

MARCH 3, 1952

TELECASTING

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in our
7th
year

SALES TESTED SHOW AVAILABLE NOW

"Trapped" — the show that sold more for a sponsor in one week than his entire campaign, aired on a New York network station, did in eleven weeks — is available on channel 9.

It's the show that the sponsor chose after he analyzed 35 programs available on 7 New York stations. "Trapped" is priced from 50 to 75% below similar shows offered by the other stations

It's the show that accounted for 35% of the sponsor's consumer sales in the New York area . . . produced more sales at less cost than all other advertising media combined!

It's the show that's available now. Call WOR-tv Sales, LOngacre 4-8000.

WOR-tv Channel 9

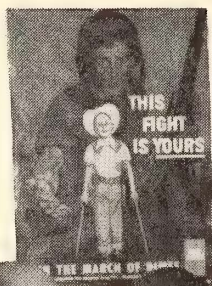
1440 Broadway, New York



Youth Speaks Up...

presents its problems frankly and intelligently before the WDEL-TV cameras. This weekly half-hour series, dedicated to teen-agers, is presented in co-operation with the Wilmington, Delaware Council of Churches. The programs have no direct relation to any one church, include members of all faiths. The young people in a friendly and informal fashion discuss any and all of their problems and evaluate them against a background of spiritual values.

"Youth Speaks Up" is one of many public service program series presented by WDEL-TV in an effort to serve all the viewers in its wide coverage area, to increase viewer interest and loyalty—important adjuncts to community welfare.



WDEL-TV

WILMINGTON, DELAWARE



In the photograph, the Rev. Philip Dunning, Chairman of Program for the Wilmington Council of Churches, talks with Leslie Werner, Jr., Patricia Werner and Edward Ballbach.



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MARCH 3, 1952

TV CODE IN EFFECT

By J. FRANK BEATTY

TELEVISION stations started operation Saturday under the stiff terms of a self-enforcing code specifying what can and cannot be said or shown on the air.

NARTB's disciplinary document received the last-minute blessing of several high government officials as the new Code Review Board held its first meeting in Washington Thursday. By nightfall 77 TV stations and all four TV networks had subscribed to the code and more were expected Friday.

What can happen when 100 million viewers sit in judgment as self-appointed censors and code interpreters was anybody's guess. NARTB and the review board were not worried as they looked over the structure set up by the association under TV board and membership mandate.

The association was heartened Thursday by observations of the new FCC Chairman, Paul Walker, as well as Sen. Edwin C. Johnson (D-Col.), chairman of the Senate Interstate and Foreign Commerce Committee, and Sen. Ernest W. McFarland (D-Ariz.), ranking majority member as well as Senate Majority Leader.

Wide Industry Acceptance

Chairman Walker told the Review Board at luncheon Thursday he was delighted that the code is meeting wide industry acceptance. He has been looking forward to self-regulation by the industry, he said, adding he was happy so many have indicated their intention to subscribe. It was the Chairman's first meeting with an industry group following his appointment Thursday morning by President Truman.

Chairman Johnson pointed out the need for patience on the part of telecasters, viewers and all others involved, recognizing the difficulty of living under a self-regulatory document and the new problems that must be faced. He voiced pleasure that so many stations had subscribed in the eight-day period following first mailing of subscription forms from NARTB headquarters.

Sen. McFarland said he recognized the difficulty of programming TV stations to meet the demands of all people and felt certain telecasters are conscious of their responsibility. He, too, was glad telecasters did the job before



AT first meeting of NARTB Television Code Review Board Thursday in Washington were (seated, l to r): Walter J. Damm, WTMJ-TV Milwaukee; Mrs. Scott Bullitt, KING-TV Seattle; J. Leonard Reinsch, WSB-TV Atlanta, vice chairman; E. K. Jett, WMAR (TV) Baltimore. Standing, C. E. Arney Jr., NARTB secretary-treasurer; Thad Brown, NARTB-TV director; Harold E. Fellows, NARTB president.

someone else did it for them.

Sen. McFarland is chairman of the Senate Commerce subcommittee considering the Benton legislation proposing creation of a citizens advisory board to scan radio and TV programming.

If anyone expected a programming or advertising millenium over the weekend, he was due for disappointment. Conformity of necessity will be gradual, in the case of many programs. The code calls for the earliest possible cancellation or

revision of advertising contracts in violation of the code. However, it allows a maximum of 52 weeks for contract revision, dating from the time of code subscription.

The five-member NARTB Review Board met with J. Leonard Reinsch, WSB-TV Atlanta, presiding as vice chairman in the absence from the country of Chairman John E. Fetzer, WKZO-TV Kalamazoo, Mich. Other members present were Walter J. Damm, WTMJ-TV Milwaukee; Mrs. Scott

Bullitt, KING-TV Seattle, and E. K. Jett, WMAR (TV) Baltimore.

The board took these steps:

- Adopted a plan to issue a newsletter report on board and staff code activities. This letter will be issued at least once a month for use of code subscribers.

- Authorized President Harold E. Fellows to name a staff executive in the TV department to aid the board. He will report directly to Thad H. Brown Jr., TV director.

- Decided to issue regular reports to the public on progress of code administration.

During early days of code life all staff interpretations are to be confirmed by the review board. This policy will apply until there is enough precedent to make many interpretations of code language automatic. Each telecaster should adopt his own method of interpreting the code, it was felt.

The review board decided to meet March 31 in Chicago during the NARTB Convention at the Conrad Hilton Hotel. First complaints will be reviewed and experiences discussed.

NARTB TV station membership stood at 86 out of 108 operating stations as the code went into operation. Three stations subscribing to the code applied for association membership — WMBR-TV Jacksonville, Fla.; WMAL-TV Washington and WNHC-TV New

(Continued on page 97)

ALLOCATIONS

Report Now Seen Nearer April 1

By EARL ABRAMS

FINAL "go-round" on TV allocations was scheduled to start today (March 3) after the second successive week, during which the FCC did not have the post-freeze decision on its agenda.

Staff work on final drafting continued apace, however, and there was feeling that the absence of discussions with commissioners could be chalked up to the asset side of the time table—in that staff hewed to writing chores without interruptions.

March 15 target date is still hope of some of staff and of some commissioners, but book is being made that it will be nearer April 1 when decision is issued.

Appointment of Comr. Paul A.

Walker as chairman is considered on plus side of time schedule in that continuity of consideration will be maintained.

If Commission goes through revised TV rules, standards and allocations all this week (considered too optimistic), there's still procedures and week-long mechanical job: mimeographing, collating and binding 600-800 page document.

Best bet now is March 22.

Document when complete will comprise four major parts: (1) Discussion of various facets of issues—separations, powers, antenna heights, educational reservations, changes necessary in existing stations, intermixture, offset-carrier, priorities, directional antenna, etc.; (2) legal replies to

those comments, oppositions and pleadings filed during "paper" hearings last year, which will not be incorporated in the final decision—there were more than 1,500 briefs filed in the four-month long hearings; (3) complete reprinting of revised rules, including allocations table; (4) complete revision of engineering standards.

It was also learned that virtually none of the big, northeastern cities are to get extra VHF channels. Some of the smaller markets in the country picked up an additional VHF, but some of these were accomplished by transferring the reservation "asterisk" from a VHF channel to a UHF channel.

Best information indicates that

(Continued on page 96)

NPA is expected this week to hand down a revised regulation exempting theatre colorcasting equipment from the controversial color TV manufacturing ban.

A modified version of the original order (M 90) will exclude theatre projection equipment but retain the overall freeze on color TV products, including home-type receivers, adapters, converters and other related items, it was understood.

The National Production Authority is keeping the lid on so-called "mass production" of color equipment in compliance with the implied intent of the Office of Defense Mobilization and the Defense Production Administration to conserve vital technical skills for the military program.

The new order will be promulgated after top-flight discussions among DPA Administrator Manly Fleischmann, NPA Administrator Henry Fowler and NPA Assistant Administrator H. B. McCoy. DPA-NPA last week was accumulating a wealth of data to support its ultimate decision.

NPA also is expected to delineate its regulation with a clear interpretation as to whether manufacturers may produce receivers capable of receiving both monochrome and color with chassis-circuitry changes.

Implied in the latter instance is the fate of a request by Paramount Pictures Corp., which proposes to manufacture the Lawrence tube through its subsidiary, Chromatic Television Labs.

Tipoff on the course of action NPA will pursue has been given on another front—that involving such protagonists as 20th Century Fox Corp., Motion Picture Assn. of America, Theatre Owners of America and the National Exhibitors Theatre Television Committee.

MPAA, TOA and NETTC had asked NPA for a separate meeting on the grounds theatre interests were not represented at either of the two government-industry color TV conferences—in October 1951 and early last month. These groups hedged their request for a separate conference with the qualification that NPA-DPA may not see fit to exclude theatre color television.

Meeting Not Necessary

Assistant Administrator McCoy has notified attorneys for MPAA that such a meeting prior to issuance of the revised order would not be necessary and indicated the new regulation will spell out applicability of the ban to theatre TV interests.

Twentieth Century had deferred action to MPAA, of which it is a member. It seeks the exclusion of theatre color TV (specifically its proposed Eidophor projection theatre television system) from the manufacturing ban. General Electric Co. would manufacture the unit, which its advocates claim will be adaptable for either color or monochrome TV reception in theatres [B•T, Feb. 25].

The factor that inveighs most heavily against any general relief for color TV manufacturers at this time is one of manpower as well as materials. Basis for the new order is the recommendation of the DPA Electronics Production Board that the ban be retained. ERP gathered data from military electronic authorities tending to bolster arguments that the defense program would be disrupted if engineers and other technical personnel were permitted to shift back to color TV projects [CLOSED CIRCUIT, Feb. 25].

J. A. Milling, chairman of the board and chief of NPA's Electronics Division, told BROADCASTING • TELECASTING last week that lifting of the ban would "throw a tremendous load on the availability of engineers" for defense work. It would drain off engineers at a time when military electronics is at a going rate of \$1 billion, with expectancy of reaching \$3 billion by the end of 1952.

Some Engineers Shifted

This would not have been necessary the case last fall shortly after Defense Mobilizer Charles E. Wilson called on manufacturers to cease mass color TV production.

With the imposition of the manufacturing ban, some firms transferred design and development engineers off color TV work, retaining technical manpower for color research as permitted by NPA.

NPA's feeling apparently is that manpower and materials are so closely intertwined in the case of color TV that it would be better to retain the freeze, notwithstanding charges that the order is tantamount to a ban on mass production of color TV end products. In any event, Mr. McCoy already has indicated that no additional materials would be allotted for color TV equipment even if the freeze is lifted.

NPA hopes that its new order will strike a happy compromise. It hopes to sustain majority industry view that the order should be retained prohibiting mass production of color TV equipment; to satisfy the military by assuring continued availability of engineers already committed for defense work; and to mollify the minority view of theatre TV interests by excluding other than home-type receivers [CLOSED CIRCUIT, Feb. 18].

A clearer definition permitting a manufacturer to produce a receiver capable of receiving both

color and monochrome TV as long as no additional materials are involved would also satisfy Chromatic Television Labs. But NPA is making no promise in this instance.

It is Chromatic's interpretation at present that a manufacturer may build a separate chassis with circuitry capable of receiving both types and also construct the tube, yet is unable to mount the tube in the chassis and sell it to the public as a complete unit.

TV SALES FUTURE

Previewed by Judge Miller

WITHIN 10 years the manufacturing side of television will rival that of automotive business in sales volume—that was the prediction of Justin Miller, board chairman of NARTB, when he spoke at the "Salute to Television" staged Feb. 21 by Los Angeles Junior Chamber of Commerce in Biltmore Hotel Bowl, that city.

He told business executives assembled that Los Angeles ranks close to the top both in number of TV stations and number of receivers.

"Los Angeles has the same number of TV stations as New York—seven—and is right behind that city in the number of sets, something over a million for each city," he said.

Calling attention to the fact that there are only 108 TV stations currently in the United States, Judge Miller said the FCC is "talking of opening the freeze on a number of stations."

It would be difficult to use television for in-classroom education, Judge Miller felt. "Anything that it could do for formal classroom education can be better done through existing means, such as extension courses and motion pictures."

He termed the television code which went into effect March 1 as a "pretty severe code, administered by a national board with power to impose penalties."

"There are some who say that this will make for more intelligent and more valuable development of TV," he said. "Others claim it will limit the medium, particularly with respect to adult appreciation."

California's Lt. Gov. Goodwin J. Knight as second speaker predicted that Los Angeles is destined to be the television capital of the world just as Hollywood is the motion picture capital.

"Television is unparalleled in its effect on our social and economic habits since the advent of the automobile," Mr. Knight said. "For one thing, television is bringing the family closer together again."

A plaque saluting the TV industry entertainment-education wise was presented to Tom McFadden, general manager, KNBH (TV) who accepted on behalf of all local television stations.

Another award was given to Hoffman Radio Corp. on behalf of manufacturers in the TV industry

ABC-TV SPOT SALES

Kearney Is Head

FORMATION of an independent spot sales organization for ABC owned-and-operated TV stations was announced last week by Slocum Chapin, ABC-TV vice president in charge of owned stations. The change went into effect Saturday (March 1).

Don L. Kearney, eastern spot sales manager for television, was named national manager of ABC-TV Spot Sales. Additional appointments in other cities where the network owns stations are:



Mr. Kearney

Roy McLaughlin, who becomes manager for ABC-TV Spot Sales in Chicago.

Joe Henry, manager of ABC-TV Spot Sales in Detroit.

Bill Laramie, manager for ABC-TV Spot Sales in Los Angeles.

Dave Sacks, manager for ABC-TV Spot Sales in San Francisco.

Coincidentally with these changes Mr. Chapin also announced new positions for Joe Fisher, who moves from the Spot Sales staff in Chicago to the post of sales manager for WENR-TV Chicago; Frank King, formerly WTTV (TV) Bloomington, Ind., to be TV sales manager for KECA-TV Los Angeles, and Vince Francis, who is named manager of KGO-TV San Francisco and will also be in charge of spot television sales for the station.

The appointments, stressed by Mr. Chapin as conforming with the network's policy to promote from within the organization, also fol-

low the ABC plan to set up parallel operations in television and radio, he said. An independent TV Spot Sales organization not only clears the way for new developments by ABC-owned television stations, he explained, but also allows for "the servicing of spot advertisers on a local basis in a far more concentrated form than the network was previously equipped to do." Additionally, he noted, the separation gives owned stations greater local identity and individuality.

Started at Fordham

Mr. Kearney, who joined ABC last July as manager of TV Spot Sales, received his first experience in broadcasting as an undergraduate at Fordham U. where he was an observer and writer on sports events for Bill Stern. After graduation he was a sports announcer on various New York stations and, in 1941, went to Syracuse where he was successively sports announcer, producer and salesman for WAGE. After service in World War II, Mr. Kearney joined The Katz Agency, station representation firm, and then went to Mutual as sales manager of cooperative programs. He returned to the Katz company in 1948 as assistant television sales manager, becoming television program manager before he left to join ABC.

TV Newscast "pumps gas and checks the oil" in SAN FRANCISCO!

KRON-TV

Shell Oil Company currently sponsors a 15 minute, Monday thru Friday newscast featuring Al Constant. On the first program, Constant interviewed the oldest Shell dealer in the area, and the

SHELL OIL COMPANY

newest dealer. The old timer reported 27 new customers the next day as a result of the newscast. The newest dealer, opening the next day, had 2 customers waiting at the pumps.

ELLIS BROOKS MOTORS, INC.

Now in their second year as sponsors of weekly "Your Show" program, Ellis Brooks Motors, Inc., Hudson dealers, report good sales of new and used cars, due in large part to TV show.

Mr. Ellis Brooks, President, states that 4 out of 5 pro-

spective customers comment on the program. He further states most prospects have been pre-sold by show, and that the weekly show has proved that "we can sell as effectively to the masses on the show, as to individuals on the showroom floor".

REPRESENTING TELEVISION STATIONS:

DAVENPORT (Central Broadcasting Co.— WHO-WOC)	WOC-TV*
FORT WORTH-DALLAS (STAR-TELEGRAM)	WBAP-TV*
LOUISVILLE (WAVE, Inc.)	WAVE-TV*
MIAMI (Wometco Theatres)	WTVJ
MINNEAPOLIS-ST. PAUL (DISPATCH-PIONEER PRESS)	WTCN-TV
NEW YORK (THE NEWS)	WPIX
ST. LOUIS (POST-DISPATCH)	KSD-TV*
SAN FRANCISCO (THE CHRONICLE)	KRON-TV*

*Primary NBC Affiliates

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

FREE & PETERS, INC.

Pioneer Station Representatives

Since 1932

NEW YORK CHICAGO DETROIT

ATLANTA FT. WORTH HOLLYWOOD SAN FRANCISCO

MOVIE PRACTICES

Reviewed by Paramount

Paramount Dates

WEEK-LONG testimony on organization, trade practices and anti-trust litigation by Austin Keogh, Paramount Pictures vice president and general counsel, came to an end last Friday in the fifth week of the FCC's inquiry into the qualifications of Paramount to hold broadcasting licenses [B•T, Jan. 15 et seq.].

Paramount Pictures' case will come to a close this week with the appearance of Klaus Landsberg, vice president of Paramount Television Productions Inc. and general manager of KTLA (TV) Los Angeles, beginning today (March 3).

After additional testimony concerning the transfer of broadcast licenses when parent Paramount Pictures split up into producing company and theatre company, in line with 1949 Supreme Court decision, merger of American Broadcasting Co. and United Paramount Theatres Inc. in new ABC-Paramount Theatres Inc.—considered most significant part of the hearings—is due to be heard (see table for estimated schedule).

Side issue—right of DuMont to participate in the merger issues—was left for later by FCC Hearing Examiner Leo Resnick.

DuMont filed a memorandum with the hearing examiner asserting its right to participate in all phases of the hearing, including the mer-

ger. It based its argument on the following reasons:

(1) DuMont's stock transfer by Paramount Pictures Inc. is interwoven with all the transfers involved in the case. When Paramount Pictures Corp. split up, it filed with the Commission applications for transfers of licenses for the TV stations it owned (KTLA Los Angeles and WBKB Chicago) and also for the DuMont stations (WABD New York, WTTG Washington, WDTV Pittsburgh). The Commission has held that DuMont is controlled by Paramount Pictures through ownership of all class B stock and some A stock—all amounting to about 29% ownership.

More Reasons

(2) Qualifications of the Paramount directors on the board of DuMont may be linked to future plans and policies of the individuals in the proposed new ABC-Paramount Theatres company.

(3) As a competitor of ABC, DuMont said it was entitled to participate in a study of monopoly trends in TV networking.

(4) DuMont was named a party to the proceedings by the FCC, and no qualifications were imposed on its participation.

Mr. Resnick has asked the other parties to answer the DuMont contentions.

Meanwhile, DuMont also an-

swered the objections of the FCC Broadcast Bureau to its petition for severance from the Paramount case and a decision that it is not controlled by Paramount [B•T, 25, 11].

Broadcast Bureau claimed that FCC should not grant the DuMont request for severance because (1) the record wasn't complete, (2) there was no necessity for an early decision, (3) Commission counsel could not—without asking for a hiatus in the hearing—work up proposed findings.

DuMont's answers to these objections were that (1) the record, as far as the Paramount directors on DuMont's board were concerned, was complete; (2) uncertain license state of DuMont stations worked against them commercially and imminent lifting of freeze meant that DuMont must be able to file applications for additional stations before channels in desirable cities were all spoken for; (3) Commission counsel has assistants who could prepare proposed findings without the need for any postponement in the current hearings.

RCA TV CLINIC

70 Attend 10th Session

RADIO networks and independent stations throughout the U.S. were represented by more than 70 broadcast engineers at RCA's 10th technical television training program held last week at the RCA Victor plant, Camden, N. J. Five-day clinic was designed to give instruction in operation and maintenance of new UHF and VHF television equipment.

Program included several tours, including trips through the plant and the David Sarnoff Research Center, Princeton, N. J. WCAU-TV Philadelphia played host to the group on Tuesday and Wednesday evening.

Those attending the training program included:

Raymond B. Hurley, WALA Mobile, Ala.; R. H. Holsclaw, KVOA Tucson, Ariz.; John Cullen and T. G. Morrissey, KFEL Denver, Col.; Gerald J. Morey, WNLC New London, Conn.; Don E. Compton, WHOO Orlando; James C. Smith, WEAR Pensacola, both Fla.; H. G. Cole, WSBT South Bend; Edward Lockwood, WXLW Indianapolis; Harold Rothrock, Consulting Engineer, Bedford, all Ind.

Eldon Kanago, KICD Spencer; Robert Moore, KBOE Oskaloosa, both Iowa; K. W. Pyle, KFBI Wichita; G. Voiles, WIBW Topeka, both Kan.; Steve Cisler, WKYW Louisville, Ky.; Don Allen, WAFB Baton Rouge; William Bland, KFLY Lafayette; Patrick Weathersby, WJBO Baton Rouge, all La.; Merle Towle, WCSH Portland, Me.; William Bareham, Harrison Brooks, Ray Brunner, John Wilner, and Louis Wagner, all of WBAL Baltimore, Md.; Ross Beville, WWDG Washington, D. C.; George McIntyre, WJEJ Hagerstown; B. F. Sparks and Jack Ward, WBOC Salisbury, both Md.

W. T. Ayer, WBEC Pittsfield; George Jaspert, Consultant, Lawrence; Leonard Lavendol, WBRK Pittsfield; Vernon P. Wilson, WNEB Worcester, all Mass.; Elwood Brown, WABJ Adrian; Edward Clark, WJLB Detroit; Richard Groenevelt, WGRD Grand Rapids; Munson Robinson, WHFB Benton Harbor; Marion J. Stoner, WTHH Port Huron; Stanford Wolf, WWJ-TV Detroit, all Mich.

Kenneth Hildenbrand and Harold

CONSENSUS of attorneys in Paramount case is that under optimum conditions this is the way the hearings will run:

March 3—Testimony and cross-examination of Klaus Landsberg, vice president of Paramount Television Productions Inc. and general manager of KTLA (TV) Los Angeles.

March 4-11—Renewal of license of WBKB (TV) Chicago.

March 12—Transfer of licenses of KTLA and WBKB from former Paramount Pictures Inc. to Paramount Pictures Corp. and United Paramount Theatres Inc., respectively.

March 13-23 — ABC-UPT merger.

March 24-25—CBS purchase of WBKB.

March 26—License renewal of WSMB New Orleans.

March 27-May 27 — Proposed findings by all parties.

May 28-Aug. 28—Initial decision.

BUITONI SIGNS DI MAGGIO

Sponsors NBC-TV Program

BUITONI MACARONI Corp., Jersey City, will sponsor *Joe DiMaggio's Dugout*, starring the former Yankee outfielder, on his first television program since retiring from baseball, on NBC-TV Sun., 11:4 a.m.-12 noon starting April 6. The contract is for 26 weeks.

The program will present a panel of sandlot "experts" composed of youngsters who will be called upon to answer questions concerning some of the intricacies of the game. Mr. DiMaggio will explain and show "tricks of the game" as practiced by today's leading players.

Show will be produced for television by Wyatt & Schuebel, New York. Agency is Albert Frank Guenther Law, New York.

Theatre TV Hearing

THEATRE TV hearing was postponed to May 5 by FCC last week due to press of other work, it was announced. This is the third postponement of the hearing on the request of the motion picture industry for exclusive channels for theatre TV.

Kopler, St. Louis; Oscar C. Hirsch, KSVS Cape Girardeau; Karl Troegler, KCMO Kansas City, all Mo.; Howard A. Shuman, KLMS Lincoln, Neb.; Theodore Kilmer and Chester Sunderland, WTTM Trenton, N. J.

William Dacosta, WOR-TV New York City; George Heuther, Naval Spec. Devices Center, Sands Point, L. I.; Elmer F. Koehler, WPIX New York City; J. W. Dean and C. Howard Sugar, WPTF Raleigh; William H. Hamrick, WUNC Asheville; Elmer Troutman, WIRC Hickory, all N. C.

Frank Barnato and Donald Rowley, WICA Ashtabula; George T. Cowe, WTRF Bellaire; J. P. Gill, WTV Columbus; Charles Shepherd, WST Steubenville, all Ohio; Anthony Hogan, WHLN Bloomsburg; Elwood Tito, WAZ Hazelton, both Pa.; Herbert Eidson, WIS Columbia; W. E. Garrison, WFB Greenville, both S. C.

Edward Frase, WKMT Memphis; Thomas Phillips, WKPT Kingsport; Wilson Raney, WREC Memphis, Tenn.; J. T. Allen, KXOX Sweetwater; Hudson Collins, KGKB Tyler; Be Hughes, KTRM Beaumont; Kenneth R. Hyman, KCOE San Antonio, Tex.; Richard Lindell, WTAR Norfolk, Va.

