

TELECASTING

IN THIS ISSUE:

The TV Processing
Line
Page 65

Television Film's
Future
Page 66

AP Television's
Plans
Page 68

Latest Set Count
By Markets
Page 72

in our
7th
year

Did You Realize That You Can Sell Eleven Key Markets with TV for as little as **\$590.50 A WEEK ?**

Spot Television is

one of the most economical media available today—
and certainly the most effective per dollar.

Yes, TV advertising on the outstanding programs
of these eleven stations can be purchased for as little as
\$590.50 a week. That's an average of
\$53.68 per market per week.

That's low cost (and highly effective) advertising.
Worth buying into right now.

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

REPRESENTED BY

EDWARD PETRY & CO., INC.

NEW YORK • CHICAGO • LOS ANGELES
DETROIT • ST. LOUIS • SAN FRANCISCO • DALLAS





CHEF MILANI

offers recipes incorporating sponsor's products. A close friend of food market retailers, he makes personal calls to merchandise products featured on this popular program.

Get your share of the BILLION-DOLLAR SOUTHERN CALIFORNIA FOOD MARKET!

**PARTICIPATIONS ON THESE
HARD-HITTING KNBH TV FOOD**

**SHOWS WILL TAKE YOUR SALES STORY
INTO EVERY TV HOME IN SOUTHERN CALIFORNIA!**

Results prove that television is particularly effective in selling food products.

This is especially true in Southern California—one of the most heavily TV saturated areas in the nation.

With retail food sales in food stores alone estimated* at \$1,224,699,000 a year, Los Angeles and Orange Counties deserve your close attention.

Shown here are three of the top food participation TV shows in this area... all on KNBH—the aggressive NBC outlet in Los Angeles. Time is available on these shows for **YOUR** product. For details on the proved results these shows are delivering, consult KNBH, Hollywood, or your nearest NBC Spot Sales office today.

** Standard Rate & Data—Consumer Markets 1951-1952*



**TO SELL
THE BUYING
MILLIONS IN
AMERICA'S
2ND LARGEST
TV
MARKET**



MONTY MARGETTS

where commercials are integrated into the program. Emphasis on endorsement of Monty and viewers for products and recipes prepared in her cozy kitchen-dinette.



FOODS FOR THOUGHT

features Betty Hoyt with market operators as guests. Program ties in with point-of-sale material and products featured in newspaper ads for timely, direct merchandising.

APRIL 14, 1952

TV APPLICATIONS

FCC Will Begin Processing July 1

PROCESSING of TV applications, after a 45-month freeze, begins July 1—78 days after the April 14 issuance of the FCC's Sixth Order and Report.

Applications will be considered on a channel-by-channel basis. That is, qualified applicants seeking a channel for which there is no competing application will be granted a construction permit no matter how many applications are filed for other facilities in the same city.

A temporary expediting procedure has been set up which has as

its prime purpose to get TV service to those cities which have none today. A subsidiary purpose is to process UHF applications as early as possible.

Four processing lines will be set up.

Line A will process: (1) changes required to be made by 30 of the 108 existing TV stations immediately following the effective date of the final report (30 days after the date of publication in the *Federal Register*). (2) Applications for cities which are not now

receiving TV service. As a rough rule of thumb, the Commission designated such cities as those 40 miles from the nearest TV transmitter. Processing will start for such non-TV served cities in order of population.

Line B will process, in the following order, applications for cities now receiving TV service: (1) UHF applications where no commercial VHF channels are assigned. (2) UHF applications where all commercial VHF chan-

nels are occupied. (3) Applications for cities with one TV service but no local station. (4) Applications for cities with one station and no other TV service. (5) All other applications for cities which are now getting two or more TV services.

Line C will process requests for modifications of CPs made after July 1, petitions for reconsideration, waivers of hearings, etc.

Line D will process applications

(Continued on page 75)

FOUR WASTED YEARS?

...An Editorial

WAS THE freeze necessary? That's the startling question which overrides all others in appraising the FCC's final Television Report, born of nearly four years' labor.

The what, why and wherefore of the Great Thaw, biggest event in broadcast annals, are recounted in these pages. The full text, which becomes the television law of the land, is published as a supplement to this issue.

In capsule, the allocations provide for 2,053 stations in 1,291 communities, including the territories. Of these 617 are VHF, 1,436 UHF. The big lament is that of an exorbitant 242-channel reservation for noncommercial educational stations, a lousy 80 are VHF—facilities that properly should be used to serve vast mass audiences, both urban and rural, rather than lie fallow, awaiting single-purpose educational occupancies which may never come. Thus, the educators get 11.8% of total assignments and 13% of the coveted VHF's.

While it's futile now to rehash the need for the freeze, it nevertheless behooves us to see where we have been and where we are going. The freeze was imposed in September 1948, when the FCC was under terrific duress. The reason given for the freeze (which was to have been of a few months duration) was something called troposphere, and how this interference was to be circumvented. The final report scarcely mentions it.

The 43-month freeze has brought certain pluses. There are wider separations and there's offset carrier operation. There are other admitted engineering refinements.

The minuses: A sell-out to the educators, who were hardly aware of TV's existence in 1948. The onslaught of politicians who recognized TV as the difference between winning and losing elections. The Klondike rush of applicants who regard a TV license anywhere as a modern-day Wallingford. Most important, denial of service to many millions of people.

The FCC certainly didn't need four years to emerge with a plan which, at best, still must be viewed as abortive. It provides no more service for large areas than did the 1948 report

—with certain glaring exceptions. Whatever new desirable facilities that were opened up, in large part, go to educators, for service to unknown and unchecked minorities. Many important cities are left without VHF commercial facilities adequate to accommodate their minimum needs.

Certainly, when we look at what we have—after four years of gestation—it's evident that the better part of those four years were wasted. It would have been wiser to have allowed the interplay of normal forces of competition, through allocation as demand developed. That now seems to be the approach of Comr. Robert F. Jones, in his formidable, albeit bitter, dissent, but Comr. Jones right or wrong speaks too late. It's a lost cause. The Commission majority has voted. The hot breath of Congress was on the FCC's neck. It couldn't re-traverse old ground without inviting a Congressional investigation.

No matter how well-reasoned the Jones plan, it comes after the fact. In our judgment, he should have publicly proclaimed his philosophy months ago. The FCC then could have had the benefit of reactions from broadcasters, engineers and attorneys specialized in the field. And vocal members of Congress, looking to the time when TV would be available to their constituents, might have reasoned that possibly another few weeks could have been spared to reach for near-perfection. The stake is investment of uncounted millions by public and industry in what potentially is the greatest medium for mass communication in the history of man.

The fact that the FCC and its staff labored long and hard (and we do not question their integrity, zeal or indefatigability) doesn't absolve the Commission from criticism. The most regrettable phase was the complete capitulation to Comr. Frieda Henock's campaign for education "reservations."

But the FCC isn't entirely to blame. Broadcasters, who waited until the eleventh hour, made an abysmal showing on education. Comr.

Webster, in his caustic concurring opinion, is correct in severely indicting "commercial interests" for failing to make a positive showing.

Educational "reservations" were even given to a score of "applicants" who made no pleading whatever. This was done on petition of the Joint Committee on Educational Television, and comes as close to flaunting the law as is possible.

The educators get 242 reservations. It's our guess they won't use a dozen. Theoretically, these reservations are up for grabs after a year. But, if we perceive the strategy, they'll be back asking for "non-profit" status, which means they could become network affiliates and take other business, but simply would plough what normally would be profits into new stadia, libraries and stained glass windows. To do this would be to procure commercial facilities by flat and under false colors, as against the rights of other citizens who were forced to compete.

So the TV Allocations of 1952 now are a *fait accompli*. New stations will go on the air—but the hard way. There will be attempts at litigation. The FCC feels it has buttoned up all possible legal loopholes and that the project, as a whole, cannot be enjoined. This may not be true of specific city-by-city allocations.

The Commission worked its heart out in devising these final allocations. The staff, headed by Paul Dobin, performed a super-human job, in following FCC instructions. The victor, for the moment, is Frieda Henock and her brood of ambitious but naive educators. The public-at-large does not get the equitable allocation to which it is entitled. Many broadcasters, to some extent, because of their own lethargy, are tossed into the crucible of expensive and extensive hearings, with concomitant delays in providing the public the new services to which it is entitled.

It is thus that the destinies of arts and industries are charted—a compromise between unsound political pressures and sound engineering and economics.

UNDERCAPITALIZATION is currently a major problem for the television film industry, Dr. A. N. Goldsmith, chief consultant for RCA, said Wednesday, warning independent producers to build their industry's economic health either by selling first-run and residual rights as a package or by increasing first-run prices.

Dr. Goldsmith made his statement as luncheon speaker at a day-long quarterly forum held by the National Television Film Council in New York Wednesday. Other speakers were Edward Codel, TV director of The Katz Agency, stations representative; Carolyn Burke, NBC-TV producer; and T. R. Shearer, vice president in charge of the A. C. Nielsen Co. New York office.

Identifying independent TV film production as "the giant industry of the future," Dr. Goldsmith said that the 50,000-mile TV network expected to link the country's potential 400 VHF and 1,500 UHF stations will be serviced largely by film.

He estimated that today at least

75% of commercials and 25% of network programs—including those with top ratings—are filmed. Citing the flexibility, realism and economy of filmed programs, he said that from 50-90% of non-network scheduling is further filled by film products.

The consultant suggested that films be produced in color, to be sold for first and second showings in monochrome and, ultimately, for first and second runs in color, thus increasing the producers' profits through four-time sales in a single market.

Hour Cost Cited

"Network connections compete with film syndication, to a degree," he admitted, quoting \$30.30 as the average cost per station per hour for network lines. Film producers must meet this competition, he suggested, or at least conduct an educational campaign to explain the film cost-advantage relationship.

Advantages of film which the RCA executive listed—in addition to syndication of four residual rights for color films—included greater ease in clearing station time, achievement of animation and slow-motion effects as well as outdoor shots, chance to correct fluffs, and re-use of films for auditions,

sales meetings and general product promotion. He also listed the practicality of repeat showings, but warned that labor demands for repeat payments must be solved first.

Dr. Goldsmith further warned that TV films should be created for TV and its characteristics, not, in imitation of Hollywood, as feature films for theatre showings.

Questioned on the floor, he said that, to date, film cameras cannot compete with TV cameras in achieving depth of field. The RCA consultant saw three-dimensional television as a definite possibility, however, either by a vertical scanning method or by polaroid, side-by-side images seen through polaroid glasses. But three-dimensional TV should not be overemphasized, he advised, since about 45% of the public have eyes that are "low" or impaired in registering depth.

"Any show—except special events—can be done on film," Mr. Codel noted, saying that The Katz Agency has learned that all TV stations require good film programs, if only for their own spot sales. He explained that his agency does not buy, sell or syndicate films and has no plans to finance them, but has recognized the utility of films as a device to sell time. Katz

stations, he footnoted, spent over \$1 million for films in 1951.

Television networks, faced with time restrictions, costs and sharing of lines in cable transmission, have also turned to film for their answer, he pointed out, saying that all four TV networks are also in the film business.

Since stations need help in selecting film, his company has supplied its representatives with catalogues of all film availabilities and has produced "Better Approach to Television Advertising," a presentation which cites advantages of celluloid: A film program can be placed on a national spot basis at 19% savings in time costs, with the stations also benefiting from their higher spot sales fees.

Mr. Codel suggested that producers, instead of attempting totally new formats on film, scout local stations that, of necessity, have developed their own shows, many of which he considers highly salable as well as audience-tested.

Films On Art, Travel

Some programs cannot be produced live, Miss Burke, only woman listed as a TV producer at NBC, said in nominating films on art and travel as offering a great potential to the film producer. The cost of an average art film—such as "Paris 1848" or "Matisse" which Miss Burke introduced on television last fall—would be up to \$6,000 a reel, she noted, a cost that could be returned not only from repeated TV showings, but subsequent distribution or sale to museums, schools, civic groups and art theatres, of which there are now some 1,500 in the United States.

The best production plan, she advised, is for 13-minutes in length with black and white films shot on 35 mm and the more expensive color films, on 16 mm. "Figures I have gathered," she reported, "show that the average 16 mm art film sells over 100 prints, and the demand is increasing. The average number of rentals for the same picture is approximately 250, and growing fast."

Public hunger for travel films was demonstrated, she noted, when a "fast, 10-second offer" of a French Tourist Office brochure—made on NBC-TV's *Vacation Wonderslands* program—resulted in an unexpected total of 8,000 audience replies. The program, attracting what Miss Burke described as a "low-brow, high-brow audience" that was just as interested in Chicago as in Paris—also held its own ratings against an opposing soap opera.

Saying that there is little new travel film to be rented, Miss Burke predicted an enormous market for it both as program film and as clips for background material.

Mr. Shearer, speaking on "Research Builds the TV Box Office," explained how the Nielsen rating is determined for TV and how it affects the film producer's business. He noted that the top program of the previous week, *I Love Lucy*, is presented on film.

NCAA COUNCIL

Given TV Recommendations

EXECUTIVE council of the National Collegiate Athletic Assn. last week in Chicago heard details of the television committee's recommendations for continued controlled telecasts of football this year, but declined to release them until April 22 in New York. At that time, the committee will meet for a two-day session, make its recommendations and pass them on to member institutions.

A two-thirds vote is required for passage of any one of 12 plans for control which have been studied thus far. Blackout telecasts sectionally were approved by the NCAA last year in convention with a vote of 163 to 8. The progress report in Chicago was presented to the 17-man policy group in meetings at the LaSalle Hotel April 6 and 7 by Asa Bushnell, director of the TV program this year.

The council also heard a summary of the 1951 football season attendance report conducted by the National Opinion Research Center, which was paid for by an assessment of 18% from member schools. NORC will check its preliminary survey results, and no new study will be made this season, according to NCAA Executive Secretary Walter Byers. He said the preliminary report of last fall has evolved into a conclusive summary which substantiates the report that gate attendance at games decreased in TV areas.

TV committee members, in addition to Mr. Byers and Mr. Bushnell, are Robert Hall, Yale, chairman; J. Shober Barr, Franklin and Marshall; Jeff Coleman, Alabama; Howard Grubbs, Southwest Conference; K. L. Wilson, Big 10; E. L. Romney, Mountain States Conference; Willis Hunter, Southern California; and Reaves Peters, Big 7.

IERT PANEL

UTILIZATION of educational TV channels will be explored by FCC Comr. Frieda Hennock and other panelists during Ohio State U.'s 22d Institute for Education by Radio-Television at Columbus, which starts Thursday.

In the light of FCC's allocations plan, now released, this special session on educational television will command top attention Friday among educators and broadcasters gathered for the four-day conference—particularly educators.

Comr. Hennock, an outspoken proponent of reservations for non-commercial educational channels, will discuss steps which institutions and civic groups may take to obtain and use TV assignments.

Some 30 general and special interest meetings have been scheduled for the conference at the Deshler-Wallick Hotel under the direction of Dr. I. Keith Tyler, coordinator of radio activities and radio education director at Ohio State U.

In addition, a number of allied groups will meet concurrently with the Institute. Another feature of the conclave is the 16th American Exhibition of Educational Radio and Television Programs, whose awards are announced today (see separate story page 44).

Other panelists discussing steps which educational and civic groups should take in getting and using TV channels will be Ralph Steetle, executive director of the Joint Committee on Educational Television, Washington; George Probst, director of the radio office of the U. of

Comr. Hennock to Air Educational TV Views

Chicago; Burton Paul, manager of KUOM, U. of Minnesota; and Seymour Krieger, counsel member of the JECT. Belmont Farley of the JECT will moderate.

Another special interest session (Sunday) will concern "Broadcasting by Government Agencies," with John Meagher, acting chief of radio, television and visual media for the State Dept., as chairman. Panel members will be Kenneth M. Gopen, assistant director of information for radio and TV stations, Dept. of Agriculture; Charter Heslep, director of AM-TV, Atomic Energy Commission; Dr. C. R. Seitz, chief of the research branch of the Human Engineering Division, Office of Naval Research, and the Rev. Daniel Power, S.J., Georgetown U.

Conference kicks off Thursday evening with a general symposium session on television programming. Participants will include commercial and educational telecasters and an FCC representative. On Saturday Comr. E. M. Webster will speak on international broadcasting, and FCC Chairman Paul A. Walker will take part in a panel session on organized listener groups. Other topics previously were set [B•T, April 7].

Thaw July 1

(Continued from page 23)

community and where such a community is not eligible for reassignment under the 15-mile rule; (2) assignment of a non-commercial, educational channel where no such assignment has been made in the table to the community involved; (3) assignment of a commercial channel to a community to which no commercial assignment has been made in the table.

Fifteen-mile rule permits without rule-making procedure the shifting of a channel from the community to which it is assigned in the table to another community not more than 15 miles from the first.

Educational reservations were justified on the theory that the Table of Assignments itself is a reservation of channels for specific communities.

It isn't possible to force commercial TV stations to give time to educational institutions, the Commission decided. It warned, however, that the fact or reservation does not absolve commercial stations from filling the educational needs of the community.

Educational stations must be licensed to educational institutions, or a cooperative group of such institutions, the Commission emphasized. However, if there is no such authorized institution, then a municipality running the schools of its area may be licensed, the Commission pointed out.

Requests for partial commercial operation of educational stations were rejected with finality.

Smaller Cities Share VHF

VHF was used primarily in the large cities to give wide coverage, the FCC pointed out, but it emphasized that it did not believe large cities should receive an "undue share" of the "relatively scarce" VHF channels. Therefore, the Commission said, it made a substantial distribution of VHF channels among the smaller cities. It was apparent that cities with populations below 30,000 got UHF-only assignments.

If all VHF and UHF channels are utilized, the Commission said, "there should be few, if any, people in the U. S. residing beyond the area of TV service."

Decision on the number of channels (both VHF and UHF) to be assigned to a city was based on the following population criteria: One million or more, 6 to 10 channels; 250,000-1,000,000, 4 to 6; 50,000-250,000, 2 to 4; under 50,000, 1 or 2.

But, the Commission said, variations were made on the ground that it was more important to give each of several cities in one area at least one channel rather than to place them all in the largest city. There was also the requirement, the Commission said, to distribute channels equitably among the states. And finally, it pointed out, it tried to give every primary educational center a VHF channel.

In answer to the DuMont plan which urged that at least four

VHF channels be assigned to the larger metropolitan areas in order to equalize network competition, the Commission said it could not agree to that premise.

"Healthy economic competition in the TV field will exist within the framework of the assignment plan," it said. It also stated that it was concerned that many smaller cities, under the shadow of larger cities, should have the opportunity of having their own stations rather than having to rely on a big city's coverage.

The DuMont allocation plan, which was the only one submitted as a substitution for the whole of the FCC's proposed allocation last year, was also denied on the ground that many of its assignments were below the minimum separations established.

Also denied were several requests for less than the separation minimum which held out hope that mountain walls would serve to confine signals, and thus overcome co-channel interference. The FCC majority sought to adhere to the strict technical limits in such instances.

Notion that additional channels could be squeezed in certain cities, by requiring less than maximum powers, also was turned down.

Coverages For Stations Differ

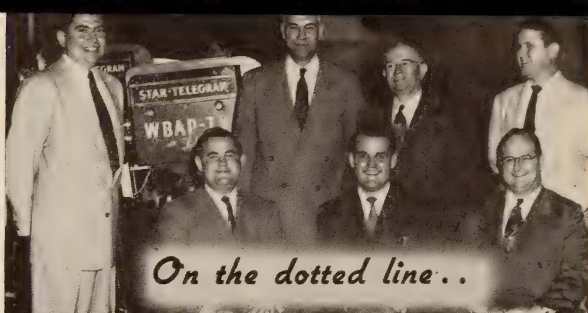
In specifying maximum powers, the Commission pointed out that coverages would be different for each station. This reference was to the fact that the whole assignment principle is embraced in rigid adherences to separations, powers and antenna heights.

A provision in the "Third Notice" last year which would have forced stations to diminish maximum powers when interference was caused stations on adjacent channels was deleted in the final report.

Proposals made in the "Third Notice" were retained for the following: Oscillator radiation—UHF stations seven channels apart are required to be 60 miles apart (based on a receiver IF of 41.25 mc). Picture image interference—UHF stations must maintain minimum spacing of 75 miles if they are separated by 15 channels. Sound image interference—UHF stations must maintain a minimum spacing of 60 miles if they are separated by 14 channels. IF beat—UHF stations must maintain minimum spacing of 20 miles if they are separated by eight channels. Intermodulation—UHF stations must maintain minimum spacing of 20 miles if they are separated by less than six channels. Multiple interference—not recognized.

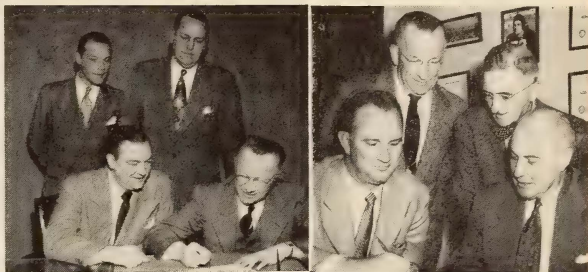
New rules and standards cannot be construed as guarantees of service, the Commission warned, but only as yardsticks. For UHF service curves (F 50, 50), the Commission decided to use 63 mc instead of the 195 mc basis it previously had used. It was believed these would give a more realistic picture

(Continued on page 68)



On the dotted line..

HAPPY smiles follow signing of *The Cisco Kid* by Skillern's Drug Stores on WBAP-TV Fort Worth. From l to r (standing): Curly Broyles, WBAP-TV slsmn.; Harry Holcombe, natl. radio-TV dir., Grant Adv.; Harold Hough, station's dir.; Henry Finch, sls. mgr., Skillern's; (seated) Frank Skillern, sponsor's v. p.; Tom Murphy, v. p. and mgr., and W. C. Woody, v. p. and TV dir., Grant's Dallas office.



