

# TELECASTING

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in our

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

## a "DO" and a "DON'T" for THE ADVERTISER considering SPoTV

Are you about to test the power of Spot television, one of the greatest of all media? Two Tips:

**1 Don't** be discouraged by the talk that TV stations are all sold out. True, television advertising is booming, but there are still available excellent, well-rated, locally produced programs in the daytime and early evening on almost all good stations.

**2 Do** consult Petry TV first—for set penetration, coverage, ratings, and other basic information on all TV stations, and for availabilities on these twelve leaders.

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

REPRESENTED BY

## EDWARD PETRY & CO., INC.

NEW YORK • CHICAGO • LOS ANGELES  
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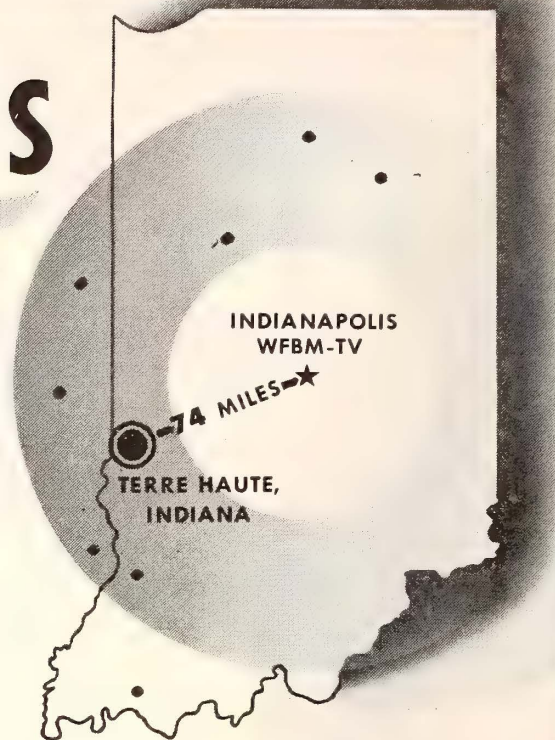




# You get a BIG BONUS IN SETS

ON

**WFBM-TV**  
INDIANAPOLIS



Says **HAROLD GRITTNER**, of  
**JENSEN'S APPLIANCES**  
828 Wabash Avenue,  
Terre Haute, Indiana

## "We get WFBM-TV only, here"

● Estimating there are well over 2000 TV sets installed in Terre Haute and Vigo County, Indiana, Harold Grittner of Terre Haute's big Jensen's appliances is well worth hearing.

Multiply what he says by all the rest of the "extra" audience you get when you use Indiana's First Station for your television messages. You can count on reaching extra tens-of-thousands of potential customers, living far outside the station's 60-mile area, in addition to those watching the 192,500 television sets installed within it.

Add this to the big-employment, big-income-per-family-story in Indiana and you have the perfect combination for profitable advertising. Yes, if you're looking for *more sales*, WFBM-TV is for you!

\*Source: BROADCASTING-TELECASTING, January 21, 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





JANUARY 21, 1952

# FCC READYING TV PLAN

## Revolutionary Procedures Seen

THE FCC today (Monday) enters the home stretch in termination of the 40-month old freeze on television allocations.

It plans to remain virtually in continuous session until it completes its "final report" on both UHF and VHF allocations. The staff's recommendations will be presented section by section, with the target date Feb. 15 or thereabouts.

Revolutionary departures from what had been regarded as the established procedures are indicated—some contrary to the recommendations of the Federal Communications Bar Assn. and others who have participated in the grueling pre-allocation proceedings.

Here's the way the wind is blowing:

● Applications will be taken up on a frequency-by-frequency basis.

● Applicants will probably be given 60 or 90 days to file applications or, if already filed, to revise those pending.

Although the channel-by-channel procedure is a radical change from the postwar practice of granting TV applications only after a consolidated hearing of all applicants (where there are more applications than available channels), it is the method historically used in AM broadcasting.

### Advantages Foreseen

Thinking inside the Commission is that this method will: (1) Hasten the advent of UHF (and also expedite some new VHF stations) since it will permit the grant without hearing of those applicants who have chosen a frequency for which no other applicant has applied; (2) be fairest for all applicants in terms of engineering evidence, financial ability, coverage, etc.

Not the least effect of this procedure may well be that in key cities, strong contenders will find themselves alone in seeking a specific channel, thus be granted sooner than up to now has been expected [see editorial "Cutting TV Corners," B•T, July 30, 1951].

This procedure also is contrary to the recommendations of FCBA, although an articulate minority of FCBA attorneys has consistently favored the channel-by-channel

method. The official FCBA position is in favor of consolidating in hearing all applicants for the same city where there are not sufficient channels available for grants without hearings.

Possibility that the Commission may authorize a 90-day "waiting period" before officially beginning to act on applications will be greeted with a sigh of relief by consulting engineers. They had been fearful that they would be deluged with hordes of new applications at the same time they were required to revise existing applications—all within two months after the Final Notice comes out.

Hope is that Feb. 15 will see the announcement of the Sixth and Final Report on TV allocations, as well as Rules and Engineering Standards. Report becomes effective 30 days after publication in the *Federal Register*.

Implicit in the FCC desire to cause a minimum number of dislocations both for the public and the licensed telecasters—who took the gamble in entering TV when the outlook was bleak—is the likelihood that minimum shifts will be made in existing VHF station

assignments. In its Third Report, the FCC proposed 31 shifts, promised to engineering considerations. Many of these involved changes from the lower end of the VHF band (channels 2-6) to the upper end (channels 7-13). Wherever possible, the FCC is revising these shifts so that the stations will be moved in the same portion of the band. This would protect the set-owners in the particular areas from radical antenna alterations and the telecasters from costly equipment installations.

### DA Problems

There is no disposition, at this stage, to introduce the directional antenna into the allocations structure as a means of shoe-horning into the spectrum additional stations. To do this would sacrifice existing station coverage, and would result in gradual degradation of the allocation pattern, it is felt. There is a sincere effort, it is apparent, to avoid the pitfalls that befell AM broadcasting, following the introduction of the directional antenna in the late twenties.

Some observers feel that the

Commission may make known at the same time its attitude toward the NBC petition asking that the rules limiting ownership be revised to permit more than five TV stations to be owned by the same entity. NBC asked that the existing five-to-an-owner limitation be made to apply to VHF stations only and that one owner be permitted to hold as many UHF stations as the Commission may decide on a case-by-case basis [B•T, Jan. 14, 7]. There is the possibility of a hearing on this issue, however, perhaps to be held during the "waiting period."

In discussing the NBC petition, Chairman Wayne Coy said: "There was a lot of doubt at first about the workability of UHF. But, now that NBC is willing to spend money on UHF stations, as it indicates it will in its petition, many other broadcasters have been stirred into looking more seriously at UHF."

As for limitations on ownership, Mr. Coy said that for himself he was willing for the limit to be the same for all categories of broadcast stations—seven, whether AM-FM or TV.

## NOV. GROSS

GROSS time sales of network television are fast approaching those of network radio, according to the records of Publishers Information Bureau. They show that for November 1951 the TV networks sold \$13,919,327 worth of time at gross rates to national advertisers, compared to total radio network time sales for the month of \$14,377,151.

Moreover, among the 22 classes of advertising placed on the TV networks during November, 12 of these groups spent more for TV network time than for radio net-

TABLE I

TOP TEN TV NETWORK ADVERTISERS FOR NOVEMBER 1951

1. Procter & Gamble Co.	\$ 838,040
2. General Foods	640,800
3. Colgate-Palmolive-Peet Co.	527,668
4. R. J. Reynolds Tobacco Co.	499,060
5. Liggett & Myers Tobacco Co.	368,145
6. Lever Bros. Co.	337,410
7. American Tobacco Co.	317,095
8. P. Lorillard Co.	314,353
9. Ford Motor Co.	256,100
10. Kellogg Co.	233,058

## TV Nearing Radio Totals

work time in that month. Of the 10 top users of TV network time in November (Table I), General Foods Corp., which ranked second only to Procter & Gamble Co., spent

\$640,800 for video network time. This was nearly \$10,000 more than the \$630,925 GF expended for radio network time in November, when it (Continued on page 68)

TABLE II

TOP TV NETWORK ADVERTISERS BY PRODUCT GROUPS FOR NOVEMBER 1951

Agriculture & Farming	\$	103,854
Apparel, Footwear & Access.	International Shoe Co.	256,100
Automotive, Auto. Access. & Equip.	Ford Motor Co.	179,250
Beer & Wine	Joseph Schlitz Brewing Co.	44,340
Bldg. Materials, Equip. & Fixtures	Johns-Manville Corp.	74,880
Confectionery & Soft Drinks	Pepsi-Cola Co.	18,465
Consumer Services	Arthur Murray School of Dancing	128,380
Drugs & Remedies	American Home Products	640,800
Food & Food Products	General Foods	145,700
Gasoline, Lubricants & Other Fuels	The Texas Co.	368,950
Household Equip. & Supplies	Westinghouse Electric Corp.	119,820
Household Furnishings	Mohawk Carpet Mills	68,340
Industrial Materials	Revere Copper & Brass Inc.	33,320
Insurance	Mutual Benefit Health & Accident Assn.	72,240
Jewelry, Optical Goods & Cameras	Speidel Corp.	57,720
Office Equip., Stationery & Writing Supplies	Minnesota Mining & Mfg. Co.	63,210
Publishing & Media	Time Inc.	155,970
Radios, TV Sets, Etc.	RCA	164,902
Retail Stores & Direct By Mail	Drugstore Television Productions	499,060
Smoking Materials	R. J. Reynolds Tobacco Co.	661,760
Soaps, Cleansers & Polishes	Procter & Gamble Co.	387,748
Toiletries & Toilet Goods	Colgate-Palmolive-Peet Co.	68,460
Miscellaneous	Quaker Oats Co.	



# COLOR EQUIPMENT

IN A MOVE to allay criticism over its recent color TV equipment manufacturing ban, government production authorities are preparing to call a second industry conference early next month.

It was learned by BROADCASTING • TELECASTING that the National Production Authority plans to hold a meeting with industry officials, but on a smaller scale, similar to the one called by Defense Mobilizer Charles E. Wilson last October under supervision of the Office of Defense Mobilization and Defense Production Administration.

The conference has been tentatively set for Feb. 8 in the new General Accounting Office Bldg., Washington, at 10 a.m. H. B. McCoy, assistant administrator of NPA's Textile & Leather Specialty Equipment Bureau, is to preside.

Last October, Mr. Wilson elicited industry assurance that manufacturers would defer "mass production" of color TV receivers and related equipment for the duration of the materials shortage. NPA later formalized the agreement with an order spelling out the prohibition [B•T, Nov. 26, Oct. 29, 22, 1951].

Since that time, however, there have been reports that NPA has received pointed requests for clarification of the regulation, with particular respect to its practical effect on availability of materials for color TV theatre systems, tri-color tube production and other phases.

The purpose of this second con-

ference, it was learned, is to determine whether the order has served the purpose for which it was issued specifically and whether it fulfills the intent of the October meeting.

Also in the background is concern in some Congressional quarters that some NPA orders have been issued without prior consultation with businessmen.

The future of available raw materials for such projects as Paramount Pictures' Lawrence tri-color tube and 20th Century-Fox Film Corp.'s Eidophor-CBS theatre TV unit has hung in the balance as a result of the confusion shrouding the NPA order.

"Experimental, defense, industrial and certain hospital and educational uses" are exempted from the NPA directive, including manufacture of color TV equipment for use on "closed circuit" industrial facilities. Research and test programs related to further development of color video systems also are permitted.

But NPA has never satisfactorily

## NPA to Review Ban

spelled out what the order would mean for other uses, though it indicated earlier its feeling that the regulation "reflects the intent" of last fall's conference.

Pressing the operating production agency for a clearer definition have been Paramount Pictures Corp., through the legal firm of Arnold, Fortas & Porter, Washington, Motion Picture Assn. of America and Theatre Owners of America, acting through Welch, Mott & Morgan, Washington.

### Official Purpose Described

Official purpose of the second conference was described by E. T. Morris Jr., outgoing chairman of NPA's Electronics Products Division and of DPA's Electronics Production Board.

Mr. Morris said such a meeting is planned to determine whether the order is achieving its purpose and whether it reflects the "sense and intent" of the October meeting. He acknowledged complaints that

## Just for Herman

WITHOUT mentioning the criticism he had received from Gov. Herman Talmadge of Georgia for presenting the Mariners, mixed quartet of white and Negro singers, on his weekly *Godfrey and His Friends* program on CBS Television [B•T, Jan. 14], Arthur Godfrey and the Mariners last Wednesday dedicated a song to the Georgia governor: "You're Nobody 'Till Somebody Loves You."

the regulation (M90) is not clear and that theatre color TV and other questions had been posed.

It was learned that some 20 firms would be invited, with provision for the top official and one other representative to attend from each firm interested in the color TV issue.

While the meeting will be at NPA level, top industry officials will be encouraged to attend. This is in view of NPA's desire to once again project the meeting above the level of its conventional industry advisory groups and to obtain a representative range of views from all industry quarters.

Paramount reportedly has delayed production of the Lawrence tube, through its subsidiary, Chromatic Television Labs., pending amplification of the order.

Paul Porter, Paramount attorney, had asked NPA to modify the color TV equipment ban, holding that its reply to his initial request was "unsatisfactory." Paramount wants clear-cut authority to use its present allocations for the Chromatic tube, he explained. The firm had been advised it could apply for materials looking toward production of the tube.

### Receivers Can Be Modified

It is Paramount's claim that any "good quality" receiver now on the market can be modified to receive both color and monochrome TV by inserting the Lawrence unit, adding an adapter and making minor circuit adjustments. Unofficially, NPA's position has been that the extent of change in circuitry is the major criterion and has drawn a distinction between circuitry change and materials needed for existing black and white sets.

The Chromatic tube is described as being capable of receiving any present color TV system and either color or monochrome telecasts. Paramount's stand is that the amount of materials needed would be minor since the method involves incorporation of the tube within existing sets.

The 20th Century-Fox Film Corp. is still shooting for a spring-time target date on initial production of the Eidophor unit. A demonstration, to proceed actual production, is slated sometime

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## BENTON ON CODE

### Need Board Also, He Says

IDEALS of the industry's TV Code are well taken but the question of "implementation" remains, Sen. William Benton (D-Conn.) said last Wednesday.

Sen. Benton broke his silence on the television code for the first time since its adoption, in an interview with BROADCASTING • TELECASTING.

Questioned on the code, Sen. Benton said he found it a "great step forward" for the industry. He particularly lauded the ideals expressed in the code's "preamble" (Section I).

The Senator struck a humorous note when he laughingly suggested that "perhaps the Code even goes further in restriction than what the industry sees in my proposal."

However, Sen. Benton said he had no argument with the television industry for in his mind "both the industry's Code and the National Citizens Advisory Board should be established." He asserted both were needed—"they are not mutually exclusive."

Sen. Benton is author of the bill (S 1579) which would set up a Congressional created body—National Citizens Advisory Board on Radio and Television—to "review" radio and TV programs.

Currently, the Benton Bill is in the Senate Interstate & Foreign Commerce Subcommittee, chairmanned by Senate Majority Leader Ernest W. McFarland (D-Ariz.).

Sen. Benton said that after the close of the first session of the 82d Congress last October, he had been given assurance by Sen. McFarland that additional hearings would be held on the review board proposal. Thus far, Sen. Benton, supported by co-sponsors of the bill in the Senate, has been heard.

But, said Sen. Benton, he expected that Chairman Wayne Coy

of the FCC and industry spokesmen would be given an opportunity to speak. Chairman Coy was not in agreement with a majority of the Commission which held last October that there are dangers of "censorship" in the proposed functions of the board, and that the board itself would be "undesirable." [B•T, Oct. 15, 1951].

There has been no indication from Sen. McFarland when these anticipated hearings would be held.

Preamble of the TV Code referred to by Sen. Benton lays particular emphasis on the fact that television's audience "is primarily a home audience," that the telecaster is responsible to do all he can to bring "excellence and good taste" in programming, and that there is a responsibility of the advertiser who utilizes TV to "bring the best programs, regardless of kind, into American homes."

It also points out that the industry and those in it are accountable to the American public "for respect for the special needs of children, for community responsibility, for the advancement of education and culture . . . acceptability of the program materials chosen, for decency and decorum in production, and for propriety in advertising." It further calls for encouragement of viewers to make their criticisms and positive suggestions known to the telecaster.

The TV Code is slated to go into effect March 1.



BACKSTAGE conference followed start of weekly live *Pantomime Quiz* on NBC-TV, with participants including (standing, l to r) Stuart Reynolds, head of Reynolds TV Program Sales, Beverly Hills; Stanley Lomas, TV commercial manager, William Esty Co., New York, agency servicing R. J. Reynolds Tobacco Co. (Camel cigarettes account); (seated, l to r) Mike Stokey, m.c. and program packager; Kendall Foster, vice president and TV director of agency.



# IS TV WINNING FIGHT FOR EQUALITY?

## N.Y. Bar Rejects Anti-TV Resolution

RESOLUTION to endorse banning broadcasts or telecasts of Congressional hearings or investigating committees was rejected by members of the Assn. of the Bar of the City of New York in a meeting Tuesday night. The vote was 66 to 42.

In effect a stronger statement of similar broadcast ban, voted by the association in 1948, the resolution was presented by the 16-member committee on the Bill of Rights, in a statement dated Dec. 17. Thirteen committee members, including Chairman George S. Leisure, advocated its adoption while minority opinion was signed by three committee members, including Robert L. Werner, general counsel and vice president of RCA, who wrote the minority report and presented it at Tuesday's meeting to general bar association membership.

### Legal Eagles

The discussion, lasting for an hour and a half, involved some of the leading legal minds in the country. Proponents of the resolution included Robert P. Patterson, former Secretary of War; Lloyd Paul Stryker, noted lawyer and former counsel for Alger Hiss; and General Session Judge James H. Wallace. Opponents included James L. Fly, former FCC chairman; Rudolph Halley, city council president and counsel to the Kefauver Committee; and Committee member Francis A. Brick Jr., who

THERE WERE signs last week that advocates of admitting television to Congressional and other governmental hearings were beginning to make headway in their arguments. In New York, the bar association voted down a proposed resolution to kick TV into the streets. In Washington, the "Little Kefauver Committee" found out that television's manners weren't nearly as crude as some Nice Nellies said they were.

is in legal practice with Mr. Leisure.

Resolution recommended that the bar association urge Congress to prohibit "the broadcasting, by radio or television, of the proceedings at a public hearing held by a Congressional investigating committee at which witnesses testify involuntarily under the compulsion of a Congressional subpoena, and prohibit the taking of motion pictures or other photographs during the course of such hearing." While the action pertained to several news media, discussion focused almost exclusively on television.

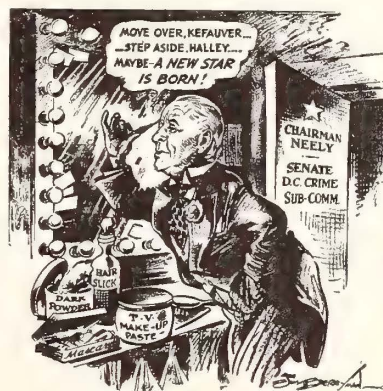
Proponents of the resolution were quoted as saying that the opposition had been rounding up votes by telephone for a week and had "packed" the meeting, but Mr. Leisure denied any knowledge of that. He said the discussion was a good one, and one "without the bitter feeling that sometimes is found in such debate." Attendance was reported as normal. The Association member, employed by a radio network, said the meeting had been called to the attention of inter-

ested members, certainly, but that it was a not unusual procedure for any of the association agendas.

Subject provoked enough reaction from the floor that speakers, initially allotted 10 minutes, were soon limited to 2-minute statements.

Support of the TV ban centered around protecting civil rights

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Jim Berryman in the Washington (D.C.) Evening Star.

## Senators Give It Vote of Confidence

By J. FRANK BEATTY

TELEVISION proved last week that it can portray democracy-at-work to the nation's 14 million receivers without violating the rights of witnesses or interfering with formal proceedings.

Washington's "Little Kefauver Investigation" gave TV the chance to show, definitely and emphatically, that it has been unfairly catching all the blame for the blinding lights and noisy cameras that feature newsreel coverage.

The investigation is being conducted, without newsreels, by a Senate subcommittee probing crime conditions in the nation's capital.

Senators, counsel and witnesses joined in tribute to the quiet and unobtrusive way that WMAL-TV Washington operated as it covered the inquiry, terming it a demonstration of TV's ability to report without upsetting participants.

TV's chance to present video technique in its true form arose when newsreel cameras decided the inquiry was of local rather than national interest. That gave both TV and radio an opportunity to show the way they operate.

To the surprise of Senators and counsel, WMAL-TV had only two silent cameras and two lights. The lights were aimed directly upward and did not bother anyone in the room. This scene was in contrast to the carnival aspects of newsreel coverage, where a half-dozen or more cameramen operate noisy

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## TV Acquitted of Others' Sins

## AN EDITORIAL

TWO INCIDENTS that should be of cheer to every broadcaster (and to every citizen who lives a hoot about the processes of democracy) occurred last week.

● The New York State Bar Assn. beat down proposed resolution condemning radio and television broadcasts of investigative hearings.

● Television was given a chance to prove its obtrusiveness when it, but no newsreels, showed up at hearings of a Senate subcommittee investigating crime in Washington.

In the first incident, the bar association voted 66 to 42 against a resolution proposed by its Committee on Civil Rights urging that radio, TV, newsreels—in short everybody but newspaper reporters—be barred from Congressional and other government investigative hearings on the ground that these mechanical devices corrupted proceedings, deprived witnesses of their proper rights and committed general nuisances [B•T, Dec. 24, 1951].

In the second, an unprecedented and, we hope, history-making accident took place. Television moved into the subcommittee hearing room, but because the matters under discussion were of mostly local interest none of the newsreels showed up. It was a happy accident in-

deed because, for the first time, some Senators were able to see for themselves that TV needs no blinding lights and makes no distracting noises. Both of those unfortunate characteristics had been charged to TV before when, as a matter of fact, they should have been attributed to the newsreels which happened also to be present.

As you may read in a story elsewhere on this page, the Senators were impressed.

In New York, the defeat of the bar committee's proposed anti-broadcasting resolution was not accomplished without effort, or without dispute. Indeed some members "leaked" the word to the press that the opposition forces had packed the meeting, a charge that seems rather silly in view of the fact that attendance was normal.

There is no doubt, however, that several members of the bar presented a very forceful case against the resolution. We think it important to mention that three of them are people who are a lot more intelligently aware of the nature and effect of television than some of their stuffer colleagues may be.

RCA's vice president and general attorney, Robert L. Werner, was a minority member of

the committee that proposed the resolution, and he was joined in his objections to it by James Lawrence Fly, former FCC chairman, and Rudolph Halley, New York's City Council president, who ought to understand the implications of telecasting government hearings if anybody does.

It seems to us that the more this question is argued, the more apparent it becomes that most of the opponents of broadcasting don't really understand much about it. Coupled with their lack of information is a rather addled notion that politics and political procedures belong exclusively to the politicians (and such lawyers as they hire), and that the public should be admitted to their sessions only by the sufferance of newspaper reports (which are not only less effective than broadcasting but also easier to influence).

Their ignorance of broadcasting, we believe, stands some chance of being overcome if broadcasters will pursue a diligent effort of enlightenment. It may take longer to disabuse them of their hopes to run political procedures as sort of a private club, but that will be accomplished when the public has a chance to get through the door by watching television.



# SCHOOL TV ISSUE

ILLINOIS Broadcasters Assn. and the U. of Illinois board of trustees met for their first face-to-face debate on the University's tentative allocation of the only VHF channel in East Central Illinois Wednesday in Chicago. The tax-supported school expects to be assigned non-commercial Channel 12 in Champaign-Urbana, where three commercial UHF channels have been tentatively allocated.

Broadcasters presenting opposition stands of the IBA, as well as of most commercial broadcasters and telecasters throughout the country, followed policies agreed upon by the group since last summer when it voted disapproval of the university's plan to construct a video station.

Appearing for IBA were these southern Illinois broadcasters: President J. Ray Livesay, WLBH Mattoon; Vice President Oliver J. Keller, WTAX Springfield; Leslie C. Johnson, WHBF Rock Island, past vice president of IBA and former director of NARTB; Merrill Lindsay, WSOY Decatur, chairman of the IBA delegation, past presi-

dent of the group and an NARTB director, and Charles C. Caley, WMBD Peoria, IBA director and former NARTB director.

Meeting with them at the conference table were Dr. George Stoddard, president of the U. of Illinois; Park Livingston, Chicago, president of the board of trustees; and Trustees Wirt Herrick of Clinton and A. J. Janata of Chicago. Also attending were Wilbur Schramm, dean of the university's Institute of Communications, and Robert Hudson, director of university broadcasting.

The 2½ hour session was conducted in roundtable fashion with reporters present.

## End Result Agreement

Although both groups were in agreement that the end result should be "what is best for the general public," the attempt at outlining a workable blueprint of side-by-side operation was stalemated, for the time being anyway. Generalities were agreed upon, but discussion of specifics brought assertions and rebuttals but no conclusions except the ones the representatives brought with them.

Mr. Livingston plans to call another meeting when new thinking can be broached and some specifics agreed upon.

Broadcasters, in prepared recom-

## U. of I., IBA Debate

mendations, suggested the school "abandon all consideration of commercial television station operation, its plans for a noncommercial television station at this time and that it establish a TV training course as part of the curriculum."

It suggested also the university "withdraw its support of the proposals of the Joint Committee on Educational Television to the FCC."

Dr. Stoddard said the trustees had never gone on record as approving or supporting activities or purposes of JCET and worked with the educational body only for aid in its own TV station petition.

The tentative channel allocation provides for a noncommercial station, although U. of Illinois officials plan to accept commercial advertising until there is a commercial station covering the same area, if FCC allows. Dr. Stoddard explained his group believes there is a need for education and entertainment and that viewers in any area should be offered a balanced diet of both.

Should the university station be the first on the air in the area, the school would program in both ways, reverting to its original noncommercial concept when a commercial outlet in Champaign-Urbana began transmissions. If a commercial



**MERITS of DuMont and FCC allocation plans for Charlotte, N. C., are discussed by (l to r) Earle J. Gluck, president-general manager, WSOC-AM-FM Charlotte; Lewis Radford Jr., eastern district sales manager, DuMont Transmitter Div., and Dr. Allen B. DuMont, president, Allen B. DuMont Labs. WSOC is applicant for Channel 9 in Charlotte.**

UHF station took the air before the school station, the latter would never accept commercial shows, he added.

The university's study into its projected operation of a TV station lies mostly in the realm of theory, inasmuch as the concept of TV as an educational tool and the extensive budget demands would have to be approved by the state legislature. Its next session does not begin for a year, which means the station could not get on the air before the summer of 1953 even if all proposals were approved.

## School Programs on Film

IBA charges operation of a semi-or interim-commercial station, as well as occupation on the only VHF channel in the area by the U. of I. would be unfair competition for the private telecaster. It claims the university station would give service more cheaply and that private competition would be put on an "unfair and unlivable" basis.

Broadcasters argued the school can accomplish its manifold purposes without live transmission and without its own transmitter by putting its programming on film for distribution to other stations, or by originating live shows from a local commercial station. They pointed out state-wide coverage would be impossible without a network or relay system, and that without state-wide coverage only 10% of the population of Illinois would receive a service for which all residents would pay in taxes.

All parties were interested in projected costs of the U. of I. undertaking, estimated at \$200,000 for equipment and \$260,000 operating costs yearly. Mr. Johnson of Rock Island suggested distribution of programming by film, pointing out high costs of cable transmission. AT&T, he said, quoted \$5,000 weekly as the cost of carrying a quarter-hour strip from Chicago. Commercial broadcasters would "welcome" films from the U. of I.

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## SET SERVICING

### Coumont Takes RTMA Post

NATIONWIDE campaign to improve TV set servicing will be directed by Albert Coumont, former sales manager of the Electronics Section, International General Electric Co.

Glen McDaniel, president of Radio - Television Mfrs. Assn., announced Mr. Coumont's appointment Wednesday. He carries the title of service manager. The position was authorized last fall by the RTMA



**Mr. Coumont**

board to raise servicing standards. It had been filled on an interim basis by E. W. Merriam.

Mr. Coumont will promote training courses for service technicians in trade and vocational schools. The RTMA Service Committee, headed by R. J. Yeranko of Magnavox Co., has distributed a recommended agenda for such courses among schools.

RCA Institutes has been engaged by RTMA to prepare a three-year vocational high school syllabus on radio and TV and a 10-12 month syllabus for adult educational institutions. The courses are being edited by Gilbert Weaver, training director of the New York State Board of Education.

Mr. Coumont joined GE in 1935. His entire career has been spent in radio and TV, including operation of his own radio repair service and experience in service divisions of set manufacturers.

## UHF 'PROVEN ART' Dr. DuMont Tells NARDA Meet

INTENSIVE research and experimental work in the past three years of the TV station-freeze have lifted UHF from the laboratory stage to that of a proven art, Dr. Allen B. DuMont said in Chicago Monday, urging TV dealers not to underestimate its value to them.

UHF will become of "major importance in a hurry," once the freeze is lifted, Dr. DuMont predicted when he addressed the annual convention of National Appliance and Radio Dealers Assn. Adoption of UHF can be effected easily, he said, since video manufacturers have designed new UHF units which will allow owners of the present 15 million VHF sets to adapt their receivers quickly and simply. Since there is less competition among station owners for UHF channels, early applications should be acted upon by the FCC quickly, he explained.

Lifting of the freeze will allow for 141 new VHF assignments, Dr. DuMont reminded his audience, while 1,358 UHF assignments are possible. And of the present 1,239 television communities, 1,140 will add UHF, while another 897 communities will have UHF channels only. Major markets will most certainly be included in UHF expansion, he noted, with all of the top 25 cities in the country scheduled for UHF, and all but 12 of the top 200 cities slated for similar UHF use.