Harry R. Bowen, WGKV Charleston; R. D. Hough, WPDZ Clarksburg, both W. Va.; Joseph Baisch, R. E. Fundeburg, and C. Ewing, Gran Enterprise Milwaukee; Vincent Vanderheide, WKOW Madison; Donald A. Weller, WISN Milwaukee, all Wis.

Television Station MANAGER WANTED

For UHF TV Station in New Jersey

We need a man familiar with all phases of a TV station operation—technical, sales and production—to carry the station from blueprints to operation, and then manage it. No arm-chair executive, but a man who can roll up his sleeves and do the job.

A WONDERFUL OPPORTUNITY

Moderate salary at start, but with opportunity to acquire an interest in company. Station ownership well organized and adequately financed.

Applicant must be a Resident Of New Jersey Or Willing To Move to New Jersey.

Write Box 414M, Broadcasting. No applicant will be considered without full resume of background and experience. Furnish references and state minimum salary.

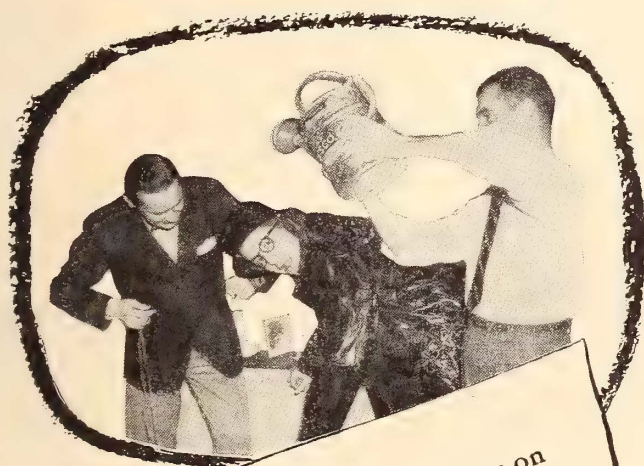
This Is The Brent Gunts Show!



... human interest



stars, gags...



fun, music, variety



At 9 A.M. fun really begins on the Brent Gunts Show. Stunts, stars, songs, surprises... every captivating caper that ever kept receptive eyes glued to a TV set. The Brent Gunts show is warm, friendly and entertaining.

Here is power-packed early-morning television programming that pays off big in profits for advertisers. The whole wonderful story is yours for the asking.

MORNINGS
9 TO 10 A.M.
MON. THRU FRI.

Television Baltimore

WBAL-TV

NBC In Maryland

NATIONALLY REPRESENTED BY
EDWARD PETRY & COMPANY

COMPARATIVE NETWORK SHOWSHEET

E V

	SUNDAY				MONDAY				TUESDAY				WEDNESDAY	
	ABC	CBS	DuMONT	NBC	ABC	CBS	DuMONT	NBC	ABC	CBS	DuMONT	NBC	ABC	CBS
6:00 PM	Ralston (alt. sp.) Space Patrol L	Mr. Imagination		General Foods Roy Rogers F										
6:15														
6:30	Reichhold Chemicals Town Meeting L & F	Sam Levenson Show	Georgetown U. Forum	General Foods Claudia L	Kellogg Space Cadet L								Kellogg Space Cadet L	
6:45														
7:00	Goodyear Paul Whiteman L*	Wrigley Gene Autry Show	Stage Entrance	U. S. Rubber Royal Showcase L				RCA Kukla, Fran & Ollie Vit. Corp. of Am., The Goldbergs L			General Foods Capt. Video	Natl. Biscuit Kukla, Fran & Ollie Bob & Ray Show		
7:15														
7:30	TBA	American Tobacco This Is Show Business		General Foods Young Mr. Bobbin	Ironrite Hollywood Screen Test L	GM-Oldsmobile News Chesterfield Perry Como		P&G Those Two L	P&G Beulah F	Columbia Records News Fatima Stork Club		Chevrolet Dinah Shore L	Bendix Swanson (alt. wks.) The Name's The Same L	GM-Oldsmobile News Chesterfield Perry Como
7:45														
8:00														
8:15	King's Crossroads F	Lincoln-Mercury Dealers Toast of the Town		Colgate Comedy Hour C-P-P	TBA (alt.) Bristol-Myers Mr. D. A. L	Lever Lux Video Theatre	Pentagon Washington	Crosley Speidel (alt. wks.) P. Winchell J. Mahoney	Air Force Show (title TBA)	Life is Worth Living Bishop Fulton J. Sheen		Texas Oil Co. Texaco Star Theatre	Paul Dixon L	Pillsbury Toni (alt.) Godfrey & His Friend
8:30					Life Begins At 80 L	Lever-Lipton Godfrey's Talent Scouts	Johns Hopkins Science Review	Firestone Voice of Firestone L	Met. Opera Auditions L	Curtis Publishing Co. Keep Posted				Liggett & Myers Godfrey & His Friend
8:45														
9:00	Arthur Murray Inc. Arthur Murray Party L	General Electric Fred Waring	Clorets Chlorophyll Gum and Indus. Tape (Texcel) King Detect.	Goodyear Corp. (alt. with) Philco Corp. TV Playhouse	Skipper Peanut Butter You Asked For It L	Philip Morris		Admiral Lights Out L	United— Or Not? L	Schick Inc. Crime Syndicated	Serutan Battle of the Ages	P&G Fireside Theatre	The Ruggles F	Colgate Strike It Rich
9:15														
9:30														
9:45	Film	Bristol Myers Break the Bank	Larus & Bro. Co. Plainclothes Man		In Our Time F	General Foods Sanka It's News To Me		Johnson Wax alt. with American Tobacco Co. Robert Montgomery	On Trial L	Electric Auto-Lite Suspense	Quick on the Draw with Bob Dunn	Armstrong Circle Theatre L	TBA	P. Lorillard The Web
10:00	B. Graham Evan. Assn. Hour of Decision F	B.F. Goodrich Celebrity Time		P&G Red Skelton Show L	How Did They Get That Way L&F				Film (except WJZ-TV)	Block Drug Danger	Co-op Hands of Destiny	P. Lorillard Original Amateur Hour L	Celanese Corp. Celanese Theatre (alt. wks.) L Frigidaire Pulitzer Prize Playhouse L	Pabst Sales Co. Pabst Blue Ribbon Bouts
10:15														
10:30	Young People's Church Youth on the March F	Jules Montenier What's My Line		Regent Cigs. Cameo Theatre L	Films of Interest			Co-op Who Said That L	Chicago Symphony (except WJZ-TV) L	R. J. Reynolds My Friend Irma	What's the Story With Waller Kiernan	Considine Mutual of Omaha		General Cigar Sports Sp Longines Chrono-scope
10:45														
11:00		Norwich Sunday News Spec.				Longines Chrono-scope							Co-op Wrestling L	
11:15 PM														

D A

	SUNDAY				MONDAY - FRIDAY				SATURDAY					ABC
	ABC	CBS	DuMONT	NBC	ABC	CBS	DuMONT	NBC	ABC	CBS	DuMONT	NBC		
9:00 AM													1:30 PM	
9:15													1:45	
9:30													2:00	
9:45													2:15	
10:00						M-Th 10-10:15 CBS News Lever-Rinso (M-Th.) Godfrey		Mel Martin Show L					2:30	
10:15						Gen. Mills Hudson Bride & Gr'm							2:45	
10:30								It's In the Bag L	TBA (alt. wks.) Hold'er Newt L				3:00	
10:45													3:15	
11:00							Al Pearce Show		Ernie Kovacs Show L	Personal Appearance Theatre F	The Whistling Wizard	Internatl. Shoe Co. Kids & Company	3:30	
11:15													3:45	
11:30													4:00	
11:45													4:15	
12:00 N	Junior Crossroads	Ranger Joe Corp. Ranger Joe			Paul Dixon L	C-P-P (MWF) Strike It Rich			Dave and Charlie Harkness and News	TBA	Brown Shoe Smilin' Ed McConnell		4:30	
12:15 PM	Sweets Co. Tootsie Hip- podrome L	Junior Hi-Jinz			Warner Hudnut (M-W-F) 12:30-1 Lever Bros. (Tu-Th-F) 12-12:15 Ameche-Langford L		Egg & I	Woman's Club	Prpting. Sponsors Ruth Lyons' 50 Club L	General Mills Betty Crocker L	National Dairy The Big Top		4:45	TV To Time Ft
12:30	Voice of Prophecy Faith For Today L	M&M Ltd. Candy Carnival	Walter H. Johnson Candy Co Flying Tigers				P&G Search for Tomorrow	Take the Break with Don Russell	The Bunch L				5:00	Super Ci (alt. sp) Canada (5-5:30)
12:45													5:15	
1:00													5:30	Peter S
1:15	Horizons L & F			Frontiers of Faith L	(See Footnote)			Premier Products Rumpus Room with Johnny Olsen					5:45 PM	Mars I (5:30- L

TELECASTING

The Jim Deline GANG



Now on WSYR-TV

Jim Deline has been an outstandingly popular radio personality in Central New York for more than 14 years. The Jim Deline Gang has been one of the top shows in the area.

Now, in response to a mounting clamor, Jim Deline and his gang are on television—on WSYR-TV every morning from 11 to 11:30, Monday through Friday.

Time is available in this exceptional daytime participating show in either one-minute or ten-minute segments. Rates for time and talent are attractive.

**Write, Wire, Phone
or ask Headley-Reed**



with Sensational Results

During the first two weeks of the Jim Deline show, 4512 entries to Jim's mystery package contest came flooding in from 118 communities in Upstate New York. It proves that a lot of Central New Yorkers (who have lots of money to spend) are watching the Jim Deline show. Here's the kind of selling spot YOU are looking for. Get it while the getting's good.

WSYR-TV

channel 5

NBC Affiliate — WSYR-AM-FM-TV — the Only Complete Broadcast Institution in Central New York

TV RENEWALS

FCC Grants 4 of 26 Put on Temporary

LICENSES of four of the 26 TV stations placed on temporary license last month because of the absence of religious and/or educational programs [B•T, Feb. 4] were renewed by FCC last week for the regular one-year period.

The four stations are WBNS-TV Columbus, Ohio; WJAC-TV Johnstown, Pa.; WJBK-TV Detroit and SPD-TV Toledo.

All four showed the FCC that their the "composite" 1951 week ended in determining program content did not truly reflect the programs the station was using or that such programs had been put on the air or were planned since the renewal forms were mailed.

At the time the Commission refused regular license renewals to the 26 stations, it was generally agreed that almost all of them could be given regular renewals when they showed the Commission that they were using or planning to use religious and educational programs.

It can be expected that most of the remaining 22 stations still on temporary for "programming imbalance" will be granted regular licenses in the next few weeks when their replies to the Commission's request for information on the subject are digested. The Commission has written all these stations.

Footnotes Explained

According to reports, the Commission's action was taken suddenly when it was noted that many stations carried no religious and/or educational programs. All of the 26 stations whose licenses were held up showed a zero in one or both of those categories.

In fact several stations, noting their poor showing in religious and educational time, incorporated footnotes in the composite week listings explaining that they were carrying such programs—but on days other than those called for in the renewal form. One example was that of WTOP-TV Washington, which called attention to the lack of religious programs on its composite week listing, but pointed out that the station was carrying such a program weekly.

It also was understood that the action in holding up the license renewals of the 26 stations was taken without any implications of over-commercialization, which led to the issuance in 1946 of the radio Blue Book."

Most Washington observers agreed, however, that the action marked the end of the TV honeymoon with the FCC. They felt that from now on stations were going to have to hew more closely to the FCC program category line than they have been doing in the past.

When the FCC renewed the licenses of all TV stations in 1950, it warned that the program balance of some TV stations seemed in question and that a conference of all TV stations would be held to discuss that subject. The conference was never held.

The FCC warning last year

spurred NARTB into establishing a TV code committee to draw up programming standards for telecasters. That code was adopted by the NARTB board last December [B•T, Dec. 10, 1951]. It went into effect March 1 (see separate story on page 65).

FREE TV TIME

Suggested for Politicos

SEN. EDWIN C. JOHNSON (D-Col.) suggested free time for political candidates in a talk before the Second Annual Regional Television Seminar at WAAM (TV) Baltimore [B•T, Feb. 18].

In two of four seminar sessions, television and its relation to the political scene was the principal topic.

At a second session devoted to TV and politics, a panel agreed that television will be a potent factor in the forthcoming national elections. The panel, moderated by Lynn Poole, Johns Hopkins U., was made up of Kenneth D. Fry, radio-TV director, Democratic National Committee; Edward T. Ingle, radio-TV director, Republican National Committee; Rep. Richard Bolling (D-Mo.) and Rep. Harold C. Ostertag (R-N. Y.).

DuMONT RENEWALS

Summer TV Shows Planned

SIX renewals were announced last week by DuMont Television Network, with new contracts calling for runs from 13 weeks to a full year. Most of these intend to stay on the air throughout the summer.

Renewing were: *Down You Go*, P. Lorillard for Old Golds, through Lennen & Mitchell; *The Plainclothesman*, Larus & Brother Co. for Holiday cigarettes and Edgeworth tobacco, Warwick & Legler; *Battle of The Ages*, Serutan Co., Franklin Bruck Adv; *Twenty Questions*, Mennen Co., by Kenyon & Eckhardt; *Rocky King, Detective*, American Chicle Co., Dancer-Fitzgerald-Sample; and *Rumpus Room*, Francis H. Legget & Co. for Premier Foods, by Peck Adv.

Bloomberg Named

HERBERT BLOOMBERG, central district sales manager for Allen B. DuMont Labs. Television Trans-



Mr. Bloomberg

mitter Division, has been named to supervise the division's sales activities in a realigned and expanded central sales territory now covering 15 midwest states. He will retain present title. Enlargement of his responsibilities, part of the division's 1952 expansion program, is effective immediately.



She's lovely!

She's engaged!

(looking and listening to

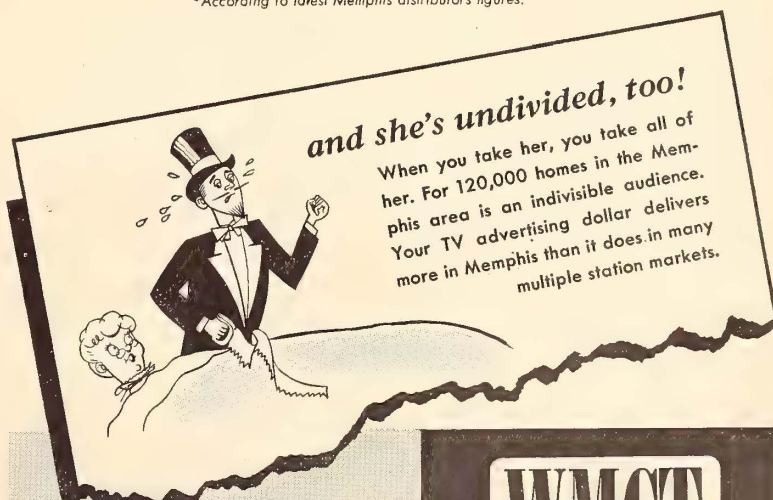
WMCT from 7 am to midnight daily)

She's a member of one of the many families who make up the 120,000* TV homes in the Memphis market area.

She finds entertainment, information and education, looking and listening to the pioneer TV station in this two billion dollar market.

Did we say pioneer? We will go further—It's the first! The one! The only TV station in the Memphis area!

*According to latest Memphis distributors' figures.



National Representatives The Branham Company

CHANNEL 4 • MEMPHIS
AFFILIATED WITH NBC

Owned and operated by
THE COMMERCIAL APPEAL
Also affiliated with CBS, ABC and DUMONT

WMCT

Memphis ONLY

TV Station

WMC WMCF WMCT

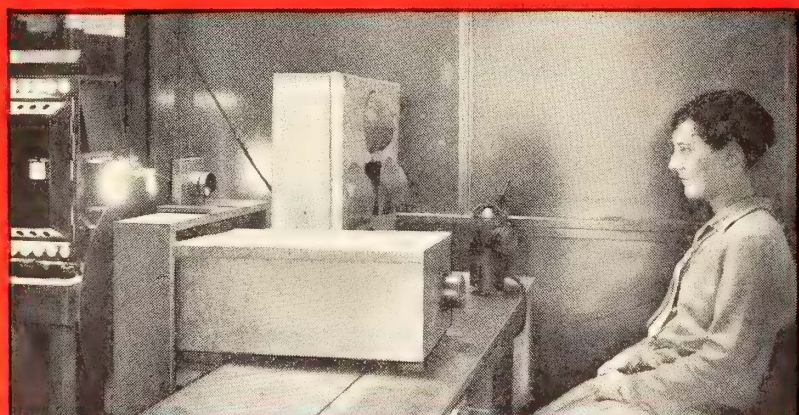
GENERAL ELECTRIC TV 'FIRSTS'

PIONEER TRANSMITTER AND

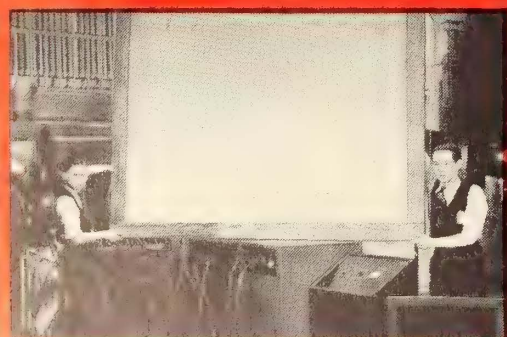
25 YEARS AGO...



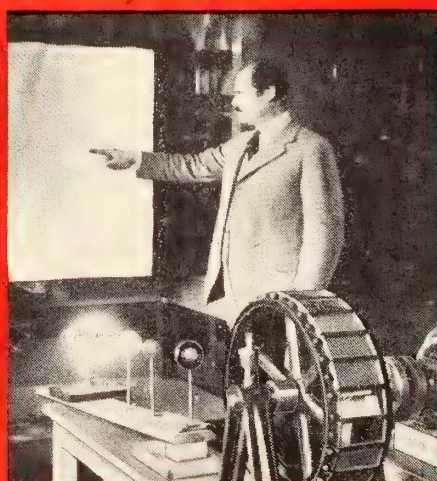
First Home TV Receiver. In 1927, at Schenectady, Dr. Alexanderson reveals his console model with a tiny 3" screen. The receiver used a rotating perforated disc to scan the image. Sound was received on a different wave length through speaker at right.



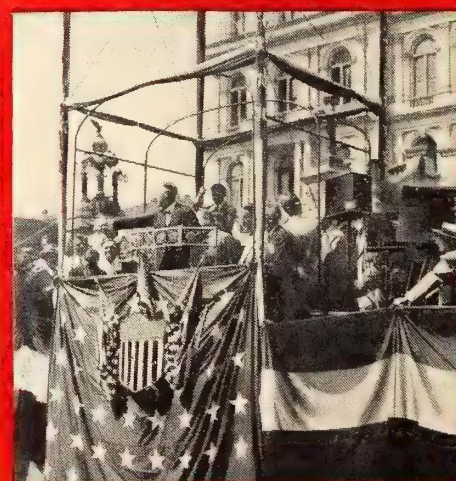
First Television "Camera." As light from electric arc at left is projected through 48 holes of revolving disc, the flashes are picked up by 4 electric eyes protruding from wooden frame on table. The impulses are then broadcast much the same as any radio message.



First Theatre Television. In May, 1930, Dr. Alexanderson produced a picture 7 feet square on a screen in Proctor's Theater, Schenectady. Receiver used a light cell developed by Dr. August Karolus.



First Television "Transmitter" is demonstrated by its inventor. Each of the 24 mirrors mounted on a wheel of the machine was set at a different angle to televise an image before 7 photocells.



First Remote Pickup. Pioneer G-E equipment of Albany, 15 miles from Schenectady, picked up the image and voice of Governor Alfred E. Smith accepting Democratic presidential nomination.

Complete 1952 Line of Broadcast Equipment Shows Startling Advance in Electronic Science

ON December 16, 1926, when Dr. E. F. W. Alexanderson, famed General Electric scientist, first demonstrated a system for transmitting pictures by radio, The New York Times hailed the event as a major achievement in electronic science.

This prolific inventor, who was issued a patent on an average of every 7 weeks during his 45-year active tenure with the company, established the tradition of bold, challenging television research that sparks the efforts of G-E engineers today. The first home receiver, the first remote pickup, the first theatre projection of TV—all were developed in Alexanderson's laboratory. He and his associates have kept up the pace for 25 years.

You can put your confidence in

SPAN QUARTER CENTURY FROM RECEIVER TO LATEST UHF EQUIPMENT

TODAY...

Today, with the greatest new industry in America on the threshold of unprecedented expansion—with UHF channels soon to be claimed by scores of applicants—G.E.'s latest television developments deserve your attention. Complete studio units for VHF and UHF operation, television transmitters ranging in power from 100 watts to 50 kw, and antenna systems with effective power gains up to 25 times—are available to existing stations and prospective broadcasters.

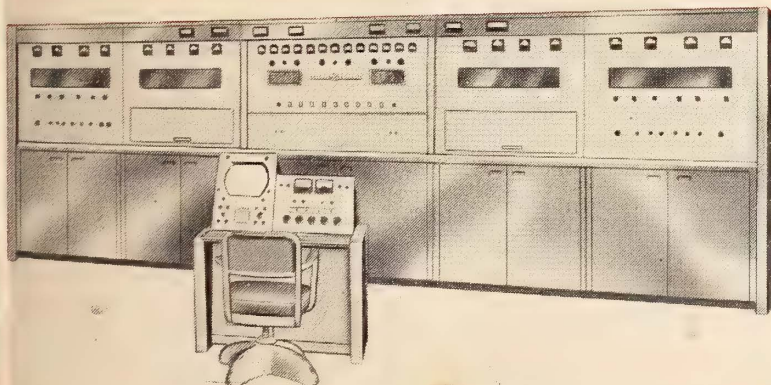
In an expensive business, it pays to examine carefully your investment in basic station equipment. Here at Electronics Park we believe we have the most modern television factory in the world. We'd like you to see it before you make any equipment decisions. Your General Electric Broadcast Man will be glad to make the arrangements.

General Electric Company, Electronics Park, Syracuse, N. Y.

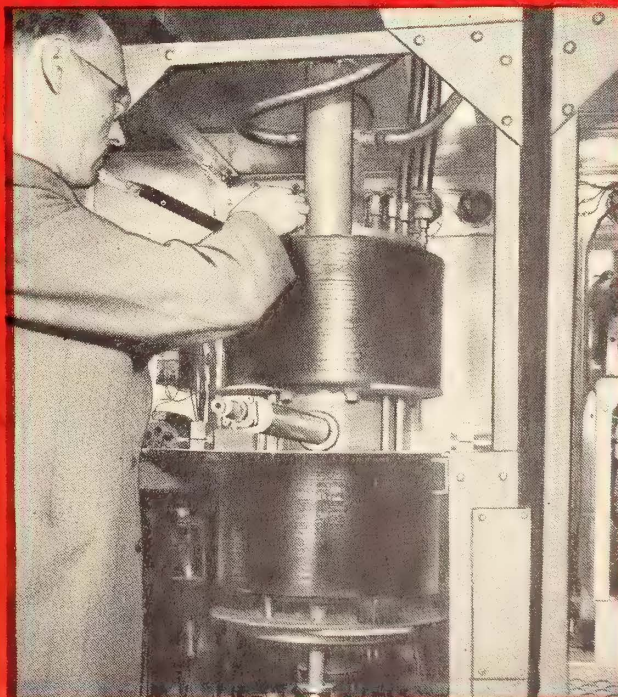


20 To 1 Power Gain! A fundamental new development of G-E engineering, this helical antenna for UHF is a 4-bay radiator of side fire design. Only 4 feed points are required. Simplified de-icing system. Also available: 5-bay, 25-gain antenna.

GENERAL ELECTRIC



World's Most Powerful UHF Television Transmitter. This 12 kw unit offers a unique treasury control system. One crystal oscillator controls both the visual and the aural carriers, tying them together with a fixed separation of 4.5 mc. A number of broadcasters have already placed orders for this UHF transmitter.



High-Power UHF Klystron Tube. A successful solution to the difficult problem of high power at UHF. Designed and built to G-E specifications, this tube's remarkable amplification and extreme stability actually make high-power UHF television a reality.

IT
ALL
ADDS
UP
TO



158,000

TV
SETS

IN THE
TOLEDO MARKET
98% PREFER
WSPD-TV

Toledo's only TV station

An NBC television affiliate with
only the best from CBS, ABC, DTN



NBC AFFILIATE
A FORT INDUSTRY STATION

Rep. by The Katz Agency, Inc.