NON-NETWORK segment of WLWT (TV) Cincinnati's *Breakfast Party* is sold for 13 weeks to Alber's Super Markets, food chain. From l to r (standing): Herb Flaig, WLWT slsmn.; Bob Egbers, Alber's; (seated): John Murphy, TV v. p., Crosley Broadcasting Corp., and Alfred Bissmeyer, Alber's.

GEORGIA Tech football games for film showing next fall on WSB-TV Atlanta are arranged by Coach Bobby Dodd (seated, l) and Walter W. Gibbs, GE Supply Corp. adv. and sls. mgr., whose firm will sponsor contests. Ed Danforth (standing, l) *Atlanta Journal*, with John M. Outler Jr., WSB-AM-TV gen. mgr., join huddle.

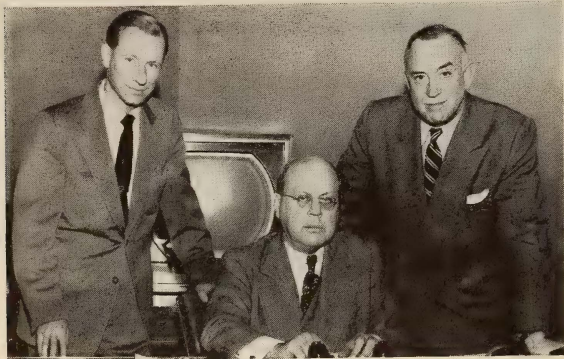


NEW SERIES, *Rebound* (ABC-TV, Fri. 9-9:30 p.m. EST), premiered last month on ABC-TV owned stations with Packard Motor Car Co. signed by S. James Andrews (c), asst. to pres. in charge of radio and TV dept., Maxon Inc. [B*TV Jan 28]. Flanking him: W. Ray Baker (l), v. p., Maxon and Slocum Chapin, ABC v. p.

EXCLUSIVE contract for Chicago Cubs home game telecasts on WGN-TV Chicago followed this signing by James T. Gallagher (l), Cubs' bus. mgr., and Frank P. Schreiber, treas. and gen. mgr., WGN Inc. Games were carried four years by station, but this was first time exclusive rights were attained.

THIRTEEN-WEEK contract for *Star Hostess Party*, half-hour audience participation show, on WWJ-TV Detroit is approved by (l to r) W. P. Smith, radio-TV dir., Charles W. Hoyt Co.; Norman Hawkins, station's sls. mgr.; Jim Cottingham, adv. mgr., Stanley Home Products, the sponsor; Robert W. Mickam, Hoyt's sec., and Al Elzerman, Michigan sls. mgr. of Stanley.





FIRST contract for the new AP television newsfilm service is signed by (l to r) Al Stine, AP executive representative; George M. Burbach, general manager, KSD-TV St. Louis, and Oliver Gramling, AP assistant general manager.

AP TELEVISION

ASSOCIATED PRESS today (Monday) makes its entry into the television news field. The first of a series of daily quarter-hour TV newsreels will, if all goes off according to schedule, be delivered to seven AP member TV stations for broadcast today.

KSD-TV St. Louis, owned by the *St. Louis Post Dispatch*, was first subscriber to the new AP service. Others signed to date include WDAF-TV Kansas City (*Star*), WBAP-TV Fort Worth (*Star-Telegram*), WTAR-TV Norfolk (*Virginian-Pilot and Ledger-Dispatch*), WCAU-TV Philadelphia (*Bulletin*), WHAS-TV Louisville (*Courier-Journal and Times*), WBNS-TV Columbus, Ohio (*Dispatch*). Service is exclusive to AP members, with TV stations eligible for associate membership in AP on the same basis as radio stations have been for some years.

Describing the AP video service, Oliver Gramling, assistant general manager of AP for television and radio, who will direct its operation, said that it "will stress domestic news, enlivened and diversified by a format that includes good human interest and features as well as all the other varieties of news that can make a television screen interesting and really informative."

Music and Sound Effects

"On news that lends itself to such treatment, we will background and explain," Mr. Gramling said. "We propose to give TV news meaning and significance—to lift it out of the category of yesterday's headlines, yesterday's newscasts. Another innovation is that much of the service will be completely scored with music and sound effects."

Announcement of the new service, made by Frank J. Stanzel, AP general manager, said that to obtain the objective of a film news service "created and tailored solely for television and not as a by-product of other purposes, AP arranged for the formation of a new, specialized organization—Spotnews Productions Inc." Spotnews, in

Newsreel Scheduled on 7 Stations

collaboration with AP offices throughout the world, will produce the AP TV service under Mr. Gramling's direction.

A privately financed corporation and not an AP subsidiary, Spotnews is headed by Theodore A. Morde, president, whose background in news, film and radio goes back to 1929. He has also seen government service as a special agent of the Military Intelligence Division, as chief of the foreign language division of the U. S. Coordinator of Information and as assistant chief of operations of the War Department's strategic services unit.

Production Personnel

John T. Tobin, former general manager of Telenevs, International News Service's video ally, is vice president of Spotnews Productions. Other production personnel include George Johnston, former president of Video Productions; F. D. Kahlenberg, former editorial director of Telenevs; Tom Craven, Paramount News cameraman for 25 years; Bernard Dresner, formerly an NBC cameraman in Washington, and Louis Tumola, former March of Time cameraman.

Cameramen and correspondents in 42 states, plus representatives in the other states, Alaska, Honolulu and Puerto Rico, will supply Spotnews with its domestic coverage. Foreign News will be covered by cameramen and correspondents in 44 countries.

Spotnews production headquarters will occupy a full floor in the same building with Major Film Laboratory which will process the news film. Major Film is the video division of Consolidated Film Industries, laboratory owned by Re-

public Pictures Corp. Washington offices of the new company adjoin the AP newsroom in the Star Bldg.

Recalling that AP was "first in the field with news-on-film for television four years ago, but there were not enough member stations on the air at the time to support the venture," Mr. Gramling declared that "since then, no news gathering association has developed a comprehensive service designed exclusively for television use. Everything has been largely an off-shoot of the old movie house newsreel. Coverage has been spotty, with emphasis on New York, Washington, Cheesecake, free publicity film and an overbalance of foreign film of questionable age.

"Television, a potentially great news medium, deserves a service product for its exclusive use," he declared. "That is what AP is now producing. We propose to deliver a rounded service, not just a lot of footage, which is the cheapest and easiest way to do it—the way everyone else has done it to date."

Noting that Spotnews cameramen can operate with the knowledge that their films are for TV use exclusively, Mr. Gramling pointed out that the service "is flexible, with provisions for dropping sound or cutting off titles without affecting the sound tracks on the stories themselves. Stations don't have to edit, but they can edit any way they wish."

Thaw July 1

(Continued from page 67)

of potential service areas. The Commission also changed UHF interference curves (F 50, 10).

Coverage and interference estimated by these charts, the Commission admonished, were for large area consideration, not for individual station predictions.

No co-channel or adjacent channel interference ratios were contained in the revised rules and standards, the FCC pointed out.

Provision encouraging the use of common antenna sites was retained in the new rules, but recommendations that this be required were turned down on the ground that such a requirement should not be imposed "without further exploration of the problem."

This is one of the plans being advanced by the aviation industry in its current campaign to impose some sort of a limit on TV antenna heights and sites [B•T, April 7, March 17]. Joint meeting of government and radio-TV and aviation representatives is planned for the near future, but has not yet been scheduled.

In setting up the three zone system, the Commission cited the population densities of the three areas: Zone I, 222.1 people per square mile; Zone II, 27.4, and Zone III, 47.8.

Single class of TV stations, instead of the community, metro-

politan and rural of pre-freeze days, was reaffirmed.

Plan for individual separate spacings for assignments and for facilities was dropped. Minimum facilities spacing is the same as minimum assignment requirements, the report disclosed.

Tolerances for VHF and UHF use of offset carrier, the technique by which stations on the same channels can overcome co-channel interference to a great extent, were set as plus or minus 10 kc, with 1 kc tolerance.

The principle of the intermixture of VHF and UHF channels in the same city was upheld by the FCC. It emphasized that it was necessary to treat VHF and UHF television as one service, on the assumption that someday both frequency bands would be. The Commission recalled the differences that existed before the 1948 freeze was imposed when Channels 2 to 6 and Channels 7 to 13 were considered in different bands, with the latter believed not as useful as the lower end of that band.

Ban on the use of directional antennas to "shoe-horn" another channel into a city was retained, although permission was given to use DAs to increase service.

Experimentation Upheld

Experimentation with Stratovision and Polycasting was upheld, as it was in the "Third Notice," but commercialization of these principles was turned down. Stratovision, sponsored by Westinghouse, is a means of wide-area coverage through the use of high-flying airplanes radiating TV signals downward. Polycasting, a recommendation of consulting engineer Raymond M. Wilmotte, is a method of wide-area coverage through the use of a number of low-powered TV stations [B•T, March 31].

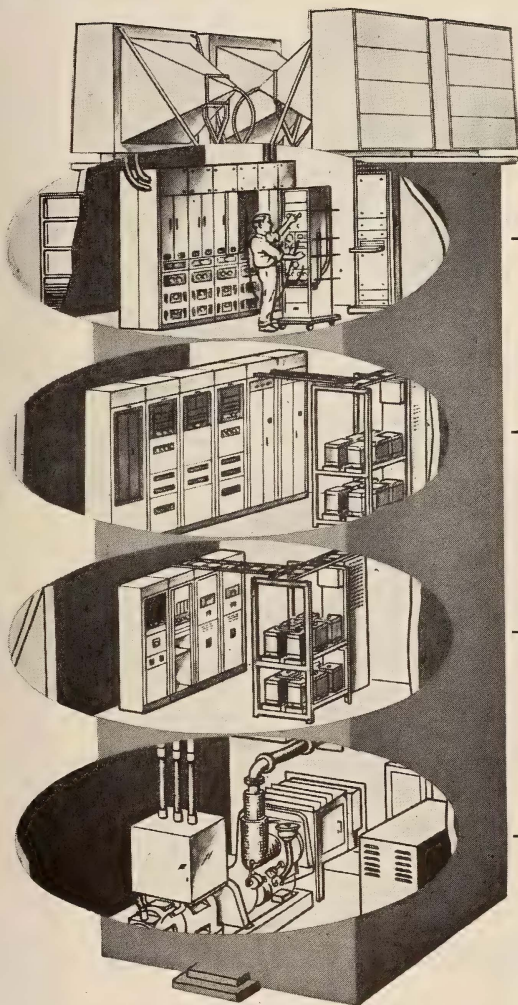
Assignments along the northern border were arrived at after conferences with Canadian officials. It enabled additional assignments to be made to some U. S. cities, the report stated. The same practice was followed along the Rio Grande with the same results, the report pointed out. It also disclosed that Mexico was not planning to use UHF for the time being.

That there will be court actions because of the Commission's rulings on some of the city-by-city recommendations seems to be a foregone conclusion. However, it was pointed out that the document is so built that they can only apply to a limited area of the country. FCC officials seemed confident that the whole allocation plan cannot be enjoined.

The final report was furnished BROADCASTING • TELECASTING a week in advance of the April 14 release date so that it could be put into type and printed in time for arrival at subscribers' addresses with the regular issue of this date. Because of advance release handling it was impossible to procure expert legal and engineering reaction to the document.

WHAT'S INSIDE A RADIO- RELAY STATION?

Sending television signals across the country is a complicated job, requiring 123 radio-relay stations between Boston and Los Angeles. This view of a typical unattended station shows the arrangement of the apparatus which amplifies the signal and sends it on.



ON THE ROOF

are the lens antennas, each with its horn tapering into a waveguide which leads down to equipment in the building.

ON THE TOP FLOOR

the signal is amplified and sent back to another antenna on the roof. Normally unattended, the station is visited periodically for maintenance.

ON THE THIRD FLOOR

are power supplies for several score electron tubes.

ON THE SECOND FLOOR

are power supplies for additional electron tubes. Storage batteries on both floors will operate the station in an emergency for several hours, but

ON THE GROUND FLOOR

is an engine-driven generator which starts automatically after anything more than a brief power failure.

Anything that happens—even an opened door—is reported to the nearest attended station instantly by an automatic alarm system.

Most of this equipment is complex, and expensive. The present value of the nationwide network, provided by the Long Lines Department of the American Telephone and Telegraph Company and the Bell Telephone Companies, is nearly \$85,000,000. Yet the charges for the use of this network are low—averaging about 10 cents a mile for a half-hour program.

Providing transmission channels for the radio and television industries today and tomorrow



BELL TELEPHONE SYSTEM

DuMont

P R E S E N T S

UHF

in ready-to-operate form



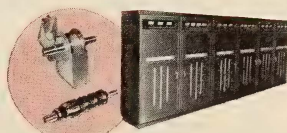
Apply for your UHF Channel now.

Get on the air

quickly and profitably...

WITH DU MONT TRANSMITTERS

UHF at VHF prices! Entirely new concept in UHF transmitter design results in clean, simple, circuitry allowing easiest future power increases. Utilizes the new 5KW Klystron with independent cavities.



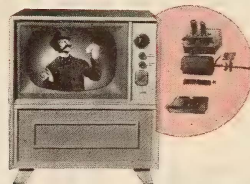
WITH DU MONT PROGRAMS

The Du Mont network is prepared to supply nationally famous stars and shows via coaxial cable, syndicated film service, or teletranscription; the variety of programs necessary to build big audiences.



WITH DU MONT BUILT AUDIENCE

With new Telesets designed to receive various combinations of UHF and VHF channels, Du Mont is prepared to launch an intensive promotion campaign, through local distributors and dealers, to build your UHF audience.



See how these three Du Mont operations, working together, can help you to make your UHF station a success. Write for the free booklet "UHF—The Big New Development in Television." Find out why you can't go wrong with Du Mont.

DU MONT *First with the Finest in Television*

Allen B. Du Mont Laboratories, Inc., 1500 Main Avenue, Clifton, N. J., (Dept. BTU2)



YESTERDAY and TODAY

in Central Indiana at WFBM-TV

"First in Indiana"

Yesterday . . .

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

Today . . . there are

221,350

Sets in use
in WFBM-TV's
coverage area

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

Represented nationally by
The Katz Agency Inc.

WFBM-TV

Channel
6



"First in Indiana"

telestatus



Pre-School 9-10 a.m. Show Proves Popular

(Report 211)

ASK the viewers, if you want the answers, assert WWJ-TV Detroit officials who are busy reading the 10,889 replies to the station's questionnaire during the second quarter of one of its 9-10 a.m. *PlaySchool* programs.

Braving a possible thumbs down, WWJ-TV asked viewers if they would condone a sponsor for the program, with the answers coming under the general theme, "Yes, we will approve a sponsor if it means keeping the program on the air."

Viewers gave a solid affirmative to the first question, "Do you want *PlaySchool* to continue?" officials said.

The yesses to the first question and the third, "Do you want *PlaySchool* every day?" decided WWJ-TV upon keeping the show on the air through the summer and changing the schedule to five days a week instead of the present four.

Other comments, station staffers said, included statements that the viewers hoped the sponsor would be chosen wisely since children watching would regard statements as utter truth, and several persons offered to help raise money to support the program if no sponsor was available.

Program format includes: Merri Melody, who teaches the children songs; Midge, who brings cartoons; Eko, the pixie-like artist who

sketches as the Story Spinner tells his tales; Lady Dooit, whose Magic Workshop of things to make appeals to both mothers and children; and the Magic Fairy and the Busy Buzzy Bee, who whirl through the program as transition effects. WWJ-TV's Walt Koste is producer.

'Lucy', 'Talent Scouts' Top Videodex Ratings

Videodex ratings of top ten TV network shows for March 1952 were released last week as follows:

1. I Love Lucy (CBS-TV) 45.6
2. Talent Scouts (CBS-TV) 44.6
3. Texaco Star Theatre (NBC-TV) 43.3
4. Red Skelton (NBC-TV) 42.9
5. You Bet Your Life (NBC-TV) 42.1
6. Your Show of Shows (NBC-TV) 36.3
7. Comedy Hour (NBC-TV) 36.1
8. Fireside Theatre (NBC-TV) 36.0
9. Godfrey & Friends (CBS-TV) 32.5
10. Pabst Blue Ribbon Shows (CBS-TV) 32.0

Film Editing Is Aided By Camera Control

NEW automatic camera control system which can reduce cutting time on a TV film from five days to one day has been successfully tested at Filmcraft Productions, Hollywood, Isidore Lindenbaum, president, has revealed.

Invented and developed by Ferenz Fodor, production supervisor at

the studio which films NBC-TV's *You Bet Your Life* with Groucho Marx, the patented system has completed eight weeks of tests. It can control eight motion picture cameras at once so that one technician can start and stop all of them from one control room, the inventor said.

It is estimated that time of editing and synchronizing the film of eight cameras can be cut down 75 to 80%, resulting in a great reduction in film.

Single-Channel City Viewing Studied by G-P

WHAT amount of viewing is there on Saturday in a single-channel city?

This was the subject of a study by Guide-Post Research which surveyed 1,200 families in Pittsburgh March 8. Only TV station in that city is WDTV (TV).

Guide-Post results showed that 93% of the set owners had their sets on sometime during the day (9:30 a.m. to midnight); 92½% tuned in WDTV sometime during the day and that 6½% had an out-of-town station on sometime during the day.

Average morning program, it
(Continued on page 74)

Weekly Television Summary—April 14, 1952—TELECASTING SURVEY

City	Outlets On Air	Sets in Area	City	Outlets On Air	Sets in Area
Albuquerque	WOL-TV	14,400	Louisville	WAVE-TV, WHAS-TV	146,181
Ames	WAGA-TV, WSB-TV, WLTV	88,106	Matamoros (Mexico)		
Atlanta	WAGA-TV, WSB-TV, WLTV	185,000	Brownsville, Tex.	XELD-TV	19,200
Baltimore	WABA-TV, WBAL-TV, WMAR-TV	372,937	Memphis	WMCT	123,020
Birmingham	WBFB-TV	60,000	Miami	WTVJ	113,000
Bloomington	WAFB-TV, WBRC-TV	90,000	Milwaukee	WTMV-TV	320,945
Boston	WBTV	142,000	Minn.-St. Paul	KSTP-TV, WTCN-TV	318,200
Buffalo	WBZ-TV, WNAC-TV	873,761	Nashville	WSM-TV	68,418
Charlotte	WBTV	253,940	New Haven	WNHC-TV	250,000
Chicago	WBKB, WENR-TV, WGN-TV, WNBQ	1,116,386	New Orleans	WDSU-TV	85,359
Cincinnati	WCPC-TV, WKRC-TV, WLWT	342,000	New York	WABD, WGBS-TV, WJZ-TV, WNBC	3,059,400
Cleveland	WEWS, WNBK, WXEL	605,329	Newark	WOR-TV, WPIX	
Columbus	WBNS-TV, WLWC, WTVN	222,000	Norfolk	WTAR-TV	112,543
Dallas			Oklahoma City	WKY-TV	121,014
Fl. Worth	KRLD-TV, WFAA-TV, WBAP-TV	160,415	Omaha	KMTV, WOW-TV	125,837
Davenport	WOC-TV	96,000	Philadelphia	WCAU-TV, WFIL-TV, WPTZ	1,021,966
Quad Cities	Include Davenport, Moline, Rock Isl., E. Moline		Phoenix	KPHO-TV	55,100
Dayton	WHIO-TV, WLWD	230,000	Pittsburgh	KDPT	389,000
Detroit	WJBK-TV, WWJ-TV, WXYZ-TV	750,000	Providence	WJAR-TV	205,000
Erie	WICU	162,384	Richmond	WTVR	118,860
Fl. Worth			Rochester	WHAM-TV	138,000
Dallas	WBAP-TV, KRLD-TV, WFAA-TV	160,415	Rock Island	WHBF-TV	91,563
Grand Rapids	WOOD-TV	217,081	Quad Cities	Include Davenport, Moline, Rock Isl., E. Moline	
Greensboro	WFMY-TV	109,247	Salt Lake City	KDYL-TV, KSL-TV	75,900
Houston	KPRC-TV	127,500	San Antonio	KEYL, WOAI-TV	73,378
Huntington			San Diego	KGO-TV, KPXX, KRON-TV	348,500
Charleston	WSAZ-TV	80,350	San Francisco	Schenectady	
Indianapolis	WFBM-TV	221,350	Albany-Troy	WRGB	202,800
Jacksonville	WMBR-TV	55,000	Seattle	KING-TV	135,300
Johnstown	WJAC-TV	144,116	St. Louis	KSD-TV	382,000
Kalamazoo	WKZO-TV	185,140	Syracuse	WHEN, WSYR-TV	171,126
Kansas City	WDAF-TV	195,674	Toledo	WSPD-TV	158,000
Lancaster	WGAL-TV	143,186	Tulsa	KOTV	111,970
Lansing	WJIM-TV	85,000	Utica-Rome	WKAU-TV	70,000
Los Angeles	KECA-TV, KHL-TV, KLCI-TV, KNBH		Washington	WMAL-TV, WNBW, WTOP-TV, WTTG	346,000
	KNXT, KTLA, KTTV	1,232,000	Wilmington	WDEL-TV	100,438

Total Markets on Air 64*

Stations on Air 109*

Estimated Sets in use 16,785,044

* 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.

LEADERSHIP

Weekly Quarter-Hour Firsts*

WMAR-TV Station A Station B

11:00 A.M. to 6:00 P.M.

86 60 46

6:00 P.M. to 11:00 P.M.

79 49 12

TOTAL 165 109 58

IN MARYLAND

MOST PEOPLE

WATCH

WMAR-TV

Of the week's 332 quarter-hours when all three Baltimore television stations are on the air, ratings show WMAR-TV leading in 165 segments—approximately as many as the total for both other Baltimore stations.