Television dealers will notice the addition of UHF channels through

the increased sale of video receivers as well as UHF converters, the television pioneer said. To promote early adoption of UHF, he advised, dealers should use aggressive promotion in all media to inform the public about UHF, urge the public when buying receivers to obtain sets easily convertible to UHF and work closely with distributors, servicemen, and UHF station applicants for early lifting of the freeze.

### McDaniel Is Heard

Glen McDaniel, president of the Radio - Television Manufacturers Assn., spoke Tuesday afternoon on the outlook of the industry this year, "which is about as easy to forecast as who will win the World Series."

Manufacturers agree generally, he said, that (1) TV inventories will be lower and more realistic than last year; (2) consumer purchasing is more stable and probably will continue so, with fewer peaks and valleys; (3) while shortages may make selling easy before the end of the year, business on



# THEATRE TV

DISCUSSIONS continued last week between United Paramount Theatres and Theatre Guild for the latter's producing and distributing a series of important, past and/or original plays for theatre television with possible starting time set for this spring.

Leading contender for series is the Guild production of George Bernard Shaw's "Saint Joan," which is currently playing on Broadway. Discussions about this specific play have been in progress for the past two months, however, with financial problems reportedly the major issue.

Proponents of theatre television emphasize that they believe its mature use will call for emphasis upon commercial, public service and public affairs presentations, rather than entertainment, but feel that experiments with entertainment should be made. Discussions are said to have been held with various entertainment groups, of which the Guild is only one.

Spokesman for United Paramount emphasized that his company is not involved in anything approaching an exclusive interest,

but only as a representative of the whole theatre television industry, including such groups as RKO, Warners, Fabian and others, such as independent exhibitors. Estimates of the theatres now equipped for theatre telecasts range from 30 to 35 houses, he said, which means that no one circuit of theatres is equipped for a solo approach to theatre television.

## More Houses Needed

"A good many more" houses, perhaps from 75 to 100, will have to be equipped before theatre television can become a box office success, he added.

Experiment proposed would thus commit the Guild to full production and distribution management. The drama series is planned to extend over a period of time to assure that evaluations of the experiment are not made by snap judgment. The series will not start until "two roads converge: Whenever the Guild is ready with its productions and whenever theatre television participants are ready," possibly this spring.

Sports on theatre television were characterized as "a completely confused picture" with major complaint being the lack of events

## Play Rights Are Sought

major enough to attract widespread interest. It was understood that experiments so far conducted have resulted in loss of money in almost all instances.

Logical position of theatre TV, United Paramount spokesman said, is for commercial use, conducting sales conventions, introducing new car models or holding inter-office management and training sessions. Avoiding mass audience requirements of home television, but conducting sessions of interest to specific large groups would key programming, with shows scheduled for morning or early afternoon periods, when the theatres are normally dark, to allow for two-way profit.

## Two-way System Seen

Two-way telephonic communication could be installed in addition to the usual theatre TV equipment, thus allowing, for example, Chicago businessmen interested in a New York convention, to ask questions of speakers there and be answered by them.

Theatre television was investigated some months ago for covering the Girl Scouts convention in Boston and it was established then that local councils could save travel and hotel expenses by watching the convention on theatre television for as little as 15 to 30 cents per person.

## 'Brief But Eloquent'

UNTIL a week ago, Commentator Ed Murrow had what he called a "lifeboat" to get him out of the difficulty which might come with any mechanical breakdown on his CBS Television *See It Now* show. The lifeboat: Take the audience on a tour of the studios. Mr. Murrow had to resort to the lifeboat on the Jan. 13 show when film equipment suddenly snafued. He ad libbed his way around the studios for some 10 minutes, successfully enough until someone asked an engineer about progress in repairing the film equipment. "We're busy as hell," came the reply. "Brief but eloquent," observed Mr. Murrow. Last week he was looking for another "lifeboat" in event another is ever needed.

## DOOLEY TO BLAIR

Leaves WOW-AM-TV Post

ROBERT M. DOOLEY, general sales manager of WOW-AM-TV Omaha, has been named sales manager in the New York office of Blair - TV Inc., television station representative firm, Blair - TV President William H. Weldon announced in a statement to be released today (Monday). The appointment is effective Feb. 1.

Mr. Dooley

Before joining the WOW stations in the fall of 1949, Mr. Dooley had served for five years as general sales manager of KFAB Omaha, where he also was in charge of promotional and merchandising planning and participated in determination and execution of commercial and operational policies. At WOW he also took part in activities of the stations' operating committee, which determined operations and policy.

He is a graduate of Grinnell (Iowa) College. Upon graduation, he was one of 17 selected by Armstrong Cork Co. from a field of about 4,000 applicants for the company's industrial and sales management training program. He later was Armstrong district manager in Atlanta and Minneapolis. He also served as assistant to the advertising manager of Bankers Life Insurance Co. of Iowa before World War II. After military service he joined Central Broadcasting system, operator of KFAB, KOIL Omaha and KFOR Lincoln.

## NEW OHIO FILM CO.

Robbins, Goodman Open Firm

RICHARD ROBBINS, salesman-film producer for WTVN (TV) Columbus, Ohio, last week announced his resignation. Mr. Robbins will form a film production agency in Columbus with Ken Goodman, former motion picture chief at WBNS-TV Columbus.

The new firm, Television Film Productions, will make film commercials on a mass production, low budget scale to serve advertisers in and around Ohio. Studios are located at 1133 S. High St.

## Jimmy O'Flynn

JIMMY O'FLYNN, 7, television, radio and stage performer, died Jan. 12 of a kidney disease first diagnosed when he was three. The youngster started singing and telling jokes on stages in his home town of Rochester, N. Y., when he was two. He subsequently became the star of *Ask the Kids* over WHAM-TV Rochester.



CONFERRING on sponsorship by the Federation Bank & Trust Co. of *The Big Picture*, official Army documentary of the Korean campaign, over WCBS-TV New York Sundays at 2 p.m. are (l to r) Philip Roraback, bank executive vice president; G. Richard Swift, WCBS-TV general manager; Capt. Melvin H. Casson, chief, radio-TV branch, 1st Army; Thomas J. Shanahan, bank president; Major Alfred B. Frazin, chief, public relations division, 1st Army; Dick Doan, WCBS-TV program director, and Lt. Albert Gannaway, technical advisor, U. S. Army public relations.

## HECHT, SNADER

Sign Film Series Contract

BEN HECHT, author and film writer-producer-director, has been contracted by Snader Pictures, Inc., Beverly Hills, as writer-producer-director on a 39 half-hour TV film series for distribution by Snader Telescriptions Sales Inc., Beverly Hills.

Mr. Hecht is to set up own production unit for a series, *One Thousand and One Nights*, borrowing the title from one of his books. Each film is budgeted at approximately \$28,000 with Mr. Hecht and Snader pictures sharing ownership of the negatives.

## FURSE JOINS CBS-TV

Is Program Dept. Mgr.

RUSSELL FURSE, West Coast film and TV producer, joins CBS Television Network as general manager of program department today (Monday) to succeed E. Carlton Winckler, recently named manager of production for operations department.

Mr. Furse joins CBS-TV from ABC-TV Hollywood where he first served as director, then as production manager. Previously, he had produced short subjects for Paramount Pictures, worked on special effects for Metro-Goldwyn-Mayer and served as producer for Cascade Pictures, division of Hal Roach Studios. In latter post in 1947, Mr. Furse managed development of live TV programs for West Coast consumption.

## Buys Sinatra Segment

CBS Television last week marked up a sale under its new "Magazine Type" of sales offer. Elgin American Div. of Illinois Watch Case Co., manufacturer of compacts, etc., signed for 15 minutes of the hour-long *Frank Sinatra Show* on a one-time-only basis. The company will sponsor the 8-8:15 portion of the Feb. 12 program.



# YESTERDAY and TODAY in Central Indiana at WFBM-TV "First in Indiana"

## Yesterday . . . .

On May 30, 1949 there were 2500 Sets in WFBM-TV's coverage area.

# Today . . . . there are 192,500

Sets in use  
in WFBM-TV's  
coverage area

In planning your TV coverage remember to TAKE A CLOSE LOOK at the Central Indiana Market—COMPLETELY COVERED by WFBM-TV.

Represented nationally by  
The Katz Agency Inc.

# WFBM-TV

Channel  
6



"First in Indiana"

## telestatus



OF 1,043 FARMERS answering a spot check made by the U. of Illinois in 12 northeastern Illinois counties, 58% have television sets.

Out of the 58% (604) owning video sets, 98% (591) said they would like to see a farm TV program regularly.

Of the 439 farms without sets, 76% (334) said they, too, would like to see a TV station carry a farm program regularly. Also, 29% (129) commented that they planned to purchase a set within a year.

College of Agriculture, U. of Illinois, Urbana, mailed out 6,000 cards. Return was 17%, representing the 1,043 figure.

John A. Murray, assistant extension editor, emphasized that the survey was more of a spot check than a scientific study. The survey was made, he added, in response to questions raised by commercial telecasters in Chicago concerning rural audience potential.

Mr. Murray said the survey showed that while the city TV audience is established, an appreciable rural audience is growing.

A specific need was seen for programs that: Will appeal to the city viewer in terms of his interests such as food, clothing, prices, family living; appeal to the farm viewer in terms of his interests,

with particular emphasis on encouraging him to produce a better product for his city customer, and will point out to both groups the need for continuing research to increase efficiency of food production and utilization and to improve family living.

\* \* \*

## Godfrey Show Tops Trendex Listing

TOP TEN sponsored network television shows, based on Jan. 2-8 interviews, were listed by Trendex Inc. last week as follows:

RANK	PROGRAM	RATING
1.	Godfrey's Talent Scouts (CBS)	47.3
2.	I Love Lucy (CBS)	43.9
3.	Red Skelton (NBC)	40.4
4.	Your Show of Shows (NBC)	37.4
5.	Godfrey's Friends (CBS)	37.2
6.	Texaco Star Theatre (NBC)	35.6
7.	Fireside Theatre (NBC)	32.7
8.	Mama (CBS)	32.3
9.	Big Town (CBS)	30.7
10.	Goodyear Playhouse (NBC)	30.3
10.	Man Against Crime (CBS)	30.3

\* \* \*

## Berle, Skelton Lead Nielsen December Report

MILTON BERLE and *Texaco Star Theatre* again led the national Nielsen ratings for the top 10 video programs for the two weeks ending Dec. 22, 1951. Red Skelton was

## Big Rural Audience Found in Survey

(Report 199)

a close second. Nielsen listing follows.

NUMBER OF TV HOMES REACHED		
RANK	PROGRAM	HOMES (000)
1	Texaco Star Theatre (NBC)	8,324
2	Red Skelton (NBC)	7,127
3	Colgate Comedy Hour (NBC)	6,927
4	Fireside Theatre (NBC)	6,792
5	Arthur Godfrey & Friends (Liggett & Myers Tobacco) (CBS)	6,602
6	Your Show of Shows (Participating) (NBC)	6,423
7	Your Show of Shows (Reynolds, R. J., Tobacco) (NBC)	6,352
8	Your Show of Shows (Eversharp, Inc.) (NBC)	6,300
9	You Bet Your Life (NBC)	6,153
10	Jack Benny Show (CBS)	6,012

PER CENT OF TV HOMES REACHED IN PROGRAM STATION AREAS		
RANK	PROGRAM	HOMES (%)
1	Texaco Star Theatre (NBC)	55.9
2	Red Skelton (NBC)	51.6
3	Arthur Godfrey's Scouts (CBS)	51.2
4	Jack Benny Show (CBS)	48.5
5	Arthur Godfrey & Friends (Liggett & Myers Tobacco) (CBS)	48.0
6	Colgate Comedy Hour (NBC)	47.2
7	Your Show of Shows (Participating) (NBC)	46.7
8	Fireside Theatre (NBC)	46.3
9	Your Show of Shows (Reynolds, R. J., Tobacco) (NBC)	44.6
10	Arthur Godfrey & Friends (Pillsbury Mills, Inc.) (CBS)	44.0

Copyright 1952 by A. C. Nielsen Co.

WCBS-TV New York will televise series of educational programs weekly commencing Feb. 2 and titled *It's Worth Knowing*. The shows, intended primarily for adult audience, will be produced in cooperation with National Education Assn. Subject of first four broadcasts will be individual's relationship to his community.

## Weekly Television Summary—January 21, 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	130,976
Ames	WOI-TV	73,441	Matamoros (Mexico)		
Atlanta	WAGA-TV, WSB-TV, WLTV	165,009	Brownville, Tex.	XELD-TV	11,100
Baltimore	WAAM, WBAL-TV, WMAR-TV	358,052	Memphis	WMCT	115,083
Binghamton	WNBF-TV	50,150	Miami	WTVJ	102,600
Birmingham	WAFM-TV, WBRC-TV	70,000	Milwaukee	WTMJ-TV	305,537
Bloomington	WTTV	125,000	Minn.-St. Paul	KSTP-TV, WTCN-TV	280,200
Boston	WBZ-TV, WNAC-TV	847,725	Nashville	WSM-TV	54,784
Buffalo	WBBT-TV	247,503	New Haven	WNHC-TV	224,000
Charlotte	WBTV	122,970	New Orleans	WDSU-TV	78,377
Chicago	WBKB, WENR-TV, WGN-TV, WNBC	1,056,949	New York	WABD, WCBS-TV, WJZ-TV, WNBT	2,750,000
Cincinnati	WCPO-TV, WKRC-TV, WLWT	325,000		WOR-TV, WPIX	
Cleveland	WEWS, WNBK, WXEL	567,692	Newark	WATV	
Columbus	WBNS-TV, WLWC, WTVN	200,000	Norfolk	WTAR-TV	97,606
Dallas			Oklahoma City	WKY-TV	113,224
Ft. Worth	KRLD-TV, WFAA-TV, WBAP-TV	148,892	Omaha	KMTV, WOW-TV	113,082
Davenport	WOC-TV	85,134	Philadelphia	WCAU-TV, WFIL-TV, WPTZ	970,000
Quad Cities	Include Davenport, Moline, Rock Is., E. Moline		Phoenix	KDHO-TV	55,100
Dayton	WHIO-TV, WLWD	227,000	Pittsburgh	WDTV	342,300
Detroit	WJBK-TV, WWJ-TV, WXYZ-TV	705,323	Providence	WJAR-TV	191,000
Erie	WICU	82,765	Richmond	WTVR	105,258
Ft. Worth-Dallas	WBAP-TV, KRLD-TV, WFAA-TV	148,892	Rochester	WHAM-TV	101,153
Grand Rapids			Rock Island	WHBF-TV	85,134
Kalamazoo	WOOD-TV	160,413	Quad Cities	Include Davenport, Moline, Rock Is., E. Moline	
Greensboro	WFMY-TV	97,605	Salt Lake City	KDYL-TV, KSL-TV	70,200
Houston	KPRC-TV	116,000	San Antonio	KEYL, WOAI-TV	64,671
Huntington			San Diego	KFMB-TV	119,500
Charleston	WSAZ-TV	72,649	San Francisco	KGO-TV, KPIX, KRON-TV	298,000
Indianapolis	WFBM-TV	192,500	Schenectady		
Jacksonville	WMBR-TV	52,000	Albany-Troy	WRGB	193,700
Johnstown	WJAC-TV	132,732	Seattle	KING-TV	116,500
Kalamazoo			St. Louis	KSD-TV	363,000
Grand Rapids	WKZO-TV	160,413	Syracuse	WHEN, WSYR-TV	152,793
Kansas City	WDAF-TV	180,775	Toledo	WSPD-TV	127,000
Lancaster	WGAL-TV	130,804	Tulsa	KOTV	98,375
Lansing	WJIM-TV	130,804	Utica-Rome	WKTV	64,000
Los Angeles	KECA-TV, KHJ-TV, KLAC-TV, KNBH	80,000	Washington	WMAL-TV, WNBW, WTOP-TV, WTTG	324,375
	KTSL, KTTV	1,334,899	Wilmington	WDEL-TV	89,982

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

Total Stations on Air 109\*

Estimated Sets in use 15,310,000

Editor's Note: Totals for each market represent estimated sets within television area. Where coverage areas overlap set counts may be partially duplicated. Sources of set estimates are based on data from dealers, distributors, TV circulation 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.



# Two big TV news beats!

## EXCLUSIVE

The only films of the final plunge of the Flying Enterprise—including the rescue tug crew's last tribute to the stricken ship—two days ahead of any other motion pictures taken on the scene.



## FIRST

First on the spot—with four cameramen—where the Northeast Airlines plane crashed into the shallow waters off LaGuardia Field. First on the air with pictures and sound interviews with survivors.



## UNITED PRESS MOVIE TONE NEWS

Two big news stories break. The scenes are widely different—the whole Atlantic between them. But first coverage and most comprehensive coverage are the same—by United Press Movietone News.

### United Press

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



# WAVE-TV

## First

IN KENTUCKY

## First

ON THE AIR!

## First

IN LOCAL ADVERTISING!

## First

IN NATIONAL ADVERTISING!

## First

IN HOURS ON THE AIR!

## First

IN COVERAGE!

WAVE-TV of course has excellent reception in metropolitan Louisville. So does Station B. WAVE-TV's PLUS is that in outlying areas, 61.3% of all TV homes "get" WAVE-TV far more clearly than Station B. Ask for the positive proof!

# WAVE-TV

CHANNEL 5

NBC • ABC • DUMONT

LOUISVILLE, KENTUCKY



FREE & PETERS, Inc.

Exclusive National Representatives

TABLE III

GROSS TV NETWORK TIME SALES FOR NOVEMBER AND JANUARY-NOVEMBER 1951  
COMPARED TO SAME PERIOD 1950

Product Group	November 1951	Jan.-Nov. 1951	November 1950	Jan.-Nov. 1950	Product Group	November 1951	Jan.-Nov. 1951	November 1950	Jan.-Nov. 1950
Agriculture & Farming			\$9,908	\$9,908	Insurance	33,320	355,990	18,900	60,550
Apparel, Footwear & Access.	\$327,452	\$2,833,467	124,954	763,680	Jewelry, Optical Goods & Cameras	216,557	1,789,642	152,487	338,373
Automotive, Auto. Access. & Equip.	1,147,509	9,851,767	787,879	4,577,301	Office Equip., Stationery & Writing Supplies	145,950	700,800	15,460	43,750
Beer & Wine	583,780	5,145,714	265,190	1,312,652	Political Publishing & Media	93,570	824,584	22,810	24,650
Bldg. Materials, Equip. & Fixtures	44,340	60,430	20,340	91,290	Radios, TV Sets, etc.	286,780	4,227,056	439,718	152,401
Confectionery & Soft Drinks	376,817	2,938,875	316,202	1,525,698	Retail Stores & Direct By Mail	190,042	1,902,656	23,641	2,861,045
Consumer Services	18,465	386,017	15,120	228,785	Smoking Materials	1,904,528	15,840,942	812,969	65,515
Drugs & Remedies	385,175	2,322,167	76,880	318,295	Soaps, Cleansers, & Polishes	1,390,220	9,733,320	180,935	5,432,833
Food & Food Products	2,683,110	23,233,914	1,135,648	5,311,692	Sporting Goods & Toys			32,100	621,455
Gasoline, Lubricants & Other Fuels	376,515	2,595,974	264,468	1,316,713	Toiletries & Toilet Goods	1,949,882	14,576,303	681,701	78,450
Horticulture				1,140	Miscellaneous	148,916	1,189,799	96,405	3,416,980
Household Equipment & Supplies	1,103,237	7,571,829	477,934	2,150,552					
Household Furnishings	375,852	3,327,201	254,693	1,795,762					
Industrial Materials	137,310	2,425,899	272,381	969,474					
					Total:	\$13,919,327	\$113,834,346	\$6,498,623	\$33,772,915
					Source: Publishers Information Bureau.				

## Color Equipment

(Continued from page 62)

within the next month. Eidophor is a theatre TV system designed to project color on any size screen (either live or on film) via the CBS method.

Attorneys for MPAA and TOA (as well as other parties interested in the 20th Century-Fox-Eidophor-CBS unit) have recommended that the associations request an amendment of the order or outright revocation if, in their opinion, it would not help conserve materials.

As presently constituted, MPAA and TOA were advised over the weekend, that the regulation does not serve the purpose for which it was promulgated. A formal protest has been prepared, awaiting their approval, it was indicated, despite the scheduling of the NPA-industry conference.

Engineers working with the Eidophor system have assured 20th Century-Fox that production of the unit would consume relatively "insignificant" quantities of materials compared to those needed for monochrome output. Black-and-white theatre TV is not prohibited.

Some authorities claim that any savings of materials which might result would contribute very little to the defense production effort.

MPAA and TOA are carrying the ball for 20th Century-Fox, which deferred to the association before taking individual action, and for the National Exhibitors Theatre Television Committee and smaller motion picture exhibitors.

J. A. Milling, who succeeds Mr. Morris in the twin DPA-NPA electronics posts Feb. 1 [B•T, Jan. 14], also is expected to be present at the NPA-industry conference.

Firms represented at the ODM-DPA conference last October were: RCA, CBS, Allen B. DuMont Labs., Paramount Pictures, Philco Corp., Motorola Inc., General Electric Co., Admiral Corp., Chromatic Television Labs. (half-owned by Paramount Pictures), Color Television Inc., Crosley, Fada, Hazeltine, Magnavox, Meck Industries, Traveler, Webster-Chicago, Wells-Gardner, Westinghouse, Hallcrafters and Paramount Film Distributing Corp.

## EDUCATIONAL TV

Chain of N. Y. Stations Seen

A CHAIN of educational TV stations that will reach 97% of the people in New York State was foreseen last week by Dr. Lewis A. Wilson, State Commission of Education, who predicted the educational network when the FCC approves a State Board of Regents' applications for 11 TV outlets.

Art galleries, museums, libraries, and zoos of the metropolitan area would be made available to small communities, he said, while "the feeling of space, great forests, and the orchards" of upstate New York could be brought into urban living rooms.

Also addressing some 200 persons at the Eighth Annual Institute of Visual Arts held last weekend in New York, Dr. Irene F. Cypher, assistant professor of education at New York U., admitted that educators had failed to use radio as effectively as they could have, and warned that they not repeat the error with television. Two of the main problems in educational television, she said, were overcoming budgetmakers who cannot understand the need for new materials and for reforming the teacher who still instructs classes in the way she, as a child, was taught.

## November Gross

(Continued from page 61)

stood second to P & G in the radio top 10, too.

Individual advertisers who were top spenders for TV network time in their respective product groups in November are listed in Table II (page 61). Table III shows the combined time purchases of all advertisers in each class for November and January-November, 1951 and 1950. It should be noted that direct dollar comparisons between the two years are not possible as the 1950 totals do not include time sales of the DuMont Television Network.

## Food Advertising First

Product group analysis shows food advertising accountable for more TV network time purchases than any other group during November, with toiletries ranking second, smoking materials third, soaps and cleansers fourth, automotive fifth and, to include all groups spending more than a million dollars, household equipment sixth. Four of these six classes, it is interesting to note, spent more for TV network time than for radio network time during the month. These were toiletries, tobaccos, automotive and household equipment.

# TV SPOTS

8 SECONDS \$50

If your problem is how to get low-cost TV film spots (with audio) to fit your budget, we can solve it for you just as we're doing for hundreds of small budget advertisers throughout the country.

Our 35 years of producing top-quality film titles and messages for theatres and advertisers is your assurance of the best professional work. You'll save time and money if you get our prices first.

20 SECONDS \$80

ONE MINUTE \$150

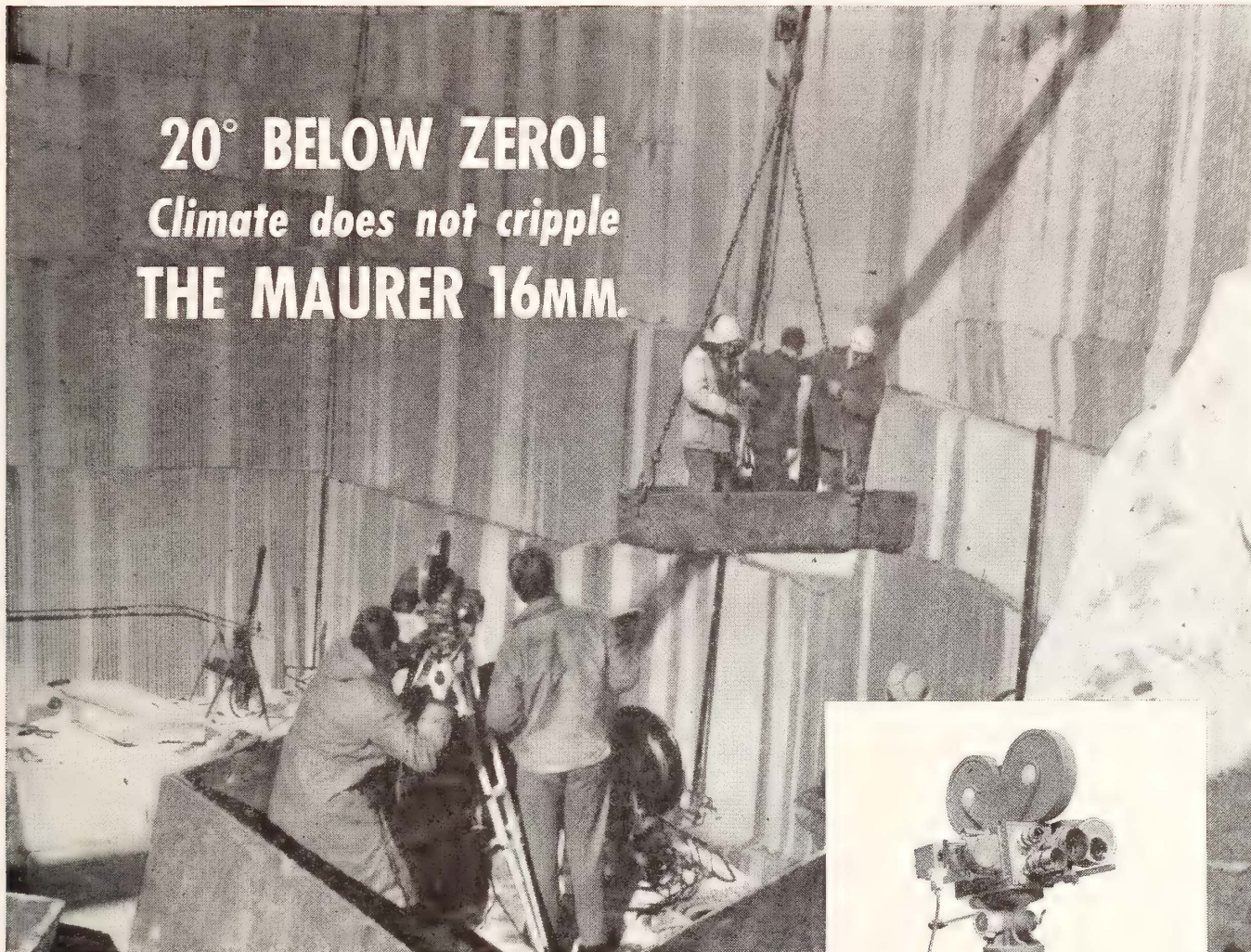


## Filmack Studios

1331 So. Wabash Ave., Chicago 5, Illinois



# 20° BELOW ZERO! Climate does not cripple THE MAURER 16MM.



This remarkable photo shows the Maurer 16mm. Professional Camera shooting a scene at twenty degrees below zero ... one hundred and fifty feet down in a marble quarry!

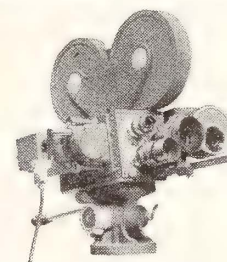
But that Maurer is getting perfect pictures ... it was designed not to "freeze up." The Maurer 16's *dependability* under all conditions is only one of many reasons why the nation's top professionals choose this fine camera for all phases of professional motion picture production.

Hair-line accuracy ... precise high-power focusing ... the 235° dissolving shutter ... and many special exclusive features all add up to finer motion pictures with the Maurer 16mm. Top results mean economical results too!

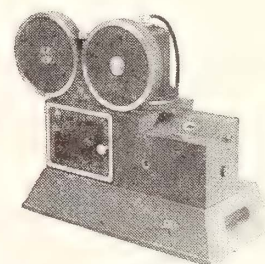
*Write us for more information about how the Maurer 16mm. can answer your motion picture production problems.*

**maurer**

*means finer motion pictures!*



**THE MAURER 16MM.**, designed specifically for professional use, equipped with precision high-power focusing and view-finder. Standard equipment includes: 235° dissolving shutter, automatic fade control, view-finder, sunshade and filter holder, one 400-foot gear-driven film magazine, a 60-cycle 115-volt synchronous motor, one 8-frame handcrank, power cable and a lightweight carrying case.



**THE 16MM. SOUND-ON-FILM RECORDING SYSTEM** combines the highest fidelity in 16mm. recording practice with wide flexibility and extreme simplicity of operation.



**THE MODEL F PRIME RECORDING OPTICAL SYSTEM AND GALVANOMETER** A complete light modulating unit for recording sound photographically upon standard film, requires no special servicing or spare parts (other than recording lamp).

**J. A. MAURER, INC.**

37-01 31st Street, Long Island City 1, New York  
1107 South Robertson Blvd., Los Angeles 35, California

**16mm  
maurer**

CABLE ADDRESS:  
JAMAURER



## TV SPOTS REAP TOPS

Flamingo Sales Soar After Premium Offer

OVER 400,000 tops from Flamingo frozen orange juice cans were mailed in response to a premium offer made by Leigh Foods Inc., New York, during a sales campaign of two months.