WSPD-TV
CHANNEL 13
TOLEDO, OHIO

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

telestatus



Children's Viewing Is Analyzed

(Report 205)

CHILDREN from the first through eighth grades in three Evanston, Ill., schools spend an average of 19 hours weekly watching TV, two hours less than the 21-hour average for the same group in 1950.

This was reported last week by Dr. Paul Witty of the School of Education at Northwestern U., located in Evanston, who has completed his second survey on the interest evinced by youngsters in television.

Other conclusions based on questionnaires returned by 1,400 school children, their parents and teachers:

One-third of the pupils said TV helps them in some of their school classes, but others said the temptation of TV to take them from their studies was "a detriment."

Most children seem to look at video between 6:30 and 8:30 p.m., a predominant time for adult rather than youthful entertainment.

Children said they read less than they did before having television, but admitted they read as many comic books as they used to. They also see fewer movies, as reported similarly in the 1950 survey, but still pass the boxoffice about once weekly.

Of the 1,400 children, 68% said they had TV sets in 1951, contrasted with 43% in 1950. Last

year 26% of their teachers had sets, watching an average of 12½ hours weekly.

The amount of viewing time for youngsters drops 12% during the first year, about 2% the second, Dr. Witty reported.

Western movies are preferred by the tots, first grade through third, and decline in popularity with the increasing age of the child, the survey concludes. Seventh and eighth graders prefer *Comedy Hour* to western, and want to see more "up to date" movies, current events (especially about government), musicals and scientific shows. Fourth to sixth graders favored *Crusader Rabbit* and *Paul White-man Revue*, asking for more pictures about pioneers and movies concerning foreign lands and people. First through third graders like *Howdy Doody* best, and want to see more children's plays and hobby or crafts programs.

Children Discriminate

Children, Dr. Witty says, "do not accept television programs indiscriminately." He said parents turned thumbs down on mysteries, cowboy movies and futuristic science-fiction, preferring more musical shows, good current event programs and "high grade" children's shows for their youngsters. Teachers seek more good dramatic programming, news and current

events, hobby and how-to-do-shows and science features.

Dr. Witty presented the survey conclusions at a meeting of the American Educational Research Assn. conference Feb. 25 in St. Louis.

* * *

Indignant Mothers Monitor Children's TV

EIGHT MEMBERS of the Lafayette Mothers Committee on Mass Communications in San Francisco cooked dinners early and put four hours of televiewing to find out what their children were seeing as daily TV fare.

According to their report, murder and assorted killings numbered during the four hours. Other crimes depicted were: Sluggings, 14; kidnappings, 6; hold-ups, 5; explosions and dynamitings, 3; blackmail and extortions, 3; thievery, 3; armed robbery, 2; arson cases, 2; lynchings, 1; torture scenes, 1; induced miscarriages, 1.

The committee asks: "To what depths has our civilization sunk when we permit the businessmen who use our publicly-owned airwaves free of charge, to offer such marijuana to babes in the name of cereals. . . ." The committee reported it planned to send its report to FCC. Mothers group was described as an offshoot of the Lafayette School's experimental class in teaching youngsters to discriminate among movies, comics, radio and TV.

Weekly Television Summary—March 3, 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	141,000
Ames	WOL-TV	82,631	Matamoros (Mexico)		
Atlanta	WAGA-TV, WSB-TV, WLTW	185,000	Brownsville, Tex.	XELD-TV	11,000
Baltimore	WAAM, WBAL-TV, WMAR-TV	367,435	Memphis	WMCT	118,000
Binghamton	WBNF-TV	50,159	Miami	WTVJ	105,000
Birmingham	WAFM-TV, WBRC-TV	90,000	Milwaukee	WTMJ-TV	313,000
Bloomington	WTTV	130,000	Minn.-St. Paul	KSTP-TV, WTCN-TV	310,000
Boston	WBZ-TV, WNAC-TV	861,653	Nashville	WSM-TV	62,000
Buffalo	WBBN-TV	253,535	New Haven	WNHC-TV	224,000
Charlotte	WBTV	132,333	New Orleans	WDSU-TV	81,000
Chicago	WBKB, WENR-TV, WGN-TV, WNBQ	1,077,817	New York	WABD, WCB5-TV, WJZ-TV, WNBT	2,850,000
Cincinnati	WCPO-TV, WKRC-TV, WLWT	329,000	Newark	WOR-TV, WPIX	
Cleveland	WEWS, WNBK, WXEL	567,692	Norfolk	WATV	101,000
Columbus	WBNS-TV, WLWC, WTVN	210,000	Okla. City	WKY-TV	116,000
Dallas			Omaha	KMTV, WOW-TV	120,000
Ft. Worth	KRLD-TV, WFAA-TV, WBAP-TV	154,228	Philadelphia	WCAU-TV, WFIL-TV, WPTZ	1,010,000
Davenport	WOC-TV	88,598	Phoenix	KPHO-TV	55,000
Quad Cities	Include Davenport, Moline, Rock Is., E. Moline		Pittsburgh	WDTV	342,000
Dayton	WHIO-TV, WLWD	227,000	Providence	WJAR-TV	191,000
Detroit	WJBK-TV, WWJ-TV, WXYZ-TV	750,000	Richmond	WTVR	108,000
Erie	WICU	82,765	Rochester	WHAM-TV	132,000
Ft. Worth-Dallas	WBAP-TV, KRLD-TV, WFAA-TV	154,228	Rock Island	WBBF-TV	88,000
Grand Rapids-Greensboro	WOOD-TV	192,690	Quad Cities	Include Davenport, Moline, Rock Is., E. Moline	
Houston	WFMY-TV	101,111	Salt Lake City	KDYL-TV, KSL-TV	73,000
Huntington-Charleston	KPRC-TV	116,000	San Antonio	KEYL, WOAI-TV	67,000
Indianapolis	WSAZ-TV	76,000	San Diego	KFMB-TV	126,000
Jacksonville	WFBM-TV	216,000	San Francisco	KGO-TV, KPAX, KRON-TV	329,000
Johnstown	WMBR-TV	53,000	Schenectady-Albany-Troy	WRGB	198,000
Kalamazoo	WJAC-TV	138,454	Seattle	KING-TV	129,000
Kansas City	WKZO-TV	170,560	St. Louis	KSD-TV	372,000
Lancaster	WDAF-TV	189,161	Syracuse	WHEN, WSYR-TV	166,000
Lansing	WGAL-TV	135,576	Toledo	WSPD-TV	150,000
Los Angeles	WJIM-TV	82,000	Tulsa	KOTV	108,000
	KECA-TV, KHJ-TV, KLAC-TV, KNBH		Utica-Rome	WKTV	67,000
	KNXT, KTLA, KTTV	1,161,036	Washington	WMAL-TV, WNBW, WTOP-TV, WTTG	335,000
			Wilmington	WDEL-TV	93,000

Total Markets on Air 64*

* Includes XELD-TV Matamoros, Mexico

Editor's Note: Totals for each market represent estimated sets within television area. Where coverage areas overlap, 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 necessarily approximate.

Stations on Air 109*

Estimated Sets in use 16,093

the cook in 125,000 kitchens



Wheels whir in Carolina kitchens when WBTV's Suzie McIntyre "mans" the mixer. Professionals praise her pies, amateurs write for her recipes, ailing executives, viewing out of curiosity, call her about her cakes.*

Nine famous foods are now participating in Suzie's popularity and power. The tenth will close the door on competition and open the door to new sales in 35 Carolina counties.

*Actual Incident.



SERVING THE CAROLINAS'
BIGGEST
TELEVISION AUDIENCE

JEFFERSON STANDARD BROADCASTING COMPANY

Represented Nationally by CBS Television Spot Sales

SARKES TARZIAN* President of WTTS-WTTV—Bloomington, Indiana



**GIVES PERTINENT ANSWERS
TO PERTINENT QUESTIONS:**

- Q** . . . How has newspaper lineage stood up against Radio and TV in Bloomington?
- A** . . . Newspaper lineage in Bloomington was less in 1951 than in 1950. And, less in 1950 than in 1949!**
- Q** . . . Did newspaper have any effect on Radio sales results?
- A** . . . WTTS had more advertiser success stories than ever before, as is attested by BAB contest results. WTTS won awards in these three classifications: CLOTHING—FOOD & DRUG PRODUCTS—FOOD & DRUG STORES
- Q** . . . Has newspaper been a determining factor in TV advertising sales?
- A** . . . Bloomington TV ad sales last year increased 800% (No, that isn't a typographical error. 800% is correct)
- Q** . . . To what extent were radio time sales affected by this tremendous jump in TV?
- A** . . . There were no local Radio Advertisers who put advertising dollars into TV at the expense of Radio budgets!
- Q** . . . Where did the TV revenue come from?
- A** . . . You answer that one. It's obvious, isn't it?

*Mr. Tarzian is head of Sarkes Tarzian, Inc. and in addition to operating Stations WTTV-WTTS, manufactures: TV Tuners, Selenium Rectifiers, Air Trimmers, Cathode Ray and Receiving Tubes.

**Indiana Business Review.

OPEN FOR BUSINESS in a BILLION DOLLAR Market

CHANNEL 10

WTTV

BLOOMINGTON, INDIANA

Now reaching out to over 1½ million Hoosiers with our NEW Transmitting Equipment... HIGHER Tower... MORE Power!

"Reception last night was perfect. We Terre Haute TV fans are getting quite cocky, and boastful, about our neighboring town."—Mrs. W. F. Bright, Terre Haute.

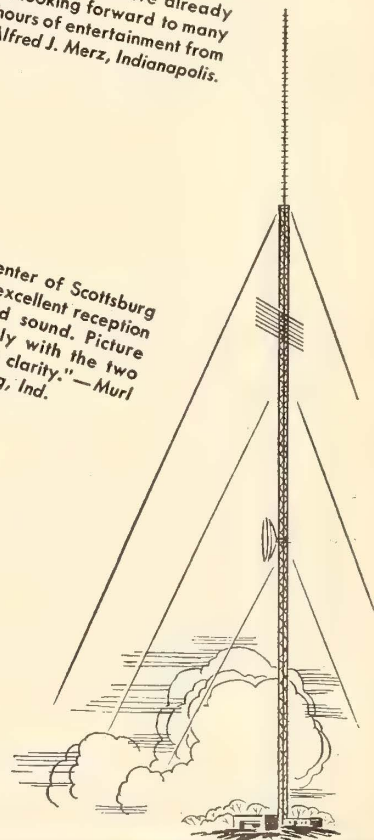
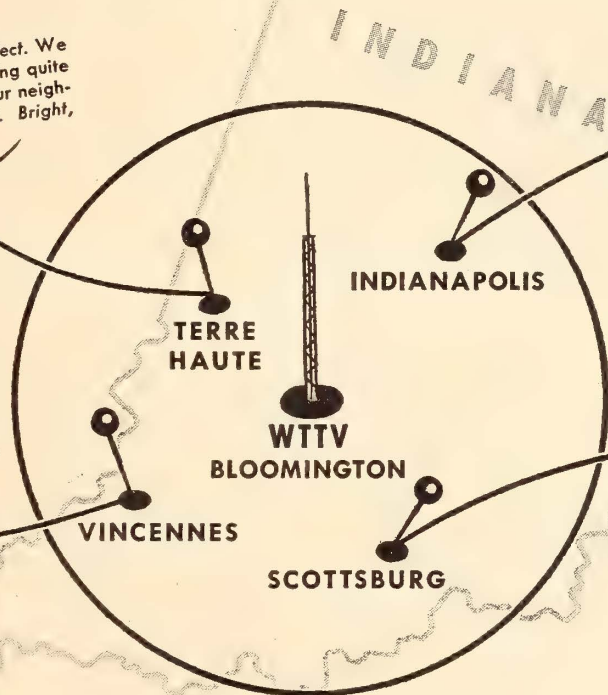
"We receive your picture as well as, or better than, Indianapolis. Best of luck!"—George Flaskamp, Indianapolis.

★
"Our reception is perfect—without booster. From what we have already seen, we are looking forward to many enjoyable hours of entertainment from WTTV."—Alfred J. Merz, Indianapolis.

"I received your station last night. It was wonderful. It was a clear, steady picture, with no noisy interference that we usually get."—Mrs. Wille Knoll, Vincennes.

★
"Reception was excellent. The picture almost perfect—no snow—just like a movie theater picture. Thanks for good Television."—Mrs. Charles Hutson, Vincennes.

"We live in the center of Scottsburg and wish to report excellent reception—both picture and sound. Picture compared favorably with the two Louisville stations for clarity."—Murl H. Hancock, Scottsburg, Ind.



We're happy about the stacks of mail we've been getting. Primarily, we're interested in serving the southern and central parts of Indiana. That, we know we're doing! As far as distance is concerned, we have heard from points as far north as Garrett, Indiana, as well as from viewers in Kentucky, Ohio, and Illinois.

STATION WTTV (channel 10) and WTTS (5000 watts)
owned and operated by **SARKES TARZIAN** in Bloomington

You'll be downright amazed when you hear the whole Bloomington story. It's fantastic!

TARZIAN MADE PRODUCTS

Tuners Air Trimmers Selenium Rectifiers Cathode-Ray and Receiving Tubes

STATIONS WTTS (5000 WATTS) AND WTTV (CHANNEL 10)
OWNED AND OPERATED BY **SARKES TARZIAN** IN BLOOMINGTON

Call **Bob Lemon**, Station **WTTV**
Bloomington, Indiana
or
Your nearest **MEEKER** office
NEW YORK • PHILADELPHIA • CHICAGO
SAN FRANCISCO • LOS ANGELES



AT PREMIERE of *Super Circus* for Mars Candy Co. via ABC-TV were (l to r) DeWitt O'Kieffe, v. p.-TV creative dir., Leo Burnett Co.; William Weddell, Burnett v. p. for radio-TV; Mary Hartline, TV star; Ben A. Bouchard, Mars gen. sls. mgr.; Ralph Ellis, Burnett v. p.-acct. exec.; Gerald Vernon, ABC-TV Central Div sls. mgr. Pact for second half of show was effective Feb. 3 for 52 wks.



DISCUSSING TV and oranges at Hollywood luncheon are (l to r) Russell Eller, adv. mgr., Calif. Fruit Growers Exchange, and Edward Madden, NBC who is v. p. for sales, N. Y.

SYMBOL of circus is presented by Glenn Gundell (l), dir. of adv. & sls. prom., National Dairy Products Corp., N. Y., sponsor of *Big Top*, to Charles Vanda, v. p., WCAU-TV Philadelphia, producer of show.



LEE TRACY (l), star of *The Amazing Mr. Malone*, ABC-TV mystery show, visits J. P. Seiberling, president of sponsor, Seiberling Rubber Co., to get first-hand product data.

JEAN SLADDEN, women's dir., WDTV (TV) Pittsburgh, waves thanks to TV fans who answered her call for Christmas cards for cerebral palsy victims.

CBS-TV trio visiting Dallas is welcomed by Clyde W. Rembert (seated), managing dir., KRLD-AM-FM-TV. Standing (l to r) are C. A. Snyder, CBS-TV sta. rel.; A. B. Chamberlain, CBS-TV engineer, and Bob Wood, CBS-TV sta. rel.



FOOTBALL REPLY

NPFL Denies Anti-Trust

NATIONAL Professional Football League declared Feb. 23 that it is not engaged in interstate commerce or trade as defined in the Sherman Anti-Trust Act.

Therefore, the league said, it is not violating the act by restricting radio broadcasts and telecasts of

its games [B•T, Jan. 14; Oct. 1 1951].

The league, in an answer to government charges that the league is being violated, said its principal business is staging football games. Anything else, such as TV or broadcasts, is incidental, the answer states.

The government filed its charges last fall, accusing the league of violating the Sherman Act "blacking out" telecasts of league games.

The league petitioned the federal court in Philadelphia to throw the case out, but Judge Allen Grim after hearing argument Jan. 11 ordered a hearing. He gave the league 45 days to reply to the government charge.

Judge Grim expressed hope that the case could be heard without undue delay because of its importance. The government has indicated that if it wins this test case it will bring charges to end restrictions on the telecasting of other sports including college football.

SARRA Inc., New York, is using plans to visualize how "nice things happen to people who use Ipana" in a new Bristol-Myers series of 15-second commercials. Agency is Doherty, Clifford & Shenfield, New York.

46 Miles of UN

FOLLOWING close of the UN General Assembly in Paris, Paramount Television reported that its coverage of the three-month proceedings totaled 244,820 feet—or more than 46 miles—of 35 mm film which have been seen by viewers of CBS-TV's daily UN program and ABC-TV's weekly *United or Not*. Some recordings also were used by BBC and by French and Spanish TV interests and by UN officials for theatre showings. Total footage was described as equivalent to 35 full-length Hollywood feature films.

Washington Watches

Women's Shows

"NANCY'S NOTEBOOK"

9-9:30 a.m.

Tuesday through Friday

Nancy Osgood, who has been charming Washington's feminine radio audience since 1944, is equally at home with television viewers . . . and four times a week she goes into their homes, with the latest in foods, fashions, news and entertainment.

SPOT PARTICIPATIONS AVAILABLE



Watch Washington

Did you know that Washingtonians, on the whole, live better than the rest of the nation? Demanding the best in foods and meats, they get it, for District Inspection looks to that. Washingtonians also are among the best dressed people in the United States. They buy more clothes than residents of other cities, because the nation's capital is a "white collar" town. With its extraordinary per-family income of over \$6,000, Washington is a QUALITY MARK worth watching.

wnbw
Channel 4

NBC Television in Washington

Represented by NBC Spot Sales

BROADCASTING • Telecast



NEW CHANNELS FOR IMAGINATION

• With each new channel added, or increase in station power, the number of people in front of television screens goes up. • With each increase in the use of film pick-up—together with the acceptance of new technics, materials, and equipment—the number becomes more *solidly sold*. • For film programming opens new channels for imagination. Shows no longer are limited by the four walls of a studio, nor held within the time zone of a particular show's origination. Creatively . . . geographically . . . the sky's the limit. • Complete technical information concerning film selection and processing is available . . . together with details concerning special Eastman services, equipment, and materials. Address:

Motion Picture Film Department

EASTMAN KODAK COMPANY, Rochester 4, N. Y.

East Coast Division
342 Madison Avenue
New York 17, New York

Midwest Division
137 North Wabash Avenue
Chicago 2, Illinois

West Coast Division
6706 Santa Monica Blvd.
Hollywood 38, California

KFMB
TV
Channel-8

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

San Diego
Department Store
Dollar Volume
in 1951 . . . was

UP 6%
OVER 1950!

This Percentage
Gain Was
TWICE

The National
Average

Wise Buyers
BUY

KFMB

For
More
Business!

KFMB-TV
Channel 8

KFMB-AM
550 K.C.

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

PHONEVISION

WHETHER "pay-as-you-see TV" should be officially recognized as a regular commercial method of broadcasting was put up to the FCC last week when Zenith Radio Corp. petitioned for a rule-making hearing to authorize its Phonevision system of subscription television.

Petition asked that hearings be held so that Zenith can offer testimony supporting its long-held contention that "television broadcasting would render a maximum service in the public interest if means were provided whereby the recipients of television programs could pay directly, as well as indirectly, for programs provided to them."

Implicit in the petition is the fact that Zenith intends to demonstrate various methods of decoding the Phonevision picture. Up to now, Zenith has always described Phonevision as working in conjunction with telephone lines.

In the opinion of some observers, the phrasing of the petition was also taken to mean that Comdr. Eugene F. McDonald Jr., president of the radio-TV manufacturing company, has receded from his original premise that TV could not pay for itself from advertising revenues alone.

Adaptable for Color

Phonevision requires only a "relatively few and minor changes" in TV engineering standards, Zenith said in the petition. It not only will function with black-and-white TV, the petition read, but is adaptable for all types of color TV.

Zenith said that it would offer evidence at a hearing to prove that its method of subscription TV would:

- (1) Generally encourage the larger and more effective use of radio in the public interest.
- (2) Provide the American public a needed and desirable service supplementary to existing services.
- (3) Otherwise be in the public interest, convenience and necessity since Phonevision, with its great flexibility, offers desirable and feasible methods of providing a subscription television service.

At such a hearing, Zenith offered to demonstrate various forms of Phonevision, "including a variety of coding techniques and methods of disseminating decoding information to subscriber receivers with particular emphasis on the feasibility of concurrently using a variety of methods of distributing the decoding information for a particular program to meet the exigencies of local conditions."

During the past years, the Phonevision system was described by its proponents as working like this:

A TV station sends out a regular video picture with one element of the signal missing. This results in a distorted picture on the viewing screen.

In order to clear up the picture,

subscribers telephone a special operator with an order for the service. The operator sends the missing pulse, which flows into the TV receiver at home through a special Phonevision device. This brings the picture into focus.

Charges for the service would be included in the subscriber's regular telephone bill, Zenith said.

In comments on the recommendation that telephone lines and operators be used for Phonevision, Bell system officials publicly stated that they were against that part of the idea. Their objections were based on the use of telephone circuits for other than communications.

1951 Experiment

Early in 1951, Zenith ran a public test of its fee-TV system. Three hundred Chicago families participated in the 90-day experiment. Programs consisted of feature motion picture films, mostly 1948 releases. Zenith got the films after motion picture producers were prodded into cooperating by the Dept. of Justice. Each family was charged \$1 for each program "ordered." A leased telephone circuit, manned by special operators, was used.

Results of the test, Zenith proclaimed, were beyond expectations. Average "admission fee" per family was \$1.73 per week, Zenith reported, with average "attendance" 2.1 movies per week during the first month of the test, 1.5 the second month and 1.6 the third month. For the Bing Crosby-Barry Fitzgerald "Welcome Stranger" program, 180 of the 300 families "ordered," Zenith estimated.

Zenith never has announced the results of a comprehensive survey of the 300 test families made by the National Opinion Research Centre of the U. of Chicago. Presumably, NORC results will be made public at the public hearing requested by Zenith.

Phonevision is one of three subscription TV systems in various

stages of development. Paramount Pictures Corp. owns a half interest in International Telemeter Corp., which has under development a coin-operated pay-TV system. It is now being tested on a limited basis in Palm Springs, Calif. Skiatron Corp. recently completed technical tests of its Subscriber-Vision TV system in conjunction with WOR-TV New York. It uses coded cards to clarify the distorted picture.

When Zenith first asked for permission to run an experimental Phonevision operation in Chicago in 1949, the Commission set the application for a hearing. Among the issues announced there by the FCC were:

- (1) Whether Phonevision should be classified as a common carrier or a broadcast service.
- (2) Relationship of Zenith with Television Entertainment Co. TECO was set up by Zenith to handle the licensing of Phonevision transmitting equipment, to arrange fees and programs for the service. Zenith retained for itself the right to manufacture the receiving devices. First stockholders of TECO were Zenith officials.
- (3) Relationship of Zenith and/or TECO to stations transmitting Phonevision, subscribers, program suppliers and telephone companies.

TV CABLE GRANTS

Made by FCC to AT&T

EXTENSION of TV intercity connections to Miami, New Orleans, Dallas, Fort Worth, Houston and Oklahoma City was among the grants made by the FCC last week to Bell System companies for a \$60 million construction program this year. Telephone company is trying to tie these cities into the national TV hookup in time for the November elections [B•T, Feb. 18]. Later in the year, AT&T plans to extend the southwest interconnections to Tulsa and San Antonio.

Major telephone communication construction involves the laying of a new coaxial cable between Orlando and Tampa, Fla.; Knoxville and Chattanooga, Tenn.; Memphis, Tenn., and Little Rock, Ark. Although it is feasible to adapt the coaxial cable for TV circuits, AT&T has no such present plans.

Need a Good Film Spot..

AT A MODERATE PRICE TO FIT A LOW BUDGET?

FILMACK can make it, as they're doing for hundreds of advertisers the country over.



For 35 years FILMACK has produced top-quality film titles and messages for theatres and agencies. Experience counts. Our staff, complete lab, sound studio and camera equipment can save you time and money.

Send in your copy for estimate. Our low prices will surprise you.

TV FILM SPOTS with AUDIO

AS LOW AS
8 Sec. \$50
20 Sec. \$80
1 Minute \$150

Filmack Studios

133 SOUTH WABASH AVENUE • CHICAGO 5, ILLINOIS

IN REVIEW

KRAFT TELEVISION THEATRE, with no fuss, feathers or fanfare beyond a simple mention of the fact in the opening announcement on Feb. 20 presented its 250th weekly hour-long dramatic production on NBC-TV, where it began on May 7, 1947.

Vehicle for this milestone telecast of video's oldest regular weekly series was Hubert Henry Davies' "The Mollusc," comedy drama concerning a woman who, like the sea animal which gave the play its name, devotes her energy to "sticking instead of moving" and, by her extravagant helplessness, dominates her household. The plot revolves around the efforts of her visiting brother to free her husband and, particularly, the young and attractive governess from their thralldom and to restore his sister to her former state as a normally active wife and mother.