*According to March ARB during daily 12 hr. period all three stations broadcast.

WMAR-TV

SUNPAPERS TELEVISION

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

Telestatus

(Continued from page 72)

was shown, reached 33% of the TV homes, the average afternoon program reached 43% and the average evening program reached 56%.

* * *

'Bob & Ray' Revised For 'Average Listener'

IN ORDER to revamp and revise the format of its *Bob & Ray Show* on NBC radio, Colgate-Palmolive-

Peet Co. made a survey to determine habits and characteristics of the average daytime listener.

Material gathered by the C-P-P Market Research Dept.'s Consumer Institute revealed that 8,000 samples show the average listener to be a housewife, between 30 and 34 years old, married to a factory worker for about 11 years, with an annual income of \$3,683 to \$5,542, and with two children, six and 14 years old. The family has

its own home, with a mortgage.

"As a result of the survey the format of the *Bob & Ray Show* was changed and is turning out successfully," Leslie Harris, director of radio and TV for C-P-P, told BROADCASTING • TELECASTING.

Regarding other habits and ways of life of the average listener, the survey showed that she is mainly interested in her children and her home, although national and local affairs interest her more than in the past. She is also more concerned about religion than before World War I.

She buys four dresses a year, wears very little make-up, and has a permanent once a year.

She reads her local newspaper, subscribes to one magazine and reads one book a year.

She and her husband do not discuss world affairs very much. Her main concern is his health and what she can do to help him progress to a better-paying job.

The family eats well, but not lavishly. She is not very sophisticated, and her sense of humor is not attuned to smart jokes.

If she likes audience participation shows, the chances are she does not care very much for daytime drama. She has never seen a Broadway show, but if she had her choice it would be "South Pacific."

* * *

Pulse Inc. Survey Compares Top Ten

TOP TEN network TV programs, including once-a-week and multi-weekly shows, surveyed week of March 1-7 are shown by Pulse Inc., as follows:

Program	Average Rating	
	Mar.	Feb.
Once a Week Shows		
President Truman	40.6	
Texaco Star Theatre (NBC)	40.4	38.4
Godfrey's Talent Scouts (CBS)	38.1	39.4
Your Show of Shows (NBC)	36.9	35.5
I Love Lucy (CBS)	36.8	34.0
Red Skelton (NBC)	36.5	35.2
You Bet Your Life (NBC)	32.6	32.2
Godfrey and His Friends (CBS)	31.8	33.9
Firestone Theatre (NBC)	31.7	31.2
TV Playhouse (NBC)	30.4	29.8
Multi-Weekly Shows		
Howdy Doody (NBC)	16.2	16.7
Kate Smith (NBC)	14.1	13.7
Comet News Caravan (NBC)	13.9	13.1
Perry Como (CBS)	13.5	12.5
Dinah Shore (NBC)	12.0	12.5
The Goldbergs (NBC)	11.8	12.2
Kukla, Fran & Ollie (NBC)	11.2	11.3
Those Two (NBC)	10.9	10.0
CBS-TV News (CBS)	10.7	10.3
The Stark Club (CBS)	9.8	9.6

* * *

Program Type Trend Studied by Pulse

TV PROGRAM trends by types according to number of quarter-hours and average rating, taken from the Multi-Market Telepulse for the week of March 1-7, have been released by Pulse Inc., New York, as follows:

	No. of 1/4 Hrs.	Avg. Rtg.
Quiz-Audience Participation	103	8.2
Daytime Variety	101	6.3
Drama and Mysteries	92	16.9
Kid Shows	73	10.3
News	63	4.5
Musical Variety	61	7.6
Comedy Variety	55	23.6
Interviews	50	3.9
Comedy Situations	27	16.4
Forums, Discussion	27	4.3
Serial Stories	25	6.2
Wrestling	18	8.0
Talent	17	16.4
Religion	12	2.2
Baseball	10	13.0
Boxing	8	27.8
Educational	8	4.3
Music	8	5.1
Film Shorts	6	3.6
Homemaking Service	6	3.2
Westerns	6	20.0
Feature Films	5	9.5
President Truman	2	40.6
Sports News	2	3.3
Miscellaneous	2	7.7
Total	733	

COMMUNITY TV

Palm Springs Under Way

INSTALLATION of International Telemeter Corp. community antenna system is underway to bring television to the mountain-ranged desert community of Palm Springs, Calif.

The city council had granted ITC a 50-year exclusive franchise late last month.

How progress of the ITC system will affect plans of Howard-Yale Inc., who recently applied for FCC permission to build a relay-type station to boost signals from all Los Angeles stations [B•T, March 31], is not known. Howard-Yale plans to scramble its pictures and service subscribers through a decoding device.

The ITC system consists of a mountain top master antenna and coaxial cable connections to town. Cost will be \$100,000, according to Carl Lesserman, ITC vice president [B•T, March 3]. It will bring to viewers in the California desert resort programs from all seven Los Angeles stations—110 miles away.

Subscribers to the community antenna system will pay about \$150 for installation and \$4 a month service charge.

The ITC system also will test pay-as-you-see scrambled picture service. Arrangements have been made with three Palm Springs theatres to feed feature films in scrambled form over the system. Subscribers pay through coin-box attached to their sets. The fee will be regular theatre admission price, of which ITC will keep a small portion, the rest going to theatre owners.

Pay-as-you-see service will use Channel 6 (82-88 mc), unassigned to Los Angeles TV outlets. ITC is half-owned by Paramount Pictures Corp.

In the meantime, a community antenna project is being discussed for Ocala, Fla. It would be built by R. M. Chamberlain, president and general manager of WGGG Gainesville, and Regge Martin, associated with WTTT Coral Gables. Messrs. Chamberlain and Martin have presented a proposal to install the master antenna system to the Ocala city council.

Mr. Martin said community TV service is now in successful use in 30 to 40 towns and cities. Installation would run about \$135, Mr. Martin said, with a monthly service fee about \$4.

Builders Show Pact

WLWT (TV) Cincinnati has announced an exclusive contract with the Cincinnati Home Builders Show Assn. for promotion of the Home Builders Show to be presented April 19-27 at the Cincinnati Gardens.

ALL RAYTHEON Mfg. Co. operations except TV showed larger sales and profits in third quarter report of firm's Waltham, Mass., plant. Net profit after taxes for quarter ending Feb. 29 was \$408,000 on \$28,698,000 sales.



you can see the difference on WBNS-TV

Central Ohio's only TV station with complete art facilities, WBNS-TV offers a commercial art department equipped to do an inspired art job from beginning to end.

Progressive and versatile in every respect, its functions include planning and developing commercial slides, creating sets and TV effects, graphic art, brush work, silk screening, paper maches, set construction and rendering... thorough development of an idea from its conception to its completion.

Yes, you can undoubtedly SEE the difference in art and photography results on WBNS-TV.



Jean's Kitchen Fair... 10:45 daily... an excellent program where full facilities of art and photography are used in presenting effective commercial messages with slides, films, set arrangements, etc.

WBNS-TV's own photographic studio and laboratory guarantees uniform and exacting conversion of various forms of art work, layouts, typesetting, etc., into slides, Balops and Camera Cards; producing the utmost in production techniques.



wbns-tv

COLUMBUS, OHIO
CHANNEL 10

CBS-TV NETWORK • Affiliated with Columbus Dispatch and WBNS-AM • General Sales Office: 33 North High Street REPRESENTED BY BLAIR TV

TV Applications

(Continued from page 65)

to change facilities of existing stations (except the 30 forced to change frequencies), license applications by existing stations, etc. The Commission stated that Line D will not start functioning until Nov. 1 at the earliest.

Non-commercial, educational applications and those from the territories will be processed in the order received immediately after July 1.

The Commission also announced that all TV applications in hearing status have been removed from such classification.

The new procedures also call for all pending applicants to submit completely new applications. Among the revisions of Application Form 301, which are largely technical to incorporate the new standards, is the requirement for program plans. Up to now, TV applicants were not required to submit

program plans with their applications.

Pending applications which are not completely resubmitted will be dismissed, the Commission stated. Only exception is when duplication of some exhibits would prove an "undue hardship."

Applications in Processing Line A will be checked against applications in Line B for conflicts regarding transmitter-to-transmitter spacings. It therefore behooves all applicants to get their applications on file within the 78-day period before July 1, it was pointed out. Otherwise, an applicant in Line B is likely to find that his antenna site will conflict with that of an application granted in Line A, and he will be required to pick another site.

Where two applications are found to be in conflict, they will be set for hearing. If the conflict is resolved, the application with the higher priority will be processed, while the application with the lower priority will go back into its proper place in its processing line.

The Commission also called attention to present rules which require that an application must be filed at least one full day before Commission action on another application in order for the former to be considered in conflict with the latter. It also pointed out that a new application must be filed at least 20 days before the date of a hearing in order to be consolidated in the hearing with the other applications.

UNION MERGER

AFRA-TVA Fusion Foreseen

MERGER of at least two entertainment unions—American Federation of Radio Artists and Television Authority—was a certainty for this summer as a result of membership vote announced last week.

Results of the balloting, conducted by mail throughout March, showed that 1,254 TVA members were for the merger, while 269 were opposed. Among radio artists, 2,213 favored unification while 79 did not. Voters also approved a constitution for merger of the unions, which would become the American Federation of Television and Radio Artists.

National polling was conducted, as planned at the TVA convention in New York last December, as an alternative to an over-all merger with three other talent unions, scheduled with a July 1 deadline. The other unions are Actors and Chorus Equity Assns., American Guild of Musical Artists and American Guild of Variety Artists. All are members of Associated Artists & Artists of America (AFL).

Early this year, all entertainment unions—on record as favoring total merger but unable, among themselves, to effect it—approved a study for total unifications to be conducted by the Institute of Industrial Relations at the U. of California at Los Angeles and the School of Industrial & Labor Relations at Cornell U. The educators volunteered to study feasibility and means for total merger, to report to AAAA members in time for them to vote on it by July 1. TVA, previously invited to form an all-broadcasting union by AFRA, served notice that unless total merger is accomplished by July, it would unite with the radio group.

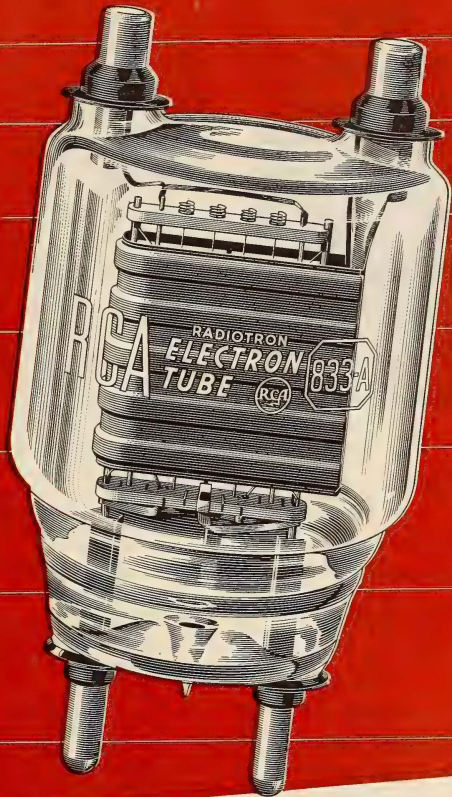
P&G REVIEWS SHOWS

Chicago Kinescopes Viewed

REPRESENTATIVES of Procter & Gamble visited Chicago last week to see kinescope auditions of *Welcome Travelers*, which P&G sponsors five mornings weekly on NBC. The kines were cut at NBC headquarters and were filmed at NBC Merchandise Mart headquarters as two quarter-hour and one half-hour films.

AM principals are expected to handle the TV show also, among them being emcee Tommy Bartlett, Bob Cunningham, director; Myron Golden, producer, and Les Lear, manager. AM sponsors are Lava, Spic-N-Span, Joy and Prell. Although the show is proposed now as a five-a-week afternoon show, the network is also considering a simulcast.

Alex Drier, NBC network commentator from Chicago, last week put his own news-feature package, *Man on the Go*, on kinescope for prospective client auditions. Designed as a once-weekly half-hour network show, the program features Mr. Drier in a narrative and dramatic format discussing news trends, features and human interest stories.



The tube that puzzled the experts



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

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

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



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

KFMB TV Channel-8

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

**1951 General
Business Activity
in the
San Diego Market
maintained a level
20% HIGHER
than in 1950**

**... this was
reflected in
PRODUCTION,
EMPLOYMENT,
FINANCES and
RETAIL SALES.**

**Wise Buyers
BUY-**

**KFMB
For
More
Business!**

**KFMB-TV
Channel-8**

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

John A. Kennedy, owner
Howard L. Chernoff, Gen. Mgr.
Represented by The Branham Co.

FCC ATTORNEYS

Three More Leave Staff

FCC lost three attorneys last week. A. Harry Becker, chief of the Administrative Law Branch, Office of the General Counsel, resigned to open his own office. Howard J. Schellenberg Jr., attorney in New & Aural Facilities Division, and Leonidas P. B. Emerson, attorney in the Renewal & Transfer Division,



Mr. Becker

Broadcast Bureau, resigned to join the newly formed law firms of Haley & Doty and McKenna & Wilkinson respectively.

Washington radio law firm of Haley, McKenna & Wilkinson becomes two separate organizations April 15. Andrew G. Haley and Dwight D. Doty, with Mr. Schellenberg, form Haley & Doty. James A. McKenna Jr. and Vernon L. Wilkinson, with Mr. Emerson, become McKenna & Wilkinson. Both firms will remain for the time being at their present address, Duryea Bldg. on Connecticut Avenue.

Meanwhile, Edward P. Morgan, of Welch, Mott & Morgan, resigned as director of enforcement for the Office of Price Stabilization and returned this week to his private practice. He has been with OPS since February 1951.

Mr. Becker ended 18 years of service with the FCC with the opening of his own office in Room 1116 Ring Bldg. He joined the Commission in 1941, was chief of the Law Department's Chicago office from 1942 to 1945. During his FCC career, Mr. Becker acted as Commission counsel in such notable cases as Clear Channel hearing, in 1946; Daytime Skywave, in 1946; rule making on 30 kc separation, in 1947; WMIE Miami, in 1949-50. Mr. Becker was graduated from Marquette U. Law School in 1934, worked for the Securities and Exchange Commission and the Federal Power Commission before joining the FCC.

Prior to his OPS tenure, Mr. Morgan served as counsel for the Senate Foreign Relations (Tydings) subcommittee looking into communists in government. Before joining Messrs. Welch and Mott in 1947, Mr. Morgan was with the General Accounting Office and the FBI.

Benton-McCarthy Spat

IN THE continuing spat between Sen. William Benton (D-Conn.) and Sen. Joseph R. McCarthy (R-Wis.), the Wisconsinite last week criticized Sen. Benton's use of TV in his 1950 campaign. Sen. McCarthy introduced a resolution asking for a Senate probe of Sen. Benton, naming as one of six areas of inquiry: "The use by Benton of fake television portrayals of Benton during his 1950 campaign."



PANEL members who discussed "The Problems of Television Rating Services" at the 34th annual meeting of the American Assn. of Advertising Agencies [B*7, April 7] were (l to r) Herbert A. Vitriol, Grey Adv.; Charles A. Pooler, Benton & Bowles; Lyndon O. Brown, Dancer-Fitzgerald-Sample, and Fred B. Manchec, Batten, Barton, Durstine & Osborn, panel leader.

UTP PACKAGE SALES

Announced for 7 Markets

UNITED Television Programs received sales of four video film packages in seven more markets last week, according to Aaron Beckwith, UTP sales director.

Hollywood Off-Beat, a half-hour private detective series starring Melvin Douglas, will start on WXYZ-TV Detroit April 29 for the Evans-Beckwith Carpet Co. and on KFMB-TV San Diego this week.

Quarter-hour sports interviews, conducted by Leo Durocher and his wife, Laraine Day, *Double Play With Durocher and Day*, starts on WNAC-TV Boston April 26 and, for the Fedders-Quigan Corp., on WMBR-TV Jacksonville as of May 7. On the market little more than six weeks, the sports program has been sold in 16 markets so far, Mr. Beckwith reported.

Royal Playhouse, which won honors for the best film series of 1951 when it was presented as *Fireside Theatre*, was added by WOC-TV Davenport, where Ford dealers will sponsor.

Anticipating the end of the TV station freeze, UTP is the first film distributor to start contacting possible new stations, Mr. Beckwith claimed. Many sponsors anxious to get top time franchises are already lining up in some markets, he said.

Montgomery Testifies

ROBERT MONTGOMERY, radio news commentator and NBC TV producer, testified before the House Agriculture Committee last week. He was called to explain where he got the information with which he attacked in news broadcasts the government's \$125 million dollar campaign against foot-and-mouth disease (prevalent among cattle in Mexico). Mr. Montgomery acquitted himself well in the opinion of observers by countering questions with queries of his own. At the hearing's close, Rep. August Andresen (R-Minn.) said "this hearing will not be a total loss. Where you had 15 million listeners you'll now have 75 million."

DETROIT TO LANSING

Microwave Link Planned

PLAN to erect a microwave TV radio-relay link between Detroit and Lansing to provide one north-bound channel to Lansing was revealed in an application filed last Tuesday by AT&T with the FCC.

The link will require two intermediate amplifying stations between the cities and will cost \$250,000. If the FCC approves the request promptly, AT&T expects to have its link in operation by late summer.

WJIM-TV, the only TV outlet in Lansing, now is interconnected with the four TV networks but uses a privately-owned microwave system which connects with Bell facilities in Detroit.

Peterson to CBS-TV

EDGAR PETERSON, original producer of *Pulitzer Prize Playhouse* and more recently producer-director of the *Faye Emerson Show*, has been named manager of the CBS-TV story and script department, effective today (Monday). The former motion picture production aide to Dore Schary, David Selznick and Frank Capra will report to William Dozier, former CBS-TV script manager recently named executive producer of dramatic shows.

WTOP-TV's Thanks

RETURN by WTOP-TV Washington of the CBS-TV *Songs for Sale* with Steve Allen to the air after being dropped a month was accompanied by so many "thank you" letters from appreciative viewers that the station in a series this week will air its own thank yous, using names of letter writers. Lloyd Dennis, director of program service, said the 9:30-11 p.m. EST Saturday telecast was returned after a flood of letters and post cards, and called the station's response to the writers "television democracy."

JUSTICE PROBE

RCA Opposes Subpoena

RCA asked the U. S. Court for the Southern District of New York last week to withdraw or modify the subpoena issued to the manufacturing company in the anti-trust probe launched by the Justice Dept. in the electronics industry six weeks ago [B•T, March 5].

Deadline for the Justice Dept. to answer the motion, originally set for today (Monday), was extended a week with RCA consent. The motion was filed Tuesday by the law firm of Cahill, Gordon, Zachry & Reindel, RCA counsel.

The action, considered the normal way to counteract a subpoena, charged that the federal request for voluminous company records, correspondence and other documents—some dating back to 1934—pertaining to electronics manufacture—was “too broad, unreasonable and oppressive,” spokesmen for the law firm said Thursday.

An additional part of the motion charged that that part of the subpoena relating to RCA licensing had previously been adjudicated in the 1932 consent decree in the Delaware courts. When the office of the Attorney General tried to reopen that case in 1942, the motion said, the court held that the case was closed. A subsequent federal appeal to the U. S. Supreme Court was dismissed before hearing.

RCA was the only manufacturer among those served—virtually all the nation's major producers of AM, FM or television transmitting and receiving equipment—who by

late last week had taken legal steps to eliminate or change the court order, a spokesman for the anti-trust division indicated.

The subpoenas were served in late February to start what was described as an industry-wide investigation of possible anti-trust law violations. Those served were instructed to deliver masses of company records to the New York court on May 12, for study and consideration by a grand jury. Actual charges could be lowered only at grand jury request upon completion of its closed-door investigation, a matter that might take months.

List of manufacturers known to have been subpoenaed, or presumed to have been since the investigation was to be industrywide—including RCA, whose activities were singled out as a specific subject upon which certain information was demanded, and CBS, General Electric, Westinghouse, Philco, Hazeltine Corp., International Telephone & Telegraph Co., Zenith, and DuMont.

NBC AFFILIATES

Resist New Spot Plan

NBC-TV reportedly was encountering affiliates' resistance last week to a plan to sell the four half-hourly 35-to-60 second weather reports on its *Today* morning show, charge the sponsor for the equivalent of a five-minute segment and pay affiliates one-third of the 15-minute rate.

The proposed sponsor is Armour & Co., which under the plan would get a brief mention of its Dial soap before each weather report and a 15-second commercial afterward. The network pointed out to its affiliates that this adds up to approximately four minutes of program and one minute of commercial time daily.

NBC-TV spokesmen had no immediate comment on affiliates' reaction, but it was known that some stations were contending the plan would put the network into the “spot carrier” business with less

remuneration to the stations than if they themselves sold the announcements.

The program is seen 7-9 a.m. EST and CST, Monday through Friday, and features Dave Garroway, who is sponsored by Armour on NBC radio.

TV Talent Search

GEORGE FOLEY Inc., producer of ABC-TV's science-fiction *Tales of Tomorrow*, began a “Star of Tomorrow” talent search last week in effort to find new TV talent from among women, 20 to 25 years old, who have never been cast in video roles. Final winner of nightly auditions will be selected April 30 by Charles Underhill, ABC-TV programming head; Jessica Landau, Universal Pictures' Eastern talent supervisor; actor Thomas Mitchell, and a Broadway producer. Winner to be starred in *Tales of Tomorrow* May 9 and be screen tested by Universal Pictures.

In MARCH an agency executive wrote about a WGN-TV program:

“I have consistently watched our participation with a very critical attitude, and all I have ever come up with was...Praise, sincerely and copiously, for the fine job you are doing.”