The offer—a wall-type can opener—was carried in four markets and plugged principally by minute video spots, with additional radio spots and point-of-sale material.

Listeners were asked to send in 30 Flamingo can tops, plus 25 cents for mailing and handling. Markets covered were Chicago, Detroit, Oklahoma and New York.

"The results were most gratifying," Douglas Leigh, food firm president, said, "especially in view of the number of can tops a housewife was required to save. In the important New York market, for instance, the premium boosted sales by 73%."

Special Purpose Films of New York made the TV commercial which was carried 18 times a week, over WCBS-TV New York.

In addition to the increase in

sales, Mr. Leigh explained, the Swing-A-Way (can opener) opened many new accounts for Flamingo.

Mr. Leigh said that Leigh Foods plans to make the same offer in other markets if the Swing-A-Way company under new government restrictions can obtain sufficient materials for production.

## SERVICE STANDARDS

High Quality Urged by Create

ESTABLISHMENT of highest professional standards throughout the television servicing industry was urged by Daniel R. Create, RCA service vice president and counsel, in a talk before the Allied Technicians Assn. in West Collingswood, N. J.

Mr. Create said that insistence on the highest possible service standards is doubly important now in view of the projected lifting of the freeze on TV stations and the expected advent of commercial telecasting in ultra-high frequencies.

## LOEB HEARING

Fair Panel Sought

THREE persons connected with neither the industry nor the union were being sought by Television Authority last week to hold hearings on character actor Philip Loeb's charges that he was blacklisted from the cast of *The Goldbergs* as a result of his *Red Channels* listing.

Action was approved by TVA board Monday, after a special committee of TVA members, acting on the union's anti-blacklisting resolution passed at its convention last December, held an initial hearing of Mr. Loeb's complaint the previous Friday night. The full investigation is expected to start as soon as the special three-person committee is named sometime this week.

### Special Order of Business

The Loeb case has also been inserted as a special order of business for a general TVA membership meeting previously set for Thursday afternoon, with consideration of listing *The Goldbergs* as an "unfair" program as a possibility.

Some 183 of 283 actors equity members had urged their council to request that TVA list the program, scheduled for sponsored return to the air Feb. 4, as "unfair." Members named a five-man committee of equity card-holders to assist TVA in its action.

Council for actors of the legitimate stage passed a resolution Monday commending TVA for its prompt action on Mr. Loeb's complaint and for the general membership meeting called to discuss it, again offering cooperation and assistance in securing a fair hearing for the actor. The council did not mention "unfair" listing, however, with a spokesman explaining, "the council took what action it could

take" considering its policies and jurisdiction.

The five-man equity committee's appointment therefore remains a meaningless action since it has not been implemented by a council resolution.

Morton Edell, president of the Vitamin Corp. of America, first sponsor to sign for the TV program, reported last week that *The Goldbergs* had been offered to his company by NBC-TV without Mr. Loeb as a cast member. "This may sound stupid on my part," he was reported as saying, "but at that time I'd never heard of the controversy about Mr. Loeb."

The character actor's denial of communist affiliation, Mr. Edell said, "has me on edge. I feel terrible. If he is a communist I wouldn't want him within a thousand miles of the show. But if he is not, I wish there were some way to find out."

## 'RAFFLES' RIGHTS

Interstate Retains Plans

DESPITE legal claim of Mrs. Sam Goldwyn to exclusive rights of Raffles stories, Interstate Television Corp., subsidiary of Monogram Pictures, has not abandoned plans to produce a TV film series based on that fictional character.

A recent federal court ruling against Warner Bros. in its plagiarism suit against Dashiell Hammett, mystery writer, CBS and others over rights to Sam Spade character has heartened Interstate executives in their stand [B•T, Jan. 7].

U. S. District Court Judge William C. Mathes in early January ruled that purchase by film studio of Mr. Hammett's *Maltese Falcon* did not give Warner Bros. future rights to Sam Spade, central character of book. Under ruling Mr. Hammett retains all rights to the fictional character he created.

It is expected that either Interstate or Mrs. Rosalie Menchen, who owns most of the Raffles story rights, will file suit in order to have a judicial declaration on ownership of the fictional character. Assertion is that many of the Raffles stories are in public domain.

Interstate, all set to start filming its TV Raffles series in late November called off plans at the last minute when Goldwyn representatives, claiming certain rights for Mrs. Goldwyn, threatened to take action "to protect those rights."

## 'Kukla' Honored

BURR TILLSTROM's award-winning *Kukla, Fran and Ollie* has another award as *Look* magazine commended it as the best in children's video programming. Mr. Tillstrom and his Kuklapolitan Players originated their NBC five-a-week strip in New York, rather than Chicago, in order to receive the presentation during an NBC-TV Kate Smith Evening Hour telecast.



**PULLS OVER 800 ENTRIES EACH WEEK  
WITH ONE MINUTE COMMERCIAL**

**WOC-TV Produced Programs Prove They Pull!**

Local candy bar manufacturer ran a weekly Name-the-Pup contest on Cowboy Ken's kiddie participation show. During the 60 second sales talk, Ken showed youngsters a live cocker pup given each week for the best name submitted . . . each entry accompanied by a candy bar wrapper. Results from the one minute commercial on Ken's three shows a week—804 candy bar wrappers the second week and 837 the third week . . . 5 week total—4064. Ken's still giving away puppies—and the candy bar wrappers are STILL COMING IN.

WOC-TV sells . . . to youngsters or adults. Let WOC-TV build your sales in the rich Quint City area. Contact your nearest F & P office . . . or write directly to us.

Free & Peters, Inc.

Exclusive National Representatives



**The Quint Cities**

Col. B. J. Palmer, President  
Ernest C. Sanders, Resident Manager

**Davenport, Iowa**



## UHF 'Proven Art'

(Continued from page 64)

the whole will be highly competitive and salesmanship may mean the difference between profit and loss for the dealer; (4) military production of radio and electronics equipment will be much higher than in 1951 but will not halt the manufacture of sets.

Set demand will not be affected much by the end of the freeze, Mr. McDaniel said, adding "it seems doubtful if more than a handful of new TV stations will take the air before the end of the year." New stations in metropolitan areas, where competition over channel allocations is intense, will probably not go on the air until 1953 or later."

He concurred with Dr. DuMont's assertion that UHF stations will probably be authorized before VHF outlets and suggested that there will be no sales problem in newly opened TV areas because combination UHF-VHF sets can be sold from the outset with no problem of convertibility.

### TV Assists in Politics

Television "will really hit its stride as a factor of the utmost importance for assisting the American people in the intelligent exercise of their hard won privilege of participating in democratic government" during the political convention telecasts next summer. Political candidates, he said, "know that for both psychological and technical reasons the television viewer is much quicker than the radio listener or the movie goer to

detect falsity, pretense and bombast."

The keynote address was given Monday by Mort Farr, president of NARDA, who described happenings within the industry during 1951 as "fuzzy, tentative, inconclusive—a treacherous and treadmillish 12 months."

Most appliance dealers last year vacillated between threats of shortages and talk of over-production, Mr. Farr said, and "for all our efforts we just about broke even." The appliance business in '51 was a stalemate, he noted.

The three-day meeting started Sunday at the Conrad Hilton Hotel.

## School TV Issue

(Continued from page 64)

"as we can't get enough of them and have to repeat those we have." He would pay "a reasonable fee."

Mr. Schramm explained there is no provision for TV in the current budget except for \$16,000, planned for salaries when the staff is hired. The university, which operates on a \$40 million yearly budget, owns a GE transmitter (a gift) and recently purchased an FM-TV tower from WTMJ Milwaukee for about \$75,000. The tower will be used for a new 50 kw FM station which is being built. TV-FM transmission site is at nearby Monticello. School also operates an AM station, WILL.

## WAAM (TV) FUNDS

To Aid Johns Hopkins U.

A GRANT of \$10,000 by WAAM (TV) Baltimore to Johns Hopkins U. for extension of TV activities at the university and further development of its *Johns Hopkins Science Review*, has been announced by University President Detlev W. Bronk.

Ben Cohen, WAAM president, said Johns Hopkins "has pioneered in the use of television as an educational medium," that it has "definite plans for the future, which we believe will be of great value, and it is our pleasure to have a part in this worthwhile development."

Chris J. Witting, director and general manager of the DuMont TV Network, which carries the *Science Review* from originations in the WAAM studios, said: "WAAM and the Johns Hopkins U., working together so sympathetically, have done much to advance educational television. Their program already is a production of great merit whose many awards indicate that it is in the very forefront of its field, and we at DuMont have no doubt that this grant will enable the university experts to translate their ideas into action and thus keep the program in its position of leadership."

## HAWAIIAN CHANNELS

Only Two Comments Filed

AT DEADLINE for filing comments on the FCC's proposed change of allocation of TV Channels 5 and 6 (76-88 mc) and FM Channels 251-300 (98-108 mc) to common carrier inter-island communications [B•T, Dec. 3, 1951], only two comments had been received by the Commission.

The comments, both opposing the proposed change, are from NARTB Washington, and jointly from KULA and KIKI in Hawaii.

The Hawaiian stations said they felt the Commission should not make a final allocation of VHF television channels in Hawaii until the television needs of the islands are crystallized.

NARTB-TV said that in the present television allocations, the 6-88 mc frequencies are reserved for broadcast use in both the U. S. and its dependencies; frequencies now occupied by common carriers were allocated following extensive hearings in 1944 and 1945 at which the majority of witnesses testified in favor of the frequencies finally allocated; that, pending the outcome of the freeze, no final determination as to the use of Hawaiian channels can be made.



## The tube that puzzled the experts



Ever stop to figure how RCA puts this tube together? It's quite a trick. And it was also quite a trick to design an air-cooled triode that could take 1800 watts input—in a glass envelope no bigger than a cookie jar.

The RCA-833A and its predecessor, the 833, have served broadcasters faithfully for more than 14 years. Today the tube is used in practically every 1-kw AM transmitter in the country. And by the way, RCA-833A's now cost you less than 60% of what they did originally.

For fast tube service,  
call your local RCA Tube Distributor!



**RADIO CORPORATION of AMERICA**  
**ELECTRON TUBES** **HARRISON, N.J.**



## Program Costs

CURTAIN was drawn back a little on TV station expenses when DuMont introduced an analysis of program department costs for its three owned and operated stations. Document was introduced during last week's FCC Paramount hearings (see main story page 25).

Program department expenses doubled at New York flagship WABD (TV) from 1949 to 1950, report showed. In 1949, WABD's program expenses were \$723,800; in 1950 they were \$1,422,997.

Expenses of same department for WTTG (TV) Washington went from \$120,347 in 1949 to \$132,476 in 1950. For WDTV (TV) Pittsburgh the figures were \$53,640 in 1949 (when station had no studio) to \$114,255 in 1950.

Breakdown for each station lists costs for program department salaries and wages, talent, transcriptions and recordings, other expenses.

## Coast Baseball Policy

THORNY subject of baseball television was bypassed last week by the Pacific Coast League directors, meeting in Los Angeles. Respective clubs are to set their own telecasting policy in 1952, it is understood. Both the Los Angeles Angels and the Hollywood Stars stated intentions of expanding their TV schedule. Angels' home games were telecast five times weekly on KLAC-TV Los Angeles, while Stars' games were on KTTV (TV) there twice weekly.

## IAFW Joins ADTEC

MEMBERS of the Independent Associated Film Writers, only screen writers' organization on the East Coast, announced Wednesday its affiliation with the Assn. of Documentary and Television Film Cameramen, New York, local film section of National Assn. of Broadcast Engineers and Technicians (CIO).

## 'PIPELINE' TV

*Sprouting in Northwest*

AS A RESULT of a special ordinance enacted by the Seattle City Council, two firms will begin installation Jan. 25 of coaxial cables to bring better television reception to viewers in the Seattle area.

Firms are Master Television Antenna Systems, owned by L. M. Kelley, manager of the Business Exchange, and Holert Electronics Inc., affiliated with Holert Electric Co. Mr. Kelley told BROADCASTING • TELECASTING that there are now 1,937 television sets in the Seattle area getting poor reception and estimated that in 25 years the number would rise to 6,500. At the present time, the sole Pacific Northwest video outlet is KING-TV Seattle, with transmitter on Queen Anne Hill.

Fees authorized by the City Council are \$100 for installation and \$4 a month for the coaxial service. The ordinance requires that the licensed companies pay a 4% tax on gross revenues although the tax on the installation cost is to be waived for the first five years. Mr. Kelley indicated the first installation, serving some 40 homes in one area, would be functioning by Feb. 1.

Meanwhile, in Astoria, Ore., the local city council also has authorized installation of the coaxial network system to pick up KING-TV telecasts. The Astoria licensee is L. E. Parsons.

## LA. STATE ELECTION

*WDSU-TV Airs Returns*

COVERAGE of the Louisiana State elections, held Jan. 15, was aired by WDSU-TV New Orleans. Beginning at 8 p.m., the station presented a five minute summary of election returns between every scheduled program.

Mel Leavitt, station's special events director, used four blackboards to present a tabulation of each candidate's votes. Yank Gikerson, news reporter, analyzed voting trends according to specific districts from the news room at WDSU-TV.



## film report

**H**urrell Productions, Burbank, Calif., and subsidiary Walt Disney Productions, is exploring possibilities of producing serialized TV film dramatic and comedy shows, it was disclosed by Roy O. Disney, president of parent organization in company's annual report. Firm for past year has been making TV film live-action spots on a small-scale production.

"It is still too early, however, to attempt an evaluation of our progress or to predict our future in this new and highly competitive field," he said. Walt Disney Productions has no intention of releasing any of its library of features and shorts to television, it was stated.

**William F. Broidy Productions Inc.**, Hollywood, starts new TV film series, *Consultation Room*—26 half-hour films will be based on late Dr. Frederic Loomis book. Series, written by Sam Roeca, will deal with human relations and interest as seen by a doctor from across his desk. Wesley Barry to produce and Frank McDonald direct, with shooting at Brodeo's Sunset Studios.

Scheduled for March shooting is *Phantom Pirate*, TV film series of 26 half-hour episodes dealing with seafaring Robin Hood. Wesley Barry and Frank McDonald to direct.

**Brodeo Corp.**, whose studios in Hollywood house Broidy Productions, has leased 110 acres at Big Bear, Calif., which include five-acre Cedar Lake and complete Northwest Territory village settlement. Big Bear property is being currently used by Broidy Productions for TV film series, *Trail Blazers*.

## Sales . . .

**Braun Baking Co.**, Pittsburgh, through Ketchum, MacLeod and Grove, is sponsoring *Old American Barn Dance*, produced by Kling-United, Chicago, on WDTV Pittsburgh for 26 weeks. . . . First National Bank of Tulsa has bought *Royal Playhouse*, produced by Bing Crosby Enterprises and sold by United Television Programs, for 26 weeks on KOTV Tulsa. . . . Fourth Street Assn., Cincinnati,

renews *Fashion Previews* with UTP for 13 weeks on WCPO-TV Cincinnati. . . . **Harris-Tuchman Productions**, Hollywood, produced three 20-second and one 55-second film commercial for Mrs. Karl's Bread, Milwaukee. Contract through Dan B. Miner Co., Los Angeles agency.

**Snader Telescriptions Corp.**, Beverly Hills, has opened department for production of TV film commercials, temporarily under supervision of Louis D. Snader, president. Manager to be named at later date.

## People . . .

**Herbert Wixson**, head of his own radio-television package sales organization, to **Jerry Fairbanks Productions**, Hollywood, as West Coast sales manager. He was one-time assistant manager and general sales manager KMPC Hollywood.

**Margaret Buell Wilder**, story editor *Pulitzer Prize Playhouse* and television and motion picture writer, signed by **Frank Wisbar Productions** as story editor for *Fireside Theatre*, TV film series.

**Kenneth G. Manuel**, television and talent director, D. P. Brother & Co., Detroit, in Hollywood to supervise filming six spot announcements for **Oldsmobile Division** at **Jerry Fairbanks Productions**.

**Jean Ruth** and **Bill Lechner**, contract players **Jerry Fairbanks Productions**, Hollywood, made personal appearances in San Francisco last week for west coast premiere *The Lady and the Rocket*, TV commercial film, made for **Oldsmobile Division** of General Motors.

**Harry McMahan**, executive producer **Five Star Productions**, Hollywood, will address Jacksonville (Fla.) Advertising Club, Feb. 23, and Miami (Fla.) Advertising Club, Feb. 28, on "Blending Techniques in TV Commercials."

## ATTENTION ADVERTISING AGENCIES

Are you in the market for a home audience participation program with proven public appeal?

Now available for television

## Hollywood Community Sing

35 years a popular Hollywood attraction with the talented

**HUGO KIRCHHOFFER**  
directing

For complete information,  
write or telephone

**GUS INGLIS,**

400 So. Keystone Street Burbank, California  
CHarleston 8-9192

## Buys Stories for TV

INCLUDED in CBS Television plans for a 39 half-hour film series, to star Ginger Rogers, is purchase of approximately 150 story properties including novels, Broadway plays, and musical comedies. Selection of top scenes will be made and then tailored to fit Miss Rogers and format. Series, which is expected to begin shooting in April, will be telecast in September, according to present plans.

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

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

**625 Madison Ave**  
**N.Y. 22, N.Y. • PLaza 9-3600**



# TV FILMS AND FEATURES



## Specialty Television Films, Inc.

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

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



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

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

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

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

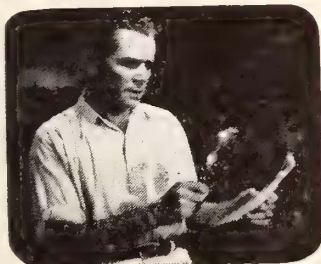
HOLLYWOOD NEWSREEL: A weekly 15-minute syndicated film program produced in Hollywood, the entertainment capital of the nation, especially for TV. Each issue features behind-the-scenes activities of top star personalities of movies, radio, and television. No other program on the air can offer so many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



## Explorers Pictures

1501 BROADWAY  
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JULES B. WEILL, PRES.

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



## Telecast Films, Inc.

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

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



## Post Pictures Corp.

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

PARTNERS IN TIME—another of the 6 BIG FEATURES in our success-tested LUM 'N' ABNER series! 17 years of radio laughs means your TV audience is ready to roar! Beautiful Pamela Blake is both Lum and Abner's sweetheart . . . forty years ago, in a riotous film that goes back through time to solve a real problem, then brings suspense and laughter right up to date.

For more information please write direct to the distributors.



# Senators Vote TV Confidence

(Continued from page 63)

gear and throw powerful floodlights and spots full into the faces of hearing participants.

Not a witness, official or spectator wore glasses last week. The rostrum was encumbered with only one TV camera. The other camera was mounted on a table in the back of the room. Radio and TV portable monitoring equipment was placed at one side of the chamber.

Sen. Matthew M. Neely (D-W. Va.), subcommittee chairman, said TV coverage can help investigators and serve the public interest. "Television did not interfere in any way with the hearing," he told BROADCASTING • TELECASTING. "It is one of the most salutary and powerful deterrents of crime that has been invented."

Another member of the investigating group, Sen. Herman Welker (R.-Idaho), said he had voted against televising the hearing when the subcommittee was discussing procedure early this month. At that time the vote was 3-2.

After watching TV's role in the hearing room all week, he said, "Television certainly doesn't make much noise. I forget all about the cameras when testimony begins and there aren't any bright lights."

On the other hand, Sen. Welker

said microphones and cameras might raise subconscious fears in a witness but felt this was a matter for judicial decision. "If the courts say O. K., then it's all right with me. There's definitely a legal question," Sen. Welker added that TV occasionally made him nervous.

Charles E. Ford, counsel for Robert J. Barrett, retired Washington police chief, and for Emmitt Warring, reputed gambler, was asked why Mr. Barrett objected to telecasting and broadcasting at Monday's opening hearing whereas Mr. Warring's full testimony was telecast and broadcast.

"They took the lights away from us," Mr. Ford told BROADCASTING • TELECASTING in explanation. At the Monday hearing a Kleig light was turned into the faces of Messrs. Barrett and Ford. This light was said to have been operated by a TV newsreel photographer. When the committee voted against televising the Barrett testimony, the operator left and no further effort was made to film the proceedings.

The soft, indirect lighting used by WMAL-TV did not interfere with the hearing and was not objectionable to himself or to Mr. Warring, the attorney said. "To

throw a light into the face of anyone is interference," he said. "The row of newsreel cameras and the noise could be destructive to many people. The witness should not be interfered with while questions are being asked and he should be allowed to answer without the excitement of grinding cameras and the 'third-degree' lights."

"This witness (Warring) was not bothered by the broadcasting microphones or the camera."

Mr. Ford said he was confining his views to the actual time a witness is on the stand. He added that he is on record in bar association meetings against coverage of court and hearing proceedings by newsreel, TV and radio on the ground they can interfere with the rights of witnesses.

## Saw No Objection

Asked about transportation of the proceedings into the nation's radio and TV receivers, Mr. Ford said he saw no objection to this coverage as long as the technical maneuvers didn't harass the witness while testifying.

"Did TV bother you while you were testifying?" Mr. Warring was asked.

"No, sir," he replied.

William Gullidge, clerk of the Senate committee, told BROADCASTING • TELECASTING television "hasn't bothered us at all. I haven't discovered any noise or confusion due to TV machinery. On the other hand, TV offers a distinct advantage in that the public can see and hear the proceedings through the camera and microphone. The public gets an accurate picture of what actually is happening in the hearing room."

Mr. Gullidge commented on the fact that TV coverage was silent. "We don't have the noise of grinding newsreel cameras," he added. "There are only one or two lights and they don't hit anyone in the eyes because they are aimed at the ceiling."

Arnold Bauman, subcommittee counsel conducting the investigation, said WMAL-TV's operation during the hearing "is so unobtrusive I'm completely unaware of the presence of cameras or microphones."

He added, significantly, "No witness has complained seriously about the TV facilities."

Bernard Solomon, associate subcommittee counsel, said, "Unless someone told me I wouldn't know the cameras were operating. They make no noise and there are no bright lights."

Another witness, Police Inspector Beverly Beach, who testified Thursday in executive session, said he would not have objected to radio or TV coverage of his testimony in an open session.

Bryson Rash, WMAL-TV commentator in charge of the hearing telecasts, said the station's lighting consisted of two 500 w scoops directed toward the ceiling. The widest lens opening used during the week was f.5, he added. On several occasions, the two cameras operated without the scoops, using only the

soft illumination from recessed ceiling fixtures.

Tally lights were removed from the cameras Monday after an attorney had observed a red signal in operation.

Microphones before witnesses and subcommittee members were turned off during consultations.

Washington radio stations provided both live and delayed coverage of the hearings, using pooled facilities to avoid littering the committee room with gear.

The "Little Kefauver Investigation" grew out of a broadcast on WWDC Washington last Aug. 25 by F. Joseph Donohue, member of the D. C. Board of Commissioners. At that time he countered charges of "police payoffs" by asking for a Congressional investigation. The Senate Rules Committee allotted \$50,000 for the probe.

At the opening of hearings last Monday, Mr. Barrett and his attorney took a look at the lone TV newsreel Kleig and filed objection to both TV and radio coverage. The committee took a vote and agreed to bar both media, along with still photographers.

## Quick Protests Lodged

WWDC and WOL - Liberty promptly wired a protest to the committee and were followed by Radio Correspondents' Assn. Willard F. Shadel, chairman of the association's executive committee. He protested to Sen. Lester C. Hunt (D-Wyo.), claiming the action was discriminatory and wholly unjustified so long as other news media are admitted. Hollis M. Seavey, president-elect of the association, protested to Sen. Welker.

TV and radio were allowed to operate at all open sessions of the committee following Mr. Barrett's appearance. One routine objection from a Wednesday witness was quickly overruled.

All four Washington TV stations had indicated in advance of the hearings that they planned to televise. After the Monday action upholding Mr. Barrett, however, all withdrew but WMAL-TV. WTOP-TV had estimated in advance that combined TV coverage would cost the stations nearly \$5,000 a day.

The District of Columbia Bar Assn. decided last week to investigate Congressional investigations, including legal aspects of televising hearings. The association is interested in safeguarding individual rights, said Leonard P. Walsh, president.

## 'Big Town' to Film

LEVER Brothers (Rinso and Spry) through its agency, Ruthrauff & Ryan, New York, will film its CBS-TV series, *Big Town*, effective early in spring in Hollywood. Firm will use films instead of live program so that it can pack approximately six minutes more of action into the format and also be able to use outdoor scenes. It will cost the company just as much money to film the show as to produce it live, spokesmen said, but the films will be a permanent property and may be used later.

## no it's . . .

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

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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**



## AIRBANKS SALES

### Cattell Heads New Unit

WITH Official Films having relinquished all sales distribution rights to its TV productions, Jerry Fairbanks Productions, Hollywood, setting up its own national sales division under Ralph Cattell, vice president and general sales manager. New division also will distribute TV programs produced by other companies, it was said.

Official Films, which has been sales agency for a number of Fairbanks TV films since split of the two corporations last year, is returning all productions in accordance with an agreement reached between the Hollywood producer and William Goodheart, president Official. Move is a complete severance between OF and Fairbanks.

Modern Talking Pictures, one of the largest distributing agencies in the commercial film field, through its 29 exchanges, will handle print shipment and inspection for the Fairbanks sales division.

Eight TV packages are being made available now through the new sales division and include 13 *Jackson and Jill*, half hour comedies; 26 *Going Places With Uncle George*; 26 *Television Close-ups*; 195 *Crusader Rabbit*, five minute animation shows; 13 *Hollywood Half-Hour*, dramatic series; 26 *American Legion Wrestling*, 60-minute films; 26 *Paradise Island*, musicals; and 26 *Public Prosecutor*,

## BBC TV PLANS

### Training Course Underway

CANADIAN Broadcasting Corp. has started an intensive training course for about 60 new television employees at Toronto and Montreal, in view of the first CBC-TV transmitters beginning operations August. Donald Manson, CBC general manager, announced the courses started Jan. 14 and will be for program and technical personnel. Employees in other categories are to start training courses about three months.

It is expected that by August CBC will have about 190 trained TV personnel at the Montreal and Toronto studios. The six months training course will be mainly in actual production of experimental programs in order to give the staff as much "on camera" work as possible. Fergus Mutrie, director of CBC-TV Toronto, and Aurele Sevin, director of CBC-TV Montreal, will be in charge of the courses in their cities.

Decision has been made by CBC at its proposed outlets at Montreal and Toronto will not go by M affiliate call letters with TV suffix, but will be known by CBC initials, as CBC-TV Toronto, and CBC-TV Montreal. Toronto will be Channel 9 and Montreal will be Channel 2 this year, plus a second station later for Channel 5, thus giving Montreal an English and French TV station operated by CBC.

## Catholic Tribute to TV

TELEVISION industry deserves a vote of confidence for its "prudence" in presenting programs fit for family consumption, the Rev. Edwin B. Broderick, director of radio and television for the Roman Catholic Archdiocese of New York, said Jan. 13, in a sermon at St. Patrick's Cathedral. He cited television as differing from some other industries—such as "magazines in the sewer-stream culture series" which he called desecrators of the American home.

dramas now being re-edited as 15 minute programs.

Firm's newly opened branches in key cities will be used as nucleus for the sales division with expansion to cover 18 areas. Branch offices are currently in New York, Chicago, Cleveland and Detroit.

## ABC-TV EXPANDS

### Adds West Side N. Y. Space

ABC Television facilities on New York's West Side will be increased by the addition of two new studios, scheduled to be put into service Feb. 15 as origination points for such programs as *Tales of Tomorrow* and *Space Cadet*.

Adjacent to the present ABC-TV Television Center facilities at 7 West 66th St., the new studios are located in the building leased from ABC by WOR-TV New York until the latter station completed its own Television Square a block away [B•T, Jan. 14, 7].

Extensive alterations and improvements have been in progress in the several weeks since the space was returned to ABC. Overall floor plan has been divided into two separate studio areas, to be known as TV 2 and TV 3, with each measuring 100 ft. by 50 ft. New equipment also has been installed, one feature of which is "Clancy" rigging, a cable counterweight system which allows one stage hand to fly an entire set without help.

Besides TV 2 and TV 3, ABC-TV has six other studios in its Television Center plus facilities in five other New York theatre sites.

## Mystery Award

FOR the first time, Mystery Writers of America will award an "Edgar" statue of Edgar Allan Poe, to best television mystery program of year at annual MWA dinner April 21. Previously, awards have been given for best radio mystery program, mystery novel, mystery movie and to the short story author, true crime writer and critic who have notably contributed to mystery field. Special committee will nominate six video mystery shows—from some 25 on air—for final vote by MWA's 350 members.

## WTIC'S TV PLANS

### RCA Equipment Received

SHIPMENT OF RCA television equipment has been received by the Travelers Broadcasting Service Corp. (WTIC-AM-FM Hartford, Conn.), applicant for a TV station in that city, Paul W. Morency, WTIC vice president and general manager, announced Jan. 9.

Mr. Morency made plain that reception of the equipment did not *per se* bring TV closer to Hartford and that a local video outlet still appeared from 18 months to two years away. The equipment, he added, consists of cameras, monitors, lighting facilities and amplifiers, and will be used to train personnel "so that when TV finally comes to Hartford, experienced people will be ready to handle it." WTIC-TV would operate on Ch. 10 (192-198 kc) with 11.65 kw aural, 15 kw visual. Mr. Morency acknowledged the possibility however, that the priorities for equipment had been negotiated and that the Travelers' TV outlet could be on the air within six or eight months after a "go-ahead" from the FCC. Equipment was ordered in September 1947 and would be housed in the present transmitter building on Talcott Mountain in Avon. If necessary, the antenna tower now used by WTIC-FM will be converted for TV, Mr. Morency said.