Dortha Duckworth, as the domineering Dulcy, and Ernest Truex, as her long-suffering husband, gave the production better performances than its hackneyed script deserved. Catherine McLeod and John Newland carried off their roles as imprisoned maiden and rescuing knight with professional smoothness. The suburban home settings provided a realistically comfortable background for the players. As a whole the production was on a high level of technical competence, although the unchanging emotional level of the action throughout the drama gave it a certain monotony which was not conducive to holding the home viewers in rapt attention. The telecast's soporific tendencies should probably be attributed to the author rather than the producer, director or players.

To this reviewer, who has seen a fair number of Kraft dramas during the past five years, the 250th telecast was somewhat below the average for the series. By and large, the *Kraft Television Theatre* has provided a video counterpart

Program: Kraft Television Theatre; NBC-TV, Wed. 9-10 p.m.
Sponsor: Kraft Foods Co.
Agency: J. Walter Thompson Co.
Producer-Director: Maury Holland.
Announcer: Ed Herlihy
Cast: Dortha Duckworth, "Mrs. Baxter"; Ernest Truex, "Mr. Baxter"; Catherine McLeod, "Miss Roberts"; John Newland, "Tom."

of the stories in the mass circulation magazines. The aim is not at great art or intense emotion but rather at giving viewers a weekly hour of pleasant entertainment, which can be enjoyed without disturbing the relaxed attitude appropriate to the first hour after dinner. In this, Kraft has been eminently successful.

The sponsor and its agency deserve special mention for the high quality of the commercials which are inserted into the between-the-acts intermission periods in such a way as not to interrupt the action of the play nor disturb the mood of the audience. Recipes are naturally stressed and the imminence of the Lenten season gave last week's telecast an opportunity for presenting attractive meatless main dishes which was fully exploited. To arouse interest in food so soon after dinner is no small accomplishment and the Kraft commercials do it tastefully and well.

EDUCATIONAL TV

Program Seminar Planned

A FIVE-DAY seminar on educational TV programming for some 60 college presidents and other school officials has been announced.

The seminar, entitled Educational Television Programs Institute, will be held April 21-26 at Pennsylvania State College.

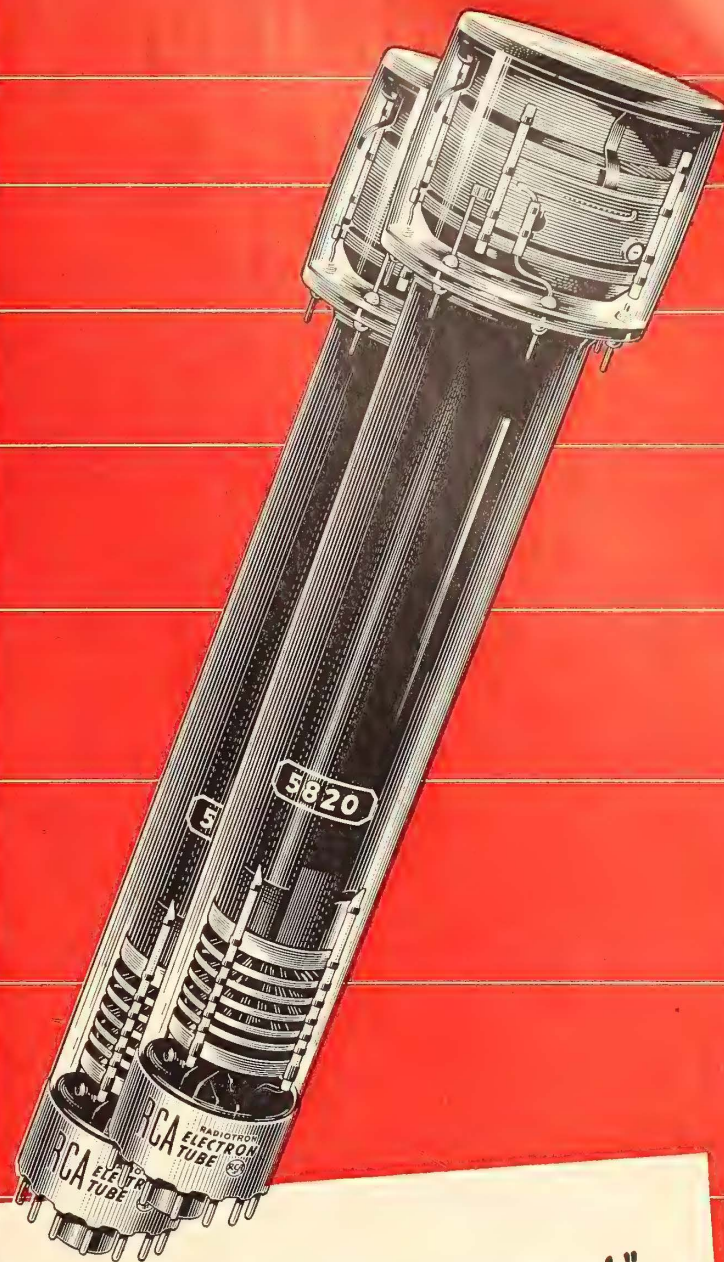
Plans for the institute were announced by Dr. Arthur S. Adams, president of the American Council on Education, Washington.

Commenting on the seminar, Dr. Adams said it should serve to identify steps necessary for the most effective use by educational organizations of the TV channels FCC has proposed to reserve for educational non-commercial operation.

Institute will be directed by Dr. Carroll V. Newsom, associate commissioner for higher education in the New York State Education Dept. President Milton S. Eisenhower of Pennsylvania State College is chairman of the Institute Committee, a policy group which will guide the project.

It is expected that the staff in addition to Dr. Newsom will include an expert in television programming and consultants in technical, financial and other aspects of television operations.

Financial support to underwrite the institute and its staff has been provided by the Fund for Adult Education of the Ford Foundation.



"The better to see you with"
day or night

YEARS AGO when television was just a novelty in broadcast circles, RCA tube engineers foresaw the need for camera tubes that could produce clear pictures with ordinary lighting—indoors and outdoors. They solved the problem with the Image Orthicon—and a new world of TV program opportunities opened overnight.

Today, RCA Image Orthicons can deliver superior pictures over a wide range of illumination—from a brightly lighted studio to virtual outdoor darkness. RCA-5820 is designed for general-purpose pickups. RCA-5826 is designed for "live" work in the studio.

Your local RCA Tube Distributor is ready to give you day-and-night service. Phone him any time.



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

SOONER OR LATER
some aggrieved listener
accuses you of

**LIBEL OR
SLANDER**

and THEN you'll need our
UNIQUE INSURANCE
covering this hazard. It covers also
Invasion of Privacy, Plagiarism,
Piracy and Copyright. It is
**ADEQUATE, SURPRISINGLY
INEXPENSIVE.**
In use Nation-wide.
GET IT IN TIME!

WRITE FOR DETAILS AND RATES
**EMPLOYERS REINSURANCE
CORPORATION**
Insurance Exchange Kansas City, Mo.

WHEN TELEVISION SELLS...

FOOD PRODUCTS IN SYRACUSE

P & C Food Markets Advertising Manager, Holland Gregg, reports, "We have been so delighted with the results of our afternoon "V-I-D-E-O" show that we wish to renew for another twenty-six weeks. From the very beginning the audience reaction was unbelievable. There is no doubt in my mind that WHEN Television has a very important place in our merchandising and we expect to continue it as long as there is time available."

Say **WHEN**
TELEVISION

TO YOUR NEAREST KATZ
AGENCY MAN AND GET THE
FACTS ON CENTRAL NEW
YORK'S BEST TIME BUYS.

- FIRST with television in Central New York
 - FIRST with afternoon TV
 - FIRST with morning TV
- CBS • ABC • DUMONT

WHEN
TELEVISION
SYRACUSE

A MEREDITH TV STATION

WXYZ-TV FILM BUY

Acquires 1,200 Movies

TWELVE HUNDRED motion picture films have been purchased for exhibition on WXYZ-TV Detroit, James G. Riddell, president, announced last week.

It is the largest single purchase of films in Detroit TV history and represents an investment of more than \$250,000, he explained.

In announcing the transaction, Mr. Riddell said the net result will be to provide the more than 700,000 television homes in the Detroit area with feature film entertainment of outstanding quality. *Motion Picture Academy*, a twice-a-week show over WXYZ-TV sponsored by the Rose Jewelry Co., will exhibit many of the most important movies, he said.

Some of the 1,200 films are "The Story of G.I. Joe," "Open City," "Street Scene," "The Chase," "Rain," "As You Like It," "Desert Victory," "Turnabout," "The Iron Duke" and the "Topper" series.

CHICAGO FILM PURCHASE

Nash Dealer on WNBQ (TV)

PAUL (BUD) HAUSER, Chicago, owner of Nash Motor Sales, has bought a \$63,000 film package of 39 new British movies for telecasting on WNBQ (TV). Mr. Hauser three months ago paid \$150,000 for a series of Edward Small productions. The new British films will be shown in this country for the first time by Hauser Nash, which has a 1½ year TV exclusive.

Mr. Hauser now buys eight hours weekly on the station, sponsoring films from 11 p.m.-1 a.m. Monday, Wednesday and Friday and on Saturday from 10 p.m.-midnight. His Saturday feature, which reportedly attracts a million viewers, is responsible for such Sunday crowds that "customers think other buyers are salesmen!" Full-length features are shown on each of the *Grand Marquee* programs.

WDTV (TV) Basketball

WDTV (TV) Pittsburgh reported the first basketball-cast in that city between undefeated teams of Duquesne and St. Bonaventure drew the biggest district audience in the station's three-year history. All seats for the game had been sold a month in advance. Twenty thousand mail orders for tickets had to be returned. Westinghouse arranged for the telecast. The survey showed, WDTV reported, that 72.7% of the TV homes in the area were dialed in. Of the sets in use in the tri-state area covered by WDTV, 99.6% were viewing the game. Average number of viewers per set was reported at 3.3.



film report

ASKING for declaratory relief and charging breach of contract, P. K. Palmer, Hollywood producer of the early *Dick Tracy* TV film series, has filed suit in Santa Monica (Calif.) Superior Court against Snader Telescriptions Sales, Beverly Hills.

Mr. Palmer alleges he entered into a financing and distribution deal with Snader Sales last summer and that the firm never paid him under terms of agreement and has in addition tried to take over production of the TV series. He also asks for an accounting, injunction and appointment of a receiver by the court.

Snader two months ago filed a similar declaratory and accounting suit against Mr. Palmer, but it is still pending. Snader Sales owns a half interest in the TV series, and reportedly has tried unsuccessfully to make out-of-court settlement with the producer for take-over of the entire show.

Sales...

Screen Gems Inc., Hollywood, starting five half-hour television films for duPont Co., Wilmington, Del., for NBC-TV *Cavalcade of America* series. Two films, previously shot experimentally by the company, have been accepted for the same series. Agency is BBDO, New York.

Bing Crosby Enterprises, Culver City, Calif., starting two more films for the *Rebound* series. They are titled "Honeymoon" and "The Guest" and are being shot for the Packard Motor Car Co., Detroit. Bernard Girard is producer-director.

Frank Wisbar Productions, Hollywood, continues *Fireside Theatre*, half-hour television film series, for Procter & Gamble Co., Cincinnati (Ivory soap, Crisco, Duz), with the signing of the 1952-53 contract. Agency is Compton Adv. Inc., New York.

TeeVee Film Co., Beverly Hills, Calif., has sold two series of its 26 five-minute television films, *Little Theatre*, in 22 national markets. Company is starting a third series, financed by California Bank, Beverly Hills branch, with William Asher as the director and Sherman Harris as executive producer.

Hal Roach Studios, Culver City, is filming 50 lead-in commercials for Liebmann Breweries Inc., Brooklyn (Rheingold beer), featuring Herbert Marshall, stage and film star, as Rheingold host. Jack Reynolds is the director. Agency is Foote, Cone & Belding, New York.

Dudley Pictures Corp., Beverly Hills, is filming five commercials for CBS-TV *I Love Lucy* sponsored by Philip Morris & Co., New York. Two are animated and three integrate animation with live action by show's stars, Lucille Ball and Dezi Arnaz. Agency is Biow Co., New York.

WATV (TV) Newark has purchased from Republic Pictures 8 western feature films "never before shown on television," according to Robert Paskow, WATV film director. Films will be shown during the next 18 months. Each picture has been cut to 53 minutes running time and the films have been arranged in four series.

KECA-TV Hollywood has edited 8 feature mystery films, recently leased from Republic Pictures, to 53 minutes each. The films will be offered as package programs. They were originally released between 1939 and 1945.

Snader Transcription Sales Inc., Beverly Hills, announces release of first 1952 acquisition. It is *K Magic*, 39 quarter-hour films. Alan din TV Productions, Hollywood produced the series which stars Frank Scannell, Kay Kuter and David Kasday.

Production...

Jack Teagarden, jazz musician signed by Snader Telescriptions Corp., Beverly Hills, for 14 three-minute television films as first of 1952 production schedule. Series directed by Duke Goldstone, is part of second library of Telescriptions.

Jerry Courneya Production Beverly Hills, starting 26 quarter-hour adventure film series, *Clothes Up*, with Noah Beery Jr., film actor to star.

Produced by Courneya, and ready for distribution by United TV Programs, is *Curtis Nagel's Worlds*

(Continued on page 86)

RANGERTONE
BEST FOR TV FILMS
USED BY

CRAWLEY FILMS,
LTD.
19 Fairmont Avenue,
Ottawa, Canada.

SYNC-SOUND
RANGERTONE
73 WINTHROP ST.
NEWARK 4, N. J.

RED HOT

THE HOTTEST SHOW (by a country mile) **IN TELEVISION TODAY IS**
A 15-MINUTE, 5-TIMES-A-WEEK PROGRAM — THE TV
VERSION OF "TELLO-TEST"—

IT'S CALLED...

→ On the market only a few days, it's already
been snapped up by the following stations:

WGN-TV, Chicago
WFIL-TV, Philadelphia
WNAC-TV, Boston
WMAL-TV, Washington, D.C.
WXYZ-TV, Detroit
KHJ-TV, Los Angeles
WTVN-TV, Columbus
WICU-TV, Erie
KING-TV, Seattle
KSTP-TV, Minneapolis
WOW-TV, Omaha
WLTW, Atlanta
WHAM-TV, Rochester
WJAR-TV, Providence
WAAM, Baltimore
WDSU-TV, New Orleans

By the time this ad is printed most likely
we'll have five more under our belt.

Phone, write or wire the UTP office nearest you
for availabilities, prices and complete information.



**MOVIE
QUICK
QUIZ**

MOVIE QUICK QUIZ has all the guts of "Tello-Test"
plus a terrific visual feature—plus those
wonderful U.S. Savings Bonds for awards
furnished as part of the package.

**HERE IS ONE OF THE MOST VALUABLE
FRANCHISES IN TV. IF IT'S STILL AVAIL-
ABLE IN YOUR MARKET—*grab it—*
AND GIVE PRAISE UNTO ALLAH!**

***MOVIE QUICK QUIZ** is produced by
Walter Schwimmer who also gave you America's
most popular radio quiz **TELLO-TEST**

360 N. MICHIGAN AVENUE • CHICAGO • Central 6-0041
444 MADISON AVENUE • NEW YORK • Plaza 3-4620
140 N. LA BREA AVENUE • HOLLYWOOD • Webster 8-9181

Also—distributors for Bing Crosby Enterprises, Inc.,
Kling-United Studios, Marion Parsonnet Studios, and others.

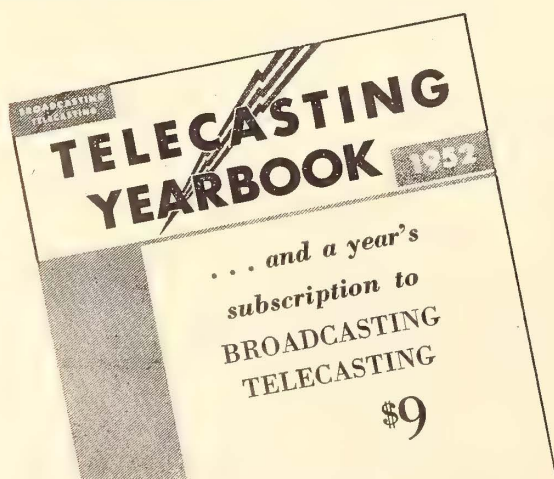
the first

TELECASTING YEARBOOK*

Read it and join the 2500 advertising agencies, 3000 national and regional advertisers—more than 5000 of the most influential buyers of television time.

It takes a book like this *first* Telecasting Yearbook to sum up the business of telecasting, underscore its economic and programming aspects. In fact, and in short, only the Telecasting Yearbook gives buyers everything basic about the business of television.

***This 54th issue . . .**



Film Report

(Continued from page 84)

Adventure. Package contains 13 quarter-hour television films on travel.

* * *

Citation Productions, Hollywood, recently formed by **Ed Woodworth** to produce 13 half-hour television film series, *Date With Destiny*. Mr. Woodworth, formerly production supervisor for **Commodore Productions**, also plans *International Theatre*, an hour-long TV film series.

* * *

Imppro Inc., Culver City, headed by President **Herbert Strock**, formerly associate producer **Mark VII Productions** for **NBC-TV** *Dragnet* film series, starting pre-production on four 13 half-hour TV film series. *Prowl Car*, dealing with uniformed policemen who ride prowler cars; *Deadline*, telling how reporters get their stories; *The Doctor*, written by **Jim Moser**, writer **NBC** radio *Dragnet*, and based on actual Los Angeles County medical cases, and untitled anthology series of separate stories which may be used as pilot films for later series to be developed.

* * *

Interstate Television Corp., Hollywood, starting 13 half-hour TV film series, *Buffalo Bill*, starring **Jimmy Ellison**, film actor. **Lewis Collins** is director and **Vincent M. Fennelly**, producer.

* * *

M. & A. Alexander Productions, Hollywood, acquires TV production and distribution rights to *Renfrew of the Mounted*, based on **Laurie York Erskine** novels, which will become 13 half-hour TV film series. Rights to stories handled by **Douglas Shorer Co.**, N. Y.

* * *

Nuclear Productions Inc., Hollywood formed by **Leon Chooluck**, executive producer, **Joseph Sternbach**, secretary-treasurer, and **Edna Chooluck**, vice president, to produce TV adventure film series.

* * *

Athena Productions Inc., Hollywood, newly formed to produce TV film series with **Clifford Sanforth**, president, **J. E. Taylor**, vice-president, and **Alfred Westen**, secretary-treasurer.

People . . .

Lou Lilly, editor scenario department **Jerry Fairbanks Productions**, Hollywood, adds duties of a production supervisor of company and head of TV film creative department. **Leo S. Rosencrans**, formerly 14 years executive writer **Wilding Pictures**, Detroit, and with company for past year as writer, named head of TV film commercial creative department.

* * *

Regis Toomey, stage and film actor, signed by **William Broidy Productions**, Hollywood, to star in 26 half-

hour TV film series *Case History* [B•T, Feb. 4].

* * *

Scotty Beckett, film actor, signed by **Roland Reed Productions**, Culver City, for featured role in *Rod Jones*, *Space Ranger*, TV film series.

* * *

Joseph Moncure March, film writer, signed by **Screen Gems Inc.** Hollywood, subsidiary **Columbia Pictures Corp.**, to write half-hour TV film for **American Petroleum Institute**, New York, in connection with **National Oil Week**. **Tal Jennings**, film writer, signed **Screen Gems** to write half-hour film for **Studebaker Corp.** 100th anniversary.

* * *

William C. Park, **KNBH (TV)** Hollywood newsreel editor to **Sol Lesser Productions** as writer, producer and editor of feature film adventure series. He will also function as adviser to Mr. Lesser on latter's television programs.

* * *

Kenneth Michael, producer-director **KFI Hollywood**, to **Frank Wisler Productions**, Hollywood, as assistant director on *Fireside Theatre* TV film series.

DAVID KEES

Was With CBS-

DAVID KEES, 30, **CBS-TV** director of special events, died Feb. 1 in Norwalk (Conn.) General Hospital, following a lengthy illness. He had entered the hospital week earlier.

Mr. Kees joined **CBS-TV** 1 December, after serving as technical director and production manager of **KPIX (TV)** San Francisco since 1948. He directed pooled telecasts of the **Japan Peace Treaty** ceremonies which launched coast-to-coast telecasts last September.

Before joining **KPIX**, he served for six years as engineer in charge of special events **KSFO** San Francisco.

Mr. Kees was born July 2, 1919 in Shanghai, China, where father was engaged in **Y.M.C.A.** work. During the war he served in the **Army Air Force**.

He leaves his wife, **Virginia**, and a daughter, **Margaret**, 7.

TOP QUALITY MOTION PICTURE
Since 1932

Up-to-date complete equipment New York studios

VIDEO VARIETIES CORPORATION
Office: 41 E. 50th St., N.Y. 22 MU 8-11

RESS-RADIO FEUD

Rages in Orlando, Fla.

OGING by what happened in
ndo, Fla., Sunday (Feb. 24),
Orlando Sunday Sentinel-Star
didn't know what
it was getting in-
to when it ran a
full-page ad titled
"Why Scatter
Your Shot?"



"Nobody can lis-
ten to all four ra-
dio stations at
one time," the ad
said, concluding
with a family
sketch showing
persons draped around various
ions of a Sunday paper.
Then J. Allen Brown, executive
president and general man-
of WLOF Orlando, saw the ad
returning from church, he
the ceiling—and then the type-
er.

ortly after 1 p.m. WLOF car-
an announcement, the first of
that upset the quiet of Orlando's
day and kept the station's
chboard flooded with calls. At
t 99% of the callers took sides
the station, it was reported.
r. Brown said the first an-
ouncement brought a call from
of the newspaper's editors.
announcements were written in
orial fashion and carried on a
ration spot formula, or one
y quarter-hour. They were
oped at the end of the day. The
ndo Sentinel and Star daily
ions and Sunday Sentinel-Star
published by Martin Anderson,
recently sold his radio prop-
es — WHOO-AM-FM — to Ed-
d Lamb of Toledo.
ere is a typical editorial an-
ncement carried by WLOF dur-
the day:

dies and Gentlemen, there's a
full-page ad in today's edition of
"Orlando Sunday Sentinel-Star"
attempts to belittle Orlando's four
o stations. Yes, the "Orlando Sun-
Sentinel-Star" (or at least their
rtising department) stoops low
gh to cast reflection on Orlando's
radio stations. These are the same
ons that operate around the clock
ver any emergency arises.
e "Orlando Sentinel" devotes a
page ad in today's paper to belit-
Orlando's four, public-service
ed radio stations. These are the

same stations that broadcast the up-
to-minute hurricane news 24 hours a
day whenever the emergency warrants.
These stations broadcast news bul-
letins for rare-blood donations when
someone is lingering near-death at a
local hospital. These are the same
four radio stations that back "The
Mothers' March on Polio" campaign
with unlimited time, facilities and
effort.
These are the same four radio sta-
tions that give complete cooperation
and promotion in behalf of Orlando's
Community Chest campaign. This is
one charity drive that suffers each
year from lack of complete newspaper
promotion.
The big, full-page ad in today's
"Orlando Sunday Sentinel-Star" that
attempted to belittle radio, could easily
have been devoted to promoting Or-
lando's recent Community Chest drive.
This would have helped to make the
drive more successful than it was.
No! The advertising boys at the
"Orlando Sentinel" couldn't devote
their precious advertising newsprint
to a successful, worthy cause. They
want to pick a fight with Orlando's
four radio stations. Why do these
boys want to start a fight among local
advertising media? Why? . . . Why?
Do you know the answer?

ANPA CAMPAIGN
WAVE Promotes Radio

AMERICAN Newspapers Publish-
ers Assn. campaign boosting news-
papers as the best advertising me-
dium has stirred an active counter-
attack from another broadcaster
[B•T, Feb. 25].
James M. Caldwell, radio pro-
gram director, WAVE Louisville,
commented that the ANPA ads
"take a direct stab at radio and
TV, taking the stand that only a
fraction of a potential audience is
listening at any given time."
"Since the ANPA has started
this hassle, we do not intend to take
it lying down," Mr. Caldwell de-
clared.
In an inter-office memo, Mr. Cald-
well urged WAVE staff members,
"As soon as possible, let us get
into effect a new intensified pro-
gram of spot announcements pro-
moting radio as a medium."
"In it, we will not make any
direct derogatory remarks about
newspapers; we will promote radio
in a positive manner." During the
campaign, Mr. Caldwell will be
aming toward promoting radio as
a medium and WAVE as a station,
in that order, it was said.

