

MARCH 31, 1952

TELECASTING

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in our
7th
year

WORLD NEWS
With John Wingate
Director: Richard Simon
15 Mins., Mon.-thru-Fri., 7:15 p.m.
WOR-TV, N.Y.

John Wingate, who already had a slick video newscasting series, has added a fillip to his format that now makes the series one of the top news shows being aired. Wingate has steadily been astounding viewers with his ability to prattle off a quarter-hour news session without referring to notes. This feat alone made it a noteworthy show but now that he's interspersing pertinent newsreel clips to hypo his gab, program comes across as a sock blending of information and entertainment.

On the preem of the new format Monday night (10), Wingate had the meaty topics of the New Hampshire preferential primaries, the Arnold Schuster murder in Brooklyn, and the Gen. Batista revolution in Cuba to work over. He did an excellent job on these three as well as the lesser items of the day. His gab line was sharp and clear and the newsreel clips made the summary even more effective. The clips displayed first-rate selection and editing on the part of Wingate and his staff.

The gabber also hits the **WOR-TV** lanes at 9 p.m. with a 10-minute spot news survey.

VARIETY

Here is what the critics are saying about a top-flight newscast now available on
WOR-TV
channel 9
New York

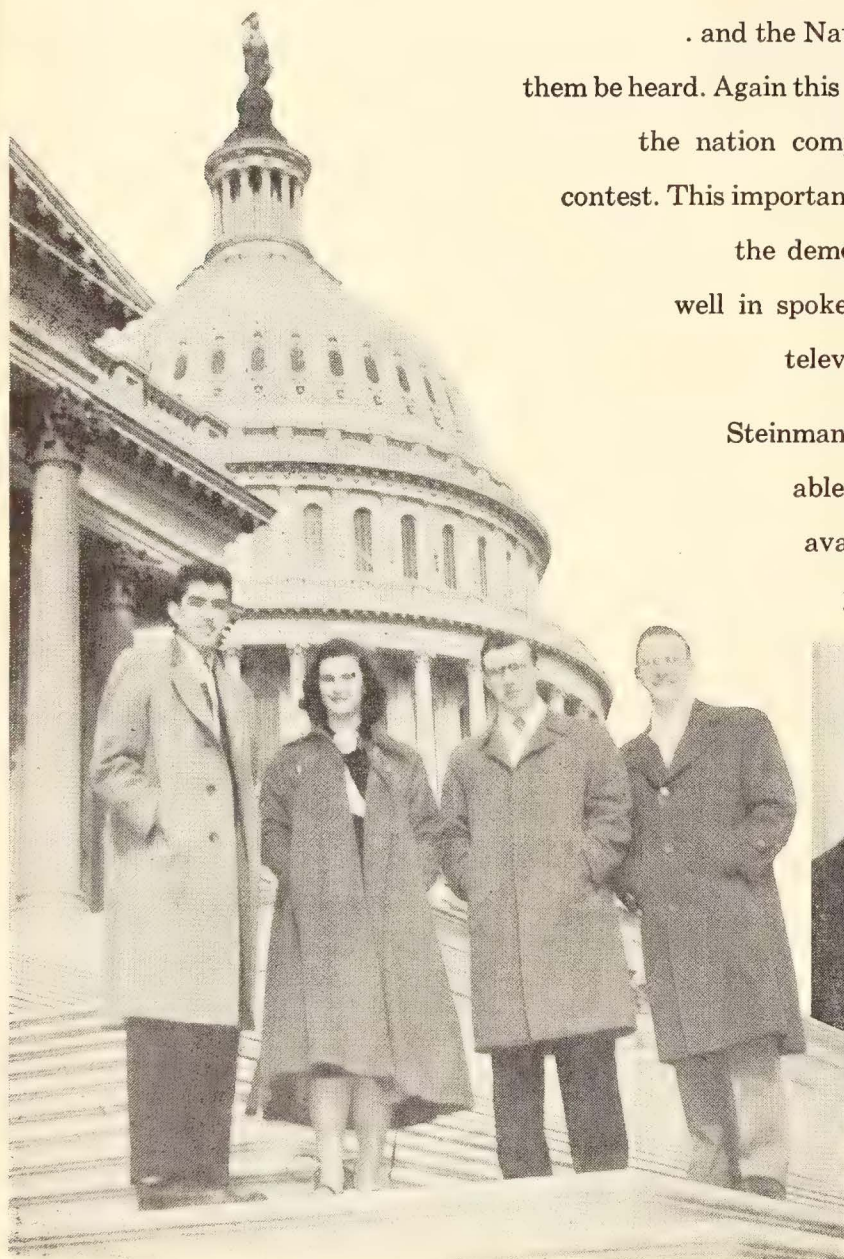
Robert K. Richards, Chairman, National Voice of Democracy Committee, and Director of Public Affairs of the NARTB, whose enthusiastic and vigorous leadership of the contest is reflected in the gratifying increase of contestants from 30,000 to over one million in the five years since the contest began.



Youth speaks for Democracy

. and the National Association of Radio and Television Broadcasters lets them be heard. Again this year . . . more than a million high school students throughout the nation competed in the NARTB Voice of Democracy fifth annual contest. This important competitive event encourages young people to think about the democratic form of government, and to express its philosophy well in spoken words. The contest also furthers the use of radio and television for such expression—freely and in the public interest.

Steinman Stations salute the Voice of Democracy Committee and its able chairman, Robert K. Richards. They pledge the continued availability of their broadcasting and television facilities to the young men and women who "Speak for Democracy."



The four co-equal national winners in the Voice of Democracy Contest meet President Truman

The winners—

Dwight Clark, Jr., aged 18, from Fort Collins, Colorado
Mara Gay Masselink, aged 16, from Burlington, Iowa

George A. Frilot, III, aged 17, from New Orleans, Louisiana
Thaddeus S. Zolkiewicz, aged 17, from Buffalo, New York

WDEL AM
FM
TV
Wilmington,
Delaware

WKBO
Harrisburg,
Pennsylvania

WORK
York,
Pennsylvania

WGAL AM
FM
TV
Lancaster,
Pennsylvania

WRAW
Reading,
Pennsylvania

WEST
Easton,
Pennsylvania

Represented by

ROBERT MEEKER ASSOCIATES

Chicago • Los Angeles • San Francisco • New York

Clair R. McCollough, General Manager
STEINMAN STATIONS

MARCH 31, 1952

TALL TOWERS

HIGH TV TOWER bugaboo of airline officials has stirred the Civil Aeronautics Administration into making preliminary moves which may result in the more stringent application of air hazard rules.

Although broadcasters' requests for high TV towers have met with success in conferences with regional airspace subcommittees [B•T, March 17], some of the 1,500 ft. antenna requests in "trouble" areas have given airline people concern.

At the behest of Air Transport Assn., the Airspace Utilization Branch of the CAA held an exploratory meeting early this month. Attending were CAA personnel, representatives of the ATA and FCC. No broadcasters were there.

Situation was canvassed and led to the appointment of D. D. Thomas, CAA planning officer, to look into the matter. Mr. Thomas conferred with FCC officials last week. He told BROADCASTING • TELECASTING that basis of his approach was to formulate general policy for guidance of all 14 regional airspace subcommittees. He pointed out that as of now each region interprets the criteria for radio-TV construction individually. This permits some to be liberal in their approvals, others more rigid.

No Discrimination Intended

He emphasized that his approach is purely exploratory and that he has no intention of recommending policies that will discriminate against broadcasters.

In the meeting in Washington earlier this month, consensus of those present as reported in the minutes was that "now is a good opportunity to suggest legislation which would strengthen safety in air navigation." It was decided that the CAA would approach FCC with the idea of getting its reaction to the one-tower-for-all-TV-stations-in-a-city-suggestions, and the use of booster stations in order to cut down required height of TV antennas.

Present at the early March meeting from the FCC were Arthur Blooston, Aviation Div., Safety & Special Radio Services Bureau, and C. M. Braum, chief, TV Facilities Div., Broadcast Bureau. Both emphasized last week that the conclusions did not have their approval, nor should they be understood to express the attitude of all the CAA officials present.

Among the cities where TV ap-

plicants are known to be having trouble getting antenna site approvals from regional airspace subcommittees are Chicago, Boston, Norfolk and Nashville.

Part 17 of the FCC rules requires broadcast antennas to meet certain criteria. However, all towers above 500 ft. have to be approved by the regional airspace subcommittee of the city involved.

CAA rules require that airplanes fly not less than 1,000 ft. above the highest structure in the airway. ATA apparently is loath to change minimum established altitude standards for instrument flying.

It is the belief of some observers that ATA officials have exaggerated the problem due to their erroneous belief that immediately after the

TV freeze is lifted there will be 2,000 TV stations under construction, all with 1,500-2,000-ft. antenna towers.

Official "conclusions" of the meeting early this month follow:

1. That Aviation Safety would carry to completion a written criterion covering TV towers and other obstructions relatively close to airway boundaries and their effect on MEAs and other existing safe flight procedures.
2. That if at all possible, the criteria should specifically state limitations with respect to heights of obstructions, nearness to enroute airways, distances from air navigation aids (for signal intensity and accuracy of navigation). However, in view of many variable factors, each case will be considered individually.
3. That the criterion be used as a guide by the radio industry to assist in preliminary planning of TV antenna sites.
4. That regional personnel when discussing TV antenna sites with representatives of the TV industry, employ the guide to emphasize hazardous or

detrimental effects on aviation if the occasion warrants.

5. That in the interim period between now and the release of the criteria, the regional office should be instructed to consider TV site requests on the above basis without benefit of written criteria.

6. That the regional airspace subcommittees should be instructed to include in the recommendations of applicable cases, a statement as to whether or not the MEAs are affected, and if so, how.

7. That since the FCC is currently in the process of amending the Communications Act [reference is to the McFarland Bill], now is a good opportunity to suggest legislation which would strengthen safety in air navigation. In this vein of thought, CAA will forward a letter to the Commission seeking their reactions to limit a locality to one tower to serve several broadcast companies in the area, to investigate the possibility of a series of booster stations to reduce heights of antenna masts, and to encourage telecasters to consider and appreciate the effect of hazards to air navigation by means of articles, publications and other educational means.

JAN. GROSS

JANUARY time sales of the TV networks topped those of the radio networks by more than a half million dollars according to Publishers Information Bureau records. Combined gross time sales of the four TV networks for the month totaled \$15,058,412, compared to the four-radio network gross of \$14,477,939 for the same period.

Procter & Gamble Co. was the top TV network client during the month, the only TV network advertiser to buy more than \$1 million worth of time (at gross rates). This duplicates the radio network situation, with P & G, the top spender and the only one with time

TABLE I

Top Ten TV Network Advertisers During January 1952	
1. Procter & Gamble	\$1,236,585
2. General Foods Corp.	717,314
3. R. J. Reynolds Tobacco Co.	640,025
4. Colgate-Palmolive-Peet	566,231
5. Liggett & Myers Tobacco Co.	458,245
6. American Tobacco Co.	432,440
7. General Motors Corp.	369,420
8. P. Lorillard Co.	365,643
9. Gillette Safety Razor Corp.	339,689
10. Lever Bros. Co.	310,868

Product Group	
Apparel, Footwear & Access.	\$ 343,693
Automotive, Automotive Supplies & Equip.	1,264,418
Beer, Wine & Liquor	553,788
Building Materials	68,010
Confectionery & Soft Drinks	459,451
Consumer Service	391,025
Drugs & Remedies	391,025
Food & Food Products	2,916,136
Gasoline, Oil and Other Fuels	428,955
Household Equipment	896,277
Household Furnishings	202,705
Industrial Materials	340,281

purchases of over \$1 million.

Top 10 advertisers on the TV networks in January (listed in Table I) include five which were also among the top 10 in January 1951. These are Procter & Gamble Co., General Foods Corp., R. J. Reynolds Tobacco Co., Liggett & Myers Tobacco Co. and P. Lorillard Company.

The other five in this January's

Tops Radio by Half Million

list — Colgate-Palmolive-Peet Co., American Tobacco Co., General Motors Corp., Gillette Safety Razor Co. and Lever Bros. Co.—replace Anchor-Hocking Glass Corp., Ford Motor Co., National Dairy Products Co., Philco Corp. and Quaker Oats Co.

Leading advertiser of each product group measured by use of TV (Continued on page 150)

TABLE II

TOP TV NETWORK ADVERTISERS BY PRODUCT GROUPS FOR JANUARY 1952

Apparel, Footwear & Access.	International Shoe Co.	\$ 97,625
Automotive, Auto Access. & Equip.	General Motors Corp.	296,779
Beer, Wine & Liquor	Joseph Schlitz Brewing Co.	143,400
Building Materials, Equip. & Fixtures	Johns-Manville Corp.	65,910
Confectionery & Soft Drinks	Mars Inc.	93,173
Consumer Services	Arthur Murray School of Dancing	6,773
Drugs & Remedies	American Home Products	137,700
Food & Food Products	General Foods Corp.	717,314
Gasoline, Lubricants & Other Fuels	Texas Co.	222,325
Household Equipment	General Electric Co.	310,625
Household Furnishings	Armstrong Cork Co.	111,540
Industrial Materials	Reynolds Metals Co.	119,820
Insurance	Mutual Benefit Health & Accident Assn.	38,370
Jewelry, Optical Goods & Cameras	Speidel Corp.	47,370
Office Equip., Writing Supplies & Stationery	Minnesota Mining & Mfg. Co.	75,780
Publishing & Media	Curtis Pub. Co.	43,906
Radios, TV Sets, Phonographs, Musical Instr. & Access.	RCA	203,480
Retail Stores	Drug Store Television Productions	85,200
Smoking Materials	R. J. Reynolds Tobacco Co.	640,025
Soaps, Polishes, Cleaners	Procter & Gamble Co.	1,044,305
Toiletries & Toilet Goods	Colgate-Palmolive-Peet Co.	421,001
Miscellaneous	Quaker Oats Co.	83,235

TABLE III

TV NETWORK GROSS BILLINGS JANUARY 1952 COMPARED TO JANUARY 1951

Product Group	Jan. 1952	Jan. 1951	Product Group	Jan. 1952	Jan. 1951
Apparel, Footwear & Access.	\$ 343,693	\$ 194,943	Insurance	38,370	41,910
Automotive, Automotive Supplies & Equip.	1,264,418	832,987	Jewelry, Optical Goods & Cameras	142,420	158,050
Beer, Wine & Liquor	553,788	370,848	Office Equip. Stationery, Writing Supplies	219,450	15,260
Building Materials	68,010		Publishing & Media	53,612	
Confectionery & Soft Drinks	459,451	171,609	Radios, TV Sets, Phonographs, Musical Instruments & Access.	386,940	441,150
Consumer Service	391,025	81,900	Retail Stores and Direct Mail	102,950	17,340
Drugs & Remedies	391,025	81,900	Smoking Materials	2,364,943	1,151,627
Food & Food Products	2,916,136	1,699,005	Soaps, Cleaners & Polishes	1,684,362	422,615
Gasoline, Oil and Other Fuels	428,955	203,460	Toiletries & Toilet Goods	2,027,848	906,682
Household Equipment	896,277	631,615	Miscellaneous	166,005	101,910
Household Furnishings	202,705	348,785	Total	\$15,058,412	\$ 8,129,856
Industrial Materials	340,281	310,110			

AAAA MEET

PROGRAM for the 34th annual meeting of American Assn. of Advertising Agencies—to be held at White Sulphur Springs, W. Va., Thursday through Saturday—was announced in New York last week, with the first afternoon to be given over completely to a session on television.

Speakers on television Thursday will include Robert Foreman of BBDO on writing TV commercials, J. Neil Reagan of McCann-Erickson on "A Hollywood Look at Television Production," and J. H. E. Davis of Foote, Cone & Belding on video as of the moment.

Talks will be followed by a panel discussion on TV rating services, featuring Lyndon O. Brown of Dancer-Fitzgerald-Sample, Charles A. Pooler of Benton & Bowles, and Herbert A. Vitriol of Grey Adv.

William R. Baker Jr., Benton & Bowles, will preside over all TV meetings.

Late Friday morning, another broadcaster will speak: Robert D. Swezey of WDSU-AM-TV New Orleans, chairman of NARTB's TV Code Committee, will talk on "Current Ethical Problems in Radio and Television, or Who's Kidding Whom?"

Convention Schedule

Full agenda for the convention, themed to advertising in a mobilized economy, is as follows:

Thursday morning: Executive session for reports by treasurer, president and legal counsel followed by election of officers. In second half of morning, J. E. Ratner, editor-in-chief of *Better Homes and Gardens*, will speak on selling to the family, and C. L. Whittier of Young & Rubicam will review sometimes overlooked advertising principles.

Thursday afternoon: Television session.

Thursday evening: Dinner honoring past AAAA presidents and board chairmen on the Advisory Council with Louis N. Brockway of Young & Rubicam as featured speaker.

Friday morning: Melvin Brorby of Needham, Louis & Brorby will discuss current advertising costs, followed by an explanation of the reorganized Advertising Research Foundation by B. B. Geyer of Geyer, Newell & Ganger, ARF chairman. Arno Johnson of J. Walter Thompson Co. will describe the role of advertising in the shift from defense to civilian production. Mr. Swezey's talk will follow.

Friday afternoon: Will begin with talks on agency personnel, their selection, training and handling, by Winthrop Hoyt of Charles W. Hoyt Co., Charles L. Rumrill of the company bearing his name, John M. Willem of Leo Burnett Co. and AAAA sectional director, and Henry M. Stevens of J. Walter Thompson Co.

Latter part of Friday will start

with agency-client relationship as seen by Clarence Eldridge, General Foods' vice president in charge of marketing. He will be followed by Otto Kleppner of Kleppner Co. and member of the AAAA Committee on Government, Public and Educator Relations, who will present "A New Approach to the Explanation of the Function of Advertising in Our Economy, or to Hell With Being on the Defensive." Afternoon will end with a report from the Advertising Council, introduced by Fairfax M. Cone of Foote, Cone & Belding, chairman of the Advisory Council, and presented by Robert

ALFRED MORTON

Opens Own TV Firm

ALFRED H. MORTON, former director of television for 20th Century-Fox Corp. where he planned company's entry into the TV field, has announced formation of Alfred H. Morton Assoc., new TV station consultant firm, at 25 E. 86th St., New York. Future plans call for opening of an office in Washington.



Mr. Morton

Mr. Morton, prior to his association with 20th Century-Fox, served as president of National Concert & Artists Corp. He was vice president in charge of TV at NBC from 1938 to 1942. Until World War II curtailed television activities, Mr. Morton planned, staffed, organized and operated what is now WNBT (TV) New York.

He entered radio in 1929 as European manager of RCA. Regular international broadcasts were started under his direction. From there he moved to NBC where he was program department manager and later vice president in charge of owned and operated stations before entering the TV field.

M. Gray, Esso Standard Oil Co.

Friday evening: 34th annual dinner with address by Erwin D. Canham, editor, *Christian Science Monitor*.

Saturday morning: Three concurrent meetings, according to agency size, for discussion of management problems, led by Hal Keeling of Keeling & Co., Robert E. Grove of Ketchum, MacLeod & Grove, and J. Davis Danforth of BBDO.

Saturday afternoon: Golf tournaments and other sports.

Other convention events include an all-day conference among governors and councils of the six AAAA councils on Wednesday before the general sessions begin. Wives of all delegates will be entertained by Mrs. Louis M. Brockway and the Ladies Committee and will hear, among other things, a talk by stage and film actress Thelma Ritter, who will also present a Thursday night preview of "With a Song in My Heart," musical film in which she is featured. An exhibition of European posters, collected by Willard B. Golovin of Willard B. Golovin Corp., will also be open to all delegates.

Presiding officers for the sessions, to be held in The Greenbrier, will be Mr. Brockway, chairman of

'Amahl' Repeat

HALL Bros. Inc., Kansas City, Mo. (Hallmark greeting cards) will sponsor repeat performance of Gian Carlo Menotti's opera *Amahl and the Night Visitors*—telecast once before on Christmas Eve—on Easter Sunday, April 13, 4-5 p.m. EST, over NBC-TV. Opera, originally commissioned by NBC, will be performed with original cast and as before, under direction of Mr. Menotti. In order to present the telecast, Hall Bros. has cancelled its regularly-scheduled *Hall of Fame*, and Revere Copper & Brass Inc. has agreed to cancel its *Meet the Press* for that date. Agency for Hallmark: Foote, Cone & Belding, Chicago.



THREE television executives are guest speakers at KLZ Denver's latest Television Clinic. L to r: Hugh B. Terry, station's manager; Clayton H. Brace, director of TV research, KLZ; Lyle DeMoss, WOW-TV Omaha; P. A. Sugg, WKY-TV Oklahoma City, and C. Richard Evans, KSL-TV Salt Lake City. Audience was made up of more than 300 agency men and clients.

the AAAA board of directors; John P. Cunningham of Cunningham & Walsh, vice chairman; and Mr. Baker, director-at-large.

Speakers will all be from member agencies except for Messrs. Canham, Eldridge, Gray, Ratner and Swezey and, for the first time in many years, member reservations preclude inviting advertiser and media guests.

N.Y. GAG LAW

Gov. Dewey Signs

NEW YORK state bill to prohibit television and radio coverage of hearings where witnesses are compelled to testify by subpoena was signed into law by Gov. Thomas E. Dewey last Wednesday.

Although the law results in gagging the broadcast media—as well as motion picture cameras—intent of the legislation was described as being to protect and preserve civil rights [B•T, March 24], a point emphasized by the governor when he signed.

Stating that it is difficult enough for an ordinary witness to testify before the people attendant at any hearing, Mr. Dewey, famous among politicians for his own easy TV appearances during his last campaign, said it is virtually "impossible" to testify under the glare of lights when the witness knows that millions of people are listening or watching.

Civil liberties have their basis in individual rights, he said, and these rights are not less violable and should not be subverted when the individual witness happens to be "unpopular or even a criminal."

Reasons for Law Stated

"It is basic to our concept of justice that a witness compelled to testify have a fair opportunity to present his testimony," the governor said. "The use of television, motion pictures and radio at such proceedings impairs this basic right. Batteries of cameras, microphones and glaring lights carry with them the attendant excitement, distractions and the potential for improper exploitation and intolerable subversion of the rights of the witness. Official proceedings must not be converted into indecorous spectacles."

Joseph H. McConnell, NBC president, Wednesday urged Gov. Dewey to withhold approval of the bill. "Such restriction of freedom of speech," he warned, "would stifle the development of documentary reporting by television just as it is beginning to demonstrate its effectiveness in stimulating public thought and opinion."

Fearing "serious precedent-setting consequences" from the law, President Harold E. Fellows of NARTB had sent a telegram to the governor Tuesday night, urging him to veto the bill.

NARTB President Fellows pointed out that the bill (S-266) involves many basic constitutional and public interest questions and that passage without detailed deliberation could set a dangerous precedent.

ARMY SERIES

'Big Picture' Stations Cited

EXPANSION of the *Big Picture* television series to 83-station coverage, under direction of Col. Ed Kirby, chief of the Army's radio-TV activities, culminated last week in award of certificates to the stations carrying the 13 - episode film series.



Col. Kirby

At the same time the Dept. of the Army announced that a second series of half-hour *Big Picture* episodes will be ready for release April 7.

The certificates awarded TV stations are signed by Maj. Gen. Floyd L. Parks, Chief of Information. Stations are honored for "a most important contribution to the public understanding of the role and mission of the United States Army."

Cost of TV time provided the Army by the stations is estimated at more than \$26,000 weekly, or an annual rate of \$1,379,000. In some cities, such as Baltimore and Chicago, all TV stations have been carrying *Big Picture*, spotted at different times in the week. Ratings as high as 13.5 have been achieved by the program.

Institutional Sponsorship

Institutional sponsorship is permitted by the Army at the opening and close of each half-hour episode, but no middle interruption is allowed. Thus far only three stations have sponsored the program. Federation Bank & Trust Co., New York, has renewed for the second series on WCBS-TV New York. The station has used auxiliary newspaper promotion. First National Bank, through Grant Adv. Agency, has sponsored *Big Picture* on KSD-TV St. Louis.

Big Picture was first produced locally by Lt. Carl Bruton, radio officer, Military District of Washington, over WTOP-TV (see story page 160). Col. Kirby directed editing and production for national release. Capt. Carl Zimmerman, veteran radio executive and World War II *Army Hour* reporter, does narration and interviews.

Production coordinator for the first series was Lt. Albert W. Gannaway, now a partner in Gannaway & Morgenthau Productions and owner of *Half Pint Quiz* on CBS-TV. Working with Col. Kirby at the Pentagon are Capt. Ben Miller, formerly of NARTB, and Capt. Pat Griffith, WAC, also formerly of NAB and later WHO Des Moines. They handle arrangements for live appearances, provide technical aid and handle service for newsreels.

Col. Kirby is holder of the Peabody Radio Award for "Yankee ingenuity on a global scale" and the

Department of the Army

AWARDS A CERTIFICATE OF ACHIEVEMENT

TO
WIO-TV
FOR PRESENTATION OF THE TELEVISION SERIES
"THE BIG PICTURE"
WHICH HAS MADE A MOST IMPORTANT CONTRIBUTION
TO THE PUBLIC UNDERSTANDING OF THE ROLE AND
MISSION OF THE UNITED STATES ARMY

WASHINGTON, D. C.

F. L. PARKS
MAJOR GENERAL, GS
CHIEF OF INFORMATION

Copy of the certificate awarded to stations carrying Big Picture.

Army's Legion of Merit for his pioneering radio work in World War II. He was public relations director of WSM Nashville before the war and went to the Pentagon from NAB where he was public relations director.

Big Picture is based on footage made by Signal Corps crews in Korea, Europe, the United States and any other point where the Army operates. Secretary of the Army Frank Pace Jr. and Gen. J. Lawton Collins, Chief of Staff, will appear briefly in the second series.

Footage has originally served military purposes for combat reports and is produced at minimum expense.

GE TASK FORCE

To Aid Applicants

TASK FORCE to help TV attorneys and consulting engineers has been sent to Washington by General Electric Co. to lend a hand during the waiting period between end of the freeze (see story page 144) and the beginning of application processing. Best indications are that the FCC will give applicants 90 days to file new applications or revise old ones.

All TV application engineers, GE specialists are Ralph S. Yeandle, M. (Tex) Haertig and H. W. Morse. They will join J. H. Painter, already in Washington, working with Robert J. Brown, director of GE Electronic Division's Washington office.

In addition to the present 500-odd TV applications on file (most of which have to be revised), every sign indicates 500-600 new applications will be filed immediately after the freeze is lifted.

N.Y. TV EXODUS

Gov. Dewey Gets Plea

STEPS to keep the television industry in New York state were urgently requested in a telegram sent to New York Gov. Thomas E. Dewey last week by the Young Men's Board of Trade and the New York State Junior Chamber of Commerce.

Purchase of property and launching of building programs on the West Coast by NBC and CBS, the telegram pointed out, "highlights the fact that New York City and New York state are failing in their attempt to keep this industry in our state." The wire pointed out that the video industry was born in New York and has given or will give "hundreds of thousands of jobs and untold millions of dollars of revenue" to the state and its citizens.

"Direct personal intervention" by the governor was sought to prevent the exodus and Mr. Dewey was further asked to "take the initiative in bringing together immediately industry and governmental officials to forestall this movement." The business groups offered their cooperation "to the fullest extent."

'Unexpected' Brochure

ATTRACTIVE large-spread advertising and promotion brochure as sales pitch for *The Unexpected* has been released by Ziv Television Programs Inc. Series stars Hollywood actors and actresses in individual half-hour dramatizations. Folder supplies publicity releases, glossy pictures of stars, lists of shows and other materials.

