701.25, estimated first year operating cost \$6,000, estimated first year revenue \$12,000. Applicant is licensee of WCPS Tarboro. Filed Jan. 9.

### TRANSFER REQUESTS

WMFT Florence, Ala.—Assignment of license from Tri-Cities Bestg. Co., licensee, to Daylight Bestg. Co. for \$10,000. RESUBMITTED. See FCC ROUND-UP, Dec. 17, 1951. Replied Jan. 4.

WEDR Birmingham, Ala.—Acquisition of control, Magic City Bestg. Co., licensee, by J. Leslie Doss from J. E. Reynolds through extinguishment of note of \$5,750 plus \$15,000 cash. Messrs. Reynolds and Doss, last October, agreed to transfer without realizing Mr. Doss would be considered by FCC as gaining control of station since he was buying only ¼ interest. Assignee did notify FCC of transfer on interim ownership report; however, formal application for FCC approval was not filed. In November FCC advised assignee that application should be filed because wife of Mr.

Doss held ¾ interest, and FCC considered Mr. and Mrs. Doss as joint stockholders, thus giving them ¾ interest of station or majority control. Under original terms of last October, before receipt of FCC letter, cash payment of \$6,000 and extinguishment of \$5,750 note was affected, leaving unpaid balance of \$9,000 payable Jan. 15, 1952, by Mr. Doss to Mr. Reynolds. This application requests FCC approve original transfer and sanction consummation of transfer. Filed Jan. 4.

KDMS El Dorado, Ark.—Assignment of license from David M. Segal, tr/as Cotton Belt Bestg. Co., to Radio Station KDMS Inc. for \$65,000. KDMS Inc. composed of following stockholders: Mr. Segal, president (79%), Frieda F. Segal, vice president (20%), owner 2½% interest WGVN Greenville, Miss., and Thomas F. Alford, secretary-treasurer (1%), manager KTFB Texarkana, Tex., and 20% owner KDAS Malvern, Ark. Filed Jan. 4.

WHLI-AM-FM Hempstead, N. Y.—Involuntary transfer of control FM Bestg. Co., licensee, from Elias I. Godofsky, deceased, to Miriam N. Godofsky, executrix of estate of Mr. Godofsky. No monetary consideration. Filed Jan. 7.

WFDL Flint, Mich.—Acquisition of control Trebit Corp., licensee, by WFBM Inc., through sale of 1,500 shares of stock (50%) for \$150,000, to give WFBM Inc. 100% interest in station. (Trebit Corp. stock sold by Arthur R. Treanor.) WFBM Inc. is licensee of WFBM Indianapolis, Ind. Filed Jan. 9.

KVEN Ventura, Calif.—Transfer of control, Coast Ventura Co., licensee, from Charles Stuart, Alacia Stuart, James Dodge and Jenny Dodge to Carroll R. Hauser, R. M. Werner, Dana Marble, Margaret Marble and Harry Engel for \$34,000 for 2,866¾ shares of stock. (Transferee already owns 2,633¾ shares.) Filed Jan. 9.

KGLN Glenwood Springs, Col.—Involuntary assignment of license to Rex Howell, individually and as executor of estate of Charles Howell, deceased. No monetary consideration. Filed Jan. 9.

KLPM Minot, N. D.—Assignment of license from old partnership of John B. Cooley, Ethel H. Cooley and Carroll W. Baker to new partnership of same persons plus Leslie E. Maupin who buys 10% interest for \$10. Mr. Baker will hold 20% instead of 10% interest after transfer, for which he pays \$10, and interest held by John B. and Ethel Cooley is decreased from 90% to 70%. Filed Jan. 9.

WATG-AM-FM Ashland, Ohio—Involuntary assignment of license from Robert M. Beer and Edgar Koehl to Robert M. Beer, individually, and Fred Koehl, administrator of estate of Edgar Koehl, deceased. Filed Jan. 9.

## Deletions . . .

TOTAL deletions from Jan. 1 to Dec. 31, 1951: AM 29, FM 66, TV 1.

Following stations deleted Jan. 7, 1952, but deletions effective Dec. 16, 1951:  
WJSW Altoona, Pa.—Altoona Bestg. Co., licensee.  
WJSW-FM Altoona—Altoona Bestg. Co., licensee.