That's Digging

WTAG Worcester, Mass., is
always digging for business
but it hardly expected to sell
time to a well-digger. Yet
that's exactly what happened.
Salesman Jim McKnight
signed C. E. Chapman for
three spots a week on the
morning John Woods Show.
The well-digger rejected a
modest suggestion to buy a
mere 13 weeks—despite the
fact there's a limited market
for wells these days. "All
right," said Mr. Chapman,
"then let's try it for a year."

WEISS RESIGNS
Returns to Hughes Post

LEWIS ALLEN WEISS, former
Don Lee chairman, will resign
effective March 31 as assistant
administrator of National Produc-
tion Authority and director of its
Office of Civilian Requirements.
Following a four-month Euro-
pean trip with
Mrs. Weiss, he
will return to Los
Angeles as man-
agement advisor
to Gen. Ira C.
Eaker, executive
vice president of
the Hughes In-
dustries.

Mr. Weiss, it is
expected, will be
succeeded by his
present deputy, Walter J. Curry,
former European representative of
Avco and of Standard Brands. Mr.
Weiss also was a member of the
requirements committee of the De-
fense Production Administration.

Mr. Weiss entered the govern-
ment service 14 months ago—short-
ly after the sale of Don Lee to
General Tire & Rubber. At that
time he had been retained by the
Hughes organization, but immedi-
ately was loaned to the govern-
ment on a no-pay basis. A quarter-
century veteran of radio and tele-
vision, Mr. Weiss also had served
as chairman of the board of
Mutual.

The Weisses will sail on the
American Export Liner *Excambion*
for Naples, and will celebrate their
30th wedding anniversary April 22
aboard ship. They recently became
grand-parents for the first time.
Following the cruise, they will tour
Europe for three months—satisfy-
ing a "30-year dream."

Easley Trial Set

TRIAL of Robert L. Easley, radio
consulting engineer indicted on
charge of using the mails to de-
fraud [B•T, Jan. 28, 21], has been
set for March 18 in U. S. District
Court in Washington. Mr. Easley
pleaded not guilty at his arraignment
earlier this month. Conviction
of the four-count indictment car-
ries a penalty of one year in jail
or a \$1,000 fine for each count, or
both. Mr. Easley, in a statement
issued the week after his indict-
ment, blamed his predicament on
"envy and petty malice."

ANPA HITS S 2444

Bad Precedent Cited

THERE were only a few scattered
shots last week on S 2444, the
Johnson-Case bill to bar liquor
advertising on the airwaves.

Senate Interstate & Foreign
Commerce Committee, chairmanned
by the bill's co-sponsor, Sen. Ed C.
Johnson (D-Col.), did not take the
bill up in the committee's execu-
tive session last Wednesday. The
committee meets again March 12.

Full round was fired by the
American Newspaper Publishers
Assn. on Feb. 22. The organiza-
tion said the bill was discriminatory
because it would prevent the ad-
vertising of a legally made and
sold product. The publishers noted
that the legislation would be di-
rected against "one segment of ad-
vertising media only."

If S 2444 were enacted, the pub-
lishers continued, Congress might
then take the position that it had
the right to legislate against any
other product in some other medium
or "to eliminate all advertising at
their whim." The protest was con-
tained in a letter sent by Cranston
Williams, general manager of
newspaper group, to Sen. Johnson.

Sen. Harley M. Kilgore (D-W.
Va.), meanwhile, released a state-
ment in which he said that now
that hearings on the liquor bill
have been concluded [B•T, Feb.
11], he was re-issuing a letter he
had received two years ago when a
similar bill was being considered
by the committee (the Langer bill).
Letter, supporting passage of "dry"
legislation, was by Judge Harlan
M. Calhoun of West Virginia's
Twenty-Second Circuit Court.

Immediate Delivery

IN STOCK AT ALLIED!

RCA-892R. Forced-Air-Cooled Triode—in stock for immediate delivery. RCA-892R, \$362

RCA-891R. Forced-Air-Cooled Triode—in stock for immediate delivery. RCA-891R, \$362

Our prices and conditions of sale are identical to those of the manufacturer. Look to ALLIED for prompt delivery of all RCA Broadcast-type tubes. Let us save you time and trouble.

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

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

DOES THE JOB Alone

WOW

OMAHA

NBC 590 5000 WATTS

A MEREDITH STATION

Room 280 Insurance Building

JOHN BLAIR & CO., Representatives

EARNING DATA

FCC Reports Plan Hit

TWO comments received by the FCC on the Commission's plan to change the annual report on employment and earnings, required annually, stress that the new form doesn't look very simple and that there is doubt as to whether the FCC is authorized to demand the information to be submitted under the new form [B•T, Jan. 14].

NBC objected to the form, and stated that there is a "serious question as to the authorization of the FCC to require licensees to furnish the detailed information . . ." but NBC's comments did not deal with the legal question.

Information to be furnished the FCC would not aid the Commission in determining the financial qualifications of an applicant or licensee, the network said. "The FCC can look to the balance sheet and the profit and loss statements to ascertain whether [the station] can sustain the operation."

"The amount a broadcaster pays his announcers, engineers, salesmen, etc., has no bearing upon the Commission's functions under the Communications Act," NBC claimed.

NBC has more than 4,000 employees, the petition revealed, and it was thought 75% of them would have to be "reported" under the new form.

"Before the FCC undertakes to



82nd in Population

among Sales Management's
162 Metropolitan Counties

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

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

Les Johnson, V.P. and Manager

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



EXAMINING results of rural Pulse survey are (l to r) Owen Saddler, executive vice president-general manager, KMA Shenandoah, Iowa; Edward W. May, KMA president, and Dr. Sydney Roslow, president of Pulse Inc. Trio is pictured at KMA "Coffee Klatch" in Omaha, attended by 85 Omaha advertising men.

require this expenditure of time, effort and money by its licensees to collect and compile this data, careful consideration should be given to the value of such a study when completed," NBC said.

Congress should authorize the rule-making proposed, the network felt.

NARTB also objected to the new form.

The association said the FCC is not authorized to "require the divulgence by licensees of the information to be elicited by the proposed form." It is not consistent with the present annual report section of the FCC Rules, NARTB said.

The new form is not a simplification but a complication of the presently required reports, the association asserted.

The public need for the additional information has not been shown, the petition said, and furthermore "the Bureau of Labor Statistics has no authorization to get the information." NARTB objects to BLS's efforts to get the information "indirectly" and "circuitously" when it cannot get it directly.

The principal purpose of the proposed revision, as announced by the FCC, is "to obtain specific television occupational data which heretofore have not been readily available."

The proposed form would require each broadcaster, for a sample week, to:

- (1) Classify each full-time employee by occupational title (station title);
- (2) State whether employed in radio or television operations, or both;
- (3) Assign each employee one of 34 occupational code numbers according to detailed Bureau of Labor Statistics job descriptions;
- (4) State each employee's sex;
- (5) State each employee's scheduled weekly hours and scheduled weekly compensation.

COLUMBIA Workshop, Hollywood has started series of 20 radio-TV lectures presented by CBS Radio's Hollywood staff.

FIELD TEST COMPLETED

Seattle Outlets Study Report

THE TV transmitter site tests conducted jointly under the auspices of KING-TV, KIRO, KJR and KOMO Seattle [B•T, Nov. 19, 1951] have been concluded and the report is being studied by engineers at the four stations.

The report, a confidential document, was prepared by Prof. Myron Swarm of the U. of Washington Electrical Engineering Dept. It was based on field tests comparing the relative effectiveness of two possible sites for television transmitters—Queen Anne Hill in Seattle and Squawk Mountain, south of the city.

WPRS-FM on Air

WPRS-FM Paris, Ill., has taken the air, programming independently of WPRS which commenced operation in May 1951. FM operation was launched with broadcast of state basketball tournament. Building has been expanded and staff will be increased for FM, according to Carl Sunkel, WPRS program director. WPRS-FM operates on 98.3 mc.

RED CROSS DRIVE

Radio, TV to Promote

THE ANNUAL radio and television campaign for the national and greater New York fund drives for the American Red Cross was launched Feb. 23 and will run through March.

For the Red Cross Sabbath (Saturday) and Red Cross Sunday (yesterday), special appeals were sent to program directors on stations located in New York to use on or around religious programs on those dates.

For Radio-TV Day next Friday when the drive gets into full swing—spots and brief features are being distributed to all stations to be followed in March with special feature and human interest material which will be distributed commentators each week.

President Truman is slated to launch the campaign officially Thursday night with a speech to be carried on both radio and TV networks [B•T, Feb. 18].

Among the special aids to be distributed to radio stations will be recorded programs by Bing Crosby, Bob Hope, Alice Faye and Pat Harris and *The Railroad Hour*. Also available to stations will be a brief appeal recorded by Roland Harriman, president ARC; Robert A. Lovett, Secretary of Defense; Lee Price, president of U. S. Junior Chamber of Commerce; George Meany, secretary, AFL; Philip Murray, CIO; Donald R. Wilson, national commander, American Legion, and others.

New York area station officials were guests of the Red Cross Radio and TV Committee, headed by James Sauter, at a plans luncheon last Wednesday. The national goal is \$85 million; New York City \$6.7 million.

Woodland Stricken

CECIL WOODLAND, general manager of WQAN-AM-FM Scranton, Pa., suffered a heart attack en route to Washington, D. C., for the night ago. He is recuperating at St. Mary's Hospital, Amsterdam, N. Y., the city where his wife is visiting when he was stricken.

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	350,870
Station C	307,970
Station D	205,440

KGW PORTLAND, OREGON

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

OUNG ladies of Saranac Lake, N. Y., got a fund of Leap Year encouragement from WNBZ when station sponsored a post card to determine the most popular melior in the area. Of 1,700 answers, 457 votes were cast for Ar Fortune, 35 year old service- n for a local bottled gas com- y, who was named "Mr. Bache- of 1952." Mr. Fortune collected eral prizes contributed by in- ested businessmen as well as ee that are still unclaimed: a e marriage ceremony, wedding e and honeymoon if he marries hin the next year.

FIRST HAND INFORMATION

OD WILL tour is made each Sat- ay into several of the 82 coun- covered by KWTO Springfield, , by farm service director Lloyd ans and public relations director Bailey. Purpose of the jaunt to visit with the people in sur- rounding towns and gather opin- on how the station may better ve the area.

SHOPPING CAN BE FUN

TROIT Supermarket shoppers get a chance at some fun and prizes from now on when they go shopping. *Good Luck to You* has been introduced over WJR. Show, featuring Ralph Freeman as quiz master, will originate at different times each day. Quiz contestants will be selected from the store audience.

OLD BUDDIES

OTION picture theatre-TV station promotion tie-up was successfully executed in Washington, D.C., last week. Principals involved were TOP-TV and RKO Keith's theatre. "Pick Temple Day," featuring appearances of Pick Temple, TOP-TV personality, at showings of "Bend of the River" tripled theatre business, according to film officials. Mr. Temple gave two shows lasting 15 minutes each. With the station and the theatre cooperated in promoting the event everybody's satisfaction.

SPORTS EXCLUSIVE

CWS of the Olympic games in Oslo, Norway were reported exclusively to WFIL Philadelphia by Elizabeth Parkinson Speck, author and member of the U. S. Figure Skating Assn. who was engaged to the station as a special correspondent. When Mrs. Speck returns from this country, she will appear on several programs at the station to recount her experiences at the winter games.

HAVE YOU HEARD ABOUT
Esther Van Wagoner Tufty
\$1 scripts?
TUFTY NEWS BUREAU
National Press Building
WASHINGTON, D. C.

programs promotion premiums



ECONOMY PLUS

FOREST greenery decorates a promotion piece put out by KCKN Kansas City, instructing potential advertisers "to saw off a bigger chunk of sales" in the area by using the station as an advertising medium. Promotion plugs low-cost sales booster packages such as the 26 50-word spot announcements for \$180 which are aired at times the sponsor specifies during any calendar month.

NOTHING TO SELL

ANTI-COMMERCIAL radio listeners in Westerly, R. I., have had their prayers answered by a local manufacturer. The company sponsoring six Westerly High School athletic contests on WERI as a public service instructed station officials not to give commercials at any time during the broadcasts because of their public service nature. Company's name, however, is mentioned at the opening and close of each program.

RECEPTION IS THE THING

BEST proof of TV coverage is home reception, according to promotion released by WFIL-TV Philadelphia. Copy cites survey statistics showing that the station covers 5,869,284 potential customers. Figure break-down plus map illustrations of the actual area covered by the station are directed at the advertiser reminding him that "the WFIL-TV audience goes to market with you in mind."

RADIO SALUTE

CANADIAN independent stations are planning a live talent salute from the industry to Queen Elizabeth II. Idea came from Phil Lalonde, manager of CKAC Montreal, and arrangements have been completed with the Canadian Broadcasting Corp. A special network will be established to allow all privately-owned Canadian stations to participate in the program. Leading talent, both French and English, will be used. Stations unable to carry the program at the time of the network will be able to carry it on tape or disc later.

SIGN NON-ADVERTISER

NEW feather has appeared in the cap of WWJ-TV Detroit for signing Stanley Home Products of that city to 13-week contract. The non-advertising firm which long claimed selling was a matter of personal contact with customers has succumbed to the lure of the TV screen with its sponsorship of a half-hour weekly audience participation show. Company's products are awarded as prizes. Walt Kose and Marge Rogers, both of station's staff, are writing and producing show.

NO RIVALRY HERE

CURRENT top tunes and classical music go hand in hand at KWK St. Louis. A seven-program series has been set up by station disc jockeys who dedicate popular songs to all those who make telephone pledges to help the St. Louis Symphony Society for the orchestra's maintenance fund. Broadcasts handled by Ed Wilson, Gil Newsome and Tom Dailey are running for two weeks.

TV VALENTINE

MOTHERS of servicemen who are serving on the cruiser *St. Paul* in Korea got a special Valentine from KSTP-TV St. Paul - Minneapolis. Last November, the station sent film to the ship with instructions to take shots of the men, all of whom are from the Minnesota area. When the film was returned, 30 phone calls were made informing mothers what time to turn on the TV set on Feb. 14.

DISC SWITCH

NBC Chicago started its "swing to 45" promotion last week with on-the-air mentions by disc jockeys and conversion of many of its 35,000 records to the 45 rpm discs. *Swing to 45*, a recorded show, will be aired weekly during the six-week campaign, backed by a schedule of station breaks, one-minute spots and dealer tie-ins.

PROGRAM EXPANSION

TRI-LINGUAL policy covering Italian, English and French will be inaugurated today by WOV New York, bi-lingual independent, with the initial broadcast of *France on Review*, planned for Monday-through - Saturday airing from 7:30-8 p.m. EST. Program will follow the station's Italian language programming and will feature news on Paris fashions, interviews with prominent French officials, popular music and French opera.

ON THE ALERT

ANNOUNCEMENT aired recently over Columbus, Ohio stations was proof positive that "wherever you go, there's radio." Broadcasters were asked to deliver a brief message test alerting 90 some members of one of the Air National Guard units at nearby Lockbourne Air Force Base. Result was, within a half hour, 3,500 of the base personnel had reported in person or by phone.

SCHOOL DAY SAFETY

SCHOOL children are being heard in a safety campaign over WOL Washington in cooperation with the American Automobile Assn. urging listeners to drive carefully en route to and from work. Members of the school boy safety patrol are taking part in the transcribed series aired each day in the morning, at mid-day and late in the afternoon.

KIDS PLUG PARENTS

LIKE father, like son—or daughter—as the case may be at WDRC Hartford, Conn. Children of station personalities are being heard over the air as part of the station's program promotion. Susy Smith, 4, is plugging father Jack Smith's disc show. Kathy Sheehan, 3½, urges listeners to hear her papa's newscast nightly and Rolf and Neil Olson, 10 and 5 respectively, put in a good word for their father's a.m. news program.

WAY TO A MAN'S HEART

SUPPLY of the sponsor's product is sent to TV columnists by KGO-TV San Francisco to promote *Let's Go Shopping*, the Evangeline Baker show sponsored by Remar Bread Co., Oakland. Note accompanying bakery products tells recipient to enjoy not only the content but the TV show as well.

CHILDREN'S DEFENSE SHOW

SCHOOL children got a taste of the meaning of civil defense through the facilities of KFAL Fulton, Mo., last week in a special 15 minute broadcast heard in all city schools at 10:30 a.m. Radios were installed in each class room.

**immediate revenue produced
with regional promotion
campaigns**

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

HOWARD J. McCOLLISTER Company

66 ACACIA DRIVE
ATHERTON, CALIFORNIA

DAVENPORT 3-3061

PAUL W. McCOLLISTER, General Manager



*experienced sales
personnel will sell community
programs throughout
your coverage area*

License Renewal

Following stations request renewal of license:

KFXM San Bernardino, Calif., KLZ Denver, KMVI Wailuku, Hawaii, KFXD Nampa, Idaho, WIBW Topeka, WLAP Lexington, Ky., WGAN Portland, Me., KWTO Springfield, Mo., KMON Great Falls, Mont., WGR Buffalo, WEAN Providence, R. I., WSYR Syracuse, N. Y., WIS Columbia, S. C., WNAX Yankton, S. D., WREC Memphis, WCAX Burlington, Vt., WLVA Lynchburg, Va., WSLR Roanoke, Va., KVOS Bellingham, Wash., and WMAM Marinette, Wis.

APPLICATIONS RETURNED

Geneva County Reaper, Geneva, Ala.—RETURNED application for CP new AM station on 1150 kc, 1 kw daytime.
KFDR Grand Coulee, Wash.—RETURNED application for assignment of license from Carl F. Knierim to W. Richard Carlson Jr. and Norah B. Carlson, d/b as Grand Coulee Bestg. Co.

February 25 Decisions . . .

BY THE SECRETARY
Granted License

WMIT (FM) Yancey County, N. C.—Granted license new FM station: 106.9 mc (Ch. 295) 325 kw ant. 3300 ft.

WTAD Quincy, Ill.—Granted license covering increase in daytime power, etc.: 930 kc, 5 kw-LS, 1 kw-N, DA-N, fulltime.

Granted CP

KPOC Pocahontas, Ark.—Granted CP to mount FM ant. on side of AM tower; cond.

Granted Modifications

KSID Sidney, Neb.—Granted mod. CP to change ant. system and trans.; cond.

WSWF Ft. Myers, Fla.—Granted mod. CP for approval of ant., trans. and main studio locations.

KDON Santa Cruz, Calif.—Granted mod CP for extension of completion date to 8-18-52.

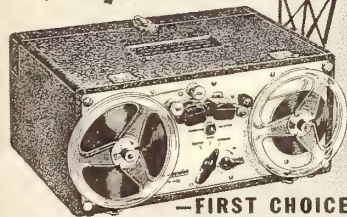
WFSS Coram, Long Island, N. Y.—Granted mod. CP for extension of completion date to 9-13-52.

FOR FINEST TAPE RECORDING

KXLF
Butte, Mont.

USES

Magnecorder

—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 CONSOLETTE
Operation available by combining
units in rich Magne-
corder cabinets.

For new catalog — write:

Magne record, INC.

Magne record, Inc., 360 N. Michigan Ave., Chicago 1, Ill.

fCC actions



FEBRUARY 21 THROUGH FEBRUARY 28

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 95.)

February 26 Decisions . . .

COMMISSION EN BANC

To Increase Power

KWHP Cushing, Okla.—Granted mod. CP to increase power from 500 w to 1 kw, daytime, on 1600 kc.

To Remain Silent

WNAW North Adams, Mass.—Granted authority to remain silent additional 60 days from Feb. 7 pending financial reorganization. Station not to resume broadcasting without prior Commission authorization if reorganization results in transfer of control.

WWXL Peoria, Ill.—Granted authority to remain silent for 60 days from Feb. 14 pending financial reorganization. Station not to resume broadcasting without prior Commission authorization if reorganization results in transfer of control.

To Specify Move

WCEN Mt. Pleasant, Mich.—Granted mod. CP to specify max. expected oper. values under authorization to increase power from 500 w day to 1 kw-LS, 500 w night on 1150 kc, DA-N fulltime; cond.

Granted Authority

WPAM-FM Pottsville, Pa.—Granted special experimental authority to operate station by remote control from AM trans. without licensed operator in attendance at WPAM-FM trans. for period ending Aug. 25, 1952; cond.

WGST-FM Atlanta, Ga.—Granted special experimental authority to operate station by remote control from AM trans. for period ending April 1, 1952, without licensed operator in attendance at WGST-FM trans.; cond.

License Renewals

Following stations granted renewal of license for regular period:

WBNS-TV Columbus, Ohio, WJBK-TV Detroit, WJAC-TV Johnstown, Pa., WSPD-TV Toledo, WKRC-TV Cincinnati, WBBB-FM Burlington, N. C., WGCM-FM Gulfport, Miss., WIMA-FM Lima, Ohio, and WJOB Hammond, Ind.

License Extended

Following stations granted temporary extension of license for period ending June 1:

WSMB-FM New Orleans, WSYB Ruthland, Vt., KPRO Riverside, Calif., KREO Indio, Calif., KYOR Blythe, Calif., KVVQ Ventura, Calif., KHBR Hillsboro, Tex., and WLOA Braddock, Pa.

February 26 Applications . . .

ACCEPTED FOR FILING

AM—1170 kc

KCBQ San Diego, Calif.—Special service authorization to operate day-

Allocations Supplement

BROADCASTING • TELECASTING will publish in complete text the FINAL TELEVISION ALLOCATIONS REPORT. Subscribers will receive the supplement without charge. Extra copies will be available, as long as the supply lasts, at \$3 each.

time employing non-directional ant. for period of 6 months.

Licensee for CP

KTAC Tacoma, Wash.—License for CP, as mod., which authorized frequency change, power increase, hours of operation, DA-N and change in trans. location.

CP for CP

WKEL Kewanee, Ill.—CP to replace expired CP which authorized new AM station on 1450 kc with 100 w, fulltime.

Modification of CP

WNEW New York—Mod. CP, as mod., which authorized power increase, change from DA-DN to DA-N, new trans. etc., for extension of completion date.

KMLW Marlin, Tex.—Mod. CP, as mod., authorizing new AM station, for extension of completion date.

WHFC (FM) Chicago—Mod. CP, as mod., authorizing changes in FM station, for extension of completion date.

WABD (TV) New York—Mod. CP, authorizing changes in TV station, for extension of completion date to Sept. 13, 1952.

License Renewal

Following stations request renewal of license:

KSTP-TV St. Paul, KE2XHZ Nutley, N. J. (experimental TV bestg. station), WUSV (FM) Scranton, Pa. (non-commercial educational FM station), WDBO Orlando, Fla., WGRA Cairo, Ga., WSAV Savannah, Ga., KGMB Honolulu, Hawaii, KIDO Boise, Idaho, KXXX Colby, Kan., KXOK St. Louis, KOPR Butte, Mont., WDNC Durham, N. C., WPRO Providence, R. I., KTSB San Antonio, Tex., KTBB Tyler, Tex., and KPQ Wenatchee, Wash.

TENDERED FOR FILING

AM—1030 kc

KWBU Corpus Christi, Tex.—Extension of special service authorization to operate on 1030 kc with 50 kw, with non-directional ant. from LS at Boston to LS at Corpus Christi, for period not to exceed 12 months beginning March 15.

COMMISSION EN BANC

AM License Renewals

Following AM stations granted renewal of licenses for regular period: KEXO Grand Junction, Col.; KOK Keokuk, Iowa; WAYZ Waycross, Ga.; WNLK Norwalk, Conn.; WSBB New Smyrna Beach, Fla.; KBUC Coron, Calif.

AM Licenses Extended

Following AM stations granted temporary extensions of licenses to June 1, 1952:

WIAM Williamston, N. C.; WWW Rio Piedras, P. R.; KALA Sitka, Alaska; KBMW Breckenridge, Minn.; KBOK Waterloo, Iowa; KBYR Anchorage, Alaska; KHIT Lampasas, Tex.; KIND Independence, Kans.; KLF Oklahoma City, Okla.; KRKL Kirland, Wash.; KXA Seattle, Wash.; WACR Columbus, Miss.; WIBG Philadelphia; WREX Duluth, Minn.; WMG New York.

KCSJ Pueblo, Col.—Granted further temporary extension of license until final action in hearing on its renewal or until April 1, 1953, whichever earlier.

WOW Omaha, Neb.—Same, but until June 1, 1953.

KSCV Richfield, Utah—Same, but until Oct. 1, 1953.

KTXC Big Springs, Tex.—Same, but until Oct. 1, 1953.

KXLA Pasadena, Calif.—Same, but until June 1, 1953.

WELS Kinston, N. C.—Same, but until Dec. 1, 1954.