## SPEECH AID

### WDTV(TV) Helps Girl

THE PROWESS of television has chalked up another good deed on its growing list. WDTV (TV) Pittsburgh received a letter from a grateful mother, thanking Mitzi Steiner, station personality, for teaching her five-year-old daughter to speak.

The tiny lass, Clair Porvaznik, was born with a cleft palate unabling her to speak clearly. Last year she entered the hospital to have her ailment repaired with plastic surgery. Following the treatment she had to have some speech therapy, but due to her heavy medical schedule she found little time for it.

It was during her convalescence that she discovered Miss Steiner's show, whose specialty is pantomime entertainment. Day by day little Clair sat in front of the family TV set and watched Miss Steiner's lip movement and listened to the recorded sound.

Today Clair speaks perfectly. Specialists were mystified when they tested and evaluated Clair and have decided that she needs no speech therapy at all. Mrs. Porvaznik believes that without Miss Steiner's help, and everyone connected with the show, Clair still would be unable to speak today.

MORE THAN one million pieces of mail have been received by *Down You Go*, DuMont network feature originating at WGN-TV Chicago, since the show took the air last May.

**KFMB**  
**TV**  
Channel-8

**SAN DIEGO'S**  
**1st and Only**  
**TELEVISION STATION**  
*blankets*  
**CALIFORNIA'S**  
**THIRD MARKET**

*San Diego's*  
**DEPARTMENT**  
**STORE Volume**

Showed The  
**GREATEST**  
Percentage  
Of Increase

(in the 4 weeks preceding Xmas)

**OF ANY WEST**  
**COAST CITY**

... according to the Wall Street  
Journal.

**Wise Buyers**  
**BUY**

**KFMB**  
**For**  
**More**  
**Business!**

**KFMB-TV**  
Channel 8

**KFMB-AM**  
550 - K.C.

John A. Kennedy, Board Chairman  
Howard L. Chernoff, Gen. Mgr.



a "strange assembly" of advocates. Yet there is the implication that we are somehow in concert against the "traditional" system of U. S. broadcasting. . .

I have always proceeded on the premise that subscription broadcasting, as a new and auxiliary function of television, would *strengthen* rather than weaken our traditional broadcasting system. In fact, as the use patterns of television unfold, I incline more and more to this view. Perhaps it would serve some purpose if I document my reasons.

In the first place, I don't see how box office use of TV could possibly take away anything that sponsored programming now provides to television. I'm sure that viewers will not pay for any programs that sponsors can provide or which the networks and stations provide as sustaining or public service. I would assume that the first demand of a pay-as-you-see program must be that it be *worth* paying for, over and above what is available "for free."

Accordingly, I expect that the programs that will succeed on subscription television will be essentially the same type and quality of movies, plays, sports, education, etc., that people now expect and are willing to pay for, as well as go out of the home to see.

Next comes the question of

subscription programs "taking away the audience" from sponsored shows. I don't think the box office broadcasts will take away the advertiser's audience any more than his programs. Indeed, I believe that by providing more variety of premium programs, subscription TV will help build a far larger total audience.

Not only would it make more stations economically possible, but it would also give more people more reasons to buy and use TV sets.

Moreover, the family budget would not permit the audience looking at fee programs for more than a few hours per week. The balance of the time these new viewers would be there to provide that huge audience that the best sponsored shows admittedly need in order to pay off.

And as for the revenue from the box office programs, a rather handsome share of it goes first off to the station carrying the show. And presumably all stations will have an equal opportunity to use any subscription system that may be authorized.

I doubt very much if the FCC would ever allocate channels to, or authorize exclusively subscription TV stations—especially when the *regular* TV stations are the logical ones to provide this additional service.

Hence if subscription television can provide: new premium programs for the viewer; a bigger total audience for the sponsor; more revenue for the station—not to mention a practical answer to the impasse over how to put major sports on TV—then I can hardly see how it is against the best interests of "traditional U.S. broadcasting. . ."

Millard C. Faught  
The Faught Co.  
New York

\* \* \*

## Politics

### EDITOR:

. . . Radio and television cannot fail to appreciate your very interesting and complimentary editorial, "The Radio-TV Elections: I" in the Jan. 7 issue of BROADCASTING • TELECASTING.

As one member of the radio and television industry, I thank you.

Willet H. Brown  
President  
Don Lee Broadcasting  
System  
Hollywood

## Jack Martin

JACK MARTIN, 57, for many years organist at WTMJ Milwaukee, died Jan. 13 in Milwaukee. He had been ill for several years.

# EASLEY INDICTED

Federal Grand Jury  
Charges Mail Fraud

FEDERAL grand jury in the District of Columbia last week indicted consulting radio engineer Robert L. Easley on four counts of using the mails to defraud.

Conviction carries a penalty of \$1,000 fine on each count or one year in jail or both.

Mr. Easley previously has been named or involved in law suits filed by WHAR Clarksburg, W. Va.; WLIL Lenoir City, Tenn.; WRNO Orangeburg, S. C., and WNOK Columbia, S. C. [B•T, Nov. 27, 6; July 17; May 1, 1950].

Indictment in U. S. District Court in the District of Columbia charged that Mr. Easley had falsely represented himself and firms which he controlled by contending:

(1) That he was a legally registered radio consulting engineer. (2) That he could buy equipment economically. (3) That his staff has successfully served over 200 clients. (4) That he offered complete service to stations—with engineering, management, advertising and program consultation. (5) That his own men could make studio alterations cheaper than could local contractors and labor.

### Based on Letter

Counts of the indictment were based on two letters sent in 1950 by Mr. Easley to Dallam R. Jackson of the Hawkinsville, Ga., Lions Club and to H. N. Lee of the Opp, Ala., Chamber of Commerce. Mr. Jackson is associated with Tri-County Broadcasting Co., applying for 500 w daytime on 610 kc in Hawkinsville, and recently asked the FCC to revise its processing line procedures in order to expedite grants to communities without local radio service [B•T, Nov. 12, 1951]. Mr. Lee is one of the stockholders of Opp Broadcasting Co., applying for 1 kw day on 860 kc in that city.

In one letter to Mr. Jackson, Mr. Easley stated that his firm—he has operated under his own name and been identified with the firms of Mason & Dixon Engineers, Broadcast Engineers, Dixie Engineering Co.—offered in addition to engineering the following additional services: Revenue analysis, budgets, organization and financing, program schedules, personnel recruitment and the organization of technical, advertising and program departments.

In a letter to Mr. Lee, Mr. Easley stated that a \$500 fee would enable his firm to start proceedings for a grant of a radio station and that an investment of \$6,000 would see the successful granting of the application. The letter also stated that the station could probably go on the air for another \$6,000 for equipment.

Initial letters to both men were form letters without salutation. They declared that frequencies were available in the community and that radio stations were a good investment, returning "an average of 30% a year on capital invested." The initial form letter suggested that if the recipient was not in-

terested he "pass it along" to someone who might be.

It is understood that Mr. Easley not only circularized individuals and organizations in small communities, but also placed advertisements soliciting business in small town newspapers.

## WMAW SALE FILED

### Rosenman Group Acquires

APPLICATION for the sale of WMAW Milwaukee, Wis., to Alex Rosenman, Cy Blumenthal and Lou Poller for \$235,000 was filed with the FCC last week [CLOSED CIRCUIT, Dec. 12, 1951].

Sellers are C. A. Randall, R. E. Borchert and six others who will transfer their 2,005 shares of stock in the company to the new group subject to FCC approval.

According to the application, WMAW has current assets of \$27,333.74, fixed assets with a book value of \$192,912.19, and various other assets totaling \$50,185.52. Current liabilities are \$34,123.48, accrued liabilities \$18,055.49 and fixed liabilities in the form of notes payable to Mr. Borchert total \$247,387.31. The station's net loss to Nov. 1, 1951, was revealed as totaling \$269,134.83.

Under provision of the terms between Messrs. Rosenman, Blumenthal and Poller, Mr. Rosenman will hold 50% of voting rights, with other 50% held by Messrs. Blumenthal and Poller together.

Mr. Rosenman was commercial manager of WCAU Philadelphia about 25 years. Now he is an executive and major stockholder in Official Films. Mr. Poller owns WPWA Chester, Pa., and in association with Mr. Blumenthal also owns and operates WARL Arlington, Va.

WMAW is a 5 kw ABC affiliate on 1250 kc. It went on the air in 1948.

## Hollywood vs. Video

FIRST of three articles on "The Big Brawl: Hollywood vs. Television" appears in the Jan. 19 issue of *Saturday Evening Post*. The article examines the problem whether TV will turn \$3 billion worth of movie theatres into empty, haunted halls, or whether Hollywood makes television just another outlet for its productions. Milton MacKaye is writer.

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

## FOR SALE

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

Also, f o u r reflecting screens which permit the mounting of micro-wave dishes on ground.

### FOR DETAILS, WRITE -

J. M. McDONALD,  
Assistant Director of  
Engineering  
Crosley Broadcasting  
Corporation

Crosley Square,  
Cincinnati 2, Ohio



## New Business

(Continued from page 14)

Wed., Fri., 4:45-5 p.m. and 6:45-6:55 p.m. (PST), for 52 weeks from Jan. 2. Agency: Roche, Williams & Cleary, Chicago.

## Agency Appointments • • •

**CA VICTOR**, Camden, N. J., names Al Paul Lefton Co., Phila., to handle advertising for new Air Conditioning Dept. National campaign planned.

**& L BLOCK Co.**, S. F. (manufacturer of men's sportswear), appoints Bernard B. Schnitzer Inc., S. F.

**PRECKELS SUGAR Co.**, S. F., appoints BBDO, S. F. **CHRISTY ALLEN** will direct account with **WALTER McNIFF** as account executive.

**WINE GROWERS GUILD**, Lodi, Calif., appoints Dancer, Fitzgerald & McDougal, S. F. Guild, Bascom & Bonfigli, S. F., recently resigned account.

**THE ALASKA VISITORS ASSN.** (tourist trade promotion) names Pearson, Morgan & Pascoe, Seattle.

**AD'S ROOT BEER Co.**, Chicago, names Ross Roy Inc., same city. Advertising budget, approximately \$500,000, will include TV and spot radio. **MARK T. MARTIN JR.**, agency vice president, is account executive.

**FIRST NATIONAL BANK**, Seattle, names Strang & Prosser Adv., same city. **JOSEPH McGUIRE**, senior partner in agency, will be account executive.

**BLOCK DRUG Co.**, Jersey City, N. J., names Cecil & Presbrey, N. Y., to handle expanded program for Amm-I-Dent toothpaste. Chief additions to schedule will be in radio and TV.

## Mrs. Burt Squire

**FUNERAL** services were conducted Wednesday for Mrs. Burt Squire, wife of the midwest representative in Chicago for Broadcast Music Inc. Mrs. Squire died Jan. 10 as the result of a brain hemorrhage. Mr. Squire and a daughter, Diane, survive.

## Mrs. Georgia Rosenblum

**DEATH** of Mrs. Georgia Rosenblum, owner of WISR Butler, Pa., was revealed last week. Mrs. Rosenblum died in Chattanooga early this month, almost a year after her husband, David Rosenblum, passed away.

## Lee Trenholm

**LEE TRENHOLM**, 52, past president of the Assn. of Canadian Advertisers, died Jan. 9 at Toronto as the result of a heart seizure. Born in Nyack, N. Y., he was, at the time of his death, public relations director of Abitibi Power & Paper Co. Ltd., and Provincial Paper Ltd., Toronto. He is survived by his wife, Irma, and one brother.

## William P. Covert

**WILLIAM P. COVERT**, second vice president, International Alliance of Theatrical Stage Employees, died of a heart attack Wednesday in Toronto, Ont. He had been member of Local 173 there, chartered in 1910.

# ABC NAME SUIT

## Network Hopeful Of Hearing Soon

ABC legal authorities were hopeful last week that a hearing may be held soon in the network's litigation with Evan F. Lovett over rights to the name "American Broadcasting Company."

The case has been in the U. S. District Court in San Francisco since Feb. 21, 1949, when the ABC network filed for an injunction to keep Mr. Lovett from using the name. Mr. Lovett came back later with a counterclaim seeking \$250,000 from the network.

Mr. Lovett says he registered the name American Broadcasting Company in 1936 and has used it in connection with his "broadcasting and advertising business" for "nearly 20 years." He says his "principal place of business" is in San Francisco, Berkeley and Oakland.

ABC network, on the other hand, contends Mr. Lovett used the name only to a limited extent, and that it had no way of knowing about his use or alleged use of it at the time the network changed names.

Mr. Lovett moved to Hollywood from San Francisco several months ago and organized a number of promotions. In circulars and other promotional material he lists his organization as "American Broadcasting Co., Hollywood." Among his Hollywood promotions is an organization he calls U.S.A. Inc., for which he has filed articles of incorporation with the California authorities. In San Francisco he was a free lance advertising and promotion man and used a wide variety of names including The American Educational Fellowship Inc., United Sports Inc. and others.

Mr. Lovett meanwhile has been sending circulars to educators, broadcasters and presumably others with short questionnaires asking whether there should be "a clean-up" in radio, television and movies, and, if so, what form the respond-

ents think it should take [CLOSED CIRCUIT, Jan. 7].

Questions posed in the questionnaires, which are accompanied by a report on Mr. Lovett's side of the dispute with ABC network, include the following:

Should there be a "clean-up" in radio, TV and movies?

If a long range, thoroughly constructive campaign is undertaken, will you help rally support for it?

We believe a long range program must deal with the script writers, producers, sponsors, stars and the entire industry. Do you agree?

What are the worst evils such as portrayals of crime, sex, brutality, risqué insinuations, vulgarity, immorality of stars, frauds such as rigged giveaways and framed contests, etc. . . .

Criticism, censorship and elimination of a few offensive characters and their programs is not enough. What would you do? . . .

The questionnaire reports that "our plan and program will be mailed to all who fill out this form." Address given is "ABC., Box 2271, Hollywood 28, Calif."



**82<sup>nd</sup>** IN POPULATION  
among Sales Management's 162 Metropolitan County Areas.

If your radio campaign includes the first 100 markets according to Population—then over 234,000 Quad-Citizens are among your targets.

WHBF enjoys the respect and good will of the Quad-City area—a progressive community which it has supported and served for over 25 years.

Les Johnson  
V.P. and Manager

Quad-Cities' favorite  
**WHBF** AM  
FM  
TV  
TELCO BUILDING, ROCK ISLAND, ILLINOIS  
Represented by Avery-Knodel, Inc.

## SCHOLARSHIPS

Offered by KTUL-KFPW

TWO full-year scholarships to the U. of Tulsa are being offered by KTUL Tulsa and KFPW Fort Smith, Ark., as prizes in a contest designed to promote the university.

The contest is a feature of *TU in Review*, aired each Friday on the two stations, and is slated to close May 1. The scholarships will begin in September.

Each entrant must be a high school graduate of 21 years of age and able to pass a college entrance exam. Contestants are asked to complete the sentence: "I would like to attend TU because—" Entries will be weighed by judges from the two cities.

*TU in Review* is written and produced by Johnny Culwell of KTUL under direction of John Esau, vice president and general manager of KTUL and KFPW. Mr. Esau is a member of TU's board of advisors.

**Immediate Delivery**

**IN STOCK AT ALLIED!**

**RCA-7C24 POWER TRIODE**

We have the RCA-7C24 Power Triode in stock for immediate delivery. Our prices and conditions of sale are identical to those of the manufacturer. Look to ALLIED for prompt delivery of all RCA Broadcast-type tubes. Let us save you time and trouble. **RCA-7C24, \$159.50**

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

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



## PROCESS LINE

### FCC Told 'Too Slow'

THE FCC has been given another jab in the ribs from a broadcast station applicant who wants the Commission's processing lines speeded up.

The second formal request for reorganization or modification of the standard broadcast processing lines came from H. M. Griffith Jr. and C. V. Lundstedt, applicants for an AM station in Milford, Del. It followed a petition filed two months ago by Tri-County Broadcasting Co., Hawkinsville, Ga., for faster action in processing applications [B•T, Nov. 12, 1951].

Messrs. Griffith and Lundstedt, d/b as the Kent-Sussex Broadcasting Co., suggest that instead of working on cases involving changes in facilities, or on applications which seek a station in a city where there already is an abundance of stations, the FCC should first consider applications for new stations in communities with no local service.

Kent-Sussex said its application, filed last October, was 162 on the processing line. By January it was 145. "At this rate of progress," the petition says, "it will be a year and nine months from date of filing until the application gets off the line for staff processing and FCC action."

There are about 95 applications outstanding for stations in cities



Mr. Peel (with mike) presents first prize in "tallest snow man contest" to Miss Mary Heesacker, of nearby Kansas City, Ore., flanked by her brothers and sisters.

with no local service, the Kent-Sussex petition states.

Kent-Sussex is applying for 1320 kc with 500 w day. Its petition asserts that part of the reason for urgency in acting on its application is because of civil defense needs in Milford.

The earlier petition from Tri-County Broadcasting Co. said it would take two and a half years before its application got FCC staff attention.

FCC sources indicated that part of the slow-down on processing applications is due to a smaller staff. They say that in mid-1951, for example, there were 12 aural engineers, but now there are only three.

## KFGR CONTEST

### Stunt Stirs Big Response

FREDDIE SCHMIDTKE, 12, son of Irving V. Schmidtke, owner of KFGR Forest Grove, Ore., conceived a "gimmick" which brought the station a surprising response.

KFGR was trying to promote the morning segment of its children's program, *Merrie Melodies*. A "tallest snow man" contest was announced the morning of the season's first snow. Winner was announced over the afternoon segment. Children listeners were reminded to listen to the morning segment to learn rules of future contests.

Robert Peel, KFGR promotion director, explained that this was the first of a series of one-day "gimmicks" to induce afternoon listeners to tune in to the morning segment also.

## SET COST SURVEY

### To Aid Regulation

PRICE stabilization officials currently are surveying the nation's manufacturers for cost data on radio-TV sets, warranties and other items with a view to setting tailored regulations for the industry.

The study is designed to sample industry prices, warranty practices and types of receivers (console, combination or table models). The survey is in the form of a questionnaire sent out to representative firms.

The Office of Price Stabilization hopes to evolve tailored orders for radio-TV set-makers by March 1. Manufacturers now are exempt from filing requirements of General Price Regulation 22 which became effective Dec. 19 [B•T, Dec. 31, 1951].

Many producers have announced new set lines and prices which will be taken into consideration when new regulations are promulgated [B•T, Jan. 14]. They are intended to meet with industry objections that regular price ceilings are not applicable to radio-TV receivers, which have been selling in many instances below established ceilings.

## ARK-TEX OUTLETS

### New Group Formed in Ark.

TEXARKANA, Ark., will be headquarters for a new radio broadcasting group to be known as The Ark-Tex Stations, it was announced last week.

Basic stations will be KCMC-AM-FM Texarkana; KAMD Camden, Ark., and KWFC Hot Springs, Ark.

Tex-Ark stations will serve national and regional advertisers as well as local advertisers in Arkansas and northeast Texas.

Frank O. Myers is general manager of the group, with headquarters at KCMC. A national sales representative will have offices in New York, Chicago and Dallas, officials said.

C. E. Palmer is president of KCMC Inc.; W. E. Hussman is president of Camden Radio Inc., owner-operator of KAMD, KWFC and KVMA Magnolia, Ark.

KCMC has pending with FCC an application for a television station.

## SALT LAKE AD AWARDS

### Top Entries to Be Filmed

DETAILED showing in color film of each prize-winning entry is planned in the Salt Lake City Advertising Club's 1952 Performance Awards contest. The films will be available to other ad clubs.

Deadline for entries is Feb. 15. Annual awards banquet will be held April 2. Executives of the Cleveland Advertising Club will judge entries. Purpose of making the films available is that through the exchange of information, it is hoped "the highest professional standards of advertising" will be encouraged.

## Law Firm Names Six

CAHILL, Gordon, Zachry & Reindel, New York law firm representing RCA, has announced that Thurlow M. Gordon has become of counsel to the firm and that F. Arnold Daum, Paul H. Fox, Lawrence J. McKay, Clifford L. Porter and John M. Richardson are now members of the firm.

Mr. J. B. Blaugrund, Pres.  
AMERICAN FURNITURE CO.  
El Paso

**KROD is a**  
**great furniture salesman**

That's what Mr. Blaugrund, dean of southwestern furniture men and head of this region's largest furniture store, has to say about KROD. Our station has been selling furniture, appliances and housewares for this outstanding store since the day KROD went on the air. It can do a good sales job for YOUR product or service, too.

CBS RADIO NETWORK IN EL PASO

**KROD**  
600 KC 5,000 WATTS

RODERICK BROADCASTING Corp.  
DORRANCE D. RODERICK  
President  
VAL LAWRENCE  
Vice-Pres. and Gen. Mgr.

REPRESENTED NATIONALLY BY  
THE O. L. TAYLOR COMPANY

## PHILCO LOAN

### To Finance Defense Output

PHILCO CORP. has arranged a \$40,000,000 three-year V-loan involving credit to finance increasing defense production for advanced electronic equipment and missiles for the Army, Navy and Air Force, it was announced by Dr. Courtney Pitt, vice president of finance. Interest rate on the new credit was not disclosed.

This credit, which is guaranteed to the extent of 70% by the Navy Dept., is being extended by a nation-wide group of 18 leading banks headed by the Pennsylvania Company for Banking and Trusts. The company's production of military electronic equipment is rapidly increasing, and in the first quarter of 1952 should exceed the total for all of last year. Further increases are scheduled in succeeding months.

## Vacuum Tube Report

VACUUM TUBE life and vacuum tube life experience are subjects discussed in two reports contained in *Bibliography of Technical Reports* published by office of technical services, U. S. Dept. of Commerce. Advances in electronics industry leading to longer life tubes, better amplifiers and electronic research tools also are described in report released Jan. 11.

## PROTECT YOURSELF, your STAFF, your CLIENTS

from the daily hazard of

### LIBEL, SLANDER, INFRINGEMENT OF COPYRIGHT, INVASION OF PRIVACY

Arising from Editorializing, Speeches, Newscasts, Ad libs, Financial Comment, Mystery Plots, Gossipy Announcements, Man-on-the-street Interviews.

Hundreds of Broadcasters and Newspapers guard this continuous hazard with our special, tailored-to-the-risk Insurance.

USE CAUTION—LADY LUCK IS A DESERTER!  
IT COSTS SO LITTLE TO BE SURE WITH INSURANCE.

For details, write to the Pioneer in this line.

**EMPLOYERS REINSURANCE CORPORATION**  
Insurance Exchange Bldg. — Kansas City, Mo.



# NATIONAL NIELSEN RATINGS TOP RADIO PROGRAMS

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

REGULAR WEEK DECEMBER 2-8, 1951  
NIELSEN-RATING\*

Rank	Programs	Rating Homes %
EVENING, ONCE-A-WEEK (Average for All Programs)		
1	Lux Radio Theatre (CBS)	17.6
2	Jack Benny (CBS)	14.6
3	Amos 'n' Andy (CBS)	14.1
4	Charlie McCarthy Show (CBS)	12.6
5	Walter Winchell (ABC)	11.7
6	Arthur Godfrey's Scouts (CBS)	11.7
7	Fibber McGee & Molly (NBC)	11.4
8	Bob Hawk (CBS)	10.6
9	Mr. District Attorney (ABC)	10.4
10	Big Story (NBC)	10.2
EVENING, MULTI-WEEKLY (Average for All Programs)		
1	Lone Ranger (ABC)	7.6
2	Beulah (CBS)	6.9
3	One Man's Family (NBC)	6.8
WEEKDAY (Average for all Programs)		
1	Romance of Helen Trent (CBS)	8.3
2	Our Gal, Sunday (CBS)	8.2
3	Arthur Godfrey (Liggett & Myers) (CBS)	8.1
4	Pepper Young's Family (NBC)	7.5
5	Right to Happiness (NBC)	7.0
6	Arthur Godfrey (Nabisco) (CBS)	6.9
7	Road of Life (NBC)	6.8
8	Ma Perkins (CBS)	6.8
9	Aunt Jenny (CBS)	6.8
10	Big Sister (CBS)	6.8
SATURDAY (Average for All Programs)		
1	Grand Central Station (CBS)	7.2
2	Theatre of Today (CBS)	6.2
3	It Happens Every Day (CBS)	5.8
SUNDAY (Average for All Programs)		
1	True Detective Mysteries (MBS)	8.5
2	Shadow, The (MBS)	6.5
3	Martin Kane, Private Eye (NBC)	5.0

## NABET Petitions Two

NATIONAL Assn. of Broadcast Engineers and Technicians, following National Labor Relations Board hearing in Portland, Ore., in mid-January, has filed petitions of certification as collective bargaining representatives for about 22 engineers and technicians at KGW (ABC) and KWJJ (independent) here, currently represented by IUEW. NABET recently won an LRB election at KEX, ABC affiliate, where approximately 13 engineers and technicians were involved [B•T, Dec. 17]. Similar election at KELS Kelso, Wash., is scheduled for late this month.



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

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

**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



PRESENT at completion of negotiations to bring NBC programs to WMAY Springfield, Ill., Feb. 1 are Gordon Sherman, (seated) WMAY president-general manager; standing (l to r) Robert Weiner, WMAY public affairs director; Syl Binkin, WMAY program director, and Melvin Feldman, WMAY chief engineer.

## KIRO LOCATION

### Plans Move to New Bldg.

KIRO Seattle has purchased a building at 1530 Queen Anne Ave. and will move studios and offices there after the former owner, Federal Old Line Life Insurance Co., vacates not later than Feb. 15.

The new location affords 12,000 sq. ft. of space, more than double KIRO's present facilities in the Cobb Bldg. The former insurance building, north and west of the center of town, was built in 1927 for the Queen Anne Community Club. In addition to office space and meeting rooms, it contains an auditorium seating 1,000.

Some remodeling of the interior will be necessary to convert the building for broadcasting use. Present plans call for the lower floor to be used for AM studios and offices, with additional offices, the auditorium and eventually television facilities slated for the upper floor.

If KIRO receives a construction

permit for TV, a spokesman indicated, the station may put a transmitter in the building and the tower alongside. Another location also is being considered for the transmitter, and if selected, KIRO would microwave its programs from the Queen Anne site to the transmitter.

## RRN SIGNINGS

### Involve Nearly \$50,000

RURAL Radio Network last week announced signings to 26-week contracts of the General Electric Co., and the Assn. Railroads of New York State. Nearly \$50,000 of FM radio time is reported involved.

Donald K. deNeuf, general manager of the 13-station FM network, said the new contracts mark the second full year of advertising over RRN by the railroad association and the first full year by GE. RRN, now in its third year of operation, has headquarters in Ithaca, N. Y. It covers nearly all of New York and a part of northern Pennsylvania.

## IBA Meeting Set

ILLINOIS Broadcasters Assn. will elect new officers at the annual spring meeting in Springfield Feb. 22. The day-long session will be conducted at the Leland Hotel. Ray Livesay, president of WLBH AM-FM Mattoon, is retiring president.

## Faust Post

DUDLEY FAUST has been appointed eastern sales manager of the CBS Radio Network, not western sales manager as incorrectly reported last week [B•T, Jan. 14].

## AAAA AID PLAN

### Helps Small Agencies

FIRST public announcement of a plan to aid the smaller agency to function more soundly was made last week by Frederic R. Gamble, president, American Assn. of Advertising Agencies, at a meeting of the League of Advertising Agencies, New York.

More than 80 advertising agencies are receiving such assistance, Mr. Gamble said.

Under the plan, a bona fide advertising agency may file application for AAAA membership even though it does not at the time meet all the association's qualifications for membership.

These qualifications, explained Mr. Gamble, have to do with length of time in business, media recommendations or recognition, experience, ability and scope of agency service. Without payment of dues or fees, the agency receives certain materials designed to guide it toward sound practices.

Mr. Gamble emphasized that 53% of AAAA members—141 of the 262 agencies—have annual billings below \$1 million. Of the 141 smaller agencies, 23 (16%) are in New York.

ROBERT YOUNG, star of NBC radio's *Father Knows Best*, awarded National Safety Council's Award of Merit for highway safety campaign which urged signing of "Man-to-Man" and "Dad-to-Daughter" agreements.

## What a Buy!

N  
A B C  
C

### PROGRAMS

For "Minutes"  
& Chain Breaks

IN

YOUNGSTOWN, O.

5000

WATTS

Serving America's  
34th Market

W F M J

REPRESENTATIVES  
Headley-Reed Co.



# POLITICAL ADS

## Tax Deductions Cited

POLITICAL advertising as an income tax deduction would be taboo under a bill that has been introduced in the House.

Rep. Robert L. Ramsay (D-W. Va.) is author of the bill (HR 5888), which was referred to the House Ways & Means Committee. The measure would amend the U. S. Code (Title 18).

Rep. Ramsay's bill would make it unlawful for a firm to deduct from gross income expenditures for advertising which refers to political parties, to candidates for public office, to a political theory or to a political issue, to a political campaign and for promotion of goodwill or with intent to defeat legislation, for lobbying and for "exploitation" for "propaganda uses."

It was admitted that the Bureau of Internal Revenue would have difficulty in determining how radio and television commercials would be considered under the proposed law. Reason is that some programs, which are institutional or politically slanted, etc., have a sponsored commercial which is straight copy.

PRODUCTION of new seven inch oscillograph tube, featuring a faceplate of kinescope quality and a medium long persistence screen, was announced last week by RCA Div., Camden, N. J.



## The Water's Fine! (really)

A quick dip into the North Dakota pool of buying power will convince you that KFYZ in this agriculturally wealthy state pays handsome dividends per advertising dollar. Ask John Blair for KFYZ facts and figures.

# KFYZ

BISMARCK, N. DAK.

5000 WATTS-N.B.C. AFFILIATE  
Rep. by John Blair

# Agency Beat

(Continued from page 11)

of Food Distribution, to Long Adv. Service, S. F., as merchandising director.