NCAA TV POLICY

Murray Gives Opinion

U. OF PENNSYLVANIA will refuse to take part in the National Collegiate Athletic Assn. football TV control plan for 1952 unless it's legal.

That was Francis Murray's opinion. He is athletic director of the U. of Penn. He made his statement last Wednesday, maintaining a position he took in January that any agreement imposing restrictions on individual colleges is illegal.

NCAA's TV committee is still working on a formula for the next football season [B•T, March 24]. According to spokesmen, the committee is seeking wide participation by colleges to avoid any one college or small group of colleges dominating football TV in 1952.

NCAA Monkey Wrench

The U. of Penn. has been a wrench in the NCAA TV works for some time. When NCAA first proposed its control plan, U. of Penn. bucked it. Only when threatened with dismissal from the organization and curtailment in its football schedule of games set with NCAA opponents did the university decide to go along.

Mr. Murray said his legal advisers would look over the plan and if they find it illegal, "we won't participate."

Speaking of NCAA, Mr. Murray said: "They've got to come to it—in a year or two or three. It's the greatest medium we have for telling our story to the public. Why don't they understand that now?"

'IKE'S' REPORT

Networks Plan Schedules

GENERAL of the Army Dwight D. Eisenhower's "Report to the American People," an inventory of the first year's military buildup in Western Europe, will be carried on radio from midnight to 12:15 a.m. Wednesday by CBS Radio Network and on television, locally in New York only, by WCBS-TV and WJZ-TV, ABC outlet.

DuMont Television Network was scheduling the statement, filmed in Paris by 20th Century-Fox Movie-tone, for 10 a.m. Wednesday, and Mutual planned network broadcasts of the General's talk, but time slot was not definite late last week. Statement was anticipated as a possible vehicle of the General's political intentions, but other networks were waiting before planning its use on anything but regular news programs.

Gen. Eisenhower was meanwhile invited to appear on ABC's radio and video versions of *America's Town Meeting of the Air* at his convenience during April or May. Invitation suggested that the programs be recorded and filmed in Paris, if the General has not by then returned to the U. S.

NPA COLOR BAN

New Agency Meetings Seen

GOVERNMENT allocation authorities are retracing their steps and starting from scratch again on the controversial regulation banning general manufacture of color television equipment, it was learned last week.

A new series of conferences among top-level officials of the Defense Production Administration and National Production Authority was indicated on the ground that engineering data gathered thus far had not firmed up enough to announce a decision.

At the same time, NPA Administrator Henry H. Fowler warned that transfer of electronic engineers from defense work to color TV production now "could deal our defense program a serious blow." The engineering shortage will remain acute "at least until 1954," he said, adding that NPA will "have an answer soon."

The NPA regulation, adopted last fall following a government-industry conference and proposed to be modified at a similar meeting last February, froze mass production of home-type colorcasting receivers and other equipment. NPA is reviewing the order in the face of protests from theatre TV interests, with probability that projection equipment for the latter and for other closed circuit uses (viz., department stores) will be exempted [B•T, March 10, 3].

Maintains Open Mind

There reportedly is little sentiment within DPA-NPA—and by Defense Mobilizer Charles E. Wilson—to rescind the ban, notwithstanding the prospect for easing of materials supply. Nevertheless, the government has maintained an open mind on the subject, preferring to wait until adequate engineering data has been accumulated. The forthcoming decision will be cleared with Mr. Wilson's office [B•T, March 27].

To that end, NPA asked radio-TV set manufacturers to come armed with statistics on engineers-technicians to a meeting last Thursday. On the basis of the facts brought out at that conference by at least five radio-TV firms, a serious overall manpower shortage does exist and DPA-NPA probably will not be inclined to lift the color TV freeze *en toto*.

It was explained that NPA sought the data from set-makers to confirm figures supplied to the DPA Electronics Board by military allocation authorities. The board has recommended that the ban be retained, though it left the door open to amendment and clarification of the present order (M 90).

NPA Administrator Fowler has emphasized the technical problem in noting the perplexity of removing the prohibition. He reiterated his views last week in connection with a special events program telecast by WMAL-TV Washington,



FIRST contract received by KMTV (TV) Omaha under its new rate protection policy in which it offers advertisers rate guarantees up to 52 weeks [B•T, March 24] is okayed by principals involved. Accepting order from Milt Reynolds (r), partner of Allen & Reynolds, Omaha, advertising agency, is Owen Saddler, KMTV general manager. Mr. Reynolds' order for 52 weeks of CBS Television's Range Rider was on behalf of P. F. Peterson Baking Co.

PHONEVISION

SUBSCRIPTION TV got a boost and a knock last week. Boost came in 1951 annual report of Zenith Radio Corp. Knock came from ABC President Robert E. Kintner, testifying on the merger of ABC and United Paramount Theatres at FCC hearing in Washington.

Three-month Phonevision tests in Chicago early in 1951 "has given factual support to the conviction shared by many outstanding leaders in the entertainment, educational and cultural fields, that the public is willing to pay for certain types of high-quality television programs otherwise not available to television set owners due to the inability or unwillingness of advertisers to meet the extremely high costs involved," Zenith report said.

It also called attention to a still unreleased analysis of the 90-day tests by the National Opinion Research Centre of the U. of Chicago. This, Zenith claimed, "highlights the general desire to see television programming substantially improved with more stress on high-grade programs of very diversified character."

Report also revealed that Zenith is incorporating Phonevision connections in each of the TV sets it is manufacturing.

Television station using Phone-

the *Evening Star* video outlet. He stated:

When the manufacture of color television will become a real possibility is a complicated question involving many factors. There is some indication that more of the materials which would be needed for color television will be available in the third and fourth quarters.

However, even if we had a plentiful supply of every raw material . . . the engineering factor would still remain a significant problem. Our current supply of electronic engineers would be insufficient to meet the demand, at the present rate of military electronic design and production at least until 1954.

To transfer engineers from their defense duties in this field to the time-consuming business of putting color television into production could deal our defense program a serious blow. We simply have not been able to come up with the answers to all these problems. They are being studied and we hope to have an answer soon.

UTP SHOWS ADD

Sponsors, Stations Sign

MULTIPLE market sales for new shows were concluded by United Television Programs last week with sale of Walter Schwimmer Productions' *Movie Quick Quiz* in a four-city package topping the list.

Show was purchased by Colonial Grocery chain through Liller, Neal & Battle for WBTB (TV) Charlotte and WFMY-TV Greensboro, N. C.; WTAR-TV Norfolk and WTVR (TV) Richmond, Va. Colonial's purchase follows its sponsorship of the same show in Atlanta and brings total markets of *Movie Quick Quiz* to 22 since the show became available in mid-January, UTP Sales Director Aaron Beckwith said.

UTP's latest series, *Big Town*—now produced on film—was sold to Seiberling Rubber Co. for XELD-TV Brownsville, Tex., starting April 7. *Hollywood Off-Beat*, new half-hour private detective show

starring Melvin Douglas, starts April 18 on WHBF-TV Rock Island, Ill., and Bing Crosby Enterprises' children's show, *The Chimps*, was sold to Malone Mattresses for WTVJ (TV) Miami.

Royal Playhouse, another Bing Crosby product, added WWJ-TV Detroit to its list when Fleischman Rug Co. signed for 52 weeks with United Television Programs.

ALLOCATIONS

Canada-U. S. Talks

CANADIAN-U. S. border TV assignments will be thrashed out between FCC and Canadian Broadcasting Corp. officials this week during the NARTB convention in Chicago. Result of this meeting is the last step in wrapping up the end-of-freeze report. It is scheduled to be accepted by the FCC April 3. Final review is planned for that and following day, after which report should be completed.

Date of issuance, however, is still undetermined. If Commission follows usual practice, report will not be issued until dissents of Comrs. Frieda B. Hennock and Robert F. Jones are ready. There is also mechanical problem of mimeographing sufficient copies for general release to press and interested parties. Best guess now is April 14—although April 7 is widely mentioned in some quarters.

Heading FCC delegation in meeting with Canadians is Vice Chairman Rosel H. Hyde. He will be assisted by Chairman Paul A. Walker, Broadcast Bureau Chief Curtis B. Plummer, TV Division Technical Chief Hart S. Cowperthwait.

Canadian opposite numbers are Donald Manson, assistant general manager, CBC; G. W. Richardson, executive assistant; Wilbur Smith and Cecil Brown.

Problem at issue is desire of Canadian officials to have wide separations between TV stations—so they can cover wider areas. U. S. proposals contemplate 170 miles co-channel separation transmitter-to-transmitter. Canadians are looking more to 200-225 mile separation.

Commission spent all last week on allocations, completed city-by-city review Thursday morning. That afternoon, it took up question of procedures to be followed when TV application processing resumes after what will be almost a four-year-long freeze. It was scheduled to continue discussion Friday of which method should be followed—frequency-by-frequency, consolidating all VHF applicants and all UHF applicants in separate hearings, or consolidating all applicants for same city in one hearing.

pay-as-you-see TV was similar to the views expressed by UPT President Leonard Goldenson and Balaban & Katz President John Balaban. It is at odds with the views expressed by Paramount Pictures President Barney Balaban and Vice President Paul Raibourn.

Zenith Report Boosts; Kintner Views Dimly

★ vision can serve subscribers "simultaneously," the report stated, "by any or all of the various types of operation with or without the use of the phone companies' facilities."

Petition for the commercialization of Phonevision, submitted by Zenith early this month [B•T, March 3], is still pending before the FCC. Not much hope is held out that the Commission will get to the subject in the near future. Next big rule-making subject, once TV freeze is finally thawed, is theatre TV. This is scheduled to be heard by the Commission *en banc* May 5. The FCC is believed desirous also of hearing from other subscription TV systems—Paramount Pictures' Telemeter, Skiatron Corp.'s Subscriber-Vision. RCA is also reported to have a subscription-TV system.

No conflict can exist between home TV and subscription TV, nor between theatre exhibition and subscription TV, Mr. Kintner asserted during cross-examination by FCC Counsel Frederick W. Ford.

Import of his answers was that "sponsored TV" will grow better and better. Therefore, he declared, subscription TV will not be able to bring viewers anything so extraordinary that it will compete with free TV. He said that people would not pay for something which could be received free.

At the same time, he expressed the opinion that people would not stay at home and pay for a feature motion picture when they could see the same type of entertainment in better surroundings and with superior facilities in a movie house.

Mr. Kintner's attitude toward



NOW FOR WHAS - TELEVISION . . .

Aggressive and experienced national representation by the first organization devoted to selling television—exclusively.

HARRINGTON, RIGHTER & PARSONS, INC.

NEW YORK • CHICAGO • SAN FRANCISCO

ASSOCIATED WITH
THE COURIER-JOURNAL — LOUISVILLE TIMES

VICTOR A. SHOLIS, Director NEIL D. CLINE, Sales Director

THE SERVICE TO BE EXPECTED FROM UHF

By RAYMOND M. WILMOTTE

WE ARE entering a new era in television when stations will start blossoming all over the place. We have a certain degree of experience of the service available from the VHF frequencies and many of us are about to take a commercial plunge into a new area, the UHF band. What glorious surprises or thwarted hopes are likely to come out of this plunge?

Is it possible to present on the basis of today's knowledge at least a rough picture of what we are getting into, a picture of the kind of service UHF operation may be expected to provide in terms of conditions with which we already have some experience? This article is an attempt to do just that objectively, leaving the translation of the resulting picture into dollars of profits to each one who wants to take the plunge. First will be presented the competitive relationship between VHF and UHF and second a rough comparison will be made with our experience in the regular broadcast band.

Based on Few Measurements

The potentialities of UHF were based a few years ago on a very few measurements. Today commercial expectations are based largely on the experience of the RCA-NBC experiments at Bridgeport, Conn. Interestingly enough, the experience obtained there broadly confirms the sketchy knowledge which was the basis of such estimates as were made some three years ago. It seems reasonable, therefore, to say that even if our knowledge is still not accurate, it is at least of the right order of magnitude.

In this field accuracy is inherently beyond our reach because of the character of the propagation of radio waves at these frequencies. These characteristics are such that it is not possible to say with certainty whether a good picture can be obtained by putting up an antenna at any particular point; the picture may be good at one point and horrible a few feet away, although there may be no visible physical obstruction to provide a simple explanation of the phenomenon. A location which may prove good at one UHF frequency is often poor at another. The unpredictable action of these waves was expected theoretically and proven practically at Bridgeport and elsewhere. To make matters more complex, foliage and other conditions which vary with time and the season produce considerable variations and often cause a good location to become poor and vice versa, so that if an antenna is installed on a roof in winter at a spot which is selected to produce the best possible signal at that time, it is very likely not to be as good when summer comes around.

To some extent the same uncertainty exists at VHF but not nearly as much as at UHF. Estimates of service areas at these frequencies are therefore based not on the assumption of everyone being able to receive a good service within that area, but on the percentage of receiving locations capable of providing good service within that area. A good service area, for instance, is one in which 90% of the locations near its boundary

are capable of providing good TV reception.

To obtain a concrete picture of the possible service at UHF a comparison will be made with VHF. Arbitrarily the comparison will be made between the service at 63 mc (Ch. 3), in the VHF band, and at 630 mc (Ch. 40), in the UHF band. A number of features are considered in sections 1 to 9 [see Technical Support, page 166] and a decibel factor attached to

each giving approximately the quantitative difference between these two frequencies.

The Balance Sheet

The summary of the above items is as follows:

		Loss of UHF (630 mc) compared to VHF (63 mc) for same ERP in horizontal plane.
No.	Cause	
1	Transmitting antenna	-3 db*
2	Shadows	8
3	Ghosts	4
4	Seasons	4
5	Receiving antenna	14
6	Transmission line in home	2
7	Set noise and interference	6
8	Man-made noise	-8
9	Drift and tuning	3
TOTAL		30 db

*A decibel is a unit to measure power ratio. Ten decibels is ten times in power; 20 decibels is 100 times in power; 30 decibels is 1,000 times in power.

Interpretation

It is believed that most of these figures tend to favor UHF, so that 30 db may be expected to be nearer to a minimum figure than to an average. A range from 27 db to 36 db seems a reasonable expectation. In terms of power that means that for the same service, a UHF station should have from 500 times

(Continued on page 166)

THE AUTHOR is well-known in broadcast consulting engineering. This article is deemed worthy of presentation because of the widespread controversy over UHF versus VHF coverage. It is regarded as presenting one side—an extreme point of view—notably in the light of other claims made by competent engineers. Mr. Wilmotte began practice when directional antennas for broadcast service were unknown. In 1931 he designed and installed the first directional antenna for WFLA Tampa—opening a new era. Following the TV freeze in September 1948, he became a member of the "Ad Hoc" Committee set up by the FCC to advise it on basic problems of interference. He proposed Polycasting for UHF, wherein each operator would have two channels on which he would operate two or more small transmitters, contending that large areas could be served with comparatively little power "even making UHF a better service than VHF."



DuMONT

Audience Promotion Planned In UHF Transmitter Sales

METHOD whereby DuMont will help build UHF audience for stations which buy its transmitting equipment was announced in Chicago yesterday (Sunday) at the start of the NARTB convention. Program assistance also is envisaged.

The three-point program coordinates the efforts of transmitter and receiver sales departments and of the DuMont Television Network.

Simply explained, DuMont plans to put its receiver division and network behind stations which buy its UHF equipment. The receiver division will give special promotion consideration to those cities in which DuMont station equipment has been sold, coordinating dealer and distributor advertising and publicity with the DuMont-equipped station. DuMont network will work out program arrangements for such stations, primarily through affiliation contracts.

Executives to Confer

Special arrangements were made to have Herbert E. Taylor, manager of transmitter sales; Walter L. Stickel, manager of receiver sales, and Elmore B. Lyford, director of the network's station relations, available at the NARTB convention to discuss operation of

the three-way scheme with interested broadcasters. At the same time, each of DuMont's eight regional receiver sales managers are also in attendance, so that broadcasters can discuss coordinated UHF campaigns with sales executives who know their territory.

Recommending that any new stations start with minimum equipment, Mr. Taylor stated that the new 5-kw UHF Klystron transmitter [B•T, March 10] costs approximately the same for the equivalent Channel 7-13 VHF transmitter. He said that a minimum station operation (monochrome scanner, single camera, associated equipment, transmitter, antenna and transmission line) would cost around \$140,000.

In early 1953, DuMont plans to market TV sets with continuous UHF-VHF tuning, Mr. Stickel announced. He also reported plans for an intensive campaign to in-

troduce UHF to audiences even before stations go on the air. The program, Mr. Stickel said, involve joint promotion with station, dealers and distributors.

Comprehensive schedule of cooperative programs, produced by the DuMont network and to be made available to stations for local sponsors, was reported by Mr. Lyford. He also revealed that DuMont Teletranscription service amounted to 18 hours per week during 1951.

20-In. Set: \$99.95

NEW 20-inch table model TV set has been put on the market by Scott Radio Labs. at cost of \$99.50 placing company in category with other TV manufacturers which have begun to lower TV prices. Chain of 21 factory-owned outlets has been planned to handle sales of company's product. Stores will carry the Mirror Tone line of eight models made by John Meck Industries Div. of Scott.

UNITED TELEVISION PROGRAM N. Y., video producer, announced that in Pittsburgh, a single-station market WDTV (TV), UTP is represented by four shows. Three additional programs are planned in near future.

For Polished Production

**in TV and AM, it's the
"new Q" section of the
Capitol Custom Library**

All the musical effects you need, for every type of TV and AM production, are yours in Capitol's new "Q" Section ... now available in the Capitol Custom Library.

This extra service for TV and AM stations... makes the Capitol Custom Library a "better buy" than ever before.

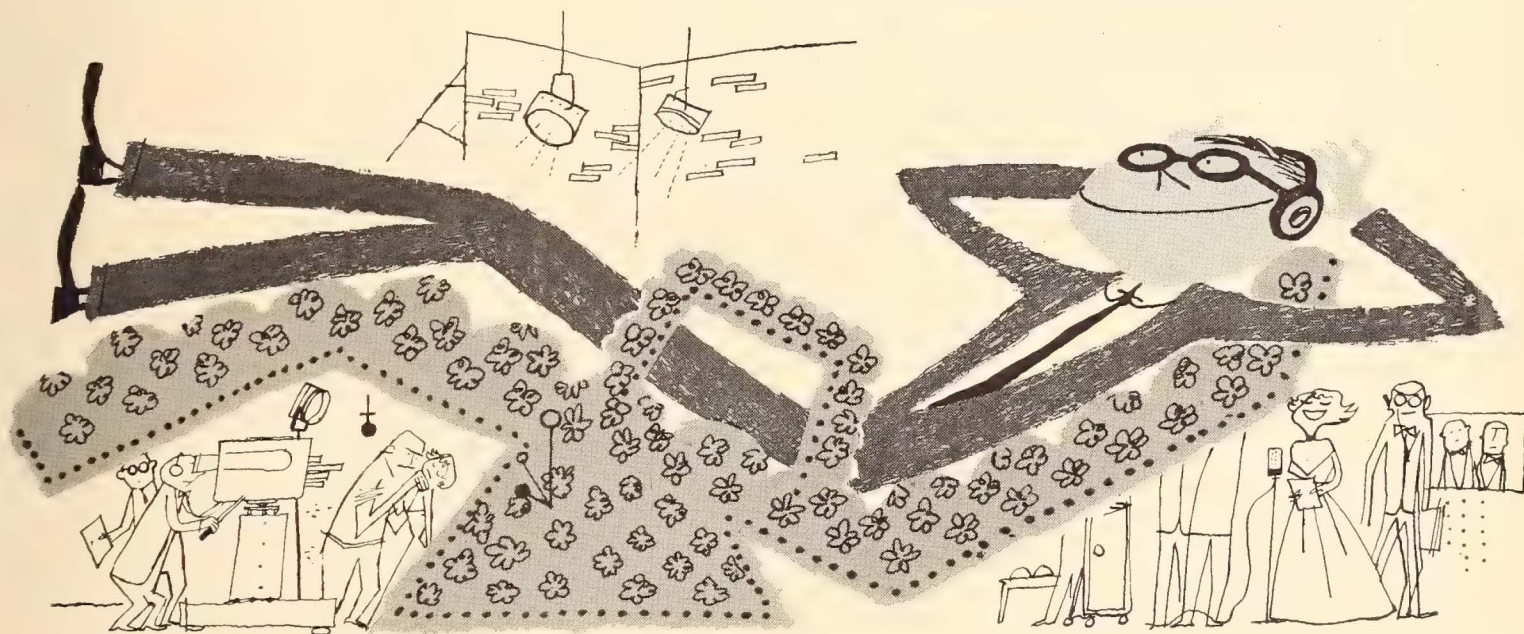
Get full details by mailing the coupon below, or see us at the NARTB Convention.

Whatever you need you get in the Capitol Custom Library

"Q" Section—from a comedy bridge to a mysterioso theme.

MOOD MUSIC • THEMES • BRIDGES • FANFARES • CUES • STINGS • SPECIAL TRACKS FOR STATION BREAKS

Over 500 Tracks (approx. 9 hrs.) • Performed with full orchestra • Completely Instrumental • Catalogued for quick reference • On 12" Vinylite disks—easy to handle • Performance rights free to subscribers.



*Custom
library
service*



Delegates to NARTB Convention cordially invited to Rooms 535-A to 537-A. Complete information on Capitol Custom Library... Refreshments... Audition Facilities "At Your Service"

For complete information mail coupon.

Capitol Records Distributing Corp.,
Broadcast Sales Division
1453 No. Vine St., Hollywood 28, California.

Please send full information on "Q" Section and Capitol Custom Library as checked: ☐ AM ☐ AM-TV ☐ TV

STATION OR COMPANY _____

ADDRESS _____

CITY _____ STATE _____

BY _____ TITLE _____

AD COUNCIL POSTS

Morgens Is Chairman

HOWARD MORGENS, Procter & Gamble vice president in charge of advertising, last Thursday was named chairman of the board of the Advertising Council, while President Frederic R. Gamble of American Assn. of Advertising Agencies and President Paul B. West of the Assn. of National Advertisers were re-elected council secretary and treasurer, respectively.

Frank Stanton, president of CBS, and Leo Burnett, president of Leo Burnett Co., were elected vice chairman. Louis N. Brockway, executive vice president of Young & Rubicam, was re-elected to a vice chairmanship. Philip L. Graham, publisher of the *Washington Post* (WTOP-AM-FM-TV Washington), was re-elected chairman of the executive committee and Lee H. Bristol, president of Bristol-Myers Co., was named executive committee vice chairman.

In the presidency, Mr. Morgens, a council director for four years and chairman of the radio and television committee two years ago, succeeds Fairfax M. Cone, president of Foote, Cone & Belding, who becomes chairman of the planning committee of the council's board.

Officials pointed out that Mr. Morgens is the third consecutive midwest advertising executive named to the chairmanship of the public service advertising organization, which observes its 10th anniversary this year. Mr. Cone and Samuel C. Gale, vice president of General Mills, were his immediate predecessors as chairman.

Mr. Morgens commended the council's role as "a powerful channel" for calling public attention to "many vital problems which face our nation." He cited "collecting blood for military and civilian emergencies, recruiting student nurses, improving our public school system, explaining the American economic system, traffic safety and the U. S. defense bonds" as examples of projects in whose support "our effort has been extremely effective."

"In the Advertising Council," he

Toledo Protest

WSPD-TV Toledo decided the 148,000 TV set-owners there might prefer something other than the regular *Saturday Night Wrestling* and so informed DuMont the program was to be dropped. Within a few days after the cancellation became public and after one night of bouts had been missed, DuMont has reported, protesting calls had streamed into the studio from more than 2,000 loyal wrestling fans. Result: If you live in Toledo, you can still see the Saturday night matches on TV.



ADMIRING plaque presented by NBC to WFAA-AM-TV Dallas on its 25th anniversary as an affiliate of the network are (l to r) Alex Keese, WFAA manager; Martin B. Campbell, supervisor of the Dallas News radio properties, and Vicki Patterson of WFAA staff.

said, "American businesses have an effective mechanism through which they can contribute directly to improving their communities—whether they be national, regional or local. Here we have a powerful force operating for the welfare of Americans everywhere which we intend to keep mobilized for whatever patriotic service advertising can render."

ASCAP INCOME REPORT

Radio-TV Contribute 85%

AMERICAN Society of Composers, Authors & Publishers had a gross income in 1951 of \$14,585,657, it was reported at the society's semi-annual membership meeting held Tuesday at New York's Waldorf-Astoria Hotel. After expenses of \$2,940,508, a balance of \$11,645,129 was left for distribution to ASCAP's writer and publisher members, largest disbursement of any year in ASCAP history.

The report did not itemize the ASCAP revenue by sources, but it was learned that the radio broadcasters contributed approximately \$8 million to the total and the TV network and station operators nearly \$5 million more, the combined payments of the broadcast media accounting for some 85% of ASCAP's total income.

Kaj Velden Fire

AN ESTIMATED \$1 million damage, including total destruction of stage and television sets in storage, was suffered March 23 when the two buildings of the Kaj Velden Studios Inc., scenic designers, were consumed by fire at Fort Lee, N. J. TV settings lost included those for the Fred Waring and Ellery Queen shows, in storage with sets for the Theatre Guild's road production of "Oklahoma" which had closed a week earlier. Kaj Velden occupied buildings formerly known as the Paragon movie studios, considered the motion picture capital of the world from 1908 until the end of the first world war.

'W.T.M. OF WGY'

Meenam Retires April 1

A RADIO newscasting pioneer, William T. Meenam, known as "W. T. M. of WGY," was honored by the Schenectady station and the General Electric Co., with whom he has more than 32 years of service, at the Mohawk Golf Club March 21. Connected with GE's broadcasting operation for 30 years, Mr. Meenam retires April 1.

R. B. Hanna, manager of GE's Broadcasting Stations Dept., was toastmaster. Chester H. Lang, vice president in charge of public relations for GE, was feature speaker at the event attended by nearly 100 friends and associates.

After a newspaper and advertising career, Mr. Meenam joined GE in 1920. He was writing for and about WGY long before its first program actually was transmitted from the station in 1922. An originator of many of WGY's news programs and special event broadcasts, including airings of Comdr. Richard E. Byrd's first Antarctic expedition in 1929, Mr. Meenam was the first "Esso Reporter" for Esso Standard Oil Co. when the company began its news series on the station Oct. 7, 1935.

When he retires, Mr. Meenam, who has been supervisor of WGY, WGFM (FM) and WRGB (TV) news programs, plans to continue public service work as an associate of the Schenectady County civil defense organization.

William B. Okie

WILLIAM B. OKIE, 71, retired vice president and director of J. M. Mathes Inc., died Wednesday night at his home in Darien, Conn., after a prolonged illness. He joined James M. Mathes as an original director and vice president when the agency was founded in 1933 and, as an executive there, supervised such major accounts as Canada Dry and National Carbon. Besides his wife, he is survived by two sons, William Bayard Jr. and William T., and three grandchildren.

upcoming



Mar. 30-April 2: NARTB 30th Annual Convention, Conrad Hilton Hotel Chicago.

April 1-4: Twenty-second annual Safet Convention and Exposition, Statler Hotel, New York.

April 1-4: American Management Assn. 21st annual packaging conference and exposition, Auditorium, Atlantic City, N. J.

April 3-5: American Assn. of Advertising Agencies, spring meeting, The Greenbrier, White Sulphur Springs, W. Va.

April 4-6: American Women in Radio & Television, second national convention, Statler Hotel, Detroit.

April 15-17: AIEE Southwest District meeting, Jefferson Hotel, St. Louis.

April 16: Brand Names Foundation "Brand Names Day" conference, Waldorf-Astoria, New York.