WJVA South Bend, Ind.—Same, but until Aug. 1, 1952.

WKOW Madison, Wis.—Same, but until Dec. 1, 1952.

WOL Washington, D. C.—Grant further temporary extension of license for synch. amp. only, until final action in the hearing re engineering issues, etc., or until Oct. 1, 1954, whichever the earlier.

FM License Renewals

Following FM stations granted renewal of licenses on regular basis:

WRJN-FM Racine, Wis.; KCRK-FM Cedar Rapids, Iowa; KECA-FM Los Angeles; KFSF-FM San Diego; KGD-FM Stockton, Calif.; KNX-FM Hollywood; KRIC-FM Beaumont, Tex.; KRLD-FM Dallas; KTTS-FM Springfield, Mo.; KTUL-FM Tulsa; KXYZ-FM Houston; WAAT-FM Newark, N. J.; WBBO-FM Forest City, N. C.; WBI-FM Knoxville; WCAL-FM Northfield, Minn.; WCNT-FM Centralia, I.; WCOL-FM Columbus, Ohio; WCOU-FM Lewiston, Maine; WCOV-FM Montgomery, Ala.; WCSI-FM Columbus, Ind.; WCTA-FM Andalusia, Ala.; WDRC-FM Hartford, Conn.; WEEU-FM Reading, Pa.; WENR-FM Chicago; WERC-FM Erie, Pa.; WESC-FM Greenville, S. C.; WFJL (FM) Chicago; WFLA-FM Tampa, Fla.; WFNS-FM Burlington, N. C.; WFRS (FM) Grand Rapids, Mich.; WHBC-FM Canton, Ohio; WHDH-FM Boston; WHLD-FM Niagara Falls; WHYN-FM Holyoke, Mass.; WIBM-FM Jackson, Mich.; WIP-FM Philadelphia; WIS-FM Columbia, S. C.; WJIZ (FM) Hammond, Ind.; WJPB (FM) Fairmont, W. Va.; WJTN-FM Jamestown, N. Y.; WKBN-FM Youngstown, Ohio; WKO-FM Sunbury, Pa.; WLAW-FM Lawrence, Mass.; WMAS-FM Springfield, Mass.; WMAZ-FM Macon, Ga.; WMB-FM Peoria, Ill.; WMFD-FM Wilmette, Ill.

SERVICE DIRECTORY

Custom-Built Equipment
U. S. RECORDING CO.

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

• TOWERS •

AM • FM • TV •
Complete Installations

TOWER SALES & 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.

* VACANCY

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

CONSULTING RADIO & TELEVISION ENGINEERS

JANSKY & BAILEY

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

JAMES C. McNARY

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

—Established 1926—

PAUL GODLEY CO.

Upper Montclair, N. J. MO. 3-3000
Member AFCCE *

GEORGE C. DAVIS

501-514 Munsey Bldg.—Sterling 0111
Washington 4, D. C.
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Commercial Radio Equip. Co.

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INTERNATIONAL BLDG. DI. 1319
WASHINGTON, D. C.
P. O. BOX 7037 JACKSON 5302
KANSAS CITY, MO.

A. D. RING & CO.

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

There is no substitute for experience

GILLETT & BERGQUIST

982 NATL. PRESS BLDG. NA. 3373
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Member AFCCE *

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

Craven, Lohnes & Culver

MUNSEY BUILDING DISTRICT 8215
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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. REpublic 3984
Member AFCCE *

WELDON & CARR

WASHINGTON, D. C.
1605 Connecticut Ave.
Dallas, Texas Seattle, Wash.
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Member AFCCE *

E. C. PAGE

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BOND BLDG. EXECUTIVE 5670
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MILLARD M. GARRISON

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

KEAR & KENNEDY

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WASHINGTON 6, D. C.
Member AFCCE *

A. EARL CULLUM, JR.

CONSULTING RADIO ENGINEERS
HIGHLAND PARK VILLAGE
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927 15th St., N. W. REpublic 3883
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JOHN CREUTZ

319 BOND BLDG. REPUBLIC 2151
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1100 W. Abram
ARLINGTON, TEXAS

ROBERT M. SILLIMAN

1011 New Hampshire Ave., N. W.
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"Registered Professional Engineer"

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

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

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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

GRANT R. WRATHALL

Aptos, California

Appointments arranged for
San Francisco Seattle Salt Lake City
Los Angeles Portland Phoenix
Box 260 APTOS—3352
Member AFCCE *



Member AFCCE *

FM Licenses Extended

Following FM stations granted temporary extensions of licenses to June 1, 1952:

WNDB-FM Daytona Beach, Fla.; KMI-FM Fresno, Calif.; WOMI-FM Owensboro, Ky.; KOZY (FM) Rapid City, S. D.; KISW (FM) Seattle; KSWI-FM Council Bluffs, Iowa; WAIR-FM Winston-Salem, N. C.; WEMP-FM Milwaukee; WHNC-FM Henderson, N. C.; KARM-FM Fresno, Calif.; KMUS-FM Muskogee, Okla.; WAVU-FM Albertville, Ala.; WDEM-FM Providence; WFMN (FM) Alpine, N. J.; WIMS-FM Michigan City, Ind.; WKFM (FM) (formerly WCBT-FM) Roanoke Rapids, N. C.; WNDR-FM Syracuse, N. Y.; WMGM-FM New York; WEQR (FM) Goldsboro, N. C.; WBNY-FM Buffalo, N. Y.; WMLL (FM) Evansville, Ind.;

WNAV-FM Annapolis, Md. (Comr. Sterling dissented on last three).

TV Licenses Extended

Following commercial and experimental TV stations granted further temporary extensions of licenses to June 1, 1952:

WBKB (TV) Chicago; WABD (TV) New York; KE2XDN KE2XDR near New York; WRGB (TV) Schenectady; KE2XCV Schenectady; KPIX (TV) San Francisco; KM2XBB Los Angeles.

February 27 Applications . . .

ACCEPTED FOR FILING

AM—1050 kc

Prosperity Land Bestg. Co., Lovington, N. M.—Application for CP new

AM station, 1250 kc, 1 kw D, AMENDED to change frequency to 1050 kc, change power to 250 w, etc.

License for CP

WRJW Picayune, Miss.—License for CP, as mod., which authorized power increase, ant. changes, etc.

Modification of CP

WHIZ Zanesville, Ohio—Mod. CP, which authorized change in trans. and studio locations, etc., to make changes in ant.

WPAA Mayaguez, P. R.—Mod. CP which authorized new AM station, for approval of ant. and trans. location and specify main studio location.

KALE Richland, Wash.—Mod. CP, as mod., which authorized frequency change, DA-N, ant., change in operat-

(Continued on page 95)

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

Help Wanted

Managerial

General manager and some selling. Experienced. Contact Robert F. Wolfe, WFRO, Fremont, Ohio.

Salesmen

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

Salesman, experienced in top market; salary \$75.00 and 15%. Capable of becoming sales manager. Must be energetic, in his 30's and with at least 10 years radio experience. Send picture and references in reply. Box 366M, BROADCASTING.

Are you the man for us? Independent station in midwest Great Lakes area has immediate opening for experienced salesman. Active market with top agencies and accounts ready to contact. Permanent position for right man with sales ability. Box 373M, BROADCASTING.

Network station in active central Kentucky market has immediate position for experienced time salesman. Liberal commission or salary plus for proven ability. Box 382M, BROADCASTING.

Salesman or announcer-salesman. 250 watt east central network affiliate. Rush references, full information. Box 385M, BROADCASTING.

500 watt, Minnesota outlet wants salesman. 15% commission with adequate monthly draw. Send details. Station KASM, Albany, Minnesota.

Wanted: Man capable of real selling job in wide open market, 250 watt Mutual, no competition. Contact station KHBG, Okmulgee, Okla. Giving full particulars.

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

Territory open for experienced time salesman on aggressive network station now in 26th year. Soon 5000 watts on 850 kc. Located in playground of western Michigan. Air mail resume, snapshot, etc. to General Manager, WKBZ, Muskegon.

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.

Unusual opportunity for experienced radio salesmen in the southeast's fastest growing market. 10,000 watts. Drawing account. 15% commission. Send full details to Jim Macri, WMIE, Miami, Florida.

Salesman - announcer \$75.00 a week guaranteed sixty days. Announcing shift 24 hours, \$36.00. Sales @ 15%. Your list now \$1000 monthly billing. WRNO, Orangeburg, S. C.

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 daytimer. 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.

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

Help Wanted (Cont'd)

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.

Wanted—Combination announcers-engineers, salary \$100.00 per week—North Central major network station. Box 271M, BROADCASTING.

Wanted, experienced announce-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.

News editor-reporter to compile and broadcast local newscasts. Half million market. Prefer experienced man ready to move to larger market. Box 370M, BROADCASTING.

Combination man. Strong on announcing. Send disc and full particulars first letter. Advancement opportunities. Southern Maine network affiliate. Box 388M, BROADCASTING.

Number - One southeast independent needs announcer-copywriter. Good voice, smooth board work, good detail man required. Salary commensurate with ability. Box 392M, BROADCASTING.

Need solid staff man. Sports desired but not absolute. Reliability paramount. Send disc or tape and references. Starting \$225, 40 hour per week, advancement. Network station. Box 396M, BROADCASTING.

Experienced announcer by Rocky Mountain area. Network station. Send full particulars, audition record and salary requirement first letter. Box 399M, BROADCASTING.

Announcer; Progressive NBC affiliate. Midwest. \$55.00 week start. Can earn considerably more through talent fees if capable. No operating. Rush disc, photo, personal details. Box 404M, BROADCASTING.

Wanted: Experienced news and special events man by an outstanding upper midwest independent. Must be good announcer and have program ideas. Top wages to qualified man. Send full information and photo. Box 409M, BROADCASTING.

Good all-round staff announcer. Someone with ability and ambition. Opportunity to advance. Send disc and particulars first letter. Northern New England network affiliate. Box 387M, BROADCASTING.

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

Wanted: Two announcer - engineers, stress announcing, permanent, good place to live. Radio Station KVOU, Uvalde, Texas.

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

Topnotch announcer mature, reliable and versatile, NBC affiliate TV applicant. Every benefit including retirement and profit sharing plan. Send details and disc. Production Manager, WENY, Elmira, N. Y.

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.

Announcer-engineer, network station making good profits, congenial small staff, owner-manager, excellent living conditions. \$65 to start. Selling not required, but will pay 20% commission on all sales. WKUL, Cullman, Ala.

Announcer with console board experience. Part time sales if desired. Regional ABC and newspaper affiliate. WKTY, LaCrosse, Wis.

Help Wanted (Cont'd)

Announcer-salesman, network station making good profits, congenial small staff, owner-manager; excellent living conditions; \$65.00 plus 20% commission, WKUL, Cullman, Ala.

Combination announcer-engineer wanted by 1000 watt NBC affiliate 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 announcer - engineer wanted by fulltime Mutual affiliate in ideal western N. C. city. 44 hours, top pay, good working conditions. WPNF, Brevard, N. C.

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

Technical

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

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

First phone operator needed at 5 kw north central station. No experience required. Send photo and details first letter. Box 362M, BROADCASTING.

Combo. Engineer-announcer for station located 40 miles of Atlanta. Box 376M, BROADCASTING.

Wanted: Engineer-announcer at 250 watt east central network affiliate. Announcing experience desirable but not essential. Box 384M, 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.

Combo: First class engineer-announcer wanted for combination job at KCOW, Alliance, Nebraska. Salary depends on experience and ability. Send audition.

Need radio transmitter operator with first class license. Permanent position. KFRO, Longview, Texas.

Help wanted: Engineer, first phone, immediate opening KFTM, Fort Morgan, Colo.

50,000 watt RCA transmitter engineer needed for operation and maintenance. KRVN, Lexington, Nebraska.

Engineer-combo for 1000 watt network outlet. Good salary, working conditions. Immediate opening. KSUM, Fairmont, Minnesota.

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

Need transmitter operator, 1st phone. Experience not necessary. Best working conditions, good pay. WCNB, Connersville, Ind.

Help Wanted (Cont'd)

Beautiful Virginia—Engineer-announcing first class. \$240 a month. 40 hours week. Time and a half paid. Raise. Excellent opportunity. Phone or write now. WCVA, Culpeper, Virginia.

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

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

Wanted immediately, transmitter operator with first class phone license. Write or phone Roland Fowler, Radio Station WGAT, Utica, N. Y.

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

First class engineer. WHIP, Moorville, N. C.

Engineer with first class license, immediately; with or without experience. 250 watt independent daytime station. 40 hour week; send application and references to WJEH, Gallipolis, Ohio.

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

Washington, D. C. area. Need transmitter engineer, first phone and commission. Experience preferred. WPIK, Alexandria, Virginia.

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

Production-Programming, Other

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

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.

Television

Technical

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

Old established AM and TV station requires engineers for TV, AM and micro-wave relay. Television experience desired. First class phone license required. Position also open as supervisor for TV intercity relay system. Box 369M, BROADCASTING • TELECASTING.

Situations Wanted

Managerial

Manager—Successful background, proven ability, excellent references. Desires change to southern market. Station family man. Write Box 257M, BROADCASTING.

General-commercial manager, metropolitan independent, regional experience. Excellent sales and management record. Top administrator. Box 363M, BROADCASTING.

Announcers

Sportscaster, play-by-play. All sports 5 years experience. Also newscast and special events. Married, family draft exempt. Employed sports director east. Air checks hockey, basketball. Salary plus talent. Box 317M, BROADCASTING.

Baseball wanted. Sports station or five years top play-by-play all sports all phases. Box 336M, BROADCASTING.

Situations Wanted (Cont'd)

rtscaster, 3 years experience in-
des baseball, football, basketball,
ing and hockey. Will sell sports
sponsors product to audience. Ex-
tent references. College background.
ntly employed, but desire more
y-by-play. Married, veteran. Will
el for right position. Box 339M,
OADCASTING.

e years experience—music, news,
rts, etc. Outstanding DJ. College
d, 26, work only 150 miles of New
k City. Box 344M, BROADCAST-

e fire two man deejay team. Also
s play-by-play, special events. Novel
roach to local needs. Salary open.
k 368M, BROADCASTING.

perienced, hard working sports-
ter. Not cliché expert. Style guar-
ees sales. College, high school, pro-
sional play-by-play, reconstruction,
erview, own show. Presently em-
yed. Draft exempt. Box 371M,
OADCASTING.

nouncer, experienced in all staff
rk on indie and net stations. Look-
for opening on a permanent basis
h northeastern station. Veteran, 25,
s, presently employed in southeast.
ic available. Not a floater. Box
M, BROADCASTING.

ention all metropolitan stations!
oven announcer with N.Y.C. and
ia. station experience. Strong ad
excellent news, outstanding crea-
e ability. Available soon. Box 379M,
OADCASTING.

scientious announcer, nine years ex-
ience in production and announcing.
prehensive knowledge of music
its programming. Ad libbing a
cialty. Intelligent rendition of news,
pecial events, interviews and tele-
one quizzes. Married, draft deferred,
iversity graduate, 27 years old. Avail-
e now for audition interview and
rk. Box 383M, BROADCASTING.

wsman. In third year midwest kilo-
tt. Affirmative delivery. Thorough
orting. Box 389M, BROADCAST-

nouncer-newscaster. Three years ex-
ience. Veteran. College. Top re-
ences. Photo. Disc on request.
x 390M, BROADCASTING.

rtscaster at saturation here. Am
ng up. Will move for hundred per
ek and reasonable guarantee years
rk. Play-by-play baseball, football,
sketball. News, commercials. Box
M, BROADCASTING.

ture top commercial announcer, 5
ars versatile experience. Superior
ce, technique. Competent all phases.
ers? Box 393M, BROADCASTING.

ention Indiana, combo man, 1st
ss ticket, 3 years radio school, 2
ars music school, I.U., 2 years experi-
ce emphasis production, news, disc
ows, remotes, desire permanent loca-
n, \$70.00 weekly. Box 394M, BROAD-
STING.

arge stations. Versatile DJ wants to
transfer exceptional smaller market
ccess to metropolitan station. Long,
roven record. Making \$650 monthly.
x 395M, BROADCASTING.

serve-opportunity for a sports stan-
n, covering baseball, to obtain April
a colorful competent sportscaster.
rried, 26, draft exempt. Box 397M,
OADCASTING.

nouncer. Concentrated and varied
erience. Now employed. Box 398M,
OADCASTING.

nouncer, seven years experience. All
ases including three years as Musical
ock Emcee. Desire to get into tele-
sion, a position as a morning man,
staff with a reliable station. North-
st. Box 406M, BROADCASTING.

t, 26, ambitious, looking for first an-
ncing job. Anywhere. 10 years in
ow biz, singer, previous radio work,
ensive music repertoire. Good for
k, news. Disc or tape. Box 411M,
OADCASTING.

nouncer-engineer, 4 years experience
th good selling voice, sober, reliable
d available. Married, 32, car, best
erence. Frank Berry, Athens, Ohio.

nouncer, graduate SRT Chicago.
ficient in DJ, news and commercials.
ngle. Draft exempt. Middlewest
ferred. Johnny Hagan, 210 N. Kolin
e., Chicago, Austin 7-5924.

mbination announcer-engineer, RCA
ad, 25, first phone. Vet, single, no
erience. Paul Landers, 1656 East
h Street, Brooklyn 29, N. Y., phone
gtingale 5-7839.

Situations Wanted (Cont'd)

Technical

Chief engineer seeks position with em-
ployer who expects top performance
and willing to pay for same. 17 years
experience. Best references. Box
228M, BROADCASTING.

Girl wants job, control operator, net-
work station. One year experience.
College graduate. Box 307M, BROAD-
CASTING.

California, 1st phone, experienced, De-
sires permanent position. Box 365M,
BROADCASTING.

Engineer, 1st phone license. Employed
in Pennsylvania. Prefers something in
or around New York. Will consider
elsewhere. Box 380M, BROADCAST-
ING.

First phone license. Radio-television
grad. Professional musician. Veteran,
26, married. No commercial experi-
ence. Desires position New York City
vicinity. Box 381M, BROADCASTING.

First phone. Radio-TV communications
grad. Some college. Desires position
with opportunity to learn announcing.
Adaptability, interest, will compensate
for lack of experience. Prefer north-
east N.Y.C. area. Details. Box 412M,
BROADCASTING.

1st phone. Draft exempt veteran. Ex-
perienced transmitter, remotes, control
room, etc. Want same on permanent
basis only. No announcing. Prefer
south. All replies considered. Box
232, Jacksonville Beach, Florida.

Production-Programming, Others

Attention, west, northwest. Experi-
enced staff man, continuity and news
director, PD, sales, promotion. Proven
air record, administrative, executive
ability. Want good permanent con-
nection with incentive. Currently news
director top 1 kw midwest independ-
ent. 35, married, commercial minded.
Prompt reply all queries. Box 361M,
BROADCASTING.

Curious P.H.D., with 15 years commer-
cial and educational, radio-television
experience, all phases, wonders if there
is a station, business, agency, or school
that could use his diversified talents
in a challenging job. Available any
time for the right opportunity. Com-
plete information on request. Box
367M, BROADCASTING.

Florida or Gulf Coast. 5 years all
phases of air work. Want permanent
position with compatible station as
PD or opportunity to work into PD.
Offer assiduous zeal and varied talent
for fair remuneration. 26, family, draft
exempt. If you are sincere, write Box
407M, BROADCASTING.

Announcer to general manager in five
years. Sales and good will experience.
Recalled by Navy last year but avail-
able March 12. Consideration given
any promising offer. Larry Green, ra-
dio and television specialist, Public
Information Office, NATTC, Jackson-
ville, Florida.

Available, account executive, public
relations, special events man. Na-
tional experience WSGN, KCOH,
KAIA (American Institute of the Air),
Stellar Productions and KTTV (Bonus
Bids Show), newspaper promotions.
Non drinker. Have dance band li-
brary and equipment. Warren (Billy)
Wilson, 1207 3rd Avenue, North Co-
lumbus, Mississippi.

Television

Managerial

Applicants: 3 years television; all
phases; interested management-pro-
gram director. Box 364M, BROAD-
CASTING.

15 years experience all phases. Last
2½ TV likewise. Seeking solid TV spot.
No immediacy, may we talk? Reply
Box 405M, BROADCASTING • TELE-
CASTING.

Production-Programming, Others

Director-art director, handled all
phases of production on over 1000 hours
of TV shows. Designer 7 years. Pro-
fessional education in design and TV.
Demonstrable, salable, visual ideas.
Veteran. Box 402M, BROADCASTING
• TELECASTING.

TV commercial producer, retail, na-
tional, mail order experience, copy,
staging, production over 500 commer-
cials, programming agency background.
Box 413M, BROADCASTING • TELE-
CASTING.

For Sale

Stations

Profitable western station 1000 W Mu-
tual. Owner wants to retire. \$80,000
with terms. Box 375M, BROADCAST-
ING.

For Sale (Cont'd)

For sale—broadcasting stations. Leon-
ard J. Schrader, 509½ East Green St.,
Champaign, Ill. Phone 9094.

Western stations. Independents and
affiliates. All prices. Jack L. Stoll &
Associates, 4958 Melrose Ave., Los An-
geles 29, Calif.

Independent, 1 kilowatt, fulltime radio
station, well established in Illinois,
second largest market. Must be sold
at early date to meet demands of
creditors. For further information con-
tact William H. Young, Receiver in
Bankruptcy, 1225 Jefferson Building,
Peoria, Illinois, phone 3-3807.

Equipment, etc.

Bargain. Three used sure dynamic low
impedance mikes, less cable, two re-
cently returned factory overhauled.
Sell highest bidder. Box 265M, BROAD-
CASTING.

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 broad-
casting standards. Is still operating
20 hours per day. If in need of well
maintained, high power radio trans-
mitter, this is your chance to get a bar-
gain. Your inspection solicited. Box
347M, BROADCASTING.

Audio transformers, patch cords, jack
strip, 633A microphone, microphone
stands, attenuators, recording turn-
tables, etc. Send for complete list.
Box 278M, BROADCASTING.

For sale: 1 studio console type RCA
76-B4. Been in use since Dec. 1949.
Almost like new. If interested make
us a price in the form of a bid letter.
Highest bidder will receive. Box 386M,
BROADCASTING.

For sale: Western Electric 353E-1, 1 kw
transmitter; now operating; \$2500 in-
cludes spare tubes; delivery 60 days.
KARE, Atchison, Kansas.

Complete FM station, including trans-
mitter, monitor, transmission line, an-
tenna elements, Iso coupler, studio
equipment and 158 FM bus receivers
with speakers and antennas. For fur-
ther particulars, contact Dick Welna,
KBON, Omaha, Nebraska.

Priced to sell: 300 foot Andrews guide
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; console, KGKB
Tyler, Texas.

For Sale (Cont'd)

For Sale: Composite 206 feet triangu-
lar uniform cross-section guyed tower
with guys and lighting conduit. Simi-
lar to Winchinger type 300. Contact
WORD, Spartanburg, South Carolina.

Wanted to Buy

Stations

Wanted to buy all or part ownership
of station. Answers strictly confiden-
tial. Box 360M, BROADCASTING.

Wanted, station 250 up to 1000 watts.
Prefer southeast. Give full details first
letter. Box 403M, BROADCASTING.

Equipment, etc.

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

Wanted: Presto 6N. Rek-O-Kut mas-
ter-pro disc and Ekotape 105, Magne-
cord or Concertone 1401 tape recorders.
Box 372M, BROADCASTING.

Wanted: Used standard make 100/250
watt broadcast transmitter. On reply
list available monitoring, speech equip-
ment, etc. CFBC, Saint John, N. B.

Wanted—Approximately 700 feet 1½"
transmission line. 52 ohm. Commu-
nications Products type 505 preferred.
State age, condition and price. Glen
Klein, KAUS, Austin, Minnesota.

Progar amplifier (Langevin), state
price, condition and number months
used. KFEL, Albany Hotel, Denver.

Wanted, RCA attenuator and measur-
ing panel 89-C for use with RCA 69C
distortion meter and 68B oscillator.
WWPA, Williamsport, Pa.

Wanted: One low-power educational
FM broadcasting plant. Interested in
package deal or any part thereof. Ad-
vise make, model, condition and price.
Radio Club, Presbyterian Junior Col-
lege, Maxton, North Carolina.

Miscellaneous

Be a combination man. Improve your
earning power and security. FCC first
phone in 6 weeks. Write for informa-
tion. Grantham Radio License School,
706 North Wilcox, Hollywood, Calif.

