

TELECASTING

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in our

7th
year

FATTENING DIET FOR LEAN TV BUDGETS



DU MONT
TELEVISION NETWORK

Du Mont's
lower time costs

Du Mont's
lower program costs

Du Mont's
lower facility charges

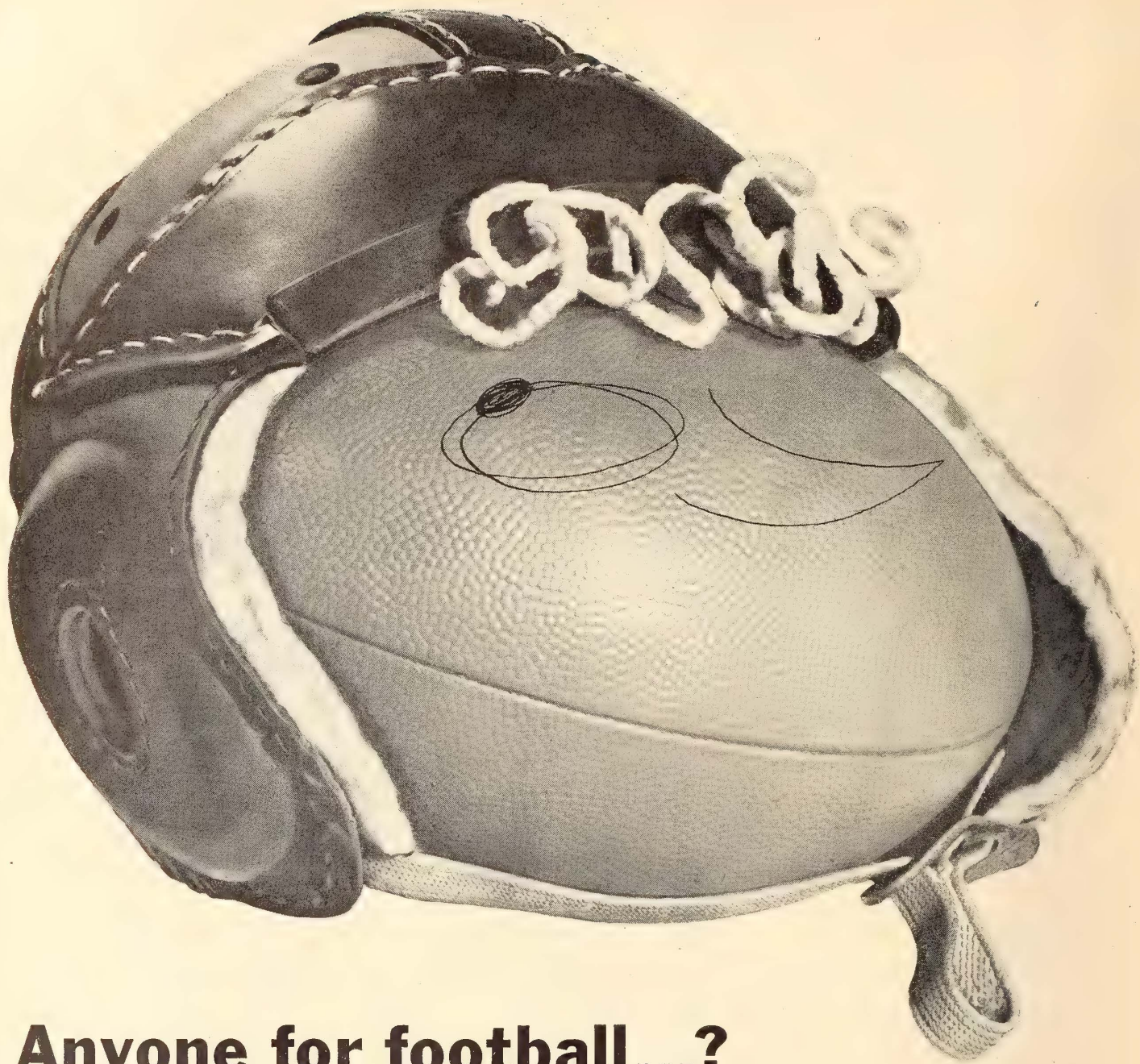
Du Mont's
lower production costs

Du Mont's
ability to clear stations

Du Mont's
pre-built audiences

See how the Du Mont Television Network
will stretch your television budget
—and your sales—further than
you ever thought possible.

Advertisers who find Television Valuable in Selling . . .
. . . . Use Du Mont for Value in Television



Anyone for football...?

Everyone is for football. That's why football is definitely for anyone with anything to sell... *and this is definitely the time to do something about it.* ☆ So get set now to make your play for faster sales, bigger audiences with **All American Game of the Week**... exclusive films of 1952 games between standout teams like these: Army, Michigan, Notre Dame, Navy, Ohio State, Illinois, California, U.S.C., Washington, Alabama, Tulane, Kentucky, Texas, S.M.U., Baylor, Indiana, Michigan State, Northwestern, Oklahoma, Nebraska, Stanford, U.C.L.A., Columbia, Yale, and others. Exclusive? Absolutely. Only Sportsvision can film these games for you. 30-minute wrap-ups of the greatest inter-collegiate football

contests for 1952...every play covered by four cameras to catch all of the color, all of the rock-and-sock action with close-up intensity.

☆ Here is the package **All American Game of the Week** will deliver to you with hot-off-the-gridiron speed...next season's eleven top football games plus the Season's Highlights in Review, and a Rose Bowl Preview. 13 solid weeks to sell solidly for you ☆ For full information on **All American Game of the Week**, including a print of a typical All American film by Sportsvision, write, wire or call our nearest sales office: Sunset at Van Ness, Hollywood 28, HO 9-6369. 25 Vanderbilt Avenue, New York 17, MU 6-7543. 612 Michigan Avenue, Chicago 11, MI 2-5231.

Consolidated Television Sales

a division of Consolidated Television Productions, Inc.

FEBRUARY 25, 1952

\$217 MILLION IN TV TIME

Advertisers Buy in '51

U.S. ADVERTISERS spent \$217 million on television time in 1951, a whopping gain of nearly 140% over their TV time buying in 1950. The 1951 estimates of television time sales will appear in the 1952 TELECASTING YEARBOOK, the first such basic source work published by Broadcasting Publications Inc. exclusively for television. The TELECASTING YEARBOOK will go into the mails late this month.

Time sales estimates that will be published in the YEARBOOK are based on a formula which has been used with marked accuracy for 14 years in computing annual figures for radio and television.

These figures represent receipts from sale of time after deductions for frequency or promotional discounts but before deductions of commissions for agencies or national sales representatives. They do not include the enormous, but immeasurable, amounts spent for television talent and production, which, if added on, would probably make the total TV advertising bill more than double the time sales volume.

The fantastic growth of television in the past three years is

TELEVISION NET TIME SALES—1949-1951

Year	Network	Increase Over Previous Year %	National Non-network	Increase Over Previous Year %	Local	Increase Over Previous Year %	Total	Increase Over Previous Year %
1949	\$ 10,795,512		\$ 7,275,013		\$ 9,459,608		\$ 27,530,133	
1950	35,044,000	224.6	25,034,000	244.1	30,385,000	221.2	90,463,000	228.6
1951*	101,111,000	189.5	58,234,000	132.6	57,701,000	90.0	217,046,000	139.9

* 1951 figures estimated.

shown by the chart on this page. Volume has shot from \$27.5 million in 1949 to \$90.4 million in 1950 to \$217 million in 1951.

Where is the money coming from?

By far the biggest part in 1951 came from network advertisers who spent \$101,111,000, a 189.5% increase over network expenditures in 1950.

Spots Run Second

Next biggest spenders were national and regional spot advertisers who anted up \$58.2 million in 1951, 132.6% over 1950 spot levels.

Local advertisers were third, with \$57.7 million expenditures, a 90% increase over the year before.

At this stage of TV development the patterns of spending differ sharply from those obtaining in the older, more stable medium—radio. As shown in the 1952 BROADCAST-

ING YEARBOOK, now in the hands of subscribers, local advertisers are radio's biggest customers, spot buyers are second in volume and network advertisers third.

With the vast increase in total business in 1951, most TV operations were believed to have shown a profit. Although official statistics on this subject are not yet available for 1951, it was learned by BROADCASTING • TELECASTING last week that a preliminary screening of financial reports for 1951 at the FCC indicated that very few TV stations lost money.

The 1951 record on profit and loss was a distinct improvement over 1950. That year, when 106 stations were splitting up the total pot of \$90.4 million, 53 of them made profits and the other 53 suffered losses.

In 1951, with 108 stations dividing the \$217 million business—only two more stations than in 1950—

virtually all of them, save a few in the big, multiple-station markets, got into the black.

According to unofficial reports at the FCC, the 1951 record will show that in general the pioneer television stations are faring best.

In 1950 eight stations reported profits of \$400,000 or more. Indications are that the number of operators in this lush category increased in 1951.

The distribution of advertising in the three major TV business categories—network, spot and local—has varied in the three years that records are available.

From the beginning, network business has been the biggest of the three, but spot and local have changed places. (See table this page.) In 1949 and 1950 local volume was ahead of spot, and not very far behind network. But in 1951 local failed to keep pace with the tremendous upswing in network (which came about because of expanded interconnection facilities plus organization development) or with the advance of spot (which was being pushed aggressively by national sales companies as well as program package firms).

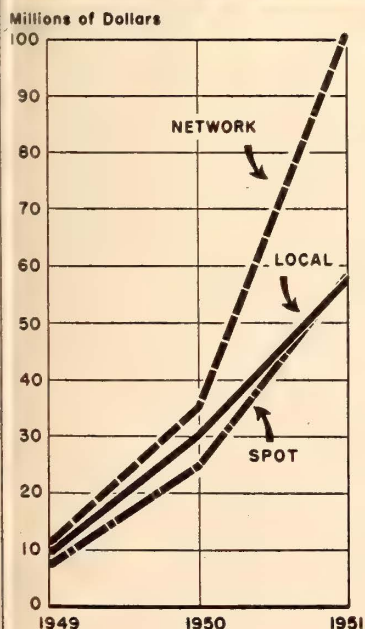
In addition to the detailed reports on television time sales, the TELECASTING YEARBOOK will contain nearly 300 pages of basic information on the television medium.

It will include complete listing of executives, technical descriptions and rate information for every television station on the air and for all networks. Full lists of advertisers, agencies, program production firms, film producers and distributors, and all services pertaining to television, will be presented.

For the use of those aspiring to station ownership or management, there will be a presentation of the FCC rules and a special article, "How to Apply for a TV Station."

The TELECASTING YEARBOOK is expected to become the same sort of basic reference work for TV that the BROADCASTING YEARBOOK has been for radio, for 18 years.

Television Advertising 1949-'51



SPOT PROBLEMS Katz Agency Meets With TV Outlets

ENCOURAGEMENT of dual program sponsorship and guards against preemption of spot time and rate changes for advertisers were recommended unanimously at the recent two-day meeting of the 19 television stations represented by The Katz Agency.

Katz, which represents more TV outlets than any other firm in the country, called together top management of its stations for a Chicago meeting concerned with overall spot problems and for the debut of its "all-industry" presentation favoring spot TV programming over network shows [B•T, Feb. 19].

Formal discussion meetings Feb. 16 and 17 were closed to the press and detailed opinions of individual station representatives or of general discussions were not available. Katz spokesmen, however, said there was no "sharp disagreement" on any issue, although several points on the agenda are considered controversial in the trade.

The first of two unanimous recommendations was "that the greater flexibility of spot advertising be extended by encouraging the dual

sponsorship of programs". Station men thought this would tend to draw into the television fold more advertisers with medium and small budgets. They did not, however, condone the proposed practice of double sponsorship on commercials. The system of shared sponsorship which they approved would, for example, permit two national clients to split costs on a half-hour show, or to share it on an alternate basis.

Katz spokesmen denied reports circulated prior to the meeting that there would be a flare-up of dispute about double-spotting, saying the subject was not even introduced.

Protection for the advertiser on time slots and rate changes was sought by the group on the recom-

(Continued on page 86)

CATHOLIC TV VIEW

Positive Approach Urged

"IT IS EASY to tell what is wrong with the world in general and with TV in particular," the Rev. Edwin B. Broderick, director of radio and TV communications, Archdiocese of New York, told church members last week, stressing, "in TV we Catholics are swift to protest but reluctant to praise."

He suggested that when viewers see "a decent, wholesome program" they drop appreciative notes to the sponsor, the artists and the producing agent. Examples of worthwhile productions, listed by the priest in his message in *The Catholic News*, include the Good-year Tire Co.'s *Greatest Story Ever Told*, Fred Waring's Columbus Day and Christmas programs, Gian Carlo Minotti's NBC-TV opera Christmas Eve and Christmas telecasts—including high mass from St. Patrick's Cathedral—via DuMont, ABC-TV, and NBC-TV. Of the estimated million persons who saw the latter, Father Broderick grieved that only 10 wrote letters of appreciation.

Regretting that church members fail to commend as often as they condemn, he warned, "This negative monitoring will rapidly create the impression, particularly in the trade, that such a protesting attitude is the Catholic contribution to television."

Because the turnover of video programs is too rapid, the Church has not been able to draw up a list as it has for the movies, he explained, adding, "we expectantly await the March 1 enforcement of the industry's new code when any objectionable material becomes inexcusable on any score." Admitting that "it requires neither creative imagination nor literary artistry to describe colorfully the immorality depicted on television," Father Broderick anticipated the DuMont telecasts of Bishop Fulton J. Sheen's *Is Life Worth Living* as "a spiritual airwick to the video atmosphere."

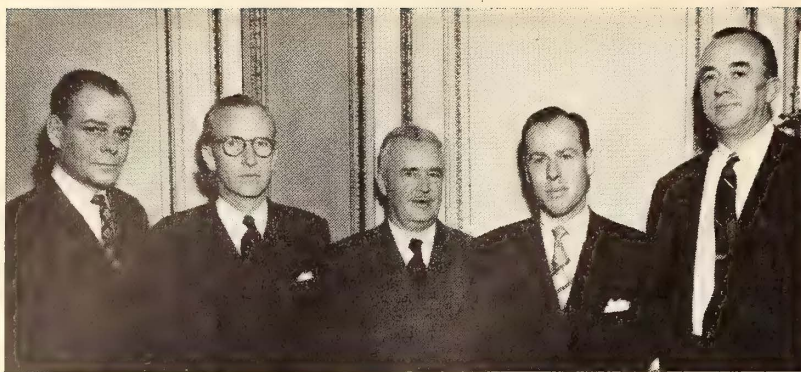
TV FILM SERIES

Is Revealed by CIO

NATIONAL headquarters of the CIO is collaborating with its Political Action Committee on a series of 13 TV films, pointing up current issues, for use by local video stations in key cities.

The films, now in preparation, will be sold to local CIO councils, which in turn will offer them to stations as public service features, or buy time for telecasting the programs.

No starting date has been set for opening of the 15-minute programs, which will deal with economic and social benefits for labor, and pose issues during the coming election campaign. Henry J. Kaufman & Assoc., Washington advertising agency, is handling the account.



SCENE of this get-together is a KTLA (TV) Hollywood sales luncheon in New York attended by executives of Paramount Television Productions Inc. (KTLA) and Paul H. Raymer Co., KTLA representative. L to r: Ralph McKinnie, TV director of Raymer; Paul Raymer, president of national representative firm; Paul Raibourn, president of Paramount Television Productions; Klaus Landsberg, head of KTLA Hollywood operations, and Fred Brokaw, Raymer executive vice president.

AFRA-TVA MERGER

Referendum Being Taken

NEW CONSTITUTION for proposed merger of Television Authority and American Federation of Radio Artists was being submitted for membership vote of both unions in a national referendum last week.

The new organization would be known as the American Federation of Television & Radio Artists — AFTRA.

Constitution already has been formalized by TVA-AFRA committees in Hollywood, Chicago and New York. July 1 was set as the deadline for any five-branch merger, as proposed at the TVA convention [B•T, Dec. 17, 1951], of Actors Equity, Chorus Equity, AFRA, American Guild of Variety Artists and American Guild of Music Artists.

Claude McCue, AFRA western regional director, said that creation of AFTRA would in no way jeopardize the five branch merger.

EDUCATIONAL NETWORK

Demos. Urge Endorsement

AN APPEAL to the New York State legislature to endorse the State Board of Regents' proposal for a state-wide network of 11 educational television stations was issued last week by leaders of the legislature's minority Democratic Party.

The attitude of some Republican leaders—that action should await a final FCC decision on the reservation of channels for educational, noncommercial stations—left doubt that the legislative body would act promptly, however.

KLAC-TV Leases Films

KLAC-TV Hollywood has leased 30 feature films from Motion Pictures for Television Corp. for \$85,000 with permission to show each film eight times over a one-year period. Nine William Wilder productions are included in the deal.

LIVE SPOTS ARE WNBQ (TV) INNOVATION

Special 'Five for Price of One' Introduction Used

LIVE television spots went on the air Monday at NBC's WNBQ (TV) Chicago and almost half the availabilities were sold in the first two days.

The station, in a unique scheduling venture, is airing live 20 and 10-second station breaks from sign-on until 5 p.m. five days weekly. Twenty-second spots are spotted from sign-on until 1 p.m., followed by 10-second commercials until 5 p.m.

To introduce the new technique, the station is offering until April 1 a special rate of "five for the price of one." The rate card price of \$145 for one station break will buy for the advertiser a five-a-week spot strip. Twelve of the 26 potential spot strips had been sold by late Tuesday afternoon, with Pepsi-Cola the first buyer.

A sponsor, buying the station break at 8 a.m., gets the strip at that time each day. The live spot can handle from 35 to 40 words in 20 seconds, and is adaptable to only

smaller products. An automobile, for example, would be shown on a slide with cuts to a live announcer. The 20-second spot cost \$72.50, but is not available in the specially-priced package.

Harry Kopf, vice president and general manager of the NBC Central Division, said the system may be extended later to other time periods. The objective is to "personalize the sales message and the station alike, two highly desirable goals not always achieved by the slide or film method. The value to clients of a visual, personalized product demonstration cannot be underestimated," he said.

The plan, developed in only one week, was based on a suggestion of TV Program Manager George Heinemann. Details were agreed upon during a conference with Charles R. Denny, executive vice president of NBC, and James Gaines, vice president of the NBC owned and operated stations department.

NCAA PLANS

Industry Meeting to Hear

TENTATIVE plans of the National Collegiate Athletic Assn. TV Committee for "controlled telecasts of college football game next fall will be made known Tuesday at a meeting of the Committee with representatives of the television industry.

The industry group's own view and suggestions for handling the limited TV football coverage during the second year of the NCAA experiment also will be presented. Officials of all four TV networks, some advertiser and agency representatives and representatives of the film field are expected to attend the session, to be held in New York at the Biltmore Hotel starting at 10 a.m.

Afterward, the NCAA group will meet with the TV representative individually, to listen to specific proposals and offers.

Westinghouse Electric Corp., which sponsored the NCAA football telecasts via NBC-TV last fall is expected to be among the advertisers represented at the meeting along with representatives of ABC-TV, CBS-TV, DuMont and NBC-TV.

NCAA's TV Committee is headed by Robert A. Hall, Yale University athletic director.

The TV Committee's tentative plans were formulated during sessions in Chicago a fortnight ago [B•T, Feb. 18].

Orders Rate Increases

RATE increases for four of its five owned-and-operated television stations were ordered last week by ABC. Effective March 1, the Class A hourly rates of WJZ-TV New York will go from \$4,000 to \$4,250; WXYZ-TV Detroit, from \$1,350 to \$1,500; WENR-TV Chicago, from \$2,000 to \$2,200, and KGO-TV San Francisco from \$850 to \$1,000. Charges will go up proportionately in other time periods. On the other ABC-owned station, KECA-TV Los Angeles, rates remain unchanged. For Class A time, the rate is \$2,000 per hour.

Seeks 'Smith' Segment

ANSON Inc., New York (men's jewelry), through Grey Advertising, same city, is negotiating with NBC-TV for possible sponsorship of the 8:30-9 p.m. segment of NBC TV's Wednesday evening *Kate Smith Hour*, which is being dropped by Norge refrigerators.

Names Schooler

DAVID SCHOOLER, formerly of DuMont TV Network, has been named to the new post of TV sales manager of Producers Representatives, film distribution firm headed by Sol and Irv Lesser. Before his DuMont association, Mr. Schooler was with Warner Bros.

CONSTRUCTION COSTS

Actual Figures Exceed Estimates

AVERAGE cost of building a TV station in 11 representative TV markets was \$540,000, according to study made by the Washington engineering firm of Kear & Kennedy. Study was based on reports from 15 stations on FCC License Form 302, which require book figures.

Where stations did not construct their own buildings, or had no extensive alteration costs, the average cost comes down to \$430,000.

The engineering firm made the study to have figures on hand for clients who labored under the impression that construction costs could be as low as most applications estimate.

Figures from the license files included costs on the following items: Transmitter (all 5 kw), antenna, monitors, studio equipment, and, building, miscellaneous.

Stations Are Itemized

Stations itemized from license files were:

WTAR-TV Norfolk; WBAL-TV and WAAM (TV) Baltimore; WMAL-TV and WTOP-TV Washington; WOC-TV Davenport, Iowa; WHBF-TV Rock Island, Ill.; WBNS-TV Columbus, Ohio; KMTV (TV) and WOW-TV Omaha; WDAF-TV Kansas City; WMBR-TV Jacksonville; WOI-TV Ames (Des Moines); WFBM-TV Indianapolis; KOTV Tulsa (see Table I).

In working up the study, the engineering firm also made up a list of estimates on construction costs made by 15 applicants in eight representative markets (TV and non-TV served). Based on figures in applications, average construction costs come out to \$365,000. Average where stations are not planning to construct their

own buildings comes out to \$295,000.

Construction estimates were obtained from applications for: Oklahoma City; Fargo, N. D.; Lincoln, Neb.; Columbus, Ohio; Waco, Tex.; Lansing, Mich.; Fort Worth, Tex.; Waterloo, Iowa (see Table II).

Comparisons of the estimates and actual construction costs between roughly comparable cities show the divergence between them.

For example, Ohio State U.

figures it can build a noncommercial TV station without any land costs for \$247,000. It cost the *Columbus Dispatch* \$956,500 to build its WBNS-TV. Columbus ranks No. 32 in the list of U. S. metropolitan districts, according to the Census Bureau's 1951 report.

Applicants for Oklahoma City estimate construction costs between \$1,350,000 (for Oklahoma TV Corp., with a 1,500-ft. antenna) to a low of \$159,500 (for Mid-South

Television Co. with leased land and building). In comparable Jacksonville, WMBR-TV spent \$206,522.95, even though it owned its own land. Oklahoma City ranks 53d and Jacksonville 56th in metropolitan districts.

Fort Worth applicant estimates building costs will be \$373,500 with land leased. KMTV Omaha cost \$340,633.60 to build, also on leased land. Fort Worth is 46th in rank; Omaha, 45th.

TABLE I LICENSED STATIONS—FROM FCC FILES

Location & Station	Transmitter Power	Ant. Height	Transmitter Cost	Antenna Cost	Monitors	Studio Equip't.	Land	Buildings	Other	Total
WTAR Norfolk	5 kw	331'	\$ 83,845.77	\$ 72,616.85	\$ 1,300.00	\$ 81,410.12	Leased	Leased	\$ 79,037.86	\$318,210.60
WBAL Baltimore	5 kw	372'	103,186.20	70,003.95	2,300.00	85,068.47	\$ 15,949.72	\$ 80,061.26	173,858.46	530,450.06
WAAM Baltimore	5 kw	457'	95,123.06	38,656.52	2,475.54	122,122.12	11,130.04	231,092.92	138,739.77	639,339.97
WMAL Washington	5 kw	327'	131,243.47	48,712.60	5,315.00	171,688.98	Leased	68,007.79	37,973.08	462,940.92
WTOP Washington	5 kw	256'	135,108.00	72,280.00	2,370.00	150,553.00	44,836.00	247,619.00	123,951.00	799,571.00
WOC Davenport	5 kw	229'	103,384.00	44,156.00	1,625.00	165,978.00	None	None	39,571.00	354,614.00
WBNS Columbus	5 kw	495'	96,500.00	82,500.00	4,000.00	158,500.00	85,000.00	455,000.00	75,000.00	956,500.00
KMTV Omaha	5 kw	475'	90,083.87	68,862.14	2,485.00	93,245.84	Leased	57,077.41	28,879.34	340,633.60
WDAF Kansas City	5 kw	655'	94,707.43	129,859.60	2,523.50	149,857.78	20,526.83	205,505.44	37,064.67	640,045.25
WOW Omaha	5 kw	394'	232,074.64	48,656.14	2,475.00	58,881.10	Leased	24,147.79	496.06	366,776.62
WMBR Jacksonville	5 kw	425'	102,206.28	38,678.98	21,769.80	19,224.04	Owned	24,147.79	496.06	206,522.95
WOI Ames	5 kw	535'	80,384.02	24,007.46	2,266.98	69,319.47	Previously	Acquired	9,452.00	185,394.43
WFBM Indianapolis	5 kw	143'	87,500.00	35,000.00	1,800.00	48,000.00	None	None	None	172,300.00
WHBF Rock Island	5 kw	350'	67,302.40	108,652.91	6,197.60	55,568.32	None	None	None	237,721.23
KOTV Tulsa	5 kw	16'	89,506.72	29,802.77	8,758.21	102,958.85	None	32,882.51	2,079.37	265,988.43
1 Antenna on existing building			Av'g. of All			\$430,000.00	Av'g. with Bld'gs. and/or Renovations			540,000.00

TABLE II APPLICATIONS FROM FCC FILES

Location & Applicant	Transmitter Power	Ant. Height	Transmitter Cost	Antenna Cost	Monitors	Studio Equip't	Land	Bldgs.	Other	Total
Oklahoma City Okla. TV Corp.	20 kw	1500'	\$175,000.00	\$600,000.00	\$ 2,500.00	\$267,500.00	\$ 75,000.00	\$300,000.00	\$ 5,000.00	\$1,350,000.00
Mid-South	5 kw	490'	69,500.00	15,000.00	In Trans.	65,000.00	Leased	Leased	10,000.00	159,500.00
Okl.-City TV Co.	5 kw	270'	106,185.00	51,130.00	4,505.00	70,214.00	Leased	Leased	10,000.00	241,034.00
DW Reynolds	5 kw	500'	89,863.00	40,163.00	8,405.00	26,127.00	22,500.00	20,000.00	40,000.00	247,052.00
KOMA, Inc.	5 kw	180'	95,600.00	38,000.00	4,100.00	61,225.00	None	10,000.00	None	208,925.00
Fargo, N. D. WDAY, Inc.	10 kw	415'	80,000.00	90,000.00	3,000.00	91,000.00	Owned	50,000.00	5,000.00	319,000.00
Red River Val.	10 kw	288'	81,000.00	29,000.00	5,000.00	82,000.00	None	None	2,000.00	199,000.00
Lincoln, Neb. Inland Cornbelt	0.5 kw	320'	30,000.00	16,000.00	7,500.00	42,000.00	On Hand	On Hand	6,500.00	102,000.00
Columbus, O. Ohio St. U.	5 kw	287'	88,698.32	26,183.00	2,928.15	37,438.88	None	20,000.00	24,422.50	199,661.85
Waco, Tex. Texas Telenet	5 kw	500'	82,000.00	69,000.00	2,630.00	54,000.00	None	15,000.00	25,000.00	247,000.00
KWTX	5 kw	300'	69,500.00	28,000.00	In Trans.	22,500.00	4,500.00	None	5,000.00	129,550.00
Lansing, Mich. Booth	2 kw	481'	55,041.43	41,756.00	10,752.07	76,925.17	Owned	30,000.00	15,000.00	229,474.67
Ft. Worth Tarrant County	20 kw	500'	154,350.00	64,040.00	7,500.00	86,786.00	1,000.00	17,500.00		331,176.00
Waterloo Black Hawk	10 kw	200'	150,000.00	40,000.00	3,300.00	140,200.00	Leased	30,000.00	10,000.00	373,500.00
	5 kw	500'	69,000.00	50,180.00	2,885.00	38,779.00	None	None	None	160,844.00
1 Antenna located on existing building									A'vg. All	\$295,000.00
2 Antenna located on existing AM Tower									A'vg. With Bldg's.	\$365,000.00

Two Carry On

CORPORAL'S GUARD carried on FCC activities last week, as Commissioners' comings and goings were topped by resignation of Chairman Coy at close of business Thursday. Mr. Coy made two speeches in Indiana last Monday, returned to Washington late Tuesday. Comr. Walker made a speech in Cleveland on Wednesday, returned to Washington the following day. Comr. Sterling left Tuesday to attend the funeral of his uncle in Maine, was not due back in D. C. until early this week. Comr. Webster left Wednesday to attend Canadian-U. S. Great Lakes shipping treaty in Ottawa, went on to New York for Saturday night's dinner of the Veteran Wireless Operators Assn. Comr. Jones was out ill Wednesday and Thursday. Comrs. Hyde and Hennock were on deck during the week.

POST-THAW POLICY

FCC to Mull This Week

PROCEDURES to be followed after the TV freeze is ended are scheduled to be taken up by the FCC this week, when it meets to consider last major problem in ending three-and-a-half-year-old TV freeze. FCC did not meet on TV allocations last week (see box).

Major procedural policies that the Commission must establish include (1) how to handle applications—frequency-by-frequency, all together if for the same city, or separately by VHF and UHF; (2) how long the "grace" period should be following the end-of-freeze decision for filing of new applications and the revision of those now pending 60 or 90 days; (3) whether it should be a hard-and-fast rule to start processing applications for cities with no TV service first, then those with no TV stations of their own and finally those with one station, then two, three, etc.

Handling of TV applications on a frequency-by-frequency basis is

believed to be highly regarded by most of FCC staff and Commissioners. However, proponents of "all in one pot" idea, which bears blessing of Federal Communications Bar Assn., has considerable following.

Whether Commission will choose 60 or 90 days for waiting period after final decision is issued cannot be ascertained. Consulting engineers and many attorneys are pressing for a 90-day stretch before FCC begins processing applications.

Most everyone expects that the Commission will adopt a policy of making grants in uncontested markets without too much stress on whether city has TV service or not. However, in establishing a schedule for hearings, sentiment has always seemed to be to favor the non-TV areas before those now TV-served.

Commission has concluded its review of the city-by-city allocations, it was learned, although it did not take up each individual city

of the close to 1,250 communities for which channels are being assigned. Every major city was checked, however, and the pattern for the country established thereafter.