April 16: BAB Sales Clinic, Los Angeles.

April 16-18: American College Public Relations Assn. 36th annual convention, Carter Hotel, Cleveland.

April 17-20: Ohio State U. Institute for Education by Radio-Television, 22nd annual meeting, Deshler-Wallick Hotel, Columbus, Ohio.

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Three House Action

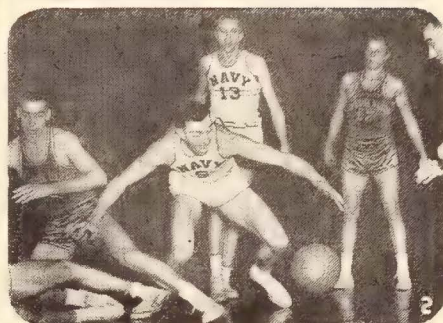
THERE were three different actions in the House last week dealing with copyrights, all of them of incidental interest to broadcaster.

1. House Judiciary Committee voted Tuesday not to approve proposal to modify the manufacturing clause in the Copyright Act. The measure (HR 4059) was designed to smooth the way to better international copyright relations [B•T, Feb. 11, Jan. 28].

2. A Judiciary subcommittee concluded testimony Wednesday by representatives of record manufacturers and performer organizations such as ASCAP, on HR 5473. This is a bill to license operations of coin-operated machines (jukeboxes). Alternatives were considered. These would increase royalties paid by manufacturers, composers and recording artists, provide that the manufacturer would collect the royalty for the composer or artist by pressing juke-box identifying label into the record. The former method could increase costs to the station at point-of-purchase for recording [CLOSED CIRCUIT, March 17].

3. Senate Judiciary Committee has received a House-passed bill (HR 3589) that would broaden the Copyright Act so as to protect recording rights of authors of non-dramatic literary works [B•T, March 24]. Main effect of this bill would be to require the broadcast to get consent on non-literary works from the author. Big change made here, and which NARTB was instrumental in bringing about was dropping of minimum fine of \$250 for violators. Fine was changed to a maximum of \$10 which NARTB feels would eliminate the possibility of a non-dramatic literary "ASCAP" being created.

4



Remote Telecasts in a Single Day!



1338 Remotes to Date

WMAR-TV's two mobile remote units have been busy for more than four years, to the tune of 1338 remote telecasts in 1612 days. Take, for example, one Saturday late in February:

- 1-1 to 2 PM "The Collegians" were picked up from the Greenspring Dairy auditorium.
- 2-2 to 4 PM Basketball remote from Annapolis fed to CBS.
- 3-4:30 to 5 PM Baltimore viewers were treated to a visit by Garry Moore to the home of Bailey Goss, star of "The National Revue."
- 4-7 to 7:30 PM "National Amateur Time" from the Centre Theatre.

A full day of bringing Maryland to Marylanders.

In Maryland, most people watch

WMAR-TV
CHANNEL 2 ★ BALTIMORE, MD.

Represented by THE KATZ AGENCY, INC. NEW YORK • DETROIT • KANSAS CITY • SAN FRANCISCO
CHICAGO • ATLANTA • DALLAS • LOS ANGELES ★ TELEVISION AFFILIATE OF THE COLUMBIA BROADCASTING SYSTEM

KFMB
TV
Channel-8

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

San Diego is the
HOME PORT

of the
U. S. Navy!

An Investment of
440 MILLION
DOLLARS
in Property, Plants
and Equipment
and a
Payroll of over
180 MILLION
DOLLARS
in 1951, makes
the U. S. Navy
San Diego's
FIRST Industry!

Wise Buyers
BUY

KFMB
For
More
Business!

KFMB-TV
Channel 8
KFMB-AM
550-K.C.

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

CBS CHICAGO PLANS

SHOULD CBS acquire facilities of WBKB (TV) Chicago, it plans (1) large, one-story TV studios on outskirts of the city, containing 2-3 studios for possibly 12 hours weekly of network originations, and (2) operating staff of 167 people, exclusive of many of the 252 WBBM employees who could be used in both AM and TV operations.

Data was announced last week by CBS executives Jack L. Van Volkenburg, president of CBS Television Div., and H. Leslie Atlass, vice president, western division, CBS Radio & Television Divisions. They appeared at the FCC hearings on the merger of ABC and United Paramount Theatres Inc., which was due to enter its eleventh week today. CBS plans to buy facilities of WBKB for \$6 million if FCC approves the ABC-UPT merger.

Executives Cross Examined

Last week's activity was concerned with cross examination of ABC and UPT executives, following their direct testimony the week before [B•T, March 24]. Hearing was scheduled to continue until completion of cross-examination of Leonard Goldenson, UPT president (possibly today or tomorrow). Following that, hearings were scheduled to recess until April 14. At that time, Paramount Pictures' President Barney Balaban, Vice President Paul Raibourn, United Paramount Theatres' directors A. H. Blank and Robert B. Wilby, are to be cross-examined. The latter two are to be directors of American Broadcasting-Paramount Theatres Inc. Gordon Brown, owner of WSAY Rochester, N. Y., long-time foe of networks, will testify also after the two-week recess.

Hugeness of CBS's television studio plans in Chicago was indicated by Mr. Atlass when he explained that plan was to make installation so large sets could be left standing from day-to-day and from week-to-week. He also said that CBS has plans to build "mammoth sound stages on a scale that

Jan. Gross

(Continued from page 141)

network time during January (Table II) includes 11 advertisers who were also listed as class leaders in January 1951 and the same number of newcomers.

Table III, comparing gross TV network time purchases of each class of advertisers for January of this year with the same month of last year, shows food advertising in top position both years, with tobacco advertising second and toiletries third. Advertising of laundry soaps and cleansers fourth this January, sixth in January 1951. Automotive accounts, fifth this year, placed fourth a year ago. Household equipment, in fifth place in January 1951, stood sixth in the opening month of 1952.

might well house the entire Chicago television industry." He did not amplify this reference.

Mr. Atlass submitted his exhibits in 16 leather-bound volumes, encased in a leather-bound box 12½x17x10½ inches.

CBS lost two TV sponsors because it couldn't clear Chicago, Mr. Van Volkenburg stated. It lost 15 minutes, three-times-a-week Kellogg's *Space Cadet* to ABC, he said. He also said that Borden Co. cancelled a similar time strip before it started, for the same reason.

In 1951, CBS paid \$2,619,700 for cable use to feed 52 TV stations, Mr. Van Volkenburg revealed. This compared, he said, to \$1,433,000 to feed 187 AM affiliates the same year.

In relating what CBS has done in TV, Mr. Van Volkenburg revealed that (1) *Columbia Television Workshop* costs about \$10,000 per week, (2) *Lamp Unto My Feet*, religious program, cost \$96,824.61 in 1951 exclusive of the cost of the producer, director and other overhead. Average cost of one program in December 1951 was \$2,389.83. (3) Permanent staff of *See It Now* consists of 18 people. (4) CBS spent \$500,000 in adding more

FILM ACTORS

Sign Pact With IMPPA

NEW collective bargaining contract for actors in the motion picture industry was signed last week by Independent Motion Picture Producers Assn. and Screen Actors Guild incorporating all changes in recently negotiated agreement between SAG and major picture producers [B•T, March 24].

Agreement calls for increases in daily minimum for actors from \$55 to \$70 and weekly freelance minimum from \$175 to \$250. Contract also calls for separate bargaining for additional conditions for actors in films made especially for television.

SAG will have legal right to cancel contract with a studio that releases to TV any theatrical films made after Aug. 1, 1948, without first negotiating with the guild for additional pay for actors in the movie.

Negotiations between SAG and Alliance of Television Film Producers [B•T, March 17] are reported as "proceeding satisfactorily." Guild is still holding out for payment to talent for each re-issue of films in TV, maintaining that talent must have a share in the residual rights of the film receiving payment for services in subsequent showings of the film. Because of pressure of its activities, SAG was forced to postpone the March 24 contract negotiating meetings with some 60 independent TV film producers unaffiliated with any employer organization.

Revealed at Hearing

equipment to KNXT (TV) Los Angeles after it bought it from Don Lee in 1950.

Cross examination of Robert E. Kintner, president of ABC; Edward J. Noble, chairman, ABC; Robert H. Hinckley, vice president, ABC; Robert H. O'Brien, secretary-treasurer, UPT; plus other proposed directors of AB-PT occupied most of last week.

Intimations made by FCC counsel Frederick W. Ford and Max Paglin and DuMont counsel Morton Galane were that:

● Merger would lessen competition between home TV and the-
(Continued on page 174)

DERBY ON TV

'Experiment'—Corum

THE ANNUAL Kentucky Derby will be telecast on May 3 by CBS Television, Bill Corum, president of Churchill Downs, announced last week. He emphasized that this year's venture into TV would be experimental.

"We are going to study the effect on the crowd, betting and such before committing ourselves to future contracts," he stated. Gillette Co., sponsor of the radio broadcast of the Derby for several years, will sponsor the TV version.

To assure success of the telecast, Louisville TV cables must be adapted to outgoing programs. At present, they are one way, incoming.

Mr. Corum would not discuss the terms of the TV contract other than to say it involved "a substantial sum." It is reported that Churchill Downs will receive \$50,000 for the broadcasting rights.

Last year, the Derby went on TV by film several hours after the race. The only live telecast of the event was made in 1949 by a Louisville station.

MCCARTHY SUES BENTON

Asks Damages of \$2 Million

STATEMENT by Sen. Joseph R. McCarthy (R-Wis.) on a TV broadcast (*See It Now* on CBS Television) in which he "misrepresented my testimony," caused Sen. William Benton (D-Conn.), to waive his immunity and challenged Sen. McCarthy to bring suit in federal court, Sen. Benton declared last Thursday [B•T, March 24].

It was the waiving of immunity by Sen. Benton that brought filing by Sen. McCarthy in Federal District Court in Washington, D. C., last week of a \$2 million libel and slander suit against his Connecticut colleague.

Sen. Benton is author of a Senate resolution asking an investigation of Sen. McCarthy's fitness to remain in the upper chamber. The Wisconsin legislator charged that he was libeled and slandered by Sen. Benton in the latter's efforts to oust him.

Studios of **WORLD'S LARGEST DISTRIBUTORS OF MOTION PICTURES FOR TELEVISION!**



A GREAT HOLLYWOOD MOTION PICTURE STUDIO WITH THE "KNOW-HOW" THAT DELIVERS TOP QUALITY PRODUCT FOR TV!

HOLLYWOOD

HTS Product is the talk of the TV industry! Highest ratings are now being obtained in market after market with our films! Ours is a big league operation in every detail. Our prints are all brand new; our organization is nation-wide with 32 branch offices in key cities to service your every need!

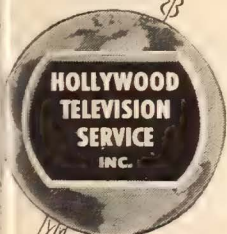
ELEVISION

We have a large assortment of
FEATURES! DRAMAS! MYSTERIES!

many costing upwards of \$1,000,000. We also have hundreds of westerns known world-wide such as Red Ryders, Three Mesquiteers, Sunset Carsons, Don "Red" Barrys, Johnny Mack Browns, Bob Steeles and many others, also SERIALS (6 half hour chapters each).

We are planning to produce many series of pictures made expressly for TV, averaging 26½ minutes, tailored to meet the requirements of your local sponsor, some of which are now in the early stages of production. You will be notified promptly as soon as these are completed.

ERVICE



WRITE! WIRE! PHONE!

HOLLYWOOD TELEVISION SERVICE • 4020 CARPENTER AVE.
No. HOLLYWOOD, CALIF. • SUNset 3-8807

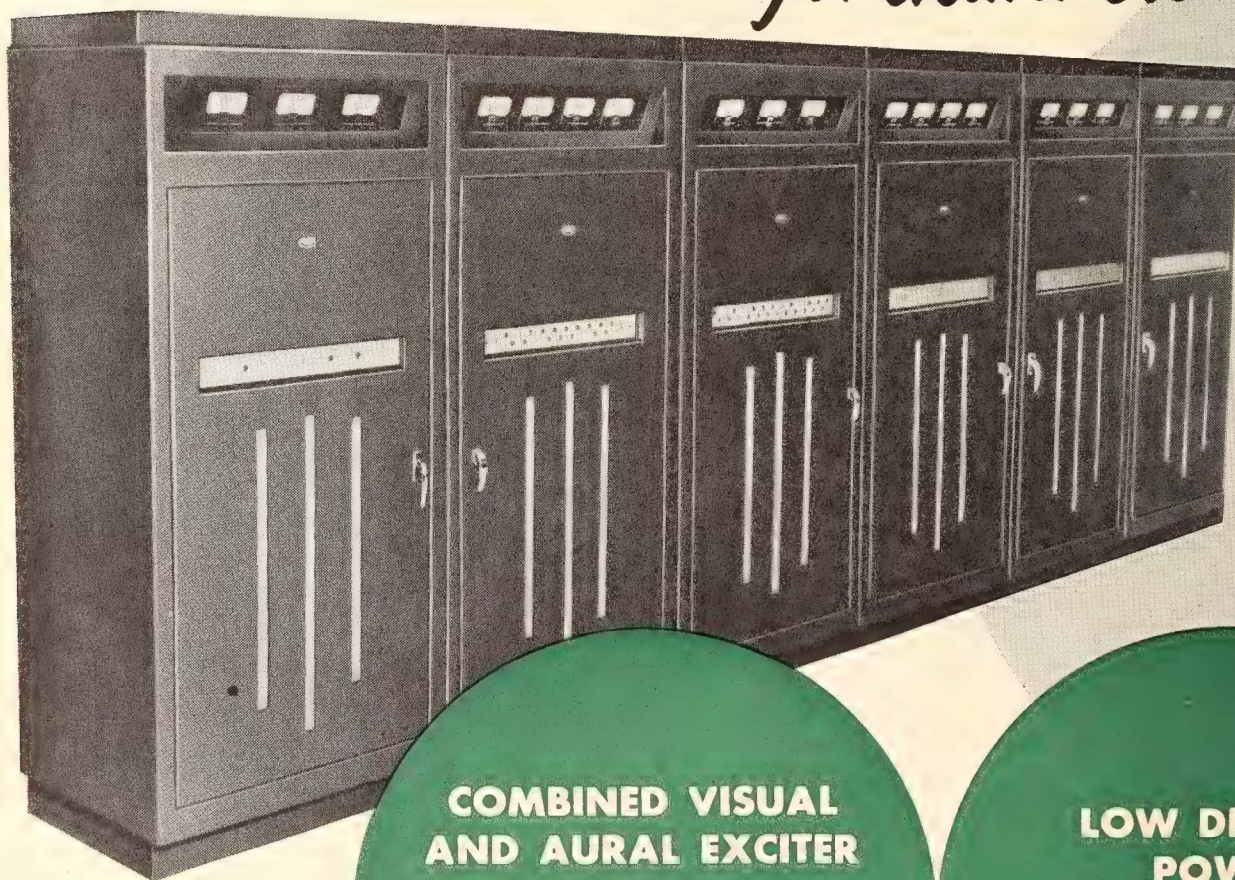
EARL COLLINS, President and General Sales Manager • MORTON W. SCOTT, Vice-President and Production Manager
BROADCASTING • Telecasting March 31, 1952 • Page 151

DU MONT

Announces...

A NEW 5 KW UHF TRANSMITTER

for channels 14-83



COMBINED VISUAL AND AURAL EXCITER

Center frequency stabilization is maintained through the employment of a combined visual and aural exciter. One crystal controls the center frequency of both the aural and visual transmitters. The 4.5 megacycle difference frequency is thus maintained to positive accuracy. This Du Mont development results in clean, simple circuitry that means easier maintenance, trouble-free operation.

LOW DRIVING POWER

The phenomenal gain of the Klystron amplifier requires only nominal driving power. The driver unit is a simple, low-maintenance unit employing few tubes. Utmost dependability and performance are realized with this design.



UHF TRANSMITTER BROCHURE

Send for the complete story on this new transmitter development. If you are considering UHF transmission this is the story you will profit by.

Write Dept. BTU

UHF *at VHF prices*

Representing a culmination of extensive research and development by Du Mont, this new UHF transmitter now makes possible UHF transmission at the price of VHF. In addition, the simplicity of circuitry employed in this new transmitter provides top dependability and performance, along with lowest maintenance costs.

Through the use of the Du Mont 5 KW UHF Transmitter, it is possible for the UHF broadcaster to go on the air with an ERP of 100 KW or greater. All the inherent limitations of UHF transmission as to cost, maintenance and operation have been eliminated in this newest product of Du Mont engineering skill.

for future growth

The exciter and driver units incorporated in the Du Mont 5 KW UHF Transmitter provide for future expansion to higher powers. The driver provides many times greater power than required by the 5 KW Klystron. For future expansion it is necessary only to change the power amplifiers, utilizing the original exciter and driver with no modifications.



TUNING CAVITIES

Revolutionary design permits the use of Klystron cavities entirely divorced from the power tube. These cavities are part of the transmitter and do not need replacing with tube changing. Easily and quickly tuned by means of simple built-in test equipment.



THE EIMAC KLYSTRON

Simple Klystron, less cavities provides LONG LIFE - LOW COST power amplifier. Three basic sizes cover the entire UHF band.

TELEVISION TRANSMITTER DIVISION

ALLEN B. DU MONT LABORATORIES, INC., CLIFTON, N. J.

WSPD-TV
"SPEEDY" THE PIONEER

1 STATION
1 CHANNEL
1 DIAL SETTING



ONE BILLION DOLLAR MARKET

ON WSPD-TV
TOLEDO
with

158,000

TELEVISION SETS



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



Theatre Attendance Studied in Milwaukee

(Report 209)

MOTION picture theatre attendance habits of Milwaukeeans, both those with and those without television sets, have been tabulated in the 1952 *Milwaukee Journal* Consumer Analysis of the Greater Milwaukee market. The Journal Co. is licensee of WTMJ-AM-TV.

Full survey is not slated to be released until early next month, but an advance report on the "Movie Attendance" category has been made available.

Consumer Analysis questionnaires were returned by 5,000 Milwaukee families (2% of the metropolitan area) during Jan. 2-15.

Resultant figures show that 9.9% of the families with TV had attended a movie theatre within the week just past, while 18% of those without TV went to the movies during the same period.

Nearly half (47.2%) of those

with TV had not been to a movie theatre within six months. Less than a third (30.6%) of those without TV had not gone to the movies in that length of time.

The advance report does not give figures on movie theatre attendance habits of TV set owners before they acquired TV, so that the degree of change attributable to video cannot be measured. The advance report includes the statistics shown below.

* * *

WRGB (TV) Announces Rate Increases

WRGB (TV) Schenectady is boosting rates, effective Tuesday (April 1), when the one-hour gross rate in Class A time goes from \$500 to \$625. Rate Card No. 6 also sets up a new Class D rate applicable to one-minute announcements and

station breaks from sign-on to 11 a.m. (\$35 gross).

Other basic rates under the new card: One-hour gross rate in Class B time, \$468.75; Class C, \$312.50. Gross rate for one-minute announcements and 20-second station breaks in Class A time, \$125 gross; Class B, \$90; Class C, \$60. Ten-second station breaks continue at one-half the regular station-break rate. Orders signed prior to effective date of the changes will be protected for six months.

Since the current rate card went into effect Jan. 1, 1951, it was pointed out, TV set circulation in the WRGB area has gained 54.9%.

* * *

'Lucy' Tops Trendex For March 1-7

MARCH Trendex TV program popularity report, based on one live broadcast during week of March 1-7, lists following top 10 sponsored evening network shows

TRENDEX REPORT

1. I Love Lucy (CBS)	47
2. Talent Scouts (CBS)	46
3. Star Theatre (Berle) (NBC)	41
4. Red Skelton Show (NBC)	37
5. Your Show of Shows (NBC)	36
6. Fireside Theatre (NBC)	35
7. You Bet Your Life (NBC)	32
8. Mama (CBS)	32
9. Man Against Crime (CBS)	32
10. Racket Squad (CBS)	31
Special Event: March 6, 10:30-11 p.m. President Truman (All networks)	45

DIVISION OF GREATER MILWAUKEE FAMILIES ACCORDING TO THEIR MOVIE ATTENDANCE HABITS

Length of Time Since A Movie Was Attended

	Families HAVING a TV Set		Families NOT HAVING a TV Set		Total	
	Per Cent	Number	Per Cent	Number	Per Cent	Number
Within past week	9.9%	19,594	18.0%	12,452	12.0%	32,052
One to four weeks ago	13.6	26,917	21.6	14,943	15.1	41,935
One to six months ago	29.3	57,991	29.8	20,615	29.5	78,795
Six months to a year ago	17.7	35,032	11.0	7,610	16.0	42,736
More than a year ago	29.5	58,387	19.6	13,559	26.8	71,582

Choice of Neighborhood or Downtown Theaters

	Families HAVING a TV Set		Families NOT HAVING a TV Set		Total	
	Per Cent	Number	Per Cent	Number	Per Cent	Number
Neighborhood theatre	80.0%	158,337	77.7%	53,752	65.2%	174,149
Downtown theatre	20.0	39,584	22.3	15,427	34.8	92,951

Weekly Television Summary—March 31, 1952—TELECASTING SURVEY

City	Outlets on Air	Sets in Area	City	Outlets on Air	Sets in Area
Albuquerque	KOB-TV	14,400	Louisville	WAVE-TV, WHAS-TV	141,000
Ames	WOI-TV	86,464	Matamoros (Mexico)		16,200
Atlanta	WAGA-TV, WSB-TV, WLTW	185,000	Brownsville, Tex.	XELD-TV	123,000
Baltimore	WAAM, WBAL-TV, WMAR-TV	372,937	Memphis	WMCT	110,000
Binghamton	WNBF-TV	53,535	Miami	WTVJ	320,940
Birmingham	WAFM-TV, WBRC-TV	90,000	Milwaukee	WTMJ-TV	318,200
Bloomington	WTVV	137,000	Minn.-St. Paul	KSTP-TV, WTCN-TV	65,700
Boston	WBZ-TV, WNAC-TV	873,761	Nashville	WSM-TV	250,000
Buffalo	WBTW	258,240	New Haven	WNHC-TV	85,300
Charlotte	WBTV	139,999	New Orleans	WDSU-TV	2,890,000
Chicago	WBKB, WENR-TV, WGN-TV, WNBQ	1,095,185	Newark	WABD, WCB5-TV, WJZ-TV, WNB	
Cincinnati	WCPO-TV, WKRC-TV, WLWT	342,000	New York	WOR-TV, WPIX	
Cleveland	WEWS, WNBK, WXEL	595,015		WATV	107,100
Columbus	WBNS-TV, WLWC, WTVN	222,000	Norfolk	WTAR-TV	121,000
Dallas			Oklahoma City	WKY-TV	124,400
Ft. Worth	KRLD-TV, WFAA-TV, WBAP-TV	157,868	Omaha	KMTV, WOW-TV	1,021,900
Davenport	WOC-TV	96,000	Philadelphia	WCAU-TV, WFIL-TV, WPTZ	55,100
Dayton	Include Davenport, Moline, Rock Is., E. Moline	230,000	Phoenix	KPHO-TV	389,000
Detroit	WHIO-TV, WLWD	750,000	Pittsburgh	WDTV	205,000
Erie	WJBK-TV, WWJ-TV, WXYZ-TV	162,384	Providence	WJAR-TV	113,500
Ft. Worth	WBAP-TV, KRLD-TV, WFAA-TV	157,868	Richmond	WTVR	138,000
Grand Rapids	WOOD-TV	217,381	Rochester	WHAM-TV	91,500
Greensboro	WFMY-TV	105,740	Rock Island	WHBF-TV	74,600
Houston	KPRC-TV	127,500	Quad Cities	Include Davenport, Moline, Rock Is., E. Moline	71,700
Huntington			Salt Lake City	KDYL-TV, KSL-TV	128,000
Indianapolis	WSAZ-TV	80,350	San Antonio	KEYL, WOAI-TV	348,500
Jacksonville	WFBM-TV	216,350	San Diego	KFMB-TV	202,800
Johnstown	WMBR-TV	53,300	San Francisco	KGO-TV, KPIX, KRON-TV	135,300
Kalamazoo	WJAC-TV	144,116	Schenectady	WRGB	382,000
Kansas City	WKZO-TV	185,140	Seattle	KING-TV	171,100
Lancaster	WDAF-TV	195,674	St. Louis	KSD-TV	158,000
Lansing	WGAL-TV	139,552	Syracuse	WHEN, WSYR-TV	109,800
Los Angeles	WJIM-TV	85,000	Toledo	WSPD-TV	70,000
	KECA-TV, KHJ-TV, KLAC-TV, KNBH	1,232,000	Tulsa	KOTV	344,000
	KNXT, KTLA, KTTV		Utica-Rome	WKTV	96,000

Total Markets on Air 64*

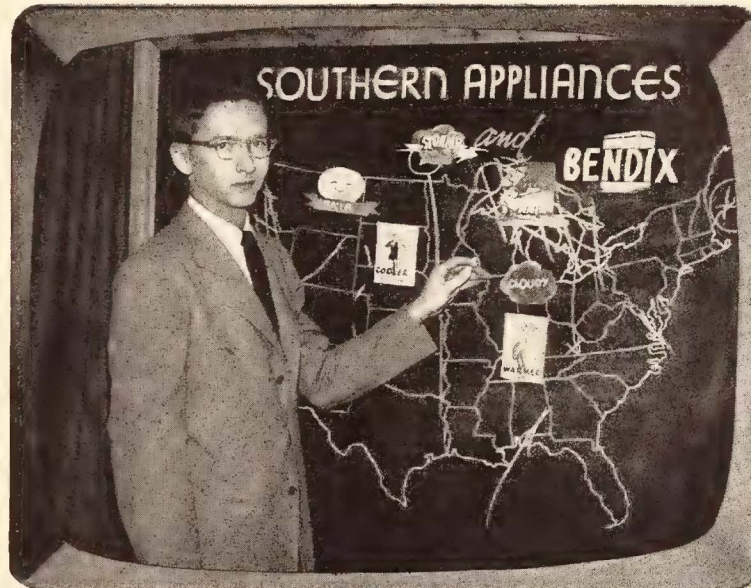
Stations on Air 109*

Estimated Sets in use 16,591,1

* Includes XELD-TV Matamoros, Mexico

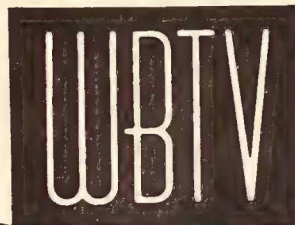
Editor's Note: Totals for each market represent estimated sets within television area. Where coverage areas overlap set counts may be partially duplicated. Sources of set estimates are based on data from dealers, distributors, TV circulation committees, electric companies and manufacturers. Since many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

his
head
is
in
the
clouds*



Nobody does anything about the weather? WBTV's Clyde McLean does! In 5 months, his 5-a-week, 5-minute Weather Man program has built from a 20.2 Videodex rating to a 41.7, has drawn over 15,000 entries in a temperature-guessing contest. Good forecast of what a WBTV locally originated program may do for your product in this single station market of 133,000 (March, 1952) set-owning families.

*And his rating, too.



SERVING THE CAROLINAS'
BIGGEST
TELEVISION AUDIENCE

JEFFERSON STANDARD BROADCASTING COMPANY

Represented Nationally by CBS Television Spot Sales

WHEN TELEVISION SELLS ...