• • •

Follow the lead of advertisers who know...get the most for your advertising dollar by buying WGN-TV in Chicago. Check your WGN-TV representative for choice availabilities.



The Chicago Tribune Television Station

AFA CONVENTION

Includes TV Session

ADVERTISING Federation of America's convention session on television, based on the theme “Television Takes Stock of the Future” [B•T, March 17], will be conducted by Eugene S. Thomas, vice president of George P. Hollingbery Co., station representation firm, it was announced last week. The annual convention will be held June 8-11 in New York.

Speakers for the TV session, slated for the morning of June 11, have not been announced.

“What's Ahead for Advertising and Marketing?” is scheduled topic for the June 9 morning meeting, featuring a survey report by Arno Johnson, vice president of J. Walter Thompson Co., followed by a panel discussion. Panel leader will be Stuart Peabody, assistant vice president in charge of advertising, The Borden Co., with members including Marion Harper Jr., president of McCann-Erickson; Ben Duffy, president of BBDO, and a national advertiser, to be announced.

AFA award to its annual high school essay contest will be made at luncheon the same day by Thomas Brophy, Kenyon & Eckhardt board chairman and chairman of the board of judges.

OPERATING COSTS

Herold of RCA Issues Study

DETAILED analysis of TV station operating costs, broken down by size of station, has been prepared by Joe Herold, TV station planning consultant for RCA's engineering products department. Actual stations, now in operation, were studied and their averages were used as the basis for the study.

Not only has Mr. Herold listed typical salary requirements, department-by-department, for four major classifications of station, but also he has considered transmitter operating costs, rent, depreciation, insurance and even the amount of floor space needed for various departments in each class of station.

A typical station with a 2 kw transmitter, without a live studio and using network, film and slide programming, has total yearly operating expense of \$184,048. Its personnel numbers 22, and the station needs 2,624 sq. ft. of floor space. Technical expense for such a station is \$40,140; program expense runs about \$64,180; sales expense is about \$24,700, and administrative and general expenses are about \$55,028.

A station with a 10 kw transmitter has 31 employees, needs 6,260 sq. ft. of floor space and has total yearly operating expense of \$274,718. A breakdown of departmental expenses shows about \$65,268 for technical expense, \$103,350 for

program expense, \$28,720 for sales expense and \$77,380 for administrative and general expense. Such a station uses network, film and slide programming, in addition to one live studio.

A station with a 20 kw transmitter has yearly operating expenses of about \$444,632 and 50 employees. It needs at least 15,835 sq. ft. of floor space. These stations spend about \$116,144 on technical expense, \$186,480 on program expense, \$34,700 on sales expense and \$107,308 on administrative and general expenses. It uses network, slide and film programming, has a live studio and also handles remotes.

The station operating with maximum ERP uses network, film and slide programming, has two or more live studios and remote equipment, plus a master control room. Its total yearly operating expense is \$618,882 and it has 70 employees. Technical expense is about \$160,725, program expense is \$222,312, sales expense is \$65,800 and general and

administrative expense is \$166,045. Also included are comparison tables showing at a glance statistics for all four major groups of stations.

Average Class "A" time rates per hour and minute vary from \$225 an hour and \$27.50 a minute for a 12,000-receiver market, \$400 an hour and \$75 a minute for a 100,000-receiver market, to \$1,500 an hour and \$300 a minute for a 1,775,000-receiver market and \$3,000 an hour and \$550 a minute for a 3,000,000-receiver market.

The report is concluded with a breakdown of responsibilities for the usual TV station operating personnel.

TV PRIORITY

St. Louis Wants From FCC

ST. LOUIS Board of Aldermen has asked the FCC that St. Louis be given first priority when the TV freeze is lifted and the Commission begins processing applications. In a resolution adopted April 4, the Aldermen asked that the city's TV applicants be given an early hearing so that new stations can be built and put on the air at the earliest date.

The resolution called attention to the fact that St. Louis viewers are "in a more adverse position with respect to television . . . than the residents of the 10 principal metropolitan areas of the United States. . . . The St. Louis area contains the largest concentration of receivers (372,000) in the United States having only a single service available." The Aldermen credited the city's only TV station, KSD-TV, with performing "a marvelous job."

Owner of KSD-TV, the St. Louis Post-Dispatch editorially endorsed the Aldermen's request that the FCC "give early consideration" to the city's applicants.

Meanwhile, on April 6, the St. Louis Globe-Democrat, which owns a minority interest in KWK, began a series on the history of the TV freeze. Series was introduced by a front-page editorial which referred to the fact that St. Louis has only one TV station, but explained that the situation was not due to the "unfairness" of the FCC but to the freeze. The editorial pointed out that some major cities had no TV—Denver and Portland, Ore. "Television," the editorial said, "has made a stupendous and historic growth. . . . It is fabulous in its appeal to the people, and in a great sense has changed the pattern of public entertainment and the home life of the American people."

There are seven applications pending the six available channels in St. Louis. Applicants are KWK, WMEW, KKOK, KFUD, St. Louis Amusement Co., 220 North Kingshighway Inc., and the New England Television Co. Of the six available channels in St. Louis, three are VHF and three are UHF. One of the VHF channels is reserved for non-commercial, educational use.

Who's All Wet?

COLD WATER followed hot words during *America Votes*, KECA-TV Los Angeles public service sustaining panel program, when George McLain, advocate of an old age pension plan, replied to the question of "Are you a communist?" by heaving the contents of a glass of water at his questioner, Paul Sheedy, counsel for the Property Owners Assn. of California. Television watchers saw Mr. Sheedy reply by throwing a full glass back at Mr. McLain, who was nicked on the hand by a piece of flying glass. Nelson Pringle, moderator, stepped in to smooth ruffled feathers and the old age pension plan discussion continued to a wet but uneventful conclusion.

WCBS-TV AUDIENCE

Sales Presentation Made

WCBS-TV New York is circulating a sales presentation, "The New York Television Picture," claiming that the CBS-TV key delivers the biggest audiences, leads in local as well as network programming and offers lowest cost circulation of all Manhattan TV stations.

Brochure states that WCBS reaches 18% of the total national TV audience, leads in quarter-hour count of audience for both daytime and nighttime, with Tele-Pulse reporting total of 247 firsts for WCBS-TV compared to 120 for the next highest station. Station also claims first rating on such pooled broadcasts as President Truman's March 6 speech and the San Francisco Peace Conference; highest-rated film programs, women's program, news program and sports feature. Average cost per thousand is said to be \$1.47 on WCBS-TV with nearest competitor listed as \$1.83.

CBS-TV Sleuth Series

NEW TV series of 39 half-hour programs, *Files of Jeffrey Jones*, was announced as available by CBS Television Sales last week. Concerning a former G. I. who finances his way through law school by outside sleuthing activities, the series has been taken by Crawford Clothes for WABD (TV) New York, effective June 7 when the CBS-TV film sales' *Cases of Eddie Drake*—also sponsored by Crawford—completes its 13-week run. *Files of Jeffrey Jones* also was purchased by Ennds for KING-TV Seattle and by Pittsburgh Brewing for WDTV (TV) Pittsburgh. Program stars film actor Don Haggerty and features Gloria Henry, Lyle Talbot, Vince Barnett and Tristram Coffin.

AMERICAN Brewing Co.'s 104-week sponsorship of TV drama series, *The Unexpected*, began April 5 on WBAL-TV Baltimore. Ziv series features half hour dramas with trick ends.

Washington Watches

Movies

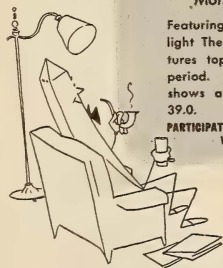
FOOTLIGHT THEATRE

6-6:40 p.m.

Monday thru Friday

Featuring Western films, "Footlight Theatre" consistently captures top ratings in this time period. March ARB survey shows a cumulative rating of 39.0.

PARTICIPATIONS NOW AVAILABLE ON WEDNESDAY ONLY



Watch Washington

Latest figures show that there are 334,004 television sets operating in the Washington Metropolitan Area . . . and other late figures indicate that the per family income in the area is over \$6,500 . . . what a combination . . . especially when you add WNBW to it!

wnbw
Channel 4

NBC Television in Washington

Represented by NBC Spot Sales

CH. 1 'REBATE'

Bill Would Repay 'Losses'

BILL to pay William L. Gleeson, president of Broadcasting Corp. of America, nearly \$150,000 for losses due to the FCC's deletion of Channel 1 (44-50 mc), has been introduced in the House by Rep. George B. Miller (D-Calif.).

The House Judiciary Committee, where the bill pend, has taken no action on the "relief" measure.

Mr. Gleeson got his CP for Channel 1 in Riverside, Calif., in December 1946. Early in 1948, as the station neared construction, the FCC deleted Channel 1. Mr. Gleeson then asked for Channel 13, assigned to KLAC-TV Los Angeles. Later, he decided not to become involved in hearings and asked for special temporary authorization to use Channel 6. This request was rejected by the FCC which said he would have to submit a new application and take chances on getting the grant just like any new applicant.

Commission said it took action in deleting Channel 1 only after informing Mr. Gleeson in May 1947 that re-allocation or deletion of Channels 1 and 2 appeared likely and that he should participate in public hearings on the proposals. Although Channel 6 is not in use in Los Angeles, it was assigned to San Diego, 112 miles away.

Originally Channel 1 was set aside for community TV stations, but later FCC decided mobile and fixed services, also assigned 44-50 mc, could not share channel with TV stations. Eleven cities were assigned Channel 1, but no other CP's were granted by the FCC.

Gleeson Petition

Last November Mr. Gleeson filed a petition to reorganize BCA under the Federal Bankruptcy Act in Los Angeles. Petition was to prevent a pending sheriff's sale of KROP Brawley, Calif., equipment and furnishings. Foreclosure action was brought by Mr. and Mrs. Fred K. Wahl who claimed \$8,120.41 due on a \$10,000 promissory note signed in 1946 by Mr. Gleeson (B•T, Nov. 5, 1951).

William B. Ross, head of W. B. Ross & Assoc., Los Angeles advertising and public relations agency, was appointed BCA trustee. When he filed applications with the FCC for involuntary transfer of control of the Gleeson-owned stations (KPRO Riverside, KREO Indio, KPOR Blythe and KROP Brawley), Mr. Gleeson refused to sign them.

Last week Mr. Gleeson signed a petition with the FCC requesting that no action be taken on the transfers since he claims he is under the protection of the court. Until the court decides at a hearing next month whether or not BCA is bankrupt, Mr. Gleeson contends that he should retain control.

Mr. Gleeson said he is trying to work out arrangements with his creditors for monthly settlements. If this can be done, and the court

approves the plan, BCA will be spared bankruptcy he said.

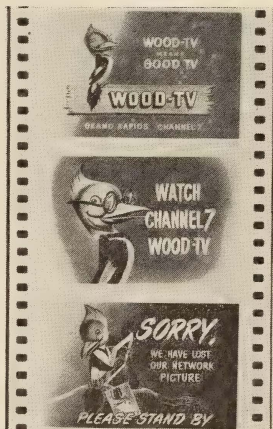
Only if the court does not approve the plans for payment to creditors, or if it declares BCA bankrupt, should the involuntary transfer of control be made, Mr. Gleeson claimed.

'WOODY' WOVES 'EM WOOD's Bird Is Versatile

WOOD-AM-TV Grand Rapids is proud of its bird. He's "Willy Wood," who appears quite liberally on the station's video picture and also identifies both stations.

The little woodpecker, who has animation that is life-like and pleasing to the eye, the stations note, expresses well the area which they serve. Grand Rapids is in the heart of a wood working area with a concentration of furniture factories.

Search for Willy's creator is a story in itself, the stations report. Studios nationwide submitted sketches in response to WOOD's bid. But all had something missing until Harry Wesslund's sketch arrived. Mr. Wesslund, a local self-taught freelancer, had the answer. His skilled pen makes Willy "commanding, excited, whimsical or athletic—exhibiting the impression desired for almost any circumstance," Willy is "a bird equal to every challenge," WOOD adds.



TV film strip shows Willy in action.

'Faith of Our Fathers'

AN UNNAMED television network is reported considering production of a serial version of "Faith of Our Fathers," the Paul Green sesquicentennial show at Washington, D. C., which has been suffering budget problems. According to Sesquicentennial Director Paul M. Massmann, the \$65,000 received from TV serial rights would put the show over the hump this season. Costs for the drama are about \$260,000 annually.

TVA COLLECTS CLAIMS

Payments Due Under Code

TELEVISION Authority has collected more than \$25,000 in claims in the past 18 months, according to a report by Wayne Oliver, West Coast representative, made to the union's executive board.

Explaining that payments collected were due under the TVA code, Mr. Oliver said producers had either protested or sought clarification on the various claims. Daws Butler and Stan Freberg, voices on *Time for Beany* on KTLA (TV) Hollywood, received \$1,300 in claims against Clampett Productions, co-owner of the puppet show. The pair based their claim on the fact they were not paid for handling commercial spots for which they doubled.

Included also was money held in escrow until the Wage Stabilization Board approved the new TVA code for salary increases and fee adjustments. KTTV (TV) there released \$5,020, which represented pay increases for staff announcer. Terra Productions turned over \$5,122 to TVA and adjusted its fees for cast members of ABC-TV *Space Patrol*.

OFFICIAL FILMS

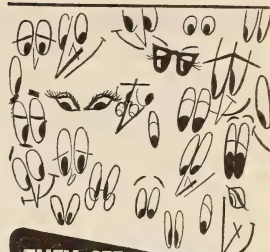
To Distribute TV Series

OFFICIAL FILMS, New York, has acquired distribution rights to three half hour TV film packages being produced by Don Sharpe Enterprises, Hollywood. They include *My Hero*, comedy-accentuated mystery series starring Robert Cummings, with Julie Bishop; *Impulse*, suspense series written by Larry Marcus, and *Four Star Playhouse*, series of original plays starring Charles Boyer, Rosalind Russell, Dick Powell, Joel McCrea and Robert Cummings, who will be rotated each week.

In addition Official Films will handle distribution of Dougfair Corp.'s TV film series *Terry and the Pirates*. The adventure series is based on the comic strip distributed by Chicago Tribune-New York Daily News Syndicate.

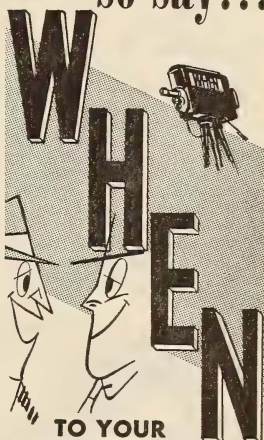
Political Advice

POLITICAL quotation of the hour was delivered by Sen. John M. Butler (R-Md.) to the Arlington, Va., Republican Women's Council. He said: "The most important medium in campaigning today is television." Directing his remarks to a Republican who is aspiring to a House seat from Virginia, Sen. Butler, who unseated former Sen. Millard E. Tydings (D-Md.) in a controversial election that set off a Capitol Hill investigation, added: "You can take care of the city people through TV, but take care of the people in the counties through personal contact."



THEY SEE
WHEN

so say...



WHEN Television sells ... so get in on this rich market by using Central New York's pioneer station, that not only is FIRST in length of service, but FIRST in results.

★ CBS

★ ABC

★ DUMONT



'THE BIG PICTURE'

Second Cycle Shown

PREVIEW of the second 13-week cycle of *The Big Picture*, Army-produced documentary of the Korean War, was held last Monday in New York. It depicts the vast U. S. military training program at home and abroad, development of new military equipment, and the U. S. military picture in Western Europe and Africa.

Produced jointly by the Radio-TV Branch, Public Information Div., Dept. of the Army, and the Signal Corps Photographic Center, the film is distributed by Col. E. M. Kirby's Radio-TV Branch of the Army in Washington.

The series currently is running on 83 TV stations. Stations may sell it to sponsors on an institutional basis.

Regulation W

CEILING for radio-TV and other consumer goods now exempted from Regulation W installment restrictions has been raised from \$50 to \$100 by the Federal Reserve Board. Effect of ruling is to subject all appliances costing over \$100 to the current requirement of 15% down and 18 months to pay. Board of Governors explained additional exemption would "simplify administration" of Regulation W without "substantially affecting volume of consumer installment credit outstanding."



film report

Crown Pictures International, Hollywood, acquires *The Barber of Seville*, feature film version of Rossini's comic opera produced in Rome by Tespi-Productions, for exclusive seven-year television distribution rights in America. Film stars Ferruccio Tagliavini, Metropolitan Opera star, and opera personalities Tito Gobbi, Nelly Corradi and Italo Tajo. Feature will be offered as single unit or in three half-hour episodes.

Hyman Marcus, financier, to head Television Varieties Inc., Hollywood, formed with more than \$200,000 capital to produce and package TV film programs. Herman Webber, General Service Studios producer, vice president, and Max Fink, attorney with Fink, Rolston, Levinthal & Kent, as secretary-treasurer.

Production . . .

Stanley Kramer, head of TV Enterprise Pictures, Hollywood, and former head of George Forey Inc., Chicago, to be executive producer of *Radiant Productions*, Hollywood, newly formed to produce two 13 half-hour film series plus several features. Writer-director will be Lawrence Raimond, head of Lawrence Raimond Productions, and David Buntzman, United Artists Productions Inc. executive producer, to be associate producer. Production planned to start in 90 days.

Jack Chertok Productions Inc., Hollywood, to start 52 half-hour *Lone Ranger* next month for General Mills Inc., with Fred Fralick to work with Mr. Chertok as representative of series owner, George W. Trendle.

Lindsay Parsons Productions, Hollywood, starting new TV film series of 26 half-hour CBS-TV *Files of Jeffrey Jones* on April 17. Actors Don Haggerty and Gloria Henry of first 13 of series, again will be co-starred and Lew Landers and George Blair will share direction.

Gayle Gitterman, head of Hal Roach Studio story department, Culver City, appointed producer on *The Dramatic Hour*, four-part, one-hour TV film series starting May 19. Studio is seeking actor and actress to star in programs, format of which will be: (1) screen test followed by discussion with the two stars, (2) dramatized chapter from *The Last Days of Pompei*, (3)

playlet by studio's stock company and (4) playlet featuring the two stars.

Phildan TV Productions, Hollywood, has acquired TV rights to *Alley Oop*, N.E.A. Service Inc. comic strip, and plans to produce 13 half-hour TV film series starting this summer.

Film People . . .

Royce Barclay of production department, Warwick & Legler Inc., Los Angeles, signed as story coordinator with Pennant Productions Inc., Hollywood, for initial TV film series, *Date With Destiny*. Budget of over \$8,000 allowed to obtain personalized stories for series through newspaper ads in 12 cities.

Fred Messenger and Jack Murton, head of newly-formed Talent Assoc. (television casting agency), signed by Lindsay Parsons Productions, Hollywood, to cast next 13 half-hour *Files of Jeffrey Jones* TV film series.

PRESIDENT'S NEWS

Pollard Would Televis

RADIO-PRESS conference of the President of the U. S. should be telecast to provide another channel for the flow of White House ideas, opinions and actions "directly home to millions of Americans," according to Dr. James E. Pollard, director, Ohio State U. School of Journalism.

Dr. Pollard's suggestion was contained in his article written for *Public Opinion Quarterly*. He received the 1947 Sigma Delta Chi Distinguished Service Award for research in journalism for his book, *The Presidents and the Press*. The article analyzes the President's news conference as a channel of communication.

News conference telecasts would not impair press and radio reports but would make both the President and his questioners "more responsible in their conduct of them," he said. It would "enhance the personal touch" and "would make still more democratic a major communications device that is uniquely American," Dr. Pollard added.

TV PROGRAM ADVICE

'Home Is Not Nightclub'

THE TV industry must not conceive of the home as a nightclub but rather as a church in miniature, Martin H. Work, executive secretary of the National Council of Catholic Men, said in an address before the 1952 Family Life Conference in Columbus, Ohio. The conference was sponsored by the Family Life Bureau of the National Catholic Welfare Conference.

"If the home is as sacred as the church," Mr. Work continued, "dramas will not justify suicide, divorce of convenience, drunkenness, lust and violence." Mr. Work suggested that, at present, TV is "neither a saint nor a sinner" and added that on the credit side, "television brings into our homes many hours of innocent, healthful entertainment."

LOUIS G. PACENT

Was Pioneer Engineer

LOUIS G. PACENT, 58-year-old founder and president of the Pacent Engineering Co. and pioneer in radio development, died in Roosevelt Hospital in New York on Monday after having become ill earlier in the day.

The industrial electrical engineer, a graduate of Pratt Institute, first experimented with wireless in 1906, 10 years after Marconi's successful tests, and had his own amateur station in 1909 when he was 16 years old. Working with the Armed forces as a communicator in 1913, he helped develop communications equipment for both the Army and Navy in World War I.

After the war, Mr. Pacent formed the Pacent Electric Co. to design and produce radio apparatus and electrical equipment for such companies as RCA, General Electric and Westinghouse. During the next two decades, as a consultant to Warner Bros. Pictures, he also worked on talking motion picture equipment, developing in 1928 the first power-operated sound projector for films.

In 1933, Mr. Pacent formed the engineering company he headed at the time of his death.

He was a fellow of the Institute of Radio Engineers, as well as of the Society of Motion Picture Engineers, a member of the American Institute of Electrical Engineers, and also author of a number of papers and books on communications engineering.

Mr. Pacent is survived by his wife, the former Antoinette Marie Andriola, and two sons, Louis G. Jr. and Homer C. Pacent.



90,000 TV SETS

IN THE QUAD-CITY AREA

EACH month this TV set total is ascertained by Quad-City wholesalers serving this area. Actually, the total of TV homes reached by WHBF-TV is considerably larger as our TV signals are received over an extensive area beyond the Quad-Cities.