## Procurement Board

CREATION of a Procurement Policy Board with the Office of Defense Mobilization and appointment of A. E. Howse as chairman has been announced by Defense Mobilizer Charles E. Wilson. Mr. Howse has been serving as assistant to Mr. Wilson since January 1951. Board will seek to coordinate federal procurement policy. Representatives will be named from the DPA, FTC, AEC, GSA, RFC, Depts. of Defense and Justice and other agencies.

## Ward to Speak

JOSEPH WARD, president of the American Research Bureau Inc., will speak to members of the Chicago Radio Management Club at luncheon Wednesday. The following day, he is scheduled to reveal unpublished station data culled from ARBI research projects to personnel of local radio stations.



# AM TIME SALES

**Stimulus Needed—Cott**

SOMETHING different in radio is needed to recapture enthusiasm among time salesmen and time-buyers, Ted Cott told members of the New England Radio Executives Club in Boston Wednesday.

Mr. Cott, general manager of WNBC and WNBT (TV) New York, cautioned that radio cannot be sold to time-buyers today on the basis of logic and statistics.

Speaking on "What's Ahead for Radio and TV in '52," Mr. Cott reminded his audience that Americans live on excitement and are constantly attuned to new things.

"Television gives this sense of excitement and newness and radio can't beat an emotional condition with logical arguments," he declared. "The industry has become dull and dormant and only if it goes out and does the new and different will its salesmen have the motion and enthusiasm which they in turn must generate in buyers."

The most important thing for broadcasters to do, Mr. Cott prescribed, is to expand their merchandising. In this way, he explained, salesmen will be able to talk about radio with a plus, and this time radio doesn't have to cut rates but can even increase them.

By giving WNBC salesmen a "plus" to talk about, Mr. Cott dis-



Mr. Cott

closed, they were able to rekindle interest in timebuyers, which resulted in a \$1 million increase in billings to the station last year.

As specific instances of WNBC's attempting the different, Mr. Cott described use of Leopold Stokowski and Samuel Goldwyn as disc jockies; also the hiring of five top-notch writers to do the station's sign-on and sign-off.

This week, Mr. Cott revealed, WNBC will originate "preferred listening," in which it will begin making 5,000 calls weekly to listeners. Instead of asking what programs are tuned in, these calls will contain personal messages from such stars as Dean Martin and Jerry Lewis and Alfred Lunt suggesting programs.

Mr. Cott advised broadcasters to re-evaluate their people and talent and saw a battle for personnel in 1952. Radio will need people with force of personality, conviction and the ability to generate enthusiasm in timebuyers. And, he added, these employees should be paid well in order to keep them.

In TV, selective buying is beginning to show itself, Mr. Cott said. "Additional sales will have to come from marginal time," he warned. "TV, too, has a need to start thinking about merchandising and additional pluses if it is to sell this time."

## WHEELOCK AGENCY

**Bailey Named President**

EXECUTIVE changes in Ward Wheelock Co., advertising agency with offices in Philadelphia, New York, and Hollywood, were announced last week, with Arthur A. Bailey, former executive vice president, elected president.

Former President Ward Wheelock becomes chairman of the board and will continue active participation in the agency's management.

William R. Farrell, vice president, director, and executive committee member, becomes first vice president of the agency; Walter L. Stocklin, vice president in charge of the art department, has been re-elected to the board of directors and executive committee.

Mr. Bailey, as president of Ward Wheelock, will be chief officer and continue to handle the Campbell Soup Co. account.

## Adm. Foster Named

VICE ADM. Edwin Dorsey Foster



Adm. Foster

Dept. He will continue to coordinate RCA Victor mobilization activities and planning of products, services and markets.

## ELECTION DAY

**Wilkins Idea Credited**

CONGRESSMAN in Washington last week gave J. P. Wilkins, KFBB Great Falls, Mont., general manager, credit for sparking a move to declare election day (first Tuesday following first Monday in November) a half-day holiday.



Mr. Wilkins

The legislator was Rep. Mike Mansfield (D-Mont.), who last week introduced a House concurrent resolution to urge the president to request the governor of each state to encourage its observance.

Resolution (similar measures were introduced in the Senate) would end the work-day at noon so as to permit voters to get to the polls.

Mr. Wilkins also sent his recommendation to NARTB along with another suggestion that there be a "National Registration Month" to be heavily promoted by broadcast stations.

## MANAGEMENT AWARDS

**Are Won by Radio Firms**

CBS, AT&T, General Electric Co., R. H. Macy & Co. (owner of WOR-AM-FM-TV New York) and Westinghouse Electric Corp. were among 298 firms in the U. S. and Canada which last week were awarded certificates of management excellence for 1951 by the American Institute of Management, New York non-profit foundation devoted to study and improvement of corporation management.