LUKY RADIO STATION TELEVISION STATION ADVERTISING AGENCY

AS ITS—

(CHECK ONE) ✓

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 MORE 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 HEREWIT HIS HISTORY: 45 YEARS YOUNG—IRISH AN-
CESTRY—RED HAIR—22 YEARS BACKGROUND AND EXPERIENCE IN ALL PHASES
OF THE BROADCASTING-TELEVISION INDUSTRY—10 YEARS WITH NATIONAL NET-
WORK IN NEW YORK—EXCELLENT CONTACTS WITH AD AGENCY—RADIO—TELE-
VISION—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, BONAFAIDE, 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

ANNOUNCES THE APPOINTMENT OF John Moore Dough

- | | |
|--------------------------------|--------------------------|
| PRESIDENT | <input type="checkbox"/> |
| VEEP | <input type="checkbox"/> |
| GENERAL MANAGER | <input type="checkbox"/> |
| PROGRAM PRO-
DUCER-DIRECTOR | <input type="checkbox"/> |
| ABLE ASSISTANT | <input type="checkbox"/> |
| BIG BROOM | <input type="checkbox"/> |
| CHIEF CHEESE | <input type="checkbox"/> |
| ETC.-ETC.-ETC. | <input type="checkbox"/> |

Help Wanted

FEW POSITIONS STILL OPEN

INCLUDING *RESIDENT
MANAGER*

Must have extensive experience. Live in Avalon, Population 1800, on Catalina Island, 30 minutes by air from Los Angeles.

10 KW—740 KC

KBIG 6540 SUNSET BOULEVARD
HOLLYWOOD 28, CALIFORNIA

Announcers

WANTED
to work at

**250 LIBERTY FULL-
TIME AFFILIATE IN
FLORIDA,**

combo man (first phone, emphasis on announcing, with experience in board and network operation) 40 hours, \$75.00 per week. Must be experienced, sober and dependable—no accents. Send disc, photo and all qualifications in first letter to BOX 408M, BROADCASTING.

Technical

WANTED EXPERIENCED
ENGINEER

for Midwest 50,000 watt station. For details write Box 401M, BROADCASTING.

Situations Wanted Salesmen

STATION RELATIONS-

SALES

TOPNOTCH MAN

Proven sales record in service sales. Thoroughly acquainted with all stations east of the Mississippi. Outstanding background.

Box 410M,
BROADCASTING

School

NBS GRADUATES are in DEMAND

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

100% Placement of Combination Men
Housing Arranged

Write Today for Details

NORTHWEST BROADCASTING SCHOOL

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

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

Strictly Business

(Continued from page 18)

to establish the present Cinecolor Co. Next step for Mr. Mayers was sales managership of Atlas Cinephone, which had studios in Long Island City, before he joined World Pictures Corp. as sales manager, remaining with the latter company for the succeeding 12 years. In 1942, he became assistant to Jules Levy, president of Mayfair Productions (released through United Artists), and in 1950 joined Unity in his present capacity. In all, Mr. Mayers has film experience totaling 22 years.

Immediately after joining Unity, Mr. Mayers set out to visit almost all existing television stations to promote further use of film on video. He ended up by being, he believes, the first to introduce package or bulk film sales as a replacement for the then-common spot booking procedure.

Next expansive step for film distributors, he reports, was to sell complete libraries so that station owners, with prints on hand, could program from their own selections and sell time through prepared auditioning.

About 90% of existing films will be in the hands of some television interest by 1954, according to Mr. Mayers, who gives that as his company's reason for anticipating production of its own half-hour video programs, both here and in Europe, within the near future.

"The film business looks very good to us," he explained, "because stations and sponsors have indicated that film is easier to handle mechanically and less expensive from a production point of view." Stressing that a good film can be

provided for "much less" than the cost of live, major program. Mr. Mayers' organization distributes such packages as 75 re-released theatrically-unreleased J. Arthur Rank features, the Zane Grey pictures and Laurel & Hardy comedies.

When live shows take time for the summer, the television business will get even better, says, remembering that his products replaced the Milton Berle show in 1950 and the bulk of the B. weiser programming and part of the Schlitz productions last summer.

A native New Yorker, born Feb. 19, 1902, Mr. Mayers is married to the former Lillian Masini. They reside in Brooklyn with their son, Bruce, 21, a senior in Wharton School of Business, University of Pennsylvania, and a daughter, Dale, 13, who attends Walt Whitman Junior High.

For hobbies, he lists baseball even to the point of playing, as did until recently, with local company teams—and motion pictures. In extra time, he attends meetings of the American Television Society, the Assn. of Motion Picture Advertisers or the National Television Film Council, for which is chairman of the board of directors.

DuMont Sales Meet

SEMI-ANNUAL national sales conference of Allen B. DuMont Labs. Instrument Division, held last Thursday and Friday at Division headquarters, Clifton, N. J., featured two-day seminar on newest electronic precision instruments according to Emil G. Nichols, national sales manager of instrument division. From "all over the U. S. and Canada" more than 35 division sales engineering representatives gathered to study newest uses of electronic instruments developed by DuMont during past year, and to study new instruments and production methods of other DuMont divisions. In addition, representatives studied new Empire State Bldg. transmitter installation, WABD (TV) New York, DuMont key station.

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. FRAZER

TV & Radio Management Consultants
728 Bond Bldg., Washington 5, D. C.

We Pay Announcers

\$100.00 a week-and more

We have a place on our announcing staff for a man with experience, good judgment, and pleasing personality, who can talk "with" people, not "at" them. He will be able to ad lib from notes or copy in a warm friendly manner that will surely win friends and definitely "influence" people. Some might call him a disk-jockey, but he will be far more than that. He will know how to select music for his own program that's "right down the middle"—no jazz—no symphonic. He will have a keen desire to please his listeners, and a wholesome respect for the advertiser's dollar. He will be loyal to the station and to himself. He can look forward to television in the not-too-distant future, and will be able to contribute something of value to this new medium. He will "know how" as well as "know when". He will think in this order—the listener, the sponsor, the station, himself. He will be the kind of person the staff will like to work with, daily. He will know how to cooperate. He will appreciate freedom he has experienced in no other job. He will be willing to take suggestions and feel free to make them.

We are a highly successful thousand watt independent, (thank goodness) located in the middle West in a prosperous city of 200,000 population, with a million potential listeners. Last year, Hooper placed us well up in the top ten of all independents in the nation. National agencies and station managers the country over call our operation "unique"—and it is!—entirely different than any other station you are acquainted with. No one here "yeses" the boss. Everyone is encouraged to discuss station policy, copy, new ideas, and everything else that will improve relations with our listeners, advertisers and staff. We consider people not as employees, but as partners in this important business of broadcasting. We guarantee and get results; not in 13 or 26 weeks, but in ONE DAY. We really CARE about our clients, local and national, large and small. We put "income" last and have found that when we think just of listeners and advertisers, "income" takes care of itself. Can you picture yourself in such a set-up, where effort and ability are truly appreciated and rewarded? If interested, please give COMPLETE history of yourself including photograph. Every detail is important to us. Our staff knows about this ad. All correspondence is confidential.

Address Box 377M, Broadcasting

Rocky Mountain
\$45,000.00

Profitable independent operation in a very desirable one station market. Liberal financing.

Southeast
\$275,000.00

A very profitable network property located in an excellent southeast major market. Financing arranged.

Appraisals • Negotiations • Financing

BLACKBURN-HAMILTON COMPANY

RADIO STATION AND NEWSPAPER BROKERS

WASHINGTON, D. C.

James W. Blackburn
Washington Bldg.
Sterling 4341-2

CHICAGO

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

SAN FRANCISCO

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

FCC Actions

(Continued from page 91)

hours, etc., for extension of completion date.

License Renewal

Following stations request renewal of license:

WAVU Albertville, Ala.; WJMW Pens. Ala.; WNPT Northport, Ala.; WRC San Francisco; WAGA Atlanta; WJAL Duluth, Minn.; WVNJ Newark, N. J.; WJNY Watertown, N. Y.; WIRC Ekory, N. C.; KOAC Corvallis, Ore.; KBN Youngstown, Ohio; KUGN Eugene, Ore.; WHJB Greensburg, Pa.; WPC Sharon, Pa., and WKTY La Crosse, Wis.

February 28 Decisions . . .

COMMISSION EN BANC Designated for Hearing

LaFollette Bestg. Co., LaFollette, Tenn.—Designated for hearing at time and place to be specified later application for new AM station on 1450 kc, 1 kw, unli.; made WCRK Morristown, Tenn., party to proceeding.
Indian River Bestg. Co., Vero Beach, Fla., and WEAT Lake Worth, Fla.—Designated for hearing in consolidated proceeding at time and place to be specified later Indian River application for new AM station on 1490 kc, 100 w, unli.; and Weatch application for CP move WEAT (1490 kc, 250 w, unli.) from Lake Worth to Palm Beach; made MOG Brunswick, Ga., party to proceeding with respect to Indian River application only.

Charles D. McNamee and Frances McNamee, New Orleans, La., and WHL Hammond, La.—Designated for hearing in consolidated proceeding at time and place to be specified later McNamee application for new AM station on 1400 kc, 250 w, unli. (contingent cessation of station, WLCS Baton Rouge on 1400 kc), and application of HL to change from 730 kc, 250 w D, 1400 kc, 250 w, unli.; made WFOR Hattiesburg, Miss., party to proceeding WHL application only, and made PCF Panama City, Fla., party with respect to New Orleans application only.

William C. Grove, Wheatland, Wyo.—Designated for hearing at time and place to be specified later application for reinstatement of CP for new AM station to operate on 800 kc, 1 kw D.

Amended Order

WSOC Charlotte, N. C.—Amended Commission's order of Dec. 27, 1950, designating application of WSOC for hearing in consolidated proceeding with radio Sumter, to delete word "legal" from first issue of order. WSOC requests CP to install new vertical ant.

To Remain Silent

WSKB McComb, Miss.—Granted authority to remain silent additional 90 days from Feb. 25 pending sale by trustee in bankruptcy. Station not to resume broadcasting without prior Commission authority after assignment of license.

WSRK (FM) Shelbyville, Ind.—Grant authority to remain silent additional 60 days pending financial reorganization. Station not to resume broadcasting without Commission approval if control of station is transferred.

WFDR (FM) New York—Granted authority to remain silent additional 60 days from Feb. 25 pending financial considerations. Station not to resume

(Continued on page 96)

FCC roundup

New Grants, Transfers, Changes, Applications



box score

SUMMARY THROUGH FEBRUARY 28

	On Air	Licensed	CPs	Appls. Pending	In Hearing
AM Stations	2,333	2,316	95	318	203
FM Stations	639	573	76	11	8
TV Stations	108	93	15	402	182

(Also see Actions of the FCC, page 90)

Docket Actions . . .

FINAL DECISIONS

Dallas, Tex.—Lakewood Bestg. Co. Final decision granting new AM station, 1480 kc, 1 kw-LS, 500 w-N, DA-DN; cond. Co-partnership: Eldridge C. Harrell, owner Gaston Avenue Pharmacy, Dallas; Delbert Davison, executive vice president, general manager and 50% owner Gillette Motor Freight Transportation Co., Dallas. Estimated construction cost \$68,160, estimated first year operating cost \$115,800, estimated first year revenue \$144,000. Decision Feb. 15.

Saratoga Springs, N. Y.—Spa Bestrs. Inc. and Saratoga Bestg. Co. Final decision granting Spa new AM station, 900 kc, 250 w, daytime, and denying Saratoga same facilities for default. Principals in Spa are President John A. Woods (25%), trans. engineer for WWSO Glens Falls N. Y.; Vice President Joseph F. Donohue (25%), U. S. Government supply officer, Brooklyn, N. Y., and Secretary-Treasurer Richard O'Connor (50%), dairy farm manager, Middletown, N. Y. Estimated construction cost \$9,250, estimated first year operating cost \$39,984, estimated first year revenue \$47,000. Decision Feb. 15.

KTHS Hot Springs and Little Rock, Ark.—Radio Bestg. Inc. Granted license renewal with present facilities—1090 kc, 10 kw-LS, 1 kw-N—pending move of station. Granted authority to move to Little Rock as Class 1-B on 1090 kc, 50 kw unli. DA-N; cond. Decisions Feb. 26.

Buffalo, N. Y.—Erie Bestg. Co. FCC denied application for 1230 kc, 250 w, fulltime. Decision affirms initial decision of Hearing Examiner J. D. Bond. Decision Feb. 28.

DECISION AND ORDER

Madisonville, Tex.—Henry W. Meneff (W5RAS). Final decision and order rescinding and revoking Commission's order of May 29, 1951, which suspended restricted radiotelephone operator permit and amateur radio operator license of Mr. Meneff for remainder of their respective terms and which also revoked his amateur station license (W5RAS). Decision Feb. 26.

OPINIONS AND ORDERS

WHGB Harrisburg, Pa.—Harrisburg Bestg. Co. Memorandum opinion and order denying petition for rehearing, requesting reconsideration of FCC Oct. 9 decision denying WHGB facilities change and granting WCMC Lemoyne, Pa., application. Order Feb. 15.

Tracy, Calif.—West Side Radio. Upon request of Chief, FCC Best. Bureau, FCC directed examiner to close record without taking testimony on engineering issues and prepare initial decision only with respect to good faith of applicant, denying application outright if decision unfavorable or returning application to pending file if favorable. Mutually exclusive application of Western Bestg. Assoc., Modesto, Calif., dismissed without prejudice Dec. 14, 1951. Order Feb. 15.

WKOW Madison, Wis.—Monona Bestg. Co. Denied petition of Atlask Amusement Co. for ruling review of motions comr. Jan. 11, 1952, denying Atlask intervention in license renewal proceeding of WKOW. Order Feb. 15.

ORDERS

In actions on stations broadcasting horse racing information, FCC:

Adopted memorandum opinion granting license renewal for WANN Annapolis, Md., which voluntarily discontinued broadcasts;

Granted license renewal on regular basis for WMEX Boston, which discontinued broadcasts;

Designated for consolidated hearing applications for initial or renewal of

licenses for following stations:

KJBS San Francisco, KSAN San Francisco, KYA San Francisco, KWKW Pasadena, KLAC-TV Los Angeles, WMIE Miami, WWPB-FM Miami, WJZ-TV New York, WPIX (TV) New York, WBNX New York;

Designated for individual hearings applications for renewal of licenses for following stations:

KVSM San Mateo, WWBZ Vineland, N. J., WRIB Providence, WGPA Bethlehem, Pa., WITH Baltimore and WAAF-FM Chicago.

Stations WMIE KLAC-TV WJZ-TV and WPIX (TV) operating on program tests or other special authority and have initial license applications pending;

Following stations granted further temporary extensions of licenses until June 1, 1952: KJBS KSAN KVSM WBNX WGPA WRIB WWPB-FM and WAAF-FM.

Non-Docket Actions . . .

AM GRANT

Tuskegee, Ala.—Radio Tuskegee Inc. Granted 580 kc, 500 w, daytime. Estimated construction cost \$22,500, estimated first year operating cost \$36,000, estimated first year revenue \$48,000. President and 1.25% owner is J. L. Youngblood, 50% owner Tuskegee Oil & Fertilizer Co. Vice president and 13.75% owner is William C. Woodall Jr., 50% owner WDWD Dawson, Ga., 1/2 owner WGRA Cairo, Ga., and 25% owner WFPM Fort Valley, Ga.; he is brother of Allen M. Woodall, who has 1/2 interest in WDAK Columbus, Ga., 25% interest in WCOS Columbia, S. C., and 20% interest in WRDW Augusta, Ga. Secretary and 13.75% owner is William E. Morris, 4% owner Stevens Industries Inc., Dawson, Ga. Treasurer and 13.75% owner is Ed J. Young, 7% owner Stevens Industries, 1 1/2% owner WGRA, 16 2/3% owner WFPM. Directors and each owner of 13.75% interest: E. D. Stevens, chairman of board and 20% owner of Stevens Industries, 16 2/3% interest in WGRA and WFPM; R. Geise Dozier Jr., vice president and 7% owner of Stevens Industries, 16 2/3% interest in WFPM and 3 1/4% interest in WGRA; C. M. Cruickshank Jr., 7% owner of Stevens Industries. Directors and each owner of 1.25% interest: Frank H. Carr, mayor of Tuskegee, and Floyd Forman, owner of Dradeford Insurance Agency. Granted Feb. 28.

TRANSFER GRANTS

WMFT Florence, Ala.—Granted as-

ignment of license from Tri-Cities Best. Co. to Daylight Bestg. Co. through sale of 100% stock for \$10,000 cash and \$6,000 payable \$100 monthly for 5 years. Principals in Daylight include Richard B. Biddle, former manager of WLAY Sheffield, Ala., and WJRD Tuscaloosa, Ala. (33 1/3%), and seven other Pennsylvania and Alabama businessmen. Granted Feb. 26.

WFMF-AM-FM Cullman, Ala.—Granted assignment of license to new partnership composed of two assignor partners, L. E. Duffey and B. C. Eddins, and Mr. Eddins' two brothers—W. N. Eddins and John O. Eddins. B. C. Eddins retains his 50% interest, but Mr. Duffey sells 40% of his 50% interest in equal portions to newcomers for \$10,600. W. N. Eddins is superintendent of schools, Gadsden, Ala., and John O. Eddins is account executive for Merrill Lynch, Pierce, Fenner & Beane, Birmingham. Granted Feb. 26.

KWTX Waco, Tex.—Granted relinquishment of negative control by Mabel B. Jester, executrix of estate of Beauford H. Jester, deceased, through issuance at par value of 220 additional shares of voting stock to present stockholders, and restoring voting rights to 30 shares of outstanding non-voting stock; Mrs. Jester's interest will be reduced from 50% to 33 1/3%. Granted Feb. 26.

WELR Roanoke, Ala.—Granted assignment of license to J. W. Buttram, d/b as The Roanoke Bestg. Co., through transfer by E. L. Roberts of his 50% interest in partnership to remaining partner, who assumes all liabilities of licensee partnership. No monetary consideration. Granted Feb. 26.

New Applications . . .

TV APPLICATIONS

Laurens, S. C.—WLBG Inc., UHF Ch. 45, ERP 18 kw visual, 9 kw aural, antenna height above average terrain 310 1/2 ft. Estimated construction cost \$101,000, estimated first year operating cost \$25,000, estimated first year revenue \$25,000. Applicant is licensee of WLBG Laurens. Filed Feb. 26.

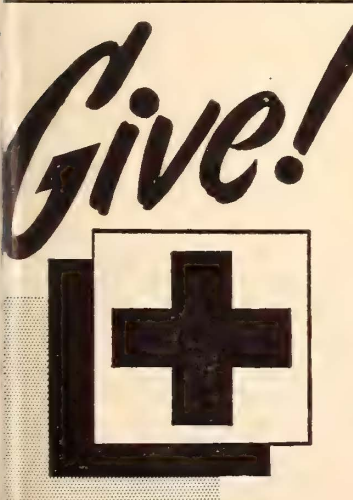
Tucson, Ariz.—Arizona Bestg. Co., Ch. 4 (60-72 mc), ERP 10.6 kw visual, 5.3 kw aural, antenna height above average terrain 224 ft. Estimated construction cost \$249,032.74, estimated first year operating cost \$180,000, estimated first year revenue \$180,000. Applicant is licensee of KVOA Tucson. Filed Feb. 26.

Alexandria, La.—Alexandria Bestg. Co., Ch. 11 (198-204 mc), ERP 53 kw visual, 26.5 kw aural, antenna height above average terrain 548 ft. Estimated construction cost \$203,448.84, estimated first year operating cost \$150,000, estimated first year revenue \$150,000. Applicant is licensee of KALB-AM-FM Alexandria. Filed Feb. 27.

Jackson, Miss.—Jackson Bestg. Co., Ch. 12 (204-210 mc), ERP 27 kw visual, 13.5 kw aural, antenna height above average terrain 510 ft. Estimated construction cost \$197,914, estimated first year operating cost \$240,000, estimated first year revenue \$280,000. Applicant is licensee of WJXN Jackson. Filed Feb. 27.

Watertown, N. Y.—The Brockway Co., Ch. 11 (198-204 mc), ERP 118 kw visual, 59 kw aural, antenna height above average terrain 570 ft. Estimated construction cost \$300,000, estimated first year operating cost \$150,000, esti-

(Continued on page 96)



When It's BMI It's Yours

Another BMI "Pin Up" Hit—Published by
Hill & Range

THE BLACKSMITH BLUES

On Records: Ella Mae Morse—Cap.;
Art Mooney—MGM; Bill Darnell—Dec.;
Elton Britt—Vic.; Sy Oliver-Trudy Rich-
ards—Dec.; Tony Harper-Harry James—
Col.

On Transcriptions: Julian Gould—Associated.

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

FCC Roundup

(Continued from page 95)

mated first year revenue \$150,000. Applicant is licensee of WJWI-AM-FM Watertown. Filed Feb. 29.

FM APPLICATIONS

Florence, Ala.—Florence Bestg. Co., 98.3 mc (Ch. 252), ERP 250 w, antenna height above average terrain 66 ft. Estimated construction cost \$2,850, estimated first year operating cost \$3,000, estimated first year revenue \$3,000. Applicant is licensee of WJOI Florence.

Stamford, Conn.—Key Bestg. System Inc., 97.9 mc (Ch. 250), ERP 250 w, antenna and transmitter site to be selected. Estimated construction cost \$3,700, estimated first year operating cost \$15,000, estimated first year revenue \$25,000. Applicant is licensee of WKBS Oyster Bay, New York.

AM APPLICATIONS

Bayshore, N. Y.—Key Bestg. System Inc., 1300 kc, 250 w, daytime. Estimated construction cost \$13,000, estimated first year operating cost \$50,000, estimated first year revenue \$50,000. Applicant is licensee of WKBS Oyster Bay, N. Y.,

and applicant for new FM station in Stamford, Conn. Filed Feb. 21.

TRANSFER REQUESTS

KGFV Kearney, Neb.—Involuntary transfer of license from Central Nebraska Bestg. Corp., licensee, from Lloyd C. Thomas to Belle M. Thomas, J. Carl Thomas and Kenneth H. Dryden as executors of estate of Mr. Thomas, deceased. No monetary consideration. Filed Feb. 21.

KMBL Junction City, Tex.—Assignment of license from Callan Graham and James E. Calhoun, d/b as Kimble County Bestg. Co., to Farrell M. Brooks and Norma Sue Brooks for \$8,000. Mr. Brooks is employed by KMBL and owns 20% interest in KEVA Shamrock, Tex. Mrs. Brooks, his wife, is a housewife. Filed Feb. 21.

WOBT Rhinelander, Wis.—Transfer of control Oneida Bestg. Co., licensee, to Dr. C. A. Richards, N. Folke Becker, Clyde Estabrook and James Cleary for \$53,333.33. Dr. Richards is retired physician and surgeon and vice president of First National Bank of Rhinelander; Mr. Estabrook is owner of North Wisconsin Insurance Agency and Estabrook Swanson Insurance Agency; Mr. Becker is president of Rhinelander Paper Co., and Mr. Cleary is president of Oneida Milk & Ice Cream Co., Rhinelander. Filed Feb. 21.

KBNZ La Junta, Col.—Transfer of control Otero Bestg. Co., licensee, from William W. Shepherd, Hortense D. Shepherd and Charles E. Zimmerman to R. D. Gerken, Myron S. Morrison and A. B. Crichton Jr. through sale of 18,000 shares of stock (100% interest) for \$30,000. Mr. Gerken is general manager of WCRO Johnstown, Pa.; Mr. Morrison is manager, Sears, Roebuck & Co., Johnstown, president and 50% owner of Pyle Motor Co., Rome, N. Y., and president and 50% stockholder of Copper City Realty Co., Lititz, Pa., and Mr. Crichton is vice president of Johnstown Coal & Coke Co., secretary of The Crichton Co. (coal mining and mining equipment), Johnstown, director of Super Service Motor Freight Co., Nashville, Tenn., and director of Penvir Realty Co., Johnstown. Filed Feb. 25.

KVRC Arkadelphia, Ark.—Assign-

tions which have to change wavelengths on the same portion of the band they now operate on, legal technicalities have stymied that. If Commission were to make such moves, it would run counter to some comments on file, would make it necessary to reopen hearing to permit additional comments to be filed [B•T, Feb. 18].

(6) Other factors are expected to remain much the same as proposed in the "Third Report" last March. These involve use of offset carrier, intermixture of UHF and VHF in the same cities, prohibition against the use of directional antennas, continuance of Stratovision and Polycasting on experimental basis, etc.

ment of license, Arkadelphia Bestg. Co., licensee, from Cecil W. Cupp, proprietor, to himself, John M. Moore and Cecil W. Cupp Jr. for \$30,624.52 (more or less) in exchange for like amount of par value of transferees stock. Mr. Cupp, who will receive 50.2% of the stock, also holds 75% capital stock of Cupp Theatres Inc., Arkadelphia, and capital stock of Citizens National Bank, Arkadelphia; Mr. Moore is manager of KVRC, and Mr. Cupp Jr. is vice president and cashier, Citizens National Bank. Filed Feb. 26.