Increased power has doubled WHBF-TV radiated strength; the staff and facilities have recently moved into enlarged quarters.

True to a 25 year tradition of service in radio broadcasting, WHBF-TV now also serves Quad-Citians well—and advertisers profitably.

Les Johnson, V.P. and Gen. Mgr.

Quad-Cities' favorite

WHBF AM 14.1 TV 11

TELCO BUILDING, ROCK ISLAND, ILLINOIS
Represented by Avery-Kugel, Inc.



HOLLYSMITH
PICTURES

106 South Church St.,
Charlotte, N. C.

SYNC-SOUND
RANGERTONE

73 WINTHROP ST.
NEWARK 4, N. J.

STARS SEEK TV

Santa Barbara Bid Filed

ATEST indication of motion picture stars' interest in television as come with announcement that Donald Coleman is chairman of the board of Santa Barbara Broadcasting & Television Corp., formed to apply for a TV construction permit in that city.

Colin McRae Selph, vice president and general manager of KDB Santa Barbara, is president, and Cecil Smith, local investment banker, is vice president. Alvin C. Weinand, president of San Ysidro Ranch Inc., is secretary. Directors include Arthur Marquette, partner Sherman-Marquette, Chicago agency, and C. H. Jackson Jr., a Nevada rancher.

Recently Irene Dunne and Loretta Young became minority owners of esert Television Co., applicant for channel 13 in Las Vegas, Nev., through purchase of 90% interest in the firm by Huntridge Theatre, in which the actresses hold stock, from Edward J. Jansen, president of KRAM Las Vegas, who retains 10% [B•T, March 17]. If FCC grants application, Huntridge Theatres would also buy control of RAM.

Mary Pickford and her husband, Charles (Buddy) Rogers, have applications for TV stations in Asheville and Winston-Salem, N. C.

Bing Crosby, under his baptismal name Harry L. Crosby, applied some time ago for outlets in Spokane, Tacoma and Yakima, Wash. Gene Autry owns 85% of KOOL Phoenix, which is an applicant for V in that city.

Edward Lasker, RKO Radio Pictures producer, has applied for Seattle and Denver stations.

Gifford Phillips, president of Teehee Co., Hollywood TV film production company and owner of GHF Pueblo, has application for Denver and one for Colorado Springs-Pueblo [B•T, March 10]. The latter application was filed jointly with James D. Russell, president of KVOR Colorado Springs.

A N HOUR-LONG filmed version of *Myra's Tavern* will be telecast on BC-TV All Star Revue on May 31.



GIRDING for Eisenhower for President drive are (l to r) Sigurd S. Larmon, Young & Rubicam president, who has just been named national vice chairman of the Citizens for Eisenhower Committee; Sen. Henry Cabot Lodge Jr. (R-Mass.), chairman of the Eisenhower campaign, and Walter Williams, national chairman of the committee. Mr. Larmon will continue to serve as publicity-public relations director.

INDEPENDENT PROGRAMMING

Fairbanks Warns Against 'Mediocrity'

INDEPENDENT TV station programming is doomed to mediocrity if the current attitude of operators is projected into the future.

Jerry Fairbanks, president of Jerry Fairbanks Productions, made this prediction in Hollywood after talks with station executives during his five-week, 11,000-mile tour of video cities.

Policies of resistance to re-runs, disregard for basic principles of good showmanship, unrealistic attempts to get everything for nothing and a viewer-go-hang attitude were impressions he said he received from independent station operators.

He was amazed to find that many operators "are not concerned with raising the quality of their programming."

"Engrossed in selling time, they are interested in improving their presentations only if no expense is involved," he said.

Noting that TV film producers generally base program prices to stations on the outlet's rate card, he declared that "It is an equitable arrangement because the rate card is based on the number of sets in the area, just as motion pictures

are priced to theatres according to the number of seats in houses.

"Not only are operators unwilling to pay a comparable price for quality programming but they frown on any re-runs," he said.

Mr. Fairbanks stated that some stations rule against a repeat for at least 12 months and warned that unless this policy is relaxed, TV film producers will stop investing money in quality products.

"In many instances," he said, "re-run ratings have been higher than during the first release. Many viewers missed shows because of competing programs, the time and date of telecasts and other home factors. And there are the many new set owners each month in each city."

During the past five years, TV film producers have developed new production techniques, resulting in remarkable savings, Mr. Fairbanks said. Some shows are being made at prices 500% lower than in 1947.

Operators in cities with multiple stations have a much greater appreciation of quality programming, Mr. Fairbanks said he learned during his tour.

"Unfortunately, there are not enough multiple-station markets available currently so that the producer can amortize his production costs over them," Mr. Fairbanks explained, "and until the monopoly created by the FCC freeze on station permits is lifted, the public and the TV film producer will continue to suffer."

Skyland Stations

LAST WEEK'S FCC ROUNDUP listed stations affiliated with Skyland Broadcasting Corp., applicant for new TV station in Dayton, Ohio, incorrectly. Skyland is licensee only of WONE and WTWO (FM) Dayton. Skyland seeks Channel 22 (518-524 mc) with ERP of 200 kw visual.

PROGRAM FORMAT TEST

Planned at Syracuse U.

EXPERIMENTATION in developing formats for television programs dealing with economics are underway at Radio Television Center of Syracuse U. under the sponsorship of Twentieth Century Fund. Purpose of the project is to determine the best method of presenting economic information to the public via TV.

Edward C. Jones has been placed in charge of coordinating the project. Don Lyon will handle scripts and production. Research will be under the direction of Lawrence Myers. All are on the staff of the center.

Three programs, each using an experimental format and based on economic research information supplied by the fund, are being broadcast in April over WSYR-TV Syracuse from the university's TV studios on campus. Each program format will be different. Audience reaction tests and interviews are employed to determine relative impact of each format.

Wilmette Ends Tour

RAYMOND M. WILMOTTE, who recently completed an assignment as consultant to Research and Development Board of the office of the Secretary of Defense, last week announced his return to the field of broadcast engineering. Headquarters are at 1460 Church St., N.W., Washington 5, D. C.

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 125,000 sets!
- ★ Low-cost, high-rated participations now available.

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

Webster 3400

WOW-TV

Channel Six
A MEREDITH STATION
OMAHA

FRANK FOGARTY, General Manager

Immediate Delivery

IN STOCK AT ALLIED!

AUTHORIZED
RCA-5820
DISTRIBUTOR

IMAGE ORTHON

We have the RCA-5820 in stock for immediate shipment. Our prices and conditions of sale are identical to those of the manufacturer. Look to ALLIED for prompt delivery of all RCA Broadcast-type tubes. Let us save you time and trouble.

RCA-5820, \$1200

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

ALLIED RADIO

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

TRUSTEESHIP TV

Proposed at Evansville

AN INGENUOUS plan to get TV started in Evansville, Ind., without waiting for comparative hearings and an FCC grant for the sole proposed VHF Channel 7, has been submitted to the Commission.

Plan involves the use of a trusteeship to construct and operate the VHF station pending the Commission's decision granting it to a single applicant.

There are two Evansville applications on file at the present time. Both are for VHF. In the Commission's proposal, Evansville would have three additional UHF channels—one of which would be reserved for non-commercial, educational use.

Essence of the trusteeship plan is this: A group of non-broadcast highly regarded Evansville citizens would set up a TV company. With FCC permission it would build and operate the VHF station as soon as the TV freeze is lifted. When consolidated hearings on Evansville applicants are finally decided (expected to be 1½-2 years off), the trustees would turn over the station to the chosen applicant—which would repay the costs of construction and operational losses, or inherit any profits.

Idea was broached to FCC General Counsel Benedict P. Cottone

by Evansville Mayor H. O. Roberts and J. D. Beeler, local businessman and chairman of the Chamber of Commerce's TV and Communications committee.

Mr. Cottone's reaction, it was reported, was that the group should formulate its plan in more detail and submit it to the FCC for a decision. He also pointed out, it is understood, the possibility that the idea might run afoul of the objections of a single applicant.

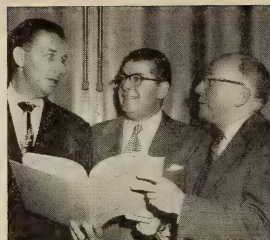
First recommendation for the trusteeship plan was made by John B. Caraway Jr., executive vice president of Electronics Research Inc.

Controversy flared when John A. Engelbrecht, president and general manager of WIKY Evansville, first opposed idea, then proffered use of WIKY's television facilities (900-ft. tower, transmitter and studio equipment now in storage, 44x24x-22-ft. studio).

Mr. Caraway charged that WIKY was trying to "torpedo" the plan, since one of the provisions in the WIKY offer was that the trustees must be acceptable to the owners of WIKY.

Mr. Engelbrecht retorted that he was suspicious of the plan because Mr. Caraway was the consulting engineer for WGBF Evansville and that one of the executives of Electronics Research Inc. is a major stockholder in WGBF.

Only applicants for TV in Evansville at present are WIKY and



NBC's summer television presentation is studied enthusiastically on a cold Chicago day by this threesome (l to r): Booth Luck, director of TV operations for Geoffrey Wade Adv.; Perry Schupert, sales manager, Miles Labs., Elkhart, Ind., and Oscar Capelle, sales promotion manager for Miles. Wade agency, headquartered in Chicago, handles Miles account. Presentation luncheon was attended by more than 200 agency and client representatives.

Trans-American Television Corp., a Philadelphia group. It is understood that there are about five more TV applications being prepared for Evansville.

SMPTC CONVENTION

TV to Be Leading Topic

TELEVISION will be the leading topic when the Society of Motion Picture & Television Engineers holds its 71st semi-annual convention in Chicago, April 21-25, President Peter Mole said last week.

Video speeches, scheduled for the first day, include talks on color viewers by Robert E. Lewis, Armour Research Foundation, Chicago; "Theory of Parallax Barriers" by Sam H. Kaplan, Chicago TV consultant; "Effective Sum of Multiple Echoes in Television," A. D. Fowler and H. N. Christopher, Bell Telephone Labs, Murray Hill, N. J.; and "TelePromoters" by Fred Barton and H. J. Schlafly of Tele-Prompter Corp., N. Y.

Omaha TV Courses

SERIES of short university courses for college credit has been announced by the U. of Omaha and KMTV (TV) Omaha. The station has reserved a time segment for a minimum of 52 weeks, committing full resources to the series. Owen Saddler, KMTV executive vice president and general manager, said that he has long felt that television could be of tremendous value in education. "By bringing the classroom into the home," he explained, "we are tapping a new source of students—the housewives."

METHOD to reduce handling costs 20% in moving TV console sets from production line to retailers was demonstrated April 2 in Atlantic City by Yale & Towne Mfg. Co. Firm showed National Packaging Exposition how its gas and electric fork lift trucks, equipped with new TV clamps, can handle eight consoles at once.

TV RENEWALS

Eleven Temporaries Per

ONLY 11 of the 26 TV stations placed on temporary license by the FCC because of the lack of educational and/or religious programming have not been granted regular renewals.

Fortnight ago the Commission granted another five stations regular license renewals. They were WBTW (TV) Charlotte, WKTW (TV) Utica, WNBQ (TV) Chicago, WNBT (TV) New York and WNBW (TV) Washington. Earlier 10 stations got their licenses renewed [B•T, March 24, 3].

Last February when all 78 TV licensees came up for regular yearly renewal the FCC put 26 on temporary because their listings for the 1951 composite week showed no agricultural and/or religious programming. The Commission's attitude was that a TV station could not be operating "in the public interest" without some such programming [B•T, Feb. 4].

Stations receiving regular one year renewals after having been placed on temporary license showed FCC that the composite 1951 listings did not indicate the true picture of program types actually aired, or informed the Commission that such programs had been started or were soon to start.

Still operating under temporary licenses, due to expire May 1, are KING-TV Seattle, KPHO-TV Phoenix, KTTV (TV) Los Angeles, WGN-TV Chicago, WJAR-TV Providence, WLWT (TV) Cincinnati, WLWC (TV) Columbus, WLWI (TV) Dayton, WNHC-TV New Haven, WOR-TV New York and WOW-TV Omaha.

'TRUTH IN ADS'

More Clubs Join Campaign

AT LEAST six ad clubs in the nation have followed the lead of the Dallas Ad League in promoting "truth in advertising" campaign to boost public confidence in advertising, the Texas unit reported last week.

The Dallas league said resolutions patterned after its suggestions have been adopted by ad clubs in Oklahoma City, Tulsa, Akron, Central Florida, Providence and the Women's Adv. Club of Winnipeg. Letters from other club in the U. S. and Canada indicated much interest, the league added.

Its resolution suggesting that the Advertising Federation of America call a convention to set up "a code of basic advertising principles" and also develop a program of "voluntary self-regulation to the end that public faith and confidence in and acceptance of advertising generally may be preserved" was adopted by the Dallas league March 28 [B•T, March 31].

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.

RTMA SESSIONS

N.Y., Canadian Meets Set

EFFECTS on TV station construction and receiver sales in the wake of FCC's expected freeze lift will be top post facto discussions among directors of Radio-Television Mfrs. Assn. and RTMA of Canada at the joint ninth international conference of the groups in Ontario April 24-25.

This topic is scheduled on the agenda with the expectation that the Commission will release its new TV allocations plan by mid-April. Anticipated effects on station construction and receiver sales in the U. S. and Canadian cities within American station range will be studied.

Prior to the Canadian board meetings, several RTMA committees will convene in New York April 22. Groups meeting are the Advertising Committee, Technical Products Divisions, Executive Committee and Broadcast Section, Industrial Relations Committee and the Eastern Credit Committee.

The Canadian conference will be held at the General Brock Hotel in Ontario with separate board meetings on successive days. U. S. RTMA directors will meet April 24 (Thursday) under Chairman Robert C. Sprague and their Canadian counterparts Friday morning under President Ralph A. Hackenschmidt. Directors of each association will sit in at the other's session as guests. Two luncheons, reception and dinner dance round out social activities.

New York sessions will be held at the Biltmore Hotel.

The Advertising Committee will weigh recommendations that the M promotion campaign be extended after a drive in New York state this coming May. Heading the committee is Lee Pettit, General Electric Co., with David Rigby, Zenith Radio Corp., as chairman of the FM Promotion subcommittee.

The Technical Products Division executive Committee, with RTMA director H. J. Hoffman, Machlett Labs., presiding as chairman, will review progress of its reorganization plan and map future activities.

PROTECT YOURSELF, your STAFF, your CLIENTS

from the daily hazard of

LIBEL, SLANDER, INFRINGEMENT OF COPYRIGHT, INVASION OF PRIVACY

Arising from Editorializing, Speeches, News-casts, Ad Libs, Financial Comment, Mystery Plots, Gossip, Announcements, Man-on-the-street Interviews.

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

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

For details, write to the Pioneer in this line.

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

HOUSEWIFE DAYTIME AUDIENCE

Oakite Offer on WNBT (TV) Brings 18,000 Requests

A TRIAL OFFER over WNBT (TV) New York by Oakite Products Inc. of its silver cleaning plate drew 18,000 requests from one demonstration, the firm has reported.

Offer was made on the *Josephine McCarthy Cooking Show*, telecast Monday through Friday, 11-11:30 a.m.

Oakite has been using radio for 23 years and now uses TV as well.

Frank A. Conolly, manager of the Oakite package division, declared after viewing the avalanche of requests, "I honestly believe that this forever knocks into a cocked hat any myth about the lady-folks not looking at daytime TV shows."

Miss McCarthy and her manager, Mole & Lee Inc., commented, "We've simply been inundated..."

The telecast during which the offer was made was itself a special occasion. Miss McCarthy was

crowned "Queen of TV Cooking Schools" by Mr. Conolly. In addition, two women were awarded fur coats for their prize-winning letters concerning Oakite.

Entrants in the Oakite contest, promoted nationally in radio, TV and newspapers, were to tell in 50 words or more, "Why I like the Oakite handi-squeeze spout" or "Why I like Oakite for my fall cleaning."

Entries were received from all 48 states, the District of Columbia and Alaska. In all, there were 1,000 prize-winners from 40 states.

First prize, a persian lamb coat, was won by Mrs. William E. Long, McKeesport, Pa. Second prize, a mink-blended muskrat coat, was awarded to Mrs. Elsie Mallow, Brooklyn. Both coats were from I. J. Fox Inc., furrier.



Appearing on WNBT (TV) telecast were (l to r) Mrs. Long; Howard Fox, president, I. J. Fox Inc.; Miss McCarthy; Mrs. Mallow and Mr. Conolly.

MONOGRAM TV POLICY

Is Explained by Broidy

WITH CURRENT contracts fulfilled, Monogram will "refrain from committing any further products to video," Steve Broidy, president, revealed in announcing studio's policy of licensing motion pictures to television.

He declared "for the record" that

Monogram is "primarily in the business of producing and distributing pictures for theatrical exhibition."

Deal was concluded recently with Screen Actors Guild enabling the studio to release one group of approximately 70 feature films, made since August 1948, to TV by reimbursing actors from 12½% to 15%. No deals with Screen Directors Guild and others were finalized.

Interstate Television Corp., subsidiary of Monogram, is making TV films.

Solar Noise Bursts

SOLAR investigations by the National Bureau of Standards in Washington have led to the discovery of a phenomenon that appears to be another source of interference to long-range radio reception. The phenomenon has been observed as bursts of solar radio noise superimposed on a normally steady level of radio-frequency energy received from the sun, it was reported.

"Put your ideas..."



on
RCA VICTOR
Transcriptions!"

Good program ideas and top talent deserve RCA Victor transcription quality and service. Your material—spot announcements to full-length shows—should get the benefit of RCA's technical experience and research.

Your order, LARGE or SMALL, is recorded, processed and pressed in the country's best-equipped studios and plants... receives world-famous RCA Victor engineering. Complete transcribed radio production and script-writing facilities are available.

Contact an RCA Victor Commercial office today:

630 Fifth Avenue
Dept. B-40, NEW YORK 20
JUdson 2-5011

445 North Lake Shore Drive
Dept. B-40, CHICAGO 11
WHitehall 4-3215

1016 North Sycamore Avenue
Dept. B-40, HOLLYWOOD 33
HILLside 5171

Write now for our fact-filled
Custom Record Brochure!

custom
RCA record
sales

RADIO CORPORATION
OF AMERICA
RCA VICTOR DIVISION

What a Buy!

N A B C C

PROGRAMS

For "Minutes" & Chain Breaks

IN

YOUNGSTOWN, O.

5000

WATTS

Serving America's 34th Market

W F M J

REPRESENTATIVES

Headley-Reed Co.

SEATTLE AWARDS

Ad Club to Present

RADIO and television figure as two of nine media classifications in the fifth annual advertising awards competition of the Seattle Advertising and Sales Club. Last Friday was deadline and awards will be made at a banquet May 8 at Seattle.

Dick Keplinger, free-lance newscaster and radio personality, is chairman of the judging committee on radio entries. Chairman of the television judging committee is Otto Brandt, general manager of the King Broadcasting Company (KING-AM-FM-TV Seattle).

All entries will be judged by a "new standard yardstick," according to Trevor Evans, vice president of Pacific National Advertising Agency, Seattle, and chairman of the ad club's awards committee. The three elements, summarized by Mr. Evans in a letter to all advertisers, agencies and media, are: (A) creative idea, (B) execution of idea, (C) achievement of objective.

Four categories each have been set up for the radio and television awards:

RADIO

- Best commercial announcement copy broadcast and designed to sell merchandise and/or service.
- Best commercial program designed to sell merchandise and/or service.
- Best announcement copy promoting Public Relations and/or Community Service campaigns.
- Best program or programs promoting Public Relations and/or Community Service campaigns.

TV

- Television commercials on film or slides of approximately one minute or less, designed specifically for television.
- Television live commercials of approximately one minute or less.
- Commercial filmed television programs, of five minutes or more, designed for and containing one or more commercial messages for one or more clients.
- Commercial live television programs of five minutes or more, designed for and containing one or more commercial messages for one or more specific clients.

G. LYNN SUMNER

Was Kimball Executive

G. LYNN SUMNER, 67, chairman of the plans board and a director of Abbott Kimball Co., New York, died last Monday in his sleep at his Quaker Hill country home.

Mr. Sumner was a former president of the Advertising Club of New York and had been president of Assn. of National Advertisers. He established his own agency under his own name in 1925, and joined Abbott Kimball Co. as a vice president in 1951, when the agencies merged. He was made chairman of the plans board last February.

Surviving are his wife, Mrs. Mary Brooks Picken Sumner, a son, G. Warren, and a daughter Mrs. George Birdson.

MAIER Brewing Co., L. A., renewed *Lonesome Gal*, nightly program on KHJ Hollywood, on April 7. Show is in its third year on the station.

allied arts



HOFFMAN LABS Inc., L. A., subsidiary Hoffman Radio Corp., established to specialize in electronics field. H. L. HOFFMAN president, heads new company which is housed in three plants: 3761 S. Hill St. and 3716 S. Grand Ave., both L. A., and 335 S. Pasadena Ave., Pasadena.

BEALE H. RICHARDSON, Motion Picture Advertising Service Co., New Orleans, appointed sales manager for company's television film commercial production.

T. O. WHITE Co., Birmingham, Ala., appointed sales representative for United Artists Television in that city. **BETTY E. JONES** will be direct contact.

ALBERT B. EARL, advertising and sales promotion department, Columbia Records, N. Y., named executive assistant and director of consumer research.

HARRY ADELMAN, radio-electronics advertising man, appointed sales promotion manager of Arrow Electronics, N. Y., distributor of broadcasting and industrial electronic equipment.

FRED FREELAND, former TV director of Ruthrauff & Ryan, Chicago, named director of motion picture and television department, Kling Studios, same city.

JAMES R. BUTLER, national sales promotion manager, Frew Sewing Machine Co., Rockford, Ill., to Belmont Radio Corp., Chicago, in same capacity.