To be eligible for consideration, company must receive 7,500 points out of possible 10,000 on the basis of credits given for excellence in 10 separate fields, according to Jackson Martindell, president and treasurer of AIM. The 298 awards were made by the foundation from a continuing comparative study of 3,000 concerns. "A certificate of management excellence proves that the company receiving it has attained a proper balance in its efforts and objectives," Mr. Martindell explained.

## 11-Month Tube Sales

SALES of tubes for radio and TV receivers totaled 347 million units in the first 11 months of 1951, according to Radio-Television Mfrs. Assn. This compares with 344 million in the same 1950 period. Of the 11-month total, 231 million tubes were for new sets and 87 million for replacements. Others went to government agencies and export. November tube sales totaled 33 million compared to 39 million in November 1950 and 34 million in October 1951.

## D.C. CRIME PROBE

**Radio-TV to Cover Hearings**

DRAMA of crime hearings which captivated viewers and listeners during sessions of the Kefauver Crime Committee last year will be re-created once again—this time on a smaller scale, in the nation's capital.

WMAL-TV Washington, the *Evening Star* video outlet, announced it will telecast hearings of the Senate District Crime Committee beginning today (Monday). Tape recordings of testimony also will be aired on radio by WMAL.

The district committee paved the way when it voted, 3-2, to permit radio and TV coverage with the reservation that cameras would be turned away from witnesses who object to television. The vote reportedly was along party lines with three Democrats outweighing two Republicans, according to Sen. Matthew M. Neely (D-W. Va.) committee chairman.

There were the usual complaints within committee that TV would turn the sessions into a "circus." A more plausible view was that, in the opinion of some members, the decision to permit tele-coverage would further test the constitutionality of contempt citations leveled against witnesses where they refused to testify because of television cameras.

**Original Case**

The original case involved Morris Kleinman and Louis Rothkopf, who were cited for contempt by the Senate for such a refusal.

WMAL-TV plans to televise the hearings on a regular basis, at 10 a.m. and 2:30 p.m. each day, until they are completed about Jan. 17. Commercial spots will be built around the coverage. Session also will be tape-recorded for use on WMAL each evening, 8:30-10:15 p.m., under sponsorship of Phillip Radio and Appliance Stores. Bryson Rash, ABC White House correspondent, will be the narrator.

WWDC will broadcast the sessions "live," according to Ben Strouse, vice president and general manager. Station's schedule calls for pickups from 10:30-11 a.m. and from 3 to 3:30 p.m. and at any other time when the proceedings become "interesting."

Other Washington stations also plan coverage. WTTG (TV) will use newsreel shots. WRC plans to record the sessions and rebroadcast them later in the evening. WTOP-AM-TV plans were not set.

## KUGN Elects Kelly

EWING C. KELLY, president and general manager of KCRA Sacramento, has purchased a substantial interest in KUGN Eugene, Ore. subject to FCC approval. Mr. Kelly has been appointed KUGN general manager and the board has elected him a vice president of the station pending FCC approval. He said he will not give up his KCRA post and plans no staff changes at KUGN. C. H. Fisher is KUGN president.