LEWIS P. NACHOD, Ben Sackheim Inc., N. Y., to Gray & Rogers, Phila., in the public relations department.

BEN SACKHEIM Inc., N. Y., elected to membership in American Assn. of Advertising Agencies.

ALBERT W. SHERER, vice president of McCann-Erickson, Chicago, elected director of Encyclopaedia Britannica and its film subsidiary.

STEWART L. FRITCHE, European manager, Geo. W. Luft Co., N. Y., to Robert Otto & Co., N. Y., as assistant to the president.

RICHARD SPLITTORF, U. S. Marine Corps, rejoins Sawyer Ferguson-Walker, S. F. He succeeds RICHARD SMILEY, who transfers to firm's New York office.

JOHN F. W. McCLURE, merchandising manager, Pepsodent Division, Lever Bros. Co., N. Y., to McCann-Erickson, N. Y., as senior account executive.

TERRI MANN, Compton Adv., N. Y., married to LEO RICHARD CONNELLAN, freelance writer, on Jan. 12.

GERALD M. FELD named account executive at Paul Lynn Heller Adv., Washington.

ABBOTT KIMBALL Co., N. Y., announces appointment of WESTON HILL as vice president and creative director; LAWRENCE D. REEDY, administrative vice president, secretary and member of the board of directors, and GLADYS CHURCH, vice president in charge of fashion.

HARRY L. MERRICK, vice president of Kal, Ehrlich & Merrick Adv., Washington, elected "Man of the Year" by Washington Board of Trade's Membership Committee.

ROBERT OTTO & Co., N. Y., has applied to Canadian Assn. of Broadcasters for recognition as an advertising agency.

MARVIN L. GRANT, radio-TV director and account executive, Mann-Ellis Inc., N. Y., appointed vice president.

## ABC DAY DRAMAS

### Newspaper Ads Set

A THREE-WEEK newspaper saturation campaign to promote its daytime drama, traditionally a difficult program type to promote, is being launched by ABC Radio today (Monday) with 10 advertisements a day scheduled in each of six newspapers, Monday through Friday, for the three-week period.

The ads will simulate headlines and will relate directly to the script of the program involved, advertising and promotion manager Mitchell De Groot explained last week. Beneath each headline, in newspaper story style, a few lines will explain the headline and call attention to the program, station frequency, and time.

At the same time, Mr. De Groot said, on-the-air promotion will be conducted with the newspaper ads adapted for use as spot announcements.

The campaign, estimated at \$25,000 in space costs, will use the *Daily Mirror* and *Journal-American* in New York and one paper in each of the other cities where ABC owns radio stations—Chicago, Los Angeles, Detroit and San Francisco.

Nine of the 10 advertisements in each paper on a given day will relate to a single ABC radio daytime drama. The tenth ad in each paper, appearing on the radio page, will also list the other ABC dramas.

## WRFD 'Teaser' Chicks

TEASER promotion sent last Wednesday to the national trade press and Columbus, Ohio, radio editors by WRFD Worthington, Ohio, consisted of corsage box tied with big red bow and containing 25 live baby chickens. Accompanying broadside proclaimed: "Even greater things are hatching at WRFD (We'll keep you informed)." On Thursday, announcement was received concerning March opening of WRFD's new studios and 260-acre radio farm at Worthington. WRFD is licensed to Peoples Broadcasting Corp. and is assigned 5 kw daytime on 880 kc.

## Diamond Bros. Signed

DIAMOND BROS.—Charley, Sid and George—have been signed to a recording contract by RCA Victor after the trio won an NBC "Talent Search, Country Style," it was announced last week. The trio for 15 years have been broadcasting over WFBG Altoona, Pa. They are under the personal management of John M. Snyder, WFBG managing director.

# FIELD BUREAU

## Recommended for FCC

ESTABLISHMENT of a Field Bureau in the FCC has been recommended by McKinsey & Co., management consultants. Commission has accepted the recommendations, and has ordered that the reorganization be accomplished by Feb. 1.

Also recommended and adopted by the FCC were the establishment of a field office in Washington, D. C., and the abolition of the Los Angeles legal office.

New bureau, fifth to be organized since the middle of last year, will comprise the present Field Engineering & Monitoring Division, Antenna Survey and Commercial Operator branches and the Conelrad project, all at present under the jurisdiction of Chief Engineer Edward W. Allen Jr.

Field Engineering & Monitoring consists of 23 districts in nine regions throughout the U. S. and its possessions. In addition it operates eleven primary and seven secondary monitoring stations. Chief of the present division is George Turner. Comr. George E. Sterling was Mr. Turner's predecessor when the Commissioner was an FCC staff employee.

## Functions of Branch

The Antenna Survey Branch checks all broadcast and other station applications to see that their antenna heights and sites jibe with joint FCC-Civil Aeronautics Authority criteria to prevent air navigation hazards. The Conelrad project is the FCC-Air Force program for radio transmission deception in the event of air attacks through the use of changing frequencies and intermittent operation of individual stations.

Already in operation are the following bureaus: Broadcast, Safety & Special Radio Services, Common Carrier and Secretary.

Attorney in charge of the FCC's Los Angeles law office is Joseph Brenner, formerly a hearing examiner.

## McCormick Accident

GLENN McCORMICK, owner of KSLM Salem and KORE Eugene, Ore., was hospitalized in Indio, Calif., following a Jan. 10 automobile accident in which his car was demolished. Mr. McCormick suffered a broken pelvis and other serious injuries.



RCA INSTITUTES, INC.

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

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



# VOA OPERATION *Semi-Detached From State Dept.*

CREATION of a semi-independent International Information Administration to operate the Voice of America and appointment of Dr. Nelson Compton, former industry executive, as administrator were formally announced by the State Dept. last Friday [CLOSED CIRCUIT, p. 14].

Dr. Compton will take over operational functions for the entire international information program, including radio broadcasting, resigning Edward W. Barrett, Assistant Secretary of State for Public Affairs, from those duties. Barrett also is expected to announce his resignation from the secretariat position within the next week.

In assuming the post of administrator, Dr. Compton takes over duties of the Public Affairs Secretary. He also absorbs functions of Thurman L. Barnard, vice president on leave from Compton, who had held the post of general manager of the program on acting basis. The general manager position has been abolished.

## Higher Status for Program

The establishment of the IIA is intended to elevate the international information program to a higher status and place the operational functions directly under the Secretary of State. Dr. Compton will report directly to Secretary of State Acheson.

The creation is designed to meet, at least half-way, Congressional and other suggestions that the Voice of America and other media programs be reorganized.

Dr. Barrett said the new setup will give IIA the status of a semi-independent agency. The International Broadcasting Division remains intact under the IIA.

The plan was developed by Messrs. Barrett and Barnard and recommended to Mr. Acheson after considerable study. It was deemed wise, Mr. Barrett said, to realign the information organization as a completely independent agency or to confer upon its top officers

cabinet rank, as had been suggested in some quarters.

Mr. Barrett said also that he had conferred with some members of Congress on the plan and that they had indicated their approval. At least one—Sen. William Benton (D-Conn.)—has suggested that the Congress consider various modes of organization, including separation from the State Dept., with a view to strengthening the Voice of America. Another—Sen. Joseph McCarthy (R-Wis.)—had proposed divorcement of VOA from State, but for different reasons. And George C. Marshall, former Secretary of Defense, had acknowledged that separation might be a "good thing."

The reorganization plan was initially explored during Voice hearings on Capitol Hill in July 1950 [B•T, July 10, 1950].

While the plan does not go this far, it does support substantially the best judgment of Messrs. Barrett and Barnard, as well as the U. S. Advisory Commission on Information.

"The plan is designed to provide greater operational flexibility while maintaining close ties between the foreign information and educational exchange program abroad and foreign policy as a whole," the State Dept. explained. Falling under it are motion pictures, library offices and publications as well as radio broadcasting.

The reorganization is intended "to preserve completely the essential connections between the operating information program and those areas of the department which provide intelligence and foreign policy guidance," it was explained. IIA will work closely with intelligence and communications branches.

## Policy Decisions

The Public Affairs Secretary will concentrate hereafter on policy decisions, without any operational responsibilities. The Secretary of State will have "undivided responsibility and a clear line of authority" over the program, assuring consonance with U. S. foreign

policy.

In commenting on the reorganization, Mr. Barrett noted the importance of radio broadcasting in the "tremendous scope" of the U. S. information program. The plan requires the "best skill" the State Dept. can obtain, he stated. The increase in programming, he added, has made it apparent that radio alone now accounts for one-fourth of information operation.

## Guessing for Successor

Current guessing game is who shall replace Mr. Barrett when he resigns. The appointment will come from the White House. Howland H. Sargeant, deputy assistant to Mr. Barrett, has been mentioned as a possible successor. [CLOSED CIRCUIT, Jan. 14]. Mr. Barrett is expected to take a much-needed rest, following almost two years in the public affairs post, and has not announced his future plans. He formerly was editorial director for *Newsweek* magazine.

Nor are Mr. Barnard's later plans indicated at present. The advertising executive is now undertaking certain overseas inspection tours, beginning in the Far East. He has been on leave from Compton Adv. since last spring.

Dr. Compton, who has served as a member of the U. S. Advisory

## KCBQ-AFRA AGREE

### Settle Labor Differences

UNFAIR labor practices charge filed by AFRA with NLRB against Charles E. Salik, owner-manager, KCBQ San Diego in early November [B•T, Dec. 3, Nov. 17, 12, 1951] has been withdrawn in accordance with terms of amiable settlement of all points in dispute.

Under new contract signed, salaries of five staff announcers of KCBQ were increased by \$5 per week, retroactive to Oct. 1, 1950. Talent fees were also re-instated to the announcer involved in the dispute, and program director Grady Edney, at insistence of AFRA, was removed from those programs on which he had appeared.

AFRA agreed to waive Mr. Edney's membership requirement in the union for his limited announcing work such as introducing public officials on public service programs.

## Watch Budgets

(Continued from page 27)

(Monday, Thursday and Friday).

The firm, which last year sponsored special event shows such as the General MacArthur reception in New York and a special Thanksgiving Day show in television, expects to use television in a similar manner in the coming year. Some spot activity is also being considered. Victor Bennett Agency, New York, handles the account.

Commission on Information, will operate from Washington, with full authority to operate the information and educational exchange program. That includes operating the shortwave VOA now beaming programs in 46 languages to peoples abroad.

Dr. Compton served as president of Washington State College from 1944 to 1951 and has had a varied career as business administrator, government official and lawyer. He also has been active on U. S. international missions, including UN activities. Dr. Compton was a member of the first economic staff of the Federal Trade Commission. He is the brother of Dr. Karl T. Compton, noted scientist, and of Dr. Arthur H. Compton, Nobel prize winner and former chairman of the U. S. National Commission on UNESCO.

## KSMO Changes to KEAR

KSMO San Mateo, Calif., has received FCC approval to change its call letters to KEAR, Station Owner S. A. Cisler Jr. disclosed last week. "Change was made to avoid confusion with phonetically similar call letters in the area," said Mr. Cisler. "Also for promotion purposes—KEAR had EAR appeal in keeping with our policy of good music programming," he added. Extensive promotion announcing the change is planned.

Miss Eleanor Scanlan  
Batten, Barton, Durstine, and Osborne  
New York City

Dear Ellie:

Here's sumptin' that'll open yer eyes on how good a market th' hometown is! ole WCHS is! Yessir, Charleston, West Virginy, has allus bin good, but hits rate uv growth th' las' ten years is reely tremenjst! In 1940 folks 'round here wrote checks fer 636 milyon dollars — an' that warn't hay! But ten years later they wrote one bilyun, 647 milyon dollars worth uv checks! Thet's more'n two an' a half times what they did in 1940! Now, Ellie, thet jest means one thin'! Hit means thet folks 'round here is makin' an' spendin' a pile uv dough, an' thet means hit'll shore pay ter advertize in Charleston!

An' 'member, Ellie! WCHS not ony gives yuh more uv these well-off lisseners then all th' other four stations in town put tergether, but hit's West Virginy's Greatest Advertizin' Medium!

Yrs.

Algy

**WCHS**  
Charleston, W. Va.

## AGRICULTURE

We've been programmed for the farmer for 25 years. That's why WIBW-advertised goods sell so well in Kansas and adjoining states.

**WIBW** The Voice of Kansas  
in TOPEKA



# MICROWAVE INC.

## UPT Buys 50% Interest

PLANS for the acquisition by United Paramount Theatres Inc. of 50% of the common stock of Microwave Assoc. Inc., Boston engineering research and manufacturing company, were reported last week.

The disclosure was made in an announcement of expansion plans for the Boston company. The expansion program, to be financed from proceeds of the stock sale to UPT, includes operations in research, development and manufacture of microwave tubes, components and systems. Microwave, formed in August 1950, has been awarded a Signal Corps industrial mobilization contract for manufacture of a pilot run of magnetrons.

United Paramount Theatres, headed by Leonard H. Goldenson, is in process of merger with ABC, subject to FCC approval.

Dana W. Atchley Jr., UPT coordinator of technical research, is slated to become president of the enlarged Microwave. Other directors will include Vessarios Chigas, vice president and general manager; Richard M. Walker, vice president and treasurer, and Louis W. Roberts, vice president and research director, all from Microwave; and Mr. Goldenson, Robert H. O'Brien, Simon B. Siegel and Jason Rabinovitz from UPT.

Microwave was described as "built around a group of experi-

enced engineers who are well known as designers and manufacturers of germanium and silicon diodes, magnetrons and other microwave devices and vacuum tubes."

Aims of the expanded company were listed as:

"1. To assist the U. S. Government by developing and manufacturing electronic devices urgently needed in the rearmament program;

"2. To add to the body of basic scientific knowledge, especially the microwave field;

"3. To establish and market a commercial line of microwave components, equipment and systems;

"4. To develop and market semiconductors, such as standard germanium and silicon diodes, N-P-N transistors and special crystals for use in the UHF television frequencies;

"5. To investigate and produce improved pickup tubes for television cameras, components for microwave links, etc."

## CANADIAN MUSIC RIGHTS

### Appeal Board Hears CAPAC

CANADA'S COPYRIGHT Appeal Board will resume its sittings at Ottawa today (Monday) to hear the case of CAPAC (Composers, Authors, Publishers Association of Canada) for 1952 fees from broadcasting stations based on station gross revenue. It is anticipated that the hearings will close by Jan. 25, with Canadian Assn. of Broadcasters presenting its case for continuance of the present system of a set fee per licensed receiving set.

CAPAC, which is Canada's ASCAP, has sent bills to Canadian stations for January based on the 1951 rate of fees subject to an increase depending on the Copyright Appeal Board decision. Canadian broadcasters hope to know by the end of January what the board's ruling will be, are prepared to pay a higher fee than the present one of 7 cents per licensed receiving set in their coverage area, but do not want a fee based on gross revenue. Should fee be on the revenue basis, many Canadian stations are expected to only use BMI tunes next year.

## Atliss Plea Denied

PETITION of Atliss Amusement Co. to intervene in the license renewal hearing of WKOW Madison [B•T, Jan. 14, 1952, Dec. 31, Nov. 12, 1951] has been denied by the FCC. Hearing before FCC Hearing Examiner James D. Cunningham starts Jan. 28 in Madison. At issue is the management contract of the station with Atliss Amusement Co., which is headed by H. Leslie Atliss Jr., son of the CBS Central Division vice president.

## KBOX in Modesto

KBOX Modesto, Calif., was incorrectly identified as being in Reno, Nev., last week [B•T, Jan. 14]. The KBOX call letters were reassigned from Reno during 1951.



JOE CAVANAUGH, sports director and personality, WARD-AM-FM Johnstown, Pa., has been doubly honored. Mr. Cavanaugh was chosen by the Johnstown Junior Chamber of Commerce as Johnstown's most outstanding young man of 1951. In addition he was selected by the Pennsylvania "Jaycee" as one of three Pennsylvanians to receive a Distinguished Service Award.

## GEORGIA RADIO-TV MEET

### Christian Named Chairman

L. H. CHRISTIAN of WRFC Athens, Ga., has been named chairman of the 1952 Georgia Radio and Television Institute to be held this spring at the Henry W. Grady School of Journalism, U. of Georgia. Institute will be jointly sponsored by the Georgia Assn. of Broadcasters and the Grady School.

Others named to the committee include Ed Kobak Jr., WTWA Thomson, Ga.; A. D. (Jess) Willard Jr., WGAC Augusta; John W. Jacobs Jr., WDUN Gainesville; R. W. Rounsaville, WQXI Atlanta, and Frank Crowther, WMAZ Macon. First meeting of the new group will assemble Jan. 25 in Atlanta.

## DALLAS TELESIGN

### Flashes WFAA Bulletins

FIRST National Bank in Dallas has begun operation of a Telesign which electrically flashes 30-inch high news bulletins at a corner of one of downtown Dallas' busiest intersections. Bulletins are supplied by WFAA Dallas.

In length, the sign is claimed to be second only to that of *The New York Times*. Telesign was invented by Irving Naxon, president of the Naxon Telesign Corp., Chicago.

A paper tape is perforated on a typewriter keyboard machine in the WFAA newsroom. These perforated messages are then sent to the bank's control room for the Telesign. The tape is fed into a machine which produces electrical impulses which control more than 3,000 bulbs that flash the bulletins.

## WESTINGHOUSE

### Holds Set Sales Meetings

NEW MERCHANDISING program, based on the conviction that there will be as many TV receivers and radios as there are customers for at least the first half of 1952, was announced to Westinghouse TV-radio distributors at meetings held simultaneously Monday in New York, Chicago and Philadelphia.

Ten new receivers, designed for UHF and long range reception in fringe areas, were introduced to New York distributors by R. H. McMann, metropolitan district manager, and Jerry Hoag, district sales representative, in the first of 14 more distributor meetings to be held this month.

Advising that a saturated market, first encountered by the video industry in 1951, was nothing to be alarmed about, Mr. McMann said that 1952 would "open with two distinct markets and close with possibly three."

First market consists mostly of farming areas and small towns as far as 100 miles away from a transmitter, an area opened by the increased power of TV transmitters and improved receiver designs. The second market, he said, is the approximately 12 million families without TV receivers living within the present range of video stations. "The third market," the district manager said, "will materialize if the FCC freeze is lifted and the new standard and ultra high frequency stations start beaming programs to the approximately 40% of American families now without TV service."

Westinghouse promotion campaigns include sponsorship on CBS Radio and Television Networks of Presidential campaign, the *Studio One* TV program and the new Westinghouse Tele-Theatre—a ten TV display to promote sales in summer amusement areas. Television-radio division also plans sale training programs, its largest newspaper campaign and national magazine advertising.

## Chappell Report

FIRST two parts of the "Comparisons of Ratings" study made by Dr. Matthew N. Chappell for C. E. Hooper Inc. [B•T, Dec. 17, 1951] have been published as a 48-page booklet by the Hooper organization. Copies have been sent to station, network, agency and advertiser subscribers to the Hooper services and are available to others on request. Volume covers comparisons of U. S. Hooperating with meter measurements and of the telephone coincidental with the roster methods. A second volume will include Dr. Chappell's comparisons of duplex coincidental TV ratings with roster and of duplex coincidental ratings with diary ratings as well as a validation of the accuracy of the duplex coincidental system.

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



**A** WEEK of requests for old Christmas cards to amuse Cleveland's hospitalized children didn't go unnoticed according to Tom Armstrong, m-c. of *Polka Party* on WGAR Cleveland. More than 200,000 greetings, some dating back to 1906, were gathered at locations throughout the city.

#### STRIKE FACTS

**U** N I O N strike of Prudential Insurance Co. agents in Manchester, N. H., WKBR same city demonstrated radio's ability to handle the subject of labor-management relations. Tape recordings of on-the-spot interviews with striking and non-striking agents were aired by the station to better acquaint listeners with both sides of the question.

#### TV 'MILK-A-THON'

**M** O R E than \$80,000 was realized from 24-hour "Saints and Sinners Milk Fund Marathon" on KTTV (TV) Hollywood, Jan. 12. Station and talent of radio, TV, stage, and screen personalities were devoted to raising money which will be used to buy daily milk for underprivileged Los Angeles county school children. "Milk-a-Thon" will become annual event.

#### WEEKLY INTERVIEW

**R** O B B (TV) Schenectady has begun new series of weekly interviews, *New Yorkers at Work*. The interview, a portion of Bob Kane's *Rollin' With Stone* broadcast, features businessmen and women in the Capital district who remind viewers that business is built by individuals to serve the public. Comm. Harold Keller of New York State Department of Commerce, was the first guest.

#### CIVIL DEFENSE DRAMA

**C** I V I L DEFENSE message is dramatized over KKNW New Westchester, B. C., in *Meet the Romans*, series of programs presented Wednesday 8:15-8:30 p.m. The shows, sponsored by New Westchester Civil Defense Committee and produced by Hal Davis of station's staff, depict an average family as it is affected by the civil defense program.

## programs promotion premiums



#### SAFETY SERIES

**O** N J A N. 13, NBC-TV network presented *Green Cross Song Festival*, the first in a series of 13 telecasts. The show, produced in cooperation with the National Safety Council, presents concerts by regional choirs in 13 cities and talks by public officials and safety leaders. Initial program featured the Fisk Choir and Jubilee Singers, Nashville, Tenn.

#### CHILDREN'S PROBLEMS

**A** W E E K L Y half-hour program, *Junior Jury*, on CKRM Regina, Sask., features children in an unrehearsed discussion of the everyday problems of children and their parents. Program is put on jointly by the Indian Head Home and School Club and the Canadian Mental Health Assn. It is produced by Fred Laight, program director of CKRM. Children for the show, picked from public school classes each week, are given a special crest to wear.

#### JOBS AND WORKERS

**S** E R I E S of programs designed to focus public attention on unemployment in the Detroit area was begun Jan. 15 at WJR Detroit. *Jobs and Men Wanted* is presented each Tuesday evening in cooperation with the Michigan Employment Security Commission. Format is an interview with three job applicants from different fields. Moderator is Ron Gamble, WJR special events director.

#### BRIGHT TIE BOYS

**K** G O - T V San Francisco promotes return of Hopalong Cassidy to KGO-TV screen by sending Bay Area radio columnists brightly colored neckties bearing picture of "Hoppy" and the time, station and channel. Columnists are invited to appear as guests on KGO-TV interview programs, wearing the flashy neckwear.

#### KITCHEN KAPERS

**Q** U I Z S H O W, *Kitchen Kapers*, on WIP Philadelphia, will move out of the studio in early February and originate from meetings of P.T.A.'s, church organizations and civic groups in communities in Philadelphia and nearby New Jersey. The entire production will appear in a different community each week to tape record three of its regular broadcasts before the group sponsoring the show.

#### SHOW IN SIXTH YEAR

**W** P T Z (TV) Philadelphia announces renewal of Gimble Brothers Dept. Store's *The Gimble Handy Man*, claimed television's oldest, most continuously sponsored program. The telecast will continue to be seen 7:15-7:30 p.m. Friday. Renewal of the show, which demonstrates quick and easy ways to repair household articles, takes Gimble's into its sixth consecutive year of televising on WPTZ.

#### WNBW PLAYS HOST

**W** N B W (TV) Washington will play host to the NBC-TV network show, *Kukla, Fran and Ollie*, during the coming week. The daily telecast, originating from Washington, will culminate with a guest appearance for the troupe at the National Press Club's annual Father-Daughter dinner on Jan. 26.

#### LEGISLATURE SHOWS

**W** M B G Richmond will give daily coverage for the next two months to the 1952 Virginia Legislature activities. Programs will deal with important happenings in both the Senate and the House of Delegates. The broadcasts will be fed to other stations wishing to carry the series.

#### RETAIL PROMOTION

**W** N B Q (TV) Chicago mails "TV News Revue," a four page tabloid merchandising bulletin, each month to 3,500 grocers, druggists and other retailers in the market area offering merchandise assistance to clients. Paper is edited by Otto Bremers Jr., member of station's advertising and promotion department.

#### RADIO TIME CHART

**K** L R A Little Rock, Ark., has evolved a plan to aid timebuyers in computing contract time segments easily. The station has devised a radio-TV time chart built on the slide-rule principle covering a time period through June 1953.

#### LATIN RECORD PROGRAM

**K** F I Hollywood, *Casa Latina*, new Saturday 7:30-8:30 a.m. Latin-American record program, features Hank Hernandez as m.c.

#### JUKE BOX PROMOTION

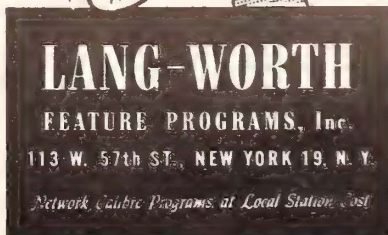
**W** A S H I N G T O N Music Guild, an association of juke box and coin operators, is cooperating with WOL Washington in promoting the station's night time disc jockey, Milt Grant. Stickers identifying the show, time and station are displayed on record playing machines throughout the city. Mr. Grant primarily plays current juke box favorites.

#### SNOW PROTECTION

**W** C S S Amsterdam, N. Y., is on the lookout for snowy days. Windshield protection cards of waterproof cardboard have been put out by the station boosting WCSS as well as safe driving. Cards are distributed in the downtown area whenever bad weather threatens.

#### BUSINESS AND COMMUNITY

**K** P I X (TV) San Francisco, *Partners in Progress*, Tues. 1-1:30 p.m. New public service program produced jointly by station and Bay Area Public Schools Television Council debuts tomorrow (Jan. 22). Dr. Hiram J. McLendon, assistant coordinator of TV Council, moderates panel of students and industrial leaders in discussion of the role of industry in community life. Discussions are designed to show the contributions of business, industry and commerce to the community, the relationship between business and education and the opportunity awaiting students in various industrial and business lines.



**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**

experienced sales personnel will sell community programs throughout your coverage area



## Nov. Network Gross

(Continued from page 28)

vember as in October [B•T, Dec. 24, 1951].

Similar consistency is shown in Table II, listing the top advertiser in each of 24 product groups of radio network advertising, which shows 20 of the 24 leaders unchanged from the October list.

The top five classes of radio network advertisers and their rank order are also unchanged from October to November: Foods, toiletries, tobaccos, drugs and remedies, soaps and cleansers. Table III analyzes the expenditures of the various types of radio network advertiser for November and January-November, with 1951 compared to 1950. All PIB radio network figures include time purchased from ABC, CBS, MBS and NBC; do not include Liberty Broadcasting System advertising.

## BAB UNITS MEET

### Advisors Set Plans

BAB's new Research and Promotion Advisory Committees held their first sessions last week to review their respective functions and consider future operations. Each group also heard BAB Board Chairman Edgar Kobak outline the bureau's organizational structure.

Present for the Research Committee meeting, under Robert E. Dunville of WLW Cincinnati, were George Higgings, KMBC Kansas City; Walter Scott, NBC; Ernest Lee Jahncke Jr., ABC; Hugh Potter, WOMI Owensboro, Ky.; Eugene Katz, Katz Agency; Martin Campbell, WFAA Dallas; Stanley Breyer, KJBS San Francisco.

Participants in the Promotion Committee meetings, under Donald W. Thornburgh of WCAU Philadelphia, were George Bristol as alternate for Louis Hausman of CBS Radio; Robert Schmid, Mutual; Simon Goldman, WJTN Jamestown, N. Y.; Arden Pangborn, WOAI San Antonio; William McGuineas, WGN Chicago; William McGrath, WHDH Boston.

BAB was represented by Mr. Kobak, President William B. Ryan, Vice President Kevin B. Sweeney and Local Promotion Director Jack Hardesty.

DURING its annual meeting in Chicago, National Council of Farm Cooperatives selected *Over the Line Fence*, heard daily over WRFD Worthington, Ohio, as finest farm service program in the nation. Certificate was awarded to Bob Miller, WRFD's farm service and program director.



TABLE III  
GROSS RADIO NETWORK TIME SALES FOR NOV. AND JAN.-NOV. 1951  
COMPARED TO SAME PERIOD 1950

Product Group	November 1951	Jan.-Nov. 1951	November 1950	Jan.-Nov. 1950	Product Group	November 1951	Jan.-Nov. 1951	November 1950	Jan.-Nov. 1950
Agriculture & Farming	\$ 55,277	\$ 595,679	\$ 58,677	\$ 859,380	Industrial Materials	290,605	1,928,625	174,678	1,944,1
Apparel, Footwear & Access.	23,405	566,398	183,246	1,362,147	Insurance	298,209	2,975,242	226,802	2,601,7
Automotive, Auto. Access. & Equip.	338,728	3,828,831	356,709	4,612,085	Jewelry, Optical Goods & Cameras	91,380	1,056,143	179,271	1,416,1
Beer & Wine	171,964	3,010,391	313,201	2,478,375	Office Equip., Stationery & Writing Supplies	80,787	599,295	88,665	1,211,1
Bldg. Materials, Equip. & Fixtures	112,935	1,284,512	106,042	1,209,288	Political Publishing & Media	47,064	343,530	133,652	281,5
Confectionery & Soft Drinks	546,890	5,656,382	375,484	5,738,509	Radios, TV Sets, etc.	169,846	2,525,884	19,304	645,9
Consumer Services	171,911	2,481,240	151,433	1,731,538	Retail Stores & Direct By Mail	949	30,182	8,924	37,9
Drugs & Remedies	1,774,595	20,406,324	2,215,702	22,483,872	Smoking Materials	1,840,620	18,815,875	1,781,026	20,691,6
Entertainment & Amusements		5,723		5,619	Soaps, Cleansers & Polishes	1,545,671	16,516,700	1,859,601	18,868,7
Food & Food Products	3,579,621	39,004,213	3,870,536	41,030,187	Sporting Goods & Toys				29,6
Gasoline, Lubricants & Other Fuels	444,972	5,209,795	545,098	4,945,428	Toiletries & Toilet Goods	1,924,292	23,761,911	2,254,614	23,510,1
Horticulture		96,451		105,696	Transportation, Hotels & Resorts	102,753	1,134,909	67,660	802,6
Household Equipment & Supplies	387,341	2,860,343	196,788	2,870,299	Miscellaneous	372,834	4,505,365	449,823	4,753,6
Household Furnishings	94,513	899,603	53,032	467,753	Total	\$14,377,151	\$160,099,546	\$15,906,296	\$167,797,8

Source: Publishers Information Bureau.