DAVID A. BADER appointed national publicity director of Motion Picture Pioneers Inc. and Foundation of the Motion Picture Pioneers Inc.

ARTHUR E. WELCH, national merchandising manager of Raytheon Mfg. Co., to Bendix Aviation Corp., Baltimore, as assistant general manager of radio, television and broadcast receiver division.

WILLIAM H. LINZ appointed representative of Peerless Electrical Products, division of Altec Lansing Corp., in Illinois, Wisconsin and part of Indiana north of Indianapolis.

BERNARD L. CAHN, general sales manager, Insuline Corp., Long Island City, N. Y., elected 1952 chairman of Sales Managers Club, Eastern Division.

sion, association of electronics and equipment manufacturing executives **ALLEN B. DuMONT**, president of Allen B. DuMont Labs, named member of Industrial Council, recently organized at Rensselaer Polytechnic Institute, Troy, N. Y.

LOUIS D. EPTON, radio representative, American Osteopathic Assn. **SHELDON M. HEIMAN**, Julius Klien Public Relations and International News Service and **MONTE ERTLE**, free lance publicist, form Shelly and Assoc., 11 E. Superior St., Chicago new public relations firm.

KAYE-HALBERT Corp., Culver City (mfrs. TV sets), names Ralph M. Cohen Inc., N. Y., as eastern representative for New York, Pennsylvania and New Jersey metropolitan areas **MORT BARRON**, CBS Columbia Inc., N. Y., named assistant sales manager

Equipment . . .

RCA TUBE DEPT., Camden, N. J. announces production of its most powerful high frequency power tube transmitting tube, "10 kw" type featuring thoriated-tungsten filament Tube, RCA-6166, is designed for maximum operating economy in radio and TV.

WARD PRODUCTS Corp., Cleveland announces manufacture of Mode SPP-143, antenna providing single hole mounting that can be installed in same place as standard auto aerial and Model SPPB-71, antenna designed to have same outward appearance as standard auto aerials while operating on regular mobile frequencies. Latter model eliminates "giveaway" effect of more commonly used mobile antennas

Technical . . .

JERRY CALLAHAN joins engineering staff of WCCM Lawrence, Mass.

HENRY M. BRODERICK Jr., transmitter and control room supervisor at WDRC Hartford, appointed chief engineer.

HIGHEST revenues in history of American Cable and Radio Corp., New York, were reported for 1951. Net profits before taxes were \$2,560,625 in 1951 as compared with \$1,427,677 for previous year.



"Thanks to our 'US' Electric Plant we're on the air!"

In choosing a stand-by electric plant, more and more stations are turning to "U. S." units because of their reputation for dependability. U. S. specializes in stand-by power. We'll gladly send you information on U. S. electric plants suitable to your needs.



**UNITED STATES
MOTORS CORP.**
354 Nebraska St.
Oshkosh, Wis.

GATES

QUINCY,
ILLINOIS

Your ONE SOURCE Supply for ALL Broadcasting Equipment NEEDS

THESE OFFICES TO SERVE YOU

QUINCY, ILL.

HOUSTON, TEXAS

WASHINGTON, D. C.

MONTREAL, QUE.

NEW YORK CITY

TEL. 8202

TEL. ATWOOD 8536

TEL. METROPOLITAN 0522

TEL. ATLANTIC 9441

TEL. MURRAY HILL 9-0200

MISS CUTHBERT

Retires From NBC Post

MARGARET CUTHBERT, supervisor of public affairs for NBC radio and a widely known broadcasting pioneer, is retiring June 1 after more than 25 years' service with the network [CLOSED CIRCUIT, March 31], it was announced last week.

Miss Cuthbert joined WEAF New York (now WNBC) about 1924 as director of speakers, and when the station became the key of the newly organized NBC in 1926, she was made an executive of the network. She headed the women's and children's programs division for many years, developing and producing a large number of radio series including *Gallant American Women* and *Echoes of History*.

More recently, she produced the award-winning, long-run *NBC Theatre* series.

A native of Prince Albert, Sask., Canada, and graduate of Cornell U., Miss Cuthbert is president of the New York Chapter, American Women in Radio & Television. In 1936, she was designated by the New York League of Business & Professional Women as one of 24 "women of achievement," because of her work in radio, and in 1941 the General Federation of Women's Clubs honored her for achievement. In 1946, the Women's National Press Club placed her among 10 women chosen for outstanding work as "promoters of progress."

Her successor at NBC has not been designated.

Probst Resigns

J. STANLEY PROBST has announced his resignation as president of Maryland Pharmaceutical Co., Baltimore, to be effective on or shortly after May 1. He says his future plans are not definite. The firm uses radio spots through Joseph Katz Co., Baltimore.



GLEEFUL expressions tell story for (l to r) Jim Clark, WRVA Richmond sales manager; Betty Powell, Geyer, Newell & Ganger; Anne Small, Scheideler, Beck & Werner; Eunice McGarry, Doherty, Clifford & Shenfield, and Steve Suren, Sullivan, Stauffer, Colwell & Bayles. Occasion was week-end festivity arranged by WRVA for 24 executives of New York agencies.

KJR FARM PROGRAM SELLS

Lime Firm's Sales Add Retailers as Sponsors

ABOUT a year ago, dealers in the service area of KJR Seattle noticed the rapid depletion of their stock of lime fertilizer.

When tracing the reason for the unexpected demand, their path of inquiry led to KJR's Bill Moshier telling farmer-listeners about beneficial effects of proper application of lime to the soil. One of Mr. Moshier's sponsors is the Imperial Agricultural Limestone Flour account.

The dealers decided that this year they would take advantage of his program and buy participations in the *Farm Forum* Tuesday and Thursday, and in *Farm News* Wednesday and Friday.

KJR comments that judging by mail and other inquiries, the campaign has paid off handsomely.

One key to Mr. Moshier's success may be found in his manner of addressing his audience. Mr. Moshier does not talk down to his listeners, KJR notes. Instead, he discusses soil acidity, plantfood elements, plant nutrients, chemical reactions, bacteria and the amounts of lime

needed by various types of soil.

Mr. Moshier long ago learned that the farmer is a businessman and unless radio advertising satisfies him that the product will pay off in cash, the farmer isn't interested.

Though the farmer regards expenditures for soil improvement as a long-term investment, KJR points out that the radio approach is the same as in selling consumer items.

Knowing the listening habits of farmers, Mr. Moshier airs the *Farm Forum* at 6:45 a.m. and *Farm News* at 12:30 p.m., both Monday-through-Friday.

KJR says that radio's ability to sell cigarettes, toothpaste, and other "consumer" items has pretty well been established. But, the station proudly adds, Mr. Moshier's success shows that radio can sell "capital" goods, too.

Appoint Maj. Mayall

APPOINTMENT of Maj. Herschel Mayall, network TV and stage actor, as producer-director for the Defense Dept.'s Radio-TV Branch has been announced by Charles Dillon, branch chief. Major Mayall will replace Lt. Alfred Lurie (Army), who has returned to WBAP-TV Fort Worth as video director. The major, who uses the stage name of Herschel Bentley, recently completed a stage tour with actress Kay Francis in the production of "Theatre."

KAYE-HALBERT Corp., Culver City (mfrs. TV sets), has opened factory sales and service branch at 3349 Adams Ave., San Diego. Service and installation of Kaye-Halbert TV receivers is offered to dealers' stores and customers' homes. William Jellerson is in charge of factory service branch.



Ever Get That "Tired" Feeling?

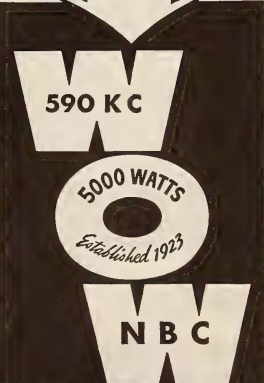
Take a tip from little Bismarck —you'll sleep like a baby if you've put KFYZ to work, selling families with the 4th highest buying power in the nation* . . . in wealthy North Dakota.

*SM 1951 Survey of Buying Power.

KFYZ

BISMARCK, N. DAK.

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



OVER 28 Years of Service
A MERIDITH STATION
Room 280 • Insurance Building • Omaha
JOHN BLAIR & CO., REPRESENTATIVES

50,000 WATTS STRONG . . .

. . . SERVING 6 MILLION PEOPLE . . .

KYW PHILADELPHIA

WESTINGHOUSE RADIO STATIONS Inc.

Radio Stamp Issued

RADIO Monte Carlo is pictured on stamps for 1, 15 and 30 francs issued by the post office of Monaco. Philatelic experts say this is the first time a radio station has been honored in this way. Station broadcasts simultaneously in medium waveband, 1466 kc with 120 kw, and in two shortwave bands with 30 kw, according to Pan American Broadcasting Co., which represents the station in the United States.

CBC ON PROGRAMS

Improvement Is Noted

IMPROVEMENT in programming of all Canadian stations was noted by the Canadian Broadcasting Corp.'s board of governors at its March 21 meeting in Toronto. But it also said in announcing the renewal of seven small station licenses that the "board will continue to keep program patterns of private stations under review."

All applications for share transfers and changes of licenses from individuals to companies, except that of CKRS Jonquiere which was deferred for further study, were approved during the meeting. CJON St. John's, Newfoundland, was authorized a broadcast pick-up license to operate in the 152-174 mc band. Stations which had their licenses renewed were CHLO St. Thomas; CJOY Guelph; CKBL Matane; CKOK Penikese; CKEN Kentville; CJDC Dawson Creek; and CJRW Summerside.

They know at home

**MORE \$\$
VOLUME**

IN LOCAL BUSINESS
THAN ANY OTHER STATION
IN TOPEKA!

WREN offers you

- top ratings
- wide coverage
- lowest cost
per listener

WREN



5000
WATTS

ABC
TOPEKA

Represented Nationally
by Weed & Co.

NARTB HONORED Truman, Candidates, Send Greetings

ABILITY of the radio and television industries to help people know what is happening in the world, aiding them in making proper decisions, will determine their importance in the national structure, President Harry S. Truman told NARTB in a telegram of greeting to the 30th annual convention held in Chicago March 31-April 2.

Greetings also were sent by three leading Presidential candidates—Sen. Robert A. Taft (R-Ohio); Sen. Estes Kefauver (D-Tenn.); and Sen. Richard B. Russell (D-Ga.).

Sen. Kefauver congratulated radio and TV for making the most of their opportunity to serve the public during the recent crime hearings. He added that they are performing "an invaluable service for the freedom of the world and the cause of democracy in bringing the American people and their government closer together . . ."

Text of President Truman's greeting follows:

Please extend my greetings to those attending the 30th annual Convention of the NARTB. These 30 years have brought radio from the status of an infant to the stature of a giant in American life and have also witnessed the birth and unprecedented expansion of television. This has been fortunate for the American people because never have they needed, as much as in the last three decades, such elaborate communication media to keep pace with the national and international problems confronting us. Much as we all enjoy the entertainment features of radio and television, in the last analysis the importance of these industries will always depend in a large measure upon their ability to help the people know what is going on in the world so that the people can make the right decisions for their welfare and safety.

Sen. Kefauver's message follows:

I wish to congratulate your association on its 30th birthday. No praise is too high for the fine work you radio broadcasters and telecasters have done and are doing better and better every day. You have a rare opportunity to serve the general welfare, for the potentialities of your media are almost limitless. You have seized and made the most of that opportunity as I know from personal experience, especially in the crime hearings I had the honor to lead for a time.

You were invaluable allies in focusing the attention of the American people on the twin evils of crime and corruption. You have brought into almost every American home and to millions of the people abroad a fair report of the events of the day and a lively discussion of the problems that face us.

You are performing an invaluable service for the freedom of the world and the cause of democracy in bringing the American people and their Government closer together, thus promoting the kind of mutual understanding upon which national unity rests. A well-informed public is essential if we are to achieve the full promise of American life and we shall all work together to make the public even better informed.

As you probably know, I have proposed to Congress that a regular question and answer period be established at which the heads of the

executive department would be asked to appear on the Congressional floor to explain their problems, report progress, and answer questions. This would clarify issues and bring closer cooperation between the executive branch and the Congress.

It would also serve as a great public school of political education if, as I also propose, these question and answer periods were fully covered by the press, by radio and by television. This would give all of us, from coast to coast, a better insight into our Government. Through our marvelous modern means of communication we could thus establish on a national scale a kind of New England town meeting at which everybody sits in on matters of common concern.

The radio and TV broadcasters of America have a proud record, having led the way for all the world. Keep up the good work, as I know you will. With deep appreciation of all you have done, I wish you the best of luck for the future.

Sen. Taft's message:

Congratulations on your annual convention. I understand this is the largest meeting of radio and television broadcasters and I wish you a profitable and enjoyable time.

Sen. Russell's greeting:

Congratulations and best wishes to the NARTB on the occasion of their 30th annual convention in Chicago on March 30.

BAVARIAN RADIO STUDY

40% is FM—State Dept.

THERE are approximately 1.5 million FM listeners in Bavaria, with 400,000 or 40% of the total registered radio receivers being FM sets, according to a Radio Munich estimate revealed by the Dept. of State.

The survey, another in a series made public by the department on the status of FM in Germany [B•T, March 31], estimates that about 27% of all sets in Western Germany are FM-equipped. Local dealers there also have started a cooperative campaign designed to increase FM set ownership.

Additionally, Radio Munich will concentrate more heavily on FM programming, with a new drive scheduled to get under way last Tuesday. New FM programs will feature entertainment and newscasts. Many shows originally broadcast first over medium wave will be aired initially on FM now, it was reported.

Baseball Sound Effects

CHARLES MICHELSON Inc., New York, has announced the availability of a special group of five Speedy-Q double-faced baseball sound-effects phonograph records. The discs are designed to recreate actual background of baseball games.

NATIONAL NIELSEN RATINGS TOP RADIO PROGRAMS

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

EXTRA WEEK, FEBRUARY 24-MARCH 1, 1952
Evening, Once-a-Week
NIELSEN-RATING*

Current Rank	Program	Current Rating	Homes %
1	Amos 'n' Andy (CBS)	14.5	14.0
2	Jack Benny (CBS)	14.5	14.0
3	Lux Radio Theater (CBS)	13.5	13.5
4	Charlie McCarthy (CBS)	13.1	12.5
5	People Are Funny (CBS)	12.5	11.4
6	Suspense (CBS)	11.4	10.2
7	You Bet Your Life (NBC)	10.2	9.6
8	Dragnet (NBC)	10.0	9.6
9	Godfrey's Talent Scouts (CBS)	9.6	9.6
10	Fibber McGee & Molly (NBC)	9.6	9.6

NOTE: Number of homes is obtained by applying the "Nielsen-Rating" (5%) to 42,900,000—the 1952 estimate of Total United States Radio Homes.

(*) Homes reached during all or any part of the program, except for homes listening only 1 to 5 minutes.

Copyright 1952 by A. C. Nielsen Co.

INVENTORIES

Feb. Stores "Inadequate"

"INADEQUATE" inventories last February for low-priced radio receivers and 17-inch table model TV sets were claimed by 13% of retail stores covering five cities, the National Production Authority announced last Monday.

NPA's Office of Civilian Requirements, under Administrator Walter J. Currie, surveyed retail outlets in 10 cities for availability of selected essential low and medium-priced consumer durable goods during February. Study revealed only occasional reports of low inventories or difficulty in obtaining new merchandise, Mr. Currie said.

Retailers advised that new supplies of inexpensive radio sets and 17-inch table video receivers "were cut off from some sources." Other TV set models were not included in the list of 37 items checked.

About 20% of the stores reported "limitations on shipments" of 17-inch sets and other products. "Some of these allotments to retailers may be due to customary trade practices," NPA explained.

The survey covered dealers and chain stores in Boston, New York, Philadelphia, Pittsburgh, Detroit, Chicago, Cincinnati, Birmingham, Houston and Los Angeles. Study was made for NPA by the Bureau of Labor Statistics.

WDOZ
ABC NETWORK
in GREEN BAY, WIS.



JOHN CRACKERS
(KVP & D) RENEWS SPOT
CAMPAIGN FOR THIRTEENTH
CONSECUTIVE 13-WEEK PERIOD.

BEN A. LAIRD, PRES.

CALL JOHN E. PEARSON CO.

CONELRAD PLANS

Funds Cut May Not Hurt

TESTING of FCC's Conelrad, or permanent broadcast alert plan for radio station participation in the event of hostile air attack, may escape appreciable impairment despite House action fortnight ago.

An FCC spokesman said that while the fund slash for monitoring and field engineering activities "is not good," Conelrad still would be pressed into action when practicable.

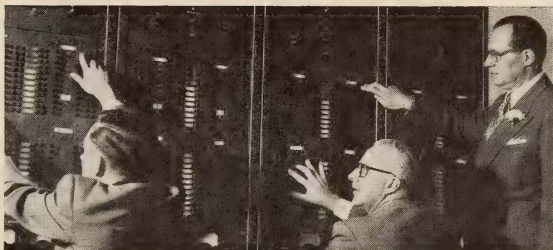
The House upheld recommendations of its Appropriations Committee, which allotted the Commission \$125,000 for acquisition of new equipment at existing monitoring outlets but made no allowance for new stations or additional personnel requested for these functions [B • T, March 24, 17].

The Senate still must vote on these funds, contained in the independent offices expenditures bill for fiscal 1953, beginning July 1. The Senate Appropriations Committee has completed hearings on the FCC phase.

Broadcasters currently are operating under the "interim" plan calling for 24-hour, around-the-clock operation by key 50-kw clear channel outlets. It was understood that the main roadblock in the path of operating Conelrad is the question of what agency shall pay for setting up telephone lines—the Federal Civil Defense Administration or the Continental Air Defense Command, which drafted the broadcast alert plan.

The House sustained its appropriations group in cutting requested FCC funds for monitoring and field engineering activities. Most immediate effect of the House action is that it bypasses monies for 86 people requested by the Commission for "functions relating to the electronic and magnetic radiation control (Conelrad)." These functions relate primarily to testing of Conelrad.

Former FCC Chairman Wayne Coy had testified before the Independent Offices subcommittee that 19 jobs pertain to this critical work. He placed Conelrad esti-



TESTING ABC's new master control center in the network's new studios are (l to r) William Trevorthen, director of engineering operations; John Bourcier, New York AM operations supervisor, and Frank Marx, vice president in charge of engineering. New ABC radio studios are located at 39 W. 66th St., New York. First program was aired 6 a.m. March 31.

mates at roughly \$260,000 for fiscal '53.

The Conelrad plan, entailing voluntary participation by broadcast stations with slight equipment changes, has been financed out of a trust fund involving transfer of funds from the U. S. Air Force to FCC. Members of the FCC chief engineer's staff are compensated from this fund.

The Commission requested funds to build four new monitoring stations, estimated at \$307,000, plus another \$250,000 to replace worn-out equipment at 11 primary and seven secondary stations. The \$125,000 sum represented half of the latter figure for replacement.

"The number of monitoring stations which we have and our lack of ability to staff those stations on a full 24-hour, seven-days-a-week basis, has created what we believe is a major crisis in the national defense aspect," Mr. Coy testified.

Presumably, this is the background for current 24-hour "sky-wave" operations of the nation's 50 kw stations, underway in recent weeks. Under this interim plan, all stations could be asked to leave the air on proper authority. In a similar action last year, the House wiped out a similar bid for monitoring and engineering funds.

GENE AUTRY, western TV and film star, signs with General Features Syndicate, N. Y., for daily and Sunday comic strip based on his TV adventures.

HADACOL RULING

Jurisdiction Affirmed

QUESTION of jurisdiction over Hadacol reorganization by the U.S. Southern District Court in New York has been settled. Judge William Bondy ruled on March 25 that the matter fell within proper domain of his bench.

Matter had been weighed since last fall when a southern group of Hadacol creditors—including members of the Dudley Le Blanc family—sought to have reorganization of the corporation handled by southern courts, raising the jurisdictional question when the New York court appointed Milton F. Rosenthal, New York attorney, as trustee, on Oct. 5.

Judge Bondy's ruling leaves the way open for Mr. Rosenthal to continue conduct of the Hadacol business, unless the decision is appealed. Representatives of his counsel predicted last week that it may take some time before opposing parties even know whether they will appeal.

Reorganization of the business, in process for several months, is still too new to measure, it was indicated, since much of the effort has resulted in clearing dealers' shelves rather than lowering the corporation's measurable inventory. One basic matter still has not been solved, however: The Federal Trade Commission suit against previous Hadacol advertising methods. Possible solutions are for the trustee to enter a consent decree—in effect, to make wide compromises with the FTC—or to see the matter through legal channels, expected to be a time-consuming process. Concern of many creditors last week was that the longer the reorganization is extended, the less chance for any of them to make good the bills they hold.

Scott Radio Names

SCOTT RADIO Labs., Chicago, which also owns John Meck Industries and Meck Television Inc., has named Ross Roy Inc., same city, to handle advertising on all divisions. Radio and television will be used. Mark Martin, vice president of the agency, is account executive.

RADIO SALES PULL

WOV Cites Mueller Results

ITALIAN language broadcasts on WOV New York, bi-lingual independent, proved a real booster for sales of Mueller's Macaroni Products in a market dominated by Italian-name brands, results of a test have revealed.

After 13 weeks of broadcasts—bolstered by night and morning announcements in WOV's English language time—a six-day premium offer was made: send in a box top to receive a free steak knife. Response was 8,166 replies, more than double the figure set by Scheideler, Beck & Werner, the agency, as satisfactory. Overflow mail received after the established deadline was not even counted.

The Italian response of 5,825 was viewed by WOV General Manager Ralph Weil as particularly astounding, inasmuch as Mueller's had not achieved wide distribution in Italian stores—meaning that many listeners had to go beyond their usual shopping centers to make Mueller purchases.