## CBS AFFILIATES

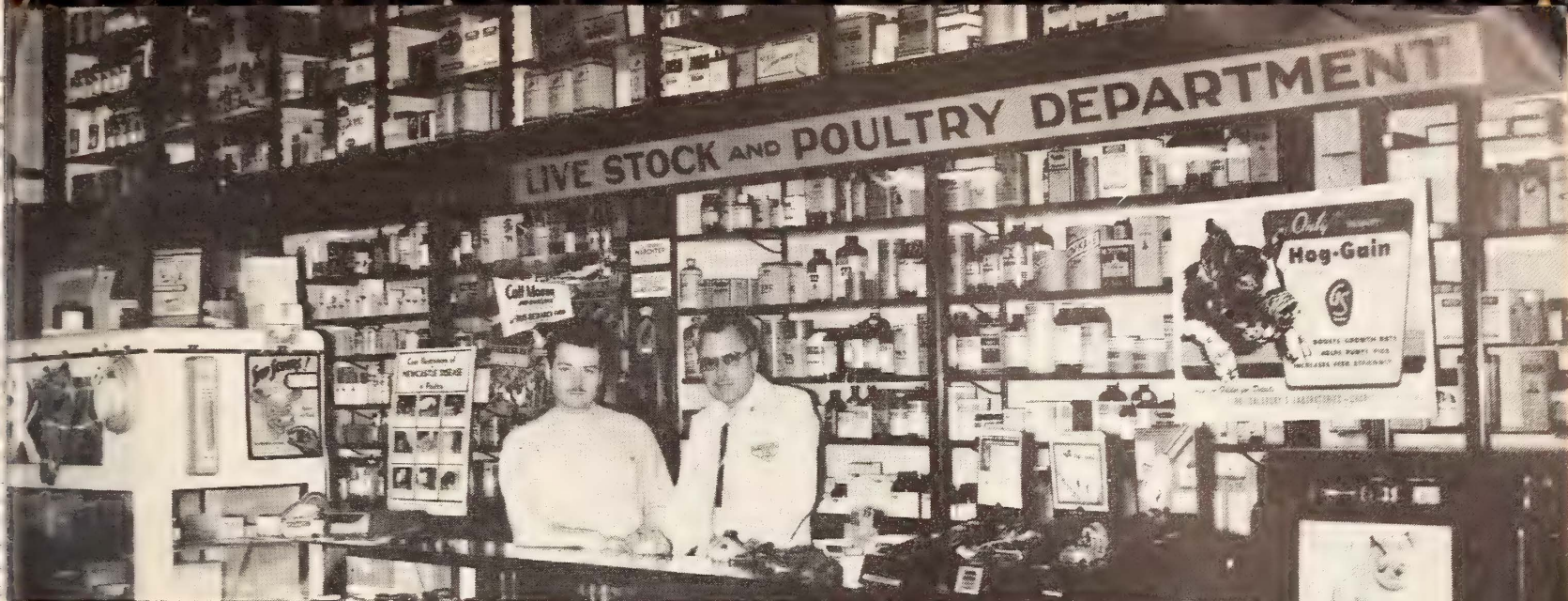
**Districts 1 & 2 Meet**

A MEETING of members of Districts 1 and 2 of the Columbia Affiliates Advisory Board and CBS Radio officials will be held in New York on Wednesday. One of a series of such meetings being held around the country, the session will review the network's programming, sales, and promotion activities and plans, and examine common problems.

District 1 is headed by Arnold (Doc) Schoen of WPRO Providence, and District 2 by I. R. Lounsberry of WGR Buffalo, who also is chairman of the full CAAB.

Speakers at the meeting will include CBS Radio President Howard S. Meighan; Louis Hausman and J. Kelly Smith, administrative vice president; John Karol, vice president in charge of sales, and Lester Gottlieb, vice president in charge of network programs. Other CBS Radio officials slated to participate include Herbert V. Akerberg, vice president in charge of station relations; William B. Lodge, vice president in charge of general engineering; William Schudt, national director of station relations, and Edward DeGray and Ed Scoville, representatives of the station relations department.





# THE FARMER WENT SHOPPING

When He Heard Owl's Radio Messages

RADIO is directly responsible for the fact that the Owl Drug Store, of Quincy, Ill., the largest distributor of veterinary supplies in a hundred mile di-

Located in the heart of the mid-western city of 45,000 the store has ways had a large and thriving farm trade. But 13 years ago its stock of medicines for animals was particularly large or complete.

Among its customers at that time was Walter Rothschild, then a salesman for WTAD Quincy, who today is WTAD's station manager and national sales manager for the Lee Stations. Walter was taking a few minutes off from his sales duties for a dish of ice cream at the Owl soda fountain. As he sat there, he noticed the great number of farmers who stopped in at the store to do their drug shopping. One day the time segments that the young WTAD salesman was hoping to sell that day was a noon day market report.

Watching the farmers and thinking of the market report, Mr. Rothschild decided that here was a logical sponsor. He talked it over with the management of the store and sold them on the idea.

In those days, veterinary supplies were kept in a small glass case along with the usual drug store stock of pet remedies. The store had stock a hog cholera serum but that was kept in a cool corner of the basement and never brought out unless called for.

When the Owl management decided to give radio a trial, the hog cholera serum and a couple of stock remedies seemed to offer a good test. Commercials were framed to mention them and within a few days farmers were coming into the store asking about the products

they had heard "on the radio."

For 13 years now, the drug store has been advertising its stock medicines and supplies on the midday farm markets program on WTAD.