IN SYRACUSE ... BECAUSE IN SYRACUSE THEY "WATCH WHEN"

SYRACUSE TELEPULSE

FEB. 1-7, 1952

MON.-FRI. AVERAGE

HOURLY	WHEN	STA. "B"
7:00	27.6	15.8
7:30	23.7	19.4
7:45	26.0	22.2
8:00	33.2	25.7
8:30	36.1	23.4
9:00	32.7	27.3
9:30	30.2	28.3
10:00	28.9	27.2
10:30	27.1	22.5
11:00	16.9	12.3
11:15	16.1	8.3
11:30	14.2	*
11:45	13.8	*

**WHEN-TV RATES FIRST
IN EVERY TIME PERIOD
FROM 7:00 P.M. TO MID-
NIGHT, MONDAY THROUGH
FRIDAY AVERAGE.**

**HERE'S PROOF THAT WHEN
IS CENTRAL NEW YORK'S
MOST LOOKED-AT TELEVI-
SION STATION.**

CBS • ABC • DUMONT

Represented nationally
By THE KATZ AGENCY

WHEN TELEVISION SYRACUSE

A MEREDITH TV STATION



film report

Bing Crosby Enterprises will reserve forthcoming *Perry Mason* half-hour television film series for local sponsors. This decision is the result of a survey made by its distributing organization, United Television Programs.

The survey showed that offers for first run rights from sponsors in various areas indicated larger gross revenue than could be delivered from a single national advertiser, it was said.

Basil Grillo, executive vice president in charge of production, and Charles Brown, vice president in charge of sales for BCE, formulated the local sponsor sales policy.

The series goes into production today (Monday).

Sales ...

Jerry Fairbanks Productions, Hollywood, announces sale of *Ringside With the Rasslers*, hour TV wrestling film series, to WNHC-TV New Haven, Conn., for Piel's Beer, same city, for 52 weeks; WFIL-TV Philadelphia for Goetz Beer, same city, for 26 weeks through Scheideler-Beck-Werner Adv., Philadelphia.

Company's *Hollywood Half Hour* film series, sponsored by General Metalcraft Co., Phoenix (home shutters), on KPHO-TV Phoenix for 13 weeks.

Firm's *Front Page Detective* starting re-run on WBZ-TV Boston for Cott Beverage Corp., New Haven, Conn., through John C. Dowd Inc., Boston.

Production ...

Scenes of 1952 Studebaker being tested at the automobile firm's proving grounds, South Bend, Ind., were shot by Sarra Inc., Chicago, for use in video commercials. The new car's performance test is shown in two one-minute films prepared by Roche, Williams & Cleary agency, Chicago. Kirby Roche supervised for the agency at Sarra's studios.

Arrow Productions Inc., formed by Harry S. Rothschild and Leon Fromkess, will make three film series, 26 in each of half-hour duration, a total of 78 films, which will be sold open end. The first is *Ramar of the Jungle*. Thirteen of these will be shot May 5th to June 26th, and the final thirteen July 11th to August 29th. Mr. Fromkess will be executive producer for all Arrow productions. Rudy Flothow will produce the *Ramar* series. Lew Landers will direct. Wilbur McGaugh has been signed as assistant director and Dan Hall as art director. Jack Greenhalgh, who shot some of the backgrounds in Africa, will be cameraman on *Ramar*. Sherman L. Lowe, George Sayre and Charles Condon, writers

under contract to Arrow, are now finishing the last three episodes of the jungle series on which Dwight Caldwell will act as supervisory editor.

Filming of *The Buster Crabbe Show*, television program series with a western format, has just been completed, according to Jules Weill, head of Film Vision Corp., New York producers. Twenty-six half-hour programs of the series are "in the can," he indicated, to be available to the market after April 1. Preview information and sample prints of the series, which stars the athlete-movie actor-television personality after whom it was named, are available now from the Film Vision New York offices.

The U. S. Army in Japan is now filming new public service television series titled *Report From the Far East*. Purpose of series is to inform the public of Army activities in the Far East Theatre. Included in the series are subjects concerning American - Japanese relations. Twelve five-minute subjects have been completed and plans call for production of one film a week for national distribution.

The Far East Radio-TV Branch also will be servicing local television stations with short interviews with soldiers in Japan and Korea for news events of local interest.

Interstate Television Corp., Hollywood, plans *The Ethel Barrymore Theatre*, new half-hour TV film series. Ethel Barrymore, stage and film star and 1944 Motion Picture Academy Award winner, will appear as commentator and actress, serving also in advisory capacity. Miss Barrymore's contract calls for undisclosed top salary plus residual interest.

Lee Savin, New York producer, joins interstate as producer and

plans April production on first series of 26.

William F. Broidy Productions, Hollywood, starts third series of 13 half-hour TV film, *Wild Bill Hickok*, starring Guy Madison and Andy Devine. Frank McDonald directs.

Brodco Studios, damaged during recent fire, now repaired along with complete sound-proofing of all stages. Studios will be made available to TV and commercial film producers.

Berman Swartz Productions, Hollywood, headed by Berman Swartz, who is also general counsel Motion Picture Center, starting 13 half-hour TV film series, *Wilbur Peddie — Skip Tracer*. Edward Everett Horton, stage and film actor, signed as star, replacing Richard Hayden who directed and starred in pilot film.

Don Sharpe Productions, Culver City, starting 13 half-hour comedy TV film series, *Something Always Happens*, at RKO-Pathe Studios. Robert Cummings, stage and film star, and Julie Bishop, film actress, signed for leading roles. Fred Guoil directs with Dave Marks and Sam Ruman, his assistants. Producer is Don Sharpe.

Hal Roach Studios, Culver City, starting four half-hour TV films for duPont Co., Wilmington, Del., for NBC-TV *Cavalade of America* series. Sidney S. Van Keuren is executive producer. Agency is BBDO, Hollywood.

Karl E. Moseby, vice-president in charge of production Scandinavian-American Television Co., Beverly Hills, on way to Copenhagen, Denmark, to start production on 13 half-hour TV film series, *Hans Christian Andersen Tales*. Accompanying him are Thor Brooks, production manager, and Walter Klinger, sales representative. Malvin Wald, writer, has completed scripts, done in cooperation with Royal Danish government [B•T, Feb. 25].

Simmel-Meservey Television Pro-
(Continued on page 158)

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

1331 SOUTH WABASH AVENUE • CHICAGO 5, ILLINOIS

How **GPL** Equipment Puts Complete Programming "On Location"



GPL 3-2 Projector shoots feature films or commercials onto shadow-box screen. Projection is phased for pick-up by studio camera.

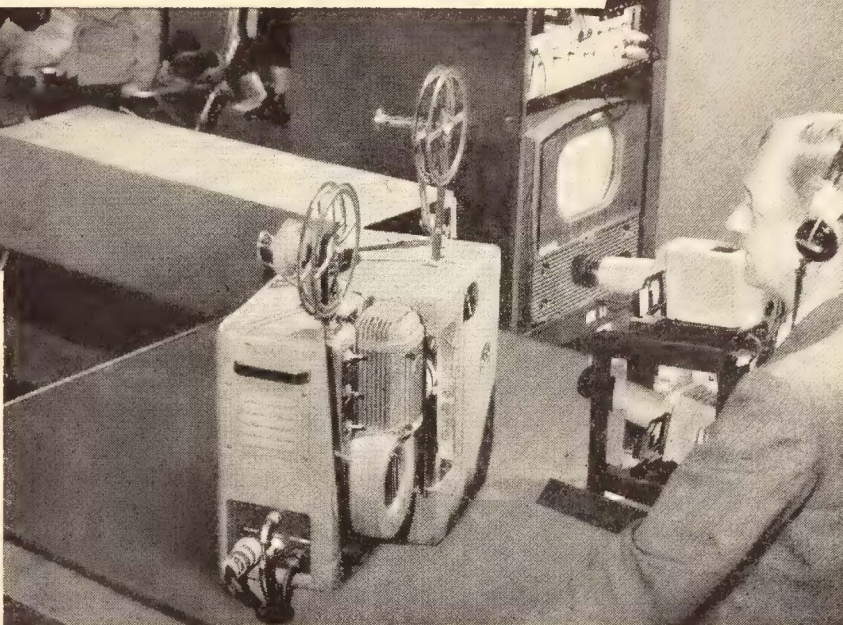
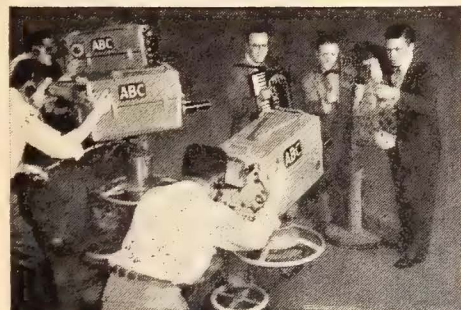


Removable control panel of GPL Video Switcher permits convenient flush-mounting of both sections in control room operating board.



Compact GPL Cameras feature smooth operation, simplified control, (Swing-up and removable chassis permit easy servicing).

GPL Camera Control Units and Master Monitor fit neatly in small booth. Intercom system provides for single or split headphones.



... for **ABC-TV**

When ABC's two GPL-equipped studios are on the air, there's no need for telecine studio standby. Completely independent and self-contained, each studio can handle live or canned action, feature films, film or slide commercials, or any combination of camera work demanded by programming . . . and handle it smoothly, speedily.

Both studios are equipped with 4 GPL cameras, camera control and power units, video switcher, and master monitor—supplemented with a portable 3-2 projector for handling

film work independently of the regular film chain. "Human-engineered," the GPL camera chains were developed from motion studies of cameramen. World's most compact broadcast chains, they feature push-button turret and iris controls, right or left hand focus knobs, full range of camera control from CCU or remote location.

Every unit in these GPL-equipped studios is lightweight and portable, so that it may be employed in the field as well as in any studio at a moment's notice.

Learn what GPL TV equipment can do for your operation.
Write, Wire or Phone for Details Today

General Precision Laboratory

INCORPORATED

PLEASANTVILLE

NEW YORK



GPL

TV Camera Chains • TV Film Chains • TV Field and Studio Equipment • Theatre TV Equipment

Film Report

(Continued from page 156)

ductions Inc., Beverly Hills, sending Jackson Winter, photographer, on seven-month trip around world to film in color unusual locales for *Yesterday's World Today*, new 13 quarter-hour TV film series. Spots include Mt. Athos, Greece, Carcassonne, France, Galilee, Israel, and Cranada, Spain.

Just completed is *Ghost Towns of the West*, 13 quarter-hour TV film series.

Half-hour TV film series starring Gloria Swanson, stage and film star, is planned for near future.

* * *

Tony London and Ira Uhr, producers at Frank Merriwell Enterprises, Hollywood, plan half-hour TV film series in conjunction with Aleen Leslie, writer *Date with Judy* series. Proposed films, *Scientists in Petticoats*, will dramatize lives of feminine pioneers in fields of science and medicine.

* * *

Bing Crosby Enterprises, Los Angeles, having acquired rights to 300 short stories by Leonard Mar- rick, plans 52 half-hour TV film series, titled *Chair on the Boule- vard*. John Nasht, executive pro- ducer Meredith Productions, Holly- wood, and Walter Doniger, TV and feature film writer, will write, pro- duce and direct.

Claude Dauphin, French stage

and film star now in U. S., enacts leading role in first film in series.

Lew Landers, director Revue Pro- ductions, *Kit Carson* TV film series, signed by Arrow Productions Inc., Hollywood, to direct first of three 13 half-hour TV film series, *Ramar of the Jungle*. Sherman L. Lowe, George Sayre and Charles Condon, writers, completing scripts. Exec- utive producer, Leon Fromkess, plans May 5 starting date.

Film People . . .

Hollywood Television Service Inc., North Hollywood, Calif., appoints Ben Elrod, Chicago branch man- ager Republic Pictures Corp., as Midwest sales representative, and Al Horwitz, executive Republic Pictures Corp., as Western sales representative in Hollywood.

* * *

Jerry Fairbanks Productions an- nounces four additions to some of its regional offices.

Gordon Thompson, sales depart- ment of Wilding Pictures, Cleve- land, joins Fairbanks organization in charge of TV sales for Cleveland. Douglas Gardner, account execu- tive with IBM, New York, and Richard Morse, account executive Wilding Pictures, same city, to the Fairbanks New York sales office in similar capacities.

Richard Buch, sales manager

Charles D. Beeland Co., Atlanta, signed by Fairbanks to head com- pany's new Atlanta Division. Mr. Buch was director of film activity for duPont Corp., Wilmington, Del.

* * *

Marten E. Lamont, actor-director- writer and former New York inde- pendent TV packager, acquires TV film rights to all Mary Roberts Rinehart *Tish* short stories.

* * *

Bert Shefter, Hollywood composer- conductor-arranger and president Cecille Music Co., signed by Jerry Courneya Productions, Beverly Hills, as musical director.

* * *

Orchestras of Duke Ellington and Ralph Flanagan signed by Snader Telescriptions Corp., Beverly Hills, for TV film appearances, budgeted at \$48,000, in second library of Telescriptions.

* * *

Robert Golden, producer Edward Golden Productions, Hollywood, signed by Dougfair Corp., Beverly Hills, as supervising editor on *Terry and the Pirates*, TV film series.

* * *

Murphy-Thomas Productions Inc., Hollywood, signs Victor Stoloff, film director, for similar duties on "Counterfeit Coin," first of 13 half- hour TV film series, *Frontier Detectives*.

* * *

Dougfair Corp., Beverly Hills, signs Charles McGraw, film actor, seen in RKO *The Korean Story*, to enact role of Le Tigre in NBC-TV *For- eign Legion*, half-hour series, to be filmed in and around Casablanca. Anthony Bartley, writer and World War II RAF ace, writing series.

* * *

John Dehner, film actor, signed by Jerry Fairbanks Productions, Hollywood, as narrator-actor in quarter-hour TV film for Firestone Tire & Rubber Co., Akron.

OMAHA U. ON KMTV (TV)

Will Air College Courses

SERIES of six-week college courses will be offered via tele- vision, according to a joint an- nouncement made by U. of Omaha and KMTV (TV) there. Series will get underway April 28 with telecasts planned Monday through Friday.

Milo Bail, president of the uni- versity, stated the school is pre- paring an enrollment plan making it possible for viewers to receive college credits if they pass a spe- cial examination. Mr. Bail stated, "I am sure that many will benefit from this new educational series of weekday quarter-hour telecasts."

Entire cost of the execution of the project including time, produc- tion, promotion and initial set building will be absorbed by KMTV.

'HOWDY' LURES

Kids and Billings, Too

THAT puppet star of television, Howdy Doody, whose program of the same name appears every weekday on NBC-TV, has hit a landmark. Its 1,000th telecast was the first program in television history to reach the mark, accord- ing to the Kagan Corp., which licenses Howdy Doody products [B•T, Feb. 25, 4].

The first Howdy Doody product, a replica doll for moppets, was li- censed by the firm in 1948 and was a success. Since then Kagan has licensed more than 65 Howdy Doody products.

Kagan says *Howdy Doody* sold \$5 million worth of time for NBC- TV in 1951 and \$25 million worth of Howdy products for the li- censees. First program of the wide-mouthed, snub-nosed and big- eared TV character, beloved by his undersized audience, began on the network in 1948. The show is now on NBC radio for a one-hour visit Saturday, where Howdy is ex- pected to bring in additional billings for the network, and strengthen his fame in areas TV has not yet reached.

Poll Parrott Shoes, one of the Howdy advertisers, expects to ex- pand its station coverage from 67 outlets for late March to 100 by the fall. Kagan adds that Howdy licensees should be receiving a total \$40 million from their merchandis- ing this year. Program claims an audience of 35 million youngsters will be supplemented by the new radio show. Other sponsors in- clude Mars Candy, Colgate Tooth- paste, Palmolive Soap, Ovaltine, Kellogg's Cereals and Welch's Grape Juice.

BAGNALL & ASSOC.

Formed in Hollywood

INCORPORATED for \$100,000, a new Hollywood firm, George Bag- nall & Assoc. Inc., has been formed to produce and distribute feature motion pictures for television.

Firm is headed by five motion picture and radio-television execu- tives as equal partners. They will establish offices within the next week when officers are to be an- nounced.

Principals in enterprise are George L. Bagnall, for 11 years vice presi- dent in charge of production for United Artists; Jack O'Loughlin, mid- west division manager of United Artists for 13 years; Pat Campbell, former vice president in charge of station and public relations of Don Lee Broadcasting System for eight years and prior to that western divi- sion general manager of World Broad- casting System; Ken Hodgkinson, owner-operator of Oregon motion pic- ture theatres; Fred Lindquist, mid- west sales representative for United Artists and prior to that General Electric Co. radio equipment distrib- utor in the Midwest.

PEABODY AWARD 1951

originating Station of

THE JOHNS HOPKINS SCIENCE REVIEW

**Around
Baltimore
they always
keep an eye on**

WAAM

TELEVISION

CHANNEL 13

Affiliate DuMont Television Network—American Broadcasting Co.
Represented nationally by Harrington, Righter & Parsons, Inc.

SNADER HAS THE STARS!

Yes, SNADER has the largest talent roster in the entire industry. With more than 100 big-name stars in 800 films, SNADER TELESCRIPTIONS represents a glittering galaxy of talent from every branch of the entertainment world.

TONI ARDEN
BONNIE BAKER
CHARLIE BARNET & ORCH.
COUNT BASIE & ORCH.
NITA BIEBER DANCERS
THE BOBCATS
TERESA BREWER
PAMELA BRITTON
LES BROWN & ORCH.
CAB CALLOWAY & ORCH.
CANDY CANDIDO
FRANKIE CARLE
IKE CARPENTER & ORCH.
CASS COUNTY BOYS
PAGE CAVANAUGH TRIO
JUNE CHRISTY
JAN CLAYTON
NAT "KING" COLE
CLARK DENNIS
DINNING SISTERS
TENNESSEE ERNIE
IRVING FIELDS & TRIO
FIRE HOUSE FIVE PLUS TWO
CHARLES FREDERICKS
JAKOB GIMPEL
GUADALAJARA BOYS
TITO GUIZAR
CONNIE HAINES
LIONEL HAMPTON & ORCH.
THE HARMONICATS
MARY HATCHER
JUNE HUTTON
RED INGLE
BURL IVES
GLORIA JEAN
HERB JEFFRIES
ALLAN JONES
KING SISTERS

MARINA KOSHETZ
PEGGY LEE
ADA LEONARD & ORCH.
NICK LUCAS
JIMMY McHUGH
RAY MIDDLETON
BOB MITCHELL CHOIRBOYS
CARLOS MOLINA & ORCH.
PATRICIA MORISON
RED NICHOLS
PHIL OHMAN & ORCH.
KORLA PANDIT
TONY PASTOR & ORCH.
PIED PIPERS
CARL RAVAZZA
ALVINO REY & ORCH.
CHUY REYES & ORCH.
TEX RITTER
ROSEMARIE
LANNY ROSS
ANDY & DELLA RUSSELL
GEORGE SHEARING
GINNY SIMMS
ARTHUR LEE SIMPKINS
THE SKYLARKS
JON & SONDRAL STEELE
GALE STORM
ERIC THORSEN
MEL TORME
MERLE TRAVIS
BEVERLY TYLER
MIGUELITO VALDEZ & ORCH.
SARAH VAUGHAN
THE WEAVERS
LAWRENCE WELK & ORCH.
TEX WILLIAMS & ORCH.
FRANK YANKOVIC
FLORIAN ZABACH

• Watch for our latest releases... featuring:
DUKE ELLINGTON, FRAN WARREN, RALPH FLANAGAN, DELTA RHYTHM BOYS,
APRIL STEVENS, POLLY BERGEN, JACK TEAGARDEN... with more to come!

SNADER HAS THE STATIONS!

SNADER TELESCRIPTIONS are seen in every important TV market from coast to coast. No TV product can boast a larger audience of Televiewers. More than 55 TV stations are televising SNADER TELESCRIPTIONS... and new stations are being added regularly!

WSB-TV—Atlanta
WMAR-TV—Baltimore
WNBK-TV—Binghamton
WAFM-TV—Birmingham
WTTV—Bloomington
WBZ—Boston
XELB-TV—Brownsville
WBT—Charlotte
WGN-TV—Chicago
WKRC-TV—Cincinnati
WNBK—Cleveland
WTVN—Columbus
WOC-TV—Davenport
WWJ-TV—Detroit
WICU-TV—Erie
WBAP-TV—Fort Worth
WFMY-TV—Greensboro
KPRC-TV—Houston
WSAZ-TV—Huntington
WFBM-TV—Indianapolis
WMBR-TV—Jacksonville
WJAC-TV—Johnstown
WDAF-TV—Kansas City
WGAL-TV—Lancaster
KHJ-TV—Los Angeles
KNBH—Los Angeles
WAVE-TV—Louisville
WMCT—Memphis

XHTV—Mexico City
WTVJ—Miami
WTMJ-TV—Milwaukee
WTCN-TV—Minneapolis
WDSU-TV—New Orleans
WABD-TV—New York City
WTAR-TV—Norfolk
WKY-TV—Oklahoma City
WOW-TV—Omaha
WFIL-TV—Philadelphia
KPHO-TV—Phoenix
WDTV—Pittsburgh
WJAR-TV—Providence
WHAM-TV—Rochester
KSD-TV—St. Louis
KDYL-TV—Salt Lake City
KEYL-TV—San Antonio
KFMB-TV—San Diego
KRON-TV—San Francisco
WRGB—Schenectady
KING-TV—Seattle
WSYR-TV—Syracuse
WSPD-TV—Toledo
KOTV—Tulsa
WKTU—Utica
WNBW—Washington
WDEL-TV—Wilmington

SNADER TELESCRIPTIONS CORP.

LOUIS D. SNADER, President

177 SOUTH BEVERLY DRIVE, BEVERLY HILLS, CALIFORNIA
Distributed by SNADER TELESCRIPTIONS SALES, INC.
LOS ANGELES • CHICAGO • NEW YORK • CLEVELAND • ATLANTA

WOR-TV TO AIR BROADWAY PLAYS

Past Hits Set for Five-a-Week Runs in 26-Week Series

PLANS for telecasting full-length Broadway dramatic successes and for keeping each one on for five consecutive nights have been announced by Theodore C. Streibert, president of WOR-TV New York.

The double-TV innovation of transferring the hit dramas from the stage to television without cutting their playing time and of telecasting each drama across the board from 7:30 to 9 p.m., Monday through Friday, will start April 14 with the telecasting of "The Trial of Mary Dugan."

The General Tire & Rubber Co. will sponsor the new five-a-week series, which is set for 26 weeks, Mr. Streibert said. The company is offering to share this sponsorship with one more concern and a couple of advertisers have expressed interest, he reported, adding that if no such deal is made, General Tire & Rubber will assume full sponsorship. D'Arcy Adv. Co., General Tire's agency, is handling the commercials to be used on the program.

Move is part of a general strengthening of the WOR-TV pro-

gram structure which has been under way since January when General Tire & Rubber Co. became major stockholder in General Tele-radio Inc., owner of WOR-AM-FM-TV. Mr. Streibert stated [B•T, Jan. 21]. He predicted that this new *Broadway TV Theatre* series, plus the station's telecasts of the home games of the Brooklyn Dodgers, starting April 12 with F & M Schaefer Brewing Co. and American Tobacco Co. (Lucky Strikes) as co-sponsors, will do much to make WOR-TV a favorite with New York area viewers.

Asked about conflicts of the dramatic telecasts and night baseball games, Mr. Streibert said the ball games would be given preference, but he noted there are only 22 night games on the Dodgers' 24-week baseball schedule, or less than one a week.

Warren Wade, head of Warren Wade Productions, which is building the new series and selling it to WOR-TV as a package, said the idea of using Broadway hit plays in uncut form is making possible the use on television of a number

of shows whose authors had refused to allow them to go on TV in condensed versions.

He and Mr. Streibert explained that the local production of the series also makes available to them plays which could not be procured for use on the TV networks as the latter have to resort to film to get their productions to non-interconnected affiliates. This rules out the use of plays in which film rights have been sold to motion picture producers.

A veteran actor-producer of the stage who has been in television since its early beginnings, with NBC-TV and WPIX (TV) New York, Mr. Wade said that the concept of using uncut stage shows in *Broadway TV Theatre* will permit him to operate on his favorite theory that the TV camera cannot entertain in itself, but is merely a new means of transmitting entertainment from studio to audience.

"If the story and the actors don't hold the audience, I've got nothing," he declared. But by selecting plays that were hits on Broadway and presenting them on TV as they were done on the stage, he is reasonably sure they'll be hits on TV, too, he said.

Mr. Wade said he plans to use well-known actors in his productions and to build up a TV repertory company, with many of the cast appearing week after week. While one show is being presented in the evening, the next week's play will be in rehearsal daytime, he said.

The opening play, "The Trial of Mary Dugan," will be followed by the comedy hit, "Three Men on a Horse," the second week, Mr. Wade said. He reported that he has enough shows lined up to more than fill the initial 26-week schedule.

See Good Reaction

Both he and Mr. Streibert were optimistic about the audience-building powers of repeated telecasts of the same program. If the show is good to begin with, they said, people will tell their friends about it and, for the first time in broadcasting, on a regular basis, those friends will have the opportunity to see what they missed the night before.

"Wednesday or Thursday or even Friday may well prove to be the top-rating night for the series," Mr. Streibert said. Mr. Wade noted that motion pictures have been repeated often on TV in the same market, apparently with good audiences each time, and that such special event telecasts as the Horse Show, put on for a solid week, built audience rather than lost it as the week progressed.

Mr. Streibert noted that WOR-TV can offer its 9 p.m. news program to sponsors with the promise of a new audience each evening in the week—claiming another TV first. He said the opportunity to reach virtually a new set of viewers each evening would be an advantage for many advertisers. The

10-minute newscast with John Wingate is now a sustainer.

Neither Mr. Streibert nor Mr. Wade would reveal the cost of the *Broadway TV Theatre* package to its sponsor, but Mr. Wade estimated that savings are inherent in the program formula. The original play-scripts eliminate the need for employing writers to adapt the plays for TV and TVA scale is lower for bit players when they are employed for five performances instead of a single show. This would enable him to put on a full week's schedule of five telecasts for no more and possibly less than a network would spend for a single dramatic telecast, it was pointed out.

Mr. Wade will supervise production of all the dramas with Richard Lukin as TV director and Robert Bolger as stage director.

'BIG PICTURE'

Aired by 72 Outlets

ARMY TV documentary film series, *The Big Picture*, is currently being telecast on 72 of the nation's 108 video outlets and has elicited enthusiastic response from station program managers everywhere.



Lt. Bruton

This has been acknowledged by the Public Information Office of the Military District of Washington. Lt. Carl E. Bruton, former producer-director at WTVJ (TV) Miami, Fla., and creator of *Big Picture*, has been engaged by MDW for a similar TV series in Washington, D. C.

The series originally was conceived as a "live" feature on WTOP-TV Washington and its high Pulse and Hooper ratings attracted the attention of the U. S. Army Dept.'s Radio-TV Section under Col. Ed Kirby, MDW said. The Army transferred the entire show—13 weeks of films and guests—to the sound stages of the Signal Corps Photo Center, New York, for distribution as a national film series. More than 60 TV stations initially carried the program [B•T, Feb. 11].

Lt. Bruton, who has remained as technical adviser for the production, is now producing two other TV shows for MDW in Washington—*Meet the Troops*, on WTOP-TV, and *The Blue Badge*, set to premiere over WTTG (TV) Washington. Lt. Bruton has drawn praise for his work from Army Secretary Frank Pace Jr. and Maj. Gen. Floyd L. Parks, chief of information, Dept. of Army.

TOTAL of 504 Screen Writer Guild members were employed by major, independent and television film producers as of Feb. 16, date of latest compilation, according to SWG announcements.