A concurrent test of WOV's English language pull showed similar results: one announcement daily for six days on two programs (*Prairie Stars* and *Wake Up New York*) brought in 2,341 replies, again double what Mueller's would have settled for as satisfactory in proportion to advertising costs, according to the station.

We're tooting our own horn . . .



Our boss says . . .

Use a bass horn, too, because of the LOW-low-cost per thousand radio homes delivered by KWK.

Sound out your

Katz man. He has the facts—based on Pulse figures, too.



Globe-Democrat Tower Bldg.
Saint Louis



Representative
The KATZ AGENCY

DAY AND NIGHT

WHIZ has the **HIGHEST*** share of radio audience of all **NBC** Hooper rated stations

* NOVEMBER, 1951 - HOOPER

WHIZ

Morning 76.5

Afternoon 69.7

Evening 79.7

ZANESVILLE, OHIO

FTC BARS 'FREE'

Cannot Be Used
In Ad Copy

THE WORD "free" eventually may disappear from all broadcast and published advertising claims as a result of a ruling promulgated by the Federal Trade Commission within the past fortnight.

There were strong indications, too, that the Better Business Bureaus of major cities would crack down on companies, dealers and other groups who use this bait in connection with the advertising and sale of merchandise.

The commission doesn't prohibit the word or similar phrases in so many words, but is falling back on a stringent interpretation of its deceptive practices statute. It now has the backing of federal courts to administer the new policy.

In an order handed down April 6, FTC reminded that an appellate court has affirmed the interpretation banning the use of "free" and requiring a more judicious use of phraseology in connection with advertising claims. The Supreme Court, in effect, upheld it by refusing to review the order.

The Washington Better Business Bureau has served notice on local dealers, it was learned, that it will refer all such instances of alleged violation to the commission. A spokesman said this practice may

be followed throughout the country.

Firms and dealers, when offering gifts or gratuities, are urged by bureaus to abandon the use of "free" and qualify such offers with the reservation that they are "given without extra or additional charge" with other purchases. Another requirement is that the item offered "free" be of the same quality and value as that purchased. FTC authorities withheld official comment on the ruling.

A BBB official conceded that under such a literal interpretation, no offer actually could be construed as "free" inasmuch as the recipient has to perform such action—merely by applying—to take advantage of it. FTC has been awaiting court affirmation before cracking down, he explained.

There was confusion in ad agency circles last week as a result of the FTC order, which actually has been on the FTC books since early 1948.

The issue was posed casually during a panel session of a luncheon held by the Washington Advertising Club of the District of Columbia last Tuesday.

Henry L. Kronstadt, president and media director of Kronstadt Advertising Agency, Washington, observed that as a result of the FTC ruling, it has become "dangerous" to use the word "free" in ad claims.

Strict Interpretation Questioned

Kronstadt and other agencies reportedly have questioned whether the strict interpretation offered by the commission prohibits certain related uses of the word and generally have advised clients to steer clear in their ad claims lest they run afoul of FTC's deceptive practices statute.

The U. S. Court of Appeals for the Second Circuit in New York affirmed the commission's ruling last November and the U. S. Supreme Court last month denied a petition for writ of certiorari, thus throwing out the case. It was reportedly the first time the "free-without-any-strings-attached" issue had reached the high tribunal.

The case involves a commission order citing Modern Manner Clothes, New York, for making such claims in their representations. After the appellate court affirmed the decision the respondents, Joseph and Sadie Rosenblum, filed a petition with the high court, which refused review March 24.

FTC's administrative interpretation, which appeared in the Federal Register in February 1948, reads as follows:

The use of the word "free," or words of similar import, in advertising to designate or describe merchandise sold or distributed in interstate commerce, that is not in truth and in fact a gift



CREATING a leaning tower of Pisa from 24,000 entries to a \$100-weather contest is Ken Allen (l), WKBH La Crosse, Wis.'s m.c. of *Man on the Street*. He staged contest for sponsor, La Crosse Breweries. Mr. Allen, who toppled the stack just after picture was taken, is assisted by Mrs. Margaret Magin, who handled paper work, and Carl Michel Jr. (r), representing sponsor.

or gratuity or is not given to the recipient thereof without requiring the purchase of other merchandise or requiring the performance of some service inuring directly or indirectly to the benefit of the advertiser, seller or distributor, is considered by the commission to be a violation of the Federal Trade Commission Act.

The question was raised by Mr. Kronstadt whether the interpretation prohibits use of the phrase "free of extra charge" with respect to offers of certain items. According to the Washington Better Business Bureau, it does.

An FTC spokesman pointed out that the ruling was prompted by numerous complaints and that some companies or small firms have circumvented the intent of the statute by holding so-called "one cent sales."

Modern Manner Clothes in New York had advertised wearing apparel with reference specifically to "free goods."

PUBLIC SERVICE

KNOX, WANS Make It Pay

SUCCESS in signing sponsors for station's *Baukhage Talkin'* show was realized at KNOX Grand Forks, N. D., when the KNOX sales staff hit on idea to sell public service announcements to companies such as real estate offices and banks which did not ordinarily use radio advertising.

Each sponsor got one announcement per week supplied by the National Safety Council with credit given to the sponsor for making the message possible. When the idea clicked, Elmer Hanson, general manager of the station, wrote the good news to MBS's co-op department with which it is affiliated.

Publication of the idea in a memo sent to all MBS stations prompted WANS Anderson, S. C., to give it a try. Result: 15 out of 21 firms approached in Anderson signed up to sponsor a co-op news broadcast on WANS.

On All Accounts

(Continued from page 12)

(TV), and thrice weekly Tom Harmon sports-newscasts on KNX plus special radio and television spot campaigns from time to time: Shontex Co. (hair conditioner shampoo), now conducting a spot radio campaign on Western stations; Hoffman Candy Co. (Cup 'o Gold candy bar), which recently increased its distribution 1,200% over a six months' period mainly by the use of radio programming in Los Angeles; Bandini Co. (fertilizer); Gordon Bread, and Baker Boy Bakeries (confection rolls).

Miss Koren was born in Chicago 26 years ago. When she was seven the Korens moved to Los Angeles. Loyal to her adopted city, it wasn't until 1948 that she even got to see one of the West Coast's other attractions, San Francisco, and then it was on business for Foote, Cone & Belding.

She was graduated from Beverly High School in 1945. From there she took a job with Hughes Aircraft Co. in the engineering department. She supplemented her income by singing evenings with a popular dance band in various local spots. Two years later, she deserted Hughes for advertising.

Miss Koren shares a garage apartment in Los Angeles' Wilshire district with "Gus the Great," a champagne-colored miniature French poodle. One of her active hobbies is cooking, with particular emphasis on foreign dishes. Next project will be learning how to play the piano.

PLANT EMPLOYMENT

Chicago Area Down 27%

ALTHOUGH employment in Chicago-area electronics plants is down more than 27% from a year ago the region is still not classed as "distressed" and therefore is unable to get priority on the list for government contracts. This was reported to the board of the Radar Radio Industries of Chicago at an emergency session called by President Leslie F. Muter last week.

Mr. Muter, discussing the new Defense Manpower Office directive which favors letting contracts to firms in "distressed areas," pointed out that "the world's largest concentration of radio, television and electronic equipment and components manufacturers" has been "fighting an uphill struggle for its share of government orders."



BASEBALL
SOUND EFFECT
RECORDS
5 D/F SPEEDY-Q DISCS
COVER ALL REQUIREMENTS
\$10. or \$2. ea.

Order C.O.D. Today While Supply Lasts
Charles Michelson, Inc.
15 West 47th St., N. Y. 36



When "SMITTY" Plays Southwesterners Listen



"Smitty," KROD staff organist for six years.

YOU Can Buy "SMITTY"

This versatile, talented organist is available for sponsorship on your own live—tailor-made—local show, OR you can participate with one or more spots on Smitty's popular mail-pull show, "Request-A-Tune," 2:30 to 2:55 p.m. Monday through Friday. The audience is here, waitin' to hear YOUR message. See any Taylor man for details.

CBS RADIO NETWORK IN EL PASO

KROD

600 KC 5,000 WATTS

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

REPRESENTED NATIONALLY BY
THE O. L. TAYLOR COMPANY

programs promotion premiums



VIVIC club promotion of program on WGST Atlanta, 1. Was a Communist for the 31, is assisting the station and under Motors, Atlanta Dodge & Plymouth dealer, to put the program across. One of four interested clubs is Atlanta Lions, which gave the promotion top spot this monthly luncheon, for show which began fortnight ago.

COVERS HOME SHOW

HOME Builders Show, Cincinnati, being promoted by WLWT (TV) here by exclusive contract with Cincinnati Home Builders Assn. *Western Hayride*, heard on the station as well as the NBC network, will originate from show on April 19, the opening date. Thirty-three members of the station's talent roster will make personal appearances and telecast coverage is planned for opening ceremonies. Show will run through April 27.

HOW MUST GO ON

BEST trouper tradition, Bill Maschmeier, WPTV Albany's youngest disc jockey, age 4, overcame the problem of measles by doing his part of the *WPTV Children's Playhouse* over the telephone while his father, Howard Maschmeier, did his end of the show in the studio. Young disc jockey heard each Saturday on a children's record program.

RECORD CLAIMED

W speed record for filming, developing and airing newsreel film claimed by WPTZ (TV) Philadelphia. Station's film unit took pictures of U. S. Attorney General James P. McGranery on April 3, and a half hour after his appointment to the President's cabinet, shortly before 4:30 p.m. Shots ended between 7 and 7:20 p.m. were seen on NBC's *Camel News* caravan same night, 7:45-8 p.m.

RADIO'S ECONOMY VALUE

PROMOTION stressing economy of radio advertising compared to cost of other media has been distributed by WBBM Chicago. Copy deals with one advertiser's "case history" and points out that money spent in radio produced results far greater in ratio to money spent than did advertising through any other medium.

SIGN LANGUAGE

NEW technique is being used by Mary Jones, women's commentator for WFIL-AM-TV Philadelphia, on her weekly TV program. Program is conveyed in sign language for deaf and hard-of-hearing. As result, nearly 2,000 laudatory letters came to station after first effort and method was continued as regular feature on TV. One camera covers interpreter exclusively throughout half-hour program each Wednesday, and other two focus on Mary and Howard Jones and their guests.

CLASSROOM PROGRAMS

TV classroom series will resume on WAAM (TV) Baltimore April 23. Show, titled *Baltimore Classroom: 1952*, will be patterned after the 1950 series. Program, seen once a week, telecasts unrehearsed sessions from local public school classrooms.

CALIFORNIA MARKET

LETTER pointing up Southern California as all-year market—and particularly in summer months—is being distributed to trade by KNX Los Angeles under signature of Edwin W. Buckalew, assistant general manager in charge of sales. Letter says over one quarter of year's total retail sales are made in three summer months and notes influx of tourist trade. Figures are quoted on sets-in-use in area and KNX average share of summer audience in Los Angeles.

KLZ PROMOTES SERIES

PROMOTION drive has been launched by KLZ Denver for its *Philo Vance* series under sponsorship of Denver National Bank. Station placed cartooned cards at each teller's window, prepared colorful statement insert, designed a lobby easel and display window and aired announcements and motion picture trailers. Display uses "Wanted, to Solve Baffling Mysteries" as theme and books by S. S. Van Dine, original author.

SCHOLARSHIP PLAN

FOR seventh consecutive year, KFAB Omaha is cooperating with U. of Nebraska on its "In-Service Scholarship" program. Station takes students from the school's radio department for summer training in studios. Past winners, including announcer Bob Jones and farm director Herm Harney at KFAB, have gone on to key jobs in the broadcast field, according to Harry Burke, KFAB general manager, who made announcement.

NEW INDUSTRY

CAMPAIGN to attract new industry to the San Francisco East Bay area has been started over WPIX (TV) New York through Ryder & Ingram, Oakland, Calif. Series consists of three five-minute programs dramatizing advantages of Alameda County as an industrial location. Ross Ryder of agency is account executive on drive, launched for metropolitan Oakland March 30.

HOLIDAY SHOWS

PLANS for entertaining children Memorial Day are being mapped by Spooks Beckman, m.c. of *Big Bear Dollar Derby* on WLWC (TV) Columbia, Ohio. Mr. Beckman got idea from Washington's Birthday circus show he put on for children. Station decided that on future school holidays, Mr. Beckman will put on similar program for kids, issuing tickets in advance for the show.

"HARD SELLING" PAMPHLET

"HARD selling" pamphlet, pointing up an advertiser's accolade in response to announcements on its daily *Every Woman's Hour*, featuring Helen Brooks, home economist, is being circulated by WFBR Baltimore. Message conveyed is just how well advertiser's product gets across via radio "especially in a strong TV market." Advertiser cited in the piece is The Sofskin Co., Bloomfield, N. J., maker of skin cream.

RADIO PLUGS MERCHANDISE

RETAIL buying is getting a lift from WNEW New York. Station has begun extensive campaign of "reminder-to-buyer" announcements designed to make listeners aware of their needs for various kinds of merchandise. Over 100 unsponsored spots of this type are aired by the station daily to stimulate retail buying which has reportedly been at an unusually low ebb of late.

Mr. William J. Hecker
Cecil & Presbrey
Cincinnati, Ohio

Dear Bill:

Gist yestidy I seen a memo on the boss' desk with a hull mess uv fingers.



Down at th' bottom it sed that WCHS with 5,000 watts on 580 has more listeners hyar in West Virginy than any other stashun in th' state. Ef'n you add thet we hev more listeners hyar in Charleston than all th' other four stashuns, you can shore see that WCHS will sell a hull lot of Redtop. Yrs. Algy

WCHS
Charleston, W. Va.

WWJ

NBC
AFFILIATE
IN
DETROIT

Owned and Operated
by
THE DETROIT NEWS

National Representative
THE
GEORGE P. HOLLINGBERY
COMPANY

**Immediate revenue produced
with regional promotion
campaigns**

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

HOWARD J. McCOLLISTER Company

66 ACACIA DRIVE
ATHERTON, CALIFORNIA

DAVENPORT 3-3061

PAUL W. McCOLLISTER, General Manager

BROADCASTING • Telecasting

BASEBALL

FURTHER baseball signings and broadcast schedules have been announced by radio and TV stations.

Complete home schedule of the Boston Red Sox will be telecast through joint sponsorship of the Atlantic Refining Co., Narragansett Brewing Co. and Liggett & Myers Tobacco Co.

To 77 home games will be added two pre-season games between the Red Sox and the Boston Braves, April 12-13. The TV coverage will be alternated between WBZ-TV and WNAC-TV Boston. In addition arrangements are being made to have 31 games carried by WJAR-TV Providence.

Under the same joint sponsorship, all 154 home-and-away Red Sox games will be aired over WHDH Boston and fed to a network of 15 stations in Massachusetts, Rhode Island, Connecticut and New Hampshire.

Curt Gowdy, Tom Hussey and Bob LeLaney, veteran New England sportscasters, will handle both radio and TV announcing.

Agencies directing the broadcasts are N. W. Ayer & Son for Atlantic Refining and Cunningham & Walsh for Narragansett Brewing and Liggett & Myers.

Atlantic Refining, along with the Adam Scheidt Brewing Co., will sponsor games of the Philadelphia Athletics and Phillies.

Philadelphia baseball video

Additional Radio-TV Schedules Announced

schedule calls for 58 day games, 43 of which are to be played on weekends or holidays. No night games are to be telecast.

WIBG Philadelphia will air the radio broadcasts, with 16 other stations from Wilmington through eastern Pennsylvania hooked into the Athletics-Phillies network.

Telecasts will be divided among three Philadelphia stations, WPTZ (TV), WFIL-TV and WCAU-TV.

Announcers will be Byrum Saam for the Athletics and Gene Kelley for the Phillies with Claude Haring as alternate and color man for both.

In addition, WFIL-TV will present Messrs. Saam and Kelley in a 15-minute program, *Strictly Baseball*, Monday, beginning April 14.

Washington Plans

WWDC-AM-FM Washington will air the full 154-game schedule of the Washington Senators in addition to 12 pre-season exhibition games. Phillips Radio & Television Co. and the Christian Heurich Brewing Co. (for its Old Georgetown beer) will sponsor all broadcasts on an alternating basis.

KRIC Beaumont, Tex., will air MBS' *Game of the Day* during the afternoon. During the evening the station's sportscaster, Ed Dittert, will describe games of the Beaumont Roughnecks.

KNOE Monroe, La., will broadcast all home-and-away games of the Monroe Sports with Irving Zeidman, KNOE program director, handling play-by-play. Frigidaire and the Coca-Cola Co. share sponsorship.

WOAI-TV San Antonio, as a public service, was to telecast an exhibition game last Saturday between the St. Louis Browns and the Brooke Army Medical Center Comets by remote pickup from Ft. Sam Houston's Christy Mathewson Field. The game was to be carried to the bedside of 2,000 patients of Brooke Army Hospital where a TV receiver is available in each ward.

WMAR-TV Baltimore will telecast home games of the Baltimore

KXOK Bat Boy

CONTEST being conducted by KXOK St. Louis, the Browns baseball station for this season, will award \$500 and a job as the Browns' bat boy to the lad, 10 to 16, who writes the best 150-word letter on "Why I want to be bat boy for the Browns." Second place winner in the contest, which ends April 13, will be bat boy for the Browns' visiting opponents.

Orioles (International League) on a two games per week basis for the fifth straight year. Covered will be Thursday night games and the first game of each Sunday afternoon double-header, station announces, with Chuck Thompson handling play-by-play assisted by John McLane. Gunther Brewing Co. will sponsor the telecasts, coverage of about a total two-dozen games. Biow Co. was the handling agency.

James A. Willard

JAMES A. WILLARD, 63, was a children's favorite as "Uncle Wip" on WIP Philadelphia from 1932 to 1936, died April 3 of heart ailment at his North Philadelphia home. Mr. Willard all was in the visual education department of the Society for Prevention of Cruelty to Animals. His wife, Mrs. Elsie T. Willard, survives.

FCC actions



APRIL 4 THROUGH APRIL 10

CP-construction permit	ant-antenna	cond-conditional
DA-directional antenna	D-day	LS-local sunset
ERP-effective radiated power	N-night	mod-modification
STL-studio-transmitter link	aur-aural	trans-transmitter
synch. amp-synchronous amplifier	vis-visual	unl-unlimited hours
STA-special temporary authorization		

Grants authorizing new stations and transfers, accompanied by roundup of new station and transfer applications, begin on page 96.

April 4. Decision . . .

COMMISSION EN BANC

Granted 1430 kc
WHIL Medford, Mass.—Granted mod. CP to change from 1540 kc, 250 w, D, to 1430 kc, 500 w, D and change type of trans. [B.T., April 7].

April 8 Decisions . . .

BY FCC BROADCAST BUREAU

Granted License
WIST Charlotte, N. C.—Granted license new AM station: 930 kc, 5 kw-LS, 1 kw-N, DA-N, unl.; cond.
WCMY Ottawa, Ill.—Granted license new AM station: 1430 kc, 500 w, D.
KABR Aberdeen, S. D.—Granted license new AM station: 1220 kc, 250 w, D.
WGAJ Valdosta, Ga.—Granted license for new AM station: 910 kc, 5 kw, DA-N, unl.; cond.
WBJF-FM Gadsden, Ala.—Granted license new FM station: 103.7 mc (Ch. 279), ERP 2.45 kw, ant. 78 ft.
WAGA-FM Atlanta, Ga.—Granted license new FM station: 103.3 mc (Ch. 277), 42 kw, ant. 530 ft.
WSGN-FM Birmingham, Ala.—Granted license new FM station: 93.7 mc (Ch. 229), 85 kw, ant. 850 ft.
WTOC-FM Savannah, Ga.—Granted license new FM station: 97.3 mc (Ch. 247), 5 kw, ant. 260 ft.
KTAC Tacoma, Wash.—Granted license covering frequency change,

change hours of operation, installation of DA-N and change in trans location; cond.

KSOO Sioux Falls, S. D.—Granted license covering change in hours of operation from limited to unl. with kw N, 10 kw D, installation of DA and change trans. location; cond.

WMSC Columbia, S. C.—Granted license covering increase in N power and changes in DA: 1320 kc, 1 kw; DA-N, unl.; cond.

WPEN-FM Philadelphia, Pa.—Granted license covering changes in existing FM station: 102.9 mc (Ch. 275), kw, ant. 420 ft.

Granted Modification

KDSJ Deadwood, S. D.—Granted mod. CP to change main studio location and extend commencement of completion dates to 2 months and months from date of grant, respectively; cond.

Extend Completion Date

KNBR North Platte, Neb.—Granted mod. CP for extension of completion date to 6-15-52; cond.

KPOL Los Angeles—Granted mod. CP for extension of completion date to 8-7-52; cond.

WARM Scranton, Pa.—Granted mod. CP for extension of completion date to 7-15-52; cond.

KG2KAZ, Associated Besters. Inc. Near Easton, Pa.—Granted mod. CP for extension of completion date to 8-2-52.

WTIC Hartford, Conn.—Granted mod.

SERVICE DIRECTORY

Custom-Built Equipment U. S. RECORDING CO.

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

• 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.

FOR FINEST TAPE RECORDING

WESC
Greenville, S. C.

USES
Magnecorder

—FIRST CHOICE OF ENGINEERS!

Only Magnecorder offers all the flexibility, high fidelity and features you require—at a price you want to pay!

FITS EVERY PURPOSE—EVERY PURSE!

PORTABLE — LIGHTWEIGHT
Recorder in one case —
Amplifier in the other. Easy
handling — compact!

QUICKLY RACK MOUNTED
Units can be combined for
studio operation of portable
equipment.

CONSOLE OR CONSOLETE
Operation available by combining
units in rich Magnecorder
cabinets.

For new catalog — write:
Magnecorder, INC.
Magnecorder, Inc., 350 N. Michigan Ave., Chicago 3, Ill.