The veterinary department has grown from one small glass case and a box of serum in the basement until it now occupies approximately one-fourth of floor space of the large store. H. G. Waechter, who sold the supplies 13 years ago as part of his job as clerk, now manages the department—a full time job.

Today the department runs into many thousands of dollars. The stock includes serums and vaccines kept in a large special refrigerator. In the display cases are surgical needles and hypodermic syringes. On the shelves are row after row of stock remedies and medicines including vitamins, aureomycin and penicillin. Nor does the stock end there. At the Owl Drug Store, farmers can buy feed supplements, dehorners, electric sheep clippers, shears, and because harness shops are all but a thing of the past, the Owl does a good business in such things as bridles, curry combs and even riding blankets and saddles.

## Credit to Radio

The amazing growth of the veterinary department can be attributed directly to radio advertising. Shortly after starting the program veterinary sales increased, then doubled and today account for sizable part of the total store sales. What's more, as the radio advertising rocketed veterinary sales, business in the rest of the store increased, too. The owners, K. R. Lohr and Mrs. Fred Holubar, have recently completely remodeled the store, making it one of the most modern in the area. With the remodeled store, the Owl Drug Store has started using mid-morn-

ing spot announcements to promote general drug store items.

The farm market program on WTAD comes on the air each week day at 12:30 p.m. for five minutes. The entire program including the commercials is given by WTAD's Farm Director, Dick Faler.

The program is informal. The commercials are sincere, friendly, informative and short. Every commercial includes the line "you know Waechter and he knows the products he sells." It could probably include "and Waechter knows you," because Mr. Waechter can call a large portion of his 2,000 to 3,000 customers by their first name.

Manager Waechter says that farmers today keep abreast with developments and such terms as aureomycin are a part of the modern farmer's vocabulary.

Each commercial is devoted to a different product or subject. The different daily subjects might run like this: Hog Cholera vaccine, calf buckets, insect spray, poultry water tablets, dehorners, calf feed supplement, rat poison, veterinary supplies generally, worm expeller and hog oil.

Although copy is kept up to date, it is repeated. Changes are seasonal with new copy added at intervals. When warm weather comes and flies begin to appear, a commercial for fly sprays makes an appearance. When grain is being harvested and stored, there is a commercial for weevil killer. And when the season is past, the copy is filed, and the next year it is revised but not changed too much. Copy used by the Owl Drug Store must bring results, and when it does it is kept. When it doesn't it is thrown away.

In speaking of the copy, Mr. Waechter said, "The customer wants to keep hearing it. It's the

Mr. Waechter (right) and Mr. Lohr, Owl Drug co-owner, inspect store's stock remedy department.

\* \* \*

repeats that pay big dividends."

The copy, too, is designed to inform as well as sell. New developments and products are brought to the farmer in this way. A couple of years ago, the United States Department of Agriculture published the information that traces of DDT were found in milk where DDT was used as a spray around dairy cattle. Mr. Waechter put this information on the air in a commercial that also told of other sprays that did not contain DDT and that were recommended. It goes without saying that Mr. Waechter had the recommended sprays in stock. Back in the days when Mr. Waechter first took over the veterinary department, he used to attend quite a few live stock sales—both to meet people who were prospective customers and see the stock.

## Advertising Pays

Besides the farm market program during the noon hour, the Owl Drug Store has cooperated in other shows advertising stock medicines. The department's radio advertising budget is around \$3,500 a year. It's advertising that has paid.

And, with WTAD getting ready for television, the Owl Drug Store is getting ready to try TV, too.

In the meantime, radio continues to pay big dividends.

Mr. Waechter has become an air personality in his own right. And when Farm Director Faler says, "You all know Waechter, and he knows the products he sells," he tells the truth. Because through WTAD thousands of persons know Mr. Waechter, and his sales of veterinary medicines and supplies run into thousands of dollars.





# at deadline

## SHORTAGE OF TV TRANSMITTERS UNLIKELY

TRANSMITTERS in production or already purchased should accommodate applicants granted CPs for new TV stations without regard to materials allocations if FCC resumes licensing by April, government authorities said Friday. Occasion was trade editors electronics conference called by Defense Production Administration and National Production Authority.

Current estimate based on 50 to 60 CP grants for UHF-VHF by July 1 with most going to uncontested applications—cities of 100,000 or less. Time needed to manufacture equipment, rather than materials themselves, will pose major factor on subsequent grants. Certain type towers now authorized as Class B products and wooden structures could be used, authorities noted, adding materials are not serious problem in early stage of freeze-lifting. But "very few, if any" new stations will be operating in 1952, they predicted.