Report runs 800 mimeographed pages, it was rumored, but staff is trying to prune it. Rules, standards and allocations will run about 75 pages, it was said, with the remainder of the 725 pages devoted to the FCC's "case" for the decision and legal answers to those of the 1,500-odd comments filed during the "paper" hearings last fall whose recommendations are not being followed.

Fears that lack of Commission meetings on the allocations during last week foreshadowed delay in getting out final report were depreciated by commissioners and staff members alike. Hiatus in meetings actually gave staff more time to work uninterrupted on the report, it was pointed out.

ANTELL DISPUTE

Station Position Noted

STATION owners were wedged between opposing parties in the Richard Lewellen-Charles Antell Inc. suits [B•T, Feb. 4] filed in Baltimore when Mr. Lewellen, primary radio-TV pitchman for the Antell Products, wrote stations informing them of the contractual suit and reportedly asserting that he would go "to the full extent of the law" to protect his rights.

Problem for stations is what would happen to them as users of transcriptions with Mr. Lewellen's voice or TV films in which he appeared if the courts decide the Antell contract is void. Would they, station managers asked, also be liable for damage charges?

Charles D. Kasher, president of TV Advertising Assoc. and head of Antell, advised stations he had full contract for exclusive services from Mr. Lewellen and that his own suit against him was designed to maintain that pact. "Our programs," he told BROADCASTING • TELECASTING, "are still on all the stations we were using." Total of radio and TV outlets carrying the Antell billings was estimated at 300-350 last week.

Courts Must Decide

George Graif, manager for Mr. Lewellen for the past few months, as well as his lawyers last week were unwilling to discuss their communication with station owners, taking the position that their suit against the Antell organization states their case, which will have to be decided by the courts.

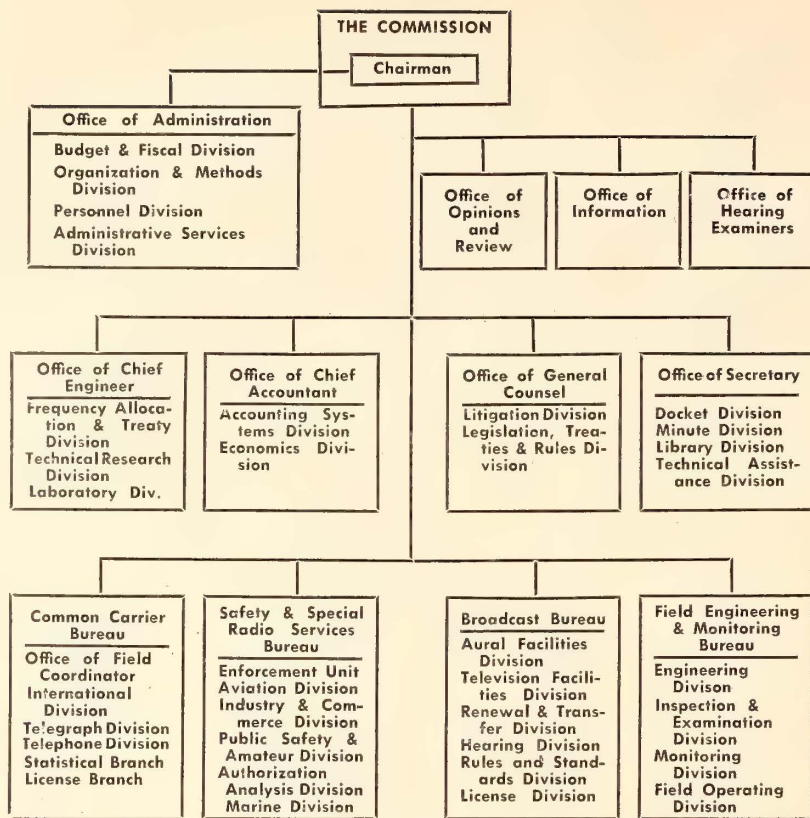
Mr. Lewellen, who was the only salesman on the Antell programs until two more were added several months ago, is suing for an amount in excess of \$150,000, charging that he has not been paid the just amount due him: 1% of the gross mail order and direct sales made by the whole company and 0.5% of over-the-counter sales.

Until it is decided whether Mr. Lewellen is under contract to the Antell group, he is not doing any other work, although he recently made a guest appearance on the Barry Gray program in New York.

Easter Telecast

SUSQUEHANNA Waist Co., New York (Ship 'n Shore Blouses), through Mervin & Jesse Levine, that city, is first advertiser to sign for sponsorship of CBS-TV's coverage of New York's Easter parade. Susquehanna will sponsor first half-hour of program which will be seen on network 1-2 p.m. EST, April 13.

EMPLOYMENT of Screen Writer Guild members in TV and documentary fields have increased approximately 90% over that of a year ago, according to tabulation released in mid-February. Figures show that 110 writers were employed in those fields on Jan. 15 last compared with 61 as of Dec. 4, 1950.



THIS IS how the FCC will be set up beginning March 2, when the fourth and final bureau (Field Engineering & Monitoring) is established [B•T, Feb. 18]. Reporting directly to the chairman is the Office of Administration. All other Offices and Bureaus report to the Commission as a whole, with the Bureaus exercising a great deal of autonomy in connection with their activities.

TV CODE

FIRST subscriptions to the NARTB Television Code started coming to the association's headquarters last week shortly after forms had been mailed to the nation's 108 TV outlets. The code goes into operation March 1.

No person at NARTB would say what station was the first to subscribe. As of Thursday afternoon it appeared the honor rested with WWJ-TV Detroit, managed by Harry Bannister, a NARTB TV director; WDSU-TV New Orleans, headed by Robert D. Swezey, NARTB TV Board vice chairman, and Walter J. Damm, WTMJ-TV Milwaukee, who also had been active in the code-writing job. KING-TV Seattle was a possible fourth candidate for the honor.

WWJ-TV First to Write

First written subscription came from WWJ-TV. Messrs. Swezey and Damm phoned their intentions. Otto Brandt, KING-TV, wired for word on availability of slides showing the code's seal.

Thad Brown, NARTB TV director, was in New York Thursday conferring with network officials on their code observance.

Subscription letter was sent out Feb. 19 by NARTB President Harold E. Fellows. Noting that the need for a code, and its acceptance, is shown by the "swiftness with which it has been conceived, endorsed and promulgated," he said that all the code needs now "is unanimous support of the industry."

Mr. Fellows said unanimous sup-

port would "reflect finally the determination of the television broadcasters to be their own housekeepers, an attitude which already has been hailed widely by the news media, by civic and church leaders, by educators and government officials and by the public."

Under the subscription plan adopted a fortnight ago by the TV board [B•T, Feb. 18], stations will pay \$520 a year as code subscription fee. NARTB TV member stations will get a \$250 credit toward the fee with non-members paying the full amount. Networks pay \$1,500 a year flat fee. This fee scale is based on 79 subscriptions and will be reduced from \$520 to \$440 a year if more than 79 subscribe and \$405 if more than 90 subscribe.

Specific rules covering use of the seal on the air as well as in promotion were issued over the signature of the Television Code Review Board. Subscribers are urged to make full use of the public relations value of the seal. They are to be provided, upon subscribing, with 100 copies of the code; six glossy prints of the seal; 20-second, 10-second and 8-second films; standard audio copies; glazed proofs of line reproductions.

The seal may be used as a

TV CUTBACKS

Sponsors Make Change

NEW EVIDENCE of a trend toward advertiser cutbacks in network TV sponsorships via shortened programs or moves to alternate-week sponsorship—generally attributed to rising time and talent costs—was seen in change reported last week.

Schlitz Brewing Co., effective April 4, will cut back its hour-long *Schlitz Playhouse of Stars* on CBS TV to a half-hour, 9-9:30 p.m. The open half-hour from 9:30-10 p.m. will be taken over by General Foods with *It's News to Me*, which moves from its Monday, 9:30-10 p.m. period.

To Transfer 'Claudia'

General Foods will switch its *Claudia* show on March 31 from NBC-TV to the Monday, 9:30-10 p.m. time on CBS-TV. Young & Rubicam, New York, handles both Schlitz and General Foods.

Meanwhile, another Young & Rubicam account, Cluett, Peabody (Arrow shirts), is dropping its sponsorship of the *Herb Shrine Show* on ABC-TV because, it is understood, Mr. Shriner objected to being sponsored by more than one advertiser. The agency still has an option on the show and is expected to try to sell the package to another client.

The time—Thursday, 9-9:30 p.m.—has been taken by Sterling Drug, which switches its *Mystery Theatre* from Friday, 8-8:30 p.m. to the Thursday period. Dancer-Fitzgerald-Sample, New York, is agency for Sterling Drug.

Plans Pearson on TV

CARTER Products, New York which sponsors Drew Pearson on ABC radio, Sunday, 6-6:15 p.m. EST, is planning to underwrite a television version of the commentator show on ABC-TV. Time and starting date are undecided, although it will be one quarter hour a week. Ted Bates Inc., New York, is agency.

straight slide in station breaks on other spots; split-screen slide combined with station identification; reduced medallion in station identification; as film. Subscribers are urged to use the seal on the air at sign-on and sign-off points and within participating shows under terms specified by the board.

Must Pay One Month

Subscriptions must be accompanied by one month's fee. In station promotion material for the press, the board specifies, stories must not imply that the seal was granted because of a given program or series of programs, but only because of overall programming standards.

The fact that a network has subscribe to the seal does not give a non-subscriber the right to display the seal on a local basis though it may be shown as part of network programming.

MOST OPTIMISTIC guess for an initial decision in the current hearings on the question of Paramount Pictures' qualifications to hold broadcast licenses and approval of the ABC merger with United Paramount Theatres is Aug. 20.

That was the consensus of attorneys in the case after a huddle last Thursday to discuss the lineup of witnesses following week's testimony by Y. Frank Freeman, chief of Hollywood production, and Austin Keough, vice president and general counsel of the motion picture company.

Most attorneys privately admitted that the schedule looked too good; they were more inclined to see the initial decision sometime in the fall.

Highlight of the week's testimony was that of Mr. Freeman who has been in the motion picture business since 1916. Mr. Freeman started in exhibition in his native Georgia, was head of Paramount Pictures theatre division from 1934 to 1938, after which he was assigned to Hollywood. He has been

STARS' TV RIGHTS

Paramount Explains

MOST Paramount stars may appear on TV except during movie production, Y. Frank Freeman, Paramount vice president in charge of Hollywood production, revealed during last week's FCC hearing on Paramount's qualifications to hold broadcast licenses. Others have varying degrees of freedom to appear on TV.

However, "term" contract players—new, young performers being groomed for star roles—have no rights to appear in any entertainment medium without express permission of Paramount executives.

Free to appear on TV are the following stars:

Bing Crosby and Bob Hope, "with limitations" (not defined); Rosemary Clooney, Rhonda Fleming, Joan Fontaine, Paulette Goddard, Van Heflin, Charlton Heston, except during motion picture production; Anna Maria Alberghetti, except during motion picture production and limited to certain types of programs; Yul Brynner, limited to "guest shots"; Audrey Hepburn, subject to Paramount's approval if during production; William Holden, except during production and only if a movie in which he has appeared is released to TV; Robert Keith Jr., in New York only; Mary Martin, subject to Paramount approval; Ray Milland, subject to Paramount consent.

Donald O'Connor and Alan Young have unlimited rights to appear on TV. Eleanor Parker, Suzanne Cloutier and Don Taylor have no TV rights. Mary Sinclair, who is under contract to CBS, has TV rights, limited in number of appearances.

Following artists, under exclusive "term" contracts, have no TV rights:

Judith Ames, Peter Baldwin, Gene Barry, Lyle Bettger, Pierre Cressoy, Laura Elliot, Nancy Gates, Nancy Hale, Virginia Hall, Peter Hanson, Patricia Ann Harding, Betty Hutton, Carolyn Jones, Alan Ladd, Irene Martin, Michael Moore, Susan Morrow, Tommy Morton, Mary Murphy, Nancy Olson, Ann Robinson, Marion Ross, Barbara Rush, Jan Sterling and Joan Taylor.

Contracts of Messrs. Cressoy, Hanson, Ladd and the Misses Hutton and Rush expire during 1952.

on the West Coast since that time.

Bulk of Mr. Freeman's testimony added up to the fact that Paramount has no policy on the production of films for TV as far as the Hollywood studios are concerned. He said that the New York office handled that end of TV, and that as far as he was concerned, his job was to make films for theatre exhibition.

Paramount has no basic policy about keeping its stars from appearing on TV, he said. Most have TV rights.

However, players under "term" contract — inexperienced, young players being groomed for stellar roles—are forbidden to appear on TV without Paramount permission, he said. That is because he doesn't think TV production and facilities are technically on a par with those of the motion picture capital, he said.

"In Hollywood, we spend thousands of dollars on these young men and women," he pointed out. "When we use them in a film, every care is taken that they appear at best advantage—we have world renowned makeup artists, hair-dressers, wardrobe artists, cameramen, lighting experts.

"When a person appears on TV, he goes on camera, the picture goes out over the air and it's gone. No one can do anything to correct any flaws that show up. A camera, film or TV, is merciless; it brings out any defects," he said.

[For list of Paramount star and contract players and their TV rights, see story this page.]

Mr. Freeman said he did not know of any great demand for film

contract players for TV. But he offered this bit of advice to TV producers:

"Go out into the woods and by-paths, into the high schools and the little theatres, and find these people. Put them under contract, like we do, and build your own stars."

Neither does Paramount have any policy restricting its story properties, Mr. Freeman declared. It does not have TV rights to all stories, he said, but where it does and TV offers the right price he would recommend that they be sold for TV usage.

He qualified that statement by stating he would have to study the economics of the situation before deciding what he would recommend regarding those stories already made into motion pictures.

Among the obstacles to free use of motion picture features in TV are union contracts which have special repayment provisions in them if Hollywood "product" is shown over the air, he said. He referred to the 1946 contract with the American Federation of Musicians, which was renewed earlier this year, and to negotiations now underway with the Screen Actors Guild, which contains similar provisions.

All the Hollywood guilds, he said, are trying to get repayment rights incorporated in labor contracts with the producers, he said.

There is no policy against letting film technicians work for TV stations, he said, but none of the top workers want to. TV's scale of wages is too low, he said. He pointed out that a Hollywood mo-

tion picture cameraman gets a minimum of \$425 per week, while TV's minimum scale is \$140 per week.

Among other points made by Mr. Freeman were the following: (1) Average cost of a Paramount feature in 1951 was \$1,350,000. (2) Movie goes are today more selective than ever before, therefore Paramount is not making any more "B" pictures. (3) Schedule for 1952 is 24 "A" pictures, of which 14 will be in color. (4) Paramount paid ASCAP \$115,000 in 1950-51 year.

Bulk of Mr. Keough's testimony dealt with the history of Paramount Pictures, its organization, trade practices, contracts and anti-trust suits. His testimony was considered significant because he is senior official (except for Board Chairman Adolph Zukor) in terms of years with Paramount Pictures. He has been in an executive position since 1919.

Part of his exhaustive testimony concerned law suits against Paramount Pictures over the years. As of the end of 1951, there were 141 cases pending against the company, he said, with damages claimed of \$292,842,834.

On Thursday, FCC associate counsel Max D. Paglin began cross-examining Mr. Keough.

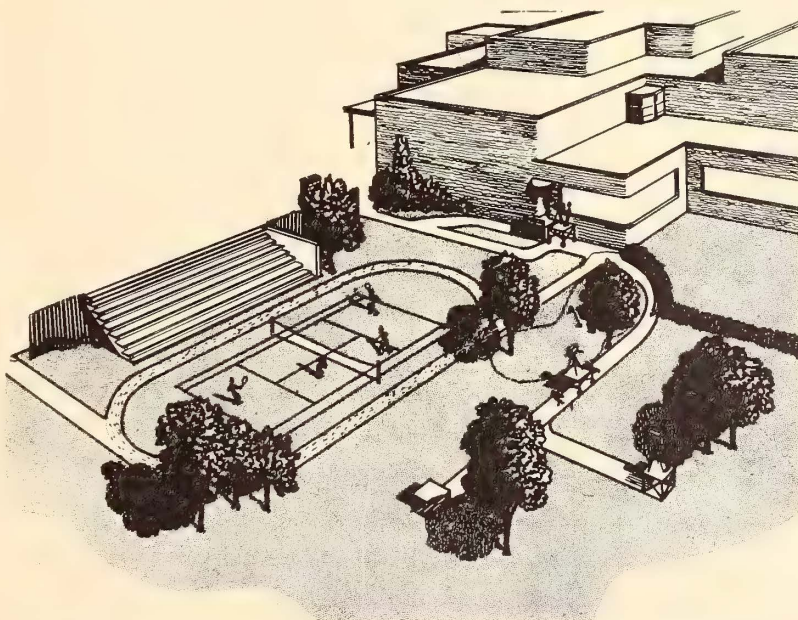
DuMont's Merger Positions

Subsidiary issue came up last week to plague attorneys in the case. Question arose whether DuMont should be permitted to participate in the ABC-UPT merger portion of the hearings. Attorneys argued that the merger was a separate hearing and that DuMont was not listed as a party. DuMont argued that it was a party to the merger proceedings. FCC Hearing Examiner Leo Resnick called for DuMont to file briefs by Feb. 26 defining its interests in the merger. Opposing attorneys will submit rebuttals.

Earlier in the week, the FCC Broadcast Bureau filed an opposition to the DuMont petition asking that it be severed from the Paramount hearing [AT DEADLINE, Feb. 11]. Broadcast Bureau said that the record was not yet complete on three out of the eight DuMont directors (the Paramount directors), that there was no necessity for immediate action, and that the Commission counsel could not prepare proposed findings on the Paramount-DuMont control question unless the rest of the hearing was halted—"neither logical nor desirable."

Sylvania Awards

SYLVANIA Television Awards for creative technique and public service, instituted last year, will be presented again in 1952, Don Mitchell, president of Sylvania Electric Products, announced Tuesday. Deems Taylor, chairman of last year's committee of judges, will again head a group representing the fields of education, sports, public affairs, entertainment, child welfare and arts and sciences.



FROM the artist's drawing-board is design of WTMJ-TV Milwaukee's outdoor, year-round studio, earmarked for this summer's completion at a cost of \$20,000-\$25,000. It will coincide with WTMJ's 25th anniversary and WTMJ-TV's fifth. In background is WTMJ's Radio City. Main area of outdoor studio will be 80 x 165 ft., which can be expanded to accommodate larger activities. Among attractions expected to be telecast from this fresh-air location are sports activities, women's shows, children at play, nature studies, summer fashions and even gardening demonstrations.

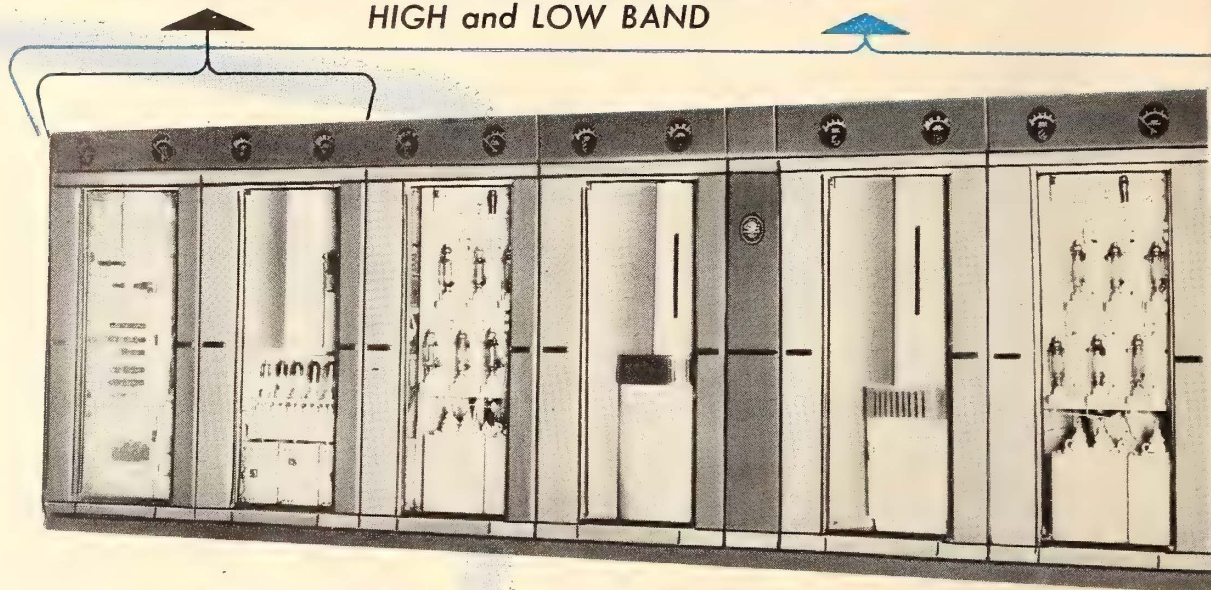


Standard Electronics

TV TRANSMITTERS

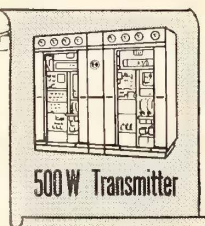
500 WATTS TO 20 KILOWATTS

HIGH and LOW BAND

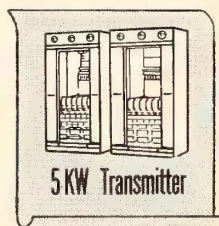


-FEATURING FOR THE FIRST TIME, EXPANDABLE **ADD-A-UNIT DESIGN!**

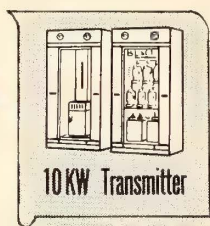
STANDARD'S exclusive ADD-A-UNIT feature enables you to start operation at minimum cost and later ADD-A-UNIT to increase your power. These high power ADD-A-UNIT Amplifiers can also be added to existing station equipment regardless of type.



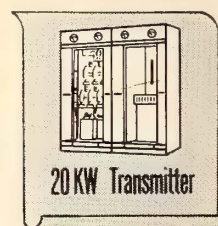
500 W Transmitter



5 KW Transmitter



10 KW Transmitter



20 KW Transmitter



The basic unit in the S-E ADD-A-UNIT transmitter is a 500 watt visual-aural unit. This is a complete, self-contained transmitter. Additional amplifiers are available as shown in the diagram to provide complete transmitters of 5, 10 or 20 KW output. These amplifiers may be installed initially or at such time as increased power is granted by the FCC.

"A CLAUDE NEON, INC.
PRODUCT"



STANDARD ELECTRONICS

285-295 EMMETT STREET, NEWARK 5, NEW JERSEY

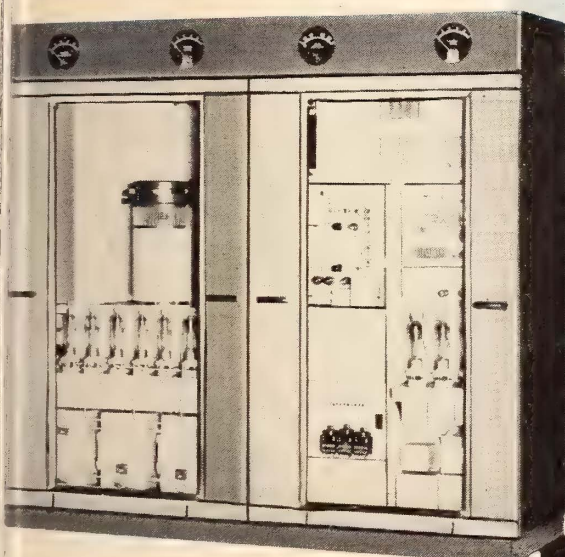
**-the great line of
new TV transmitters
with all the time-
and-money-saving
advantages you've
been waiting for!**



SAVINGS ARE TREMENDOUS WITH THESE NEW STANDARD ELECTRONICS TV TRANSMITTERS

because extreme flexibility is achieved by adding amplification to the basic 500 watt transmitter for power outputs to 20 KW

because a complete station package can be supplied to put you on the air quickly



● Greater Flexibility

ADD-A-UNIT design offers additional advantage in adapting the transmitter, which is completely self-contained, to any station layout whether in a straight line "L" or "U" arrangement.

● Lower Tube Costs

In addition to lower installation, operating and maintenance costs, additional savings are realized in tube replacement. Aging tubes, incapable of supplying adequate power in the visual section are interchangeable to the aural section where power requirements are considerably less. This similarity in the tube line-up also reduces your investment in spares to meet FCC requirements.

- Completely air-cooled
- Entirely self-contained
- Full length tempered—glass front doors
- All vacuum tubes visible during operation
- Covering the entire VHF-TV band

COMPARATIVE ADVANTAGES OF THE NEW STANDARD
TV TRANSMITTER BASED ON 5 KW. OUTPUT

SPECIFICATIONS	Standard Electronics	A	Competitive Transmitters B. C. D.
Approx. cost — 1 Set of tubes	\$1400	\$1500	\$1600 \$1700 \$3000
Approx. power consump. (over. pic.)	15KW	18KW	25KW 23KW 25KW
Similarity of tube line-up, aural and visual	YES	NO	NO YES NO
Physical length	178 in.*	180 in.	199 in. 215 in. 208 in.
Self-contained, both bands	YES	NO	NO NO NO
Air cooled, both bands	YES	YES	YES YES NO
Factory adjusted side band filter	YES	NO	YES NO YES
Ability to use driver as stand by transmitter	YES	NO	NO NO NO

*Includes side band filter

**Want to get on the air quicker?
S-E MINIMUM-
STATION PACKAGE**

A COMPLETE PACKAGE is supplied by Standard Electronics to which you can ADD-A-UNIT later to increase power... and at relatively low cost.

WRITE FOR
BULLETIN TTS-61
TODAY!



CORPORATION

Distributed in the U. S. by GRAYBAR ELECTRIC COMPANY
Distributed Overseas by WESTREX CORPORATION
Distributed in Canada by NORTHERN ELECTRIC COMPANY



Dallas

Texas' Most Powerful
Television Station



SERVES THE LARGEST

TELEVISION
MARKET...

Southwest
DALLAS and
FORT WORTH

More than a Million
urban population in the
50-mile area

More than TWO MILLION
in the 100-mile area

NOW

154,228

TELEVISION HOMES
IN KRLD-TV'S
EFFECTIVE COVERAGE
AREA

EXCLUSIVE CBS
TELEVISION OUTLET FOR
DALLAS-FORT WORTH
AREAS

This is why
KRLD-TV
is your best buy

Channel 4... Represented by
The BRANHAM Company

telestatus



DESPITE national ratings which placed Red Skelton and Milton Berle at the top of TV ratings, a greater percentage of Milwaukee viewers turned their dials to *Fireside Theatre* and to *You Bet Your Life*, starring Groucho Marx.

This tabulation applies to the week of Feb. 1-7 during which WTMJ-TV Milwaukee made an extensive coincidental telephone survey.

Fireside Theatre drew a rating of 72.8 and Groucho Marx a rating of 70.2. Milton Berle on *Texaco Star Theatre* was a magnet for a 65.3 rating with Red Skelton rating a listing of 63.5.

Walter J. Damm, vice president and general manager of The Journal Co., licensee of WTMJ-AM-TV, said that, "With only one television station in Wisconsin, we really didn't have to spend \$5,000 to make this survey.

Like Shooting Duck

"It's something like the lone hunter faced with a flock of sitting ducks: 'What's to be got—he gets'."

Nevertheless, Mr. Damm commented, "We wanted to find out just how big our 'bag' really is." Thus, the survey was made.

In Milwaukee County served by WTMJ-TV, the total TV set installations as of Feb. 1 was shown to be 207,640 (out of 267,100 homes). Outside Milwaukee Coun-

ty, there are an additional 105,744 sets dependent upon WTMJ-TV for service.

A total of 41,886 phone calls were attempted and 30,546 completed. It seemed logical to WTMJ surveyors that of those persons phoned but not reached, many might be viewing a set outside their home.

"The mistake made in radio surveys," Mr. Damm said, "in which it is assumed that if the telephone was not answered that a family was not listening to the radio, must not be made in television. Everyone today recognizes radio's mistake in connection with automobile radios and other out-of-home radio listening. So far as is known, no survey has ever been made to measure the size of the television audience outside the home and WTMJ-TV is seriously considering a study of this kind in the near future."

Mr. Damm stated, "I am going to send a copy to every television station in the country with the suggestion that they consider doing what the newspapers are doing in connection with the Consumer Analysis which The Journal Co. originated many years ago.

"For the past several years," Mr. Damm continued, "an increasing number of newspapers have made this survey based on mutually agreed-upon questionnaires and they have then gotten out a con-

Milwaukee Preferences Are Analyzed

(Report 204)

solidated issue covering all towns. "Maybe the time has come," he observed, "when the television stations ought to take the bull by the horns and do their own job of research."

* * *

'Talent Scouts' Tops February Trendex

HEADING the list of top 10 Trendex ratings for sponsored network TV shows for month of February is CBS-TV's *Talent Scouts*. Full list is as follows:

1	Talent Scouts	44.9	CBS-TV
2	I Love Lucy	43.3	CBS-TV
3	Star Theatre (Berle)	40.4	NBC-TV
4	Red Skelton Show	38.6	NBC-TV
5	Godfrey's Friends	38.1	CBS-TV
6	Your Show of Shows	35.5	NBC-TV
7	Fireside Theatre	34.7	NBC-TV
8	Man Against Crime	33.7	CBS-TV
9	You Bet Your Life	32.9	NBC-TV
10	Robert Montgomery	31.9	NBC-TV

These ratings are based on the one live broadcast during the week Feb. 1-7.

* * *

Camera Process May Alter Movie Technique

NEW camera process which may change the movie photographic technique has been developed by Camera Vision Productions, Beverly Hills.