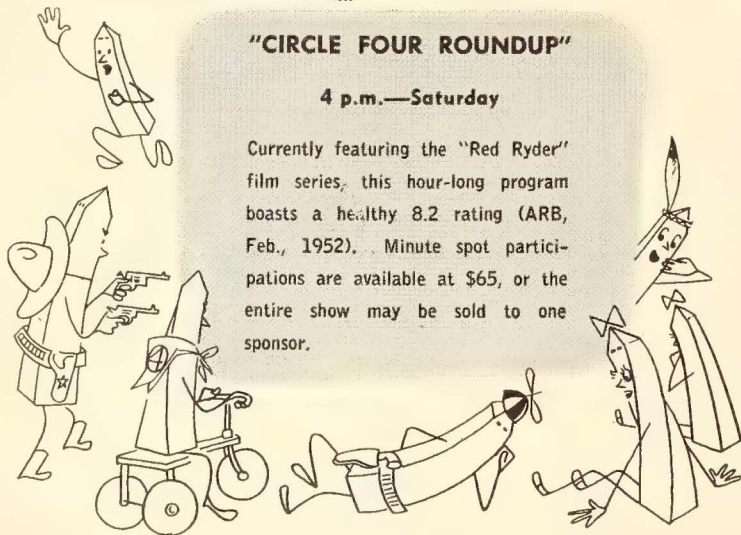
Washington Watches

Kid Shows

"CIRCLE FOUR ROUNDUP"

4 p.m.—Saturday

Currently featuring the "Red Ryder" film series, this hour-long program boasts a healthy 8.2 rating (ARB, Feb., 1952). Minute spot participations are available at \$65, or the entire show may be sold to one sponsor.



Watch Washington

Among all cities of over 50,000 population, Washington ranks seventh in total retail sales, sixth in drug store sales, eighth in apparel, tenth in food store and tenth in eating and drinking place sales . . . and you know how much kids can influence these purchases.

wnbw
Channel 4

NBC Television in Washington

Represented by NBC Spot Sales

Tested...Proved...

SPECIFIED by the nation's key network studios...

The Eastman 16mm Projector, Model 250



Here is a basic unit of station equipment whose dependability and versatility have been proven by over two years of trouble-free service in key network studios. And, with 16mm film now established as the prime ingredient of program and continuity structure, this fine instrument is being specified by engineering and programming staffs as an essential part of station equipment. Since a limited number are now available, check these five advantages with your staff today. For further information, fill out and mail the coupon, below.

1. **Amazing film steadiness** . . . through advanced-type geneva pull-down.
2. **Unexcelled sound reproduction** . . . through new optical and electronic engineering.
3. **Maximum over-all operating efficiency** . . . through simplified control system which can be connected to a remote control station.
4. **Unusual mosaic screen image brilliance** . . . through use of improved illumination (Kodak Television Ektar Lenses).
5. **"Still frame" operation** permitting commentary from "frozen" frame . . . through revolutionary new design.

Motion Picture Film Department

EASTMAN KODAK COMPANY, Rochester 4, N. Y.

East Coast Division
342 Madison Avenue
New York 17, N. Y.

Midwest Division
137 North Wabash Avenue
Chicago 2, Illinois

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

Eastman Kodak Company, 343 State Street, Rochester 4, N. Y., Department 8-3-1

Please send me more information about
Eastman 16mm Projector, Model 250, to address shown herewith.

NAME _____
COMPANY (TV STATION) _____
STREET _____
CITY _____ ZONE _____ STATE _____

BEVERAGES

BEER, pop, colas and similar beverages commonly thought of as hot-weather drinks are losing their seasonal status and becoming items of year-round consumption, to judge by the extent of their use of video advertising.

Comparison of the TV advertising of beer and soft drinks in the third and fourth quarters of 1951—the hot-weather months of July, August and September versus the considerably cooler time of October, November and December—as recorded in the *Rorabaugh Reports on Television Advertising* for those periods, shows:

● A total of 165 beer accounts used TV during the third quarter; a total of 159 during the fourth quarter. Six TV network accounts in the summer months dropped to five in the fall; spot beer campaigns stood at 131 and 125 while local beer advertising increased from 28 summer to 29 fall campaigns.

● Soft drink accounts on TV totaled 166 in the summer quarter, 160 in the fall. There were four network campaigns each quarter; spot stood at 37 campaigns in the summer to 29 in the fall; local soft drink advertising stepped up from 125 accounts the third quarter to 127 in the final quarter of the year.

While the use of TV by brewers and soft drink manufacturers fell off slightly with the end of hot weather, the vintners increased their TV advertising with the advent of cooler days. The fourth quarter records show 39 wine accounts for television against 22 for

Losing Seasonal Status, Advertising Indicates

★ the third quarter. There was one TV network wine account in each three-month period. Spot TV campaigns for wines rose from 16 during the summer to 26 in the fall. On the local level, wine TV campaigns increased from five to 12.

Total number of TV network, spot and local accounts for beer, wine and soft drinks was 353 during the third quarter, 358 during the final quarter of the year. The increase may be in the reporting rather than the actual volume of beverage advertising, as there were 105 TV stations reporting their advertisers to Rorabaugh the final quarter of 1951, compared with 101 stations reporting their third-quarter business.

Even so, there is no doubt that by and large the beverage industry is a good all-year customer of television.

MENTAL THERAPY

TV Aid Cited in Calif.

TELEVISION as a therapy for the treatment of patients in mental hospitals has been cited in a report prepared by Gov. Earl Warren's Council for the Rehabilitation of the Mentally Handicapped in California.

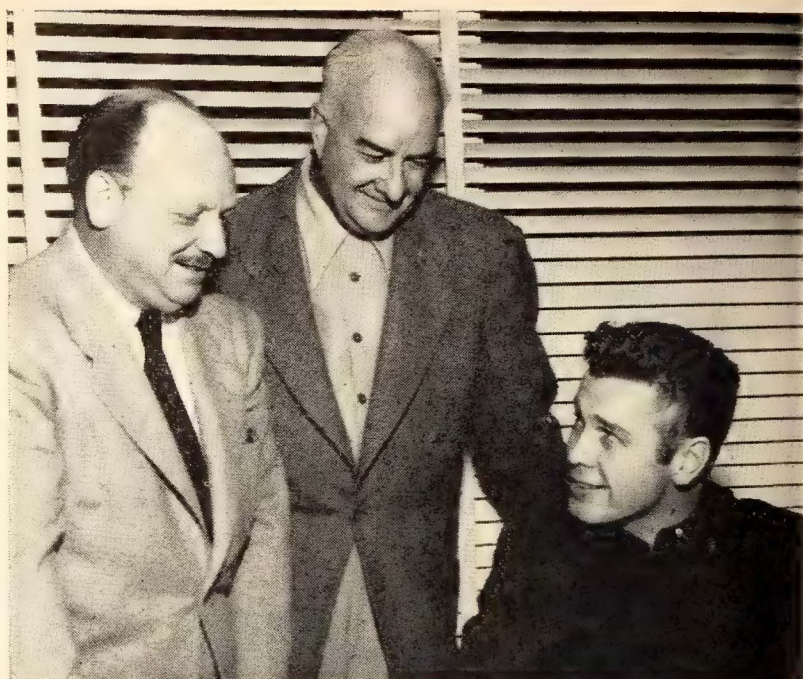
"The value of television in the mental hospitals seems to be two-fold—first as an entertainment and diversion and second, as a means of bringing the withdrawn patient into contact with reality," the report said. It singled out news programs, sports features and educational and factual telecasts.

The report touches on mental institutions in Patton and Modesto, Calif., pointing out that at present TV sets are donated by civic organizations, former patients or relatives. Adequate medical supervision over TV was recommended, however, "if it is to remain good therapy."

At Patton, patients who formerly were noisy became quiet and television acted "as a universal sedative every evening." Modesto reported similar results in a small boys' ward in which patients were unable to join other activities.

"A further value of television," the report added, "lies in its help in increasing 'socialization'—a valuable process in treatment of mental illness. Ward parties are starting at Patton where one ward invites one or two other wards to come and watch the programs with them."

RCA Victor Record Dept. will provide distributors with 50-second TV film commercials as part of promotion for contest to stimulate interest in children's records scheduled for two months beginning April 1.



SATISFACTION is written on all faces as Richard Crane (r) signs seven-year pact for TV film series, *Rocky Jones*, *Space Ranger*. Expressing approval are Jack Danov (l), general manager of *Space Ranger Enterprises*, and Guy V. Thayer Jr., vice president in charge of production for Roland Reed Productions, Culver City, Calif. Mr. Crane plays title role in science-fiction series produced by Roland Reed in collaboration with *Space Ranger Enterprises* as merchandising representative. Actor is expected to realize about \$1 million through *Rocky Jones* tieup.

TV Sets and Watches

REPORTS to the contrary, the fine jeweled watch you're wearing won't become magnetized by close exposure to a TV set. That is, not if it's equipped with anti-magnetic hairspring and mainspring and an escape wheel. That's the word from the Elgin National Watch Co., which made special laboratory tests. George Ensign, Elgin research director, said the magnetic field around a set is so slight it won't affect any modern watch at close range. Even the repairman needn't worry, he adds.

Film Damage Guide

EASTMAN KODAK CO., Rochester, has issued a 55-page booklet on "Common Causes of Damage to 35mm Release Prints." The booklet, a revised version of a 1945 issue, is offered, the company said, "as a means of helping laboratories, exchanges and theatres keep motion picture release prints in better condition and reduce losses..." Booklet may be obtained free of charge upon request to Kodak's Motion Picture Div., Rochester 4, N. Y.

BENEFITS OF FILM

Are Noted in Ross Poll

GROWING importance of film as a video programming mainstay was cited by nearly everyone participating in the third annual subscriber poll of *Ross Reports on Television*, industry newsletter. Respondents, about a third agency executives and also including network and package program firm officials and talent and publicity agents, saw film as a means of getting more polished productions and also as offering residual earnings through second-class sales.

Group picked *Studio One* as the "show I make a point of seeing," "show which stood up best over the years," "most astute showmanship" and for the "most effectively mounted productions" and its producer, Worthington Miner, was first choice among "producers especially deserving a kudo." Maria Riva, a frequent *Studio One* star, was picked as "an outstanding dramatic personality" and as "an outstanding discovery of 1951." The program also ranked high in other categories.

High costs of production and time were listed as the biggest obstacles for TV programmers, with a lifting of the freeze on new stations, which would reduce the cost-per-thousand-viewers, voted the "shot in the arm" most needed.

WOW-TV leads the way in Midwest Television

- ★ WOW-TV serves one of the fastest growing TV markets in the United States.
- ★ Every day an average of 125 families is added to the WOW-TV audience.
- ★ Present total now well over 123,000 sets!
- ★ Low-cost, high-rated participations now available.

Wire or telephone your nearest John Blair-TV office or Fred Ebener, Sales Manager.

Webster 3400

WOW-TV

Channel Six

A MEREDITH STATION

OMAHA

FRANK FOGARTY, General Manager

TV Station experience pays off for advertisers

television film productions

COMMERCIALS AND NEWS COVERAGE

611 S. WHEATLAND AVE. COLUMBUS 4, OHIO

"HEART OF THE TEST MARKET"

RICHARD ROBBINS—PRODUCER-DIR.



Federal

AND

GraybaR

DISPLAYING COMPLETE
STATION EQUIPMENT

AT
BOOTH 10
NARTB

Federal Television



Federal Telecommunication Laboratories, Inc.

an associate of the International Telephone and Telegraph Corp.
500 Washington Ave. Nutley, N. J.

Domestic Distributors: Graybar Electric Co., Inc.

Offices in 108 cities

Export Distributors: International Standard Electric Corp., 67 Broad St., N. Y.

Canadian Distributors: Federal Electric Manufacturing Co., Ltd., Montreal, P. Q.

COMMUNITY TV SYSTEMS

Hancock, Md., Begins; Palm Springs, Calif., Plans

TELEVISION viewers in Hancock, Md., last week could watch programs from Washington stations—100 miles away—through means of a community antenna and more than four miles of coaxial cable.

The signals are received on three antennas atop a hill near Hancock and piped into subscribers' homes by means of 22,500 ft. of coaxial cable. The system is operated by Community Television Inc.

Local sources said there was "a rush" of orders for television sets after the service was announced.

Another type of community TV

operation has been proposed for Palm Springs, Calif. An application filed with the FCC seeks permission to build an experimental television station.

75 Miles From L. A.

The proposed experimental station would be located about 75 miles from Los Angeles, would receive the signals from the seven Los Angeles TV outlets, and would amplify the signals, retransmitting them over the same channels that the stations operate on, but with only a few watts power.

Backers of the experimental

project are Jules J. Howard, president and director, Martin Lynn, treasurer and director, and June M. Howard, secretary and director of Howard-Yale Inc. Corporation was formed by Mr. Howard and Jules A. Yale, now deceased. Mr. Howard, principal stockholder of the firm, has been living in Palm Springs about two years. He is a former Los Angeles businessman.

Cost of the experimental station is estimated at \$17,600. Operation would cost about \$10,000 a year.

According to the application, the purpose of the station would be to develop and demonstrate a means of providing TV service to towns out of range of commercial TV stations and which are too small to support their own station.

Technically, the station would

consist of a highly directional receiving antenna located at the top of Howell Peak in the Santa Rosa Mountains, within line-of-sight of Mt. Wilson, "home" of several Los Angeles TV transmitters. A chain of amplifiers would build up the signals to a power level of one watt. A directional antenna would retransmit the signals of all seven outlets on the appropriate frequencies to the shielded valley in which Palm Spring lies. It is proposed to "scramble" or "code" the transmitted signals in such a way that they would be useless to the ordinary set owner. If the experimental program proves successful, and if the FCC grants authority for regular operation, the Palm Springs residents who want to receive the "coded" signals would subscribe to the Howard-Yale Inc. service. A decoding device would be attached to subscribers' sets.

Howard-Yale Plan

With the Howard-Yale system all TV stations could be received and presumably the fee paid would permit the subscriber to pick up any of the Los Angeles signals.

The method of billing subscribers was not disclosed in the Howard-Yale application, nor was a contemplated fee schedule included.

Palm Springs is in a "white" area—that is, it will not be able to receive satisfactory service from any television station, even though stations may operate with maximum power and full antenna height, according to the application. This is due to the location of the town in a deep valley. The Howard-Yale company analyzed the possibility of coaxial cable installations, but concluded that the program would be far too costly. They discussed the feasibility of a commercial UHF station for Palm Springs but decided the town could not support such a station.

The public would be told not to buy television sets during the experimental program the application said, and alluded to the likelihood of coding the signals for the experimental period to discourage anyone from buying sets.

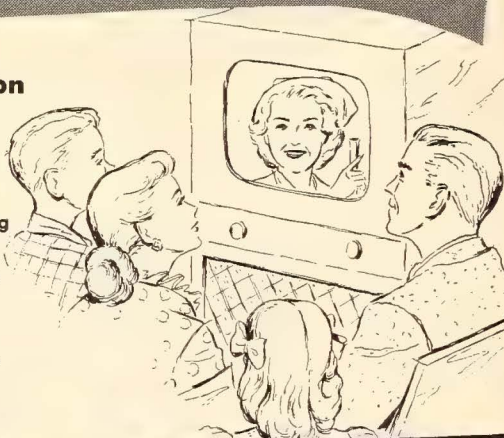
Rebroadcast Channels

Specifically, the station would receive and rebroadcast signals from channels 2, 4, 5, 7, 9, 11 and 13. The antenna height would be only 60 feet above ground, but several thousand feet above sea level. The ground would prevent feedback, according to the engineering statement filed with the application. The applicants said they had tried various experiments leading to the application, but had not integrated them. With FCC authority, the Howard-Yale firm can complete its program and determine the feasibility of expanding it to other towns in areas such as that in which Palm Springs is located.

TV Entertainment that SELLS!

Flexible TV programs with unlimited merchandising and sales promotion possibilities

Vogue Wright has already accumulated valuable and important experience in the rapidly changing TV entertainment field. Complete TV shows on film, built with specific emphasis on merchandising angles, are already demonstrating their "cash register effectiveness". For the advertiser with an experimental or low cost TV budget, Vogue Wright is the logical source for TV entertainment geared to selling goods. And Vogue Wright facilities are capable of turning out any TV assignment, including spots, shorts, and complete package shows.



2 Vogue Wright shows proving their SALES-ability!



"Your Visiting Nurse"
with Blanche Lynn
REGISTERED NURSE

Everyone gets sick at some time or other. Everyone is health-conscious. That's the idea behind this show: Having a registered nurse visit a TV audience and discuss their everyday family health problems. Many unique merchandising opportunities: Health charts, weight charts, etc. Available as a 5, 10 or 15 minute package.

"Dr. Fixum"
Household Hospital Show



Here's the nationally famous "coat hanger man", televised over WENR-TV for over 2½ years. Easy-to-follow hints that the handy-man-around-the-house can quickly adopt. Audience is 60% women, 40% men. Has an amazing sales record. Available as a 15 minute show, for national or local sponsorship.

TV Package Shows

TV Spots

TV Shorts

Motion Pictures

Slide Films



Vogue Wright Studios

DIVISION OF ELECTROGRAPHIC CORPORATION
232 E. ONTARIO ST. CHICAGO 11, ILLINOIS • PHONE WHITEHALL 4-0244

TERRIFIC!

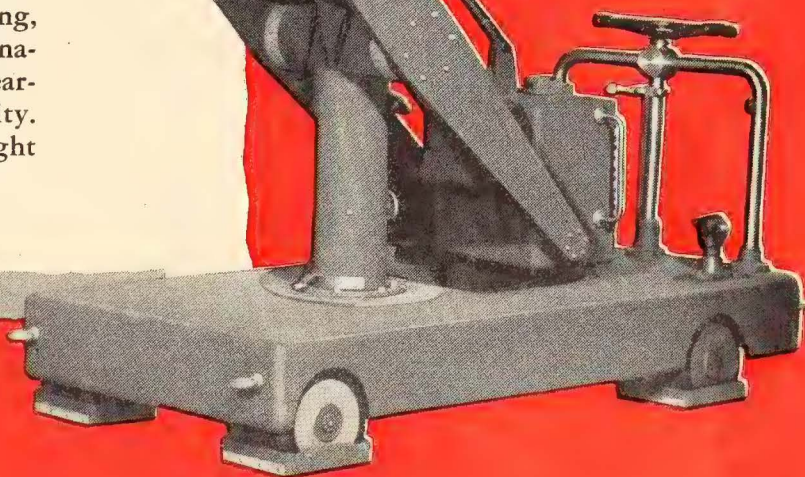
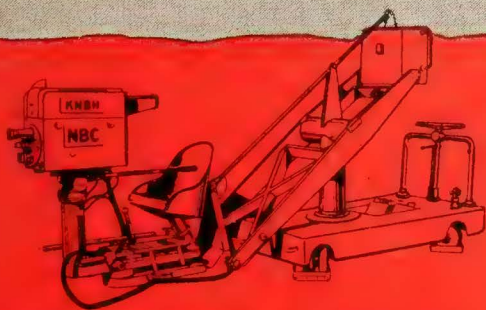


NEW TV CRANE

by

Houston-Fearless

Extreme versatility, maneuverability and ease of operation are combined in the new Houston-Fearless TV Crane, model TC-1. It provides new convenience and comfort for the cameraman. It allows continuous shooting while raising or lowering camera boom from 9'-6" (lens height) high to 3'-6" low, two types of smooth panning, steady rolling-dolly shots or any combination of these actions. High Houston-Fearless quality for complete dependability. This is the perfect answer for top-flight television showmanship.



Write for complete information on the new Houston-Fearless TV Crane, model TC-1 and other television studio equipment.

The
**HOUSTON
FEARLESS**
Corporation

• DEVELOPING MACHINES • COLOR PRINTERS • FRICTION HEADS
• COLOR DEVELOPERS • DOLLIES • TRIPODS • PRINTERS • CRANES

11807 W. OLYMPIC BLVD • LOS ANGELES 64, CALIF.

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

Service of UHF

(Continued from page 146)

to 4,000 times the power of a VHF station, with an average probably around 1,500 times.

This estimate compares the frequencies of 63 mc representing VHF and 630 mc representing UHF. The difference would be smaller if 200 mc of VHF had been compared with 500 mc of UHF, and greater if 50 mc had been compared with 900 mc.

Interpretation of Field Experience

In addition to those engineering estimates, there is the actual field experience of the present set owners, but if this experience is to be used, the differences between the conditions today and those to be expected should be well understood. The principal difference at VHF is the interference between stations. Today there is very little such interference. That interference will increase greatly as the number of stations increases. The only practical experiences in the UHF centers on the experiments at Bridgeport. There the conditions were in many respects different from those that will exist in commercial operation. The receivers were serviced and installed by picked personnel, undoubtedly far superior technically to the average serviceman likely to carry out this work in practice. The antennas were carefully located to provide the best picture. Well designed and tested antennas were used. The sets were properly aligned and tuned, and not left to drift for months or years as is common practice. The area was normally very poorly served from the New York City stations, so that viewers were indoctrinated with the need for elaborate antennas and careful installation. The average viewer considered a picture acceptable which might not be considered satisfactory in a more favored city. In other words conditions were favorable for the acceptance of relatively poor service and to produce the best service that the stations could provide.

More Power for UHF

To cover the competitive gap between the service at VHF and UHF the FCC is likely to permit 10 db more power for UHF than for low band VHF. Since UHF antennas seem likely to end up having some 7 db more gain than VHF, the UHF transmitter may require 3 db more power than the VHF to obtain the full competitive benefit that the FCC may allow. That is, it may require twice the power. In addition if the advan-

tage of 3 db given to UHF in the first item of the above table (for the transmitting antenna) is to be used, that will require doubling the power again. Part of the power increase over VHF may be achieved with more elaborate transmitting antennas but in any case if the UHF installations are to make full use of these advantages, their cost will be considerably increased.

After full advantage is taken of the possibility of radiating more power on UHF than on VHF, there will still be a difference of from 17 db to 26 db unfavorable to UHF, that is from 50 to 400 times in terms of power.

Comparison with Regular Broadcast Band

A comparison can be made as far as power is concerned, between the relation of UHF to VHF and the relation between the frequency extremes of the regular broadcast band. There are factors which prevent making the analogy between the two broadcast services as close as one might wish, yet it may provide a helpful picture. Most of us have a pretty good idea of the competitive situation between a station operating at 550 kc and one operating at 1600 kc. To produce the same signal at 30 miles at 1600 kc over fair terrain (Conductivity 6×10^{-14} e.m.u) requires about 100 times the power needed at 550 kc. That is about the same order as the ratio between UHF and VHF given above, (that is after the UHF station has made full use of the expected permission to radiate more power than the VHF station). The UHF station, however, will be considerably more expensive than the VHF, while the 1600 kc station will generally be cheaper than the 550 kc station because its antenna is smaller.

Can the UHF competitive picture be improved?

The question as to the possibility of improving the relative competitive picture between UHF and VHF is one that rouses a dormant instinct in me. My answer is yes!

I shall describe very briefly a scheme because I feel very certain that it is sound, but I will approach it from a somewhat different angle than it has been approached previously.

At UHF, a location which receives a poor signal at one frequency will generally receive a good signal at another frequency even if the two frequencies are transmitted from the same location. It was a very satisfying confirmation of theory to hear that this had been found in the Bridgeport experiments. If each viewer has a

choice of two frequencies for the same program, he will tune to the frequency which provides the best picture. His chances of finding the signals from both frequencies to be weak is very much reduced than if he has only one frequency to which to tune. The effective gain that results from the use of two frequencies can be estimated with a fair degree of accuracy. When the two frequencies are transmitted from the same location, the gain will be between 8 db and 11 db for a service based on 90% of the locations. That means that if a total of 100 kw were radiated, 50 kw on each of the two frequencies, the service rendered to 90% of the locations would be equivalent to the service rendered with radiated power on a single frequency between 600 kw and 1,200 kw. And that is obtained without causing more interference on each frequency than would be caused by 50 kw radiated. From a cost angle that is a remarkably cheap way of obtaining effective radiated power.

If the two frequencies, instead of being radiated from the same locations are separated several miles apart, the effective gain obtained without increase of actual transmitted power will be very much greater.

If the system is well engineered

the service could approach that provided by a VHF station of 100 kw. On flat terrain the gain will be considerable and will be even greater on hilly terrain. The system should also prove very helpful in serving large rural areas.

This seems an economical way of operating and of competing with VHF. If good engineering is the achievement of as much as possible for as little as possible, as I was taught at school, then this scheme which has been given the name of Polycasting seems to me good engineering.

The objection raised that to give two frequencies to an operator is wasteful of channels can be shown not to be generally valid, certainly not everywhere, because the decrease in interference due to the low radiated power will generally offset the loss due to the doubling up of the frequencies.

At this writing it is understood that the FCC will consider experimental operation of this system. There may be a great many places where it can be tried and applied to give needed service to the public and overcome the seemingly overwhelming competitive advantage of VHF.

Wilmotte's Technical Support

1. The Transmitting Antenna.

The transmitting antenna involves a number of complex technical and FCC problems. . . . Basically the FCC permits a certain amount of power to be radiated in the maximum direction. Today the maximum radiation is generally planned to be horizontal, but at UHF (because the beam can be made very narrow) it might with advantage be tilted slightly downwards. By that means at UHF the radiation horizontally might be less than the radiation in the direction of the maximum. If the FCC should be willing to recognize and approve such operation, careful engineering design may permit the signal in the maximum to be a few decibels greater than the maximum permitted by the FCC in the horizontal direction. This operation might give UHF an advantage over VHF. Although it will not affect the service beyond the horizon, an estimate of 3 db in favor of UHF is given here for the effect of this factor at the limit of the service area. This gain of 3 db is a generous estimate and will generally be available only by providing the necessary dollar investment in the antenna and transmitter to double the power radiated in the direction of maximum signal.

2. Shadows.

There is no great difference in the extent by which the signal intensity falls off with distance at different frequencies in these bands when the terrain is very smooth, but when there are hills the shadows they create are much deeper at UHF than at VHF. Unfortunately people tend to live in the valleys rather than on the hills, so that UHF suffers doubly. In a great many parts of the country UHF will

suffer a loss varying from 5 db to 15 db relative to VHF from this cause. That figure does not take the distribution of population into account. A figure of 8 db will be assigned against UHF for the effect of this factor.

3. Ghosts.

Buildings and hills reflect UHF waves much better than VHF, so that the signal will reach a receiving antenna more easily along an indirect path at UHF than it will at VHF. Ghosts will therefore be more prominent at VHF. A charge of 4 db seems reasonable against UHF for this effect.

4. The Seasons.

As stated previously, when a receiving antenna is installed in the best location on a house, that location is likely to deteriorate with time. The deterioration will be ten times as rapid at UHF than VHF (ten is the ratio of the wavelengths for the frequencies selected). A figure of 4 db is charged against UHF for this factor.

5. The Receiving Antenna.

A simple half-wave dipole antenna will pick up 20 db less signal at 630 mc than it will at 63 mc simply because it is one tenth the size. However, because it is small, it can be more readily multiplied to become more directional and incorporate considerable gain. As that is done, however, the effectiveness of the antenna becomes more and more limited to one station, unless several stations lie in the same direction.

At the boundary of the service area,

(Continued on page 168)



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TV SET SERVICE CLUB FORMED

Seeks to Do Away With 'Sins of Servicing'

TV SET-OWNERS who want reliable repair jobs at minimum prices can take out what amounts to club membership in Televideo Affiliates of America, according to working plans for the organization, described by president Earl L. Bunting. The plan is being installed currently in the metropolitan New York area.