DPA-NPA hopes to maintain first-half materials quotas through '52 third and fourth quarters, estimating '52 production at 7.5 to 8 million radio sets and 3.5 to 4 million TV receivers. From 3.7 to 4 million radio and 1.7 to 2 million TV sets expected in first half. Output will depend on materials, ratio between metals, conservation and technique measures, and choice of models. Prospect is for more normal production now that inventories are depleted.

Presiding at DPA-NPA session were E. T. (Piggy) Morris, who resigns Feb. 1 as chairman of DPA Electronics Board and director of NPA Electronics Division, and J. A. Milling, on leave from RCA Service Co., who succeeds him. Latter's appointment officially announced Friday. (Also see early story page 29.)

## CBS NEVER CENSORED, SAYS ELMO ROPER

IN NEARLY four years of broadcasting on CBS, Elmo Roper did not meet "one single instance of censorship or even a remote suggestion of it," public opinion specialist said in script of his final CBS program, prepared for broadcasting last evening (Sunday). He starts Sunday series on NBC Radio in March.

Recalling that when he began his radio series in February 1948 he was warned that radio lacked freedom of expression tradition of newspapers and magazines, Mr. Roper stated: "The record, as far as this reporter is concerned, shows that no matter how controversial the subject I was discussing, there never was the slightest hint of abrogating freedom of speech on the air."

## RTMA'S NEW SECTION

NEW Government Relations Section set up Friday by Radio-Television Mfrs. Assn., with reorganization of Transmitter Division, according to Chairman H. J. Hoffman, Machlett Labs. Division favors change of name to Technical Products Division. New government unit headed by Ben Edelman, Western Electric Co. James D. McLean, Philco Corp., is chairman of expanded Communications Section, which absorbs Marine and Aviation Sections. Sections of Transmitter Division to meet Feb. 6 during RTMA industry conference in New York.

## CALDWELL MEMORIAL

FIRST order of business Friday under administration of Arthur W. Scharfeld, new president of Federal Communications Bar Assn., was launching of plan to establish memorial honoring Louis G. Caldwell, dean of Washington radio attorneys, who died Dec. 11. Committee will be named by President Scharfeld to work details of scholarship fund, series of lectures or whatever project will be adopted to perpetuate Mr. Caldwell's name. (See FCBA stories page 60.)

## Business Briefly

(Continued from page 5)

*Show and Range Rider* in five cities effective this month. Both distributed by CBS Television Film Sales. Autry series on WFBM-TV Indianapolis starting Jan. 26; *Range Rider* on WBEN-TV Buffalo, WBTV (TV) Charlotte, KPRC-TV Houston, WDTV (TV) Pittsburgh. CBS-TV said Autry show sold in more than 30 cities, other film in 26.

**GOLDBERG SELLOUT** ● Necchi Sewing Machines, N. Y., to sponsor Friday portion of *The Goldbergs* on NBC-TV, 7:15-7:30 p.m., marking complete sellout of program as Ecko Products, Chicago, buys Wednesday and Vitamin Corp. of America (story page 60) takes Monday section. Necchi agency, Doyle, Dane Bernback, N. Y.

**FILM ADDING** ● Loew's Inc. adding spot announcement campaigns for film "Quo Vadis" in major cities. Agency, Donahue & Coe, N. Y.

## SIMPLIFIED EARNINGS REPORT

SIMPLIFICATION of report on employment and earnings for radio-TV employes, required annually by FCC, is in works. In proposed rule, FCC Friday submitted new form, asking for comments by Feb. 18, oppositions by Feb. 29. New single form will take place of two now in use will help Bureau of Labor Statistics issue industry data quicker, it is believed. Main changes from old forms are (1) listing of all employes for same company, instead of for each station licensed by company, (2) listing of employes by station job classification instead of by categories specified by FCC.

## CHEESECAKE & CLOCKS

CHEESECAKE party scheduled by WOR-TV New York from 8-10 p.m., Friday at new Television Square, where photographer guests will be provided two versions of that word: One on table and other group of models ready to pose. Studio will provide unlimited number of backgrounds, lights and props, and promises award to cameraman taking best shot. Invitations to be issued members of accredited camera clubs.

In another type of promotion, to remind editors to watch *Today*, Dave Garroway's new morning video show starting today (Monday) 7-9 a.m. on NBC-TV, network on Friday sent them alarm clocks set for 6:45.