It utilizes the conventional camera in conjunction with an electronic camera similar to that used in TV, according to Arthur Lyons, company president. Combination

(Continued on page 105)

Weekly Television Summary—February 25, 1952—TELECASTING Survey

City	Outlets On Air	Sets in Area	City	Outlets On Air	Sets in Area
Albuquerque	KOB-TV	13,000	Louisville	WAVE-TV, WHAS-TV	130,071
Ames	WOI-TV	80,607	Matamoros (Mexico)		
Atlanta	WAGA-TV, WSB-TV, WLTV	185,000	Brownsville, Tex.	XELD-TV	11,101
Baltimore	WAAM, WBAL-TV, WMAR-TV	358,052	Memphis	WMCT	118,601
Binghamton	WNBF-TV	50,150	Miami	WTVJ	105,001
Birmingham	WAFM-TV, WBRC-TV	81,100	Milwaukee	WTMJ-TV	313,381
Bloomington	WTTV	125,000	Minn.-St. Paul	KSTP-TV, WTCN-TV	301,501
Boston	WBZ-TV, WNAC-TV	861,653	Nashville	WSM-TV	62,331
Buffalo	WBEN-TV	253,536	New Haven	WNHC-TV	224,001
Charlotte	WBTV	122,970	New Orleans	WDSU-TV	81,761
Chicago	WBKB, WENR-TV, WGN-TV, WNBQ	1,077,817	New York	WABD, WCBS-TV, WJZ-TV, WNBC-TV, WOR-TV, WPIX	2,800,001
Cincinnati	WCPO-TV, WKRC-TV, WLWT	329,000	Newark	WATV	
Cleveland	WEWS, WNBK, WXEL	567,692	Norfolk	WTAR-TV	101,831
Columbus	WBNS-TV, WLWC, WTVN	210,000	Oklahoma City	WKY-TV	116,681
Dallas	KRLD-TV, WFAA-TV, WBAP-TV	154,228	Omaha	KMTV, WOW-TV	119,371
Davenport	WOC-TV	88,598	Philadelphia	WCAU-TV, WFIL-TV, WPTZ	1,010,001
Dayton	Quad Cities Include Davenport, Moline, Rock Is., E. Moline		Phoenix	KPHO-TV	55,101
Detroit	WHIO-TV, WLWD	227,000	Pittsburgh	WDTV	342,201
Erie	WJBK-TV, WWJ-TV, WXYZ-TV	750,000	Providence	WJAR-TV	191,001
Ft. Worth	WICU	82,765	Richmond	WTVR	108,871
Ft. Worth-Dallas	WBAP-TV, KRLD-TV, WFAA-TV	154,228	Rochester	WHAM-TV	128,001
Grand Rapids	WOOD-TV	135,000	Rock Island	WHBF-TV	88,591
Greensboro	WFMY-TV	101,111	Quad Cities Include Davenport, Moline, Rock Is., E. Moline		
Houston	KPRC-TV	116,000	Salt Lake City	KDYL-TV, KSL-TV	73,301
Huntington			San Antonio	KEYL, WOAI-TV	67,681
Indianapolis	WSAZ-TV	73,500	San Diego	KFMB-TV	126,001
Jacksonville	WFBM-TV	212,350	San Francisco	KGO-TV, KPIX, KRON-TV	315,001
Johnstown	WMBR-TV	52,000	Schenectady		
Kalamazoo	WJAC-TV	138,454	Albany-Troy	WRGB	198,601
Kansas City	WKZO-TV	170,560	Seattle	KING-TV	124,501
Lancaster	WDAF-TV	189,161	St. Louis	KSD-TV	372,001
Lansing	WGAL-TV	135,576	Syracuse	WHEN, WSYR-TV	166,021
Los Angeles	WJIM-TV	82,000	Toledo	WSPD-TV	150,001
	KECA-TV, KFI-TV, KLAC-TV, KNBH		Tulsa	KOTV	108,261
	KNXT, KTLA, KTTV	1,161,036	Utica-Rome	WKTV	67,001

Total Markets on Air 64*

* Includes XELD-TV Matamoros, Mexico

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

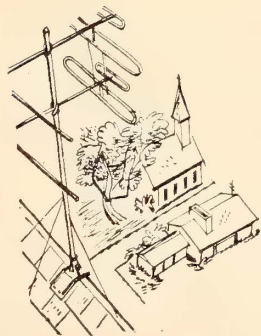
Stations on Air 109*

Estimated Sets in use 15,917,826



50,000 watts of radiated power from
a 1,062-foot tower over channel 2

**produced this
remarkable coverage
pattern for WSB-TV**



Four programs produced 7,346 pieces of unsolicited mail from the shaded counties in December. This does not represent the total mail pull for that month. These thousands came for *Peachtree Cowboys*, *Come Into the Kitchen*, *Santa Claus* and *Strictly for the Girls*, each a WSB staff-produced show. We do not know the actual "count" on the entire WSB-TV audience. We do know that it is BIG—and growing BIGGER by the minute. Today, WSB-TV offers you the biggest dollar's worth in Southern television history.

wsb-tv
ATLANTA, GEORGIA

*World's tallest TV tower
50,000 watts, channel 2.
Represented by Petry*

AFFILIATED WITH THE ATLANTA JOURNAL AND THE ATLANTA CONSTITUTION

KFMB
TV
Channel-8

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

San Diego
...NOW A
Billion
Dollar
MARKET!

... "I can say that in the past, we have considerably understated the San Diego market, but we now credit it with a billion dollar income (after income taxes)."

Cordially yours,
J. M. GOULD,
Managing Director,
Market Statistics, Inc.

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.

TWO television film producers are planning to shoot series of television film programs in the Scandinavian countries this summer and fall.

Scandinavian - American Television Co., Beverly Hills, will film a half-hour series, *Hans Christian Andersen Tales*, in Denmark. Malvin Wald, writer, has gained the cooperation of the Royal Danish Government, Andersen Society and Museum, and will incorporate the Royal Danish Theatre, Ballet and Symphony Orchestra in the films. **Arthur Pierson**, Scandinavian-American film director, will direct the programs. **Karl E. Moseby**, company vice president and executive producer, plans completion of the first 13 films by July.

Crown Film Productions, Beverly Hills, plans September production of 13 half-hour television films, *Secret Assignment*, to be shot in Stockholm. Producer-director **Thor Brooks** leaves for Europe upon completion of directional duties for Telemount Pictures, Hollywood.

Trans - Video Productions, Inc., Hollywood, has been formed by **John Van Geldern** as president and executive producer and **Sam Manchel** as vice president and secretary. The first television film series, to be filmed in color, is *Let's Take a Closer Look*, 13 five-minute programs based on the fact that objects are not always what they seem to be at first glance. The company is signing and developing its own group of stock players from which to draw for future series.

Hal Roach Productions, Culver City, starting first of projected 13 half-hour film series, *My Little Margie*, next week. **Charles Farrell** and **Mona Freeman** will star as father and daughter in the domestic comedy format. **Frank Fox** is the writer.

On the 1952 schedule is *The Dramatic Hour*, 13 half-hour films divided into four separate parts and similar in format to *Children's Hour*. Mr. Roach is negotiating with film stars **Barbara Stanwyck** and **Montgomery Clift** for leading roles.

Snader Productions Inc., Beverly Hills, with **Robert Snader** and **Bernard Brodie** in charge of production, form new department to produce and finance half-hour television films. The primary interest is in dramatic and adventure series and packages with names. Three series are planned.

Pathescope Productions, New York, television, industrial, educational and government film producers, opening Midwest office at 2536 Euclid Ave., Cleveland, to be headed by **Robert Polatsek**, formerly associate film and TV producer at **Fuller & Smith & Ross** advertising agency, New York.

Sales . . . **Rene Williams Productions**, Hollywood, 26 half-hour television films,



film report

Invitation Playhouse leased to six more stations. Now being telecast on **KLAC-TV** Hollywood, added stations and sponsors are **KFMB-TV** San Diego, **Borrego Springs Realty Co.**, San Diego; **KRON-TV** San Francisco, **Spreckles-Russell Dairy**, San Francisco; **WDTV** (TV) Pittsburgh, **Oswald & Hess Co.** (meat packers), Pittsburgh; **WAAM** (TV) Baltimore and **WMAL-TV** Washington, **Gunther Brewing Co.**, Baltimore; **WTMJ-TV** Milwaukee, **Ennis Motors**, Milwaukee. **Maurice Greshman**, sales manager of **Syndicated Television Productions**, affiliate of **KLAC-TV**, handled the negotiations.

CBS Television Film Sales, distributors of *The Cases of Eddie Drake* and *The Files of Jeffrey Jones*, announced sale last week of both Hollywood-filmed features to **Crawford Clothes Inc.**, New York, via **Al Paul Lefton Co.**, New York. Thirteen weeks of *Eddie Drake* and 26 weeks of *Jeffrey Jones* will be seen on the DuMont New York outlet, **WABD** (TV), starting March 6. Screen actor **Don Hagerty** stars in both features.

Sarra Inc., Chicago, is producing a series of "spring is on the way" television films for **Cargill Inc.**, Minneapolis, and **Green Treated Cargill lawn seed** through **Bruce B. Brewer & Co.**, Kansas City.

Sarra also is handling the filming of **Poof** commercials for **Jules Montenier Inc.**, Chicago, through **Earle Ludgin** agency, Chicago. They are used on *What's My Line*, **CBS-TV**, with **Stopette** deodorant spots.

Gabriel Moulin Studios, San Francisco, opens special television film creative department to assist Northern California advertising agencies in production of commercials. **Don Briese**, formerly with **Edwards Agency**, Los Angeles, and **Charles E. Sayers**, motion picture director for **Gabriel Moulin**, will head the department.

Southwest Film Productions, in collaboration with the **Advertising Art Studios** and **Aylin Advertising Agency**, all of Houston, completed Houston's first animated sound-on-film television spot fortnight ago. Spot was done for **Weldon Cafe**.

teria, Houston, and is scheduled on **KPRC-TV**.

Art Directors Club of Los Angeles during its seventh annual exhibition of West Coast advertising art for the first time presented a medal award for the best television commercial film. Winner was **T. Parmelee**, art director for TV commercial film produced by **Unit Television Productions of America** for U. S. Navy. Trio also won Certificate of Merit award.

Olio Video Television Productions Inc., New York, has released three of its recently acquired films for use on TV: *Great Guy* with **Jam Cagney**, *Knickerbocker Holiday* with **Nelson Eddy** and **Shelly Winters**, and *Man Who Lost Himself* with **Brian Aherne** and **Kay Francis**. **Olio Video** also has completed editing 29 feature films and westerns to meet half-hour TV program requirements.

M. & A. Alexander Productions, Hollywood, acquire world TV and theatrical distribution rights in **RKO**-released feature film, *The Vain Still Pursued Her*.

People . . . **George Ellis**, general sales manager of **Ziv Radio-TV Productions** joins **Jerry Fairbanks Productions**, New York, as manager of recently expanded sales office.

Arnie Kaplan, account executive for **KFI** Hollywood, to **Screen Gems Inc.** Hollywood, as Western sales representative.

Jerry Abbott joins the sales staff in the TV department of **Klin Studios**, Chicago.

William J. Dolley joins **Academy Film Productions**, Chicago, as director of sales. He has been a radio and television salesman for years.

Phildan. TV Productions, Hollywood, signs **Jo Graham**, dialog and test director; **Edward Ilou**, production designer; **Ray Scott**, production and construction supervisor and **Alfred DeGaetano**, supervising editor, for 13 half-hour TV film series based on **Ernest Haycock** stories.

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BEST FOR TV FILMS
USED BY →

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FILM LABS.
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SYNC-SOUND
RANGERTONE
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**More people
watch WPTZ
than any other
Philadelphia
TV station***

*** Not our estimate but ARB figures
for the entire year of 1951**

WPTZ
NBC TV-AFFILIATE

**Write 1600 Architects Building, Phila. 3, Pa.
Phone LOcust 4-2244 or NBC Spot Sales**

'RED' PROBE?

House Group Warns TV Industry

AD COST PLAN H

Arnall Succeeds DiSa

TELEVISION'S camera world may become the future stamping grounds of Congressional investigators, much in the way the Hollywood movie studio has become the concern of the House Un-American Activities Committee.

This was the implication given in the committee's annual report released Feb. 17 and in subsequent clarification to BROADCASTING • TELECASTING by a committee staff investigator.

What the committee fears most, according to both the report and the spokesman, is a large-scale exodus of Communists and fellow travelers from the motion picture industry to television.

The warning to television moguls was received with a polite and studied quiet with the exception of comment from two West Coast TV executives.

Harry S. Ackerman, vice president in charge of network programs, CBS Television, Hollywood, said the industry is "as clean as a whistle." He pointed out that the network has a loyalty questionnaire which prospective employees are required to sign. Also quoted was Klaus Landsberg, vice presi-

dent and general manager, KTLA (TV) Los Angeles (Paramount Television Productions Inc.). Mr. Landsberg noted that the very nature of the industry acts as a safeguard against infiltration.

While pin-pointing the TV industry as possibly the next avenue for Communist infiltration, the committee sharply scolded the Hollywood movie industry, charging that it has failed to rid itself of Communists. The report stated:

The committee had assumed that its 1947 hearings had served to minimize the power of the Communist Party among the devotees of the silver screen. However, it was found during the course of the 1951 hearings that actually the 1947 hearings had not lessened the extent of Communist infiltration in Hollywood and had not prevented the flow of money from Communists and fellow travelers employed in the industry to the Communist Party. The influence of the party in the Screen Writers Guild, however, was severely curtailed as a result of the hearings held by the committee during the year 1947.

Portion of the report aimed at creating awareness in the TV industry, as a committee staff member phrased it, follows:

It must be remembered . . . that the American public also has an investment in Hollywood for, prior to the advent of television, the American public relied almost solely upon Holly-

wood motion pictures for visual, dramatic presentation. It must be realized that moving pictures have a tremendous emotional effect upon the audience which views them.

The same is true of television shows. Because of the vast new potentialities of television it seems logical that Hollywood motion pictures will some time in the future be presented on a large scale to television audiences.

The committee hopes that its investigation of Hollywood will have a far-reaching effect and prevent a large-scale future Communist infiltration of the television industry. It is logical to assume that the Communists will endeavor to infiltrate television on a large scale because it is rapidly becoming an important entertainment medium in the United States. The committee realizes that the vast majority of entertainers and workers in the entertainment field are patriotic and loyal Americans, but the flow of money to Communist coffers which comes from those who are disloyal must be stopped.

The report contained the first exclusive reference to the TV industry since the committee's formation on Capitol Hill.

The first Hollywood probe began in 1945 with subsequent hearings in Hollywood and in Washington in 1947 and in 1951. The committee indicated it did not consider the Hollywood investigation at an end.

It was emphasized that radio was not ignored in the committee's deliberation, but that television was cited because of its adjacency in providing entertainment, hiring of talent, writers, producers and even technicians. The word of caution holds for the radio industry as well, the committee spokesman said.

The report drew strong criticism from Eric Johnston, president of the Motion Picture Assn. of America, who said it did not contain a "shred of evidence that Communists ever succeeded in influencing the content of a single motion picture made by any of our members. . . . The committee knows that leaders of the industry voluntarily agreed in a statement of policy in 1947 that they would not knowingly employ Communists. This policy has been adhered to unswervingly."

Accusing the committee of making a "misleading and unfair" report on Communist influence in Hollywood, Mr. Johnston said by failing to mention movie industry policing, "the committee has done tremendous disservice" to the movie industry.

Rita Halle Wile

RITA HALLE WILE, wife of Frederic William Wile Jr., vice president and director of NBC-TV network production, died last Wednesday night in New York Hospital after a short illness. She was a native of New York. Survivors include Mr. Wile; a son, Frederic W. Wile 3d; a daughter, Miss Halle Wile; her mother, Mrs. Rita S. Kleeman of New York, and two brothers, Louis J. Halle Jr. of Washington and Roger Halle of New York.

MARKING time until Congress takes up economic controls legislation March 4, the administration last week leveled a broadside at the author of the controversial formula for advertising cost allowances.

At the same time, Ellis G. Arnall was sworn in as new price stabilizer, succeeding Michael DiSaio who resigned to campaign for the Senate Democratic nomination in Ohio. The Senate confirmed Arnall, former governor of Georgia, without dissent last Monday. Swearing-in ceremonies were held in Atlanta Thursday.

The Democrats turned their attack on Sen. Homer Capehart (Ind.), who spearheaded the original drive for legislation to permit advertising and other computation in *The Democrat*, official newspaper of the party published by the Democratic National Committee. stated:

"The word 'Capehart,' which once came close to becoming a common noun synonymous with 'juke-box,' has now come to be a synonym for unjustified inflationary price boosts.

'Cost Plus Program'

"The Capehart amendment makes the Defense Production Act a cost plus program for manufacturers, and thus makes our defense program more expensive."

The newspaper urged prompt action by Congress in support of President Truman's plea for repeal of the amendment [B•T, Feb. 1]. Under the Capehart formula, manufacturers may compute certain costs for advertising, selling, administrator and other factors from the start of the Korean war to July 26, 1951.

The President's request for repeal of Capehart formula—and curbing consumer credit on radio TV set installment purchases—contained in two bills dropped the Congressional hopper the previous fortnight. The Senate Banking Currency Committee had set hearings to start March 4. The present Defense Production Act expires June 30.

RCA TV CLINIC

Draws 70 Engine

MORE than 70 broadcast engineers have enrolled for a five-day training course at the RCA Victor plant in Camden, N. J., in theory, design, operation and maintenance of UHF and VHF television equipment. The training clinic, tenth in a series sponsored by the RCA Engineering Products Dept., will begin today (Monday).

Leading engineers at the company will conduct lecture classes employing the latest techniques in audio-visual instruction. The program will terminate with a test through the David Sarnoff Research Center, Princeton, N. J., on Feb. 29.

Washington Watches

Movies

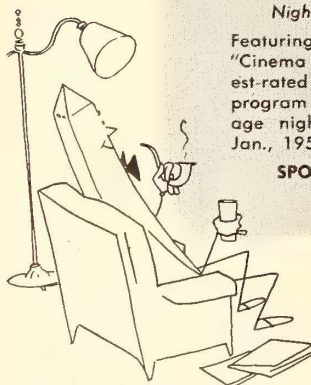
CINEMA PLAYHOUSE

11:05 p.m.-Midnight

Nightly except Saturday

Featuring varied film fare, "Cinema Playhouse" is the highest-rated late evening TV movie program in Washington (average nightly rating—6.7, ARB, Jan., 1952).

SPOT PARTICIPATIONS AVAILABLE



Watch Washington

One of the outstanding features of the Washington Metropolitan Area market is its stability. Washington has a stable source of employment in the federal government, with nearly half of the workers in the area—278,500—employed by Uncle Sam. These employees pour a monthly payroll of \$102,300,000 into the market. Stability of federal employment means stability of employment in private business.

wnbw

Channel 4

NBC Television in Washington

Represented by NBC Spot Sales



from the **VIEWER'S VIEWPOINT**

"... KPIX, for its overpowering effort to please!"

*... writes Mrs. Donald D. Poff,
425 Franklin Street
San Francisco, California*

The "effort to please" has been characteristic of KPIX, San Francisco's pioneer television station, from its very first day.

It's a successful effort, too! Speaking for thousands and thousands of viewers, Mrs. Poff writes, "in staying close to Channel 5, I see great humor, great drama, great stars, great shows. As a housewife, I particularly enjoy the variety of your daytime programs. In the evening, the rest of my family joins me on Channel 5. KPIX is tops!"

Such viewer-loyalty offers a special sponsor-value worth looking into with your Katz man.



KPIX

C H A N N E L

5

SAN FRANCISCO
CBS and DUMONT Networks

Represented by the Katz Agency

'EMMY' AWARDS

NBC-TV Gets Five of Six

NBC-TV shows and personalities won five out of the six "Emmy" awards with KNBH (TV), its owned and operated Hollywood station, receiving one of the three special achievement awards at fourth annual Academy of Television Arts & Sciences Awards dinner held in Los Angeles Ambassador Hotel last Monday night.

Red Skelton was presented two awards. One was for his NBC-TV Sunday show and the other for being the best comedian on TV. Sid Caesar was named best actor and Imogene Coca best actress. Their co-starring program *Your Show of Shows* was named best variety show on TV.

CBS-TV *Studio One* took honors as the best dramatic show.

Academy's board of directors in addition voted three special achievement awards. Sen. Estes Kefauver (D-Tenn.) was honored for what was described as an outstanding contribution to TV through his telecasts of the crime investigation hearings. American Telephone & Telegraph Co. was cited for its completion of the

coast-to-coast microwave system.

Jack Burrell, KNBH engineer, was presented an "Emmy" for perfecting a mobile camera unit which can operate for distances up to a quarter-mile from a remote truck without use of cables or wires of any kind.

Out-of-town "Emmy" winners expressed appreciation to ATAS via long-distance telephone, with conversation being picked up by KECA-TV which telecast the evening's event locally.

More than 600 persons attended the awards dinner. Mike Stokey, ATAS president, presided. At conclusion of the awards presentation, he formally turned over the gavel to Hal Roach Jr., film producer, installing him as president for 1952.

From Bob to Harry

GIVE President Truman "my very best love," Sen. Robert Taft told the four Voice of Democracy winners last Tuesday just before their White House visit. The students drew straws, with Dwight Clark Jr., Fort Collins, Col., the lucky one to repeat the GOP candidate's words to the President. He drew this reply, "Oh, Bob Taft and I get along all right. I call him Bob and he calls me Harry. He's a fine man, but he's on the wrong side of the fence." (See main VOD story and photo page 89).

FREEZE END

Mid-March, Says C

HOPE that the TV freeze will ended by "around the middle next month" was expressed by FCC Chairman Wayne Coy in his speeches last week prior to his resignation. Mr. Coy addressed the Fort Wayne Rotary Club at the Muncie Junior Chamber Commerce on Feb. 18. He gave almost identical talks on the subject of TV to both groups.

Following mid-March freeze-end [B•T, Feb. 18], Chairman Coy estimated that the Commission could start processing TV applications around May 15 or June 15 and that there might be from 10 to 20 new TV stations on the air this year. He included a 60 to 90-day waiting period after the freeze ends for the filing of new applications and the revision of the old ones in his estimate.

In discussing color, Mr. Coy pointed out that the CBS field sequential system "was not limited to the use of the disc." He said the present work on the development of a tri-color tube was "particularly significant" since it could be used by the CBS system and thus away with its mechanical aspect.

Since no successful compatible color system was demonstrated during the hearing, Mr. Coy said although everyone agreed it was most desirable to have a compatible color system, "the Commission felt that it was not fair to deprive 40,000,000 American families of the opportunity to have color simply because the owners of the 7,000,000 or 8,000,000 at that time might have to spend some money adapting their receivers."

UHF IN PHILA.

Asked by Westinghouse

FIRST application for a UHF television station in a major city by a major broadcaster was filed last Thursday with the FCC.

Westinghouse Radio Station Inc. filed for UHF Ch. 17 in Philadelphia with ERP of 200 kw visual.

The application pointed out that there are now more than one million VHF receivers in Philadelphia.

Expenses for the first year operation were estimated at \$45,000.

Westinghouse listed construction cost of the 200-kw station at \$46,000.

WRS is the licensee of KDKA-AM-FM Pittsburgh, KYW-AM-FM Philadelphia, WBZ-AM-FM Boston, WBZA-AM-FM Springfield, KEX-AM-FM Portland, Ore., and WOWO-AM-FM Fort Wayne. It is an applicant for VHF TV station in Pittsburgh, Portland, Ore., and Fort Wayne. Westinghouse also operates an international broadcasting station, WBOS Boston.

Last week a total of five television applications were received by the FCC (see FCC ROUNDUP, page 103). The Westinghouse filing brings the number of UHF applications to almost 30.

COLOR RESEARCH

No Engineer Problem—GE

ALTHOUGH the government has banned commercial color TV production, General Electric Corp. has encountered no problem involving transfer of engineers from color research to defense and civilian projects.

This was revealed by GE officials following a news conference held by the company in Washington last Tuesday on the role of subcontracting in the defense effort.

GE officials estimated that about 60% of the firm's engineering personnel had been utilized on military programs before the ban. Since then, perhaps another 15% have been diverted to defense work. This contrasts with reports that at least one company reassigned 40 or 50 engineers from color TV to other work.

The question was posed in connection with the possibility that the National Production Authority may lift its color television equipment ban if manpower and materials problems can be resolved to the government's satisfaction [B•T, Feb. 18].

GE officials noted that a great bulk of the firm's engineering personnel has been involved in defense research and development projects for the past five or six years. The NPA freeze did not divert any appreciable number of technicians, they said. Color TV research and development is not prohibited by the order.

Some engineers have continued on color video research in connection with the company's work on the RCA and National Television System Committee systems, it was pointed out. If NPA were to lift the prohibition, General Electric would, of course, be forced to concentrate more heavily on color research for competitive reasons. The same situation would obtain in the event that color equipment is mass-produced.

One factor in the engineering question lies not only in the shortage of so-called "project" engineers as such but in the lack of trained personnel to instruct other technical help in all TV development.

Much of the engineering personnel which has concentrated on color TV also has interchanged

with monochrome television research as well as with military applications of black and white television.

General Electric has another interest in the color TV ban—that of a manufacturer which has contracted to produce 20th Century-Fox Corp.'s Eidophor theatre TV unit. But here again color is only one phase.

First units of Eidophor, described as a projection theatre TV system, are due from Switzerland this spring and scheduled for demonstration in New York. Eidophor may be adopted to color (through the CBS color system) or used for ordinary theatre television.

GE officials claim they have the necessary research and development facilities to perfect the system. GE engineers will work on it notwithstanding NPA's color ban once it is submitted to the firm for development.

TV CRITICISM

Should Be Heeded—Young

CRITICISM of television's programming should not be ignored or shrugged off by TV broadcasters and sponsors, James Webb Young, senior consultant to J. Walter Thompson Co. and consultant on mass media to the Ford Foundation, told Thursday's luncheon meeting of the Radio Executives Club of New York.

This criticism, Mr. Young pointed out, rises from the "sound instinct that in the homes of America television could become the greatest single medium in determining their informational level, their cultural and taste level and the level of unconscious behavior patterns set before their children." These things, he said, are matters of concern not only to professional educators but to millions of earnest parents.

BAY AREA AWARDS

Academy Picks KRON-TV

SAN FRANCISCO Academy of Television Arts and Sciences in voting at its annual award banquet Feb. 16 selected KRON-TV as the outstanding Bay Area station for 1951.

The Station Achievement Award was presented by San Francisco Mayor Elmer Robinson to Charles Thieriot, KRON-TV manager. The award is a silver statuette of a winged lady dubbed the "Emmy" by the Academy.

Selected as outstanding male and female personalities in Bay Area television were Lee Giroux and Marjorie Trubull, both freelance stars with shows on both KRON-TV and KPIX (TV). Runners-up, receiving honorable mention scrolls in the competition, were Del Courtney of KPIX and Evangeline Baker of KGO-TV.

Award winners in other categories and the honorable mention runners-up were:

Best Live Show: *Science in Action* (KGO-TV); *Looking at Fashion* (KGO-TV). Best Children's Program: *Cartoon Circus* (KRON-TV); *Captain Fortune* (KPIX). Best Live Commercial: Golden State Milk; Chevrolet Motors. Best Film Commercial: Golden State Milk; Belfast Root Beer. Best Live Sports Coverage: Calif.-Stanford Big Game (KGO-TV); Calif.-Stanford basketball games (KGO-TV).

Best Daytime Program for Adults: *Exclusively Yours* (KRON-TV); *Del Courtney Show* (KPIX). Best Educational or Cultural Program: *Science in Action* (KGO-TV); *KMA-438* (KPIX). Best Public Service Program: *Cerebral Palsy Celebrity Parade* (KGO-TV); *Saints and Sinners Milk Drive* (KPIX). Best Special Event (one time only): Kefauver Hearings (KGO-TV); Midnight Mass from St. Mary's (KGO-TV). Best News Program: William Winter (KPIX); Al Constant's *Shell News* (KRON-TV). Best Film Program: *Behind These Walls* (KRON-TV); *Teletrips* (KPIX). Engineering Award: George Mathiesen (KPIX); W. A. Palmer (Palmer Lab.).

America's
TOP SHOWS
depend on Houston-Fearless Equipment



The Alan Young Show
CBS Television Network

Starring Alan Young with guests William Perlberg and George Seaton of Paramount Pictures, producers of "Aaron Slick from Pumpkin Creek." Color by Technicolor.

"In 98% of all U.S. Television Stations"

There are many good reasons why Houston-Fearless television camera pedestals and dollies are standard equipment in a vast majority of television stations. They are skillfully designed to give complete mobility to the camera, engineered to withstand constant usage, and built to give dependable performance at all times.

They embody 26 years of leadership in manufacturing camera and film processing equipment for the motion picture studios of Hollywood and throughout the World. You can rely on Houston-Fearless for quality and dependability.

Write for catalog on television equipment.

The
**HOUSTON
 FEARLESS**
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- DEVELOPING MACHINES • COLOR PRINTERS • FRICTION HEADS
- COLOR DEVELOPERS • DOLLIES • TRIPODS • PRINTERS • CRANES

11801 W. OLYMPIC BLVD • LOS ANGELES 64, CALIF.

"WORLD'S LARGEST MANUFACTURER OF MOTION PICTURE PROCESSING EQUIPMENT"



FROM front, bottom, clockwise: Daniel Denenholz, Katz, New York; Tom Harker, Fort Industry Co. and WAGA-TV Atlanta; P. A. Sugg, WKY-TV Oklahoma City; Harry Lipson, WJBK-TV Detroit; Allen L. Haid, WSPD-TV Toledo; Thomas J. Flanagan, Katz, Kansas City; Hoyt Andres, WKY-TV; Gerald H. Gunst, Katz, Chicago, and Walker Long, WSAZ-TV Huntington.



FROM the front (l), counterclockwise: William F. Kiley Jr., WFBM-TV Indianapolis; Willard Schroeder, WOOD-TV Grand Rapids; Harry M. Bitner Jr., WFBM-TV Indianapolis; Paul Adanti, WHEN Syracuse; Roger W. Clipp, WFIL-TV Philadelphia; William Condon, Katz, Chicago; Robert Salk, Katz, New York; Lewis Johnson, Katz, Chicago; L. H. Rogers, WSAZ-TV Huntington; Ray Peritz, Katz, Chicago.

Spot Problems

(Continued from page 71)

mentation of The Katz Agency. It was agreed, also unanimously, "that, consistent with current contractual obligations, all advertisers should have equal opportunity to the use of their facilities and that national spot advertisers be protected against preemption up to 52 weeks."

Katz men recommended that as far as possible, stations try to protect advertisers against rate changes for a 12-month period, the custom in radio, instead of for six months as practiced in TV.

Rate Changes Protested

Agencies and their clients have long protested the frequent rate changes in TV because they upset scheduled budget allocations. Most stations, however, have upped their rates with consistent increases in circulation. The plan to offer a set rate for a firm 52-week contract would be more feasible for stations with "levelled off" circulation where set penetration is about 50 per cent. This condition applies to about 11 of the Katz stations.

Because of the "multiplicity of rating services and the great variation in their findings," the station

men recommended adoption of some method which would establish "a universally acceptable yardstick of audience measurement." They recommended that The Katz Agency propose organization of a study

committee in letters to the NARTB, the ANA, AAAA and the National Assn of Radio and Television Station Representatives.