Designed on a group basis similar to that of commercial monthly book clubs, Televideo Affiliates of America is keyed to erasing "sins of service" within the TV industry, Mr. Bunting said, and contains benefits for both the independent serviceman and the consumer. The idea has been tested during the past year with some 200 set-owners in New York and should be "fan-

tastically successful" on a full basis, he reports.

Mr. Bunting, who also is chief engineer for Bell Television, installer of master antenna systems, describes the plan as follows:

The customer pays an annual membership fee of \$15 and receives a service contract which, varying with the make and model of his TV set, will be priced within the range of service contracts offered by set manufacturers. The consumer is assured, however, that his service charges for the year will not exceed the contracted amount.

The consumer's set is immediately inspected by a TAA technician and the set-owner is given a \$4 kit, giving schematic and pictorial information for his partic-

ular set. The brochure also contains serviceman's information which lists the costs of parts for the particular set, gives hourly labor charges and sufficient information about the serviceman's job to allow the customer—after his set has been repaired—to make out his own bill. The consumer is further supplied with billing forms bearing his membership number, which, if he chooses, he may forward to TAA after each repair, receiving a 10% return on his succeeding year's membership cost in payment for doing his own billing.

If, after his set has been repaired, the consumer believes himself wronged, he may call TAA to have the service job checked by a TAA inspector. If he believes parts have been replaced needlessly, he may return the old parts to TAA for laboratory testing.

For each repair job, the customer pays time charges and material costs listed for his set.

Technical Support

(Continued from page 166)

and it is the boundary which must be considered when the size of the area is being discussed, viewers are usually willing to go to considerable expense in their antenna installation to improve their reception. Even at VHF it is common to see today antennas of considerable complexity. A good UHF antenna may have a gain over a dipole of 14 db and a good VHF antenna a gain of 8 db. Combining this advantage of UHF with the 20 db disadvantage due to size, there is left a loss of about 14 db for UHF compared with VHF.

6. The Transmission line in the home.

The loss in the line from the receiving antenna to the video set is greater for UHF than for VHF by an amount varying with the type of line and its length. In good installations it may vary from about 1.5 db to 4 db, or say about 2 db. This figure may improve with engineering development but may be worsened by poor installation work.

7. Set noise and interference.

The inherent noise in a set is at present 8 db to 20 db worse for UHF than for VHF. These figures will probably improve with improved set design. It is felt that a figure of 6 db against UHF is a conservative evaluation for this factor.

The limit of service, however, may not be caused by the set noise, it may be caused by interference from a nearby station on the same or an adjacent frequency. The strength of the interfering signal at UHF will be about 6 db greater than at VHF for similar interference conditions.

Whether the limitation is set noise or interference, UHF suffers relatively to VHF by about 6 db.

8. Man-made noise.

Man-made noise is appreciably less at UHF than at VHF. In cities it may be as much as 16 db lower, but at the boundaries of the service area, the advantage will be slight because in rural areas that source of interference is usually less than the internal noise of the set. To give UHF all reasonable consideration a figure of 8 db in favor of UHF is provided for this factor, although it may generally be expected to be zero. This figure can not properly be combined with the figure for set noise and interference at any one location unless it happens that the interference from these sources are of the same order of magnitude, but it can be combined to represent the statistical condition in which some of the sets are limited by set noise or interference, and others by man-made noise. As the number of stations increases and their power increases, as is likely to happen, if the pattern of the regular broadcast band is repeated, the limitation of service will more and more be due to interference of stations with each other rather than to noise. The combination of factors 7 and 8 will therefore tend to approach more and more the figure of 6 db against UHF.

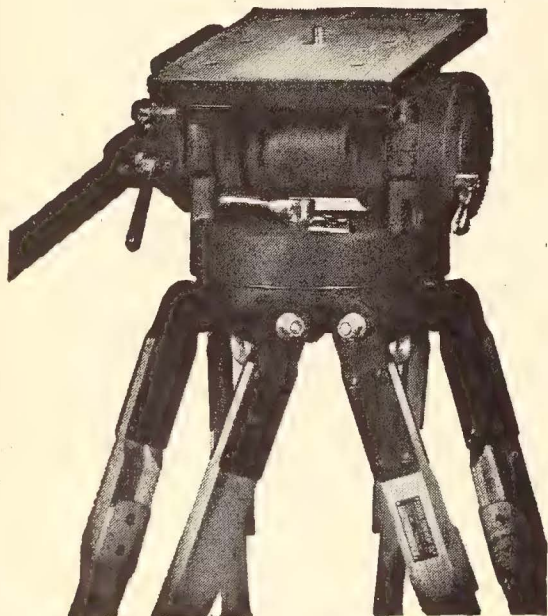
9. Drift and Tuning.

The stability of the tuning is worse at UHF than at VHF. The drift will probably be improved with time, but it is nevertheless likely that there will be a certain amount of decrease in signal due to drift, alignment, etc. A figure of 3 db is charged against UHF for this factor.

Floating Action!

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"BALANCED" TV TRIPOD

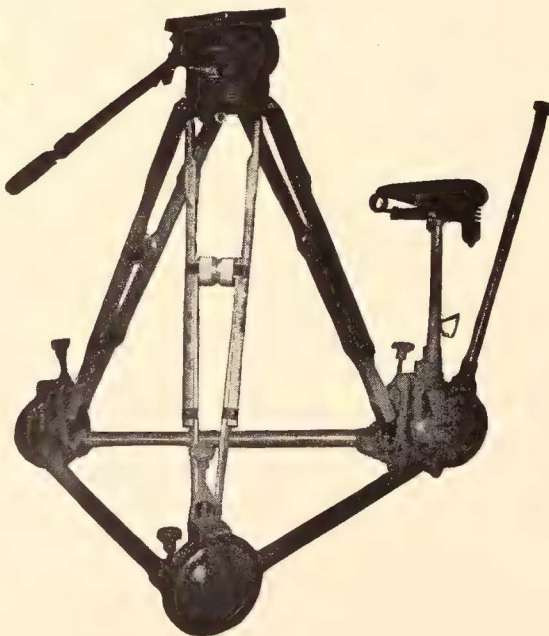


This tripod was engineered and designed expressly to meet all video camera requirements.

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

Below:

3 wheel portable dolly with balanced TV Tripod mounted.



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

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

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3% for Coverage

TELECASTING of congressional committee hearings was strongly advocated by the audience of DuMont's *Keep Posted* show. Following a recent discussion of the question, moderator Martha Rountree asked viewers to voice their opinions by writing WTTG (TV) Washington, DuMont outlet there. More than 1,300 letters resulted, network spokesmen reported, saying 98% favored TV coverage of hearings.

LOADING OF BOOKS

Hasn't Hurt—Bennett Cerf

BOOK SALES haven't been affected by television in spite of the views of some publishers. That is the opinion of Bennett Cerf, publisher of Modern Library and Random House, director of Pantheon Books, critic and humorist. "The only thing that TV has hit is the mystery and western fiction which you can get now by turning your set." Mr. Cerf, combining a West Coast vacation with a few lecture appearances, said at a press conference he feels there is no real conflict. "Readers of good books still read good books, television or television," he declared. "There are only about a million people in the United States who read books regularly anyway. There is a fringe of about 15 million who read one or two books a year. The television viewers seem to be made up mostly of the rest of the population," he concluded.

FIGHTS WIN VOTE

In WICU (TV) Balloting

FIGHTS have scored a knock-out over drama as television fare in Dayton, Pa. Edward Lamb, owner of WICU (TV) there and publisher of the *Dayton Dispatch*, carried the controversy between TV Columnist Al Haratine and Sports Editor John Driscoll to the town's 135,000 residents. They were asked which they preferred—boxing or theater—on Wednesday nights. After ballots were printed in newspaper three days, an outside party tabulated the results and mailed them for release at exactly 5 p.m. Wednesday—sign-on time for the Pabst Blue Ribbon fight series (CBS-TV) or for *Celanese Theatre*, which runs alternate weeks with *Pulitzer Prize Plays* (ABC-TV). Engineers at the last minute switched in the fights, which out-drew the plays 11,000 to about 200 with more than 10% of the population voting. Pabst Sales Co., Chicago, says in similar contests its sports defeated drama in Dayton and Toledo.

NBC HANDBOOK

Staging Guide Revised

NEW EDITION of *Operation Backstage*, staging services handbook first put out in 1948, is being circulated by NBC television network to department personnel, affiliated stations, advertising agency producers and to universities, libraries and foreign broadcasters who have requested copies.

The 80-page booklet has articles and extensive illustrations on production services, studio staging equipment, staging facilities, live commercial production and production notes, plus bibliography.

Prepared under the direction of Robert J. Wade, executive coordinator of production development, the text follows progressive staging operations through a seven-day week, from initial planning to on-the-air telecasts, indicating how personnel is assigned and why different studios require specific equipment.

Economies Outlined

Major portion of the handbook concentrates on production planning of immediate interest to station management, with suggestions for short-cuts, staff consolidations and various economies.

Operation Backstage has been translated into French, Spanish and Portuguese and is currently listed as required reading for graduate students in television courses at Columbia, Boston and Syracuse universities, NBC reported.

Peerless List Grows

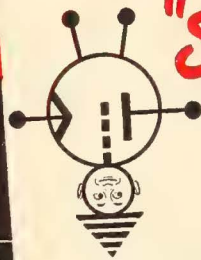
NUMBER of stations now carrying Peerless Television Productions' package of 26 films has been increased to 13 with addition of KPRC-TV Houston, WJBK-TV Detroit and WNBW (TV) Washington, Vice President George T. Shupert has announced. Other stations receiving such Peerless films as *Count of Monte Cristo*, *T-Men* and *Last of the Mohicans* include KTTV (TV) Los Angeles, KRON-TV San Francisco, KSL-TV Salt Lake City, WHIO-TV Dayton, WNBQ (TV) Chicago, WSB-TV Atlanta, WXEL (TV) Cleveland, WFIL-TV Philadelphia, WTMJ-TV Milwaukee and WCBS-TV New York.

Advisory Group

FORMATION of an Educational Television Advisory Committee to consult with educational institutions has been announced by WJAR-TV Providence, R. I. Committee will be headed by Dr. Michael C. Walsh, education director for the state of Rhode Island, and recommend an overall continuity for the series. Group also will suggest which schools might best handle various phases of the project. The 13-man committee also will aid the station in educational programming.



The tube that
"Stands on its head"



Stands on its head, electrically speaking, because its grid-flange construction permits grounded-grid operation with effective isolation of input and output circuits. Benefits: simplified circuitry, lower lead inductance, and more stable operation.

Grid-flange construction—an RCA development—opened a new era in vhf operation. The 5762 is one example of this design. The tube features a very efficient plate radiator that requires less than half the air flow previously needed for a tube with the same power rating. It runs cooler—offers substantial operating economy.*

There's an RCA Tube Distributor just around the corner from your station. For fast, friendly service—call him!

*RCA-5762 can be used, with FCC approval, as a direct replacement for the 7C24 in FM transmitters BTF-1C, BTF-3B, and BTF-10B. See details in Tube Tips, June 1951.



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WAJL (FM) IS GIFT To U. of Michigan Div.

WAJL (FM) Flint, Mich., Transit
Radio outlet, has been presented as
a gift to the Broadcasting Service
of the U. of Michigan, it has been

announced from Ann Arbor. WAJL
has been licensed to Advertisers
Press Inc. of Flint since 1948, oper-
ating on 107.1 mc with 400 w
effective radiated power.

In addition to the facility, the
entire physical plant was turned
over in the gift. Waldo Abbot,
director of broadcasting at the uni-
versity and an exponent of FM pro-
gramming, plans to operate WAJL
by remote control from the campus,
which is some 60 miles distant.
Michigan U's current station is
WUOM (FM) with 44 kw just

reaching the fringes of the Flint
district, according to the univer-
sity.

The university plan, that was
laid before FCC, envisions a re-
mote operation involving a receiver
at Flint constantly tuned to
WUOM's signal. A detector unit,
incorporated in the receiver, re-
sponds to a supersonic signal
briefly placed on the WUOM car-
rier wave, which in turn kicks in
two one-minute relays and puts the
station on the air.

At present, the university ex-

pects to use WAJL as its rela-
point for all U. of Michigan pro-
grams, with operations schedule
to start as soon as the transfer of
license is FCC-approved.

MONSANTO CHEMICAL Co., Boston
compiled 48 of New England's best
known college songs for publication
under title "Selected Songs from New
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Conn., from those sung by college glee
clubs on company's weekly radio pro-
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Payable in advance. Checks and money orders only.

Situations Wanted 20¢ per word—\$2.00 minimum • Help Wanted 25¢ per word—\$2.00 minimum

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No charge for blind box number. Send box replies to
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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 • TELECASTING expressly repudiates any liability or responsibility for their custody or return.

Help Wanted

Salesmen

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

If you think sales, breathe sales, sell sales, you're the man for us. Salary plus commission. Texas ABC station. Box 563M, BROADCASTING • TELECASTING.

Remarkable opportunity for advancement if you can sell, write copy and do some announcing. Virginia station wants experienced man immediately. Seventy-five dollars weekly to start. Box 576M, BROADCASTING • TELECASTING.

Can you pitch sports? Progressive station in midwest market, 250,000 population, four stations, needs salesman who is now selling sports, likes sports, lives sports and knows how to sell sports. No restricted accounts. Volume such that \$8,000 to \$12,000 per year could be earned. Salary and commission. Year around sports schedule, afternoon and night. If at convention, leave name at Superior 7-8177, or write Box 652M, BROADCASTING • TELECASTING.

Salesman with first class license. Good voice. Experience necessary. Salary, expense, commission. Excellent possibilities. Mail complete details. KCOG, Centerville, Iowa.

0,000 watt AM, needs topflight salesman working protected accounts, in a friendly and easy to live in south Texas market. Write K-SOX, Harlingen, Texas.

Albuquerque is wide open for a good salesman. Unlimited opportunity. Delightful climate. Gracious living. Experienced salesmen send complete details including background and references to Keith Tye, KVER, Albuquerque, New Mexico.

Salesman—One who is capable of selling new accounts and keeping old ones. Must be able to sell ideas and time. Straight salary, pension plan, paid life and hospitalization insurance, paid vacation. Give qualifications and references first letter. Write Sales Manager, VJEF, Pantlind Hotel, Grand Rapids, Michigan.

Announcers

Newsman, college graduate, must know how to gather, write and read local news. Work in two-man news operation of indie in two station market New England coast. Send tape and salary requirements. Box 631M, BROADCASTING • TELECASTING.

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 • TELECASTING.

Wanted—Combination announcer-engineer, salary \$100.00 per week—North central major network station. Box 71M, BROADCASTING • TELECASTING.

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

Experienced announcer by Rocky Mountain area network station. Send all particulars, audition record and salary requirement first letter. Box 99M, BROADCASTING • TELECASTING.

Help Wanted (Cont'd)

Combination announcer-engineer, 1st phone, needed for opening at north-eastern station. This will be a permanent position for the right man, who can handle all kinds of programs capably. Starting salary \$300 per month. Regular pay increases. Rush full details. Box 504M, BROADCASTING • TELECASTING.

Immediate opening for strong night announcer with network affiliate. Pay dependent on ability. Box 536M, BROADCASTING • TELECASTING.

Announcer-engineer first class ticket, \$65.00 to start. Southern network station. Opening immediate. Box 571M, BROADCASTING • TELECASTING.

Fulltime kilowatt independent in north-eastern market of 300,000 wants a morning man who can air and sell top morning show. Full details and disc. Box 628M, BROADCASTING • TELECASTING.

Experienced news writer-announcer, midwest NBC affiliate. Must be able to gather, edit and present news. Send tape, photo, experience, references. Box 619M, BROADCASTING • TELECASTING.

Announcer with ticket, good voice, production knowledge, good pitch with friendly, distinctive selling power. Position is permanent and in Pacific northwest. Beginning pay is \$105.00 per week with increases in proportion to cooperation. No ceiling with this organization. Personal interview preferred. Box 620M, BROADCASTING • TELECASTING.

Need good all-round staff announcer capable of doing authoritative play-by-play basketball plus two saleable evening sports commentaries. Salary \$70 plus talent on sports. Fine independent New England coast. Send disc or tape. Box 630M, BROADCASTING • TELECASTING.

Hillbilly and commercial man. Southwest NBC regional wants early morning hillbilly jockey and MC who can also do acceptable straight commercial. 40 hours. TV minded. Send detailed letter, photo and versatile tape or disc. Box 639M, BROADCASTING • TELECASTING.

Wanted: Announcer-salesman for ABC affiliate situated in the Rockies, serving an expanding oil city. Good opportunity for right man. Send tape or disc, photo, references all in first letter. Box 647M, BROADCASTING • TELECASTING.

If you have had six months announcing experience, we can use you. Western New York station in need of announcer who wants permanent job with chance for advancement. Complete details first letter. Box 662M, BROADCASTING • TELECASTING.

Experienced announcer with all-round ability for western Pennsylvania daytimer to do some copy and other work in small town station. Sixty dollars to start. Box 668M, BROADCASTING • TELECASTING.

Experienced announcer for KCFH, Cuero, Texas. Network station. Forty hours at \$65.00. Please send references and audition disc.

Local news editor must have college and journalism background. Gather, write and broadcast local news. Up to \$275.00 monthly to start. Contact Radio Station KCOW, Alliance, Nebraska.

KGBC, Galveston, Texas needs combination announcer-engineer. Position permanent. Independent station, number one in market and prosperous. Working conditions excellent. Salary open. If interested call collect, Jim Bradner, KGBC, Galveston.

Wanted: Combination announcer-engineer by fulltime Mutual affiliate. 40 hour week, \$65.00 to start. 75 miles from Glacier Park, good hunting and fishing. Forward audition tape. KTYI, Box 185, Shelby, Montana.

Help Wanted (Cont'd)

Immediate opening for good, experi-enced commercial announcer. Send audition and references to Chief Announcer, KMBC, Kansas City, Missouri.

Two announcers. Only those sending audition, photo, will be considered. KSCB, Liberal, Kansas.

Wanted: Four hours daily, combination first class operator. Emphasis on announcing. WBNL, Boonville, Indiana.

Opening soon for staff announcer. Send tape, photo. WFIN, Findlay, Ohio.

WGCM, Gulfport, Mississippi, has open-ing for experienced announcer.

Announcer, \$65 to start, advancement, congenial small staff, owner-manager, good living conditions, profitable network station, send tape, picture, background, WKUL, Cullman, Alabama.

Combo, announcer - engineer, first phone. Announcing ability, permanency most important. Start \$70.00 with advancement for energetic, cooperative man. Air mail disc or tape and complete information Manager, WLEX, Lexington, Kentucky.

Staff announcer wanted. Good place for family man. Must have car, operate turntables. Prefer someone with independent station experience. Send audition, details, to WPIC, Sharon, Pa.

Announcer-engineer wanted by inde-pendent daytimer. Seventy-five dollars to start for experienced man. Wire or phone, collect, Manager, WVSC, Somerset, Penna.

GC opening its fourth station soon. Need 3 combo men. 1st phone. Emphasis on announcing. Above average pay. Send audition disc and application to Gila Broadcasting Company, Box 669, Safford, Arizona.

Technical

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 • TELECASTING.

First class engineer wanted by 1000 watt AM independent near Chicago where you will enjoy living and working. Personal interview necessary. Box 577M, BROADCASTING • TELECASTING.

Engineer for 5 kw network in south. Must be experienced control operation and maintenance. \$80 for 5-day forty hour week. Send full information first letter with photograph and sample of handwriting. Box 587M, BROADCASTING • TELECASTING.

Pittsburgh area: Immediate opening. Permanent. First class engineer. Must have car. Transmitter work only. 250 watt non-directional daytime AM (RCA) and 1 kw FM (Westinghouse). 30 miles from Pgh. Transmitter one mile from downtown. Good living conditions. Friendly staff of 12. \$53 for a five day, forty hour week. Paid vacation. One week this year. Two weeks next year. Considering small local TV but can't promise. Box 636M, BROADCASTING • TELECASTING.

Chief engineer. Take complete charge 1 kw directional. Ability governs advancement. Combo experience with good voice desirable but not absolutely necessary. Rush all information. Box 663M, BROADCASTING • TELECASTING.

Opening for 1st ticket engineer; experi-ence not necessary; start \$1.00 an hour. 8 hours overtime at time and half guaranteed. Regular increases commensurate with ability and willingness to work. Well equipped plant in Ohio, good working conditions, paid vacations, car necessary. Box 672M, BROADCASTING • TELECASTING.

First class license holder. Transmitter only. \$46.00 for 44 hours. Box 677M, BROADCASTING • TELECASTING.

Help Wanted (Cont'd)

Control operator, first class license. \$55 a week to start. Send photo, references to KBIX, Muskogee, Oklahoma.

First class engineer-announcer. Progressive small city, good schools, College, permanent. KIRX, Kirksville, Missouri.

Chief engineer: Attractive proposition in Hawaii for experienced small station chief engineer capable of doing limited shift as combination man. Send full details, references and audition tape by air mail. KMVI, Wailuku, Maui, T. H.

Arizona NBC affiliate needs chief en-gineer. Maintenance ability essential, some writing and announcing preferred. No floaters. Want young, dependable man to join four station company with good future. Telephone KWWB, Globe, Arizona, or mail tape and full qualifications.

Wanted, engineer first phone, experi-ence unnecessary, WATG FM-AM, Ashland, Ohio.

First class engineer or announcer-en-gineer, immediate opening, WBHP, Huntsville, Alabama.

First class operator. \$50 for 40 hours—\$55 after 4 months. One week paid vacation. Guaranteed overtime will earn you \$60-\$70 per week. Car essential. Contact Chief Engineer, WCOJ, Coatesville, Penna.

Engineer wanted. No experience neces-sary. Good pay. Great opportunity for right man. Apply WFLB, Fayetteville, North Carolina. All applications answered.

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

Wanted—Engineer, first phone, experi-ence unnecessary, WLOK, Lima, Ohio.

Illinois kilowatt wants first class en-gineer with announcing ability. Require personal interview. WKAN, Kankakee, Ill.

Engineer, 1st phone, experience unnec-essary, permanent, \$50.00 forty hours, overtime, car required. WPAG, Ann Arbor, Michigan.

Engineer needed, no experience neces-sary, immediate opening, WREL, Lexington, Virginia.

Chief engineer. We want a practical man, to direct others, take a trick himself. Good salary to start, immediate recognition for ability to deliver. Also need transmitter engineer. Apply WXGI, Richmond, Virginia.

Wanted immediately, licensed en-gineer-announcer. WWNS, Statesboro, Georgia.

Television

Salesmen

Time salesman for television station in southeast. Old established outfit. TV experience desirable but not necessary. If you're a radio or newspaper salesman who thinks and will work diligently you can sell TV. Character and references must be tops to be member of our staff. If interested please give complete history of yourself and your sales experience. Every detail is important to us. We want the man who wants to work with us and become a citizen of our fine and growing city. Excellent climate, schools, churches, cultural atmosphere, college. \$100 weekly and commission. We want our account executives to make \$6500 and up. Send small photo. Box 528M, BROADCASTING • TELECASTING.

Production-Programming, Others

TV traffic and continuity directors needed. One person departments. Radio station experience required. Progressive midwest TV station. Box 629M, BROADCASTING • TELECASTING.

Situations Wanted

Managerial

General-commercial manager. Over 20 years experience, 2 years of television. Capable of handling management, sales and programming. Best of reference. Box 544M, BROADCASTING • TELECASTING.

Situations Wanted (Cont'd)

Attention southern station owners. Two young men, general manager and chief engineer want to operate southern station, hard workers. Can take complete charge. Need only working interest, or chance to buy in. Box 625M, BROADCASTING • TELECASTING.

General-Commercial manager, successful trainer of sales personnel; independent experience, young, aggressive. \$10,800 start. Box 626M, BROADCASTING • TELECASTING.

Manager, 16 years experience all phases broadcasting, with present employer 5 years, family man in thirties, desires western location. Box 632M, BROADCASTING • TELECASTING.

Manager, available soon. Know all angles. Like to work. Prefer southwest or west. Dependable, guarantee results. Box 640M, BROADCASTING • TELECASTING.

Station manager: Experienced in all phases. Believe in high standards, sensible budgets and sales push. Have succeeded where others failed. Sober family man willing to locate anywhere. Box 682M, BROADCASTING • TELECASTING.

Manager-salesman. 14 years experience, all phases broadcasting, 1 year television. Top references, proven record. Prefer midwest or southwest. 39, married. Contact Marvin Hull, KWFC, Hot Springs, Arkansas.

Announcers

Sportscaster, baseball, football. Boxing a specialty. 2 years experience. Single. Box 478M, BROADCASTING • TELECASTING.

Girl, versatile, experienced DJ, women's and kiddies shows and on-camera TV commercials, seeks announcing position with progressive station. Box 554M, BROADCASTING • TELECASTING.

Genuine newsman—background, experience and demonstrably saleable delivery, now doing news—and wants strictly news job. Details and disc on request to Box 568M, BROADCASTING • TELECASTING.

Saturated sportscaster. 3 years experience play-by-play all sports. 27, married, currently employed in midwest kilowatt which has dropped baseball. College grad, vet. Will travel for right deal. Box 616M, BROADCASTING • TELECASTING.

Announcer, experienced, reliable, Navy vet, single, 24. DJ, news. Prefer 100 mile radius N.Y.C. Disc upon request. Salary no obstacle. Box 617M, BROADCASTING • TELECASTING.

Announcer, married, draft exempt. Presently employed. Northeast preferred. Audition on request. Box 618M, BROADCASTING • TELECASTING.

Sportscaster, limited experience, all play-by-play, single, veteran, travel anywhere, two years college, prefer mid or southwest. Box 621M, BROADCASTING • TELECASTING.

Announcer-engineer, good announcing, vet. 18 months experience, all phases. Will go anywhere, have car. Disc on request. Box 623M, BROADCASTING • TELECASTING.

Experienced announcer, disc jockey, news, play-by-play sportscaster. Control board operator. Can also sell. Draft exempt. Disc, data, photo. Box 624M, BROADCASTING • TELECASTING.

Announcer, 2 years college speech major and SRT grad. Would like position in Michigan. Box 645M, BROADCASTING • TELECASTING.

Announcer - sportscaster, experienced baseball, basketball, football, MC, DJ, news and staff net and independent. Family man, 30, with 1st phone. Friendly style, ambitious, draft exempt. Box 649M, BROADCASTING • TELECASTING.

Hillbilly, radio school grad. 26, employed staff announcer wants change to hillbilly disc jockey, prefer south. 15 months experience as staff. Play fiddle, guitar, can MC hillbilly unit. Box 650M, BROADCASTING • TELECASTING.

Experienced announcer. Top emcee and sports. Wish to locate west or southwest. Tape available immediately. Box 651M, BROADCASTING • TELECASTING.

Situations Wanted (Cont'd)

Experienced announcer, 3 years, news-casting, deejay, narration. Prefer northeast, consider midwest. College graduate, single, 26. Available immediately. Tape, photo on request. Box 655M, BROADCASTING • TELECASTING.

Versatile! Announcing, control board operation, news, disc jockey, anything you need! Graduate radio TV school. Will travel. Box 656M, BROADCASTING • TELECASTING.

Announcer: News, DJ, console, also good on copy. Disc speaks for me. Box 657M, BROADCASTING • TELECASTING.

Graduate broadcasting school. Good knowledge DJ, news-casting, CBO, announcing work. Will travel. Eastern states preferred. Box 658M, BROADCASTING • TELECASTING.

Announcer: News-DJ, sports, CBO. Draft exempt. Will travel anywhere, graduate radio & TV school. Box 659M, BROADCASTING • TELECASTING.