## NBC RADIO

### Merchandising Units Underway Feb. 15

NATION-WIDE field offices of the new NBC Radio Merchandising Dept. will be functioning by Feb. 15, the network announced in newspaper advertisements last week.

The department is under the direction of Fred N. Dodge, who, meanwhile, announced that Gordon Lane, general manager and assistant to the president of James Thomas Chirurg Adv. for the past 10 years, has joined the merchandising unit as New York district supervisor.

In addition to taking charge of NBC's merchandising activities in the New York-New Jersey-Connecticut area, Mr. Lane also will head the department's New Material Unit which will prepare and route nationally all point-of-purchase material to be used by department members.

In its advertisements, NBC said: "Until now, no radio network has ever offered advertisers a thorough, realistic service for merchandising their products on a national scale. Now NBC takes the lead in offering not only the first national merchandising service in network radio, but the finest, most complete merchandising facilities to be furnished by any advertising medium."

### Partial Listing

A "partial list" of merchandising services included:

"1. NBC's field experts will train advertisers' sales and distribution personnel in getting dealer support, building displays; make demonstration calls with salesmen on key accounts; make presentations at sales meetings; maintain close liaison with key wholesalers and retail groups in their areas.

"2. The NBC merchandising plan is approved unanimously by the NBC affiliated stations. Accordingly, the network field experts are working in cooperation with our stations, establishing a chain of merchandising services which should deliver for our advertisers the greatest possible point-of-sale impact.

"3. Network on-the-air merchandising programs will be developed which will permit dealer tie-ins for maximum local impact. One series,

★ 'market basket,' is now in preparation for food store advertisers.

"4. Point-of-purchase material especially produced for the needs of retailers will be available to NBC advertisers at cost. This material will be designed to take advantage of network and local station identification.

"5. All-important research services will be offered with emphasis on attitude surveys, distribution checks, test stores, consumer panel.

"6. Bulletins for mailing to retailers will be prepared and supplied NBC stations on a monthly basis."

## COOMBS NAMED

### Takes Calif. CD Post

APPOINTMENT of Clyde F. Coombs, California radio executive, as broadcast radio service chief for the state's civil defense division of communications has been reported by KROY Sacramento.

Mr. Coombs is vice president and general manager of KROY, operated by Harmco Inc., and also general manager of KARM Fresno, Calif. He is a co-owner of KROY.

Mr. Coombs will direct a communications post involving coordination and supervision of broadcast station participation in the overall civil defense program. His appointment was made by Maj. Gen. W. M. Robertson, California director of civil defense, and announced by T. J. Kelly, communications division chief.

*San Francisco Scrapbook*, a weekly anecdote program dealing with the city's past and present broadcast by KGO and carried on the ABC network, received a commendation from the San Francisco Chamber of Commerce last week for the program's service in promoting the Golden Gate City. Award was presented to Gayle V. Grubb, ABC vice president in charge of KGO.

## WSPD SYMBOL

### New Trademark Is Ready

WSPD-AM-FM-TV Toledo, pioneer radio-TV station in Ohio, soon will introduce to the broadcasting industry its new trademark: "Speedy, The Pioneer."

Founded in 1921, the station grew rapidly. In 1928 it was purchased by the Fort Industry Co. as George B. Storer's first venture into radio.

Under the new managing director, Allen L. Haid, WSPD is planning expansion of operation. WSPD-TV's schedule now opens at 9 a.m. Additional changes are expected to be announced in the near future.

## EMERSON YEAR

### Second Best In History

EMERSON Radio and Phonograph Corp., New York, last week announced the second highest profit in the organization's history, for the fiscal year ending Oct. 31, 1951, with an income of \$6,875,87 before taxes.

Record year, which ended Oct. 31, 1950, resulted in a pre-tax income of \$11,969,778. For the late fiscal year, net income after taxes was \$3,592,397 or \$1.85 per share on almost two million shares of outstanding capital stock. Income after taxes for the fiscal year ending in 1950 was \$6,514,716 or \$3.26 per share.

Number of adverse factors, including the switch from full peacetime to combined peace and defense operations, influenced the radio-TV field during the past year, President Benjamin Abrams said. He anticipates a "satisfactory year" for present operations, however, due to relaxed credit restrictions, completion of coast-to-coast TV further network extensions, improvement of TV film equipment which is extending good progress to more communities and the second set or replacement market "rapidly developing trend" toward greater set turnover.



## Recruiting Money

(Continued from page 27)

Congressional action.

The \$550,000 sum reflects funds expended as the result of cancellation of radio network shows involving Bill Stern, Frankie Laine, and the football *Game of the Week*. These purchases were obliterated out of the 1950-51 budget, which earmarked \$901,000 for radio programs. TV plans also will hinge on decisions rendered on Capitol Hill. Information funds for activities at the corps area level also were curtailed.

Sen. O'Mahoney has since disclaimed any enmity toward radio-TV broadcasting and other media and reportedly has conferred with Mrs. Anna Rosenberg, Assistant Secretary of Defense, who is understood to favor sponsored recruiting programs. The March 1 date reportedly stemmed from their consultations.

Lt. Col. William S. Berkeley, public information chief, Military Personnel Procurement Service, Adjutant General's Office, told **BROADCASTING • TELECASTING** Wednesday that radio-TV will obtain a "full, large or normal portion" of any funds finally approved by the Defense Dept. on the basis of Grant Advertising's recommendations.

The dilemma of the military, he pointed out, is to devise campaigns which will reach the selected groups of people needed for service. Because of the ban, he explained, elaborate paid TV plans had to be abandoned in favor of film clips to be used as public service features. TV production will be expanded, however, consonant with the military's budget, he said.

Col. Berkeley held out hope that the Congressional position will be modified in the near future, once members of both houses are made cognizant of the Defense Dept.'s dilemma. Funds requested for 1952-53 include cost of agency commitments and operation of public information facilities at Governors Island, N. Y.

Congressional action, whatever

form it takes, will also serve to clear the air at Grant Advertising, whose Washington branch has been operating in a state of flux. Difficulty of mapping campaigns on short-term basis and need for personnel are cited. Moreover, current contract with Grant expires June 30, 1952. Grant has added five or six on the Air Force and Army accounts and plans "several" other additions, once these problems are resolved.

Handling Defense Dept. legal details is Fred Korth, an attorney and counsellor on the Army Dept.'s staff. He also represents the Army on the *Ad Hoc* committee, to which the four services (Army, Air Force, Navy and Marines) have communicated their recruiting views.

## N.Y. STATE BILLS

LEGISLATION designed to protest as well as protect broadcasting practices was introduced last week when the New York State Legislature convened, with proposed bills—submitted for committee consideration—ranging from courtroom telecasts to rooftop antennas.

Football television schedules, restricted by the National Collegiate Athletic Assn. or the Ivy League, received volleys from Sen. Joseph Zaretski, Democrat of Manhattan. He introduced a bill to penalize any university in the state, combining with another school to prevent that institution from televising any games it chose, by withholding state tax exemptions. In what one network representative quipped was "obviously the State of New York vs. the NCAA," Sen. Zaretski agreed that professional teams have the right to ban television when it cuts into profits, but that amateur groups—"so long as they continue to pose as amateurs"—do not.

### Joint Committee

Also introduced Wednesday was a bill by Assemblyman Daniel N. Kelly, Democrat from Manhattan, which would create a joint legislative committee for radio and TV coverage of legislative sessions.

Sen. Nathaniel T. Helman of the Bronx introduced two bills: In No. 266, he proposed that consent be required for use of the name, portrait or picture of any living person on either a radio or television program. Listing such practice as a misdemeanor for the person, firm or corporation sponsoring the program, the bill could make last-minute news reports a virtual impossibility.

In another bill, the same senator would amend existing civil rights legislation that requires consent for publishing pictures or names with printed matter for advertising purposes so that laws would include uses tending to malign, ridicule or otherwise injure a person. Radio and TV were not specifically mentioned in the proposed amendment, however.

Sen. Helman also proposed that extant emergency rent control laws

## WBEN-TV SERIES

Stresses 'Learn and Live'

EDUCATION in as palatable and entertaining manner as possible in a quarter-hour, informal telecast is being offered Buffalo area viewers by WBEN-TV that city.

Its new educational series, *Learn and Live*, is aired 9:30 a.m. Mon.-Fri. In the five daily programs per week, five subjects, one each day, are treated—literature, music, science, art and history. Theme taken by the program originators is that by learning first, the family's living will be enriched.

Reportedly, viewers writing about the programs have been enthusiastic. Teaming up in the program presentation are *The Buffalo Evening News*, WBEN-TV and the N. Y. State College for Teachers.

## Affect Radio, Television

be so phrased that landlords could not charge fees or rental for TV sets owned by occupants or TV antennas installed on dwelling roofs.

Republican Sen. Pliny Williamson, chairman of the judiciary committee, introduced a bill to ban television coverage of any trial or proceeding conducted in a court "duly organized and existing under state laws as part of the state judicial system." Political observers in Albany were reported as feeling that lack of video coverage for state crime investigations might spur endorsement of this proposal by Gov. Thomas E. Dewey.

All bills were offered prior to establishing legislative calendars and it was felt that most of them would never pass beyond committee inspection.

## New Canadian Group

AFTER ONE YEAR of meetings, the Radio Station Representatives Assn. of Canada was formed at Toronto Jan. 14 with Norman Brown, Radio Time Sales, Toronto, as chairman. Other officers are: Vice-chairman, John Tregale, All-Canada Radio Facilities, Toronto; secretary, R. J. Judge, H. N. Stovin & Co., Toronto; treasurer, T. C. Maguire, Omer Renaud & Co., Toronto; and public relations director, A. A. McDermott, Radio & Television Sales, Toronto. Branches are to be started in other Canadian cities such as Montreal, Winnipeg and Vancouver.

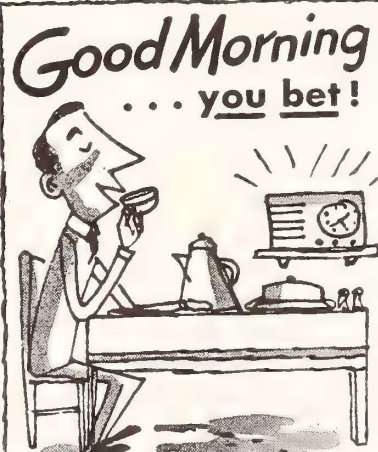
TOURNAMENT of Roses Parade telecast New Year's Day was seen on 676,000 Los Angeles area TV sets, according to Tele-Que survey findings. Ratings for individual stations are: KTLA (TV) 34.6; KTTV (TV) 14.2; KNBH (TV) 6.1; KNXT (TV) 4.4; KECA-TV 4.0; KHJ-TV 1.2.

## Salvation Army Drive

A CORPS of broadcasting personalities and other creative artists have volunteered their professional services to help the Salvation Army in greater New York raise the \$1,250,000 goal in its 1952 fund drive, Joseph H. McConnell, NBC president and general chairman of the drive, said Tuesday. Paintings, sketches, musical compositions, a specially commissioned ballet, photographic essays and written vignettes—all depicting phases of Salvation Army work—are to be contributed to dramatize the campaign. Donors of written vignettes include CBS Radio and TV Commentator Edward R. Murrow, ABC women's commentator Mary Margaret McBride and NBC's scenarist for radio and TV, Goodman Ace. Composer Meredith Willson has agreed to write a special Salvation Army song, Mr. McConnell said.

## KULP Application

DENIAL of the application of KULP El Campo, Tex., on 1390 kc (a Class III frequency), to change from 500 w day to 500 w day and 100 w night as a Class IV station, is proposed in an initial decision released last week by FCC Hearing Examiner Hugh B. Hutchison. He concluded the applicant did not justify assignment of a Class IV station on a Class III frequency.



### HOOPER IN CHATTANOOGA

March, April, May 1951

Mon. thru Fri.	Sta. B	Sta. C	WDEF D	Sta. E
7:30 to 8:00 a.m.	3.2	2.0	11.0	2.3 1.0
8:00 to 8:15	2.8	2.8	13.0	3.1 2.8
8:15 to 8:30	2.1	1.4	11.0	3.3 3.0

### SHARE OF RADIO AUDIENCE

	B	C	WDEF	D	E
8:00 a.m.-12:00 noon	9.3	12.2	33.5%	21.1	22.3

1370 KC • 5000 WATTS

**WDEF**  
CHATTANOOGA

Carter M. Parham, President  
Represented by BRANHAM

**GREENVILLE is**  
SOUTH CAROLINA'S LARGEST  
METROPOLITAN AREA

### In RETAIL SALES

**GREENVILLE \$151,050,000**

**Columbia 136,965,000**

**Charleston 125,097,000**

Sales Management, 1951

MAKE IT YOURS WITH  
**WFBC 5000 WATTS**  
The News-Piedmont Station, Greenville, S. C.

**NBC affiliate for the**  
**Greenville-Anderson-**  
**Spartanburg Markets**  
Represented by Avery-Knodel



## NEW BERN CASE

### Examiner Proposes Grant

PROPOSED grant of an application for a new AM station in New Bern, N. C., and denial by default of an application for an AM outlet at Greenville, N. C., are proposed in an initial decision released by FCC Hearing Examiner James D. Cunningham. Hearing was called because the applications were mutually exclusive, both requesting the same frequency.

The examiner found that the Greenville applicant, L. C. McSwain, tr/as Eastern Carolina Broadcast Co., was notified by the Commission that he must file intention to appear at the hearing, but he failed to file the necessary papers and, later, ignored FCC correspondence.

The New Bern application, filed by Luke H. Wetherington, L. T. Grantham and David E. Hardison, d/b as Craven Broadcasting Co., proposes to use 1490 kc with 250 w fulltime.

Cost of construction is estimated at about \$8,000, which includes \$5,000 worth of equipment already on hand. Estimated operation cost is \$4,000 monthly and estimated revenue about \$5,000. The station expects that about 36% of its time will be commercial for the first few months, but expects to eventually increase commercial time to about 70%.

Mr. Wetherington owns two taxi

## FCC actions



JANUARY 11 THROUGH JANUARY 17

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.*

### January 14 Applications. . .

#### ACCEPTED FOR FILING License for CP

WIST Charlotte, N. C.—License for CP, as mod., authorizing new AM station.

WKHM Jackson, Mich.—License for CP, as mod., authorizing new AM station.

WFAA Dallas, Tex.—License for CP, as mod., authorizing change from DA-N to DA-DN, change in trans. location, etc.

#### Modification of CP

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

#### Renewal of License

Following stations request renewal of license:

WXRJ Guayama, P. R., WTAL-FM Tallahassee (informal request), WCNT-FM Centralia, Ill., WJIZ (FM) Hammond, Ind., KCRK (FM) Cedar Rapids, Iowa, WQAN-FM Scranton, Pa., and WJPE (FM) Fairmont, W. Va.

#### Application Returned

KGMO Cape Girardeau, Mo. — RETURNED application for assignment of license from Cape County Bestg. Co. to KGMO Radio-Television Inc.

companies and a trucking company in New Bern. Mr. Grantham is a lawyer in New Bern, and Mr. Hardison, although born in New Bern and a resident there many years, lives in Kinston, N. C., and has been chief engineer and held other positions at various stations the last eight years. He will be general manager of the station.

## WSOK PERSONNEL

### New Nashville Outlet on Air

ANNOUNCEMENT of personnel for the new WSOK Nashville, which began operation Dec. 12, was made last week. WSOK, owned and operated by the Nashville Broadcasting Co., operates on 1470 with 1 kw.

Company president and station general manager is H. Calvin Young Jr. Other officers include Norman Stewart, commercial and promotion manager; Larry Dean Faulkner, program director; Charles Gordon, sports director, and Arthur Viaches, chief engineer. The station uses Collins equipment and International News Service.

WMAL-FM Washington announces it will be on the air from 6 a.m. to 12:30 a.m. Monday through Friday and from 7 a.m. to 12:30 a.m. Sundays. Station has been signing off at midnight.

### January 15 Decisions . . .

#### BY THE SECRETARY Granted Licenses

KID Idaho Falls, Idaho—Granted license covering change of facilities, change in transmitter location, and installation of new transmitter; 590 kc 5 kw-D, 1 kw-N, DA-N, fulltime, cond.

WLIN-FM Merrill, Wis.—Granted license new FM station; 100.7 mc (Ch. 264), 9.35 kw, ant. 260 ft.

KOA-FM Denver, Col.—Granted license new FM station; 95.7 mc (Ch. 239), 23.5 kw, ant. 185 ft.

WSUN St. Petersburg, Fla.—Granted license covering changes in DA mounting FM ant. on top of AM tower and change in trans. location, cond.

KBND Bend, Ore.—Granted license covering frequency change and changes in DA; 1110 kc 1 kw DA-N; cond.

KMMO Marshall, Mo.—Granted license covering power increase; 1300 kc 1 kw D.

WFNC Fayetteville, N. C.—Granted license covering facilities change, installation of DA-N and new trans.; 1390 kc 5 kw-D, 1 kw-N, DA-2; cond.

KWNO-FM Winona, Minn.—Granted license covering changes in FM station; 97.5 mc (Ch. 248), 18.5 kw, ant. 610 ft.

WHO-FM Des Moines, Iowa—Granted license covering installation of new ant., mounting of FM ant. on top of AM tower and changing trans. location (change in coordinates only); cond.

#### Granted CP

WTCN-TV Minneapolis, Minn.—Granted CP to decrease power from ERP 17.9 kw vis. 9 kw aur. 14 kw vis. 7 kw aur.; change type ant., etc.

WSFT Thomaston, Ga.—Granted CP to change trans. and main studio locations.

#### CP for CP

WBBZ Ponca City, Okla.—Granted CP to replace expired CP (which authorized change in trans. and studio locations).

KSDS (FM) San Diego, Calif.—Granted CP to replace CP (which authorized new noncommercial educational FM station) which expired 12-1-51.

#### Extended Authority

National Bestg. Co., New York — Granted extension of authority to fur-

nish Television de Matamoros, S. A. licensee of XELD-TV, Ch. 7, Matamoros, Tamps, Mexico, with kinescope recording to television programs originating in various NBC studios throughout U. S. and broadcast in U. S. over facilities of NBC. These kinescope recordings will be delivered to XELD-TV via air or rail express; period beginning 3 a.m., EST, Feb. 1, and ending no later than 3 a.m., EST, Feb. 1, 1953.

#### Granted Modification

WTVJ Miami, Fla.—Granted mod. CP for extension of completion date to 7-27-52.

WRBL-FM Columbus, Ga.—Granted mod. CP for extension of completion date to 5-1-52.

WRGA-FM Rome, Ga.—Granted mod. CP for extension of completion date to 4-15-52.

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

KUSD Vermillion, S. D., to 5-1-52; WGN Chicago, to 5-17-52; WEEK Peoria, Ill., to 3-1-52, cond.; WIVU Christiansted, Virgin Islands, to 3-15-52, cond.

### January 15 Applications . . .

#### ACCEPTED FOR FILING FM-104.1 mc (Ch. 281)

WLAG-FM La Grange, Ga. — CP to change ERP, ant. height above average terrain, trans. and studio locations, etc.

#### CP Amended

WWVA-FM Wheeling, W. Va. — Amended CP, which authorizes change in ERP, trans. location, etc., to change ERP, trans. location, etc.

#### Applications Amended

KLAC-TV Los Angeles — Amended application to delete request for increase in ERP, etc.

Chemical City Bestg. Co., Charleston, W. Va. — Amended application for experimental TV station to change aural trans. output power from 80 w to 100 w and to supply supplemental engineering data.

#### License for CP

KWHK Hutchinson, Kans. — License for CP, as mod., authorizing frequency change, power change, hours of operation change and new DA-DN.

WISE Asheville, N. C.—License for CP authorizing frequency change, power increase, change from DA-N to DA-DN, change trans. location, etc.

WBAP Fort Worth, Tex.—License for CP, as mod., authorizing change from DA-N to DA-DN, change trans. location, etc.

#### Modification of CP

KIOA Des Moines, Iowa—Mod. CP authorizing changes in DA-D, for extension of completion date.

#### License Renewal

Following stations request renewal of license:

WFMH-FM Cullman, Ala., WLAG-FM La Grange, Ga., WMAZ-FM Macon, Ga., WAAF-FM Chicago, WWIN-FM Baltimore, WRFM (FM) Hattiesburg, Miss., and WNYC-FM New York.

### January 16 Decisions . . .

#### COMMISSION EN BANC Granted Modifications

Following stations granted mod. CP as shown:

WJAR-FM Providence, R. I. — To

## 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 & 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.

FOR FINEST TAPE RECORDING

## KTUL

Tulsa, Okla.

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 rack, Magne  
corder cabinet

For new catalog — write

## Magne record, INC.

360 N. Michigan Ave., Chicago 1, Ill.



# 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 AFCCE \*

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

*A 45-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 AFCCE \*

**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  
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non-network programs, whichever is smaller, from its Birmingham studios.

## To Remain Silent

**WNAW** North Adams, Mass.—Granted authority to remain silent additional 30 days from Jan. 7, pending financial reorganization; station not to resume broadcasting without prior Commission authorization if reorganization results in transfer of control.

## Designated for Hearing

**WSMB-AM-FM** New Orleans, La. — Designated for hearing applications for renewal of licenses in consolidated proceeding with Paramount Pictures Inc., et al., and ABC, et al., in which proceeding application to transfer negative control of WSMB is an issue.

## Granted Renewals

Following stations granted renewal of licenses for regular period:  
**KANA** Anaconda, Mont.; **KELY** Ely, Nev.; **KERO** Bakersfield, Calif.; **KFJB** Marshalltown, Iowa; **KFPW** Fort Smith, Ark.; **KGDE** Fergus Falls, Minn.; **KGEK** Sterling, Col.; **KIFW** Sitka, Alaska; **KLWT** Lebanon, Mo.; **KSUN** Bisbee, Ariz.; **KSWM** Joplin, Mo.; **KSWS** Roswell, N. M.; **KVAS** Astoria, Ore.; **KVOC** Casper, Wyo.; **KWG** Stock-

ton, Calif.; **KWNO** Winona, Minn.; **KWTC** Barstow, Calif.; **KYJC** Medford, Ore.; **KYSM** Mankato, Minn.; **WAJR** Morgantown, W. Va.; **WBOW** Terre Haute, Ind.; **WBSM** New Bedford, Mass.; **WBVP** Beaver Falls, Pa.; **WC DL** Carbondale, Pa.; **WCOM** Parkersburg, W. Va.; **WCPO** Cincinnati; **WENY** Elmira, N. Y.; **WERI** Westerly, R. I.; **WFTC** Kinston, N. C.; **WFVA** Fredericksburg, Va.; **WGUY** Bangor, Maine; **WHBT** Harrison, Tenn.; **WHBY** Appleton, Wis.; **WHSY** Hattiesburg, Miss.; **WIKB** Iron River, Mich.; **WIPC** Lake Wales, Fla.; **WJBC** Bloomington, Ill.; **WJNO** West Palm Beach, Fla.; **WJOY** Burlington, Vt.; **WKBO** Harrisburg, Pa.; **WLOG** Logan, W. Va.; **WMOU** Berlin, N. H.; **WMPC** Lapeer, Mich.; **WNOK** Columbia, S. C.; **WONN** Lakeland, Fla.; **WPUV** Pulaski, Va.; **WQUA** Moline, Ill.; **WSAL** Logansport, Ind.; **WSSO** Starkville, Miss.; **WTCJ** Tell City, Ind.; **WTHT** Hartford, Conn.; **WTOL** Toledo; **WTSV** Claremont, N. H.; **KFUN** Las Vegas, N. M.; **KHAS** Hastings, Neb.; **KISD** Sioux Falls, S. D.; **KODL** The Dalles, Ore.; **KOVE** Lander, Wyo.; **KREW** Sunnyside, Wash.; **KRIZ** Phoenix; **KSEY** Seymour, Texas; **WCED** DuBois, Pa.; **WCRO** Johnstown, Pa.; **WFAS** White Plains, N. Y.; **WJBF** Au-

gusta, Ga.; **WJEF** Grand Rapids; **KCMO** Texarkana; **KGAK** Gallup, N. M.; **KGPH** Flagstaff, Ariz.; **KXO** El Centro, Calif.; **WBBZ** Ponca City, Okla.; **WDYK** Cumberland, Md.; **WFRP** Savannah, Ga.; **WGGG** Gainesville, Fla.; **WHUC** Hudson, N. Y.; **WISE** Asheville, N. C.; **KNUZ** Houston, Tex.; **KPRL** Paso Robles, Calif.; **KSST** Sulphur Springs, Tex.; **WCMA** Corinth, Miss.; **WEAR** Pensacola, Fla.; **WHOP** Hopkinsville,

## January 16 Applications . . .

### ACCEPTED FOR FILING

#### Amend Application

**KPRS** Olathe, Kans.—Amended application requesting frequency change from 1590 kc to 1380 kc, and change trans. and studio locations from Olathe to Kansas City, Mo., to omit request for frequency change and change trans. and studio locations.

#### License for CP

**WIST-FM** Charlotte, N. C.—License for CP authorizing new FM station.

**KSDS (FM)** San Diego, Calif.—License for CP, authorizing reinstatement of CP as mod., for new noncommercial educational FM station.

(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

Have CP for one thousand watt daytime station in Albuquerque, New Mexico. Have other business interests and would consider working partner with adequate capital. Or might consider sale of CP. Send replies to P. O. Box 688, Albuquerque, N. M.

### Managerial

**Wanted:** Commercial manager, salesman, chief engineer, to invest in northern California one kilowatt daytime. Give full details first letter. Proposition will be explained fully in reply. Box 991L, BROADCASTING.

**General manager** who can sell. Possibly do air work (news, no sports). \$80-\$100 a week guarantee, with a percentage of profits. Box 11M, BROADCASTING.

**Wanted:** General manager for 250 watt midnight independent town of 14,000. Absentee owner. Opportunity for right man to acquire up to 25% ownership. Box 21M, BROADCASTING.

### Salesman

**Sales representatives** required by transcription firm for New York City and other areas on regional basis. Box 985L, BROADCASTING.

**If you think sales, breathe sales, sell sales, then you are the man** for us. Write Texas ABC station. Box 988L, BROADCASTING.

**Time salesman.** Salary plus commission. Good market. Texas. Box 989L, BROADCASTING.

**Sales manager,** upstate New York, large market, 1000 watt independent station. Must be experienced in independent operation and able to prove sales ability, excellent opportunity for right man. Give full experience, picture in reply. Box 6M, BROADCASTING.

**Time salesman**—Topnotch salesman for country area with station soon to be increased to 1 kw. KCNI, Broken Bow, Nebraska.

**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, KTBB, Tyler, Texas.

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

**Wanted,** sales manager capable of becoming general manager 1000 watt Mutual station. Drawing account and generous commission arrangement. Wm. T. Kemp, KVOO, Box 926, Cheyenne, Wyoming.

**10,000 watt clear channel station** in Honolulu wants experienced salesman. Best salary and commission for outstanding man. Contact Adam Young Office in Chicago (55 E. Wash. St.) or New York (22 E. 40th St.) for appointment.

### Announcers

**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.

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

## Help Wanted (Cont'd)

**Experienced morning announcer** with sales or news writing 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** with excellent voice, highly talented in ad lib and interviewing techniques wanted by network station in important Texas city. Box 945L, BROADCASTING.

**Announcer** who can also write copy for ABC Texas station. Box 886L, 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** or copywriter, excellent opening for experienced, dependable man seeking steady employment with better class radio station. Box 933L, BROADCASTING.

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

**Wanted,** a combo man for Rocky Mountain network station. Please reply immediately. Send disc and particulars Box 960L, BROADCASTING.

**\$80.00 per week** for good announcer at midsouth station. Good market. TV future. Replies confidential. Box 936L, BROADCASTING.

**Wanted,** combo man, top pay. New station. Best chance to advance in position and increase earnings. Finest working conditions. Box 980L, BROADCASTING.

**Announcer** with ticket. Strong on announcing. \$70.00 to \$75.00 man now in midwest preferred. Send audition and information to Box 2M, BROADCASTING.

**Sports announcer:** To do play-by-play baseball in class "A" league, total 154 games, must be able to reconstruct portion of games from Western Union reports. Previous experience in sales desirable, southern city of 100,000. Send audition of baseball play-by-play and letter of qualifications. Beginning guaranteed \$100.00 weekly. Box 997L, BROADCASTING.

**Experienced** announcer - staff man. Upper midwest. \$65.00 to \$75.00 depending on experience. Net affiliate small city. Send disc or tape and background to Box 1M, BROADCASTING.

**Eastern New York** station wants reliable, experienced morning man. \$65-40 hour week. Box 4M, BROADCASTING.

**Expanded operation** requires one experienced announcer and one combo announcer-engineer. Start at \$300 per month with good future. Send tape and full details. Ted Hildebrand, KBMY, Billings, Montana.

**WFMJ, Youngstown, Ohio,** 5 kw NBC, ABC affiliate has opening for fully experienced, highly versatile announcer. Send complete information, references, picture and tape.

## Help Wanted (Cont'd)

**Wanted:** Good announcer with first phone immediately. Good salary for right man willing to work. KBTA, Batesville, Arkansas.

**First phone announcer,** no experience, willing to learn. KCHI, Chillicothe, Missouri.

**Wanted.** Announcer-engineer, emphasis on announcing. Good pay with permanent position to right person. Radio Station KLIC, Monroe, Louisiana.