The meeting began officially Saturday with a morning session, al-

though early-comers attended cocktail party Friday evening. Saturday agenda of luncheon, dinner and talks was followed by Sunday morning business meeting and luncheon. The conference took place at the Edgewater Beach Hotel.



FROM the back (l), clockwise: Philip G. Lasky, KPIX (TV) San Francisco; Margaret Alcott, Katz, New York; George W. Brett, Katz, New York; Ernest A. Lang, WMAR (TV) Baltimore; Edward Codel, Katz, New York; Lou Simon, KPIX San Francisco; David Lundy, KLAC-TV Los Angeles.



FROM extreme left, clockwise: Robert S. Wilson, Katz, New York; William H. Bell, WHEN-TV Syracuse; T. E. Kruglak, Katz, New York; Ewell K. Jett, WMAR (TV) Baltimore; Don J. Feddersen, KLAC-TV Los Angeles; Scott Donahue, Katz, New York; David Rutledge, Katz, Dallas; Arthur J. Underwood, Katz, Detroit; U. A. Latham and Kenneth W. Church, WKRC-TV Cincinnati.

AD 'INFLUENCE'

Cited in OSU Survey

TELEVISION advertising has "marked influence" on the purchase of specific commodities by all income groups, and advertisers should sponsor more research to discover the local impact of their sales messages.

These conclusions were reached by an Ohio State U. faculty member on the basis of a survey conducted in the Columbus area.

Dr. Kenneth Dameron, OSU commerce college faculty staffman, claims that TV is a factor "in influencing the purchase of consumer goods and especially products new and different to a given family. He recorded a 76.8% among TV families which conceded they were influenced by video advertising.

The percentages varied from 100% for upper middle income groups to 78.3% for families in the low income strata.

Other factors brought out in the study touched on (1) location of TV sets in the home and relation to set location to daytime viewing (2) housework carried on while viewing daytime fare, and (3) possible increase in daytime viewing in relation to type of program and influence on evening televiewing.

**ANIMATED AND
LIVE ACTION
TV FILM SPOTS**

20-Second and 1 Minute

TELESCRIPTIIONS

823 VICTOR BLDG.
WASH., D. C.

Starling 465

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RADIO and TV STATIONS

Profits Depend on
Efficient Personnel

Our Graduates are
Checked for . . .

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- Appearance and Personality
- Integrity and Showmanship

Trained by . . .

Network Professionals

Trained to . . .

- Do more than one job well
- Understand your operational problems

Trained with . . .

- Complete TV and Radio
- Commercial Equipment

Trained under . . .

Actual Broadcast Conditions

For Prompt Free Service
Call, Write, or Wire
DEPT. H

Personnel Division
SCHOOL OF RADIO TECHNIQUE
316 West 57 St., N. Y. • PLaza 7-3212

SRT • SRT • SRT • SRT • SRT

N.Y. COLOR TESTS

Set March 24, Include UHF

COLOR television in the UHF as well as the VHF bands will be demonstrated as part of the next formal test of the "composite" compatible color TV system being developed through the National Television System Committee, it was learned last week.

This test is tentatively scheduled for the week of March 24 in New York, using the experimental VHF color facilities of RCA-NBC's WNBC (TV) New York and a UHF test transmitter of Allen B. DuMont Labs.

Plans for the dual compatible color tests were disclosed last week, following preliminary field tests of the NTSC-developed color system on Philco Corp's VHF facilities in Philadelphia (WPTZ) the week before.

The Philadelphia tests, it was reported, led to a postponement of approximately one month in the New York VHF tests which had been scheduled earlier for this week [B.T., Feb. 11]. The delay, it was said, was designed to permit further work to clear up certain equipment defects.

Overall, the Philadelphia tests were said to have been satisfactory. NTSC members said their prior work had shown definitely the type of transmitted signal desired for compatible color, but that in the Philadelphia tests they lacked the monitoring scheme which would show definitely that the signal being transmitted was precisely the one desired. They expect to develop a sure-fire monitoring plan within the next few weeks.

A number of different makes of receivers were used in the Philadelphia transmissions and committeemen reported that a majority received the color signal so satisfactorily that there was no doubt that the composite, compatible color system would prove successful.

FCC, which more than a year ago

approved the CBS non-compatible system over RCA's compatible technique, was invited to witness the tests in Philadelphia but decided, in view of its current workload, to wait for more formal tests at which data are collected "for the record," according to NTSC representatives.

In addition to VHF color transmissions via WNBC's experimental facilities, the tests of the composite system during the week of March 24 will include color transmissions via experimental facilities which DuMont set up at 515 Madison Ave., New York, following the transfer of the DuMont-WABD (TV) New York operations from that site to the Empire State Bldg. tower.

This UHF operation is at 708-714 mc and the color tests have been conducted by DuMont and the Hazeltine Electronics Corp. for approximately five hours a day, five days a week, since late last year. Results thus far have been described as "good."

EAST-WEST RELAY

More Channels Planned

AUTHORITY to increase the video transmission facilities between Chicago and San Francisco to provide a total of five full-time TV channels—three westbound, two eastbound—was requested Tuesday by the Long Lines Dept. of AT&T in an application filed with the FCC.

Present facilities include two channels, one in each direction, between Chicago and San Francisco, with an additional west-bound channel in service between Chicago and Omaha. One of the three projected new channels, for westbound program transmission from Chicago to San Francisco, is planned to begin operating late this year (but not in time for the political conventions in July. These will be sent from Chicago to the West Coast over a single TV channel, pooled to the video networks).

The other two channels—one westbound from Omaha to San

Francisco, the other eastbound from San Francisco to Chicago—are scheduled for service starting next year. The projected additions to the present intercity video program transmission facilities will involve some 6,000 channel miles of radio relay connections, the telephone company said, noting that its TV service has grown from 476 channel miles in 1946 to about 24,000 miles at present, of which roughly 10,000 miles are coaxial cable, 14,000 radio relay.

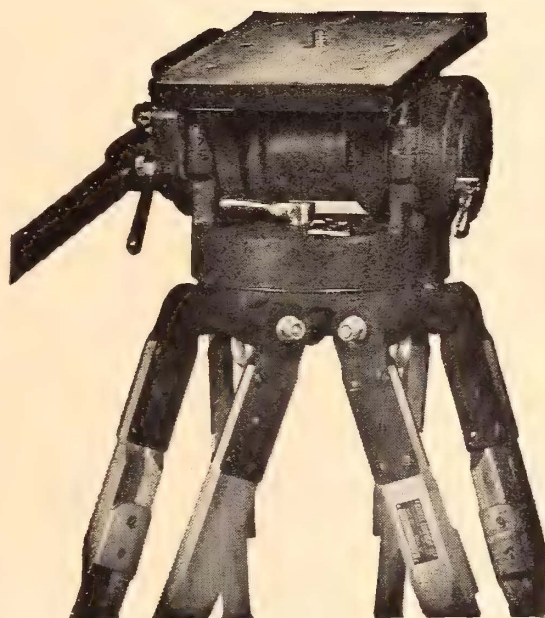
New Bolling Show

A NEW television show is being packaged by the George Bolling Co., New York, station representatives, called *Pulitzer Prize Winners Panel* and featuring a group of Pulitzer journalists discussing special and news events with guests, it was reported last week. The program is priced at \$5,500 per week for the half-hour. It is being offered to advertisers and agencies.

Floating Action!

for all TV Cameras

"BALANCED" TV TRIPOD

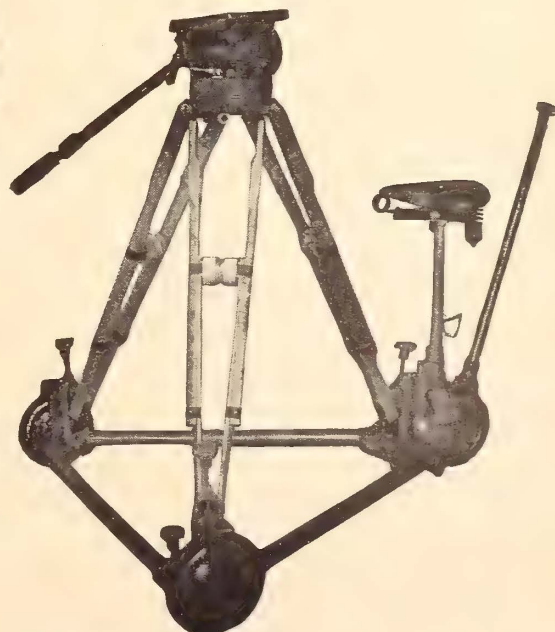


This tripod was engineered and designed expressly to meet all video camera requirements.

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

Below:

3 wheel portable dolly with balanced TV Tripod mounted.



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

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

Write for further particulars

FRANK C. ZUCKER
CAMERA EQUIPMENT CO.
1600 BROADWAY NEW YORK CITY

ZIV'S 'THE UNEXPECTED'

Is Sold in 43 Markets

THE NEWEST film series produced by Ziv Television Programs Inc., *The Unexpected*, had been sold in 43 markets, including New York and Los Angeles, by its national release date Wednesday, Ziv spokesmen said last week.

Featuring film actor Herbert Marshall as m.c.-narrator, the half-hour dramas with unexpected endings have a different cast of well known actors each week and are being produced, Ziv spokesmen indicated, at a cost of \$23,500 per film. Shooting is being done in the Ziv West Coast studios from scripts by Jerry Lawrence and Robert E. Lee, Peabody award winners in 1950-51.

New York sponsor of the open-end programs is Liebmann Breweries Inc. (Rheingold beer), with telecasts scheduled to start at 10:30 p.m., March 5, over WNBC (TV) there.

Open Mike

(Continued from page 66)

sible without the promotion supplied by our four stations. Our tobacco sale, which featured the 12 leading tobacco auctioneers of the world and every major manufacturer, was broadcast on a joint hookup by all four of these stations.

We think that you will agree that the public service rendered by the Lexington radio stations merits the attention of BROADCASTING • TELECASTING.

*James M. Molloy, Chairman
Fayette County Chapter
National Foundation for
Infantile Paralysis
(The March of Dimes)
Lexington, Ky.*

* * *

EDITOR:

... Through conducting a March of Dimes auction during the month of January KVCV [Redding, Calif.] and its FM affiliate [KVRE] raised a total of \$18,500, every penny of which went directly to the March of Dimes. Inasmuch as our county population is about 38,000, this represents a contribution of almost \$1.25 per head. We feel that few areas can equal this record. ...

*Jack Mayne
Secretary-Manager
Chamber of Commerce
Redding, Calif.*

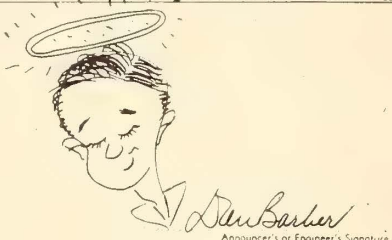
Flawless

EDITOR:

... Our engineers and announcers make daily discrepancy

WGBS DISCREPANCY REPORT

Date: *Feb 7* Time: *12:00 to 1:15*
There were irregularities to report during my shift ☐



reports which generally are quite routine. The other day I noticed one by Don Barber which speaks for itself. ...

*M. N. Babcock
Commercial Manager
WGBS Miami, Fla.*

* * *

Say You 'Heard' It

EDITOR:

As the manager of a daytimer, I have an opportunity to shop the dial. But regardless of the network or the syndicated producer of drama programs, they have a sin in common.

Invariably their characters read their news out of the newspapers. We're doing a very good job of selling our competition. I hope some of the writers, directors and producers of our good, nighttime shows read this. Perhaps some of their characters will "hear" the news instead of waiting till the next day to "read" it.

*Arden Booth
KLWN Lawrence, Kan.*

* * *

Plenty to Say

EDITOR:

Many thanks from all of us for the fact-upon-fact stories and the hard-hitting editorials about radio circulation.

As to your fine editorial in the Feb. 18 issue which asks the question: "Now about radio. Did any station or network bother to tell its audience that there are 105,300,000 radio sets in America—as against the 54,000,000 total circulation of the dailies?"

You can bet that WERI had plenty to say about it. ... WERI used the information in a news story on regular newscasts, for it certainly is legitimate news, and good news. We also are using the figures as the basis for a series of hard-hitting promotional spots which are scheduled in top time spots. ...

*Brud Warren
Promotion Director
WERI Westerly, R. I.*

allied arts



FRITZ P. RICE, assistant manager of Cathode Ray Tube Div., Allen B. DuMont Labs., Clifton, N. J., promoted to manager.

ED KEMBLE, account executive, KFI Los Angeles, to Wolcott & Assoc., same city, public relations firm.

ROBERT M. MACRAE, appointed manager of new RCA regional office in Boston. Office will serve as a central location for the marketing of RCA products in New England and eastern New York north of New York City.

CECIL G. DUNN, FRANKLIN W. DANIELS and MICHAEL J. BOLTON, engineers associated with General Electric Co.'s Laboratory Engineering Dept., Pittsfield, Mass., awarded the Mathewson Gold Medal for outstanding achievement in the field of metallurgy. Citations were presented by the American Institute of Mining and Metallurgical Engineers at the annual banquet held last Wednesday at the Waldorf-Astoria, N. Y.

DIANE GREENE, former head of Diane Greene Assoc., N. Y., and **ZENITH GROSS**, press division director of Institute for Education by Radio, Ohio U., form Greene & Gross, New York public relations firm.

EDWARD GREENHILL, copy chief of Sterling Television Co., N.Y., named advertising manager succeeding **RICHARD CARLTON** who becomes head of new stock shot division.

JERRY HORWIN, editor of story department, CBS-TV New York, to Nat Goldstone Co., Beverly Hills, talent agency and program packager.

JACK RUSSELL, vice president of Mutual Entertainment Agency, Chicago, resigned last week to devote all his time to radio and television. Exact plans are unannounced.

WALTER T. SELSTED, assistant chief engineer of Ampex Electric Corp., is scheduled as guest speaker on "Systems for Synchronous Sound Track Recording with Unsprocketed Magnetic Tape," for the February meeting of Society of Motion Picture and Television Engineers, to be held in New York Wednesday.

JAMES SAUTER, president of USO Camp Shows Inc., named radio-TV chairman of New York City's Red Cross campaign in March.

BERNETT SCHWARTZ, formerly associated with Mayflower Industries and Weiss & Besserman Co., both New York, to sales staff of New York distributing branch, Majestic Radio and Television Div. of Wilcox-Gay Corp.

Equipment . . .

RCA TUBE DEPT., Camden, N. J. announces production of a beam power tube designed to handle 60 watts of power input at 175 mc. New tube RCA-6146 provides large output with small driving power and relatively low plate voltage. Department also announces the RCA-17LP4 and the RCA-17QP4, two new 17-inch all glass rectangular TV picture tubes designed to improve picture contrast and reduce reflections.

DAVEN Co., Newark, N. J., introduce new series of small resistors with values from 20,000 ohms to 2 megohms. **INSTRUMENT DIV.** of Allen B. DuMont Labs., Clifton, N. J., announce new Type 322 dual beam oscilloscope engineered for general purpose laboratory and industrial applications.

RCA Victor, Camden, N. J., announce new 45-rpm table phonograph featuring an 8-inch electro-dynamic speaker and continuously variable tone control. Termed Model 45EY4, intruder plays up to 14 records without changing.

SUPERIOR ELECTRIC Co., Bristol, Conn., has released booklet (D851N) featuring complete line of standard non-interlocking types of Powerstat dimmers.

Technical . . .

GEORGE SHERMAN, chief engineer at WBBM Chicago, has transferred to CBS Radio, New York, where he will manage tape operations.

RALPH E. BROWN, engineering station WKNE Keene, N. H., promoted chief engineer.

WILLIS N. GREEN, engineer, KWI Kennewick, Wash., to KEEN San Jose, Calif., as chief engineer.

H. E. SANTOS, acting assistant transmission and development engineer Canadian Broadcasting Corp. at engineering head-office, Montreal, named transmission and development engineer.

30 Years

of Fitting a Medium to a Market

WSYR ACUSE
NBC AFFILIATE

Covers ALL of the Rich Central N.Y. Market

Write, Wire, Phone or Ask Headley-Reed

KGW

carries the weight in the Oregon Market DAY or NIGHT

TOTAL BMB FAMILIES
From 1949 BMB Survey

DAYTIME

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

NIGHTTIME

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

KGW

PORTLAND, OREGON
on the efficient 620 frequency
AFFILIATED WITH NBC

REPRESENTED NATIONALLY BY EDWARD PETRY & C

VOD WINNERS

Feted in D.C., Williamsburg

CHRISTMAS ADS

Fewer Complaints Cited

OUR young Americans, selected from more than a million high school students as winners of the Voice of Democracy Contest, received national acclaim plus scholarships and console receivers at the annual awards luncheon today.

FCC Commissioner Paul A. Walker presided at the luncheon, attended by prominent government and industry officials. Awards were presented by Sen. Margaret Chase Smith (R-Me.), one of the contest judges. Joint hosts were the three organizations sponsoring the annual drive—NARTB, Radio-Television Mfrs. Assn. and U. S. Junior Chamber of Commerce.

Tributes were paid the winners on the floor of the Senate last Monday, while the four were seated in the gallery. Sen. Ed Johnson (D-Col.), chairman of the Interstate & Foreign Commerce Committee, opened the discussion and said, "Today we have four visitors who, in my opinion, have never been thanked by any of the visitors who have honored us by their presence."

Sen. Johnson reminded that the four contestants represent 30,000 public and parochial schools. He inserted in the Congressional Record the winning scripts voiced by Dwight Clark Jr., 18, Fort Collins, Col.; Thaddeus Stanislaus Zolkiewicz, 17, Canisius High School, Buffalo; George A. Frilot III, 17, Jesuits' High School, New Orleans; Mara Gay Masselink, 15, Burlington, Iowa.

Mr. Clark has been an announcer at KCOL Fort Collins several years, doing all types of programs. He has his own teen-ager series, *Date With Dwight*. Detailed biographies of the winners were given on the floor by Sens. Allen Ellender (D-La.); Bourke B. Hickenlooper (R-Ia.); and Irving L. Ives (R-N. Y.) as well as Sen. Johnson.

Friday's luncheon was high spot of a week-long program that included a weekend visit to colonial Williamsburg, with broadcasts and telecasts. The luncheon ceremonies



FOUR NATIONAL winners of Voice of Democracy Contest received scholarships and prizes at Washington luncheon Friday. In week-long Washington-Williamsburg tour they visited Sen. Ed Johnson (D-Col.), chairman of Senate Interstate & Foreign Commerce Committee. Winners were (l to r): George Frilot III, New Orleans; Mara Gay Masselink, Burlington, Ia.; Dwight Clark Jr., Fort Collins, Thaddeus Zolkiewicz, Buffalo.

were broadcast by MBS and Voice of America.

During a visit with President Truman at the Executive Offices Wednesday, Miss Masselink presented the President with an engraved plaque bearing the legend:

To Harry S. Truman, President of the United States, in appreciation of his devotion to the youth of the nation who have spoken for Democracy, gratefully presented by the winners of the Fifth Annual Voice of Democracy Competition.

Following the White House meeting, the winners delivered their winning broadcast scripts before the Illinois Methodist Ministers 1952 Seminar.

Tom C. Clark, Associate Justice, Supreme Court of the United States, served as national honorary chairman of the contest.

Robert K. Richards, NARTB public affairs director, is chairman of the Voice of Democracy Committee.

National judges of the fifth annual contest were: Joseph B. Chaplin, president, National Assn. of Secondary School Principals; Wayne Coy, Chairman, FCC; The Right Reverend Angus Dun, bishop, Episcopal Diocese of Washington; Harold E. Fellows, NARTB president; Sen. James W. Fulbright (D-Ark.); Jan Geister, winner, 1947-48 Voice of Democracy Contest; Mrs. Hiram Cole Houghton, president, General Federation of Women's Clubs; Glen McDaniel, president, Radio-Television Mfrs. Assn.; Philip Murray, president, Congress of Industrial Organizations; Seymour N. Siegel, president, National Assn. of Educational Broadcasters; Gen. Hoyt S. Vandenberg, Chief of Staff, U. S. Air Force; Sen. Smith.

Students were adjudged winners for voicing the best speeches on the subject "I Speak for Democracy," in a competition throughout the United States, District of Columbia, Alaska and Puerto Rico. The contest carries endorsement of the U. S. Office of Education. Eliminations were held at the community level, followed by selection of state winners, with final judging resulting in the four national winners.

BIRDS EYE CAMPAIGN

To Promote Fish in Lent

A MAJOR campaign is now under way to promote the sales of Birds Eye fish during Lent. The big March drive, which will include plugs on the Bert Parks CBS-TV show and on selected local participation radio programs, will be timed to coincide with the normally heavy buying of fish products during the height of the Lenten season.

Besides Birds Eye cod, haddock and ocean perch, Birds Eye French-fried potatoes will come in for special advertising support during the campaign. Birds Eye peas and lima beans also will figure in the drive. Young & Rubicam, N. Y., is the agency.

IMPROVED standards in pre-Christmas radio and television advertising were noticed by the Better Business Bureau of New York City in its annual report last week. The report considered consumer complaints caused by questionable commercials.

In previous years, complaints of misrepresentation, delayed or damaged delivery and inability to obtain cash refunds were reported to the bureau "by the hundreds" after radio and television commercials had made special pre-Christmas offers, primarily for tree ornaments and toys.

To prevent a repetition of possibly fraudulent Christmas advertising during 1951, the bureau alerted station owners and worked with them to provide information on business backgrounds and reputations of prospective advertisers. Shopping services, designed to investigate special offers, also were provided to station managers who questioned proposed advertising. Results, according to the BBB yearly report, were that consumer complaints were "greatly reduced."

Whereas numerous advertisers each had provoked scores of complaints the previous year, during 1951 there was only one radio-TV sponsor against whom as many as 10 complaints were received, it was reported.

WWJ

NBC
AFFILIATE
IN
DETROIT

Owned and Operated
by
THE DETROIT NEWS

National Representative
THE
GEORGE P. HOLLINGBERY
COMPANY

The La Crosse Tribune Station

WKTY PROMOTES!

In 1951 WKTY programs and advertisers received more than **6,000 inches** of display space in La Crosse and area newspapers!

Station B used slightly over 2,300 advertising inches . . . Station C none!

Only on WKTY do advertisers inherit this promotional affiliation with Western Wisconsin's largest daily newspaper and area weeklies!

And only on WKTY can advertisers complete their Wisconsin coverage picture!

LA CROSSE, WIS.

580 kc

1,000 w

plus

ABC

A LEE

Radio Station

WKTY ratings are **UP** 204% in two years!

TAX RELIEF

DPA Modifies Provisions

A REVISED procedure governing rapid tax writeoffs for new or expanded plant construction contemplated by electronics and other manufacturers has been laid down by the government.

Regulations for issuance of tax certificates have been modified by the Defense Production Administration to require manufacturers to obtain construction clearance before they start building or expansion. Certain "pre-certification" provisions will apply to all construction started after March 1.

The electronics industry, as one of the bulwarks of defense production, registered \$165 million worth of tax writeoffs up to last Dec. 1. For those who took advantage of this amortization, the revised regulation will mean new procedures to follow. For others who expanded their facilities without benefit of certificates, clearance on future construction will be necessary.

Tax regulations have no tangible effect on radio-TV broadcasters who intend to build or remodel facilities. They are not eligible for benefits.

"The increasingly tight supply of critical materials," according to James F. King, DPA deputy administrator, "has necessitated making a much closer examination of new industrial expansions by DPA, particularly where accelerated tax

amortization is requested. Furthermore, examination of these expansion projects before construction begins is the surest method by which the tax amortization program can be properly used to carry out plant dispersion manpower and anti-monopoly policies."

Under new regulations DPA will make certain predeterminations as to (1) the shortage of facilities and (2) essentiality of the product involved.

These predeterminations, DPA said, will mean decisions prior to the beginning of certain construction or installations costing \$100,000 after March 1. Commencement of any projects before issuance of tax writeoffs will bar a manufacturer from receiving the benefits. Projects under \$100,000 may be started without DPA clearance.

Other factors to be taken into consideration include type of business, amount of materials, product involved, extent of risk assumed and compliance with dispersion and manpower policies of the government.

Newsprint Aid

OVER 800 of the nearly 10,000 county newspaper weeklies in the U. S. will be able to continue publication this year because of the efforts of 15 large dailies, NPA reported. Larger publishers were induced by the agency to divert amounts of newsprint to smaller publications to avert suspension of their operations. NPA's action in this crisis was praised by the National Editorial Assn. of weekly newspapers.

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, JANUARY 6-12, 1952
NIELSEN-RATING*

Current Rank	Program	Current Rating Homes %
Evening, Once-a-Week		
(Average for all Programs)		(7.6)
1	Amos 'n' Andy (CBS)	17.0
2	Jack Benny (CBS)	16.2
3	Lux Radio Theatre (CBS)	15.0
4	Charlie McCarthy Show (CBS)	14.7
5	Walter Winchell (ABC)	12.8
6	Our Miss Brooks (CBS)	11.8
7	Mr. and Mrs. North (CBS)	11.5
8	Suspense (CBS)	11.3
9	People Are Funny (CBS)	11.1
10	Dragnet (NBC)	11.0
Evening, Multi-Weekly		
(Average for all Programs)		(4.9)
1	Beulah (CBS)	8.4
2	Lone Ranger (ABC)	7.7
3	One Man's Family (NBC)	7.3
Weekday (Average for all Programs)		(4.6)
1	Arthur Godfrey (Liggett & Myers) (CBS)	8.8
2	Romance of Helen Trent (CBS)	8.4
3	Our Gal, Sunday (CBS)	7.6
4	Perry Mason (CBS)	7.2
5	Arthur Godfrey (Nabisco) (CBS)	7.1
6	Aunt Jenny (CBS)	7.1
7	Guiding Light (CBS)	7.0
8	Ma Perkins (CBS)	7.0
9	Arthur Godfrey (Pillsbury) (CBS)	7.0
10	Pepper Young's Family (NBC)	7.0
Day, Sunday (Average for all Programs)		(3.2)
1	True Detective Mysteries (MBS)	8.4
2	The Shadow (MBS)	7.6
3	Martin Kane, Private Eye (NBC)	6.2
Day, Saturday		
(Average for all Programs)		(4.0)
1	Grand Central Station (CBS)	7.5
2	Theatre of Today (CBS)	7.0
3	It Happens Every Day (CBS)	6.9

NOTE: Number of homes is obtained by applying the "Nielsen-Rating" (%) to 42,800,000—the 1952 estimate of Total United States Radio Homes.

(*) Homes reached during all or any part of the program, except for homes listening only 1 to 5 minutes. For 5-minute programs, Average Audience Basis is used.

Copyright 1952 by A. C. Nielsen Co.

OPS SERIES HIT

GOP Complains on Bill

SEGMENTS of OPS' anti-inflation campaign involving the services of radio, TV and other talent enlisted for a series of radio programs were under GOP fire on Capitol Hill last week.

The attack was led by Sen. Styles Bridges (R-N. H.), Senate minority leader, and Sen. Homer Ferguson (R-Mich.), who questioned the propriety of such a campaign on the grounds that it would constitute advocacy of price controls. Current control law expires June 30, it was noted.

The radio series was announced by OPS a fortnight ago. The programs, *Stars for Defense*, will be made available without charge to radio stations throughout the country desiring to use them [B•T, Feb. 18].

Citing the nation's inflated budget, Sen. Bridges described these plans as "a new low in the activities of OPS" and charged that the agency is utilizing "the services of movie stars from Hollywood and fan dancers to popularize the OPS." He promised to take the matter up in OPS budget hearings and with Price Stabilizer Ellis Arnall.

The Senate Minority Leader also quoted on the floor a newspaper account of the proposed radio series. A *Chicago Tribune* article noted that "because the FCC regulations required the nation's radio stations to devote a certain percentage of their broadcast period to public service programs, the OPS propaganda shows have been widely used so far by radio stations. . . . The theme, 'Fight inflation with price controls,' has been interpreted as a public-service topic. . . ."

Sen. Ferguson told Senate colleagues he felt it "improper for any bureau to use federal funds for the re-enactment of any Act, whether it be good or bad."

OPS officials vigorously denied that any fan dancers were involved in the anti-inflation media program. They pointed out that some Hollywood and New York radio celebrities have donated their service for transcriptions to explain the need for controls.

Strictly Business

(Continued from page 18)

ordinator of television and radio in Chicago, Mr. Bagge and his services were allocated to A when the division split took place about two years ago. He now handles seven top agencies in Chicago as well as the agencies in Kansas City and St. Louis.

He and his wife, the former Harriet Anderson of Chicago, spend much time in their flower garden. Married 16 years, they have three sons, 12-year-old Bruce and 7-year-old twins, Kendall and Keith. For reasons unknown even to their Norwegian parents, their children bear Scotch names.

Mr. Bagge, in addition to blowing fuses, spends much time in his workshop on various projects including repairing antique guns. He has a large collection in London and among the oldest is ladies' derringers, circa 1780, with a swing barrel.

He is a member of the Norwegian Club, Northwestern Club of Chicago, the Press Club and the Radio Management Club.

Lane Appointed

THOMAS H. LANE, vice president in charge of radio and television at McCann-Erickson, New York, has been named chairman of national radio and television committee of the American Cancer Society's 1952 cancer crusade.

Stanford U. Meet

FIFTH annual meeting will be held by Western Radio and Television Conference in San Francisco at Stanford U., Feb. 28, 29 and March 1. Lectures and discussions will concern relationship of radio and TV with education.

BOARD of directors of Magnovox Co., Fort Wayne, Ind., has declared quarterly dividend of 37½¢ a share on company's common stock and regular quarterly dividend of 25¢ a share on Class A preferred stock.

NORTHEASTERN PENNSYLVANIA'S

POWERFUL 5000 WATT STATION

WILK

Wilkes-Barre, Pa.

Your Best Radio Buy In PENNSYLVANIA'S 3RD LARGEST MARKET

980 Kilocycles • AM-FM
5000W (d) 1000W (n)
ABC Affiliate

NATIONAL REPRESENTATIVE
AVERY-KNODEL, INC.
608 FIFTH AVE. NEW YORK 20, N. Y.

GATES QUINCY, ILLINOIS

Your ONE SOURCE Supply for ALL Broadcasting Equipment NEEDS

THESE OFFICES TO SERVE YOU

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

CONVENTIONS

Final Details Studied

ST factor involving the installation of certain working facilities for the radio-TV networks at the national conventions this summer will be thrashed out at an industry meeting this Wednesday.