Versatile: Knowledge announcing, CBO, news, DJ and commercials, graduate radio and TV school. Will travel anywhere in U. S. Write. Box 660M, BROADCASTING • TELECASTING.

2 jobs for the price of one! Radio-TV announcer and program man will set up your TV while on radio payroll. Write: Box 661M, BROADCASTING • TELECASTING.

Announcer-engineer, 3 years. Sports, disc, news, talent shows. Prefer northeast. Box 667M, BROADCASTING • TELECASTING.

News, thoroughly qualified newscaster, over ten years experience rewriting, broadcasting wire news, gathering local news. Clear, distinctive voice. College grad, veteran. 5000 watt or larger. Starting base salary \$100 week. Can supervise news department. Tape and full details available. Box 674M, BROADCASTING • TELECASTING.

Announcer, newscaster. Excellent news, selling experience with good selling voice. Pleasing personality. Strong ad lib, innovation in DJ, creative ability. MC work, acting and singing, copy. Worked board. Fine references. Will relocate. Box 675M, BROADCASTING • TELECASTING.

Announcer, DJ, thorough knowledge of music. Interested in news coverage. Like leg work. Program ideas. Veteran. Single. Tape. Box 678M, BROADCASTING • TELECASTING.

One year experience upper midwest. Presently employed. Graduate of radio school. Two years college. Married, draft exempt. Box 681M, BROADCASTING • TELECASTING.

Vet, age 30, family, 5 years radio; announcer, program director, news, etc. Voice that sells. Now working on license. Colorado or surrounding states preferred. Tape available. Routh 2, Box 221, Greeley, Colorado.

Announcer - sportscaster, newscaster, versatile disc jockey, control board operator. Age 27, single, veteran, draft exempt. Sonny Dima, 171 Skillman Street, Brooklyn 5, New York. Ulster 2-9490.

Announcer, good voice, draft exempt. Write, wire Marty Ladd, 26-11 25th St., Long Island City 2, New York.

Announcer-newscaster-salesman, age 45, single, good education, limited experience. Prefer middlewest. John Lewis, 9 Warner Plaza, Kansas City, Mo., phone: Linwood 1440.

Experienced announcer, continuity writer, staff pianist. Excellent references. Available immediately. Charles Lord, 110 Noble, Rice Lake, Wisconsin.

Announcer, graduate SRT, Chicago. Strong on DJ, news, commercials. Operate console. Disc, photo available on request. Draft exempt, single. Write Bob Lyndell, 4862 N. W. Highway, Chicago, Illinois.

Announcers trained and capable in staff work operate board. Also play-by-play men. Pathfinder, 1222-A Oak St., Kansas City, Missouri.

Announcer—All phases but sport specialist. Desires permanency, opportunity, 4 years AA baseball, college, prep sports. 29, family, college. George Taylor, 1106 N. W. 7th Terrace, Fort Lauderdale, Florida, phone 5589.

Technical

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

Situations Wanted (Cont'd)

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

First phone with 2 years experience in AM & FM. Studio or transmitter. Now employed. Draft exempt. Prefer midwest. Box 582M, BROADCASTING • TELECASTING.

Engineer, 1st phone. No announcing. 1½ years experience AM-FM. Box 598M, BROADCASTING • TELECASTING.

Not scared of overtime. Just want good guarantee. Chief engineer-announcer. Box 635M, BROADCASTING • TELECASTING.

D. A. V. Looking for permanent position as chief 250 or 1 kw. All replies answered. 9 months as chief 250. Box 641M, BROADCASTING • TELECASTING.

Chief engineer, 2½ years experience, 1 year with directional array, married, draft exempted and no drifter, age 24. Looking for permanent position. Mid south preferred. Box 653M, BROADCASTING • TELECASTING.

Vet, married, 1st phone. 4½ years experienced at the same AM-FM transmitter. Desires position in Florida. Box 665M, BROADCASTING • TELECASTING.

Radio-telephone, 1st class. Willing to learn. Announcing. Eastern seaboard preferred. Box 666M, BROADCASTING • TELECASTING.

3½ years experience, 3 as chief small network station. 24, single, vet, car. North-east or north-central. Box 669M, BROADCASTING • TELECASTING.

Vet, draft exempt, available immediately. Sports director four years, experience all phases of sport. Will travel and sell. Send full details first letter. Contact Bob French, 8817 Houston, Chicago 17, Illinois, phone Bayport 1-3694.

Engineer-announcer, three years experience. Veteran. Write Clyde McPherson, Route 4, Aberdeen, Mississippi.

1st phone, car, veteran, commercial and amateur radio experience. Available immediately. All inquiries answered. I. Sinofsky, 5638½ Sunset Blvd., Hollywood 38, Calif.

Production-Programming, Others

News editor eastern regional. Seeks advancement. Newscaster, reporter, newspaper background. NARND. Box 524M, BROADCASTING • TELECASTING.

College graduate, veteran, 27, single, looking for writing experience (copy or dramatic) with west or far west radio station. Box 634M, BROADCASTING • TELECASTING.

Copy, continuity writer, young man, creative, veteran, married, some experience campus radio station, free lance writing, M. A. English. Any location. Box 670M, BROADCASTING • TELECASTING.

Combination news, sales, continuity, suitable for small station Ohio, Indiana or Illinois. Good general experience. Will arrange personal interview anywhere in these states. Box 674M, BROADCASTING • TELECASTING.

Continuity writer, woman. Experienced radio scripts, seeks position station. Any location. Box 676M, BROADCASTING • TELECASTING.

Television

Managerial

Thoroughly experienced all phases AM-TV. Presently with major network station. Desire opportunity to help build and take over AM or TV operation. Can show many time and money saving proven plans. Will be at NARTB Convention. Box 491M, BROADCASTING • TELECASTING.

Salesmen

Experienced salesman-announcer. Good sales record. Hold first phone license. Prefer TV. Box 646M, BROADCASTING • TELECASTING.

Situations Wanted (Cont'd)

Announcers

Experienced in TV-AM. Announcing, directing and production. Some technical. Sports a specialty. Presently with major TV station. Desire position with progressive TV operation. Will arrange personal interview. Box 627M, BROADCASTING • TELECASTING.

Production-Programming, Others

Television studio apprentice wants to join your organization. Experience and knowledge in music, theatre, photography. Box 559M, BROADCASTING • TELECASTING.

Creative TV cameraman. Experienced still-motion photographer. SRT graduate. Box 638M, BROADCASTING • TELECASTING.

For Sale

Stations

Western station, 1000 watts. Rich and rapid growing California area. Well equipped. Earns over \$50,000. \$250,000 with terms. Box 615M, BROADCASTING • TELECASTING.

Iowa. 1000 watts. Independent daytime, profit \$30,000 annually, wish to retire. Box 637M, BROADCASTING • TELECASTING.

Upper midwest, single station market, no TV. Grossing \$50,000. \$25,000 cash, rest on terms. Box 679M, BROADCASTING • TELECASTING.

For sale: 250 watt indie in rich secondary California market. Fulltime operation. Partnership disagreement dictates immediate sale. No brokers. Box 680M, BROADCASTING • TELECASTING.

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

Equipment, etc.

Tower—Wincharger, model 300, galvanized, guyed triangular, good condition, including beacon, tuning unit, lightning filter, transmission lines, as is, where is, Washington D. C. area. Make us offer. Box 622M, BROADCASTING • TELECASTING.

For sale—radio towers, at bargain prices, with base insulators, lighting equipment, guy cables and anchors. 5—300 foot towers, 3—360 foot towers, 3—260 foot towers. Box 633M, BROADCASTING • TELECASTING.

For sale: 10 kw Western Electric frequency modulation transmitter, model 506 B-2. Never been used. Box 673M, BROADCASTING • TELECASTING.

A 300 foot Andrew 2 inch angle wrought iron tower. Offers accepted for quick disposal. All other equipment sold from previous ad. KGKB, Tyler, Texas.

Three Western Electric 9-A heads and arms complete with filters, \$100 each or \$270 the lot. Two heads just overhauled, third in good operating condition. Radio Station KVAN, Vancouver, Washington.

G. R. modulation monitor as is \$75.00. 2 W. E. head, arms and filters, good shape; make offer. WGCM, Gulfport, Miss.

For sale: Tower—220.2 foot Truscon, triangular and self-supporting, with A-3 lighting. Not new but in excellent condition. Direct replies to WINR, Binghamton, New York.

Wanted to Buy

Stations

The owners of a successful small market radio station in a middle Atlantic state desire to expand their interests through the purchase of additional properties preferably in the east or south. If you are interested in selling your station to experienced broadcasters who will operate it in the best interest of your community, please write Box 664M, BROADCASTING • TELECASTING and your letter will be treated in confidence.

Wanted to Buy (Cont'd)

Equipment, etc.

Wanted: Flasher for single tower, photoelectric control unit and 250' RG-7/U or RG-19/U coax. Box 671M, BROADCASTING • TELECASTING.

Wanted, used Minitape Recorder. Send inquiries to Post Office Box 608, Ann Arbor, Michigan.

Used disc recorder with outside-in drive and separate play back. Prefer R.C.A. Contact Ed Cooney, KOPR, Butte, Montana.

Wanted, about 800 feet 1½ transmission line, also FM frequency and modulation monitors. Contact Chief Engineer, WPFB, Middletown, Ohio.

Miscellaneous

CC first-phone in 6 weeks. Both residence and correspondence courses available. Grantham Radio License School, 706 North Wilcox, Hollywood, California.

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

Help Wanted

Managerial

WANTED Local Sales Manager

5,000 watt independent needs young experienced local Sales Manager. Terrific potential as yet not wholly developed. Wonderful opportunity for the right man. Box 642M, BROADCASTING • TELECASTING.

National

Sales Manager!

We're opening a New York office. We want a man familiar with the national radio, TV and newspaper advertising agencies. Good salary and bonuses will be paid to the right man. Please give references and qualifications in your reply. Box 643M, BROADCASTING • TELECASTING.

TV ENGINEER AVAILABLE

Transmitter and design experience, good caliber, prefer west coast. Box 644M, BROADCASTING • TELECASTING.

Situations Wanted (Cont'd)

TV ENG STAFF WANTS STATION

Employed, 6 man staff with 86 years electronics exp. inc. 22 years TV. From image orth through side band filter tune and complete proof. Box 648M, BROADCASTING • TELECASTING.

For Sale

Equipment, etc.

For Sale TRANSMITTERS

A new 5 kilowatt
A 2-year old 1 kilowatt
CONTACT HENRY GEIST
Conrad Hilton Hotel through show or
60 E. 42nd Street, New York 17, N. Y.
Murray Hill 7-1550.

Employment Service

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

HOWARD S. FRAZIER

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

POSITIONS FREQUENTLY AVAILABLE

as

Engineers

Announcers

Program Directors

WRITE FOR PLACEMENT FORMS

Edward C. Lobdell Associates

17 East 48 Street, New York 17, N. Y.

Registration

(Continued from page 134)

Brewer, Ruth, NARTB Washington, D. C.
Briggs, J. P., WSLS Roanoke, Va.
Brown, George H., RCA Princeton, N. J.
Browning, Elliott A., WTAG Worcester, Mass.
Brugnoni, Rene C., Architect, New York
Buford, Bill, KSWO Lawton, Okla.

C

Cassens, Gerald, WLDS Jacksonville, Ill.

Castle, Donald H., NBC New York
Chew, Thornton, KFMB San Diego, Calif.
Chinski, Gerald R., KXYZ Houston, Tex.
Chipp, Rodney D., DuMont Network New York
Chismark, A. H., WTRY Troy, N. Y.
Clayton, Vincent E., KSL-TV Salt Lake City, Utah
Coleman, Murray D., KCRC Enid, Okla.
Colledge, Charles H., WNBW Washington, D. C.
Compton, Robin D., Geo. C. Davis, Washington, D. C.
Cooke, Kenneth R., WGBI Scranton, Pa.
Cross, Robert, KROC Rochester, Minn.
Cutler, Charles N., WORX Madison, Ind.

D

Davis, George C., Geo. C. Davis, Washington, D. C.
Dawkins, L. L., WPTF Raleigh, N. C.
Day, Carl, WOC Davenport, Iowa
Dettman, Robert A., KDAL Duluth, Minn.
Dewey, Chas. E. Jr., State of Mo. Civil Defense Agency, Jefferson City, Mo.
Dewitt, John H. Jr., WSM Nashville, Tenn.
Dieringer, Frank A., WFMJ Youngstown, Ohio
Dixon, William E., WCHC Charleston, W. Va.
Doherty, William H., Bell Telephone Laboratories, Inc., Murray Hill, N. J.
Doolittle, Franklin M., WDRC Hartford, Conn.
Dowdell, John T., WIBX Utica, New York
Droke, O. S., KWKH Shreveport, La.
Duke, Vernon J., NBC Rockville Centre, N. Y.
Duning, Louis, WKBV Richmond, Ind.
Duszak, H., RCA Camden, N. J.

E

Ebel, A. James, WMBD Peoria, Ill.
Epperson, Ralph D., WPAQ Mt. Airy, N. C.

F

Findley, L. K., Collins Radio Co., Cedar Rapids, Iowa
Flynn, Glenn, WOW-TV Omaha, Neb.
Flynn, Roy M., KRLD-TV Dallas, Tex.
Fox, Joe C., WHAS-TV Louisville, Ky.
Fox, Robert A., WGAR Cleveland, Ohio
Fraser, E. C. Jr., WMC Memphis, Tenn.
Frye, A. P., WMBI Chicago, Ill.
Fuentes, Roberto Espinosa, XEW-TV Mexico

G

Galins, Ernest J., FCC Chicago, Ill.
Gamble, Joe A., WRBL Columbus, Ga.
Garland, O. K., WJHL Johnson City, Tenn.
George, Warren D., FCC Chicago, Ill.
Gihring, H. E., RCA Camden, N. J.
Gill, George, Kliegl Bros., New York
Gillett, Glenn D., Gillett & Bergquist, Washington, D. C.
Gresham, Stokes Jr., WISH Indianapolis, Ind.
Guy, Raymond, NBC New York

H

Hadlock, William O., RCA Camden, N. J.
Haeseler, L. W., RCA Camden, N. J.
Hales, Frank B., WBRV Waterbury, Conn.
Hamrick, William H., WWNC Asheville, N. C.
Hardy, Ralph W., NARTB Washington, D. C.
Hayes, H. D., FCC Chicago, Ill.
Henry, A. James, KLTI Longview, Tex.
Herran, Jose De La, XEL-TV Mexico
Hetland, Julius, WDAY Fargo, N. D.
Hinshaw, Virgil G., KFH Wichita, Kansas
Hixenbaugh, George P., WMT Cedar Rapids, Iowa
Hoffman, Karl B., WGR Buffalo, N. Y.
Holbrook, R. A., WSB-TV Atlanta, Ga.
Hollis, J., Collins Radio Co., Cedar Rapids, Iowa
Horton, J. Rex, WBIR Knoxville, Tenn.
Hulick, Henry Jr., WPTF Raleigh, N. C.

I

Iseberg, R. A., Engineer, Palo Alto, Calif.
Izenour, George, Engineer, New Haven, Conn.

J

Johnson, E. M., MBS New York
Joseph, J. Bernard, Nat'l. Prod. Authority, Washington, D. C.

K

Kassner, Don, KXEL Waterloo, Iowa
Keachie, J., RCA Camden, N. J.
Kilpatrick, Leroy E., WSAZ-TV Huntington, W. Va.
Klein, Glen, KAUS Austin, Minn.
Knapp, Clint, KWOA Worthington, Minn.
Kruger, Ernest, KSCJ Sioux City, Iowa

L

La Marque, J. W., Graybar Elec. Co., New York
Lawrence, Walter L., RCA Camden, N. J.
Lederer, E. H., Gen. Elec. Co., Syracuse, N. Y.
Leeman, Alvin, WKBH La Crosse, Wis.
Leibach, Jay, WLEC Sandusky, Ohio
Leutinger, Harold, KVFD Fort Dodge, Iowa
Leydolf, G. F., WJR Detroit, Mich.
Lockhart, H. B., KEYS Corpus Christi, Tex.
Locklar, Henry C., WLAP Lexington, Ky.
Lockwood, Edward, WXLW Indianapolis, Ind.
Loeser, Phillip B., WTMJ-TV Milwaukee, Wis.
Lohnes, George M., Craven, Lohnes and Culver, Washington, D. C.
Lorentz, Edward F., WASH (FM) Washington, D. C.

M

Mac Adam, Mark L., WBET Brockton, Mass.
Magin, Theodore G., WDAN Danville, Ill.
Mathiot, J. E., WGAL-TV Lancaster, Pa.
Matta, William G., WLOA Braddock, Pa.
Merino, John C., KFSD San Diego, Calif.
Meyers, Carl J., WGN Chicago, Ill.
Minor, M. J., WBT Charlotte, N. C.
Minton, Robert W., WIBC Indianapolis, Ind.
Moore, Robert L., WMFR High Point, N. C.
Morrissey, T. G., KFEL Denver, Col.
Motley, Lyle C., WBTM Danville, Va.
Moudy, Dale L., KOWH Omaha, Neb.
Mullenger, Keith E., NBC New York
Myers, Walter F., WJJD Chicago, Ill.

Mc

McClanathan, George L., KPHO-TV Phoenix, Ariz.
McDaniel, Fitzgerald, WRAD Radford, Va.
McGoldrick, John P., WQAN Scranton, Pa.
McIntire, George W., WJEJ Hagerstown, Md.
McKahan, James E., KSUE Susanville, Calif.
McMahon, John H., KSTP St. Paul, Minn.
McNary, James C., Engineer, Washington, D. C.
McNaughten, Neal, NARTB Washington, D. C.

N

Newby, Harold KAKE Wichita, Kan.
Newman, J. E., WDBJ Roanoke, Va.
Newman, R., RCA Camden, N. J.
Norton, Kenneth A., Nat'l. Bureau of Standards, Boulder, Col.

O

O'Brien, Bernard C., WHEC Rochester, N. Y.
O'Fallon, Martin, KFEL Denver, Col.

P

Palmquist, J., RCA Camden, N. J.
Paske, Rolland, WEMP Milwaukee, Wis.
Pell, E. J., WKYB Paducah, Ky.
Peters, F. J., WMRN Marion, Ohio
Petersen, Earl A., FCC Chicago, Ill.
Poch, W. J., RCA Camden, N. J.
Poppele, J. R., WOR-TV New York
Pratt, D., RCA Camden, N. J.
Pratt, Roy W., WHO Des Moines, Iowa

(Continued on page 174)

Southwest \$65,000.00

A well established full-time network station located in an attractive medium size southwest market. Now owned by inactive stockholders unfamiliar with radio. 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

East \$85,000.00

A good regional facility located in one of the important markets in the east. This station has always been profitable but is under-developed and needs fulltime owner-management. Liberal financing.

30th Convention

(Continued from page 27)

morning at a business meeting of TV stations.

New radio directors taking office this week (see biographical sketches page 62) are: District 1, William B. McGrath, WHDH Boston, elected in March to succeed Craig Lawrence, who resigned from WCOP Boston to join WCBS-TV New York; District 2, E. R. Vadeboncoeur, WSYR Syracuse, succeeding William Fay, WHAM Rochester; District 6, Henry B. Clay, KWKH Shreveport, La., succeeding Harold Wheelahan, WSMB New Orleans; District 8, Stanley R. Pratt, WSOO Sault Ste. Marie, Mich., succeeding Richard M. Fairbanks, WIBC Indianapolis; District 10, E. K. Hartenbower, KCMO Kansas City, succeeding William B. Quarton, WMT Cedar Rapids, Ia.; District 16, Albert D. Johnson, KOY Phoenix, succeeding Calvin J. Smith, KFAC Los Angeles.

New directors-at-large are Paul W. Morency, WTIC Hartford, succeeding Mr. Shouse, for large stations; Lee W. Jacobs, KBKR Baker, Ore., succeeding Patt McDonald, for small stations. Michael R. Hanna, WHCU-FM Ithaca, N. Y., starts his first full term as FM director - at - large, having been elected last year to fill the unexpired term of Frank U. Fletcher, then of WARL-FM Arlington, Va.

Radio directors starting their second terms with the convention are Harold Essex, WSJS Winston-Salem, N. C., District 4; Jack Todd, KAKE Wichita, Kan., District 12; William C. Grove, KFBC Cheyenne, Wyo., District 14; A. D. Willard Jr., WGAC Augusta, Ga., director-at-large, medium stations.

Attendance at convention sessions, aside from some specialized side meetings, is limited to NARTB member station officials. The BAB meeting Monday afternoon is open to all broadcasters but the other convention sessions are for members only.

While BAB and Affiliates Committee proceedings are under way Monday afternoon, the Television Code Review Board will hold its first formal meeting since the code went into operation March 1. The

CURRIE SUCCEEDS WEISS

Appointed to NPA Post

APPOINTMENT of Walter J. Currie as assistant administrator for civilian requirements at the National Production Authority was announced last Thursday by NPA Administrator Henry H. Fowler. He succeeds Lewis Allen Weiss, resigned effective March 31 [B•T, March 17, 3].

Mr. Currie, formerly with Avco Mfg. Corp. and Standard Brands Ltd., has been serving as Mr. Weiss' deputy assistant since June 21, 1951. He joined NPA's Office of Civilian Requirements as a consultant in March 1951, two months after Mr. Weiss assumed his duties.

Mr. Weiss, former MBS board chairman and Don Lee executive, is scheduled to sail for Europe April 22 and return to Hughes Aircraft Co., Culver City, Calif., as management advisor in July.

committee will review developments to date and lay plans for code enforcement on the basis of the month of experience.

Two principal dinners will be held during the week—the annual banquet Wednesday night and the Radio Pioneers Dinner Tuesday night. New feature added to the programs of these dinners will be appearance of Corp. Joseph Murphy, composer of the ballad "Hills of Korea." Corp. Murphy will sing the number, soon to be published and recorded.

Several hundred engineers attending the technical conference will join management delegates at the luncheon sessions and the annual banquet. Neal McNaughten, NARTB engineering director, is in charge of conference arrangements.

A booth is being installed in the lower lobby Exhibition Hall by Armed Forces Information Center. In attendance will be Col. Ed Kirby, chief of the Army's radio-TV operations; Lt. Col. Robert Keim, holding a similar Air Force post; Lt. Comdr. A. F. Rhoads, heading the Navy radio-TV work, and Capt. Pat Griffith, WAC. On display will be programs and services available to broadcasters and telecasters.

Another information booth is

under auspices of National Production Authority. Stationed at the booth to answer questions about NPA regulations and availability of materials will be J. Bernard Joseph, chief of NPA's Broadcast & Communications Equipment Section, Electronics Division, and H. S. Thurber, of the Chicago field office, Dept. of Commerce.

Program for the Wednesday night dinner, sponsored by BMI and the national network, will feature Lou Holtz, dialect narrator; Patti Page, vocalist; Kay Thompson and the Williams Brothers; Merrill Abbott dancers; Whiteguards quartet, and the Lew Diamond orchestra.

At the pioneers dinner Tuesday night the late Prof. Reginald A. Fessenden will be elected to the Radio Pioneer's Hall of Fame. Prof. Fessenden is credited with having first transmitted speech in 1900 by use of a spark transmitter.

ABA Elects Martin

THOMAS E. MARTIN was elected president of the Alabama Broadcasters Assn. at group's annual meeting in Biloxi, Miss., March 20-21 [B•T, March 24]. Mr. Martin is president of WAPX Montgomery. He succeeds Emmett Brooks, WEBJ Brewton, who also has served as chairman of the committee of state presidents during the past year. Other new officers are Malcom Street, WHMA Anniston, elected vice president, and Mrs. Wilhelmina Doss, WJRD Tuscaloosa, named secretary-treasurer.

CBS Chicago Plans

(Continued from page 150)

atre exhibition. Witnesses argued that neither was competitive with the other, that each operated in different spheres—TV at home, movie exhibition out of home.

● Power of merged company would violate Clayton Act as recently amended. Witnesses argued that radio-TV division and theatre exhibition division would operate virtually autonomously, that no "package deals" are contemplated.

● One company operating home TV, subscription TV, theatre TV and movie exhibition would be able to subordinate one or several of them for the advantage of one or several of the others. Witnesses disagreed that subscription TV or theatre TV would ever become significant. They also argued that the company could not play one facet of its operations off against others because of competition from other TV stations and networks, subscription TV operators, theatre TV operators and theatre exhibitors.

● Use of feature films on TV would be subordinated to use in theatres. Witnesses reiterated their belief that films made for theatres would play only a small part in future TV, and that special films made for TV would be mostly used in home TV.

Registration

[Engineering]

(Continued from page 173)

Prior, Thomas C. J., WJAR-TV Providence, R. I.
Putman, R. E., Gen'l Elec. Co., Syracuse, N. Y.
Pyle, K. W., KFBI Wichita, Kan.

Q

Quintin, Charles, KRNT Des Moines, Iowa

R

Raney, Wilson, WREC Memphis, Tenn.

Reed, Elmo, WJPG Green Bay, Wis.

Reed, Oscar W. B. Jr., Jansky & Bailey, Washington, D. C.

Renfro, Al, WJHL Johnson City, Tenn.

Rhea, Henry E., WFIL Philadelphia, Pa.

Riddle, Lindsey G., WDSU-TV New Orleans, La.

Rider, Gene, WQAM Miami, Fla.

Ridgeway, Frank B., WEBR Buffalo, N. Y.

Risk, J. E., KSD-TV St. Louis, Mo.

Robinson, Munson U., WHFB Benton Harbor, Mich.

Rohrich, Clarence G. Jr., James C. McNary, Washington, D. C.

Roy, Welton M., WHBQ Memphis, Tenn.

Rue, J. H., RCA Camden, N. J.

S

Sanderson, James V., WSGN Birmingham, Ala.

Sawyer, Roger, KGLO Mason City, Iowa

Schoeny, Erwin P., WGBF Evansville, Ind.

Schroeder, Ray J., KMTV (TV) Omaha, Neb.

Sherman, John M., WTCN-TV Minneapolis, Minn.

Sims, C. G., WKYB Paducah, Ky.

Sinclair, David, KVPD Fort Dodge, Iowa

Sinnett, Robert J., WHBF-TV Rock Island, Ill.

Smith, Earl H., WLCS Baton Rouge, La.

Smith, Edgar C., WFIN Findlay, Ohio

Snedeker, M. L., WERE Cleveland, Ohio

Snider, Robert E., KTUL Tulsa, Okla.

Snyder, Reed L., WHO Des Moines, Iowa

Stewart, E., RCA Camden, N. J.

Stone, Earl J., WELL Battle Creek, Mich.

Stuckwish, Milburn H., WSOY Decatur, Ill.

Swaringen, L. C., WTAX Springfield, Ill.

T

Talbott, Edward P., KROD El Paso, Tex.

Taylor, Herman D., WTIC Hartford, Conn.

Thomas, Morris W., KOMA Oklahoma City, Okla.

Todd, Clifton M., WNAX Yankton, S. Dak.

Torrey, William H., KGNC Amarillo, Tex.

Towner, Orrin W., WHAS-TV Louisville, Ky.

Trombly, Lawrence, KSD-TV St. Louis, Mo.

Trouant, V. E., RCA Camden, N. J.

V

Varnum, W., RCA Camden, N. J.

Vordermark, Ernest, WMBR-TV Jacksonville, Fla.

W

Walker, John, KHQ Spokane, Wash.

Weaver, Clarence W., WCMJ Ashland, Ky.

Wehrman, Harvey, KLZ Denver, Col.

White, J. Harold, WKTY LaCrosse, Wis.

Whitman, Urlin, WTAD Quincy, Ill.