**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.

**WFTR, Front Royal, Virginia** has immediate opening for combination announcer-engineer with first phone ticket. 68 miles west of Washington, D. C. Congenial staff, excellent working conditions. Opportunity for your talents. Sports, deejay, special events. Sixty per week to start plus profit sharing after third month. Raises as deserved. Claude Jones, Phone 750. P. O. Box 192.

**CBS affiliate,** city of 175,000, immediate announcing opening. Forward disc, photo, background. Don Richardson, WJEF, Grand Rapids, Michigan.

**Dependable,** good all-round announcer needed immediately for progressive midwest, network station. Salary depends on ability. Write detailed letter with picture and audition record or tape, to Jack McLean, WJPS, Evansville, Indiana.

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

**Network affiliate** has immediate opening for announcer-engineer with first ticket. Experienced or trained all phases including board operation. Excellent opportunity for right man. Air mail audition, qualifications, plus photo if possible to Howard Bright, WSAL, Logansport, Ind.

**Announcer** with first class ticket for fulltime Mutual affiliate in scenic lake and citrus area. WSIR, Winter Haven, Florida.

### Technical

**Combination man,** low pressure station, midwest, thirty hours, good salary, commission if willing to sell. Box 995L, BROADCASTING.

**First class engineer,** looking for dependable technician, no announcing, permanent, living conditions reasonable in Texas station. Box 998L, BROADCASTING.

**Young first class operator** to assist chief engineer in control room, transmitter, installation of broadcasting equipment and two way mobile radio units. Must have car, be neat workman. Excellent opportunity upstate New York. Give draft status. Box 7M, BROADCASTING.

**Engineer,** 1st phone, experience not necessary, pay level good for area. No night work. Write details. Box 13M, BROADCASTING.

**Have immediate opening** for first class radio operator. Box 23M, BROADCASTING.

**Studio engineer** with first class license. Send complete details including snapshot. Prefer man with relatives in Rocky Mountain area. KFEL, Albany Hotel, Denver, Colo.

**KPET, Lamesa, Texas,** wants a combination man. Good hours and good pay.

**Needed immediately,** experienced or inexperienced first class phone man, pref. single. Climate and working conditions ideal. Write, wire or phone Ted Nelson, KVER, Albuquerque.

## Help Wanted (Cont'd)

**Engineer,** first class license with or without experience. Established network affiliate city 25,000. Average living condition. Top salary, best working conditions and many benefits. Ken Marsh, KWNO, Winonu, Minnesota.

**Engineer** needed. Send information to WBIP, Booneville, Mississippi.

**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.

**First class engineer-operator** needed immediately for fulltime station. WFAH, Alliance, Ohio.

**Wanted**—First phone transmitter operator. Directional also FM. Contact D. B. Trueblood, WGBR, Goldsboro, N. C.

**Wanted:** Engineer with first class phone. No experience necessary. Company on air with AM-FM-TV. Paid hospitalization and insurance. Immediate opening. Give full resume of background and salary expected in first letter. Write Technical Supervisor, Radio Station WJEF, Pantlind Hotel, Grand Rapids, Michigan.

**Need immediately,** engineer-announcer with first class license. WMJM, Cordele, Georgia.

**First class phone operator.** No experience required. WREL, Lexington, Virginia.

**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.

**Versatile,** experienced program director for network station in California. Creative ability, showmanship and good voice. Not afraid of "radio" hours. Smaller friendly community where living is wholesome. Good deal for producer. Box 986L, BROADCASTING.

**Wanted**—Program director and morning man for 1000 W daytime North Carolina independent. State experience, reference, salary first letter. Box 8M, BROADCASTING.

**Wanted**—Copy chief long on experience to head continuity department. Ideas and ability will pay off to right man. 5 kw station in metropolitan midwest market. Ideal working conditions. TV application filed. Box 24M, BROADCASTING.

**Prolific,** experienced writer of commercial copy that sells. Some air work. Ability to meet sponsors and make friends. Smaller community network station in California. Box 987L, BROADCASTING.

**Newsman,** experienced gathering, writing, broadcasting. Moderate, healthful climate. Send letter, sample copy, photo, et or tape of news with commercials. Program Director, KCSJ, Pueblo, Colorado.

## Television

### Technical

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

**Chief engineer** for eastern TV network station. Construction experience and administrative ability essential. One of the best positions in the industry. Starting salary \$8,000 to \$10,000. Station will assist in finding satisfactory housing. Send complete information, including photo. Box 14M, BROADCASTING.



## Situations Wanted

### Managerial

**General manager** available, 18 years experience, sober family man, financially sound, top record and references. Box 968L, BROADCASTING.

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

**For twenty years of constructive radio background. I defy anyone to show a better record or better reference than I can give. Seeks job as manager or sales manager of substantial station. Years of age, married, will go anywhere. Box 981L, BROADCASTING.**

### Salesman

**Man-manager-commercial manager. Now employed commercial manager. Deeper larger market. Prefer east Mississippi. Available proper notice. Box 968L, BROADCASTING.**

**Radio salesman desires job. Experienced, car, married. Box 990L, BROADCASTING.**

### Announcers

**Attention: Southern New England states New York City: I want to see snow! Young girl, single, 3 years experience announcing at large network station. Deejay, actress, women's, children's programs, can sell on air, own copy. Tape, disc, photo on request. Box 807L, BROADCASTING.**

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

**Radio MC and announcer (now 60 NBC) accepting new affiliation comparable caliber. Well known east coast. Available anywhere for interviews or air mail pictures and tape. Box 873L, BROADCASTING.**

**Experienced announcer, disc jockey, sports and news. Available immediately. Box 884L, BROADCASTING.**

**Professional schooling, three years experience. Prefer northern area. Presently available. Box 888L, BROADCASTING.**

**Announcer: 26, 6 years. Veteran. All offers. Permanent. Box 903L, BROADCASTING.**

**Radio network—Heavy experience to 5kw, A baseball, HS, college football, basketball. Currently free lancing New York. Seek year-round sports station. Box 926L, BROADCASTING.**

**Announcer: Midwestern man, good voice! One year experience. Any station considered, but would prefer New York. Box 955L, BROADCASTING.**

**Combination, nine years experience, permanent, family man, age 29, P-D-ing local Mutual outlet, deejay combination or program work, preferably in the southeast but any area considered. Box 959L, BROADCASTING.**

**Announcer with first phone. Presently employed. Desire progressive station. Prefer to stay west coast. All offers answered. Box 961L, BROADCASTING.**

**Organic gal. Experienced young woman, charged with talent. Strong on men's programs, DJ, Shows copy, board work. Box 963L, BROADCASTING.**

**Announcer, 24, (Mademoiselle). Qualifications music, interview, women's and children's shows—also commercials, deejay operation. Continuity writer, disc librarian, familiar with traffic reports. (Interested primarily in writing announcing own shows.) Disc and photos of scripts on request. Box 968L, BROADCASTING.**

**Announcer-MC, strong music, news, sports. College graduate, veteran, 25. Box 967L, BROADCASTING.**

## Situations Wanted (Cont'd)

**Experienced announcer, relocate, good on news, commercials, DJ, sober, sincere, dependable, veteran, hard worker. Box 968L, BROADCASTING.**

**Experienced announcer, mature. Poise, good appearance. Accent on news and commercials. Box 969L, BROADCASTING.**

**Announcer, sports, DJ, live audience and board experience. 25, single, veteran, prefer night work. Box 973L, BROADCASTING.**

**Experienced announcer. Strong news, music. College background. Production minded, can write. Thorough knowledge sports, would like play-by-play. Box 975L, BROADCASTING.**

**Free lance writer! 9 years industry, 2 years agency. M. A., personal contacts. Philadelphia area. Box 983L, BROADCASTING.**

**Announcer, five years all phases. Accent news, commercials, production, special events. Employed. Excellent references. Willing travel. Available immediately. Married. Draft exempt. Stable, reliable. Prefer responsible position. Box 984L, BROADCASTING.**

**Sports announcer. Real promoter. Will accept only topnotch position. Baseball must be included in job. Excellent references. Box 992L, BROADCASTING.**

**Announcer, veteran, family. Desires staff position anywhere. Extensive knowledge sports, news, DJ. Box 5M, BROADCASTING.**

**Announcer-engineer. Experience to 5 kw. First phone, good voice. Permanent midwest. Box 9M, BROADCASTING.**

**Married, draft exempt, experience all phases. Except sports. College background, wish relocate midwest. Box 12M, BROADCASTING.**

**Announcer—capable, mature, experienced. Employed. Desires talent, PD or news. Box 25M, BROADCASTING.**

**Announcer, graduate SRT Chicago. Proficient in DJ, news and straight announcing. Single. Draft exempt. Johnny Hagan, 210 N. Kolin Avenue, Chicago. Austin 7-5924.**

**Announcer, one year experience, good voice and delivery, 29, married, veteran. Prefer independent station down south. Salary secondary. W. W. Hoseney, 4440 Chef Menteur, New Orleans, La.**

**Graduate, SRT, colored. Good on news, commercial, DJ and acting. Travel. Call or write James Howard, 6447 Drexel Avenue, Butterfield 8-9048 or Museum 4-4934, Chicago.**

**Licensed announcer. Experienced. Kenneth, 135 Madison Ave., Elizabeth, New Jersey. El-20850.**

**Sportscaster, control board operator, heavy on news. Limited experience. Draft exempt. Al Martin, 1385 Wiloughby Avenue, Brooklyn 37, New York.**

**Versatile staff announcer. Strong on DJ, sports and news. SRT graduate, veteran, 29, married. Draft exempt. Audition disc available. Max Pazik, 4231 Wabash, Hammond, Ind.**

**Announcer, license, 2 years experience, draft exempt. Bob Peters, WSPB, Sarasota, Florida.**

**Experienced newscaster, announcer, program director desires newscasting career. College graduate. Excellent references, employed, single. Audition disc. Prefer south. Ernie Stokes, 1507 W. Home Ave., Hartsville, South Carolina.**

### Technical

**Chief engineer, 15 years experience. Maintenance, construction, supervision. Minimum \$100. Box 881L, BROADCASTING.**

**First phone, almost five years experience, want permanent position, state salary. Box 929L, BROADCASTING.**

**Chief engineer with twelve years experience all phases broadcast engineering desires to relocate. Excellent references. Box 957L, BROADCASTING.**

**Licensed engineer, degree, experienced as chief, combo and all other phases. Box 972L, BROADCASTING.**

## Situations Wanted (Cont'd)

**1st phone, experienced, educated NYC, not a phony operator. L. A. area only. Reliable. Box 974L, BROADCASTING.**

**Experienced engineer, AM, FM, control room, remotes. All offers considered. It's the future that counts. Box 994L, BROADCASTING.**

**Chief engineer, 10 years experience, desires to relocate. Will consider chief or supervisor position. Married, best references, AM - FM - TV. Box 10M, BROADCASTING.**

**Chief engineer-announcer experienced all phases. 4 years chief. Married, car, draft exempt, excellent references. Prefer west coast, all offers considered. Box 17M, BROADCASTING.**

**1st phone, C.R.E.I. student, desires broadcast engineering experience. Burrows, 5427, Kenmore, Chicago.**

**First phone AM-FM and TV experience over sixteen years. Draft exempt, over 20 years amateur. Excellent references. E. J. Doherty, P. O. Box 114, Plattsburg, N. Y.**

**First phone ticket. TV-radio grad. 2250 hours. Theory practical work. Dependable, single, draft exempt. Available January 31. Send details if interested. East coast preferred. Ernest Lipshutz, 1333 51st Street, Brooklyn 19, New York, UL 3-1421.**

### Production-Programming, Others

**College grad, vet, 27, draft exempt. Seek opportunity TV-radio production, announcing, publicity etc. Box 918L, BROADCASTING.**

**Dynamic newsman, 10 years experience, now news director metropolitan station. Family man, 30. Want news, sports, special events in major market. Want details? Box 958L, BROADCASTING.**

**Cowboy-folk singer, 8 years. Radio experience; wants solo program. Box 964L, BROADCASTING.**

**Radio newsman with five years reporting, writing, broadcasting experience wants job in southern Florida or southwest. Journalism degree, veteran. Now news director, city of 130,000. Box 966L, BROADCASTING.**

**Program director. Employed. Midwest only. Excellent sports-news announcer. College graduate. Married. Box 976L, BROADCASTING.**

**Woman, experienced producing and conducting audience participation shows, personality interviews, woman show. Late night disc show. Know all phases radio, presently managing 1000 watt station. Prefer Philadelphia area or Florida. Box 977L, BROADCASTING.**

**Writer-producer-singer desires affiliation with metropolitan area station. Presently employed. Finest references. Box 982L, BROADCASTING.**

**You deserve top quality! I can provide it. Versatile gal. Some experience, good ad lib. Box 993L, BROADCASTING.**

**Newsman, five years experience. Heavy gathering, writing, taping, documentaries. Directed two newsmen. Wants good opportunity eastern seaboard. Box 996L, BROADCASTING.**

**Experienced program director and/or staff. All type shows. Desires responsible position in progressive station. Will answer all inquiries. Box 15M, BROADCASTING.**

**College graduate seeking connection with radio, TV station. Interested in sales, promotion, programming, hard worker, currently production department N. Y. agency, willing to start at bottom. Box 16M, BROADCASTING.**

**Competent continuity writer, women's feature announcer. Ambitious. Serious. Excellent references. Cecile Meier, 205 Esplanade Drive, Mt. Clemens, Michigan.**

## Television

### Technical

**Recent S.R.T. graduate looking for position in small TV station. Have TV and radio servicing background and some knowledge of film and movie cameras. Veteran, age 28. Photos on request. Box 465L, BROADCASTING • TELECASTING.**

## EXPERIENCED BROADCASTERS NOW AVAILABLE



**HARRY HARRIS:** Fine Radio, Theatrical and TV background as Actor and Director. Excellent Announcer and MC for interview programs, DJ, Quiz Shows and Man - in - the - Street Broadcasts. Personable. Quick to make friends and keep them. Good idea man.

creator of "Story in the News" and "Great Men and Their Music." Chance for advancement important. Tape or disc available.

**FRED W. HAS-**

**BROCK, A n-**

**nouncer. News-**

**caster and D. J. man.**

**Excellent TV and**

**Electronics back-**

**ground. Capable**

**board operator.**

**Will locate any-**

**where in the UNIT-**

**ED STATES. Salary**

**secondary. . . . A**

**chance for advance-**

**ment important.**

**Tape or disc available.**



**KAREN CLARKE:** Experienced Girl Friday, Creative Writer, Radio and TV Director. Excellent background in Fine Arts, U.S.A. and Europe. Competent in women's radio and TV Programming and as MC. Desires Radio and TV combination. Types, has ideas and stamina.

Resume and tape available.

**STEPHEN C. IR-**

**VING: Announcer,**

**Continuity Writer,**

**D J personality,**

**news commentator,**

**actor. Steve is a**

**college graduate,**

**and has had three**

**years experience in**

**network - TV pro-**

**duction department.**

**He has been a**

**pitchman, salesman**

**and actor. A pleasant,**

**friendly person-**

**ality. Discs and tapes available.**



**FRANK LOVELL:** Announcer, DJ natural, mellow deep voice, top newscaster. Quick to win friends, effervescent with creative ability; anxious to advance, has trained singing voice which can be used to advantage on radio and TV programming. Disc available.

programming. Disc available.

**RAY WALSH: An-**

**nouncer, Contin-**

**uity Writer, News-**

**caster, DJ Person-**

**ality, excellent MC**

**and Interviewer,**

**Actor. 3 years Ad**

**Agency Copy expe-**

**rience. Especially**

**strong on all-**

**around Announcing,**

**Writing, Program-**

**ming. Highly creative**

**and congenial**

**—also Graduate in TV Production**

**and Direction. There's no substitute for**

**experience and Ray has it! Disc or**

**tape available.**

Write or Wire

## SRT

SCHOOL OF RADIO TECHNIQUE

R. K. O. Bldg. Radio City, N. Y. 20, N. Y.

Circle 7-0193

**SRT men and women are employed in broadcasting stations all over the United States.**



## Situations Wanted (Cont'd)

**TV chief engineer** position desired. 3½ years experience in all phases of network television. Additional experience in lighting and installation. B.S. in E.E. and first phone. Presently employed. Will consider post-freeze opportunities. Box 970L, BROADCASTING • TELECASTING.

**TV supervisor or chief engineer** desires permanent location within the next 6 months. Excellent qualifications and references. Specialize in equipment construction and maintenance. Prefer Florida or the southeast. For an interesting proposal write to Box 999L, BROADCASTING • TELECASTING.

**TV director**, 4 years experience wants job as chief TV director-producer. 26, draft exempt with family. Presently employed. Box 22M, BROADCASTING • TELECASTING.

## For Sale

**For sale**, established commercial recording business on Chicago's Radio Row. RCA equipment, Magnecorder tapes. Box 925L, BROADCASTING.

**Danville** doesn't want my last 60 shares of stock in WBTM-AM and FM. Cost me \$42.00 per share. Make me an offer. Sandy Guyer, General Manager, WMOA, Marietta, Ohio.

## Stations

**250 watt fulltime**. Western state. Earns \$1500 month. Well equipped. Asking \$37,500. Box 962L, BROADCASTING.

**Successful station** near Lake Erie, 1000 watts. City of between 100,000 and 200,000 population, one of nation's top 100 markets. Box 18M, BROADCASTING.

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

## Equipment etc.

**RCA 77B ribbon microphone**, factory checked, like new. Hammarlund SP-210-X super-pro, 1250 kc to 40 mc., power supply, like new Box 19M, BROADCASTING.

**Wanted**: One Gates S40 or RCA 76B5 console in good condition. Write price and full details to MBC, P. C. Box 442, El Paso, Texas.

**Complete 250 watt equipment**. Tower to records. Includes 251 foot Truscon tower, RCA BTA-250L transmitter, monitors and limiter, RCA console 76-B4, pickering arms and reproducers, office equipment. First reasonable offer accepted. Gerald O'Grady, North Adams, Massachusetts.

**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.

## For Sale (Con't)

**REL 549A-DL 250 watt FM transmitter**. REL 660 R FM frequency and modulation monitor. Radio Station WLPB, Suffolk, Virginia.

**Limiting amplifier**. Gates 500 ohm. Variable release time. Full set tubes. Good condition. Reasonably priced. Write WTOB, Winston-Salem, North Carolina.

**For sale**: 1 Collins model 20-C-2, 1000 watt AM transmitter. 2 Collins model 202A 500 watt AM transmitters. 2 Western Electric model 9-C AM transmitters. Used police transmitters 1682 kc. Ideal for auxiliary or rebuild for broadcast use. Iowa Police Radio, Fairgrounds, Des Moines, Iowa.

## Wanted to Buy

### Stations

**Wanted to buy**: Profitable radio station with TV available. Prefer southwest. Answer giving details in confidence. Box 937L, BROADCASTING.

**Wanted**, small AM station in south or southwest. No broker. Your letter confidential. Box 979L, BROADCASTING.

**Want to sell?** Operating in the red or on the borderline? Good potentiality? Private party. Strictly confidential. Box 3M, BROADCASTING.

**100% capital stock** of California radio station; deficit tax position preferred. Box 20M, BROADCASTING.

### Equipment etc.

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

**Wanted**—One 10 kw FM transmitter. State age, price and condition. Box 956L, BROADCASTING.

**Used 1 kw transmitter** of recent design. P. O. Box 561, Broken Bow, Nebr.

**Wanted**: RCA 76B console. Please state price, condition, age. Contact Buster Harvey, Radio Station KRIS, Corpus Christi, Tex.

## Miscellaneous

**Learn broadcasting**, home study or residence. Register now for next term. Many good jobs. National Academy of Broadcasting, 3338 16th St., N.W., Washington, D. C.

## Employment Service

### EXECUTIVE PLACEMENT SERVICE

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

HOWARD S. FRAZIER

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

## 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

## For Sale

### Stations

### UNUSUAL OPPORTUNITY

good 250 watt fulltime station in growing east coast city of 16,000 can be purchased right now at a real discount. Has excellent potential. Box 971L, BROADCASTING.

### Equipment etc.

### NEW COLLINS 5 KW XMTR!

Brand new Collins 5 kilowatt transmitter, never uncrated, for sale. Model 21B. Wire, write or phone.

Chief Engineer  
W G B A

Columbus, Georgia

### TV-TOWER FOR SALE

Blaw-Knox 200' self supporting tower. \$4,000.00 f.o.b. Bloomington, Indiana. Contact Sarkes Tarzian, Inc., 539 S. Walnut St., Bloomington, Indiana.

# VERTEL PROMOTED

## LBS Names Sales V. P.

**HAROLD VERTEL**, who has been serving as assistant to the president of LBS, has been elected vice president in charge of national sales coordination, it was announced last week.



Mr. Vertel

Born and reared in Chicago, Mr. Vertel attended the University of Illinois and later was graduated from Southern Methodist U. He already had had experience in coordinating sales activities in several LBS major programs, including those of sports and of news.

## Radio Graduates

MORE than 20 graduates of radio home instruction and television educational programs conducted by New York City Board of Education will receive high school diplomas of WPIX (TV) New York Feb. 1. Another 12 non-ambulatory students, unable to participate in studio exercises, will receive their certificates at home. Said to be first of their kind, the commencement exercises climax lessons given by visiting teachers, over WNYC (FM) New York, and, during past 3½ months, by tri-weekly WPIX telecast under title, *The Living Blackboard*.

# KADA COMMUNITY STAMP PLAN

## Funds Are Retained Within Area, Diverted to Radio

**DIVERSION** of trading stamp funds into local radio advertising instead of outside the community is the basis of a plan put in operation by Community Stamp Co., Ada, Okla.

The idea originated with Bill Hoover, general manager of KADA Ada, a year-and-a-half ago when he set up the KADA Community Stamp Plan. He has obtained a copyright on the formula.

Because the multi-million dollar trading stamp business takes money out of the community, and out of advertising, too, Mr. Hoover evolved the idea of franchising a community stamp plan to stations. He contended most merchants involved in trading stamp plans are poor radio advertisers because they spend so much money in stamps.

Under Community Stamp Co.'s plan, stations spend 90% of the profits for advertising on their own facilities, guaranteeing merchants that all profits will be spent in advertising.

Community sells the idea to the local station, according to Mr.

Hoover, and furnishes all supplies. He said five other Oklahoma stations have subscribed to the plan.

Stamp books are issued, bearing the station call letters, and each stamp has the call. Merchants give customers one stamp with each 10 cent purchase. As each book of 6,000 stamps is sold, the station deposits \$10 in redemption account at a bank, with a remaining \$5 to be used for advertising and supplies. The station sells stamps to merchants for \$18 per book of 6,000. Customers "spend" book with any participating merchant.

Ada stores participating in the plan feature KADA stamp seals in their printed advertising.

Broadcast Advertising Bureau has mentioned the plan in its radio sales service.

CBU Vancouver, B. C., formerly CBU began operations under new call letters on Jan. 18 with a new 10 kw Canadian General Electric transmitter. Station pipes all its programs to 17 low-power transmitter stations throughout British Columbia.

# Eastern Major Market Network Station

\$300,000.00

One of the very successful network properties located in an excellent eastern seaboard major market. This facility is above the average in plant, equipment and earnings. It is in a favorable position from a television standpoint. Approximately \$50,000.00 in net quick assets included.

## 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



OPINIONS AND ORDERS

WSMB-AM-FM New Orleans, La. — WSMB Inc. FCC ordered applications for renewal of licenses designated for hearing in consolidated proceeding with Paramount Pictures Inc., et al., and American Bestg. Co., et al., to be heard upon following issues:

1. To obtain full information with respect to participation of any of applicants, their officers, directors, stockholders, employees or agents, in any violations of either Federal or state anti-trust laws, extent and character of such participation, and results of any litigation flowing from such participation and more specifically to secure information as to: (a) Whether violations committed were willful or inadvertent. (b) Whether violations were committed over long period of time or, in terms of time, were isolated events. (c) Whether violations were recent. (d) Whether violations also constituted violations of Sec. 311 and 313 of Communications Act.

2. To obtain full information concerning individual or individuals responsible for formulation of applicants' present business policies and to determine whether those policies as formulated, and as executed, are violative of Federal or state anti-trust laws.

3. To obtain full information with respect to restrictions, if any, imposed by applicants, or by persons or corporations controlling applicants, on broadcast stations in the use, inter alia, of motion picture films or stories produced, distributed, exhibited or controlled by applicants, or by persons or corporations controlling applicants, or restrictions imposed on broadcast stations in use of talent under contract to or employed by applicants, or by persons or corporations controlling applicants.

4. To obtain full information with respect to plans of applicants for staffing and programming of their broadcast stations.

5. To determine in light of evidence adduced under above issues, whether applicants, their officers, stockholders and directors, are qualified from standpoint of character and conduct to be licensees, and whether grant of above applications would be in public interest, convenience and necessity. Decision Jan. 17.

WDOR Sturgeon Bay, Wis. — Door County Bestg. Co. By memorandum opinion and order FCC denied petition for WOKW Sturgeon Bay which re-

# FCC Actions

(Continued from page 87)

## January 17 Applications . . .

### ACCEPTED FOR FILING

#### AM-1400 kc

WIHL Hammond, La. — CP to change frequency from 730 kc to 1400 kc and operating hours from day to fulltime.

#### License for CP

WAUG Augusta, Ga. — License for CP, as mod., authorizing new AM station. KGMO Cape Girardeau, Mo. — License for CP, as mod., authorizing new AM station.

WDXY (FM) Spartanburg, S. C. — License for CP authorizing changes in AM station.

#### Modification of CP

WCAR-FM Pontiac, Mich. — Mod. CP, as mod., authorizing new FM station, or extension of completion date.

KTBI Tacoma, Wash. — Mod. CP, as mod., authorizing frequency change, change in power, operating hours and trans. location, and DA-N, for extension of completion date.

#### Application Amended

WBAL-TV Baltimore — Application amended to change name from Hearst Radio Inc. to The Hearst Corp.

#### License Renewal

Following stations request renewal of license: WGBS-FM Miami, Fla., KSPI-FM Stillwater, Okla., and KISW (FM) Seattle.

#### Application Returned

KOAK Lake Charles, La. — RETURNED application for mod. license change name from KWSL Inc. to OAK Inc.

### TENDERED FOR FILING

#### CP for CP

WIPR Santurce, Puerto Rico — CP to place expired CP for change trans. action.

# FCC roundup

New Grants, Transfers, Changes, Applications



## box score

SUMMARY THROUGH JANUARY 17

Class	On Air	Licensed	CPs	Cond'l Grants	Appls. Pending	In Hearing
AM Stations	2,335	2,303	105		317	105
FM Stations	652	562	88	*1	12	2
TV Stations	108	93	15		482	171

\* On the air.

requested Commission to cancel either WDOR program test authority or its CP, and granted application of WDOR for license to cover CP, new AM station, 910 kc, 500 w, daytime; conditions. Decision Jan. 17.

## Non-Docket Actions . . .

### FM GRANTS

Iowa County, Wis., and Highland Township, Wis. — Wisconsin State Radio Council. Granted CP new noncommercial educational FM stations; Iowa County on 91.3 mc (Ch. 217), ERP 50 kw, antenna height above average terrain 610 ft.; Highland Township on 89.9 mc (Ch. 210), ERP 50 kw, antenna height above average terrain 450 ft.; conditions. Permittee is licensee of WHA-AM-FM Madison and eight other FM, 1 other AM, noncommercial education stations. Granted Jan. 17.

### TRANSFER GRANTS

WJHP - AM - FM Jacksonville, Fla., WCOA Pensacola, Fla., WTMG Ocala and WDLF-AM-FM Panama City, Fla. — Granted assignment of licenses (WJHP and WCOA) and transfers of control (WTMG and WDLF) to new corporation(s) of same stockholders for purpose of preserving unity of ownership and control of all Perry Enterprises, and eventually to provide for common financing of properties through single issue of debt securities. No monetary consideration. Granted Jan. 15.

KLEE Houston, Tex. — Granted involuntary assignment of license to Lowell C. Clark, Mrs. Hollie Lee, Mrs. Mary Alice Rosenberg and Lester C. Rosenberg, executors of estate of W. Albert Lee, deceased. No monetary consideration. Granted Jan. 15.

KTOK Oklahoma City, Okla. — Granted consent to assignment of license to O. L. Taylor. No monetary consideration. Granted Jan. 15.

WLCM Lancaster, S. C. — Granted assignment of CP from Arthur Wilson Davis to himself, Morgan J. Craig and Milton D. Scarboro, new partnership; consideration \$5,333 and 46 2/3% interest in partnership. Mr. Craig will then own 33 1/3%, Mr. Scarboro 20% and Mr. Davis 46 2/3%. Granted Jan. 16.

WAYB Waynesboro, Va. — Granted relinquishment of control by William R. Gallaher and J. T. Phillips, through sale of 45 shares of stock to N. Wilbur Kidd, for \$4,950. Granted Jan. 16.

WDLB-AM-FM Marshfield, Wis. — Granted transfer of control from Karl H. Doeg and Stella M. Copps, executrix of estate of Lyman Alden Copps, deceased, to Lloyd L. Felker and Corinne A. Kraus; consideration \$45,000. Granted Jan. 16.

WKVA Lewistown, Pa. — Granted transfer of control from Mary E. Newton, administratrix of estate of Paul J. Newton, deceased, to Mary E. Newton. No monetary consideration. Then granted consent to transfer control from Mary E. Newton to Robert L. Wilson, H. A. Robinson and W. Randall Leopold; consideration \$30,000 for 90% of stock. Granted Jan. 16.

KRCT Baytown, Tex. — Granted transfer of control from C. Q. Alexander, O. J. Howell and Sylvia McKinstry to W. B. Bates and five others; consideration \$16,000 for 80% of stock. Granted Jan. 16.