The question of whether the networks should shoulder the burden of costs as recommended by the Democratic and Republican National Committees emerges as perhaps the only stumbling block to complete agreement between the broadcast industry and political party officials.

Despite the present impasse, the consensus in industry and political circles was that an understanding could be reached to the satisfaction of both sides. The national party groups have hinged acceptance of sponsored coverage of the two conventions on the principle that the networks should sustain installation costs.

A code prescribing certain standards of practice which the networks must meet also hangs fire, though the cost issue is not a direct factor here [B•T, Feb. 11].

This year's conventions pose new problems, it is conceded. In previous campaigns the parties supplied and constructed working space and studio facilities for broadcasters on a comparable basis with other media.

Both committees take the stand that networks stand to profit by selling coverage and printed media rather than comparable problems relating to studio facilities.

From a practical standpoint, industry does not contest this argument. Most of the radio-TV networks figure to sell coverage. But the networks point out that, theoretically at least, this would work a hardship for any network which failed to sell its coverage and had to carry convention proceedings sustaining as public service.

It also is the networks' contention that since space and facilities have been given to press associations, newspapers and other groups like

Western Union they should be made available free to radio and TV broadcasters.

The national committees reportedly reject this argument throughout. Other costs for competing media are nominal, they explain, and printed copy is not followed with paid advertisements.

Both committees are now weighing network space requirements against available footage in the International Amphitheatre, Chicago—convention site for the Republicans beginning July 7 and the Democrats July 21. They will consult with networks shortly. Network facility planning is being coordinated by Thomas Velotta, ABC vice president in charge of public events.

RWG GETS STRIKE RIGHT

But Not Considering Action

AN "enabling motion" to strike when ready was granted Radio Writers Guild by its parent body, Authors League of America, at last council meeting of latter group, should RWG need to employ it in current attempts to negotiate new contracts for staff writers with major networks.

RWG seeks parity for writers in Los Angeles and Chicago, who, they contend, are doing same work as New Yorkers but getting less pay for it. Union also seeks national contracts, rather than the purely local pacts previously signed with broadcasters, and commercial pools to benefit writers on non-sponsored news programs. Negotiations with the networks recently were stopped but not broken off, when broadcasters refused to recognize the union requests.

It was understood late last week that RWG, even though equipped with the enabling motion, is not seriously considering a strike.

Burn Returns

COL. WALTER P. BURN, cartographer for the broadcast industry, has returned from a tour of West European capitals. Col. Burn is well known for his work on the annual BROADCASTING • TELECASTING map and for the creation of over 400 individual station maps and numerous network and market studies. His tour included visits to Paris, Amsterdam, Brussels, Frankfurt, Heidelberg, Zurich, Venice and Trieste.

Miss Schaefer Promoted

WINIFRED SCHAEFER, supervisor of publicity for WNBC-AM-FM New York, has been promoted to advertising and promotion department of the station, General Manager Ted Cott announced Thursday. Assuming her new position today (Monday), Miss Schaefer will be in charge of audience promotion and also will be assigned to special projects. She is being succeeded as supervisor of publicity by Philip Dean, who has been handling exploitation for the NBC Network Press Dept.

N. Y. DEFENSE

Stations Expand Time

SKYWAVE monitoring system, in which at least one major station in each defense area has been asked to stay on air all night, caused some schedule reshuffling in New York last week as more stations announced plans to meet around-the-clock needs for civilian defense.

Monitoring system, requested by FCC of 50 kw stations [B•T, Feb. 4], had already been met by WNEW, which has broadcast music and news 24 hours daily for years. WOR joined the all-night lineup Monday by airing *The Jack O'Reilly Show*, a disc jockey program, from 1-5:30 a.m. Mondays only, thus filling New York airwaves at only time WNBC's recently instituted all-night classical music series is not broadcast. WJZ, usually silent between 4-5:45 a.m., also announced last week that 24-hour broadcasting would begin March 7. WCBS, at week's end, was still operating with a 1:05 a.m. signoff. No other New York stations were affected by the FCC suggestion.

Although civilian defense officials, during an emergency, can order all stations off the air and designate one to continue broadcasting directives to the populace, skywave monitoring was identified as a necessary precaution to assure that at least one major station would always be in operation and available for emergency use.

ABC SESSION

Set Before NARTB Meet

A MEETING of ABC's Stations Advisory Committee with top officials of the network will be held in Chicago on March 30 preceding the opening of the annual convention of NARTB, officials announced last week.

ABC President Robert E. Kintner will head the network's delegation at both the convention and the SAC meeting. The latter will be held at the Ambassador East Hotel. ABC's convention headquarters will be in the Hotel Conrad Hilton, convention site.

Network officials slated to be on hand for the SAC session include Ernest Lee Jahncke Jr., vice president for the radio network, and William Wylie, director of the radio stations department. SAC members scheduled to attend:

Roger W. Clipp, WFIL Philadelphia, representing Dist. 1; J. P. Williams, WING Dayton, Dist. 2; Verl Bratton, WKTY La Crosse, Wis., Dist. 3; T. B. Lanford, KRMD Shreveport, Dist. 4; Harold V. Hough, WBAP Fort Worth, Dist. 5; Frank C. Carman, KUTA Salt Lake City, Dist. 6; J. Archie Morton, KJR Seattle, Dist. 7; and James W. Hicks, WCOS Columbia, S. C., Dist. 8. For the March 31-April 3 NARTB convention, other ABC executives slated to attend are Alexander Stronach Jr., vice president for the television network; Leonard Reeg, vice president in charge of radio programs, and Richard B. Rawls, manager of the television stations department. ABC also will be represented by James A. Mahoney, Ralph Hatcher and Earl Mullin, radio station department; and Joseph Merkle, Donald S. Shaw Jr. and Matthew Boylan, television stations department.

More POWER to you

WINS NOW

50,000 WATTS

Day and NIGHT!

Now WINS offers a powerful 50,000 watts around the clock. This means still greater coverage—an even better signal—another reason why...

1010 WINS!

Buy WINS ...it Sells!

WINS

50,000 WATTS DAY AND NIGHT... NEW YORK

CROSLY BROADCASTING CORPORATION



WIDE BLANKET COVERAGE,
CONCENTRATED AUDIENCE,
BEST PROGRAM FACILITIES,

AND NOW—

5000 WATT OUTPUT!

JOS. WEED & CO.

350 Madison Ave., New York,
Can Tell You More About

CHNS

HALIFAX

NOVA SCOTIA

RADIO TOTALS IN OTHER COUNTRIES

U.S. Is Shown as Leading Set Supplier

GREAT BRITAIN has a total of 12.6 million radio receivers compared to 13.5 million households, while France has a total of 8.8 million sets and 12.5 million households, according to a study of foreign radio set ownership and set exports compiled by the National Production Authority. The U.S. is leading exporter of receivers, the report indicated.

Only a very few countries indicated more sets in use than households. These included: Canada, 3.6 million sets, 3.35 million households; Denmark, 1.3 million sets, 1.2 million households; Norway, 951,000 sets, 850,000 households; Tangier, 40-50,000 sets, 35-40,000 households; Union of South Africa, 600,000 sets, 597,000 households; Australia, 2.3 million sets, 2 million households, and New Zealand, 507,000 sets, 495,000 households.

Exports of radio receiving sets from the United States from January-September 1951 amounted to \$41,339,095, approximately a 103% increase over the \$20,406,183 reported for the first nine months of 1950.

These figures were released in a foreign radio survey by Mrs. E. S. Little of the Foreign Section, Electronics Div. of NPA. The survey covered 96 countries and re-

portedly includes the latest information on sets in use in relation to the number of households.

The U. S. was indicated more frequently than any other country as the principal source of supply (57 countries supplied this information), the report stated, adding that the U. S. is chief supplies for 39 countries.

Second in supplying sets (home, auto and portable) is the United Kingdom, which was listed as chief supplier in 14 countries. Others were listed as, The Netherlands, 9; France, 5, and Belgium-Luxembourg, 1.

The following table gives set totals as compared to number of households as of 1951 or 1950 except for Peru, Spain and Burma where 1949 figures are listed, and China, where the latest tabulation is for 1948.

WESTERN HEMISPHERE		
Country	Number of Sets in use	Number of households
Argentina	3,000,000	5,000,000
Bahamas	4,540 T	20,000
	4,040 L	
	500 U	
Bermuda	15,900	n.a.
Bolivia	65,000	n.a.
Brazil	3,500,000	n.a.
Br. Guiana	20,085 T	n.a.
	10,085 L	
	10,000 U	
Br. Honduras	1,354	17,780
B. W. I., Trinidad & Tobago	18,602 T	77,500
	17,102 L	
	1,500 U	

Country	Number of Sets in use	Number of Households	Country	Number of Sets in use	Number of Households
Canada	3,600,000	3,351,900	ASIA		
Chile	550,000	1,066,580	Aden	1,376 T	20,000
Colombia	450,000	n.a.		776 L	
Costa Rica	34,550	n.a.		600 U	
Cuba	575,000	n.a.	Afghanistan	20,000 T	
Dominican Rep.	35,000	n.a.		11,000 L	
Ecuador	45,000	n.a.		9,000 U	
El Salvador	25,000	n.a.	Australia	2,250,334 T	2,000,000
Fr. West Indies	7,758 T	145,000		2,230,334 L	
	5,358 L			20,000 U	
	2,400 U		Burma	35,500 T	
Guatemala	61,200 T	448,126		10,500 L	
	31,150 L			25,000 U	
	30,050 U		Ceylon	45,101 T	1,400,000
Haiti	9,683 T	518,000		42,101 L	
	3,683 L			3,000 U	
	6,000 U		China	900,000	
Honduras	10,550	n.a.	Cyprus	15,305	113,000
Iceland	42,000	35,000	Fr. Indo-China	41,356 T	
Jamaica	10,127	n.a.		16,356 L	
Mexico	1,325,000	5,242,000		25,000 U	
Netherlands	26,087 T	31,900	Hong Kong	52,663 T	215,000
Antilles	9,787 L			42,663 L	
	16,300 U			10,000 U	
Nicaragua	15,286	n.a.	India	574,210	72,000
Panama	85,900	196,686	Indonesia	150-300,000	
Paraguay	36,500	n.a.		131,050	
Peru	150,000	n.a.	Fed. Malaya	51,620 T	975,000
Uruguay	300,000	588,800		46,620 L	
Venezuela	200,000	1,000,000		5,000 U	
EUROPE			Iraq	60,000 T	400,000
Austria	1,378,350	1,950,000		40,000 L	
Belgium	1,754,441	3,000,000		20,000 U	
Bulgaria	50-70,000		Japan	9,519,549 T	16,582,000
Czechoslovakia	2,360,000	n.a.		9,219,549 L	
Denmark	1,326,570 T	1,217,354		300,000 U	
	1,206,570 L		Korea	245,000 T	
	120,000 U			170,000 L	
Eire	323,042 T	700,000		75,000 U	
	314,042 L		Lebanon	60,000	
	9,000 U		New Zealand	507,400 T	494,000
Finland	794,715 T	1,580,000		497,400 L	
	744,715 L			10,000 U	
	50,000 U		Pakistan	71,360 T	15,294,000
France	8,753,976 T	12,500,000		70,531 L	
	7,003,976 L			829 U	
	1,750,000 U		Philippines	211,694 T	3,770,000
German Fed. Rep.	9,703,321 T	15,300,000		158,771 L	
	9,628,321 L			52,923 U	
	75,000 U		Saudi Arabia	5,000	
Gibraltar	4,406	5,000	Singapore	30,623 T	195,000
Greece	205,000	1,525,000		27,623 L	
Hungary	702,000 T	2,250,000		3,000 U	
	700,000 L		Syria	41,500 T	
	2,000 U			33,000 L	
Italy	3,509,320	11,000,000		8,000 U	
Luxembourg	66,112 T	80,242	Thailand	79,882	3,845,000
	60,612 L		Turkey	414,000 T	1,871,000
	5,500 U			410,000 L	
Malta & Gozo	12,550	85,058		4,000 U	
Netherlands	1,721,650 T	2,250,000			
	1,571,650 L				
	150,000 U				
Norway	950,851 T	850,000			
	805,851 L				
	145,000 U				
Poland	1,000,000	n.a.			
Portugal*	374,035 T	1,811,645			
	249,035 L				
	125,000 U				
Rumania	382,000 T	4,218,667			
	381,000 L				
	1,000 U				
Spain	1,205,000 T				
	555,000 L				
	650,000 U				
Sweden	3,187,170 T	n.a.			
	2,187,170 L				
	1,000,000 U				
Switzerland	1,146,710	1,250,000			
United Kingdom	12,603,036 T	13,500,000			
	11,603,036 L				
	1,000,000 U				
Yugoslavia	294,900	3,250,000			
AFRICA					
Algeria	241,000 T	2,200,000			
	210,000 L				
	31,000 U				
Angola	11,308	16,000			
Belgian Congo	15,028 T	n.a.			
	6,028 L				
	9,000 U				
Canary Islands	12,290	n.a.			
	30,000				
Egypt	275,147 T	4,000,000			
	215,147 L				
	60,000 U				
Ethiopia	n.a.	n.a.			
French Morocco	165-170,000	n.a.			
Fr. West Africa	29,000 T	65,000			
	8,000 L				
	21,000 U				
Gold Coast	2,214 T	n.a.			
Br. W. Africa	2,014 L				
	200 U				
Madagascar	10,500	n.a.			
Mozambique	9,798 T	24,060			
	7,498 L	(Non-native)			
	2,300 U				
Nigeria	3,751	n.a.			
Southern	24,274 T	38,000			
	145 U				
Rhodesia	24,129 L	(Non-native)			
Tangier	40-50,000	35-40,000			
Tunisia	70,196	380,000			
Union of So. Africa	600,000	597,157			

L—Licensed
U—Unlicensed
T—Total

n.a.—Not available
*—Includes Madeira & Azores.

SOUTHWEST VIRGINIA'S *Pioneer* RADIO STATION

Them that has...
GITS!

There's an extra punch in your advertising dollar on WDBJ! To demonstrate, look at these Promotion figures for the Fall Campaign (Oct. 14-Dec. 31):

Newspaper Ad Lineage 25,746
Newspaper Publicity Lineage 5,070
Announcements and Trailers 2,505
Downtown Display Windows 13

Plus "Drug Briefs" and "Grocery Briefs" monthly to the drug and grocery retailers, dealer cards, letters and miscellaneous services on specific special occasions!



Established 1924 • CBS Since 1929
AM • 5000 WATTS • 960 KC
FM • 41.000 WATTS • 94.9 MC
ROANOKE, VA.
Owned and Operated by the TIMES WORLD CORPORATION
FREE & PETERS, INC., National Representatives



FARM RESEARCH KEX Surveys Dairymen

OVER 57% of dairymen polled western Oregon and Washington have radios in their barns and over half the house radios on farms are in use before 7 a.m., according to a "Farm Opinion Research" survey conducted by KEX Portland. Questionnaires were mailed to 900 dairymen requesting information on radio listening and farm work habits. Station received 100 return covering every county in western Oregon and five counties in western Washington over a 40-mile area.

Other results: (1) Over 90% of the dairymen are up before 6 a.m.; (2) 70% of the farms start milking before 6:30 a.m.; (3) 20% tune to KEX for morning listening.

ARE YOU BROADCASTING

Esther Van Wageningen Tuft

NEW SCRIPT

"just a dollar"

TUFTY NEWS BUREAU
National Press Building
WASHINGTON, D. C.

LEE ESTATE

Legal Fees Requested

AUTHORITY to pay \$260,288 in extraordinary legal fees from \$12½ million estate left by the late Thomas S. Lee was requested by Los Angeles Public Administrator Ben H. Brown when he filed his third accounting of stewardship in Superior Court last Monday.

In charge of the estate following death of the former owner of Don Lee Broadcasting System on Jan. 13, 1950, Mr. Brown asked authority to pay his own legal advisors, headed by County Counsel Harold W. Kennedy, \$40,000, this to go into the county treasury. Another fee of \$45,000 was requested for Walter L. Nossaman and Joseph D. Brady, associated with the county counsel's office in legal problems arising from administration.

A \$50,563 fee is asked for Raymond G. Wright, Seattle attorney. He represented R. D. Merrill, Seattle lumberman and uncle-by-marriage of Tommy Lee, who received the entire \$12½ million estate under a 1934 will to divide as he saw fit.

Mr. Brown further requested permission to pay two law firms, Robert P. Jennings & Frank B. Belcher and Alfred Wright & LeRoy A. Garrett, a total of \$124,725. Messrs. Wright and Garrett originally represented Mrs. Nora A. Patee, maternal aunt of Mr. Lee, in her contest of the will which was recently settled.

Permission also was asked by Mr. Brown to take \$40,000 for his own office in extraordinary fees. This sum is to go into the county treasury. Request for authority to pay \$30,500 to several auditors, tax counselors and investment counselors employed by estate is made.

Accounting disclosed that the public administrator still has in his possession for later distribution \$6,329,203, mostly in cash.

KBIG Avalon, Calif., is incorporating policy of 2% cash discount for immediate payment of bills into rate structure, recommended by both American Assn. of Advertising Agencies and Southern California Adv. Agencies Assn. Station is fourth in Los Angeles County to adopt policy.

New Business

(Continued from page 16)

Chicago, to handle advertising for its Trim Tred women's line, product of Roberts, Johnson & Rand Div.

LIQUINET Corp., Chicago (hair preparation), names Arthur R. Mogge Agency same city. EDWARD J. LUNDIS is account executive.

MILADY FOODS Co., Brooklyn, N. Y. (frozen foods), appoints Kastor, Farrell, Chesley & Clifford, N. Y.

TUMBLE-TWIST MILLS Inc., Easley, S. C. (cotton floor covering), appoints Henderson Adv., Greenville, S. C.

La CROSSE BREWERIES, La Crosse, Wis., names H. M. Gross Adv., Chicago.

LIQUID VENEER Corp., Buffalo, N. Y., appoints Ellis Adv., same city to direct advertising of its new product, Kleensweet, a household deodorizer, and Little Pete, a dispenser attachment. MAXWELL E. ELLIS is the account executive.

NUCLEAR RESEARCH Corp., Phila., has appointed Lavenson Bureau, same city.

KEYSTONE PRODUCTS Co., Union City, N. J., has appointed W. H. Watt Adv., Upper Darby, Pa.

GENERAL COPPER & BRASS Co., Phila., to Ullman Organization. J. MACK NEVERGOLE, vice president of Ullman, will handle account.

FLOATING VOA

Ceremonies Postponed

CEREMONIES planned for the dedication of the Coast Guard *Courier* as America's first seagoing radio-armed vessel yesterday (Sunday) were postponed because of technical difficulties.

The dedication was to have been held in Washington, D. C., in connection with the Voice of America's 10th anniversary today (Monday). President Truman and members of Congress and various government agencies and departments were to have attended (B•T, Feb. 18).

A technical disruption, requiring replacement of a major piece of equipment in the transmitter-laden vessel, led to the postponement. The trouble arose after the *Courier* was commissioned Feb. 8. Thus, the ship was unable to proceed to Washington on schedule. Ceremonies will be rescheduled sometime after March 1, it was explained by the State Dept.

Attending the commissioning exercises, along with members of Congress, were Howland Sargeant, newly-appointed Assistant Secretary of State for Public Affairs; Edward W. Barrett,

who retired from that post; Dr. Wilson Compton, administrator, International Information Administration; and George Herrick, chief engineer for the Voice of America.

The ship, to be equipped with 150 kw medium wave and 35 kw short wave transmitters, will depart on a shakedown cruise after the Washington ceremonies.

BLACKLISTING

Not FCC's Province—Coy

ALTHOUGH FCC Chairman Wayne Coy told the Authors League of America that an FCC hearing on the blacklisting of performers and writers was "not properly the subject for a general hearing of the Commission" [B•T, Feb. 18] he did invite "specific information which might establish that a licensee has surrendered responsibility for the operation of his station.

"You may therefore desire," he concluded his Feb. 8 letter to Rex Stout, ALA president, "to bring any fact which you may have relating to specific stations and licensees to the attention of the Commission, so that it can be ascertained whether any matters within the jurisdiction of the Commission are involved." These would be considered at station license renewal time, he indicated.

Mr. Coy's response was to a request from the ALA for a hearing on the subject of blacklisting [B•T, Feb. 4]. It followed the dropping of Philip Loeb from the cast of *The Goldbergs* television program said to stem from Mr. Loeb's listing in *Red Channels* [B•T, Jan. 28].

BUILDING has started for one-story transmitter house for new 1 kw French-language station at Saskatoon, owned by Radio-Prairies-Nord Ltd. Building will cost about \$40,000.

KROD, El Paso WINS TWO 1951 AWARDS

FOR OUTSTANDING SPONSOR PROMOTION AND MERCHANDISING.



Nutrena AWARD

KROD won the first Nutrena Mail Pull Contest in competition with top stations everywhere.



Red Foley AWARD

KROD also won first prize among the 50 stations carrying the "Red" Foley Show for Jewel Shortening. The prize was awarded for the best job of promotion. These awards prove that KROD "gets the job done." It can do it for YOU too.

KROD USES THESE DEALER-AIDS

- Billboards
- Dealer letters
- Courtesy announcements
- Newspaper ads
- Dealer calls
- Posters
- Car and bus cards



RODERICK BROADCASTING Corp.
DORRANCE D. RODERICK
Chairman of the Board
VAL LAWRENCE
President and Gen. Mgr.

REPRESENTED NATIONALLY BY
THE O. L. TAYLOR COMPANY

ON SUNDAY IN CINCINNATI
THEY LISTEN TO NEWS & MUSIC

→ See Centerspread This Issue ←

ON THE AIR EVERYWHERE 24 HOURS A DAY

50,000 WATTS

OF

SELLING POWER



NEW WBS SERIES

Raymond Massey Signed

WORLD Broadcasting System, New York, producer of transcribed library features, last week announced signing of actor Raymond Massey to star in World's devotional radio services, *Chapel by the Side of the Road*.

Series, which will be released March 24 as a 15-minute daily series for local sponsorship, will feature a Bible reading and "thought for the day" by Mr. Massey, as well as hymns by the Chapel Singers and organ solos by Wilson Ames and James Peterson.

Before the release date, World's 875 affiliates will be supplied with complete client presentation kits including promotional material and audiotape discs. Series will be furnished to stations as part of their regular weekly service. Signing of Mr. Massey follows World's recent announcement that transcribed *Go-to-Church* messages by 10 of the nation's leading spiritual leaders have been distributed to WBS affiliated stations.

Kittrell to Katz

DAVID KITTRELL, director of media research for Crook Adv., Dallas, for 3½ years, has joined The Katz Agency, national station representative, as a member of the sales staff of the Dallas office.

1876 Frederick I. Thompson 1952



FORMER FCC Comr. Frederick Ingate Thompson, 76, died last week in Mobile, Ala., after a long illness. He served on the FCC from April 1939 to June 1941, being appointed by the late President Roosevelt to succeed Comr. Eugene O. Sykes who resigned.

Mr. Thompson was publisher

and owner of the *Mobile Register* from 1909 to 1932, publisher of the old *Birmingham Age-Herald* and the *Montgomery Journal*. He was a director of the Associated Press for 10 years. Before his appointment to the FCC, Mr. Thompson was a member of the Alabama State Docks Commission, the U. S. Advisory Board of Public Works, and during the 1920s a commissioner of the U. S. Shipping Board. During his newspaper publishing days, Mr. Thompson gained national attention as a fighter against the Ku Klux Klan, then in its heyday. He also fought against the use of convicts for private gain. He campaigned vigorously for the construction of port facilities for Mobile. Mr. Thompson retired from the newspaper business about 10 years ago.

WGY OPEN HOUSE

Sets Off Celebration

WGY Schenectady started a week-long celebration of its 30th anniversary last Monday with a station open house [B•T, Feb. 18].

In spite of a 16-inch snowfall which had closed schools in the area, 20 guests were waiting at the doors when WGY opened at 5:45 a.m. and about 500 more visitors arrived within the next several hours, officials reported.

One couple among the early arrivals brought along the radio set they had used to receive the first WGY broadcast, Feb. 20, 1922. They said that during the debut program, they had put the earphones of their radio to the mouthpiece of their telephone so the local telephone operator could plug in every phone in the local exchange, thus transmitting the program to all village residents via a party line. The radio-telephone hookup made, the visitors contended, the first WGY program a network broadcast.

Coyle Moves to C-E

M. PATRICK COYLE, director of product and style research, Opinion Research Corp., Princeton, N.J., has joined Campbell-Ewald, Detroit, as vice president in charge of research marketing and merchandising.

Four Join NARTB

FOUR radio stations applied last week for active membership in NARTB. They were KCRS Midland, Tex.; KXOA Sacramento, Calif.; WKTY LaCrosse, Wis., and WVOK Birmingham, Ala. William L. Stubblefield, NARTB station relations director, and William K. Treynor, assistant director, returned last week to NARTB headquarters after tours through the West, Southwest and South. AM membership of NARTB is now around the 970 mark. [B•T, Feb. 18, 4].

STORM SERVICE

Radio Gives Coverage

RADIO went all out in its efforts to cover the news and render service during the snow storm which swept the New England area Feb. 17-18, according to reports received by BROADCASTING • TELECASTING.

WLAM Lewiston, Me., broadcast the *Blizzard Buster Special* throughout its 18-hour schedule with emergency announcements and news of the 25 inch snowfall there. Station's public service achievement was appreciated most by older listeners who drew comparisons from radio-less days of 1921 and 1888, the last blizzard years in the area.

Commercial and sustaining network programs as well as those produced locally were cancelled by WCOU-AM-FM Lewiston, Me., to devote the full broadcast day to assisting in the emergency. Approximately 2,500 calls for help were reportedly received at the station. Remote broadcasts from the city's police and fire department kept the public informed on storm happenings.

Through its affiliate, WOCB Hyannis, Mass., the Yankee Network in New England aired an exclusive broadcast of on-the-spot interviews with survivors of the crew from the tanker *Pendleton*, one of two ships broken in two off Chatham Mass., during the blizzard. Program was broadcast 4:30-5 p.m. Feb. 19 shortly after the rescue had taken place.

News of the sea tragedy was reported by WLYN Lynn, Mass., throughout the afternoon of Feb. 18 beginning with the announcement of a distress signal from the *SS Fort Mercer*, which Clarence Burnham, station engineer, picked up on his own set. Mr. Burnham also was able to pick up Coast Guard reports on rescue operations which he immediately relayed for broadcast.

NBC radio *The Halls of Ivy* saluted college president each week as means of public appreciation for work done by these men and women. Program deals with the problems facing a college professor.

Now 1000* Watts on 680 kc

with COMPLETE coverage of the Southern New York - Northern Pennsylvania trading area . . .

Serving 381,700 customers with primary coverage in seven counties

*Daytime . . . 500 Watts nights

WINR

the Triple Cities
★ BINGHAMTON
★ JOHNSON CITY
★ ENDICOTT

NBC AFFILIATE IN THE SOUTHERN TIER
George P. Hollingbery, National Representative

TALL TALE...

Only Metropolitan market in an area larger than the state of Pennsylvania, with a population of 797,300.

Covers wholesale and retail trade territory.

KSEL LUBBOCK

National Representative: Wm. G. Rambeau Co.
Southwest Representative: Clyde Melville Co., Dallas, Texas

00,000 Since 1939

FOR sponsoring over 100,000 radio and TV news programs and for other civic contributions, Nate S. Shapero, president-board chairman, Cunningham's Drug Stores Inc., has been presented a testimonial resolution by the Detroit Common Council. Since 1939, over 100,000 Cunningham news programs have been broadcast over WXYZ Detroit and, in the past few years, the company has sponsored additional newscasts over WJBK - TV Detroit. Simons-Michelson Co. handles account.

HOOVER PLAN

Hopes Fade for Use

HOOVER reorganization of the FCC faded further in the background as a near-future possibility last week as the Senate Executive Expenditures Committee voted to accept "in principle" recommendations of a subcommittee.

Those recommendations involved the following:

1. Strip from S 1139 the provisions which would have given the FCC Chairman far-reaching powers not now in his grasp [B•T, Jan. 8].

2. Leave in the bill a proposal to let Commissioners stay in office after their terms expire until a successor is named and confirmed by the Senate. It would also favor a 90-day limit on the extra time they could serve.

The bill, as now composed, must be again re-written, however, to clear up legal entanglements. Then, the committee is expected to approve the bill and bring it up in the Senate for a vote.



4 Reasons Why

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

Jewish Market of Metropolitan New York

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

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

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

TOBEY VIEWS

BROADCASTERS better watch it. If they shout loud enough against the anti-liquor advertising-over-the-airwaves bill, they may find Congress going after beer advertising, too!

That's Sen. Charles W. Tobey (R-N. H.) talking. It is the Sen. Tobey who pointed the finger at many a willing witness before the Kefauver Crime Committee and who delivered sermons at the committee's bench which made him, along with Sen. Estes Kefauver (D-Tenn.), a household TV star throughout the country.

Sen. Tobey, in an exclusive interview with BROADCASTING • TELECASTING last week, let his hair down on the pending liquor advertising measure (S 2444) [B•T, Jan. 21, et seq.].

At the mention of the liquor bill, the Senator's ire, which has helped to give him the lustre of a campaigning Congressman on Capitol Hill, came to the surface.

Sen. Tobey in no uncertain terms said he was for the bill, wanted to see it pass and would vote for it in committee.

In other radio-TV matters, Sen. Tobey was less certain. But of one thing he is sure, he said. As ranking Republican member of the Senate Interstate & Foreign Commerce Committee, Sen. Tobey is a zealot for the public interest. In fact, he said, his Senate record is pointed that way—in the interest of the public.

Top Minority Member

Sen. Tobey is not only the top minority member of the Senate committee which concerns itself with the legislative wheel spinning for-or-against the radio-television industry, but is also the logical successor to the chairmanship of the powerful committee, should the Senate have a Republican majority after the November elections.

Dopesters on Capital Hill and in the columnist-commentator circle find it difficult to believe the Senate will go GOP. But anything can happen in Congress.

Thus, said Sen. Tobey, should the Senate come into the Republican fold, he would direct the committee agenda "in the public interest."

The New Hampshire legislator has his ideas about witnesses who shy before the TV camera and the radio microphone. To the recalcitrants' objections to the broadcast media on grounds of incrimination or violation of Constitutional rights, Sen. Tobey has this to say, in the tradition of Henry Ford I's few-word description:

"It's the bunk!"

Sen. Tobey said, "Why can't all of



Favors S 2444; Cites 'Public Interest'

of the public attend an open hearing? That's bunk."