Wilkins, B. T., WKBN Youngstown, Ohio

Williamson, Bert, KYNO Fresno, Calif.

Wilner, John T., WBAL-TV Baltimore, Md.

Wilson, George, WKRC-TV Cincinnati, Ohio

Windle, Ben E., WCLT Newark, Ohio

Y

Yarbrough, J. E., WDBO Orlando, Fla.

Yarger, C. R., KSD St. Louis, Mo.

Young, J., RCA Camden, N. J.

Z

Zaharis, Gus, WTIP Charleston, W. Va.

SERVICE DIRECTORY

Custom-Built Equipment U. S. RECORDING CO.

1121 Vermont Ave., Wash. 5, D. C.
STerling 3626

COMMERCIAL RADIO MONITORING COMPANY

PRECISION FREQUENCY MEASUREMENTS

Engineer on duty all night every night

JACKSON 5302

P. O. Box 7037 Kansas City, Mo.

• TOWERS •

AM • FM • TV •

Complete Installations

TOWER SALES & ERECTING CO.

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

* 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.

Network Rates

(Continued from page 29)

seeks to place 5 to 10 spot announcements per day on one or more stations in some 40 to 50 markets, with 80% of each day's total to be carried in nighttime hours and 20% in daytime, but with payment for all at the rate of one-half of the one-time daytime rate per spot.

Where stations could not clear time for eight nighttime spots—almost the equivalent of three an hour for three hours, and especially difficult in the case of network-owned stations and other major outlets—the advertiser reportedly is suggesting a reduction in number (to about five spots a day, of which four would run at night), with perhaps five others to be placed similarly on another station in the same market.

The campaign is on behalf of Wheaties.



THOSE in attendance at luncheon at National Press Club, Washington, when changes in news staff of WCBM Baltimore were announced included (front row, l to r): M. J. Porter, associate editor, *Catholic Review*, Baltimore; Milly Flynn, whose appointment to station's news staff was announced; John Elmer, WCBM president; Jerry Mares, WCBM night news editor; Charles Roeder, news director. Standing (l to r): Father J. S. Martin, editor, *Catholic Review*; Max Fullerton, Baltimore bureau, AP; George Roeder, WCBM station manager; J. F. Lewis, station's state correspondent; Greg Halpin, newly appointed city editor at WCBM; Morton Prentis, Washington representative of Assn. of Commerce, Baltimore, and C. Carroll Bateman, B & O public relations staff.

WCBM NEWS STAFF

Expansion Announced

INCREASE in news staff of WCBM Baltimore and promotion of one of the station's newscasters were announced Wednesday by John Elmer, president of WCBM, at a luncheon at the National Press Club, Washington, D. C.

W. Gregory Halpin, a member of the news bureau for 2½ years, will assume duties of city editor. Mr. Halpin broadcasts 62 newscasts per week, reportedly the heaviest schedule for a newscaster in Baltimore. Millie Flynn, veteran newspaper and radio reporter, has been appointed to the WCBM news staff.

These two appointments make the station's news staff the largest in Maryland, according to Charles Roeder, news director. WCBM's news department is designed for both town and country coverage in the 150 mile radius of cities and semi-rural area which it covers.

On the air daily from 5 a.m. to midnight, the 10 kw station does 170 news programs weekly. Of these, 106 are local newscasts and 64 are done for MBS, with which the station is affiliated.

Other members of the station's news staff are John Fulton Lewis, state correspondent and former editor of the *Southern Maryland Times*; Norman Bergholm, WCBM's Eastern Shore specialist, and Jerry Mares, night editor.

SUMMER RADIO

NBC Sounds Its Sales Pitch

NBC UNLIMBERED its summer radio sales pitch last week—a sound-slide film starring comedian Fred Allen as its “vice president in charge of summer.”

In his quest for “the facts” about summer radio and its values to advertisers, Mr. Allen “discovers,” among other things, that summer is not a sales-slump season for business, that radio is the only medium that is “compatible with people's living habits” and that NBC has a variety of specialized sales plans to offer advertisers.

One of the latter, called “Tonnage Technique,” is a saturation plan by which advertisers may sponsor either three or five quarter-hour program segments a week for either 8 or 13 weeks, with “tailor-made” series available “at low cost.”

It was estimated that the three-a-week Tonnage series will reach almost 9.5 million persons a week and that the five-a-week series will reach more than 11.5 million. Costs to advertisers were not specified,

the charge for any combination of programs being dependent upon the specific programs chosen to compose it.

At the other extreme from Tonnage, the presentation notes, advertisers “can use a single broadcast for a special one-time sales promotion.”

Other plans include “Super Summer Tandem,” a hot-weather version of NBC's sold-out “Operation Tandem,” and the “Market Basket” plan, under which local stores and chains receive one-minute cut-in announcements plugging themselves as well as the products of the national Market Basket sponsor.

In addition, it is emphasized, any NBC advertiser who asks for it gets, without cost, the help of NBC's new merchandising department in securing point-of-sale displays for its products among wholesale and retail stores.

Summer 1952, it is stressed, offers radio advertisers even more than its usual attractions since this is a Presidential election year

with an unusually high potential of listening due to all-out radio coverage of the political conventions and campaigns.

In the slide presentation, conceived and executed by Jacob A. Evans, manager of the NBC Radio Advertising and Promotion Dept., and Harold S. W. Shepard, supervisor of radio sales promotion, Mr. Allen's search for the truth about summertime radio takes him through a series of interviews with research men, network officials, ratings experts and agency representatives.

The film, to be shown to clients, agencies and prospects starting immediately, was described by Radio Sales Vice President John K. Herbert as further evidence of NBC's efforts to promote all radio.

“We believe,” he said, “that if radio is sold to advertisers and agencies, we'll get our share of it.”

NBC Board Chairman Niles Trammell voiced confidence the presentation will be “unusually effective.”

To show that summer is no slump season for business, it is pointed out that total national retail sales for June, July and August are only 2.6% below the entire year's level and that for many products summer is the big season.

For instance: Sales of toilet soaps in summer are 14% higher than their average for all other months. Soft drinks are up 47% and tea 22%, while beer sales “skyrocket.” Dry cereals rise 17%, refrigerators 91%, ranges 65%, automobiles 31%. Gas and oil sales advance 5%; building materials 6%. Even smoking is up 5%.

Summer radio's importance is stressed through studies showing 24 out of 25 persons are at home during the average summer week—and that one who is away is still

(Continued on page 178)

WANTED

PROMOTION MANAGER

There is a tremendous opportunity for a sales promotion manager who wants to live in Southern California and further his career in television.

The opening is at the CBS owned station KNXT in Los Angeles. Will be given free rein for his creative abilities, and a generous budget.

Must know all phases of sales promotion, program promotion and exploitation. Should have previous experience at a radio or television station. Good salary for the right man.

Send full details, with samples and references to:

David Luhmann

CBS TELEVISION

485 MADISON AVENUE

New York City

CONVENTION HEADQUARTERS NARTB

Conrad Hilton Hotel

R. C. CRISLER & CO.

1109 Union Trust Bldg., Cincinnati, Ohio

Dunbar 7775

Newspaper & Radio Station Brokers

Where's the Money Coming From?

(Continued from page 32)

real warm-up of defense production. Employment rose to 50.3 million; the unemployed diminished to 5.5 million. Total disposable income rose accordingly—from \$75.7 billion the year before to \$92 billion. But the improvement in general economic conditions outstripped advertising growth. Advertising volume in 1941 was only 2.4% of disposable income, compared with 2.8% the year before.

The war years were decidedly "abnormal" and hence are excluded from consideration here. The year preceding war, 1941, and the year following, 1946, were to a great extent influenced by the economic dislocations of wartime. Count those years out, too, and you find that total advertising volume in the U. S. in 1940-51 has swung between 2.5% and 2.9% of total disposable income, with the average at a little more than 2.7%.

Now assuming that the economists are right in using total disposable income to mean total sales potential, it would seem that U. S. advertisers as a group (though differing individually, of course) characteristically have been maintaining advertising budgets at a level of slightly more than 2.7% of maximum possible sales.

(This percentage estimate prob-

ably is low since it is derived from comparing the advertising volume against total disposable income figures which do not take into account the fact that people do not spend all their income. If total savings were extracted from the base income figures, the base figures would of course be lower and the ratio of advertising volume higher. But for purposes of describing trends, as in this case, the translation of disposable income to sales potential is accurate enough.)

Quite obviously, if advertisers persist in maintaining this ratio or one not far above it, total advertising expenditures will expand only as the total economy expands. The first question is: How much must advertising volume expand to accommodate a national television system?

In 1951 there were four networks and 108 stations in television broadcasting. That year, according to *Printer's Ink* estimates, advertisers spent a total of \$484.4 million on TV, of which the networks and stations received \$239.5, according to FCC tabulations. The difference between total advertising expenditures and broadcast revenue, a sum of \$244.9 million, went into other channels than the broadcasting companies. To a large extent it represents the costs of producing TV campaigns, programs and commercials not produced by networks

or stations themselves.

In guessing at future TV expenditures it can be made a rule of thumb that the proportion of total TV expenditures occupied by broadcast revenue will expand more rapidly than that occupied by these production costs that go into non-broadcaster channels. For purposes of this projection, it will be assumed that the \$244.9 million which advertisers spent on TV but which did not go to the broadcasters will not appreciably increase in the next year or two.

Of the \$239.5 million revenue that the TV broadcasters received last year, \$132.2 million was taken in by the four networks and their 15 owned and operated stations. The other \$107.3 was split among the other 93 stations on the air.

It would seem reasonable that if it takes \$107.3 million to support 93 stations (about 12% of which lost money), it will take proportionately larger amounts to support more. The Radio-Television Manufacturers Assn. estimates that a maximum of 97 new stations will be on the air by the end of the third quarter of 1953. That would indicate that in the first full year of their operation, non-network broadcasts revenue would have to increase to the order of \$215 million, meaning that the total TV expenditures would be up to about \$600 million at least, even if the revenues of networks and their present list of 15 owned stations did not rise a dime and if other TV expenses born by advertisers did not rise about the \$244.9 million of 1951. A probably more realistic figure for total TV expenditures in this first year that double the number of present stations is in operation would be \$700 million.

When More Stations Exist

What happens when vastly more stations go on the air? It is not unreasonable to assume that the \$1 billion TV volume figure will be reached relatively quickly.

Can a \$1 billion television system be fitted into the media family and into the general economy without seriously drawing upon older media or disrupting traditional ratios between advertising and national income? To a large extent the answer depends on whether the economy continues to expand at the rate it has since World War II.

A \$1 billion TV volume would enlarge total advertising expenditure to about \$7.06 billion (if all other media expenditures remained unchanged).

Assume that advertising expenditures were made at a rate of 2.9% of the total national disposable income, the rate for 1951 but bigger than the 2.7%-plus average ratio in the period 1940-47-48-49-50-51.

It would take a total disposable income of \$243.4 billion to accommodate that total advertising volume, at the 2.9% ratio. That would be \$20.6 billion bigger than income in 1951.

It is beyond the resources of this publication to predict the future course of the entire U. S. economy

but economists are divided on the question of how high disposable income can go without disastrous inflation. The \$222.8 billion of 1951 was the highest in history and it occurred at a time when employment was 61 million, a record peak.

A perhaps clearer understanding of how TV has already affected advertising budget allocations can be had from examining the recent histories of competitive media, radio, newspapers and magazines.

In dollar volume all these media have been expanding steadily: radio from \$233 million in 1940 to \$690 million in 1951; newspapers from \$815 million in 1940 to \$2.22 billion in 1951; magazines from \$197 million in 1940 to \$562 million in 1951. But though their dollar volumes have been rising, the ratio of their volume to the national disposable income has not.

Radio volume was 0.31% of national income in 1940, 0.29% in 1951, 0.31% in 1946, 0.33% in 1947, 0.33% in 1948, 0.34% in 1949, 0.33% in 1950 and back to 0.31%—its 1940 ratio—in 1951.

Newspaper volume was 1.1% of national income in 1940, 0.9% in 1941, 0.7% in 1946, 0.9% in 1947, 0.9% in 1948, 1% in 1949, 1% in 1950 and 0.98% in 1951.

Magazine volume was 0.26% of national income in 1940, 0.23% in 1941, 0.27% in 1946, 0.29% in 1947, 0.27% in 1948, 0.26% in 1949, 0.25% in 1950 and 0.25% in 1951.

Comparison by Years

Somewhat similar patterns exist in the comparison of year-by-year volume of each of these media with the total advertising volume.

Radio volume was 11.3% of total advertising expenditures in 1940, 12.1% in 1941, 14.7% in 1946, 13% in 1947, 12.7% in 1948, 12.2% in 1949, 11.7% in 1950 and 10.5% in 1951.

Newspaper volume was 39.1% of total advertising expenditures in 1940, 37.8% in 1941, 34.4% in 1946, 34.6% in 1947, 36% in 1948, 36.6% in 1949, 36.3% in 1950 and down to 34% in 1951.

Magazine volume was 9.5% of total advertising expenditures in 1940, 9.6% in 1941, 12.7% in 1946, 11.6% in 1947, 10.5% in 1948, 9.5% in 1949, 9% in 1950 and down to 8.6% in 1951.

Beat your way through that jungle of figures, and you will find that whether compared with the U. S. economic picture as a whole or with total advertising expenditures, the rate of expansion of radio, newspaper and magazine volume has been arrested noticeably in the past two years. In dollar volume, none of them is down; but in comparison with advances of the general economy and of total U.S. advertising, all three have fallen off.

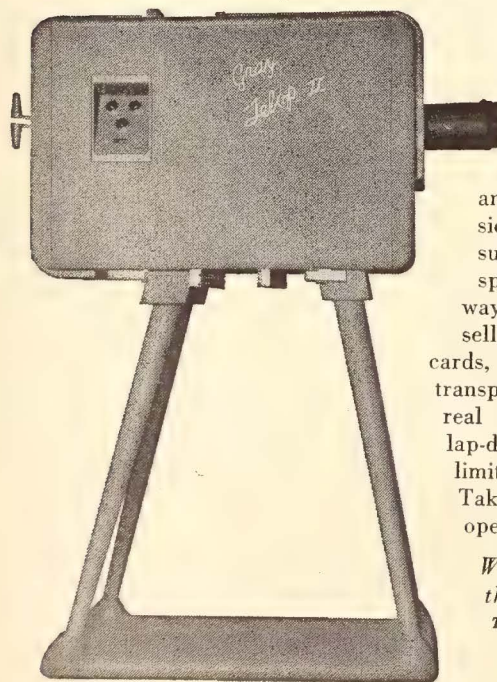
Does this mean that if TV had not burst on the scene the others would have drawn bigger volumes? One can only make conjectures. But the fact remains that something happened to put a brake on radio, newspapers and magazines

(Continued on page 178)



PRODUCE PROFESSIONAL COMMERCIALS

AT LOW COST with the New Gray TELOP II



● Now, with the new, versatile Gray TELOP II you can produce and broadcast an amazing variety of professional-quality commercials at surprisingly low cost. Local sponsors will marvel at the way TELOP II presents their selling message with opaque cards, photographs, art work and transparencies. And you get the real effect of superimposition, lap-dissolve and fade-out. Only limitation is your imagination. Takes up very little space. One operator does it all!

Write for full information on the new and exciting Gray TELOP II.

GRAY RESEARCH

and Development Co., Inc., 16 Arber St., Hartford 1, Conn.

Division of The Gray Manufacturing Company—Originators of the Gray Telephone Pay Station and the Gray Autograph



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within radio earshot.

Further, it is pointed out, the "shrewdest" advertisers—defined as those who spent more than \$500,000 in radio during 1950—stayed on radio during summertime 1951 by a ratio of 9 to 1. "And most 39-week nighttime advertisers on NBC radio can stay on for the 13 summer weeks at a cost of only 47% per week of their current expenditures," it is added.

American Research Bureau figures are cited to show that "every 100 families with TV sets own an average of 253 radio sets," whereas in radio-only homes the average is 219 sets per 100 families. Sales of car radios alone last year approximated the total TV set sales, the presentation continues, noting that there are now 105.3 million radios in the U. S., that "the average individual in a TV home spends 76% as much time listening to the radio as he does viewing TV, and radio listening in all homes is overwhelmingly greater than the total time spent with all other media."

Growing public faith in radio has been reflected by Advertest Research studios, it is emphasized, for: In 1949, one out of two TV owners felt radio would hold its place in home entertainment; in 1950, two out of three; in 1951 "three out of four said radio's future is secure." In New York in February 1952 Advertest "found that last year more radio sets were bought by families with TV than by families with only radio."

Super Summer Tandem

NBC's Super Summer Tandem plan involves three programs, offering each of three non-competitive advertisers a one-minute commercial on each show, plus opening and closing billboards, at \$13,500 per week per advertiser for both time and talent. Each advertiser, it is estimated, "will reach more than 13 million listeners and deliver more than 40 million advertising impressions each week at a cost of 32 cents per thousand."

The Summer Tandem programs are \$64 *Question* (Sunday), *Mr. Keen, Tracer of Lost Persons* (Thursday) and *Screen Directors Playhouse* (Friday).

Similarly, Market Basket plan offer three programs to three sponsors. Each advertiser gets a minute per program, plus billboards, at a time-and-talent cost of \$15,200 per week per advertiser. The programs, which "reach more women in a month than the top four women's monthly service magazines combined," fall on Thursday, Friday and Saturday. "The three biggest food-shopping days of the week." They are: *Man Called X*, *Screen Directors Playhouse* and *My Secret Story*.

KLAC Hollywood starting *Pass the Word*, public service program taped by Navy unit of Armed Forces Public Information Office, featuring Southern California servicemen stationed overseas.

ABC'S NEW STUDIOS Readied in Three Cities

ABC radio network last week announced opening of three new multiple radio studios—one each for New York, Los Angeles and Chicago—during the next three weeks. The use of the \$3 million facilities marks the first time in ABC's history that the network's AM operations will be housed in separate, independent headquarters in each of the cities.

First studios to go into operation will be those in New York, located next door to ABC-TV's west side plant. Built at a cost of \$1,250,000, the radio facilities will be used by both the network and its flag station WJZ. Operation was scheduled to have started at 6 a.m. EST today (Monday), when engineers were to throw switches in the new master control room located behind a glass wall in the building lobby.

Across the nation in Los Angeles another \$1,250,000 studio construction project will be completed tomorrow when ABC radio will start broadcasting from its remodeled building at 1539 North Vine St. Third group of radio studios, built in the Daily News Bldg. in Chicago for \$500,000, will be placed in operation Monday, April 21.

ABC adopted long-term expansion plans in 1951, setting an April 1, 1952 goal for completion of New York and Los Angeles buildings, a deadline that is being met. Building program was undertaken to effect "sizable savings" from lease costs and by unified facilities as well as to provide production equipment on a par with that of ABC's two principal competitors.

The total \$3 million expense for new AM facilities represents, President Robert E. Kintner said, a "continuing faith" in radio as well as a real investment in AM's long-term future. "It also indicates ABC's determination to use every resource at its command to improve the network," he added.

All buildings incorporate the latest designs in communications equipment, studio planning, compact space arrangement and color use, with particular emphasis on switching facilities in the master control rooms. The new switches were built by General Electric in cooperation with ABC engineers and provide a compactness and accessibility for repair that has never before been realized—or used—in studio installations, Frank Marx, vice president in charge of engineering, said Tuesday.

New York studios are located at 39 W. 66th St., with only the facade remaining of the previous building, the Wilson Warehouse which—along with a former riding academy, stables, garage and carriage house—has been converted into an ABC-AM-TV production heart. Alternate floors of the seven-story building have been partially removed, the basement lowered and a penthouse added to provide

space for four major radio studios, each two stories high and placed one on top of another toward the rear of the renovated structure.

The network thus ceases to lease New York space from NBC except for offices at 30 Rockefeller Plaza to house executive, sales, and station relations activities. Work on offices for those departments will start, next to the new radio studios, as soon as government authority is obtained, however, and all ABC radio and television will be located in the same block in New York.

Only other New York point from which ABC radio will continue to broadcast is its Little Theatre, located at 240 W. 44th St.

For the first time since the Blue Network was separated from NBC, ABC radio operations in Hollywood, including owned and operated KECA Los Angeles, will be consolidated under one roof as of April 1. All engineering facilities are being moved from the NBC building at 6285 Sunset Blvd. and from 1441 McCadden Place to the remodeled building at 1539 North Vine, occupied by office personnel since Feb. 1. The transmitter will remain at its present site. New facilities will house 12 studios and announcers' booths, including three audience studios with an average seating capacity of 321 persons. Feature of the new plan is one of the largest and most modern tape-recording laboratories in the country.

Moves Central Division

ABC Central Division's radio studios will be moved April 21 from the Merchandise Mart to the Chicago Daily News Bldg., where a total of six modern studios will be available to the network and its Chicago station, WENR. Five studios, one to combine radio and TV transmissions, are now being constructed on the 24th and 25th floors while another studio, now used for WENR-TV is being adapted to both AM-TV operation. A master control unit and engineering maintenance shop are being installed in the same building.

All Chicago studios are to be equipped with acoustical materials and designs, new microphones, consoles and other technical devices. In addition to a dozen modern tape recorders capable of preserving and playing back several programs at once, ABC Chicago facilities will include portable equipment for setting up field broadcasts and providing "out-of-studio" coverage. ABC radio will continue to originate programs—such as *Breakfast Club*—from Chicago's Civic Theatre on Wacker Drive, but expects to have ended all local leases from NBC by May.

The network plans a combined radio-television building in San Francisco, location of its station KGO, and has purchased the

Eagles Bldg. there for ultimate conversion. In the meantime, a lease extension has been acquired in San Francisco Radio Center.

ABC radio will celebrate opening its new Manhattan studios with a special program, *Operation 66th St.*, from 10:30-11 p.m. EST today (Monday).

Commentator Milton Cross, celebrating his 30th anniversary with ABC's key station, WJZ New York, will conduct listeners on a tour of the new studios, describing the layout, chatting with radio technicians and performers and telling of the network's history.

Other ABC radio programs to take note of the official opening will include *Listen to Sheldon* at 6:30 p.m. the same day, when Mayor Vincent Impellitteri will make the dedicatory address, and *Family Circle* at 2:35 p.m. when all ABC radio personnel will hold a house-warming party.

C-P-P GROSS INCREASES

But Net Income Is Off

SALES for Colgate-Palmolive-Peet Co. and foreign subsidiaries reached an all-time high of \$346,485,000 last year, resulting in a total net income of \$6,294,000, according to President E. H. Little's report on 1951 operations, issued to stockholders Monday.

Sales represent at \$24 million increase over the previous high reached in 1947 and a \$34½ million rise over 1950 figures. Net for 1950 totaled \$15,737,000, however, with decreased 1951 profits attributed to increased taxes and higher costs for goods and services. The company also wrote off a \$5 million loss on the mid-1951 market decline in fats and oils, plus a \$2½ million loss in Kansas City floods.

Net income in 1951—including foreign subsidiaries' dividends of \$1,717,000—equaled \$2.79 per common stock share. Quarterly dividends of \$3.50 preferred and \$2 common were paid during the year, with common stockholders receiving an extra 5% in stock.

Where's Money From

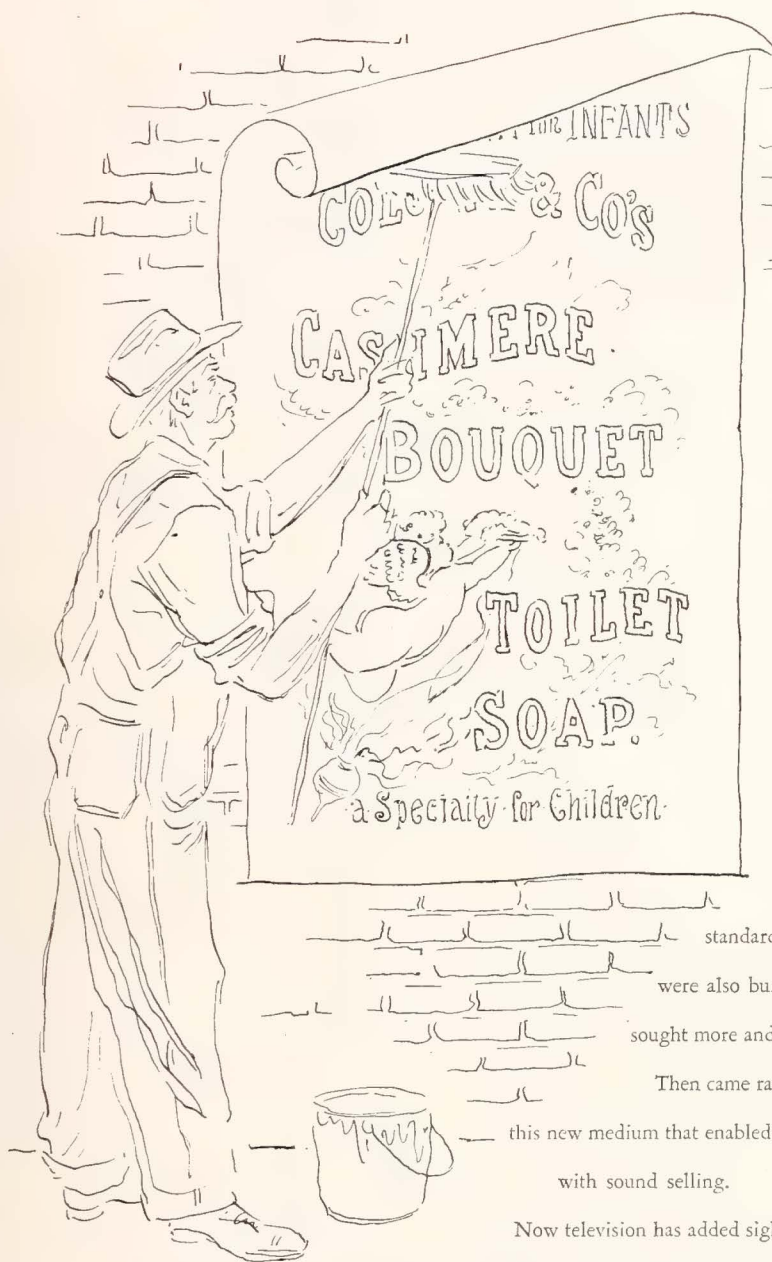
(Continued from page 176)

while TV and total advertising expenditures were climbing. Was it television that applied the brake?

Television volume was a piddling 0.03% of total disposable income in 1949, the first year TV made an impression on the economy; it was 0.09% in 1950 and 0.22% (not far behind radio and magazines) in 1951.

TV volume was 1.2% of total advertising expenditures in 1949, 3.3% in 1950, and 7.4% in 1951.

Those are the figures. Seers can take it from there.



FORERUNNER...

Forerunner of today's big, efficient outdoor advertising industry was this scene. Early in the century advertising posters of various sizes were displayed on buildings, boards and fences—wherever a suitable surface greeted the bill poster.

About the same time that billboards were becoming standardized, other media—newspapers, magazines, car cards—were also burgeoning with advertising as manufacturers sought more and better ways to reach the public.

Then came radio . . . and advertisers quickly took advantage of this new medium that enabled them to reach millions of people simultaneously with sound selling.

Now television has added sight to sound . . . and again advertisers were quick to capitalize on the added impact this newest medium affords them.

In WLW-Land, these two media—WLW Radio and WLW-Television—used in combination,

offer advertisers the most efficient and economical way to

reach more people more often and more effectively.



1922 • 1952



THE NATION'S STATION AND ITS TV SERVICE

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and company

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NEW YORK
BOSTON
CHICAGO
DETROIT
SAN FRANCISCO
ATLANTA
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