## PEOPLE...

LINCOLN SCHEURLE resigns as radio-TV director, Hugo Wagenseil & Assoc., Dayton, to join Foote, Cone & Belding, Chicago, as television producer.

JAMES BAILEY, managing director of Fort Industry's WAGA-AM-TV Atlanta five years, has resigned.

HENRY COMAN, assistant director on *Kraft Theatre*, and former studio coordinator NBC-TV, named assistant to JOSEPH BAILEY, production supervisor of *Lucky Strike Theatre* and Johnson's wax program on NBC-TV.

ROBERT M. PRENTICE, General Foods Corp., to Doherty, Clifford & Shenfield, N. Y., as account executive.

SAUL FISCHBEIN, formerly in sales department WPIX (TV) New York, to Jane Art Inc. Plexiglas gift manufacturers, as general sales manager.

ALAN SCHROEDER resigns from CBS Radio Sales Staff, Chicago, to join Henry I. Christa station representative firm there Feb. 11. Before joining CBS in May 1950, Mr. Schroeder was salesman for WOR-AM-TV New York's office in Chicago.

BERNARD TULLIUS, formerly senior engineer at Radio Engineering Labs, Long Island City, N. Y., named sales engineer for Transmitter Division DuMont Labs, Clifton, N. J.

LEONARD TARCHER and BEN S. LAITIN elected vice presidents of J. D. Tarcher & Co. New York agency.

DR. EARLE K. PLYLER appointed chief of Radiometry Section of National Bureau of Standards Atomic & Radiation Physics Dept.

## FOUR NAMED MEMBERS OF ABC ADVISORY GROUP

ROGER W. CLIPP, WFIL Philadelphia Verl Bratton, WKTY La Crosse, Wis.; Harold V. Hough, WBAP Fort Worth, and J. Arch Morton, KJR Seattle, elected to two-year terms as members of ABC Stations Planning & Advisory Committee, representing District 1, 3, 5 and 7, William A. Wylie, ABC director of station relations, announced Friday. Newly elected alternates for these districts are: (1) Glover DeLaney WTHH Hartford; (3) E. I. Hartenbower, KCMO Kansas City, Mo.; (5) Ger L. Cagle, Texas State Network, Ft. Worth, Tex., and J. B. Conley, KEX Portland, Or. Representatives of four even-numbered districts, elected year ago, serve through 1952.

## WTTG MOVES QUARTERS

DuMONT'S WTTG (TV) Washington has taken over the tenth floor of the Raleigh Hotel, is planning to move from present quarters in Harrington Hotel April 1. New space will include two studios (40 x 60 ft. and 40 x 40 ft.), with a double-decked control room between them. Station began operation on experimental basis in 1939, commercially in 1947. It operates on Channel 5, with 17.5 kw visual radiated power.

## WISCONSIN FM DRIVE

CAMPAIGN to promote FM set sales and listening in Wisconsin to start Feb. 4, one of series being sponsored jointly by NARTB and Radio Television Mfrs. Assn. Two-score Wisconsin distributors, dealers and broadcasters to take active part in campaign.





## YEAR 1900

In 1900, a very familiar sign among hundreds of others was this one pictured above. Yes, the metal sign tacked to the tree and the ad painted on a barn were a major part of America's advertising effort in 1900. And in those years it was successful advertising—it reached people!

From this form of advertising, many companies grew to be today's largest manufacturers.

Twenty-five years ago, radio had its beginning and soon had its place next to newspapers and magazines.

Radio itself built great companies and made them even greater because it gave the advertisers a new method of reaching more people more frequently and more efficiently.