The author of the recently published book, *The Return to Morality*, the Senator has no knowledge of immorality in the FCC. He said he does not know of any improper influence having been brought to bear within the agency's offices.

But, he reminds, the appointment of Newbold Morris by President Truman to head a corruption-busting squad in Washington is excellent. The Senator said he knows Mr. Morris and expected to confer with him quite soon.

Radio Agreement

AN AGREEMENT between the U. S. and Canada for promotion of safety on the Great Lakes by means of radio was signed for this country at Ottawa last Thursday by FCC Comr. E. M. Webster and Stanley Woodward, American ambassador to Canada. Agreement provides for authorized use of radiotelephony as a means of communicating distress signals for Great Lakes shipping on 2182 kc and continuance of other frequencies.

NEWSPRINT

'Temporary Easing' Cited

NEWSPRINT figured in a series of collateral developments at government level last week, with the usual ominous overtones for printed media advertising budget.

An NPA official told a House Interstate & Foreign Commerce subcommittee investigating the newsprint shortage that there has been a "temporary easing" of critical scarcities but that world demand will exceed supply for at least another year. The prediction was given by J. Noel Macy, director of NPA's Printing & Publishing division, last Monday.

Following day, Rep. Emanuel Celler (D-N. Y.), chairman of the House Judiciary Committee, revealed that another price boost on newsprint is imminent. This report has been widely circulated among U. S. newspaper publishers. Chairman Celler also asked Attorney General J. Howard McGrath to probe practices of newsprint producers at the plant level.

Officials of the Justice Dept. countered Wednesday that the U. S. government is without authority to launch an "effective" anti-trust inquiry. About 90% of newsprint used in the U. S. is produced in Canada, out of the American government's jurisdictional realm.

Mr. Macy said newsprint supplies will be larger this year for publishers, but spot shortages will continue.

a "servant of the people"

TO QUOTE THE STATE MEDICAL SOCIETY OF WISCONSIN

"It gives me great pleasure to take this opportunity to commend radio station WIBA for its outstanding service in the field of health education. Since April 1, 1945, WIBA has presented THE MARCH OF MEDICINE each week as a public service feature and thereby has helped immeasurably to broaden the health knowledge of the citizens of Wisconsin. Such an enviable record well illustrates how WIBA has taken its place in the community as a public instructor and servant of the people."

C. H. Crownhart
Secretary
State Medical Society of Wisconsin

January 9, 1952

The March of Medicine is only one of dozens of public service programs developed and tailored to the needs of the Madison area by WIBA. The matter of being a "servant of the people" has been going on now for more than 25 years.

WIB A

AM - 1310
FM - 101.5

BADGER BROADCASTING CO., MADISON, WISCONSIN
Represented by AVERY-KNODEL, Inc.

WOR'S 30th BIRTHDAY CELEBRATION

Anniversary Theme Injected Throughout Feb. 22 Schedule

WOR New York, 50-kw clear channel station which started as a 250-w outlet in Newark, N. J., and took a full-page newspaper ad when it learned its signal was reaching State Island, observed its 30th anniversary last Friday with the birthday theme featured on a number of its programs.

Aside from salutes by programs of MBS, which WOR helped to organize in 1935, the station devoted much of its regular programming to reminiscence, starting at sign-on with the playing of the record WOR used to commence operations on Feb. 22, 1922—Al Jolson singing "April Showers."

In one of the morning features, Vice President J. R. Poppele, who observed his own 30th anniversary with WOR on Feb. 15 [B•T, Feb. 18], appeared on the John B. Gambling *Musical Clock* program to broadcast an open letter of thanks to listeners in some 14 states for loyalty to the station. Later, during the *Barbara Welles Show*, the first microphone used by WOR was put into use for a few seconds.

A newscast prepared as though the date were Feb. 22, 1922, was presented by Dan McCullough. WOR described itself as the first

station to present regularly scheduled news broadcasts. Lyle Van's *News on the Human Side* included a short history of the station.

WOR started with a staff of five in a makeshift studio behind the sport goods and radio parts department of Bamberger & Co.'s department store in Newark. During 1927 its power was boosted to 5 kw; in the same year, it began a two-year tenure as New York key station of the new CBS network. The boost to its present 50 kw power came in 1935. Only a few weeks ago, R. H. Macy & Co.—owner of the station for 22 years—merged its WOR radio and TV interests with those of General Tire & Rubber Co.

WOR received its first grant for a TV station in 1941. Though the war prevented construction, the station did produce TV programs on a regular schedule over WABD

CANADIAN MEET

Probes Rating Disparity

CIVIL DEFENSE, rating polls and a number of internal problems were main subjects on the agenda of the annual meeting of the British Columbia Assn. of Broadcasters, held at the Hotel Vancouver, Vancouver, Feb. 10-11. F. H. Elphicke, manager of CKWX Vancouver, was re-elected president of the BCAB.

The association asked national rating organizations to discuss with the Canadian Assn. of Broadcasters the disparity of ratings for the province of British Columbia.

The disparity arose in ratings released by the Penn McLeod & Assoc. Ltd., and Elliott Haynes Ltd., Canadian survey organizations. According to reports, contradictory facts are being published by the two companies which tend to weaken the confidence of advertising executives and timebuyers in ratings.

George C. Chandler, manager of CJOR Vancouver, submitted a request to Jim Allard, general manager of the Canadian Assn. of Broadcasters, suggesting letters be sent to Penn McLeod & Assoc. as well as Elliott Haynes Ltd. explaining the broadcasters' stand. A request will be made of the companies to make available work sheets used in the compilation of their ratings and information on the methods used in selecting samples.

On civil defense, plans on progress for the Pacific coast radio industry were discussed at a closed session, and a resolution was passed urging the Canadian government to let broadcasters know what part they are to play in the civil defense picture. BCAB members heard reports from Mr. Allard and Pat Freeman of the CAB on copyright problems and radio sales promotion plans.



Mr. Poppele (r) explains the station's first microphone to Miss Welles as Mr. Seebach looks on.

(TV) New York starting in 1943 and over WRGB (TV) Schenectady starting in 1945. A new grant for WOR-TV was issued in 1947, and operations commenced October 11, 1949. A month ago, WOR-TV opened its *Television Square*, which it describes as "the first building to be constructed from the ground up exclusively for television purposes."

Coincident with its anniversary observance, WOR made a study of its sponsors through the years and found that the food industry has been the foremost user of its commercial time, according to Sales Vice President R. C. Maddux. Other top users, in order: pharmaceuticals, toilet goods, confections and beverages. Oldest sponsor is Dugan Bros. of New Jersey, a foodstuffs company which has been a consistent WOR advertiser for 26 years and which, incidentally, furnished the cake used to mark Vice President Poppele's 30th anniversary 10 days ago.

As part of the tribute to Mr. Poppele on his own anniversary, he was presented a silver plate and a letter from top officials asserting: "... WOR's success has been based on the best engineering in the country under your direction, and now WOR-TV has started in the finest studio building in the country constructed under your direction..." The letter was signed by Thomas F. O'Neil, chairman of Mutual and president

of Thomas S. Lee Enterprises which controls WOR and WOR-TV under the recent merger; by President Theodore C. Streibert, by Sales Vice President Maddux and Program Vice President Julius F. Seebach Jr., and by Controller Curt Heuser.

Meanwhile, in connection with the station's anniversary, WOR spokesmen announced they were "on the search" for three persons they would like to include among those being honored: Carl Egge, WOR's first manager; Jessi Koenig Brown, "Radio's first woman announcer," and Chalmers Greenly, who headed Bamberger & Co.'s radio receiver department when the station was established to promote set sales.

Commends MBS Show

MBS's *True Detective Mysteries* was cited last week by FBI Chief J. Edgar Hoover as directly responsible for the capture of one of the nation's "most wanted" criminals. The line-up feature of the Jan. program (Sunday, 5:30-6 p.m. EST) described Harry Burton, wanted Los Angeles for armed robbery, which one person was killed. A listener in Cody, Wyo., suggested the looked-for man might be working there as an automobile salesman which led to Mr. Burton's arrest in Cody shortly after. He was the sixth person apprehended as a result of the radio series.

*We get along
with our
ADVERTISERS
so well
only because
we get along
with our
LISTENERS
so well.*

We have very little turnover in either. Our advertisers stay on and on, because they have the proof that our listeners do the same—and you know what they say about repetition.

Ask McGILLVRA
(Chi. or N. Y.)

To Show You Some of These Proofs
Or Let Us!

WJPG
THE RADIO SERVICE OF THE
GREEN BAY PRESS GAZETTE

GREEN BAY, WIS.

**8 Great Selling
Opportunities**

(see inside front cover)



CLEAR CHANNEL Home of the NATIONAL Barn Dance

TAGE presentations were used when 1952 Norge and RCA Victor products were introduced to Nebraska and Iowa dealers gathered Des Moines for the Sidles Co. meetings. Sidles, distributor of the products in the area, closed presentation with a skit by Compliance Division General Manager Clarence Helgesen and Harold Anderson & Roll Adv., Omaha. So effective was the theatrical venture that the 'actors' were on KSO Des Moines for a performance and each was awarded "Oscar"—a huge hunk of beef.

PENNIES TO EUROPE

ND raising campaign is being launched in observance of 1,000th NBC-TV program, *Howdy Doody*. Money collected will be turned over to youngsters in Europe through Kids' CARE being handled in cooperation with the Cooperative American Remittance to Europe. Children in the TV audience will be asked to send in pennies, nickels and dimes which will be used to chase junior size CARE packages.

UNDER FIRE COVERAGE

ULLET-by-bullet coverage was given a mock maneuver at Fort Belvoir, Mass., by WEIM Fitchburg. Levinson, station newsmen, did a 10-minute remote broadcast from the field where GIs were being put through their training paces. Purpose of the show was to give listeners first hand information on method of training American soldiers.

MEDY TEAM 'DISCOVERED'

DIENCES enjoy a laugh—particularly at the performer's expense, according to Kay Russell, star of *Ladies' Day* over WSyr-TV. Miss Russell is a domestic expert except when it comes to baking a good pie. But she attempted it one day on *Ladies' Day*. The crust was a total failure and the day's experiment was climaxed when Jim McDonald, announcer on the show, dropped the entire project on the floor. The tragedy resulted in a flood of mail which prompted Kay and Jim the best comedy team on the air.

programs promotion premiums



SHARP ADVERTISING

KRINKLE cut cake and cheese slicers have been distributed by WIBW Topeka, Kan., to encourage advertisers "to get a larger portion of the wealthy Kansas market" by using the station as an advertising medium. Copy on the folder cites examples of WIBW's selling power.

VOTERS GET PREVIEW

CANDIDATES for important city, county and state offices will be presented by WTMJ-TV Milwaukee in a series of five *Voters' Guide* programs. Shows will afford the voting public an opportunity to see its future leaders. Time will be divided equally among all participants.

COMIC PROMOTION

ACCORDION promotion piece plugging "Zanies From Boston," better known as Bob and Ray, participants in a disc show of the same name, has been sent out to advertisers. Copy consists of favorable comments made on the comic team by John Crosby, *New York Herald-Tribune* radio-TV critic. Appropriate pictures of Bob and Ray are matched with the copy. Large lettering on the reverse side instructs the interested buyer to contact an NBC-TV sales representative for sponsorship details.

'FREE' PARKING TICKETS

PARKING tickets with no fines involved are being distributed by WIMA Lima, Ohio. Idea was originated to promote the Easter Straker program heard daily over the station and sponsored by a local supermarket. "Parking tickets" were tagged to cars using the store's parking lot, during a two week period, suggesting the shopper tune in the show.

KIDS TAKE OVER

CHILDREN were let loose in the kitchen when *Kiddies Kitchen* was premiered over WBAL-TV Balti-

more on Feb. 16. Show features two youngsters from 4 to 12 equipped with pint sized cooking utensils who prepare simple dishes such as breakfast for mother or an afternoon snack. Mary Landis, star of the station's *In the Kitchen*, instructs and interviews the junior chefs.

FULL HOUSE

SELL OUT on time availability has been announced by WOV New York in current piece of promotion. Copy relates that every second of allotted commercial time from 6 a.m. till midnight is being sponsored. Station's growing audience is reported 39% above what it was two years ago.

RADIO'S PULL

PEOPLE still listen to radio, according to Lincoln-Rochester Trust Co., Rochester, N. Y., which offered a free booklet, *1,000 Household Hints*, on a regular broadcast aired over WHAM there. The offer was repeated on two subsequent programs and then hastily withdrawn. 24,000 people streamed into the bank in a three day period and walked off with the bank's complete booklet supply.

AFFILIATION PLUGGED

STREET banners flew in the entire business section of Springfield, Ill., announcing the affiliation of WMAZ there with NBC on Feb. 1. In addition to the thoroughfare promotion, movie trailers were shown in three city theatres to announce the NBC service. The *Illinois State Journal* and the *Register* devoted six pages to the station on the occasion.

DON'T PUT IT OFF

LEFT-OVER 1951 calendars are utilized in promotion stunt by KCBS San Francisco. Calendars were mailed to trade with accompanying letter from Arthur Hull Hayes, KCBS general manager, informing recipient: "This free calendar is for all of those would-be advertisers who intended to do something 'a little later on' in 1951. While they were waiting, 1,000,000 families in the San Francisco Area: Ate, Drank, Smoked, Shaved . . ." Letter concludes that it's too late to do anything in 1951 but those million families are still being reached in 1952 by KCBS.

BOOST LOCAL SHOPPING

BUSINESS men in Worcester, Mass., are enthusiastic about the response to WTAG's "Shop in Worcester" campaign. All station personalities cut 20-second and one-minute announcements for use throughout the day plugging their city as the shopping and fashion center for the Central New England area. Copy is tailored to the personality. Retailers help the station by keeping writers informed on commercial problems and projects.

ON THEIR TOES

ALERT coverage of a Feb. 7 gun battle by WBAP-TV Ft. Worth, Tex., newsmen turned a local story into one of national significance. Station photographers arrived at the scene of the shooting and filmed the story. Motion picture footage was flown to NBC New York for use the following day on NBC-TV *Camel News Caravan*.

FAIR EXCHANGE

AS A special service to its advertisers, WFIL Philadelphia has effected a merchandising exchange with Food Fair Stores providing for point-of-sales displays of sponsors' products in retail outlets serving more than 500,000 customers per week. Under terms of the pact, the food chain agrees to provide weekly shelf extender displays for products of WFIL advertisers in 35 Food Fair stores in the station's coverage area.

LANG-WORTH

FEATURE PROGRAMS

SELL

AUTOMOBILES!



LANG-WORTH

FEATURE PROGRAMS, Inc.

113 W. 57th ST., NEW YORK 19, N. Y.

Network Wide Programs at Local Station Over

immediate revenue produced
with regional promotion
campaigns

23

years of
service to the
broadcasting industry

experienced sales
personnel will sell community
programs throughout
your coverage area

HOWARD J. McCOLLISTER Company

66 ACACIA DRIVE
ATHERTON, CALIFORNIA

DAVENPORT 3-3061

PAUL W. McCOLLISTER, General Manager

NOT the same news
different
intimate

Arthur Van Wagner Tufty

\$1 script
service

TUFTY NEWS BUREAU

National Press Building
WASHINGTON, D. C.

TOWERS VISITS U.S.

To Discuss Program Plans

HARRY ALAN TOWERS, head of Towers of London, England, which is said to sell 90% of all American transcribed radio programs outside of the U. S., is in New York to negotiate with the four networks for his *Noel Coward Show* and with Official Films on a "television deal."

In addition, Mr. Towers, whose company is the sole distributor of the *MGM Theatre* series outside of the U. S., is meeting with the American executives of the company. Latter series has been sold to General Motors in Australia.

Mr. Towers originally came to America about six years ago to acquire "American-know-how" of transcribed radio programs and to apply it to the international field, he said. After a successful study of American methods he returned to England to start Towers of London. Currently, his list of sponsored shows reads like a "Who's Who" of American advertisers.

On Radio Luxembourg, Lever Bros. sponsors the half-hour *Gracie Fields Show*, a Towers package, and Carter's Pills sponsors *Reflections*. In South Africa, General Foods underwrites a children's show, *Dan Dare*, transcribed by Towers, and in Australia, Wrigley chewing gum sponsors the *Gracie Fields* program, General Motors has bought the *MGM Theatre* se-

February 18 Applications . . .

ACCEPTED FOR FILING TV—Ch. 3

KTAR Bestg. Co., Phoenix, Ariz.—Request change in frequency on application for new TV station from Ch. 4 (66-72 mc) to Ch. 3 (60-66 mc) and change power from ERP 15.3 kw vis., 7.65 kw aur., to 100 kw vis., 50 kw aur., change ant., etc.

AM—1350 kc

KDKD Clinton, Mo.—Request CP to change frequency from 1280 kc to 1350 kc.

Amend Application

WLAG-FM La Grange, Ga.—Request change in ERP on application for changes in FM station from 1.3 kw to 4.45 kw, ant. height above average terrain from 120 ft. to 154 ft., to ERP 2.4 kw, ant. height above average terrain 140½ ft., etc.

License for CP

KABR Aberdeen, S. D.—License for CP, as mod., authorizing new AM station.

WINR Binghamton, N. Y.—License for CP, as mod., authorizing frequency change, power increase, new DA-DN, change trans. location, etc.

WHK Cleveland—License for CP authorizing changes in DA-N and utilize new FM supporting tower for non-directional daytime operation.

Modification of CP

WBAM Montgomery, Ala.—Mod. CP, as mod., authorizing new AM station,

ries and Hoover Co. (electric cleaners) sponsors *Bold Venture*. Latter is a Frederic W. Ziv Co. package but represented internationally by Towers.

"Radio has crossed international frontiers and become, for the first time, international, not only in the terms of politics and propaganda, but also in hard dollars and cents," Mr. Towers said.

In addition to conferring with network executives on the musical *Noel Coward Show*, Mr. Towers also is presenting a new disc jockey show featuring Margot Fonteyn, Sadler's Wells ballerina, to American stations.

All-Canada Brochure

ALL-CANADA Radio Facilities Ltd. *Yearbook* has been published, giving reports on 1951 activities and including photographs of personnel of the 10 All-Canada mutually operated stations. Stations include CJVI Victoria, CKWX Vancouver, CJAT Trail, CFGP Grande Prairie, CICA Edmonton, CFAC Calgary, CJOC Lethbridge, CKCK Regina, CKRC Winnipeg and CKOC Hamilton.

IT'S NO GAG

Price Controls, That Is

PRICE CONTROLS have been placed on comic writers by the National Assn. of Gagwriters, New York, in an effort to help new comics find people to write their material at reasonable rates. Writers will be scaled as AAA, AA, A, BBB, B, C, D, N for no rating and U for unlisted. Scaling will be determined by background, not necessarily by the aptitude of the writer.

The comic interested in new material will pay for it according to scale price. Each January, there will be a new listing of approximately 100 writers from coast to coast. The rating system will be maintained by reports from people in the entertainment world.

fcc actions



FEBRUARY 15 THROUGH FEBRUARY 21

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		

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. (See page 103.)

to change trans. and main studio locations.

WBRY Waterbury, Conn.—Mod. CP, authorizing changes in DA, etc., for extension of completion date.

WCAM Camden, N. J.—Mod. CP, authorizing change in trans. location, for extension of completion date.

WATV Newark, N. J.—Mod. CP, as mod., authorizing new TV station, for extension of completion date to October 9, 1952.

License Renewal

WAFM-TV Birmingham—Renewal of license.

Application Returned

City of St. Petersburg, St. Petersburg, Fla.—RETURNED application "to request present proposed channel or such other VHF channel as may be allocated to St. Petersburg, Fla., area" because of Sec. 1.304 of FCC rules ("Contents of applications.—Each application, unless otherwise directed, shall be specific with regard to frequency . . .").

Application Dismissed

WINX Washington—DISMISSED CP to change main trans. location and re-establish synch. amp. at 8th and Eye

WHLI Series to India

SCRIPTS for the series, *Atomic Energy—1950*, originally broadcast by WHLI-AM-FM Hempstead, L. I., are en route to Calcutta, India, for radio presentation there, it was indicated last week by spokesmen for Voice of America. Undertaking a series of educational broadcasts on atomic energy development, broadcasting officials in India sought program information from VOA, which forwarded the request to the Atomic Energy Commission. AEC, recalling the WHLI broadcasts presented in cooperation with the Brookhaven National Labs., suggested the 1950 series be used as basis for Indian programs on peacetime applications of atomic energy.

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 MEASUREMENT

Engineer on duty all night every night

JACKSON 5302

P. O. Box 7037 Kansas City, Mo.

DAVID & BARBEAU

TELEVISION PROJECT CONSULTANT

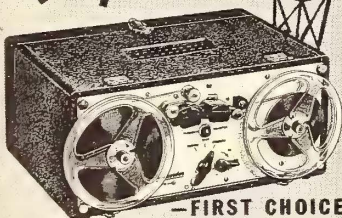
STATION PLANNING and OVER-ALL GUIDANCE

P. O. BOX 996 SCHENECTADY, NEW YORK

FOR FINEST TAPE RECORDING

KWFT
Wichita Falls, Tex.

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 CONSOLETTA
Operation available by
combining units in rich Magne-
recorder cabinets.

For new catalog — write:

Magne recorder, INC.

Magne recorder, Inc., 360 N. Michigan Ave., Chicago 7, Ill.

CONSULTING RADIO & TELEVISION ENGINEERS

JANSKY & BAILEY

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1339 Wisconsin Ave., N. W.
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Member AFCCE *

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

A 43-year background
—Established 1926—

PAUL GODLEY CO.

Upper Montclair, N. J.
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Laboratories Great Notch, N. J.

GEORGE C. DAVIS

501-514 Munsey Bldg.—STerling 0111
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Member AFCCE *

Commercial Radio Equip. Co.

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

A. D. RING & CO.

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

There is no substitute for experience

GILLETT & BERGQUIST

982 NATL. PRESS BLDG. NA. 3373
WASHINGTON, D. C.
Member AFCCE *

GAUTNEY & RAY

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1052 Warner Bldg.
Washington 4, D. C.
National 7757

Craven, Lohnes & Culver

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

McIntosh & Inglis

WYATT BLDG. (777 14th St., N. W.)
Metropolitan 4477
WASHINGTON, D. C.
Member AFCCE *

RUSSELL P. MAY

1422 F St., N. W. Kellogg Bldg.
Washington, D. C. Rpublic 3984
Member AFCCE *

WELDON & CARR

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

E. C. PAGE

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ENGINEERS
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Member AFCCE *

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WASHINGTON 6, D. C.
MICHIGAN 2261
Member AFCCE *

KEAR & KENNEDY

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

A. EARL CULLUM, JR.

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

WILLIAM L. FOSS, Inc.

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

JOHN CREUTZ

319 BOND BLDG. REPUBLIC 2151
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Member AFCCE *

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Republic 6646
Washington 7, D. C.

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

GEORGE P. ADAIR

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

WALTER F. KEAN

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

WILLIAM E. BENNS, JR.

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

ROBERT L. HAMMETT

CONSULTING RADIO ENGINEER
230 BANKERS INVESTMENT BLDG.
SAN FRANCISCO 2, CALIFORNIA
SUTTER 1-7545

JOHN B. HEFFELFINGER

815 E. 83rd St. Hiland 7010
KANSAS CITY, MISSOURI



Member AFCCE *

WWOC Manitowoc, Wis.—Mod. CP,
as mod., authorizing new AM station,
for extension of completion date.

Modification of License

WGMS Washington—Mod. license to
change name from Radio Station
WQQW Inc. to The Good Music Sta-
tion Inc.

Amend Application

WIOD Miami—Application for CP to
change DA AMENDED to make change
in DA-N.

License Renewal

WTBC Tuscaloosa, Ala.—Renewal of
license.

WIOD Miami—Renewal of license.

TENDERED FOR FILING

AM—1170 kc

KCBQ San Diego—Special Service
Authorization to use DA night only.

Modification of CP

WCEN Mt. Pleasant, Mich.—Mod. CP
to change max. expected oper. value.

TV APPLICATION DISMISSED

Waco Television Co., Waco, Tex.—
Application for new TV station DIS-
MISSED at request of attorney.

(Continued on page 103)

February 20 Applications . . .

ACCEPTED FOR FILING

TV—Ch. 13

WAFM-TV Birmingham—CP to in-
crease ERP from 26 kw vis., 13 kw aur.,
to 200 kw vis., 100 kw aur., change
ant., etc.

AM—1370 kc

WMOD Moundsville, W. Va.—CP to
change frequency from 1470 kc to 1370
kc.

License for CP

WTVJ (TV) Miami—License for CP,
as mod., authorizing new TV station,
as well as changes proposed in pend-
ing applications.

KVWO Cheyenne, Wyo.—License for
CP, as mod., authorizing new AM sta-
tion.

WSGN-FM Birmingham—License for
CP as mod., authorizing new FM sta-
tion.

WCMB Lemoyne, Pa.—License for
CP, as mod., authorizing frequency
change, power increase, operating
hours, new DA-DN, etc.

Modification of CP

WTVJ (TV) Miami—Mod. CP, au-
thorizing new TV station, to make ant.
changes, etc.

KABI Ketchikan, Alaska—Mod. CP,
authorizing new AM station, for ex-
tension of completion date.

WINZ Hollywood-Miami, Fla.—Mod.
CP, authorizing power increase,
changes in DA, moving of main studio
location, etc., for extension of com-
pletion date.

WEEK Peoria, Ill.—Mod. CP, as mod.,
authorizing changes in DA, for ex-
tension of completion date.

to file exceptions to initial decision
its application and that of WGKV
Charleston, W. Va.

By Hearing Examiner Leo Resnick

WJDX Jackson, Miss.—Granted peti-
on for continuance of hearing from
arch 17 to April 21 re its application
ad that of WGGA Gainesville, Ga.,
ad for continuance of taking of depo-
tions to March 27, authorized for
arkville, Miss., March 29, for Ray-
ond, Miss., and March 31, for Jack-
on, Miss.

y Hearing Examiner Fanny N. Litvin

The Toledo Blade Co., Toledo, Ohio—
anted petition for an extension of
me from Feb. 18 to close of business
arch 3 for all parties to file prop-
osed findings of fact and conclusions
e its application.

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.

APPLICANTS: If transcripts or bulk packages submitted, \$1.00 charge for mailing. All transcripts, 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

A Phoenix, Arizona station is expanding several departments. Applications invited from experienced personnel, living near enough for interview: news reporters, announcers, continuity. Send full details, disc and salary requirements. Confidential. Box 240M, BROADCASTING.

Managerial

General manager for major eastern market independent station. Guarantee plus incentive plan. Send complete details first letter. Box 256M, BROADCASTING.

Wanted: Sales manager experienced. Furnish complete reference. Contact Sam W. Anderson, KFFA, Helena, Arkansas.

Salesmen

Major network station in large middle-western market has immediate opening for an experienced time salesman. Permanent position for right man. Salary plus commission. Reply Box 254M, BROADCASTING.

Salesman. Excellent opportunity for good salesman around 30 for 5 kw independent midwest station. Guarantee during initial period. Good potential. Box 333M, BROADCASTING.

Excellent opportunity for aggressive, experienced salesman or saleslady in New Orleans. Must own car, be solvent and have at least 5 year proven sales record. Do not apply if you can't sell in highly competitive market and want permanent position. Send resume and picture to Box 338M, BROADCASTING.

Experienced radio salesman qualified to be sales manager at a thousand watt independent station in southern New England, excellent opportunity for good man with executive as well as sales ability. Box 341M, BROADCASTING.

If you are a salesman interested in \$, contact Bob Leming, KCAP, Helena, Montana.

Enjoy selling? Then live gloriously, friendly community, single station market, salary, commission, hunting, fishing. Air mail details KPRK, Livingston, Montana.

Commercial salesman 250 watt daytime station. Good opportunity for right man. Write fully experience, references. WEAB, Greer, S. C.

Salesman or saleswoman, combination program director; 20% commission on all sales plus salary. Can easily earn \$85.00 to \$100.00 weekly. WKUL, Cullman, Alabama.

Announcers

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

Good announcer with first phone, permanent position friendly western Pennsylvania independent daytime. Seventy-five dollars for forty-four hour week to start. Submit resume experience, photo, disc or seven one half IPS tape first reply. Box 167M, BROADCASTING.

Key job for better than average experienced announcer with first class ticket. Pleasant small city upper midwest. Long established net affiliate. Low turnover. \$75.00 and raises. Send audition and facts Box 183M, BROADCASTING.

Play-by-play sports.—Top sports station in metropolitan market, broadcasting both major and minor league baseball, will add second play-by-play man. Both live and reconstruction. First phone preferred, but all applicants considered. For this unusual opportunity with station whose sports reputation is outstanding, rush audition and full particulars. Box 261M, BROADCASTING.

Help Wanted (Cont'd)

Wanted: Announcer-salesman for progressive ABC affiliate in expanding market in the Rockies. Send tape or disc, photo, references all in first letter. Box 295M, BROADCASTING.

Wanted, experienced announcer-engineer for progressive southeastern city. Announcing ability-permanency most important. \$70.00 per week and talent shows. Send photograph and disc first reply. Box 296M, BROADCASTING.

Combination announcer/engineer licensed. Michigan fulltime. \$60 week. Box 308M, BROADCASTING.

Midwest CBS affiliate looking for announcer with disc show experience who can also handle five minute newscasts (not reporting). Must have at least six months experience. Starting salary depends on experience and ability. Send vital statistics plus references to Box 330M, BROADCASTING.

Need experienced staff announcer. \$1.25 per hour 44 hours. Send complete details first letter. KALT, Atlanta, Texas.

Need one announcer with ticket and one without at KCAP, Helena, Montana. Audition, details, please.

Local news editor. Gather, write and broadcast local news. Forty hour week. \$250.00 monthly. Start immediately. KCOW, Alliance, Nebraska.

Announcer-engineer by Idaho panhandle station. Send complete information to Norm Bauer, KSPT, Sandpoint, Idaho.

Announcer. Sixty-five or seventy dollars weekly depending experience and ability. Established network station with separate studios and transmitter. Apply Manager, KTMM, Tucuman, New Mexico.

Will pay \$80.00—44 hour week to good combo man. Announcer-1st license required. WCTA, Andalusia, Alabama.

Staff announcer experienced, strong on news and sports, good salary, talent. Send audition and photo with application to Station WFDF, Flint, Michigan.

Wanted—Announcer; also combination engineer-announcer. WKEU, Griffin, Ga.

Combination announcer-engineer wanted by 1000 watt NBC affiliated located in heart of Florida Citrus Belt. Must be experienced in announcing and hold first class license. William P. Lee, Radio Station WLAK, Lakeland, Florida.