WWXL Peoria, Ill.—Assignment of license from Central Illinois Radio Corp. to William H. Young and Carl B. Horine, receivers in bankruptcy. No monetary consideration. Filed Feb. 26.

WORX (FM) Madison, Ind.—Assignment of license from Charles N. Cutler, Glenroie L. Danner and William M. Poland to Mr. Cutler, who merely retains his 1/3 interest, and Frances Knight (Breckenridge), who will hold 2/3 interest, for \$11,000. Miss Knight (Breckenridge) is manager of WORX (FM) and Mr. Cutler is chief engineer. Filed Feb. 27.

WWCO Waterbury, Conn.—Transfer of control, The Mattatuck Bestg. Co., licensee, from Mitchell G. Meyers, Milton H. Meyers and Ruben E. Aronheim to William G. Wells, Marinus Koster and R. Sanford Guyer for \$75,000. Mr. Wells is owner of WMOA Marietta, Ohio; Mr. Koster is a CPA, Washington, D. C., and partner with his wife in Koster Advertising Agency, Washington, and Mr. Guyer is manager of

Allocations Supplement

BROADCASTING • TELECASTING will publish in complete text the **FINAL TELEVISION ALLOCATIONS REPORT**. Subscribers will receive the supplement without charge. Extra copies will be available, as long as the supply lasts, at \$3 each.

WMOA Marietta. Filed Feb. 27.

WWCO Waterbury—Transfer of control, The Mattatuck Bestg. Co., from corporation to partnership composed of prospective owners (see above). No actual change of ownership or control, no monetary consideration. Contingent on grant of transfer application for present stockholders to new group. Filed Feb. 27.

KLEE Houston, Tex.—Assignment of license from Mrs. Hallie Lee, Mrs. Ma Alice Rosenberg, Lester E. Rosenberg and Lowell C. Clark, executors of estate of W. Albert Lee, deceased, to Trin Bestg. Corp., Dallas, licensee of KL Dallas and KLP El Paso. Terms: five year lease at \$30,000 per year, with option to buy for \$110,000 at expiration of lease agreement. Filed Feb.

Allocations

(Continued from page 65)

report shapes up along these lines:

(1) Mileage separations of 170 miles transmitter-to-transmitter for North Atlantic, North Central states, for stations on the same channels. In the more troublesome Gulf area, 220 miles. For the remainder of the U. S., 190 miles [B•T, Jan. 14].

(2) Maximum powers as follows: Channels 2-6, 100 kw. Channels 7-13, 316 kw. Channels 14-83, 1,000 kw [B•T, Jan. 28].

(3) Revision of existing power-antenna height relationships, with possibility that 2,000 ft. may be new maximum [B•T, Jan. 28].

(4) Use of some of the 18 "flexibility" channels to add more frequencies in some markets in order to take care of heavy application filings [B•T, Nov. 5, 1951].

(4) Slight increase in the number of educational reservations as against those proposed last March—209 [B•T, Feb. 18]. Newly appointed Chairman Walker is known to be in sympathy with aims of educational proponents, may even lend his weight to Comr. Frieda B. Henneck's campaign for greater number of reservations.

(5) Although at one time the Commission thought it might be able to keep those 31 existing sta-

Actions of the FCC

(Continued from page 95)

broadcasting without Commission approval if control of station is transferred.

FM Remote Control

KERN-FM Bakersfield, Calif.—Granted authority to operate station by remote control from trans. of AM station KERN for period ending Sept. 1, 1952, with same conditions as those of original grant.

WGUY-FM Bangor, Maine—Granted extension of special experimental authority to operate station by remote control from studios in Bangor for period ending Sept. 1, 1952, with same conditions as those of original grant.

WHYN-FM Holyoke, Mass.—Granted extension of special experimental authority to operate station by remote control from trans. site of AM station WHYN for period ending Sept. 1, 1952, with same conditions as those of original grant.

WRFL (FM) Winchester, Va.—Granted extension of special experimental authority to operate station by remote control from its studios at Winchester for period ending Sept. 1, 1952, with same conditions as those of original grant.

WHDH-FM Boston, Mass.—Granted extension of special experimental authority to operate station by remote control from its studios for period ending Sept. 1, 1952, with same conditions as those of original grant.

Designated for Hearing

KSRT (FM) Beverly Hills, Calif.—Designated for hearing application for mod. CP to change class of station from A to B and change location from Beverly Hills to Los Angeles.

Granted CPs

WMCF Memphis, Tenn.—Granted CP to change ERP from 320 kw to 330 kw, and ant. height from 520 ft. to 430 ft. W*RL-FM Arlington, Va.—Granted CP to change ERP from 2.9 kw to 2.05 kw, and ant. from 270 ft. to 500 ft.

ACTIONS ON MOTIONS

By Comr. Rosel H. Hyde

Chief, FCC Bestg. Bureau—Granted petition for extension of time to March 24 to file exceptions to initial decision re application of KCIJ Shreveport, La.

Scranton Radio Corp., Scranton, Pa.—Denied petition to intervene in proceeding re application of WQAN Scranton, Pa.

WLEA Hornell, N. Y.—Granted petition for continuance of hearing from March 11 to March 26 in proceeding re its application and that of WWHG Hornell, New York.

KSOX Harlingen, Tex.—Granted petition for extension of time to Feb. 28 to file opposition to petition of McClatchy Bestg. Co. to designate KSOX application for hearing.

W. A. Pomeroy, Kalamazoo, Mich.—Granted petition for dismissal without prejudice its application.

KWSH Wewoka, Okla.—Granted pe-

tition for dismissal without prejudice its application.

By Hearing Examiner Leo Resnick

West Side Radio, Tracy, Calif.—Ordered record in proceeding be closed and applicant shall file proposed findings and conclusions re issue eight within 20 days.

By Hearing Examiner Elizabeth Smith

KXO El Centro, Calif.—Granted petition for continuance of hearing from March 3 to May 5 at Washington application of Desert Radio and Television Co., Palm Springs, Calif.

By Hearing Examiner James D. Cunningham

KURV Edinburg, Tex.—Ordered that in accordance with Commission's order of Dec. 18, 1951, remanding proceeding to examiner, further hearing will commence on March 13 at Washington.

Delta Bestrs. Inc., Thibodaux, La. and KCIL Houma, La.—Ordered that in accordance with Commission's order of Feb. 13 remanding proceeding to examiner, further hearing will commence on March 6, 1952, at Washington.

By Hearing Examiner J. D. Bonc

WOL Washington, D. C.—Granted petition to amend and specify new a different ant. site and for removal from hearing.

John C. Pomeroy, Pontiac, Mich.—Granted petition to designate its application and that of Oakland Bestg. Co., Pontiac, Mich., for hearing at date: applications assigned for hearing at Washington, March 24.

By T. J. Slowie, Secretary

Joint Industry Committee on High Frequency Stabilized Arc Welding

Granted motion for extension to March 17 for filing comments re amendment of Part 18 of Rules.

By Comr. Rosel H. Hyde

State of California—Granted petition for leave to intervene in matter of n classifications, regulations and practice of Western Union Telegraph Co. connection with use of interstate a foreign leased facilities for dissemination of horse or dog racing news.

By Hearing Examiner Fanny N. Little

State of California—Granted petition for continuance of hearing from March 3 to April 1 at Washington.

Looking for Radio & Television Technicians?

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**Your ONE SOURCE Supply for
ALL Broadcasting Equipment NEEDS**

**THESE OFFICES
TO SERVE YOU**

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MONTREAL, QUE.	TEL. ATLANTIC 9441
NEW YORK CITY	TEL. MURRAY HILL 9-0200

TV Code in Effect

(Continued from page 65)

ven, Conn.

Subscribing stations are (as of Thursday night):

BAL-TV Baltimore; WBAP-TV Fort Worth; WBNS-TV Columbus; BS-TV New York; KECA-TV Hollywood; KEYL (TV) San Antonio; MB-TV San Diego; KGO-TV San Francisco; KING-TV Seattle; KNBH (TV) Hollywood; KNXT (TV) Los Angeles; KPHO-TV Phoenix; KPIX (TV) Francisco; KPRC-TV Houston; LD-TV Dallas; KRON-TV San Francisco; KSD-TV St. Louis; KSL-TV Salt Lake City; KTLA (TV) Los Angeles; WJAM (TV) Baltimore; WABD (TV) New York; WAFM (TV) Birmingham; WTV (TV) Charlotte; WCAU-TV Philadelphia; WDAF-TV Kansas City; WEL-TV Wilmington; WDSU-TV New Orleans; WDTV (TV) Pittsburgh; WNR-TV Chicago; WEWS (TV) Cleveland; WFBM-TV Indianapolis; WFIL-TV Philadelphia; WFMY-TV Greensboro.

WGAL-TV Lancaster; WHAS-TV Louisville; WHBF-TV Rock Island; WIO-TV Dayton; WJAC-TV Johnstown; WJAR-TV Providence; WJBK-TV Detroit; WJZ-TV New York; WKY-TV Oklahoma City; WKZO-TV Kalamazoo; WLWC (TV) Columbus; WLWD (TV) Dayton; WLWT (TV) Cincinnati; WMAL-TV Washington, D. C.; WMAR-TV Baltimore; WMBR-TV Jacksonville; WMCT (TV) Memphis; WNEB-TV Binghamton; WNBK (TV) Cleveland; WNBQ (TV) Chicago; WNBTV New York; WNBW (TV) Washington, D. C.; WNHC-TV New Haven; WOOD-TV Grand Rapids; WOW-TV Omaha; WPTZ (TV) Philadelphia; WAZ-TV Huntington; WSE-TV Atlanta; WSM-TV Nashville; WSPD-TV Toledo; WSYR-TV Syracuse; WTAR-TV Norfolk; WTMJ-TV Milwaukee; WTTG (TV) Washington, D. C.; WTTV (TV) Bloomington; WTVJ-TV Miami; WTVN (TV) Columbus; WTVR (TV) Richmond; WWSJ-TV Detroit; WXEL (TV) Cleveland; WXYZ-TV Detroit; WAGA-TV Atlanta; WAVE-TV Louisville; WBRC-TV Birmingham.

The fee plan for code subscription, based on 79 subscribers, called for annual payments of \$520 a year with NARTB TV member stations getting a \$250 credit. The rate falls to \$440 a year with more than 79 subscribers, or \$405 if more than 100 stations subscribe [B•T, Feb. 25]. Networks pay \$1,500 a year. NBC-TV arranged a code program for the weekend, including shots of the review board.

Subscribers have been supplied with copies of the official code seal in the form of photos, films, etc.

A special memorandum explains the status of affiliates not subscribing to the code but taking programs from a subscribing network. The memorandum follows:

In a situation where a local affiliate is not subscribed to the code and its network has, such subscription to the code by the network and use of the seal by the network does not give a non-subscriber the right to display the seal on a local basis. The seal may be displayed as part of the network programming in such instances; however, permission must be exercised by such network to the end that seal usage is limited aurally and/or visually to identification with that network. Because of practicalities, the local station would not be required to cut away from network announcements using the seal.

ARE YOU
BROADCASTING
Arthur Van Wageningen Tufty
NEWS
SCRIPT?
"just a dollar"
TUFTY NEWS BUREAU
National Press Building
WASHINGTON, D. C.

Grandma Bullitt

VIEWPOINT of mother and grandmother is represented on the NARTB Code Review Board by one of its most active members — Mrs. Scott Bullitt, KING-TV Seattle. Mrs. Bullitt said she has three married children, adding they have six grandchildren "all under five."

WNOE CHANGES

Gordon Again Gen. Mgr.

JAMES A. NOE, owner of WNOE New Orleans, La., last week announced that James E. Gordon, station president, has resumed his former position as general manager of WNOE. At the same time he announced the resignations of Patt McDonald as vice president and general manager and of Don Lilly.

The announcement was made at a staff meeting presided over by Mr. Noe, a former governor of Louisiana. WNOE also will commence a new sales and promotion campaign, Mr. Gordon announced.

WKBB TO BE WDBQ

Outlet to Change March 15

ONE of the oldest call letters in the Middle West will be history March 15 when WKBB Dubuque, Iowa, officially changes to WDBQ.

Station was first licensed in Joliet, Ill., in the mid '20s and moved to its present location in 1933. Change is being made to eliminate confusion, according to James D. Carpenter, owner-manager, because the station's FM outlet call letters are WDBQ. When the change becomes effective, the stations, affiliated with ABC network, will be WDBQ-AM-FM.

WGAR MERCHANDISING PLAN

New Package Will Ring Cash Registers

WGAR Cleveland is offering a merchandising package plan which shows promise of ringing cash registers both in cooperating food stores and at WGAR.

Principals with WGAR in this point-of-purchase display plan are national chain outlets and all qualifying WGAR advertisers. Major northern Ohio supermarkets, those of Krogers and the A & P, are co-operating by giving prominent display space to products advertised on the station.

Advertisers qualify to receive in-store promotions for one week in each of 197 cooperating stores by fulfilling requirements that the advertiser:

- Stocks the product in food stores.
- Has distribution in Cleveland area stores participating in the plan.
- Has the product accepted for display by those retail food dealers.
- Contracts for a minimum net expenditure to support point-of-purchase displays with on-the-air coverage.

RECEIVER SALES

Buffalo Meet Optimistic

A WIDENING and deepening market for television receivers was foreseen by FCC Comr. George E. Sterling and industry executives at the Second Annual Town Meeting of Television Dealers in Buffalo.

Speaking by wire from Washington, Comr. Sterling told the audience of some 2,800 dealers that with the lifting of the TV freeze, the market for video sets would mount appreciably even before new stations get on the air.

Comr. Sterling referred to the higher powers that existing stations would be permitted which, he said, should improve signals and encompass a greater audience. And, he added, after the freeze is lifted, additional VHF and UHF stations would mean more business in new sets and converters.

A note of caution was introduced by J. B. Elliott, RCA Victor vice president in charge of consumer products, who warned that the TV industry must maintain high quality if it is to keep the confidence of the public.

Mr. Elliott, however, foresaw a bright outlook for set sales. He opined that popular interest in the forthcoming Presidential election will sell more TV sets than the Kefauver crime hearings did last year.

Dealers were urged to do spade work in the "replacement market" by Richard A. Graver, Admiral Corp. vice president for TV. Mr. Graver pointed out that half the sets now in use have tubes 12 inches or smaller.

Dr. Lyman R. Fink, chief engineer, General Electric's TV Dept., advised the public to "go slow" in converting to UHF before local channels become available because of rapidly advancing technical knowledge.

POLITICAL MEETS

Nets to Pay Installation

RADIO-TV networks agreed to pay their own political convention installation costs for the first time, when an industry meeting was held in New York Wednesday with representatives of both political parties to consider coverage of the Presidential nominating conventions in Chicago in July.

Not unexpected agreement [B•T, Feb. 25] was the result of the political parties' argument that, also for the first time, networks this year were permitted to seek sponsorship of their broadcasts and that accordingly costs of installing booths, etc., could be deducted from charges of advertisers. Networks had initially parried that installation costs just added to their overhead, if they did not acquire sponsors. Well before the Wednesday meeting, advertisers had signed for sponsorship, however, so the point was not argued.

Question had been raised about the agreement's effect on the DuMont TV Network, which had abandoned its initial co-coverage arrangement with Life magazine. But following Westinghouse's sponsorship on four stations of the DuMont network for the conventions, plus its 13-week "Get Out the Vote" series, DuMont spokesmen said Thursday the network will assume its "full share of the Chicago pool as agreed."

There's More
SELL

on...

WRNL

RICHMOND
VIRGINIA

910 KC — 5 KW
ABC
AFFILIATE

NATIONAL
REP.—
EDWARD
PETRY
& CO., INC.



BOB HOPE, star of NBC radio *Bob Hope Show*, is inaugurating Hope scholarship fund at Harvard U. for students in Los Angeles area.



at deadline

LEGISLATORS DIVIDED ON RAYBURN BAN

THOUGH three Senators agreed in opposing Speaker Rayburn's radio-TV ban during *Author Meets the Critics* telecast on DuMont TV Network, two Representatives were divided on CBS Radio Network's *People's Platform*.

Rep. Leslie C. Arends (R-Ill.) felt banning of broadcast and TV from Congressional hearings is to degree encroaching on freedom of speech and press, pointing to benefits of informed public opinion. Rep. Richard Bolling (D-Mo.) opposed such pickups as interfering with understanding of what goes on in Congress.

Sen. Estes Kefauver (D-Tenn.), Sen. Homer E. Capehart (R-Ind.), and Sen. Blair Moody (D-Mich.) joined in opposing Speaker Rayburn's ban. Under proper conditions, three Senators felt, radio and TV would be valuable to national welfare by increasing public knowledge of conditions being investigated.

TWO MORE TV APPLICANTS

TWO more TV applications were filed with FCC Friday, making number filed this week seven (see FCC Roundup, page 95). Applicants were WCOA Pensacola, Fla., and WDBO Orlando, Fla.

Commission also Friday granted authority to WROW Albany, N. Y., and KICD Spencer, Iowa, to make site tests for UHF channels. WROW is planning to use Channel 21 (512-518 mc), using former GE New York-Schenectady relay tower in Helderberg Mts.; KICD, Channel 42 (638-644 mc) at present AM tower site. WROW is already a TV applicant.

WCOA is seeking Channel 3 with 17.1 kw power, 364 ft. antenna height, plans to spend \$163,000 building station, \$120,000 first year of operation. WDBO is asking for Channel 6, with 26.4 kw, 550 ft. antenna height, will spend \$219,000 on construction, \$120,000 first year of operation.

First joining up of TV antenna sites in San Francisco became known Friday when KPIX asked FCC for approval to move from famed Mark Hopkins Hotel to Sutro Mt. where KGO-TV has its antenna. KPIX move made necessary because lease for "Top of the Mark" is due to expire soon.

WFTC PETITION

FREQUENCY change and boost in power proposed for WFTC Kinston, N. C., in initial decision released Friday by FCC Hearing Examiner Basil P. Cooper. Station would move from 1230 kc, 250 w fulltime, to 960 kc, 5 w daytime, 1 kw night, with DA-N. Operating as proposed, station would serve 338,100 persons daytime, nearly 40,000 at night (instead of present 64,790 daytime and 24,310 nighttime). Change would cost station about \$52,000. Gross income expected to rise from \$22,453 to \$98,000, profits from \$5,250 to \$14,000, with new frequency, power. WELS Kinston applied for same facilities late 1950; later withdrew request.

MAGAZINE CIRCULATION

IN LINE with its function of providing member stations with information on competitive media, BAB is distributing county-by-county circulation breakdowns of ten leading magazines. 96-page report also includes 1950 census occupied dwelling unit figure for each county.

HENNOCK HOSTESS

HONORING its own, FCC commissioners and staff executives feted newly appointed Chairman Paul A. Walker and new Comr. Robert T. Bartley at luncheon Friday. Party was given by Comr. Freida B. Hennock, was held in her offices, buffet style. Guests numbered 75, included in addition to Commissioners, all examiners, Division and Office chiefs, women attorneys and section chiefs.

Business Briefly

(Continued from page 5)

April 6. N. W. Ayer & Son, New York, is agency.

RUPPERT'S SPOTS ● Ruppert's Beer, through Biow Co., N. Y., placing spot announcement radio campaign for 26 weeks starting this month in seven major markets.

PERRY MASON RENEWED ● Procter & Gamble (Tide) renewing *Perry Mason* on CBS Radio (Mon. through Fri., 2:15-2:30 p.m.), effective March 31 for 52 weeks. Agency: Benton & Bowles, N. Y.

SEABROOK USES NETWORK ● Seabrook Farms Inc. (frozen fruits and vegetables), Bridgeton, N. J., in first use of network radio signs for sponsorship of *Private Files of Matthew Bell* on Mutual (Sun., 4:30-4:55 p.m.) starting March 16 [B•T, Feb. 11]. Agency: Hilton & Riggio, N. Y.

NBC SUMMER TV PITCH

NBC to unveil new, 65-page presentation on "NBC-TV Presents Summer TV," prepared with cooperation of Hofstra College psychology department, at news conference Thursday in New York. Third "Hofstra Study" of NBC, it will point up to advertisers and agencies advantages of summer TV sponsorship, both as part of year-round television advertising program and for special campaigns.

Senate Committee OK's Bartley 13-0

NOMINATION of Robert T. Bartley as FCC Commissioner approved unanimously (13-0) Friday following hearing of Mr. Bartley by Senate Interstate & Foreign Commerce Committee (see story page 25). Chairman Ed C. Johnson (D-Col.) said: (1) FCC has been hung up on some controversial aspects of TV allocations problems and (2) understood freeze lift target date now set for March 25.

Sen. Johnson said he had talked with FCC Chairman Paul A. Walker who noted 3-3 split on Commission on allocations' issues, which Senator did not amplify, and that he had urged immediate confirmation of Mr. Bartley in order to break deadlock.

[Check with FCC sources revealed that Commission had tied in several instances, but that matters were resolved next day or two. At present time, sources said, Commission is not hung up on any portion of TV freeze-end decision.]

Questioning touched on possible hard liquor

PEOPLE...

DONALD H. MCGANNON, Norwalk, Conn. attorney, joining DuMont Television Network as administrative assistant to Chris J. Witting, director and general manager.

HERBERT M. STEIN, assistant advertising director Ronson Art Metal Works Inc., Newark, named assistant general sales manager.

HAROLD H. BUTTNER, International Telephone & Telegraph vice president, elected president of Federal Telecommunications Lab IT&T Research Unit, Nutley, N. J., according to Friday announcement. He succeeds Maj. Gen. Roger B. Colton (USA, Ret.) who has been appointed IT&T deputy technical director.

JERRY ARTHUR, former program manager for various New England stations and more recently in naval service, to Charles Michelson Inc., New York radio-TV transcribed program sales firm, as TV program sales manager.

BIOW NEEDS SPORTS MAN

BIOW Co., N. Y., looking for sports announcers to do radio and television broadcast of Baltimore Orioles on WITH Baltimore sponsored by Gunther's Beer. Jim Beach, supervisor of Biow's radio and television department, is contact man.

FILM DISTRIBUTOR

ROBERT PIK, president of Interworld Film Inc., N. Y., announces formation of Regen Pictures Inc., which will exclusively handle world-wide television distribution of films. New firm will be located at 729 Seventh Ave. New York 19. Thus far, company has acquired 46 feature films and is contemplating production of half-hour dramatic show, according to Mr. Pik, who will continue as interworld president.

EMERSON STATEMENT

EMERSON RADIO & Phonograph Corp. reported Friday that consolidated net profit for 13-week period ending Feb. 2, before taxes was \$1,006,759, as compared with \$4,367,186 for comparable 1951 span. After taxes, profit amounted to \$351,859 or \$.18 per share on 1,935,187 shares outstanding stock. Net profit after taxes for 13 weeks ending Feb. 3, 1951 was \$1,518,856, equal to \$.78 per share on same amount of stock.

advertising on airwaves, expediting cases before FCC, need for more examiners, McFarland Bill, newspaper ownership of stations and relationship of Commissioners to their staffs. Speaker Rayburn's ban on broadcast media in House committees came up momentarily but Mr. Bartley deferred since problem was for Congress to resolve not FCC (see Rayburn ban story, page 23).

Senate Majority Leader Ernest W. McFarland (D-Ariz.) said he understood his sponsored and Senate-passed S 658 was near final stage in House committee. Bill would expedite disposition of cases, he and Sens. Charles W. Tobey (R-N. H.) and Warren Magnuson (D-Wash.) agreed. Other questioning went into need of freeze lift. Sen. John W. Bricker (R-Ohio) also warned that failing in FCC is overreliance of Commissioners on their staffs rather than other way around.



There's been a change...

Since the turn of the century great changes have taken place in America—changes in living—changes in advertising.

The metal sign in this once typical scene was then a major medium of advertising.

About this same time the purveyors of nostrums were being crowded from the pages of newspapers and magazines by legitimate advertisers. Publications grew in stature as advertising media.

Then came radio. In this mass communication media advertisers found a new way to talk to more people more often. Radio demonstrated that people sell better than paper.

Today, the impact of television—newest medium of all—has changed the living habits of millions of people and the advertising technique of thousands of businesses.

In WLW-Land, radio and television together form an unparalleled advertising combination. To reach more people more often and more economically in WLW-Land—1/10th of America—the change is to this new combination.



THE NATION'S STATION AND ITS TV SERVICE



NEW YORK
BOSTON
CHICAGO
DETROIT
SAN FRANCISCO
ATLANTA
HOLLYWOOD

WEED AND COMPANY

RADIO AND TELEVISION STATION REPRESENTATIVES