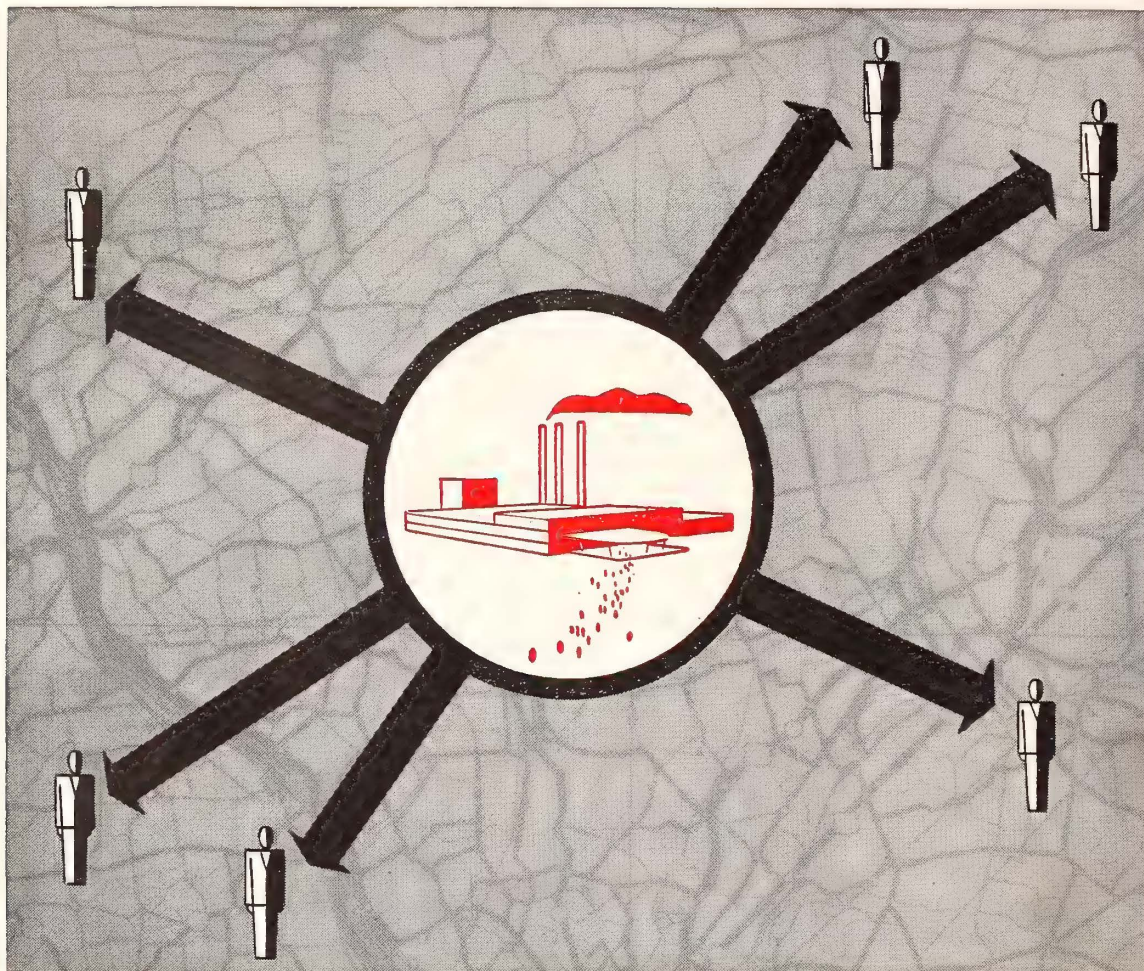
Today, television has been added and with its added impetus of sight and motion, together with the spoken word, has already taken its place in the American "scheme of advertising." The basis of today's successful advertising is the more modern media . . . and television is the most modern of them all. Its full potency has not yet been determined.

In WLW-Land we have found, however, that the combination of television and radio reaches more people more often and more economically than any other combination of media. The technique is as new and modern as television itself.

**WLW** **WLW TELEVISION**

THE NATION'S STATION AND ITS TV SERVICE





## HOW BIG IS A PLANT'S "NEIGHBORHOOD"?

Areas of influence often are larger than management thinks. Community relations can be helped by the *longer-reaching* medium...radio.

With every improvement in mass transportation, a plant's "neighborhood" expands.

Employment applicants come from farther and farther away. The circle of local suppliers widens. And these are only two examples.

Moreover, as the area of influence grows, the need for good community relations increases. For this reason, more and more companies are turning to *radio* to carry their message... both to neighbors near the plant and to those who live beyond the reach of other local media.

In six of the nation's leading industrial areas... Boston, Springfield, Philadelphia, Pittsburgh, Fort

Wayne, and Portland, Oregon... Westinghouse stations are taking a leading part in this growing development. They are in their 32nd year of helping industry make friends with its neighbors... and they offer their experience and facilities to company management as well as to advertising agencies and public relations counselors.



**WESTINGHOUSE RADIO STATIONS Inc**  
**WBZ • WBZA • KYW • KDKA • WOWO • KEX • WBZ-TV**  
 National Representatives, Free & Peters, except for  
 WBZ-TV; for WBZ-TV, NBC Spot Sales