Combination man with emphasis on announcing. Hours 6:00 AM to 1:00 PM—44 hour week, good pay, best working conditions, 500 watt daytime. Send complete data. H. Webster Taylor, WMIK, Middlesboro, Kentucky.

Announcer-engineer first class ticket, emphasis on announcing preferred. Starting salary commensurate with qualifications. WNVA, Norton, Va.

Versatile announcer for progressive one kw station. Contact WRIC, Program Director, Lindy Seamon, phone 450, Richlands, Virginia.

Wanted: Another announcer-1st class engineer to work with two congenial first ticket men for 1000 watt daytime station. A new modern station just on the air. Salary \$70 per week. Call collect Keith Moyer, WTIM, Taylorville, Illinois.

Technical

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

Help Wanted (Cont'd)

First class engineer-announcer, small town in Kentucky, \$60 per week to start, opportunity to earn more. Write 190M, BROADCASTING.

First phone operator, Baltimore area. Experience not necessary. Complete personal information first letter. Box 210M, BROADCASTING.

First class engineer with or without experience for progressive Iowa station. Congenial staff. Box 305M, BROADCASTING.

Engineer, first phone, salesman, combo, salary plus commission, New York network. Consistent improvement capable man. Box 306M, BROADCASTING.

Immediate opportunity for first phone engineer. An NBC-ABC affiliate in Michigan, 40-hour, 5-day week, with salary advances every six months, by contract. Send background and reference information first letter. Box 317M, BROADCASTING.

5000 watt Wisconsin NBC affiliate needs first phone man, no experience required. Also qualified man willing to work studio control while studying for license. Box 325M, BROADCASTING.

Transmitter-recording engineer. Permanent position with progressive Kansas 5 kw. Experience desirable but not required. Write Box 351M, BROADCASTING.

Immediate opening for first class operator. Experience not necessary but desirable. Good position for man or woman who desires experience. Must be sober and dependable. Excellent working conditions. Forty hour week plus time and one-half for overtime. 250 watt fulltime independent station. Send application with references to Chief Engineer, Radio Station WJER, Dover, Ohio.

Chief engineer, combo work. Send references and experience information to KSYC, Yreka, California.

Operator with first class license needed. No experience necessary. KTAE, Taylor, Texas.

Engineer. Must have at least five years experience and capable becoming chief engineer and able handle construction new broadcast operations. New 20V transmitter and other Allied, Collins equipment. Will pay eight to eighty-five weekly and more at overtime rate of pay when construction new stations begins. Apply Manager, KTFY, Brownfield, Texas.

Wanted, first class license experienced or inexperienced for AM-FM operation. Sober, conscientious man. Reply WBUY Lexington, N. C.

Need combo or 1st phone willing to learn announcing. Good pay; working conditions. WCRA, Effingham, Illinois.

Progressive station in friendly community has openings in engineering, announcing, and copy departments. Send full information first letter. WDEC, Americus, Georgia.

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

Chief engineer with good announcing ability, wire or phone, 1240 WJON, ABC in St. Cloud, Minnesota.

Engineer, first class control operator, immediately, experience unnecessary, on Lake Champlain, WJOY, Burlington, Vermont.

Wanted—Man with first phone ticket. Some announcing. New station. Write or wire Hal Benson, WMPA, Aberdeen, Mississippi.

Help Wanted (Cont'd)

Engineer, 1st phone, experience unnecessary, permanent, \$50.00 forty hour overtime, car required. WPAG, Arbor, Michigan.

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

Wanted, first phone holder who is announcer or wants to learn announcing with good voice to work combination announcer-engineer. Excellent working conditions, good pay, want to work in southwest. Unless you are sober and honest, do not apply. A good position for the right man. Apply Manager of Great Plains Broadcasting Company, Perryton, Texas.

Production-Programming, Other

Continuity writer for midwestern full time network station. Excellent opportunity for writer who can produce copy that brings customer results. For particulars with sample copy to Box 282M, BROADCASTING.

CBS affiliate needs continuity writer. Opportunity to work up to continuity director. KVOR, Colorado Springs, Colorado.

Program director with ideas, writing ability and a voice, who can handle console. Radio Station WBYS, Canton, Ill.

Program director-salesman; man or woman; 20% commission on all sales plus salary and drawing. Can easily earn \$85.00 to \$100.00 weekly. WKUL, Cullman, Alabama.

Experienced woman copywriter needed as soon as possible. Must be capable of air work also. Excellent salary, vacation plan. Send sample commercial photo, experience details. WLEC, Sandusky, Ohio.

Television

Salesmen

Wanted: Salesman for one of Ohio's leading television stations. Prefer man who has had radio or newspaper sales training. Unlimited opportunity at good financial arrangements. Send inquiries to Box 304M, BROADCASTING • TELECASTING.

Technical

TV station has opening for technician operator. Knowledge TV fundamentals essential. Experience not necessary. Write Box 334M, BROADCASTING. TELECASTING, enclosing photo, state minimum salary requirement. Box 334M, BROADCASTING.

Engineer, experienced in radio, license and with construction ability. Research Department KUTA, Salt Lake City. Work will be constructing, testing, assembling TV equipment. Contact Frank Carman.

Situations Wanted

Managerial

Commercial manager must sacrifice good job because climate adverse affects health of his family. Doctor recommends return to southern location. 15 years experience in administration, sales, programming. Box 221M, BROADCASTING.

General manager—looking for advancement. Can bring wealth of sales ideas practical experience. Capable of successful profitable operation. Write 258 BROADCASTING.

Manager-sales, program, economical minded. Managing highly successful medium size station, midwest, 6 years present location. Desire management station, any size, good potential good community. Well respected in industry and community. Married, 42. Available on 30 days notice. I'll talk to interested parties. Box 324 BROADCASTING.

Salesmen

Salesman, Old Dominion area prefer Sales plus extensive announcing, programming experience. Box 312 BROADCASTING.

Oklahoma & Texas stations attention. Engineer, announcer, salesman. Not to be in announcing but good dependable worker. Married, 27, draft exempt. Looking for permanent position. Presently employed. State all first contacts. Box 327M, BROADCASTING.

Situations Wanted (Cont'd)

Announcers

Announcer-salesman for radio or television station. College graduate, 28, seven years experience. Perfect record. Excellent references. Southern announcer for CBS 5 kw. Draft exempt. Contact Box 335M, BROADCASTING.

Professional schooling, Hollywood. Discs, news, newscasting, staff announcing. Available immediately. Box 241M, BROADCASTING.

College grad, 25, seeks first announcing. Courses announcing, writing, sport on experience. Long on ability. Disc. Photo. Box 251M, BROADCASTING.

Announcer-network experience doing play-by-play baseball, football and basketball. Network references. Married and draft exempt. Box 292M, BROADCASTING.

Announcer-operator. First phone. Experienced. Can do baseball play-by-play. Box 300M, BROADCASTING.

Former professional baseball player available now for play-by-play this season. Twelve years radio experience. All phases. Good football, basketball. Anywhere. Draft exempt. Box 31M, BROADCASTING.

Sports announcer—10 successful seasons broadcasting Double A baseball, football, boxing, wrestling, horse racing, tennis, outboard motorboat races, special events. Record and references excellent. Box 309M, BROADCASTING.

Announcer, play-by-play. All sports. Years experience. Also newscasting and special events. Married, family, draft exempt. Employed sports director east. Air checks hockey, basketball. Salary plus talent. Box 313M, BROADCASTING.

Flight, versatile announcer. 7 years metropolitan experience. College and play-by-play. Excellent newscaster. All phases, references available. Family. Box 315M, BROADCASTING.

Announcer, fine voice, highly talented in all sports, horse racing, special events. Draft exempt, single, desires permanent position. Picture and disc request. Best references. Box 30M, BROADCASTING.

Good, steady announcer, dependable, conscientious and experienced. Do news and commercials well. Box 321M, BROADCASTING.

Whoa! You can stop right here and get our man! Six years professional in radio, theatre, television and film; experienced all phases theatrical production, strong on announcing and DJ, directing, acting. B.A. Cornell; M.A. desire position radio station with TV license or application. Perfect background for AM-TV. Married, 32, vet. references. All offers considered. Box 38M, BROADCASTING.

Radio school graduate. First phone. Professional experience but ambitious, dependable. Family man. Prefer southwest. Box 329M, BROADCASTING.

Announcer - DJ. Young man (23) teamed with college radio theory George Washington, D. C.) headed radio workshop, writes, news reporting, acting. Assisted local DJ all night shows, interviews. What I lack in experience, I guarantee to make up in voice quality, sincerity, promotable ease. A letter will prove it's a good business swap. Box 332M, BROADCASTING.

Baseball wanted. Sports station only. Five years top play-by-play all sports. All phases. Box 336M, BROADCASTING.

Announcer, 3 years experience includes baseball, football, basketball, boxing and hockey. Will sell sports and sponsors product to audience. Excellent references. College background. Currently employed, but desire more play-by-play. Married, veteran. Will travel for right position. Box 339M, BROADCASTING.

Announcer, married, draft exempt. Experienced all phases. Have good position but no future. Relocate midwest. Box 340M, BROADCASTING.

Announcer, veteran 30, married. 5 years experience. Strong on commercials. Newscaster, 3 years programming. Now morning man. Available April 1. Box 342M, BROADCASTING.

Experienced announcer-newsmen, commercials, disc jockey, personality, veteran. Tape references. Box 343M, BROADCASTING.

Situations Wanted (Cont'd)

Five years experience—music, news, sports, etc. Outstanding DJ. College grad, 26, work only 150 miles of New York City. Box 344M, BROADCASTING.

DJ with originality and sell available April. Wake-up, late night. Experienced all phases air work, promotion, production, programming indie, net. Age 30, best references. Box 345M, BROADCASTING.

Disc jockey-announcer. Over ten years successful programming. Family man, stable, high rated morning or late evening man. Has record and top artist contacts. Now employed. Need minimum salary \$85-95 weekly. Box 348M, BROADCASTING.

Baseball announcer available for coming season. Outstanding record. Tops in other sports, staff work. 6 years experience. Highest references, sponsors, present employer, others. College graduate, married, family, vet, draft exempt. Air checks available. Write 352M, BROADCASTING.

Mature, deep-voiced. DJ, News, man-on-street. Veteran. College grad. Draft exempt. Box 353M, BROADCASTING.

Announcer, excellent voice, newscasting and commercial. Capable of DJ work. Draft exempt, single. Picture and disc on request. Finest references. Box 319M, BROADCASTING.

Four years experience announcing, copywriting, and selling. Third class engineer's license, working for first. 20 years old, draft exempt. Box 764, Kosciusko, Mississippi.

News commentator-announcer. Chicago experienced. Available March. Avers, 3915 Grenshaw, Chicago. Van-buren 6-1919.

Good all-round staff man. Strong on DJ. Write, wire or phone Larry Burke, 411 B St., N.E., Washington, D. C., Atlantic 4062.

Experienced announcer, staff announcing, disc jockey, newscasting, sports. Professional schooling also. Winston Hoehner, 1518 West Twentieth Street, Los Angeles 7, California.

Musician thoroughly acquainted with Bach to Bop wishes disc jockey position in Florida or Georgia. Native Floridian. Sufficiently acquainted with English. Can talk. Well informed. Be in Florida during March, April and May. Frank Kelly, 625 W. 169 St., New York City.

Announcer, board operator. Strong on news, music, commercials. SRT graduate. Will travel. Photo, disc, data available. Harry Ladas, 10132 Ewing, Chicago.

Combination announcer-engineer. RCA grad, 25, first phone. Vet, single, no experience. Paul Landers, 1656 East 19th Street, Brooklyn 29, N. Y.

Announcer, graduate SRT Chicago. Proficient in DJ, news and commercials. Single. Draft exempt. Middlewest preferred. Johnny Nahan, 210 N. Kolin Ave. Chicago, Austin 7-5924.

Technical

Vet. Married. 1st phone. Radio and TV school grad. Desires position as operator in Florida. Box 244M, BROADCASTING.

Engineer, (N. Y. state), desires permanent chief or good staff position. Seven years experience six stations. Veteran, 27, single, licensed, car. Box 272M, BROADCASTING.

First phone, no experience, radio-TV grad, desire combination position. Box 302M, BROADCASTING.

Engineer, available March. First. Can announce fair. \$65.00 starting. South! Box 303M, BROADCASTING.

Girl wants job, control operator, network station. One year experience. College graduate. Box 307M, BROADCASTING.

Transmitter engineer, 4½ years experience, wants permanent position. Ham over 20 years. Box 316M, BROADCASTING.

1st phone, 4½ years announcing, looking for position with advancement. State salary, opportunities. Tape on request. Box 318M, BROADCASTING.

Combination man, good engineer, fair announcer, plenty experience both including chief. You can eliminate the expense of telegrams and overtime incurred each time you hire a new man if you can pay \$80.00 to a permanent, reliable man. South or southwest only. Consider small, clean agriculture town. Excellent references. Box 331M, BROADCASTING.

Situations Wanted (Cont'd)

Production-Programming, Others

Writer, currently with top 50,000 watt station. Ten years top network shows: variety, documentary, music, comedy, some TV. Vet. 33, married, college graduate with above average earnings. Can spark your set-up with more listeners and sales, with new hard-hitting ideas from executive level. Box 326M, BROADCASTING.

Program director. Excellent sports-news announcer. College graduate. Midwest only. Box 337M, BROADCASTING.

PD with proven record available April. Experienced major markets all phases indie, net. Wake-up, late night air work. Box 346M, BROADCASTING.

Television

Salesmen

Technician, young man, veteran, one year with WSYR-TV. Wants job in TV sales, production. Excellent references. Box 310M, BROADCASTING • TELECASTING.

Technical

Engineer, first phone license. 1 and 5 kw. AM transmitter experience. Graduate SRT-TV New York. Single. Will travel. Victor Fiorentino, 5915 Lexington Ave., Hollywood 38, Calif.

Production-Programming, Others

Exceptional young woman managing editor highly successful daily newspaper wants to switch creative talents to TV, Los Angeles area. Immediate asset news or continuity staff. Radio broadcasting, scriptwriting experience. Attractive; personality. Excellent references. Box 267M, BROADCASTING • TELECASTING.

Topnotch girl copywriter, alert to TV's future, desires on-job training TV advertising. 8 years experience newspaper, 1 year radio, copy layout, sales, promotion, supervision. Best references. Box 268M, BROADCASTING • TELECASTING.

For Sale

Stations

Southwest. Language station. Earns \$5000 month. \$150,000 with terms. Box 311M, BROADCASTING.

Midwest regional daytime network station. Medium size market. Controlling interest for sale. Original investment is the asking price. Box 349M, BROADCASTING.

Equipment, etc.

Bargain. Three used sure dynamic low impedance mikes, less cable, two recently returned factory overhauled. Sell highest bidder. Box 265M, BROADCASTING.

For sale: One RCA 50 kw transmitter type 5A-50 B. Has been modified to keep pace with the rigid requirements of the FCC in the present day broadcasting standards. Is still operating 20 hours per day. If in need of well maintained, high power radio transmitter, this is your chance to get a bargain. Your inspection solicited. Box 347M, BROADCASTING.

Complete FM station, including transmitter, monitor, transmission line, antenna elements, Iso coupler, studio equipment and 158 FM bus receivers with speakers and antennas. For further particulars, contact Dick Welna, KBON, Omaha, Nebraska.

Priced to sell: 300 foot Andrews guid tower, lighting, ground system, 48,000 feet copper wire; G. E. model-BT1A1 type BT1A FM transmitter, BM1A type monitor; Parmetal transmitter cabinet, 84 by 30 by 20; consolette, KGKB, Tyler, Texas.

For sale one Presto tape play-back, both speeds and all accessories. Never been used. \$100.00. WBUY, Lexington, N. C.

Wanted to Buy

Stations

Wanted, profitable station located midwest doing minimum \$75,000.00 a year. Prefer single station market. Box 314M, BROADCASTING.

Wanted to buy. Potentially good radio station. Details, approximate price first letter. Confidential. Box 322M, BROADCASTING.

LUKY

RADIO STATION
TELEVISION STATION
ADVERTISING AGENCY

ANNOUNCES
THE APPOINTMENT OF
John Moore Dough

AS ITS—

(CHECK ONE) ✓

PRESIDENT ☐
VEEP ☐
GENERAL MANAGER ☐
PROGRAM PRODUCER-DIRECTOR ☐
ABLE ASSISTANT ☐
BIG BROOM ☐
CHIEF CHEESE ☐
ETC.-ETC.-ETC. ☐

Yes—

YOU COULD BE THE LUKY RADIO OR TELEVISION STATION OR ADVERTISING AGENCY TO MAKE SUCH AN ANNOUNCEMENT—AND WHILE OUR HERO'S NAME ISN'T JOHN MOORE DOUGH—SUCH AN ANNOUNCEMENT WOULD MEAN JUST THAT AND MANY MOORE THINGS TO YOUR ORGANIZATION.

COME MARCH 15 (better make it APRIL 1) THIS GENIAL GENIUS WILL BE READY TO CONSIDER ANY AND ALL OFFERS AND PROPOSITIONS FOR HIS SERVICES. HURRIEDLY HEREWITH HIS HISTORY: 45 YEARS YOUNG—IRISH ANCESTRY—RED HAIR—22 YEARS BACKGROUND AND EXPERIENCE IN ALL PHASES OF THE BROADCASTING-TELEVISION INDUSTRY—10 YEARS WITH NATIONAL NETWORK IN NEW YORK—EXCELLENT CONTACTS WITH AD AGENCY—RADIO—TELEVISION—RECORDING—PUBLIC SERVICE—AND GOVERNMENT EXECUTIVES THRU-OUT THE NATION. PRESENTLY VERY BUSY—UP TO HERE IN WORK—BUT, WITH SENSIBLE REASONS FOR WANTING TO MAKE A CHANGE. THIS IS STRICTLY HONEST, LEGITIMATE, BONAFIDE, ON THE UP AND UP. (PLEASE) ONLY REPLY ON THIS SAME BASIS. WILL BE DELIGHTED TO DISCUSS ANY SINCERE OFFER. SO—RUN DON'T WALK TO YOUR NEAREST METHOD OF COMMUNICATION.

ADDRESS: BOX 400M, BROADCASTING • TELECASTING

Wanted to Buy (Cont'd)

Equipment, etc.

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

Wanted: 5 KW AM transmitter. Also: 1 kw and 10 kw short wave transmitters. Description, price, please. Box 57M, BROADCASTING.

Wanted: Approximately 700 feet 1 1/2" transmission line. 52 ohm. Communication products type 505 preferred. State age, condition and price. Glen Klein, KAUS, Austin, Minnesota.

Will pay cash for General Electric 250 watt FM transmitter and monitor. WJOC, Jamestown, New York.

Miscellaneous

Attention program packagers, TV and AM. Well known radio station manager interested in being west coast distributor. Lots of contacts. Box 290M, BROADCASTING.

Interested in joining television package agency. Can contribute some capital, television and motion picture cameras and equipment for scenery shop and lighting. Have stage and television background. Box 350M, BROADCASTING.

Commercial crystals and new or replacement broadcast crystals for Bliley, Western Electric, RCA holders, etc., fastest service. Also monitor and frequency measuring service. Eidson Electronic Co., Temple, Texas, phone 3-3901.

Announcers

Managerial

EXECUTIVE ABILITY—

13 years management network regional stations
20-year successful industry reputation

Currently employed but ambitious for greater potential

WILL BE AT NARTB CONVENTION

Suggestions welcome
Replies confidential

Box 323M, BROADCASTING

For Sale

Equipment, etc.

FOR SALE

5 kw AM model 355-E-1 Western Electric Transmitter in good operating condition.

KHQ

Spokane
Washington

Employment Service

EXECUTIVE PLACEMENT SERVICE

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

HOWARD S. FRAZIER

TV & Radio Management Consultants
728 Bond Bldg., Washington 5, D. C.

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PERSONNEL ORDERS

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ENGINEERS

(First Phone)

Write for Placement Forms

Edward C. Lobdell Associates

17 East 48th St., New York 17, N. Y.

ARMORY SHOW

WHAS Turns Away Crowds

WHAS-AM-TV Louisville turned away more people than it entertained in the Jefferson County Armory fortnight ago in proving that radio can do a good job of promoting itself—and television as well.

The station attracted 18,500 people to the armory, but only 8,500 got in to see WHAS' *Old Kentucky Barn Dance*, WHAS-TV's *Hayloft Hoedown* and a new line of Ford automobiles which were on display. It was the largest gathering since the Hadacol show.

Entertainers spent an hour during the Ford display signing autographs of an audience that began thronging to the armory long before opening time.

Crowds continued to gather even after the radio show ended. As a result, several members of the radio cast, along with Vice President Vic Sholis and Sales Director Neil Cline, had difficulty regaining entrance.

Front Office

(Continued from page 58)

Rosenman, Goldmark, Colin & Kaye, N. Y., named partners in the firm

ROY M. FLYNN, director of technical and engineering developments at KRLD-AM-FM-TV Dallas, appointed station manager of KRLD-TV.



Mr. Flynn

RICHARD WALSH, director of sales-publicity-sports KGER Long Beach, Calif., to KFI Los Angeles as account executive.

HARRY KLATT, Howard McCollister Agency, L. A. to WMAY Springfield, Ill., sales staff.

H. D. NEUWIRTH, sales and advertising manager of Self Winding Clock Co., N. Y., to sales staff of WMGM New York.

FRED A. PALMER, radio consultant, Worthington, Ohio, will conduct a radio sales training clinic today (Monday) for salesmen from four western states at the Los Angeles' Biltmore Hotel.

TONY MOE, sales promotion manager for KNXT (TV) Los Angeles appointed account executive.

ROBERT L. HAMMETT, partner in the firm of A. EARL CULLUM Jr., Dallas, Tex., announces opening of his office as consulting radio engineer at 230 Bankers Investment Bldg., San Francisco.

LEN ADAMS, advertising department of the *Cleveland News* and SALLY PRICE, *Sun Press*, Shaker Heights, Ohio, to WSRD Cleveland as account executives.

RALPH KLEIN, WICC Bridgeport, Conn., and GRAEME DAWSON of the *West Hartford News*, to WDRD Hartford, Conn., as account executives.



Mr. Moe

Personals . . .

KEN CARTER, general manager of WAAM (TV) Baltimore, presented with a special award for the station's "humanitarian service to community and nation" on behalf of 1952 March of Dimes. Citation was presented by George L. Radcliffe, Maryland state chairman for the drive . . . ELIAS I. GODOFSKY, late president and general manager of WHL Hempstead, L. I., honored with a posthumous brotherhood award Feb. 1 by the Brotherhood Committee of Hempstead. . . WALTER HAASE station manager of WDRD Hartford, Conn., named head of speakers bureau for the city's 1952 Red Cross drive. . . BOB BLUM, sales manager of KEEN San Jose, Calif., elected president San Jose Little League Baseball. . . WORTH KRAMER, vice president of WJR Detroit, directed radio activity for the city's Brotherhood Week Feb. 17-2 sponsored by the Detroit Round Table of the National Conference of Christians and Jews. . . GEORGE COMTE, assistant to the station manager, WTMJ-AM-TV Milwaukee, placed on active duty for two weeks as a major in the Army Reserve to attend an economic mobilization course in Milwaukee. . .

FINLAY MacDONALD, manager of CJCH Halifax, elected president of Maritime Assn. of Broadcasters at annual meeting.

Mich. CD Network

MICHIGAN civil defense officials are working on a plan to enlarge the Michigan Conservation Dept.'s radio network to be used to disseminate air raid warnings instead of the state police network, which would be overloaded in the event of a disaster. Brig. Gen. Lester J. Maitland, defense director, said \$112,783 would be spent on the project. The finance committee of the State Administrative Board recommended turning over to Gen. Maitland \$56,391 of a \$170,000 appropriation to match an equal amount of federal funds to improve the network.

Italian Coverage

WOV New York, bi-lingual independent, has announced it will again have on-spot translation into Italian of U. S. Presidential conventions. Station, which plans broadcasts as public service for Italian-speaking New Yorkers, invited fellow broadcasters in Foreign Language Quality Network to share in coverage for commercial broadcast if they choose.

FIRST annual winter festival sponsored by WGAR Cleveland last week attracted 1,500 youngsters and collected donations for the city's Heart Society Fund. Show consisted of 25 silver skates races and seven figure skating acts.

California \$20,000.00

An attractive small city operation that offers ideal living and working conditions. Located in a rich agricultural and lumbering area. Most of fixed assets are rented.

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

East Central \$65,000.00

A fulltime network station operating very profitably with no local competition. City retail sales in excess of \$20,000,000.00. Favorable financing arranged.

AM GRANT

Portage Bestg. Co., Portage, Wis.—
anted 1350 kc, 1 kw, daytime; engi-
ring conditions. Estimated construc-
cost \$29,440. Principals are W. T.
mstock (president and 92% owner),
ority stockholder in Comstock Pub-
ing Co.; Stanley Buckles (sec-
-treasurer and 7.7% interest), re-
ter for *Portage Daily Register*, and
old Sommers (vice president and
interest), owner of Coast-to-Coast
re in Portage. Granted Feb. 15.

FM GRANTS

Olney Bestg. Co., Olney, Ill.—Grant-
92.9 mc (Ch. 225), 18.38 kw, antenna
ft.; engineering conditions. Esti-
ated construction cost \$9,315, esti-
ated first year operating cost \$4,800, esti-
ated first year revenue \$12,000.
antee is licensee of WVNL Olney.
anted Feb. 15.

Coastal Plains Bestg. Co., Tarboro,
C.—Granted 104.3 mc (Ch. 282), 2.95
antenna 300 ft.; engineering condi-
ns. Estimated construction cost \$16,-
25, estimated first year operating
st \$6,000, estimated first year revenue
\$1,000. Grantee is licensee of WCPB
rboro. Granted Feb. 15.

WSLN Delaware, Ohio—Granted 91.1
e (Ch. 216), 10 w, non-commercial
ucational. Grantee is Ohio Wesleyan
Granted Feb. 15.

ew Applications . . .

TV APPLICATIONS

Roanoke, Va.—Roanoke Bestg. Corp.,
10 (192-198 mc), ERP 200 kw visual,
9 kw aural, antenna height above
verage terrain 1,973 ft. Estimated con-
uction cost \$308,000, estimated first
ar operating cost \$120,000, first year
venue not estimated. Applicant is
enandoah Life Insurance Co., licen-
e of WLSL-AM-FM Roanoke. Filed
b. 21.

Philadelphia, Pa.—Westinghouse Ra-
o Stations Inc., UHF Ch. 17 (518-524
), ERP 200 kw visual, 100 kw aural,
enna height above average terrain
3 ft. Estimated construction cost
\$8,000, estimated first year operating
st \$450,000, first year operation ex-
ected to be conducted at substantial
s. Applicant is licensee of KDKA-
M-FM Pittsburgh, WBZ-AM-FM-TV
oston, WBZA-AM-FM Springfield,
EX-AM-FM Portland, WOWO-AM-FM
rt Wayne and international bestg.

FCC Actions

(Continued from page 99)

February 21 Applications . . .

ACCEPTED FOR FILING

License for CP

WLAN-FM Lancaster, Pa.—License
r CP, as mod., authorizing new FM
ation.

Modification of CP

WCEN Mt. Pleasant, Mich.—Mod. CP,
mod. and reinstated, authorizing
ower increase, DA-N, change in op-
ing hours, etc., to make changes in
e max. expected oper. value and for
tension of completion date.

WSPE (FM) Springville, N. Y.—Mod.
P, as mod., authorizing new non-
commercial educational FM station, for
tension of completion date from
eb. 20 to Feb. 28.

Allocations Supplement

BROADCASTING • TELECAST-
ING will publish in complete
text the *FINAL TELEVI-
SION ALLOCATIONS RE-
PORT*. Subscribers will re-
ceive the supplement without
charge. Extra copies will be
available, as long as the
supply lasts, at \$3 each.

REACHES
93,217
RADIO
FAMILIES
POUGHKEEPSIE
REPRESENTED BY DEVNEY

fcc roundup

New Grants, Transfers, Changes, Applications



box score

SUMMARY THROUGH FEBRUARY 21

	On Air	Licensed	CPs	Appls. Pending	In Hearing
AM Stations	2,333	2,316	92	317	203
FM Stations	639	572	77	9	8
TV Stations	108	93	15	497	182

(Also see Actions of the FCC, page 98)

station WBOS Boston; WRS has filed for
TV stations in Pittsburgh, Portland and
Fort Wayne. Filed Feb. 21.

Wausau, Wis.—WSAU Inc., Ch. 7
(174-180 mc), ERP 200 kw visual, 100
kw aural, antenna height above aver-
age terrain 436 ft. Estimated construc-
tion cost \$270,169, estimated first year
operating cost \$200,000, estimated first
year revenue \$200,000. Applicant is li-
censee of WSAU Wausau. Filed Feb. 15.

Clarksburg, W. Va.—Ohio Valley
Bestg. Corp., Ch. 12 (204-210 mc), ERP
50.6 kw visual, 25.3 kw aural, antenna
height above average terrain 741 ft.
Estimated construction cost \$253,283.36,
estimated first year operating cost
\$200,000, estimated first year revenue
\$250,000. Applicant is licensee of WBLK
Clarksburg. Filed Feb. 15.

Bristol, Va.—Appalachian Bestg.
Corp., Ch. 5 (76-82 mc), ERP 100 kw
visual, 50 kw aural, antenna height
above average terrain 1,964 ft. Esti-
mated construction cost \$314,530, esti-
mated first year operating cost \$259,000,
estimated first year revenue \$415,552.
Applicant is licensee of WCYB Bristol.
Filed Feb. 15.

AM APPLICATION

Mountain Home, Ark.—Mountain
Home Bestg. Corp., 1490 kc, 250 w, full-
time. Estimated construction cost \$13,-
362.75, estimated first year operating
cost \$25,000, estimated first year reve-
nue \$32,500. Principals are President
R. S. Wheeler Jr. (25%), general man-
ager and 62½% owner of KHOZ Harri-
son, Ark., Director Betty Lou Wheeler
(25%), wife of Mr. Wheeler and 12½%
owner of KHOZ, Secretary-Treasurer
Bruce C. Washburn (25%), program di-
rector of KHOZ, and Director Elxene
Washburn, wife of Mr. Washburn and
former teacher at Lakin High School,
Lakin, Kans. Filed Feb. 21.

TRANSFER REQUESTS

KCRT Trinidad, Col.—Assignment of
license from Ernest M. Cooper and
Rembert O. Coyle to Harvey R. Malott
for \$20,000. Mr. Malott is newspaper
broker in Kansas City, Mo. Filed
Feb. 7.