WOR-AM-FM-TV New York — Granted assignment of licenses from General Teleradio Inc. (wholly-owned subsidiary of R. H. Macy & Co.) to Thomas S. Lee Enterprises Inc., d/b as Don Lee Bestg. System (wholly-owned by General Tire & Rubber Co.), conditioned to assignee first divesting itself of interest in WICC Bridgeport, Conn. Comm. Walker voted for hearing. Transaction involves merger of assignor and assignee, with Macy's receiving 732 un-

issued shares of assignee's stock with net book value of approximately \$238,000 and \$1,300,000 in cash, plus amount equal to assignor's net quick assets estimated to be about \$527,000. Macy's also will lease to assignee certain operating property for period of 25 years at annual rental of \$315,000 and assignee will purchase WOR Program Service Inc. from Macy's for \$1,200,000. In consequence, Don Lee Bestg. System would be licensee of 7 AM, 4 FM and 3 TV stations. Granted Jan. 17.

WICC Bridgeport, Conn. — Granted assignment of license to The Bridgeport Bestg. Co. for \$200,000; also granted consent to transfer control of The Bridgeport Bestg. Co. from G. Gresham Griggs and Philip Merryman, voting trustees, to Griggs, Merryman and J. Kenneth Bradley, voting trustees, both subject to Bridgeport Bestg. Co. first disposing of its present station WLIZ in Bridgeport. Comm. Walker voted for hearing. Granted Jan. 17.

## New Applications . . .

### TV APPLICATIONS

Missoula, Mont. — Mosby's Inc., Ch. 13 (210-216 mc), ERP 2.769 kw visual, 1.384 kw aural, antenna height above average terrain —170.6 ft. (antenna height above ground 327 ft.); estimated construction cost \$17,800, estimated first year operating cost \$45,000, estimated first year revenue \$61,880. Applicant is licensee of KGVO Missoula and KANA Anaconda, Mont. Filed Jan. 16.

### AM APPLICATIONS

Tucson, Ariz. — Tucson Radio Inc., 1230 kc, 250 w, fulltime; estimated construction cost \$17,000, estimated first year operating cost \$37,552.16, estimated first year revenue \$50,000. Equal 1/2 partners are John B. McShane, real estate salesman for Canyon State Land Co., Tucson, and former employee of KOPO and KTKT Tucson; Peter Trowbridge, owner Trowbridge Radio Service, and D. Dewitt Wray, former owner Adobe Motel, near Toledo, Ohio. Filed Jan. 11.

Newton, N. J. — Sussex County Bestrs., 1230 kc, 100 w, fulltime; estimated construction cost \$7,011.82, estimated first year operating cost \$31,200, estimated first year revenue \$36,000. Partners are Simon Geller (33 1/3%), engineer at WHAT Philadelphia; Robert A. Mensel (33 1/3%), engineer at Atlantic Bestg. Co., New York; William Fairclough (32 1/3%), engineer at Atlantic Bestg. Co., New York, and Elizabeth Fairclough (1%), homemaker. Filed Jan. 14.

Chehalis, Wash. — Leroy E. Parsons, 1420 kc, 1 kw, daytime; estimated construction cost \$12,930, estimated first year operating cost \$30,000, estimated first year revenue \$45,000. Mr. Parsons owns 51% of KVAS Astoria, Ore., which he manages, and he owns and manages Radio & Electronics Co., Astoria. Filed Jan. 14.

Vancouver, Wash. — Western Bestg. Co., 1010 kc, 1 kw, daytime; estimated construction cost \$18,500, estimated first year operating cost \$24,000, estimated first year revenue \$32,000. Western Bestg. Co. is partnership of Charles Weagant (50%), chief engineer KBPS Portland, Ore.; Ralph Weagant (25%), chief announcer KXL Portland, and Warren Weagant (25%), infant. Filed Jan. 16.

NBC, in cooperation with Health Information Foundation, last week began a series of five radio documentaries, *The Endless Frontier*, highlighting major achievements in fights against disease. Actor Raymond has been signed as narrator. Shows are broadcast Saturday 7:30-8 p.m. EST.

## WHO Aids WOW

ENGINEER Cy Hagrman, WOW Omaha, was preparing for a 1:30 p.m. broadcast. Just 30 minutes before air time, a serial platter was broken. Mr. Hagrman located a WHO Des Moines schedule and saw that it had played the serial earlier in the day. He phoned: Would they feed it to WOW for re-recording? To his mounting dismay, he learned that both supervisors were on a remote and could not be reached. Time was ebbing. Mr. Hagrman ordered a line to WHO, cued Des Moines by phone and proceeded to record the serial on a new disc. The recording was finished at 1:27:40—and the show went on as scheduled.

## WIS. FM NETWORK

### Extension Authorized

FCC last Thursday authorized the Wisconsin State Radio Council to build two more educational FM stations to extend the council's chain of its present 6 FM and 2 AM outlets, and at the same time noted the rules governing educational FM do not place a limit of the number of such stations owned by the same entity.

The newly authorized stations are to be located in Iowa County and Highland Township, and each will have ERP of 50 kw.

In making the grants, the FCC reiterated the rules which state that the purpose "to be accomplished by the reservation of a group of FM frequencies for the exclusive use of non-profit educational organizations is to encourage the establishment of statewide plans for noncommercial educational FM broadcast service."

The Commission said, "A limit upon the number of stations which might be held under common control would be inconsistent with this purpose." It was stated, however, that diversification of control might be the deciding factor in competitive applications filed by educational applicants.

The Wisconsin State Radio Council owns WHA-AM-FM Madison, WLBL (AM) Stevens Point, WHAD (FM) Delafield, WHKW (FM) Chilton, WHRM (FM) Rib Mountain, WHWC (FM) Colfax and WHLA (FM) Holman.

## WMC Anniversary

FLASHBACKS of outstanding special events in the mid-South over the last quarter-century will be reviewed Wednesday on NBC by Niles Trammell, NBC board chairman, and Henry W. Slavick, general manager of WMC-AM-FM and WMCT (TV) Memphis. Occasion of the program, titled *Dixie Jubilee* (10:30 p.m.), is the 25th anniversary of WMC's affiliation with the network. Music will be provided by Noel Gilbert and the WMC Concert Orchestra.



## N. Y. Bar Rejects

(Continued from page 63)

of the witness, with Mr. Stryker remarking that broadcast investigations tend "to lessen the good old American feeling of fair play. . . . It is not an American procedure and does not help in the primary function of the committee, which is to obtain facts and information upon which to legislate," he said.

Mr. Patterson endorsed this stand, pointing out that "we live in an age where the engine of government has become mighty, but also in an age where it has become of paramount importance to respect and preserve the rights of the individual, no matter how friendless he may be."

Judge Wallace, supporting the committee argument that broadcasting makes investigators and the counsel into at least subconscious actors, trying to impress the listening public rather than do their designated jobs, said there are "a lot of people who desire to have publicity at the expense of decency and of dignity." Broadcasts thus tend to restrict hearings to the dramatic rather than the significant, he said.

Majority report from the committee listed major arguments on behalf of excluding TV coverage of Congressional hearings: "If broad-

casting . . . proceedings does not in fact result in securing additional data upon which Congress may base further legislation, then there is no valid reason for broadcasting."

It was further argued that witnesses are subjected to at least mental hazards which "inevitably impair the accuracy of testimony" and which raise legal questions about depriving due process, infringing on personal right of privacy, and violating privileges against self-incrimination.

Answering the charge that presence of radio and TV tends to promote clowning or misbehavior among legislators, Mr. Werner, in presenting the committee's minority views, said that it is no solution for incompetence to shield it from public view. On the basis of his association with RCA, he said charges about the noise and lighting of TV camerawork was "a complete misconception of fact."

The minority group reasoned, he explained, that the most important purpose of Congressional hearings is "to maintain an informed public opinion," and that the most effective safeguard against totalitarianism is to afford large segments of the electorate free access to public Congressional hearings.

Mr. Fly answered assertions that broadcasts, covering only part of proceedings, give the public a partial and thus slanted version. He argued that after appearing before committees as FCC Commissioner and reading newspaper accounts the next day of what he had said, he would have considered television's presence at the hearings a "blessing." The majority report, he argued, "would strike down the only mechanism of the free press that gives a full and literal account of everything that takes place."

### 'Safeguard of Rights'

Identifying TV and radio as "the greatest safeguard of the witness' rights and as the public's only safeguard," Mr. Halley observed that "TV puts the committee as much on trial as it does the witnesses." One of the chief vices of the resolution, Mr. Halley intimated, is that it prohibited broadcasting under any and all circumstances.

One speaker from the floor read from "Case for Televising Congress" written by Jacob K. Javits (R-Lib. N. Y.) in the *New York Times* and which stated that in elections following Australia's permitting broadcasts of its parliament two days a week, many of "the more bombastic performers" were defeated.

No plans have been made for drawing an opposing resolution, since committee members feel that rejection of the proposed ban makes the association's stand self-evident. Moreover, it was pointed out, Congress does allow broadcasting, telecasting, motion pictures, and still shots of investigations and special hearings.



ADDING to its long-standing Mon.-Fri. newscasts, Town Talk Bread last week bought additional spot schedule on WTAG Worcester to introduce its new Donald Duck bread. Seated (l to r): Clifford J. Gallagher, sales manager, and Carl W. Swanson, president of Worcester Baking Co. Standing: Bernard S. Morley, WTAG sales; Richard L. Gravel, WTAG local sales manager, and Harry N. Brown, advertising manager of the baking company. Firm has been on station for 25 years.

## 'ESSENTIAL'

## Commerce Activities List Again Omits Radio-TV

RADIO-TV broadcasting once again is conspicuous by its absence from the revised list of "essential activities" issued by the Dept. of Commerce last Wednesday.

The revised listing, announced by Commerce Secretary Charles W. Sawyer, was prepared for use by the Defense Dept. in considering requests for delaying active duty call of reservists and the National Guard.

Omission of radio-TV from a similar compilation drew industry protests in April 1951. NARTB fought to have the industry included but was unsuccessful despite hearings before the joint Commerce-Labor Depts. Committee on Essential Activities and Critical Occupations [B•T, Aug. 20, April 23, 16, 1951].

The new list includes "production of communication equipment" and "communication services" among some 25 categories. But it once again omits newspaper and motion picture industries. Originally radio-TV broadcasting, newspapers and motion pictures were bracket-

★ eted as "essential industries."

Industry withdrew its protests when the Commerce Dept. decided that broadcasting was adequately equipped "to meet defense and minimum civilian requirements." NARTB had held that a manpower shortage was strongly indicated if not existent at that time. However, FCC has since relaxed its engineering requirements for third class license-holders.

Other criteria set down by the Commerce Dept. are that products or services must be "essential to the defense program or to the minimum civilian health, safety or interest," and that the "current level of employment . . . must be maintained or increased."

Earmarked as essential are activities touching on production of military radios, radar and related electronic equipment and component parts, as well as coaxial cable, and on telephone, telegraph, and cable service.

Mr. Sawyer stressed that the main purpose of the list is "to serve as a guide in obtaining manpower from the armed forces." Deferrals of persons engaging in these activities are not automatic and are issued on the basis of many factors, including type of occupation. The list is used in connection with "critical occupations" issued by the Dept. of Labor last May.

## R&R Marks 40th

MORE than 400 employes of Ruthrauff & Ryan, New York, including executives from Chicago and other offices throughout the country, celebrated the agency's 40th anniversary last Friday night at a dinner-dance at the Hotel Roosevelt in New York.

## 'Punctuation'

NON-SCHEDULED emphasis was added to Prime Minister Winston Churchill's address to Congress, which was covered by all TV and radio networks last Thursday. With a clatter, a long telephoto lens off a 16mm TV camera accidentally dropped over the rail of the House Gallery narrowly missing several Senators. Camera was manned by Bernie Dresner, NBC-TV, who was filming the speech for a television pool. (CBS-Television was taking the speech "live" for the pool.) The long lens, weighing some eight ounces, dropped while Mr. Dresner was changing focus. Mr. Churchill stopped for a moment and went on with his speech.

## COSTELLO CASE

### Rights Not Invaded

BEING required to testify before TV and newsreel cameras during the Senate Crime Investigating Committee hearings in New York last March did not infringe upon Frank Costello's Constitutional rights, U. S. District Court Judge Sylvester J. Ryan ruled during trial of the gambler on contempt charges growing out of the committee hearing.

In the trial, which ended last week with the jury unable to reach a verdict, Mr. Costello's attorney had asked the court to strike all 11 counts of the indictment, claiming that the conditions under which the hearings were held had "violated the defendant's Constitutional rights including free use of his mental faculties."

Judge Ryan denied the motion. He apparently had anticipated it, for he had his answer already written out. Noting that Mr. Costello did not object to having his hands telecast on the first two days, and did not complain about lighting until the third day, Judge Ryan said: "I rule that the defendant was not excused by law from testifying because of the surroundings under which the hearing was held. I hold that the defendant's Constitutional and civil rights were not infringed upon because he did not object during the first two days and give the committee a chance to change the circumstances."



## SNOWBOUND TRAIN Stations Cover Rescue

**DRAMATIC RESCUE** of train of 22 passengers and crewmen who were snowbound more than 72 hours last week when reportedly the worst storm in 50 years struck the High Sierras received first-rate coverage of radio and TV stations. The following reports were received last week:

Despite impediments, KPIX (TV) San Francisco staffers flew to the Sierras to bring viewers on-the-spot coverage. Films taken Wednesday afternoon were shown that night.

KFBK - AM - FM Sacramento staffers boarded the rescue train at an intermediate point and taped interviews with those who had been aboard the ill-fated train. Nearly 3,000 miles away, WPTR Albany conducted two-way beep interviews over long-distance telephones with observers near the scene.

## World Offers Series

**WORLD** Broadcasting System, New York, producer of transcribed library programs and features, announced Wednesday the production of a new series, *The Happiness Parade*, designed for 5-minute, 15-minute or 30-minute presentation by member stations in their own localities. World is providing signature theme music, script material, special music, a sales presentation brochure and list of merchandising suggestions for the program, format of which pertains to celebrating birthdays and wedding anniversaries of individuals or founding days and special events of fraternal or business groups. *Happiness Parade*, intended for sale to advertisers at the local level on a daily basis, is first of special sales features World plans for 1952.

## Lansing Returns

**CAPT. LARRY LANSING (USA)**, moving military radio correspondent, has returned from a tour of Far East duty and has been reassigned within the News & Special Events Section of the Defense Dept.'s Radio-TV Branch. He will handle requests from radio newsmen and network reporters, and announcing chores on the department's network radio programs. Capt. Lansing's Korean reports have been aired on ABC's *Time for Defense* the past seven months.

## CRC Strike Ends

**STRIKE** by Local 237 of Electrical Workers Union (unaffiliated) which closed the Columbia Records Bridgeport, Conn., plant from Dec. 8 to Jan. 13 was settled with new contract allowing for five cent wage increase, according to a Columbia spokesman. The union's initial demands were for a pension clause and 10-cent hourly increase with adjustments up to 25 cents, but it was understood workers had settled for maximum wage increase allowed by Wage Stabilization Board.

## TAXES

**SENTIMENT** of this Congress is economy and more economy.

This was seen in the flow of Congressional commentary following the receipt on Capitol Hill of President Truman's economic report last Wednesday.

Rather than increase taxes, as the President asked in his report, the Congress would cut appropriations.

Chairman Walter F. George (D-Ga.), Senate Finance Committee, said he was not in favor of any general tax increase and would only go along with the President in plugging "loopholes" in current tax laws.

Sen. Joseph C. O'Mahoney (D-Wyo.), chairman, Joint Committee on the Economic Report, has announced hearings of his committee on the President's report for Jan. 23. The committee also will hold round-table discussions with economic experts.

The President called on Congress to raise more than \$5 billion in new

## Economy Seen as Theme In Congress in '52

taxes because the "tragic necessity" of rearmament requires the increase. However, Congress already has expressed its reluctance to raise taxes. President Truman said his request could be achieved "by eliminating loopholes and special privileges, and by some tax rate increases."

Mr. Truman's budget is slated to be submitted to Congress today (Monday). What Congress does to the appropriations requested for the running of the government in fiscal 1953 most likely also will determine the yardstick on increased taxes. Alternative is deficit spending.

When Congress failed to enact Mr. Truman's full \$10 billion plus

tax increase proposal last year, among other things it wrote into the excess profits tax law a relief provision for telecasters, and turned down, near the deadline, the Administration's request for boosts in excise taxes on radio and television sets at the manufacturing level.

## Seek WNJR Sniper

**IDENTITY** of sniper who fired a bullet into the window of the WNJR Newark, N. J., transmitter building was being sought by local police late last week. Incident occurred when engineer Charles J. Gspann was on duty in main control room Monday night. A .22 caliber bullet was fired into the heavy plate glass window a few feet from where the engineer was sitting, but penetrated only one of the double layers. Mr. Gspann told police he ran outside only to see an automobile speed away.

## An Important Event You Don't Want to Miss . . .

## 18th BMI PROGRAM CLINIC

IN NEW YORK, JAN. 28 AND 29

## at the WALDORF-ASTORIA HOTEL

**THERE** are dozens of good reasons why you'll want to attend this New York Program Clinic—all of them important! Panel discussions and practical down-to-earth talks by experts on just about every phase of the broadcasters problems.

## THE SPEAKERS

FREDERICK R. GAMBLE, *Pres., AAAA.*

PAUL W. MORENCY, *v.p. & Gen. Mgr., WTIC, Hartford, Conn.*

J. LEONARD REINSCH, *Man. Dir., WSB, Atlanta*

LEON PEARSON, *NBC Commentator*

SYDNEY M. KAYE, *Vice-chairman of the Board, BMI*

DAVE BAYLOR, *v.p. & Gen. Mgr., WJMO, Cleveland*

EDYTHE MERSEMAN, *Asst. Dir. of News & Special Features, WOR; Pres. American Women in Radio & TV; Winner, McCall's Magazine Award*

WALBERG BROWN, *v.p. & Gen. Mgr., WDOK, Cleveland*

HAROLD FAIR, *Prog. Dir., WHAS, Louisville*

TED COTT, *Gen. Mgr., WNBC, WNBC-FM and WNBZ, New York*

MICHAEL HANNA, *Gen. Mgr., WHCU, Ithaca, N. Y.*

TOM TINSLEE, *Pres., WITH, Baltimore and WLEE, Richmond*

CARL HAVERLIN, *Pres., BMI*

- YOU WILL BE OUR LUNCHEON GUEST BOTH DAYS
- NO FEE FOR ATTENDANCE, BUT RUSH YOUR APPLICATION
- BRING A STAFF MEMBER WITH YOU

## BROADCAST MUSIC, Inc.

580 FIFTH AVENUE

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NEW YORK 19, N.Y.





# at deadline

## SOUTH CAROLINA GROUP HOLDS WINTER MEETING

FOURTH annual winter meeting of South Carolina Broadcasters Assn. opened Friday at Columbia Hotel, Columbia, S. C., with Melvin Purvis, WOLS Florence, presiding as president. Speakers include Maurice B. Mitchell, Associated Program Service; G. Richard Shafro, WIS Columbia; A. C. Early, WSJS Winston-Salem, N. C., and Robert W. Rounsaville, WQXI Atlanta.

Other SCBA officers are C. Wallace Martin, WMSC Columbia, vice president; T. Doug Youngblood, WFIG Sumter, secretary-treasurer; Raymond Caddell, WHSC Hartsville, program chairman.

Mr. Rounsaville, WQXI Atlanta, said rising competition emphasizes importance of a station's programming. "Our listeners have become a commodity that must be fought for, courted, entertained, pleased, sought after and protected once we get them," he contended.

The answer lies in block programming, especially for independents, he said. "It is inevitable that we all have some poor programming from the listener's viewpoint," he continued. "In this case block the good together and the bad together. Never alternate one good and one bad. I would strongly recommend that you carefully go over your present program schedule and satisfy yourself that the type programming that you yourself would like to hear."

## IBEW-NABET WRANGLE

HEATED battle between IBEW and NABET (CIO), both seeking jurisdiction over broadcast personnel at CBS, continued last week with NABET Information Bulletin No. 14 released by George Maher, national executive secretary of NABET, including letter from D. W. Tracy, international president of IBEW (AFL).

Issued to IBEW workers at CBS, bulletin contained Mr. Tracy's threat of legal action if Mr. Maher did not retract "libelous statements" in NABET Bulletin No. 10, also directed to CBS-IBEW membership. In it, Mr. Maher had questioned financial condition of the AFL union.

## NBC, CBS OBJECTIONS

OBJECTIONS to comment of KIST Santa Barbara, Calif., in TV allocations hearing recommending use of Channel 3 in that city [B•T, Jan 14, 1952] was filed with FCC by CBS and NBC last week. Both networks objected on grounds use of Channel 3 in Santa Barbara would cause adjacent channel interference to their Los Angeles signals on Channels 2 and 4 (KNXT-CBS and KNBH-NBC respectively). KFRE Fresno said KIST proposal was okay with them provided FCC didn't find conflict with its proposal to put Channel 3 in Fresno.

## NBC-WMC ANNIVERSARY

NBC Radio network to celebrate 25th anniversary of affiliation of WMC Memphis with *Dixie Jubilee* at 10:30 p.m. EST Wednesday. NBC Board Chairman Niles Trammell and H. W. Slavick, general manager of WMC-AM-FM and WNCT(TV) to speak on half-hour program of flashbacks.

## IT'S A SERIES!

WORLD Broadcasting System Inc., New York, Friday announced new transcribed series, *Bundle of Joy*, for sale to local sponsors. Format pertains to announcing births, with World supplying recorded theme music plus scripts for local emcees.

## Business Briefly

(Continued from page 5)

Radio (Sun. 8-9 p.m. EST). Agency, Hilton & Riggio, N. Y.

**BLOCK PLACES** ● Block Drug Co., Jersey City, placing 22-week radio campaign for Amm-I-Dent in 20 markets plus 26-week schedule for Polident in eight radio markets starting mid-February. Agency, Cecil & Presbrey, N. Y.

**K-F CONSIDERS** ● Kaiser-Frazer cars understood to be preparing to renew present radio spot schedule. Agency, William Weintraub Co., N. Y.

**ARRID SCHEDULE** ● Carter Products Inc., N. Y. (Arrid), planning radio schedule of daytime minutes Jan. 28 in markets east of Mississippi. Agency, Sullivan, Stauffer, Colwell & Bayles, N. Y.

**NEW TV SERIES** ● Ex-Cello Corp., Detroit (Pure-Pac Division), Jan. 28 starts weekly five-minute period of *Today* on NBC-TV 7-9 a.m. weekday series, using 8:20-8:25 spot. Agency, Fred H. Randall, Detroit.

**SPOTS IN CANADA** ● United Fruit Co., New York, planning spot radio campaign in number of Canadian markets starting Feb. 4 for 13 weeks. Agency, BBDO, N. Y.

**SOMNYL INCREASES** ● Somnyl Pharmacal Corp. of America (Nu-Pax, non-habit forming sedative), increases current radio-TV budget by adding following shows: *Martin Block*, *Anything Goes*, *Milkman's Matinee*, all on WNEW New York.

**FATHER PHILOSOPHER** ● Order of Franciscan Fathers, which operates Quincy College, Quincy, Ill., has purchased weekly half-hour drama, *The Armchair Philosopher*, to begin Feb. 5 on WGN-TV Chicago for 13 weeks.

**FREE OFFER** ● One-minute, one-time offer of free copy of Kiplinger magazine, *Changing Times*, made on initial telecast of NBC-TV's *Today* had drawn 16,000 requests by Friday, NBC reported.

## ARGUE SPORTS PROBLEM

COVERAGE of high school basketball games discussed Friday at closed session of Indiana Broadcasters Assn., meeting at Columbia Club, Indianapolis. Dan Park, WIRE Indianapolis, in chair as IBA president. Next meeting will be held March 21 at Indianapolis, day before state basketball tournament.

Plans for radio promotion drive also taken up at Friday session. Officers for 1952 to be elected at March meeting. IBA adopted resolution of tribute to Joe Jordan, WSAL Logansport, who died Jan. 2. Joint BMI-Broadcast Advertising Bureau clinic to be held by IBA in May.

## PEOPLE...

**WILLIAM SPIER**, noted radio, TV and motion picture producer and director, joins CBS-TV as producer, effective today (Monday), Hubbell Robinson Jr., CBS-TV vice president in charge of network programs, announced Friday.

**JOSEPH GARVEY**, general manager of WJOL Joliet, Ill., at St. Joseph's hospital for serious spinal operation. Expected to be hospitalized month.

**EMANUEL SACKS**, staff vice president of RCA, named chairman of entertainment division for the Salvation Army's 1952 fund-raising drive.

**WILLIAM JACOBY**, art director, Emil Mogul Co., N. Y., named a vice president of the firm.

**JAMES W. EVANS**, former program manager of WICC Bridgeport, Conn., more recently with Moore & Beckham Adv. Agency, Greenwich, to community relations staff of General Electric Co., Small Appliance Div., Bridgeport.

**RICHARD FEHR**, public relations director of Doherty, Clifford & Shenfield, N. Y., elected a vice president of the agency. He will remain in charge of public relations.

**JOSEPH BRENNER**, in charge of FCC's regional law office in Los Angeles which is being abolished on recommendation of McKinsey Report to FCC (see page 80), may not return to Washington. Former Justice Dept. attorney may set up private practice in Los Angeles.

**ALBERT S. GOUSTIN**, account executive in New York office of Blair-TV Inc., has resigned. He plans Nassau vacation.

**AL YOUNG**, for 15 years account executive with Edward Petry & Co., station representation firm, has resigned, effective immediately.

**BILL COSTELLO**, associated with CBS Radio since 1941, succeeds Charles Collingwood as CBS Radio White House correspondent Wednesday for next six months (see story page 40).

**ARMIN P. BUETOW**, general manager of Magnecord Inc., Chicago, named executive vice president.

**HENRY C. ROEMER**, executive vice president of Federal Telephone & Radio Corp., Clifton, N. J., elected president. Mr. Roemer directed Federal's activities during war. Federal is IT&T subsidiary.

## RICHARD F. CONNOR

**RICHARD F. CONNOR**, 49, general manager, KOWB Laramie, Wyo., and part owner of KNAK Salt Lake, died Thursday night at his Laramie home. In radio since 1929, Mr. Connor at various times was radio coordinator of Southern California Broadcasting Co., chief of station relations for OWI during World War II and station relations manager of MBS. He is survived by his wife, Mrs. Lucille Connor; daughter, Mrs. Ted Whitney, of Salt Lake; two sons, Richard Jr., at Fort Holabird, Md., and Ned, of Laramie, and brother, Ned Connor, manager of KRKD Los Angeles.

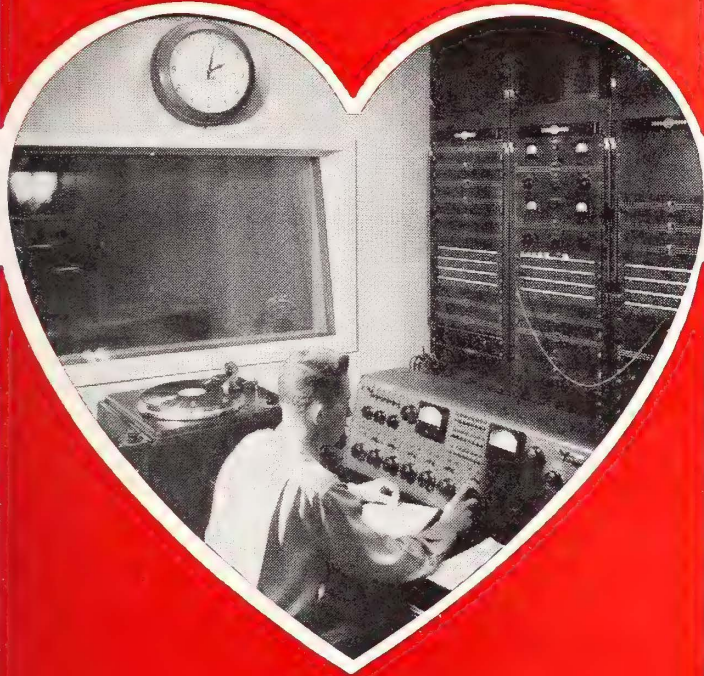
## HOLLYWOOD STRIKE VOTE

WAGE increase negotiations between Publicists Guild and CBS Hollywood ended last week as publicists took unanimous strike vote. California State Conciliation Service to appoint conciliator. Thirteen publicists involved.

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*"In The Heart of America..."*



*It's the*

**KMBC  
KFRM**

*Team...and It's*

*Wholehearted"*

Wholeheartedly reliable . . .

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

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

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

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



*The* **KMBC-KFRM** *Team*

6TH OLDEST CBS AFFILIATE • PROGRAMMED BY KMBC

OWNED AND OPERATED BY MIDLAND BROADCASTING COMPANY





Into your home, through the miracle of television, comes a new world of entertainment, news, education, and sports.

## They can still go out while staying home

Now "homebodies" who seldom leave their neighborhoods can view programs from distant cities—with all the comforts of home. Drama, comedy and variety shows are brought into the living room. Sports, news events as they happen can be viewed by all. Now television is open coast to coast . . . Those in the East may look in on the West, and the West may look in on the East.

Television is enjoyed in more than 15 mil-

lion homes, as a result of research at the David Sarnoff Research Center of RCA at Princeton, N. J. Today's image orthicon TV camera was perfected there. Dr. V. K. Zworykin of RCA developed the *kinescope*—which is the screen of television receivers. And RCA scientists have also perfected electron tubes, transmitters, circuits, sound systems, phosphors, and antennas to make television part of everyday life.

The development of all-electronic television is only one example of RCA research. This leadership assures you high-quality performance from any product or service of RCA and RCA Victor.

\* \* \*

See the latest wonders of radio, television, and electronics at RCA Exhibition Hall, 36 West 49th St., New York. Admission is free. Radio Corporation of America, Radio City, New York 20, New York.



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