KMO Tacoma, Wash.—Assignment of
license from Carl E. Haymond to KMO
Inc. Change from individual to corpo-
ration only; no monetary consideration.
Filed Feb. 7.

KIT Yakima, Wash.—Assignment of
license from Carl E. Haymond to KIT
Inc. Change from individual to corpo-
ration only; no monetary consideration.
Filed Feb. 7.

WKLJ Sparta, Wis.—Assignment of
license from Victor J. Tedesco to
Sparta-Tomah Bestg. Co. Change from
individual to corporation only; no
monetary consideration. Filed Feb. 7.

KLX-AM-FM Oakland, Calif.—Trans-
fer of control from Tribune Building
Co. to Joseph R. Knowland, J. Russell
Knowland Jr. and William F. Know-
land, as voting trustees. No actual
change of ownership or control; no
monetary consideration. Filed Feb. 11.

WERL East Ranelle, W. Va.—Assign-
ment of CP from Sam W. Caudill tr/as
Greenbrier Bestg. Co. to Marvin I.
Thompson for \$1,015 and assumption
of certain expenses involved in con-
struction of station (estimated con-
struction cost \$8,830, estimated first
year operating cost \$40,000, estimated
first year revenue \$48,000). Mr. Thomp-
son owns 50% of WIBK Knoxville,
Tenn. Filed Feb. 11.

KPRL Paso Robles, Calif.—Assign-
ment of license from Leslie Henry
Hacker to Dale J. Schwartz and Ber-
nard Schwartz d/b as Radio Station
KPRL for \$25,000. Dale J. Schwartz
is chief engineer and manager of KPRL
and chief engineer of KVEC San Luis
Obispo, and Bernard Schwartz is radio,
television and magazine free-lance
writer. Filed Feb. 13.

WAUX Waukesha, Wis.—Transfer of

control W-A-U-K Bestg. Co., licensee,
to Charles E. Williams and Norman E.
Schley. There will be a reduction of
stock outstanding by 85 shares and 124
shares will be transferred to Messrs.
Williams and Schley. Mr. Williams is
sales manager of WAUX and Mr.
Schley is a CPA in Waukesha. Filed
Feb. 13.

KYOR Blythe, KROP Brawley, KREO
Indio and KPFO-AM-FM Riverside, all
in California—Involuntary assignment
of license from Bestg. Corp. of America
to William B. Ross, trustee in bank-
ruptcy. No monetary consideration.
Filed Feb. 14.

WLBE Leesburg, Fla.—Transfer of
control WLBE Inc. to Paul A. Husebo
(50%) and Wendell F. Husebo (50%)
for \$79,000. Paul A. Husebo is general
office manager for a Minneapolis whole-
sale hardware firm. William F. Husebo
is manager of WTRF Thief River Falls.
Filed Feb. 14.

WINX Rockville, Md.—Assignment of
CP and license from United Bestg. Co.
to Montgomery County Bestg. Co.
Transfer to subsidiary corporation and
no change of ownership or control; no
monetary consideration. Filed Feb. 14.

WONW Defiance, Ohio—Assignment
of license from R. W. Crowell, Lloyd P.
Basil, Ed W. Kuns, Robert S. Burke
and Carl N. Fox, d/b as Defiance Bryan
Paulling Bestg. Co., to Tri-State Bestg.
Co. Change from partnership to cor-

poration; no monetary consideration.
Filed Feb. 14.

WHLI-AM-FM Hempstead, N. Y.—
Relinquishment of control through sale
of 10% interest (20 shares of stock)
now held by Miriam N. Godofsky, ex-
ecutrix of estate of Elias N. Godofsky,
deceased, to Paul Godofsky for \$6,500.
After transfer Mrs. Godofsky will hold
45% interest (90 shares). Filed Feb. 20.

WPLH-AM-FM Huntington, W. Va.—
Transfer of control from Flem J. Evans
and Charlene Evans to William J. New-
ton for \$5,500 for 125 shares of stock.
Mr. Newton will cancel demand note
given to him by Mr. Evans amounting
to \$12,400, together with cancellation of
personal obligations. Filed Feb. 21.

KMLW Marlin, Tex.—Assignment of
CP from W. L. Pennington tr/as Falls
County Public Service to Hugh M. Mc-
Beath and Charles E. Regan, partner-
ship d/b as Falls County Public Ser-
vice, for \$2,000. Mr. McBeath is employed
in graphic arts division, Fairchild
Camera & Instrument Corp., Jamaica,
N. Y., and Mr. Regan is an attorney.
Estimated construction cost \$179.50,
estimated first year operating cost \$33,-
600, estimated first year revenue \$45,-
600. Filed Feb. 21.

HAMER HONORED

Given Silver Medal

SILVER medal "for service of un-
usual value to the Dept. of Com-
merce" was presented Tuesday by
Secretary of Commerce Charles
Sawyer to Robert C. Hamer, chief
of the Quality & Equipment Sta-
tistics Section of the Census
Bureau's Population & Housing
Division.

The award was based on "very
valuable contributions to the tech-
nical aspects of the 1950 Census
of Population Housing and out-
standing leadership in the field
training census."



So you
never knew
WASHINGTON
had hayseed?

If you have never heard of Eddy Arnold,
Cactus Matt, Pete Cassell, Lily and Curley, Don
Owens, or Zeb Turner, you have been living
on Madison Avenue too long! These Western-
hillbilly recording stars have made WEAM the
most popular independent station for miles
around the Nation's Capital. Thank you,
Purina, for proving our point with your
award.*

Advertisers interested in hitching a profitable
ride on our haywagon, call Don Cooke or us.

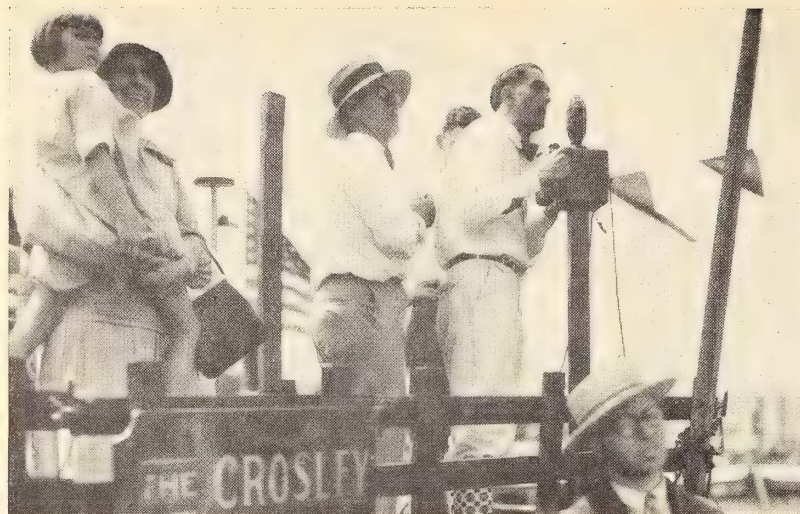
WEAM

THE WASHINGTON AREA'S MOST POWERFUL INDEPENDENT

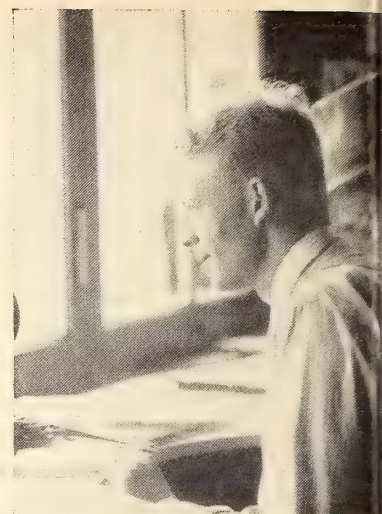
* See the RALSTON PURINA spread on pages 14-15, this issue.



Powell Crosley Jr., WLW founder, re-enacts first broadcast. He held microphone near home phonograph as "The Song of India" played. Studio was Crosley living room.



This was "mobile unit" from which WLW broadcast Cincinnati air races in 1924. A mike was rigged on a stake-body truck that could as well have been used for hauling hay. It was a sporty occasion, so the announcer wore knickers.



Red Barber, now sports counselor to CBS Radio and Television, is one of many of today's stars who got start at WLW. Here he broadcasts 1936 game of Cincinnati Reds.

CROSLEY'S 30 YEARS

FROM 50 w to 50,000; from a squeaky radio station in its founder's living room to a mammoth lay-out of radio-television operations. That's the 30-year record that Crosley Broadcasting Corp. will celebrate beginning March 1.

It will be the 30th birthday of WLW Cincinnati and the fourth anniversary of its sister station, WLWT (TV).

The events will be marked by special broadcasts and other features, touched off by a simulcast March 1 over which Dave Garroway will preside as master of ceremonies. Some of the many stars who got their starts at WLW will be on hand to share the celebration.

It may be as a preparatory school for radio's big-time that WLW is most outstanding. WLW graduates today are at work at major networks and advertising agencies. Some are star talent; others are production executives.

The latest to jump from WLW

to national prominence are Rosemary Clooney and Doris Day. Before them were such entertainers as the Mills Brothers, Fats Waller, the Ink Spots, Smilin' Ed McConnell, Jane Froman and Jack Berch.



Mr. Dunville

Ed Byron, who produces *Mr. District Attorney* learned radio at WLW. So did Jack Zoller, director of NBC's *Cavalcade of America*, Harry Holcomb producer, and Burt Farer, musical director, of NBC's *Curtain Time*. Norman Corwin headed WLW's newsroom in 1936 before he became one of the most noted writers in radio.

For 15 of WLW's 30 years, Crosley Broadcasting has been in the administrative hands of James D. Shouse, now chairman of the

board, and Robert E. Dunville, now president.

Both are industry leaders and have pioneered in many developments of profound influence in broadcasting.

Aside from its reputation as a "cradle of the stars," the station has figured prominently in the development of both business and technical progress. Its merchandising system, among the most vigorous in radio, was evolved before most radio stations paid much attention to that activity. Its technical advances have taken it into the area of super-power, where it operated until the FCC cut out such facilities in 1939.

WLW went on the air March 2, 1922. A few months later, the station went to 500 w.

In 1925 it began operating with a 5 kw transmitter and with that became the most powerful regularly operated station in the world at that time.

In October, 1928, the medium-

wave WLW began 50 kw transmissions on the 700 kc clear channel that meanwhile had been granted by the Federal Radio Commission.

It was five and a half years later—May 2, 1934—that the station went on the air with 500 kw, broadcasting from an antenna tower 83 feet tall.

Super-power was discontinued in 1939, and the station went back to its present 50 kw. In the 40's, Crosley constructed three shortwave transmitters at Bethany, Ohio, with a forest of 80 antenna poles, biggest layout of its kind. These facilities now are used by the government in its world-wide broadcasting.

Crosley Corp., to which the company's name had been changed from Crosley Radio Corp. in 1938, became a subsidiary of Avco Mfg. Co. in 1945. The next year the broadcasting division became a separate entity, the Crosley Broadcasting Corp.



WLW broadcast with super-power of 500 kw from 1934 to 1939. Here Mr. Crosley breaks ground for the 831-ft. tower from which station threw this awesome signal. After tower was built, President Roosevelt pushed button that put new facilities on air.



In 1937 WLW established Everybody's Farm. James D. Shouse, Crosley Broadcasting Corp. board chairman (second from r), was interviewed on program dedicating farm, from which nearly 4,000 broadcasts have now been made.

GO-AM-TV POSTS

Francis, McCarthy Named

EW station managers were named at week for KGO and KGO-TV in Francisco.

Vincent Francis, sales manager of KGO-TV, was promoted to station manager for the television operation, and C. L. McCarthy, former vice president and general manager of KQW (now KCBS) in Francisco, was appointed manager of the AM operation.

Gayle Grubb, recently named an ABC vice president, will remain as general manager of the combined AM-TV operations.

David Sacks, local sales representative for KGO-TV, was promoted to San Francisco manager of spot sales for ABC-TV.

The appointments were announced Thursday by William Millipson, director of ABC's western division. The appointments, he said, are in line with ABC's policy of placing greater individual emphasis on AM and TV.

Telestatus

(Continued from page 78)

The two permits a large screen view of the action on a set and a change of focus of the camera while in operation.

The system of continuous focusing is designed to eliminate halts in production to change focal setting of a camera. The large screen viewing is to aid in lighting and to pick out flaws in the picture while it is being photographed, Mr. Lyons said.

Two complete mobile units have been readied and will be available in studios within a few weeks on rental basis, it was said. They were constructed under the supervision of Jack Strauss, vice president and chief engineer.

* * *

Godfrey Takes Top Spot in Nielsen January Report

ARTHUR GODFREY, star of CBS radio and CBS Television, took up three places in percentage ratings of the Nielsen national report for the two weeks ending Jan. 26.

NIelsen-TV-RATING *

PERCENT OF TV HOMES REACHED IN PROGRAM STATION AREAS

Rank	Program	Homes %
1	Godfrey's Scouts (CBS)	58.0
2	Godfrey & Friends (Toni-Gillette Razor Co.) (CBS)	56.5
3	Godfrey & Friends (Liggett & Myers Tobacco) (CBS)	55.2
4	Texaco Star Theatre (NBC)	52.6
5	Red Skelton (NBC)	51.5
6	I Love Lucy (CBS)	51.0
7	Show of Shows (Reynolds, R. J., Tobacco) (NBC)	48.8
8	Colgate Comedy Hour (NBC)	48.6
9	Firehouse Theatre (NBC)	47.9
10	Show of Shows (Participating) (NBC)	46.8

* Average Audience Basis.
Copyright 1952 by A. C. Nielsen Co.

One-Man Script Shows

That tie up a Sponsor for a long life. Well written! Low price! Free presentation to help you sell 'em. WRITE FOR "SAMPLE!"

MERCHANDISING DIVISION

NATIONAL RESEARCH BUREAU, INC.
N.R.B. BLDG. CHICAGO 10, ILL.

KECC STRIKE

Dispute Settled Quickly

KECC Pittsburg, Calif., was put off the air for several hours last week by a strike of its three-man engineering staff. The engineers walked out in a dispute over union recognition.

The men walked out shortly before noon last Tuesday but by evening the station was broadcasting

ANA MEETING

Radio Rates Not Involved

ASSN. of National Advertisers' spring meeting will be held March 19-21 at the Homestead, Hot Springs, Va., ANA President Paul B. West announced last week.

The program, being drawn up by a committee under E. G. Gerbic, vice president of Johnson & Johnson, does not at this point include plans for formal discussion of the controversial radio rate question, spokesmen said. They deemed it unlikely that this issue—which ANA touched off and has helped to keep aflame by issuance of "studies" maintaining that radio time values have been reduced by the growth of TV—would occupy a major spot on the agenda.

ANA's Radio-TV Committee, currently headed by Walter Lantz of Bristol-Myers Co., has not undertaken another extensive review of radio time costs since the issuance of the last study several months ago, spokesmen reported.

again with management personnel in the engineer jobs. The following morning management agreed to recognize the union as bargaining agent and the strike was called off.

IBEW, meanwhile, settled four other contract negotiations peacefully in San Francisco-Oakland last week. Contracts for wage increases were signed by KYA and KJBS San Francisco and KROW and KLX Oakland.

At KJBS the engineer-combination men won \$10 weekly raises, bringing their scale to \$115. KYA and KROW won \$7.50 weekly raises, bringing the KYA scale (for 5 kw station) to \$112.50 and the KROW scale (1 kw station) to \$105. KLX engineers also got a \$7.50 weekly increase and management agreed that when the station goes from its present 1 kw to 5 kw power, as planned, the engineers' scale would automatically be raised to the prevailing level for that power.

However, the increases at all stations will not be granted in lump sum but must come as cost-of-living raises based on bi-yearly Bureau of Labor Statistics index. Thus the engineers will receive less than half of their increase immediately. The current index allows them only a 2.9% increase, which is retroactive to November 1. On May 1 they will be eligible for a second increase, equal to the cost of living rise but not exceeding the total of the wage increases agreed to in negotiations. The union also won health and welfare insurance benefits, the premium to be paid by the stations.

SARGEANT O.K.'D

Senate Approves Nomination

HOWLAND H. SARGEANT was confirmed by the Senate last Wednesday as Assistant Secretary of State for Public Affairs, succeeding Edward W. Barrett, with policy responsibility for America's shortwave radio arm abroad.

Mr. Sargeant will concentrate solely on top-level decisions involving the Voice of America and other activities of the newly-created International Information Administration.

Dr. Wilson Compton, former president of Washington State College (KWSC Pullman, Wash.), already has assumed responsibility for operational functions. Foy D. Kohler, chief, International Broadcasting Division (VOA), becomes assistant administrator for International Broadcasting Services, newly designated, reporting to Dr. Compton.

Dr. Compton is expected to make other appointments when he returns from an overseas tour which has taken him to U. S. information centers in Europe.

The establishment of IIA [B•T, Jan. 28, 21] conforms substantially to recommendations offered by the U. S. Advisory Commission on Information, which favors a semi-autonomous agency functioning under an administrator.

In its latest report submitted to Congress Feb. 15, the commission recognized also "that there are

powerful arguments in favor of taking the program out of the State Dept. altogether." But these arguments, the group held, "have not seemed decisive . . . as against the desirability of retaining a close connection between foreign policy formulation and the administration of the information program."

'READERSHIP' AD

BAB Issues Sales Guide

RADIO time salesmen—who daily are faced with the necessity of explaining to confused clients the difference between the total circulation figures so glibly tossed about by space salesmen and the individual program ratings by which radio audiences are measured—are this week joining in an industrywide chorus of thanks to Broadcast Advertising Bureau.

In an attractive, easy-to-understand book of only 15 pages, titled "A Guide for Radio Salesmen to Newspaper Advertising Readership," BAB presents a dramatic comparison between what radio talks about—"The net audience it delivers to advertisers, the audience of a specific program or the number of families tuned to a specific advertising message as measured by Pulse, Nielsen, Hooper, ARB, Conlan, etc."—and what newspapers talk about—"gross audience, their ABC circulation."

Very rarely, BAB points out, do newspapers mention "their only approximation of radio's net audience figures—the readership percentages developed by the Continuing Study of Newspaper Reading and the Starch Reports."

These surveys, BAB reports in a series of red and gray pie charts, show that "among admitted 'readers' of newspapers an average of 46% of men and 42% of women 'readers' do not see any national advertising; 56% of men and 52% of women 'readers' do not see any classified advertising; 56% of men and 12% of women 'readers' do not see any department store advertising; 58% of men and 43% of women 'readers' do not see any amusement advertising."

"Half or nearly half of the 'readers' of newspapers do not see a single headline, illustration, caption or word of many of these major advertising classifications," BAB declares.

Final page of the book is a seven-point check list for radio salesmen, detailing the ways in which they can most effectively make use of this information in their own sales presentations.

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

Another BMI "Pin Up" Hit—Published by Goday

BERMUDA

On Records: The Bell Sisters—Vic. 20-4422;
Ray Anthony—Cap. 1956; Roberta Lee—Dec. 27893; Jimmy Palmer—Mer. 5774.

On Transcriptions: Alan Holmes—Associated;
Henry Jerome—Langworth.

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



at deadline

IRE CELEBRATES 40TH ANNIVERSARY

CELEBRATING completion of 40 years since its founding in 1912, Institute of Radio Engineers has chosen "Forty Years Sets the Pace, 1912 to 1952" as theme of annual convention, to be held in New York next week (March 3-6). Some 27,500 engineers from all parts of the world expected to attend the 42 technical sessions and to view the newest developments in electronics equipment and components of 256 exhibitors, filling four floors of Grand Central Palace. Technical sessions will be held in Waldorf-Astoria and Belmont Plaza hotels as well as in Grand Central Palace.

Covering full range of recent radio engineering developments in every field from medical electronics to digital computers, the more than 200 technical papers and 14 symposia offer much of interest to broadcast engineers. Agenda includes, for example, six sessions devoted to television, including Tuesday evening panel discussion of NTSC color standards and Tuesday afternoon session on problems of constructing TV stations and converting theatres to use as TV studios. Also scheduled are two sessions on UHF receivers and one on small UHF electron tubes.

Social events of four-day meeting include "get together" cocktail party Monday, President's luncheon Tuesday and annual banquet on Wednesday. Dr. W. R. G. Baker, General Electric Co. vice president, will be guest speaker at Tuesday luncheon. Charles E. Wilson, U. S. Director of Defense Mobilization, will speak on *In Strength Is Peace* at banquet.

BRIEF ARGUES TRANSITCASTS ARE UNCONSTITUTIONAL

TRANSITCASTING conflicts with First and Fifth Amendments, is therefore unconstitutional, anti-transit radio crusaders Franklin S. Pollak and Guy Martin argue in 56-page brief filed with Supreme Court today. Supreme Court is scheduled to hear oral argument March 3. Decision is expected to have far-reaching effects on specialized forms of FM broadcasting.

Single ultimate question raised by case is, according to brief, whether District of Columbia Public Utilities Commission may approve and uphold requirement of monopoly transit company in Washington that all bus and street car passengers be subjected to broadcasts of one radio station?

Questions raised in brief, filed by Washington attorneys Paul M. Segal, John W. Willis and Charles L. Black Jr., are these: (1) Do broadcasts deprive objecting riders of free use of their faculties and of their time and attention in violation of Fifth Amendment; (2) Do broadcasts violate First Amendment by forcing objecting riders to listen to speech they do not want to hear, make them unable to listen to speech they wish to hear or words they wish to read, make it difficult or impossible for objecting riders to speak to others.

Among more cogent phrases in citation-full brief are following:

By depriving them [objecting riders] of the freedom to use their faculties as they choose, it [the broadcasts] deprives them of liberty. By taking their attention and the full use of their time, it takes property. There are no countervailing rights which may be weighed against the rights of the objecting passengers.

Capital Transit and Transit Radio have done more than insert a foot in the door; with the aid of the Government, they have effectively pinned the rider down and forced him to listen.

SUCCESS STORY

TIP TO ADVERTISERS who want red carpet rolled out for them: Keep your program on the air for 25 years. NBC last Monday not only added half-hour at its own expense to 30 minutes regularly sponsored by Cities Service Co., but also tendered sponsor a lavish post-broadcast party in New York's Rainbow Room for which network picked up \$10,000 check.

Business Briefly

(Continued from page 5)

on radio this year. All eight DeSoto dealers in Baltimore area took part in spots which occupied all available time during day.

N. Y. CENTRAL ADDS ● New York Central railroad, through Foote, Cone & Belding, N. Y., effective March 3 will add four markets to its schedule of early-morning 10 and 15-minute local breakfast programs. Contracts for 52 weeks.

AGENCY NAMED ● John I. Edwards & Assoc., L. A., appointed to handle advertising for Fire Detector Co., L. A. (firm alarm system); Mel Burns Inc., Long Beach, Calif. (Ford dealer) and Burns Ford Inc., Downey, Calif. Radio and/or TV used for all accounts.

FRENCH CAMPAIGN ● French Government Tourist Office and Air France will sponsor for 52 weeks new series, *To France With Music*, featuring Madame Angele Levesque, director of information center of French Government office in New York, Tues. and Thurs., 7:05-7:30 p.m. on WQXR New York. Agency, Benton & Bowles, N. Y.

RCA NY-HELSINKI LINK

H. C. INGLES, president, RCA Communications Inc., N. Y. announced opening yesterday (Sunday) of direct two-way radiophoto circuit between New York and Helsinki. New circuit provides for rapid transmission-reception of all types of pictorial material. With Helsinki addition, RCA Communications now operates radiophoto circuits between U. S. and 28 foreign countries.

STASSEN ON DuMONT

STASSEN for President Committee purchased 11-11:15 p.m. EST slot on 15 DuMont TV stations last Saturday for speech by their Presidential candidate, marking third purchase on DuMont in four weeks.

SIX SIGN TV CODE

SIX TV stations had subscribed at week-end to NARTB Television Code (early story page 74). Subscription forms were mailed last Tuesday. List comprises WDSU-TV New Orleans; WWJ-TV Detroit; WJAC-TV Johnstown, Pa.; WNEF-TV Binghamton, N. Y.; WTMJ-TV Milwaukee; KING-TV Seattle. Robert D. Swezey, WDSU-TV, chairman of Code-drafting group, wired this comment in connection with subscription: "Appreciate zeal and enthusiasm of my conferees on Code committee but believe it is my duty to take first plunge."

PEOPLE...

SARKES TARZIAN, owner of WTTS and WTTV (TV) Bloomington, Ind., will be guest speaker at meeting of the Chicago Radio Management club in Sheraton Hotel's Boulevard Room at luncheon Wednesday.

R. C. FORCE, general manager of WFRQ Fremont, Ohio, has joined WKNK Muskegon Mich., as general manager.

WILLIAM F. TUCKER, commercial manager KIRO Seattle, elected vice president of board of trustees, Queen City Broadcasting Co. operating KIRO. Officers re-elected were Saul Haas, president; Harold N. Graves, vice president and secretary-treasurer, and Abe Fortas vice president.

THAD McCARTY, for past three years with J. Walter Thompson Co., in Rio De Janeiro joins New York staff, effective immediately.

THOMAS J. ELLIS, Cecil & Presbrey, to Grand Adv., N. Y., as media director.

SELL RADIO HARD, ILLINOIS BROADCASTERS ADVISED

BROADCASTERS must sell radio seven days a week 365 days a year, and use their own facilities to promote medium, Illinois Broadcasters Assn. was told Friday at Springfield Ill., meeting. Walter Rothschild, WTAL Quincy, IBA board member, criticized networks for "throat-cutting" tactics and claimed they are "unconcerned" about welfare of medium.

Mr. Rothschild criticized broadcasters for their passive attitude and urged them to renew their own faith in radio as the most effective sales medium with lowest cost. He spoke as chairman of IBA's Sales Committee. Other members are W. Kenneth Patterson, WSIU Pekin; Charles Cook, WJPF Herrin, and La Verne Flambo, WQUA Moline.

IBA elected Charles C. Caley, WMBI Peoria, as new president, succeeding Ray Livesay, WLBH Mattoon. Leslie C. Johnson, WHBF Rock Island, was elected vice president and Mr. Cook was elected secretary-treasurer. Oscar C. Hirsch, WKRO Cairo, was elected to three-year board term and William Holm, WLPO LaSalle, to a one-year term. Ex-president Livesay automatically joins board.

Strong stand against plans of U. of Illinois to enter television was taken by IBA, affirming previous opposition. New legislative committee will be named by President Caley and an analyst will be appointed to watch for legislation affecting IBA members. Next meeting will be held in summer.

Baseball and basketball discussion was led by panel comprising Robert Burow, WDAU Danville; Merrill Lindsay, WSOY Decatur, and Mr. Cook. Problems of political advertising and billing, including libel responsibility, considered in panel led by Mr. Flambo.

Burt Squires and Glenn Dalberg, Broadcast Music Inc., spoke on BMI's composer contests and series of sales clinics. Legislative report made by committee comprising O. J. Keller, WTAX Springfield, chairman; Walter Emerson, WENR Chicago; William Holm, WLPO LaSalle; Frank Schroeder, WDW Decatur, and Paul F. McRoy, WCIL Carbondale. Proposal to seek right for broadcasters to report directly from legislative halls was approved by association.

Illinois Assn. of A. P. Broadcasters at previous convention meeting elected Robert W. Eckmeyer, WTAD Quincy news editor, as chairman, and Bert DeBarr, WVLN Olney, as assistant chairman.



STONEWALL JACKSON: strategist



Battle of Shenandoah Valley

As long as Stonewall Jackson is remembered stories will be told of his amazing exploits. For example, how he outfoxed and defeated 50,000 troops with one-third that number in the Shenandoah Valley of Virginia; how he saved Richmond from capture; how he made a bonfire of General Pope's two mile supply train that was seen all the way to Washington.

Stonewall Jackson, Virginian and strategist, would have enjoyed the opportunity of capturing whole populations of Virginia in another way.

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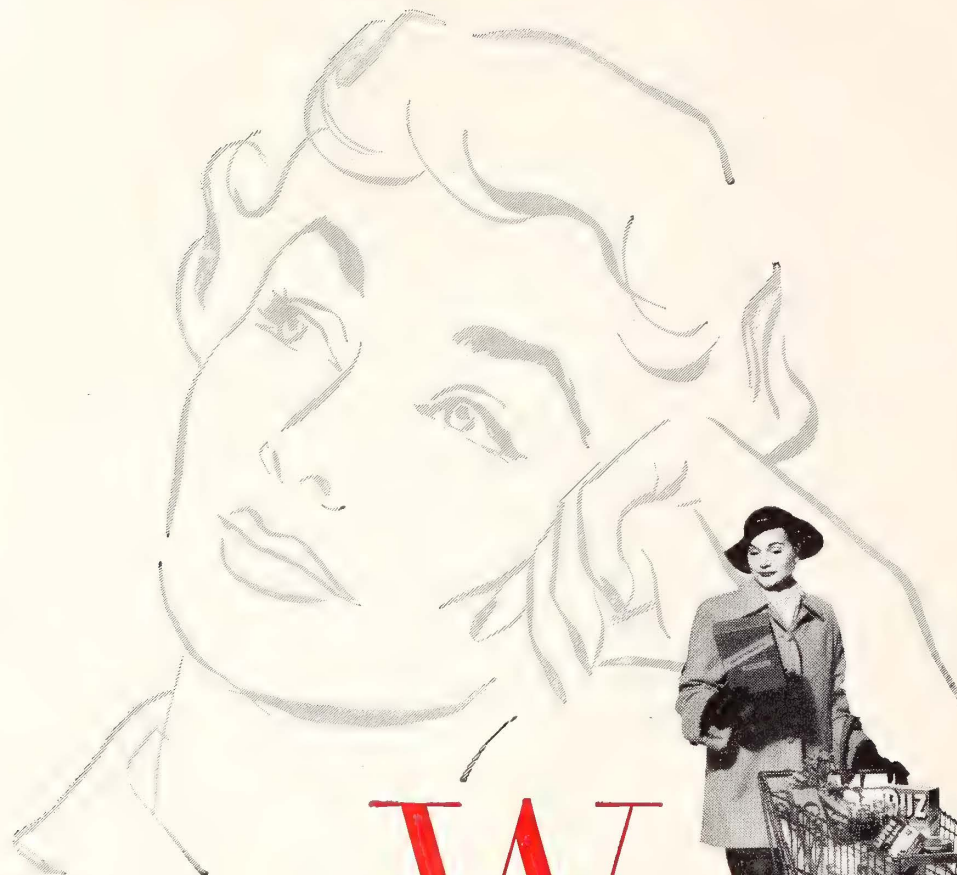
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		% of National Total
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