CONSULTING RADIO & TELEVISION ENGINEERS

JANSKY & BAILEY

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

JAMES C. McNARY

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

—Established 1926—

PAUL GODLEY CO.

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

GEORGE C. DAVIS

501-514 Munsey Bldg.—Sterling 0111
Washington 4, D. C.
Member AFCCE *

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

A. D. RING & CO.

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

There is no substitute for experience
GILLET & BERGQUIST
982 NATL. PRESS BLDG. NA. 3373
WASHINGTON, D. C.
Member AFCCE *

GAUTNEY & RAY

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

Craven, Lohnes & Culver

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

McINTOSH & INGLIS

1216 WYATT BLDG.
WASHINGTON, D. C.
Metropolitan 4477
Member AFCCE *

RUSSELL P. MAY

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

WELDON & CARR

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

E. C. PAGE

CONSULTING RADIO
ENGINEERS
BOND BLDG. EXECUTIVE 5670
WASHINGTON 5, D. C.
Member AFCCE *

MILLARD M. GARRISON

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

KEAR & KENNEDY

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

A. EARL CULLUM, JR.

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

WILLIAM L. FOSS, Inc.

Formerly Colton & Foss, Inc.
927 15th St., N. W. REpublic 3883
WASHINGTON, D. C.

JOHN CREUTZ

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

GUY C. HUTCHESON

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

ROBERT M. SILLIMAN

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

LYNNE C. SMEBY

"Registered Professional Engineer"
1311 G St., N. W. EX. 8073
Washington 5, D. C.

GEORGE P. ADAIR

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

WALTER F. KEAN

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

WILLIAM E. BENNS, JR.

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

ROBERT L. HAMMETT

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

JOHN B. HEFFELFINGER

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

GRANT R. WRATHALL

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

RAYMOND M. WILMOTTE

1469 Church Street, N. W. DEcatur 1231
Washington 5, D. C.
Member AFCCE *

BERNARD ASSOCIATES

CONSULTING RADIO ENGINEERS
5010 Sunset Blvd.
Hollywood, Calif. NOrmandy 2-6715



Member AFCCE *

License Extended

WRLD-FM Lanett, Ala.—License extended on temporary basis to July 1, 1952.

(Continued on page 96)

MARCH BOX SCORE

STATUS of broadcast station authorizations at the FCC on March 31 follows:

	AM	FM	TV
Total authorized	2,413	650	108
Total on the air	2,339	636	108
Licensed (all on air)	2,322	674	94
Construction permits	91	76	14
Total applications pending	1,063	143	620
Total applications in hearing	223	9	185
Requests for new stations	320	6	521
Requests to change existing facilities	205	13	53
Deletion of licensed stations in March	0	3	0
Deletion of construction permits	2	0	0

P for extension of completion dates
11-1-52.

7 p.m. Sign Off

KASI Ames, Iowa—Granted request
r authority to sign off at 7:00 p.m.
uring May, June, July and August.

ROADCASTING • Telecasting

April 14, 1952 • Page 91

CLASSIFIED ADVERTISEMENTS

Payable in advance. Checks and money orders only.

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

No charge for blind box number. Send box replies to

BROADCASTING • TELECASTING, 870 National Press Bldg., Washington 4, D. C.

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

Two station western New York market of 50,000 has opening for loyal reliable self starting salesman with car. Must know radio. Earning possibilities unlimited \$75.00 weekly plus 5% for good man. Box 763M, BROADCASTING • TELECASTING.

50,000 watt AM, needs topflight salesman working profitable accounts, in a friendly and easy to live in south Texas market. Write K-SOX, Harlingen, Texas.

Announcers

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 to Box 183M, BROADCASTING • TELECASTING.

Wanted, experienced announcer-engineer for progressive southeastern city. Announcing ability-permanency most important. \$70.00 per week and salary. Send photo and facts to Box 399M, BROADCASTING • TELECASTING • TELECASTING.

Experienced announcer by Rocky Mountain area network station. Send full particulars, audition record and salary requirements to Box 399M, BROADCASTING • TELECASTING • TELECASTING.

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 to Box 536M, BROADCASTING • TELECASTING.

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

Combo-man, with first phone for permanent job with fulltime northeast independent. We've been enjoying the results of sound business operation for over two years. There is a good future here for a man who wants to settle down in a friendly community. Salary starts at \$300 per month with regular increases. No floaters wanted. Box 564M, BROADCASTING • TELECASTING.

Announcer-engineer first class ticket, \$55.00 to start. Southern network station. Opening immediate. Box 571M, BROADCASTING • TELECASTING.

Hillbilly and commercial man. South-west NBC regional wants early morning hillbilly radio program. State who can also do acceptable night commercial 40 hours. TV minded. Send detailed letter, photo and versatile tape or disc. Box 639M, BROADCASTING • TELECASTING.

Announcer-engineer first class ticket, \$60.00 to start. Virginia network station. Opening immediate. Box 724M, BROADCASTING • TELECASTING.

1000 watt independent daytime near Chicago wants staff announcer. Personal interview necessary. State age and experience. Box 753M, BROADCASTING • TELECASTING.

Good combo man needed May First by progressive network station in New Mexico, high guarantee. Send all particulars first letter. Box 766M, BROADCASTING • TELECASTING.

Experienced newsmen, ability to gather write, deliver news, Iowa kilowatt prefers man with farm background. Rush details, experiences, tape, photo, references. Box 775M, BROADCASTING • TELECASTING.

Help Wanted (Cont'd)

Announcer-engineer. South Carolina 1 kw daytime. Emphasis on announcing. Will give inexperienced man with good voice and reading ability an opportunity. Give details in first letter. Good working conditions. Box 778M BROADCASTING • TELECASTING.

DJ wanted—Negro DJ for major market. A real opportunity for one with experience and dependability and able to do A-1 sell job on air. Give full particulars to Mr. Sloan, KXLW, St. Louis, Missouri, Delmar 1320.

Immediate opening for staff announcer heavy on news. Send disc and full information. Radio Station KVAL, Brownsville, Texas.

Combo-man, Pacific northwest kilowatt independent. Good man can start at \$72.50. Car necessary, 1st class ticket, good announcer, 40 hour week, overtime. Apply with disc and photo. KWIE, Kennewick, Washington.

DJ wanted—Hillbilly DJ. A real opportunity in a major market. Must play a guitar and/or fiddle and have some experience in selling on the air. Give full particulars to Mr. Sloan, KXLW, St. Louis, Missouri, Delmar 1320.

Wanted, hillbilly disc jockey at once experienced shift, must be sober and willing to work. Good salary to start. Contact Radio Station WKDK, Kings-ter, S. C.

Combination announcer - engineer, 1st phone. Permanent position for right man. Emphasis on announcing. 1000 watt daytime station. \$70 per week. Phone collect Keith Moyer, WTIM, Taylorville, Illinois.

Good announcer who can handle programming and write local news. Excellent opportunity. Shift, mainly network. Air mail voice disc, salary requirements. Complete personal data. Manager, WHIT, New Bern, N. C.

WPAA, Pottstown, Penna., needs good matured voiced morning man who wants to sell in the afternoon and a live wire deep voiced disc jockey. You will replace an announcer going to a radio network and a disc jockey called back into service. Personal interview preferred.

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

News announcer. Experienced. Daytime station. Must have good voice with selling power. Starting salary \$65. Contact Keith Moyer, WTIM, Taylorville, Illinois.

Technical

Engineer, first class ticket, experience unnecessary, announcing, western Penna. 250 watt network, \$50 for 40 hours, paid vacation, address Box 701M, BROADCASTING • TELECASTING.

Opportunity for combo. Box 710M, BROADCASTING • TELECASTING.

First class engineer, no announcing, state minimum salary. Box 740M, BROADCASTING • TELECASTING.

Chief engineer, Iowa kilowatt wants experienced man with announcing experience. Good pay, send complete details, photo and references. Box 772M, BROADCASTING • TELECASTING.

Wanted AM control operator. Strictly technical requirements, no production. Station also operates TV. Location south central New York. Box 782M, BROADCASTING • TELECASTING.

Engineer, 1st ticket only requirement. Box 651, Patchogue, L. I., N. Y.

Help Wanted (Cont'd)

Immediate opening for 1st phone engineer. 5 day week with good pay. 250 watt ABC station. Send background and reference information with first letter to KBIX, Muskogee, Oklahoma.

Wanted—First class engineer-announcer. Experience desired but will consider all. Indicate salary need and availability. KBIZ, Ottumwa, Iowa.

Permanent position for first phone engineer. Excellent equipped AM-FM network affiliate in central Texas town of 28,000 population. No announcing. Good pay. For details contact Burton Bishop, KTEM, Temple, Texas.

First class engineer, no experience required. WCOR, Lebanon, Tennessee.

Wanted immediately. Two combination engineer - announcers. Florida west coast city. Send audition, photo, resume and salary requirements WDHL, Bradenton, Florida.

Immediate opening for first class operator, WEAV, Plattsburg, N. Y.

Wanted—Engineer, first phone, experience unnecessary. Contact Chief Engineer WEOL, Elyria, Ohio.

Engineer wanted. No experience necessary. Good pay. Great opportunity for right man. Apply WFLE, Fayetteville, North Carolina. All applications answered.

Immediate opening for engineer with first class license. Good opportunity for inexperienced man who wants to learn broadcast radio. Good salary, excellent vacation area, no housing or transportation problems. WGNI, Wilmington, N. C.

Immediate opening first phone engineer-announcer. Beginners considered. 40 hour week. Shift, mainly network. Good working conditions and opportunity to advance. Air mail voice disc, salary requirements, complete data. Manager, WHIT, New Bern, N. C.

First class engineer-announcer. Permanent position, good working conditions. WJAT, Swainsboro, Georgia.

KGLO, Mason City, Iowa, needs an engineer for recordings and remotes. Start at \$59.40 for 40 hours. Permanent position. Immediate opening.

Wanted—Consulting engineer, field and application work AM and TV. Please state full qualifications and personal status. Replies held confidential. Walter F. Keen, 1 Riverside Rd., Riverside, Ill.

Engineers, announcer, salesmen. Immediate openings. Good pay and working conditions with group-owned stations. Offering opportunities for advancement. Disc and photo with application. Rollins Broadcasting, Inc., Moore Building, Rehoboth, Delaware.

1st class engineer-announcer wanted. \$65.00. KDLK, Del Rio, Texas.

Operator with first class phone license at 250 watt broadcast station affiliated with ABC. First change in engineering department since 1945. Salary open. Box 799M, BROADCASTING • TELECASTING.

Wanted immediately, transmitter operator with first class phone license. No experience necessary. Starting salary fifty-five per week. Write Chief Engineer, WSPF, Faintsville, Kentucky.

Immediate opening for first phone. 1 kw. No experience necessary. Need car. Contact Chief Engineer, WTNS, Coshocton, Ohio.

Help Wanted (Cont'd)

Production-Programming, Other

Wanted—Capable young lady for continuity. Real opportunity with network in Michigan, midway between Chicago and Detroit. Prefer someone with air work who can build daytime women's show. Kindly send details yourself as well as disc, or tape, available. Box 700M, BROADCASTING • TELECASTING.

News director, supervisor, 4 man spot farm and news department. Only experienced men with journalism degree need apply. Good salary with bonus 5 kw midwest. Box 705M, BROADCASTING • TELECASTING.

50 kw CBS affiliate, one of the nation's most progressive and outstanding stations. Real opportunity with network. Solid experience, ideas and program ingenuity. Good salary. Outstanding opportunity. Right near Box 723 BROADCASTING • TELECASTING.

Wanted: Continuity chief. Experience writing for all types of clients. Send letter full details, copy samples. Moderate, healthful climate. Salary according to our Bureau of Program Directors. KCSI, Pueblo, Colorado.

Continuity writer. Need a "take charge" guy or gal for commercial continuity department. KIRX, Kirksville, Missouri.

Situations Wanted

Managerial

Attention southern station owner: Two young men, commercial manager and chief engineer want to operate southern station, hard workers. Can take complete charge. Need only working interest. Want opportunity for security earned by hard work. Good potential must be present. Prefer north or midwest but will consider replies. Excellent references. Box 704 BROADCASTING • TELECASTING.

I'm ready for manager's job. 7 years experience all phases of radio. College graduate, active in civic affairs, ready to meet competition. Want opportunity for security earned by hard work. Good potential must be present. Prefer north or midwest but will consider replies. Excellent references. Box 704 BROADCASTING • TELECASTING.

Experienced manager, thirty, college degree, seeks "utility" position southwest. Experienced in copy, promotion, sales, announcing administration. Fully capable on and off air during owner's general manager's absence. Box 771 BROADCASTING • TELECASTING.

Attention All—Available after April 1, triple AAA aggressive, alert, able to sell, produce, program, manage in all phases of radio broadcast television industry. Ten years with national network in New York, qualified to sell, produce, program, manage, sales, promotion, public relations, talent agencies. Prefer New York, Philadelphia, Washington, D. C., Florida, Los Angeles area. Presently very busy but have very good reasons for wanting to make change. Will be delighted to discuss any sincere proposition offering opportunity and compensation commensurate with performance. Will submit topflight endorsements. Address Box 787M, BROADCASTING • TELECASTING.

Manager—have proven record of putting stations on paying basis for stand-out radio-TV programs. No TV. Prefer radio-TV combination or TV plans in near future. \$10,000 start. Box 799M, BROADCASTING • TELECASTING.

General manager—program director. Small market experience. 28, married 1 child. South or midwest preferred. Box 798M, BROADCASTING • TELECASTING.

Salesmen

Sales or sales-management. Seven years well-rounded radio. Presently earning in excess of \$7200. 32. Family. Box 699M, BROADCASTING • TELECASTING.

Salesman-newsmen, experienced, but references, interested combination only. Box 759M, BROADCASTING • TELECASTING.

College graduate, 26, veteran, seek sales position, radio-television. New York advertising agency background. Box 768M, BROADCASTING • TELECASTING.

Situations Wanted (Cont'd)

Announcers

Versatile: Knowledge announcing, CBO, news, DJ and commercials, graduate radio and TV school. Will travel anywhere in U. S. Write, Box 6604, BROADCASTING • TELECASTING.

If a progressive Florida station is interested in a thoroughly experienced broadcaster with successful production and sales records and the position is offered free: Write, Box 6604, BROADCASTING • TELECASTING.

Experienced announcer-operator, fine recommendation, Emcee, musician, vocalist. Restricted permit, studying 1st phone. Penna or vicinity, married. Write free. Box 7524, BROADCASTING • TELECASTING.

Announcer-newscaster, three years experience. College graduate, veteran. Tape available. Box 7574, BROADCASTING • TELECASTING.

Topnotch midwest sports announcer. Ten years solid experience play-by-play, basketball, football, baseball. Also boxing. Married, veteran, college graduate, excellent references. Presently unemployed, seeking for station that wants aggressive sports man who can sell. Can double as DJ. Tape available. Box 7584, BROADCASTING • TELECASTING.

Announcer - program director. Ten years background. Want permanent. Details, transcript. Box 7604, BROADCASTING • TELECASTING.

Announcer-engineer, first class good announcing, vet. 18 months experience, all phases, south preferred. \$15.00 per week. Box 7614, BROADCASTING • TELECASTING.

Married, veteran, draft exempt, 2 years experience. Strong on news and sports. Working in west, wish to return east. Box 7624, BROADCASTING • TELECASTING.

Network man: Currently employed 1 kw MBS affiliate one year, desire change for further experience. Past work with AFRS insures solid foundation in business. Disc data on request. Box 7674, BROADCASTING • TELECASTING.

DJ and special events with originality and skill. Experienced promotion, programming. Energetic morning or smooth night disc interview, talent, quiz. Manager and sponsor references. Available May. Box 7694, BROADCASTING • TELECASTING.

Disc jockey, currently employed. Absolute top hooker in four-station midwest city of 300,000. Three strong television stations have not denied audience. Prefer afternoon time around 5:20 guarantee against talent. Box 7704, BROADCASTING • TELECASTING.

Do you need me? I do some staff announcing. I have a second class ticket. I have some experience in selling and programming, but my specialty is hillbilly DJ. I can also lead own string band. Can do early morning or personality show. 6 years experience. Box 7834, BROADCASTING • TELECASTING.

Combination announcer-engineer, age 35, married, vet, handle console. Presently employed. Desire job offering advancement opportunities. 2 years exp. Full information on request. Box 7934, BROADCASTING • TELECASTING.

Announcer with 1st phone. 3 years experience. Available 2 weeks notice. Rate salary, hours. Box 7944, BROADCASTING • TELECASTING.

Announcer engineer. Three years sports news, talent shows. Family. 75.00. Prefer northeast. Box 7954, BROADCASTING • TELECASTING.

Staff announcer, over 4 years experience; age 27, college graduate, married, excellent references. Boarded in New York. Available two weeks. Box 7964, BROADCASTING • TELECASTING.

Announcer-control board operator, veteran, draft exempt, single, age 24. Completed 2 years Illinois University, good voice, diction, grammar. Experienced. New York City station as newscaster, disc jockey. Excellent references. Tape or disc on request. Harry Black, 145 Autumn Avenue, Brooklyn, N. Y.

Excellent radio voice, they say. First class license. Combo operator-expectant. Box 334, Palm Desert, California or telephone 76-2095.

Situations Wanted (Cont'd)

Combination man, first class phone. Some experience. Desire locate southern California or southwest with net affiliate. Oliver Grieve, Tempe, Arizona.

Announcer or writer. Some experience. Good news, commercial and board man. Disc jockey with wide knowledge of various music. Graduate Pathfinder Radio School, Kansas City. Junior college graduate. Single. Any offer considered. Edward Love, 2505 Morton, Parsons, Kansas.

Combo man, 1st phone. Draft exempt. Top news and sport, 250w to 10 kw experience. Will travel. William Rogel, 1275 Grants Avenue, New York City, N. Y.

Technical

3 1/2 years experience, 3 as chief small network station. 24, single, vet, car. Northeast or north-central. Box 6934, BROADCASTING • TELECASTING.

Chief engineer-announcer desires change. Will consider good paying combo job. Box 7504, BROADCASTING • TELECASTING.

First phone. Slight experience AM-FM-TV. Eastern job preferred. Box 7644, BROADCASTING • TELECASTING.

Engineer, some experience. First phone. Desires TV work. Married, permanent. Box 7794, BROADCASTING • TELECASTING.

1st phone license: Experienced, radio-television grad. Now employed. Marjorie, Box 7814, BROADCASTING • TELECASTING.

Station engineer first class, experienced maintenance, no station operating experience. Can announce if necessary. Box 7844, BROADCASTING • TELECASTING.

First phone license, no commercial experience. Desires studio and transmission work. Draft exempt. Box 7854, BROADCASTING • TELECASTING.

Engineer, 1st phone, 4 years 50 kw AM-TV station. Crew chief and TV master control operation. Projection room. Experienced. Colored. No net background. Box 7924, BROADCASTING • TELECASTING.

Production-Programming, others

Station or agency radio-TV production man. Experience includes 1 kw Chicago area PD, announcing, continuity, news rewrite, TV and theatre production. Married, veteran, age 27, Northridge, P. S. in Speech (Radio). Both innate and acquired production sense. Ideal production staff addition with announcing, writing and art talent to wrap up the package. Box 7664, BROADCASTING • TELECASTING.

Continuity writer, fast typist, excellent references. South preferred. Box 7654, BROADCASTING • TELECASTING.

Gone about as far as I can here. Presently in radio in over-million city. Twelve years program director morning man, news director, time sales, agency. Considerable commercial TV experience. Family man, member Kiwanis, Masons, Jaycees. Enjoy civic endeavor. Currently making in excess of \$100 weekly. Expect high pay for plenty of responsibility. Finest references. Dearest moving and war time to be last time. Midwest West. D. C. San Francisco, or environs. Box 7664, BROADCASTING • TELECASTING.

Program director. Desires progressive northeast station. Top experience announcing and news directorship. Box 7774, BROADCASTING • TELECASTING.

If your station will give ambitious college graduate with writing ability excellent voice, her start in radio, I am your gal. Contact Box 7894, BROADCASTING • TELECASTING.

Program-promotion director three years net and independent. Experience desires connection with progressive station in larger market. Prefer outlet with TV plans and opportunity to work into the field. Veteran, married, reliable. Box 7904, BROADCASTING • TELECASTING.

Program director with first phone; 6 years net and independents. Strong on announcing, news, jockey shows, writing. M.C. Thorough background in program department; copy, accounts, logs, production. Now Hollywood. Will travel for permanent position. Progressive station. Box 9114, BROADCASTING • TELECASTING.

Situations Wanted (Cont'd)

Television

Salesman

TV station-agency-film accounts executive. Experienced sales, promotion, production, scripting. (Former newspaper ad mgr.) \$8,000.00 minimum. G. P. Baker, 3614 Riverside Drive, Huntington, W. Va.

Technical

Cameraman, studio technician. Television workshop graduate. Write copy. Direct show. Draft exempt. Box 7554, BROADCASTING • TELECASTING.

Licensed technician, 10 years aural transmitter experience to 10 kw. Seeking position with California television station. Knowledge of video circuits. Presently employed, married, 32, car. 22 Hanover, San Francisco.

Production-Programming, others

Producer - writer. Experienced all phases TV-radio. Presently employed Four A agency. Available May 1. Box 7884, BROADCASTING • TELECASTING.

For Sale

For sale: Established radio school in eastern city with valuable real estate and equipment. Box 7764, BROADCASTING • TELECASTING.

Stations

California. 1000 watts. Gross \$150,000. Rich and growing area. 30% down. Box 7514, BROADCASTING • TELECASTING.

For sale: Two well established radio stations by the owner. Sound properties. Reasonably priced in non TV markets. Middlewest, good prosperous markets. Illness reason for selling. Information will be revealed only after financial ability and intentions to purchase has been proven. Box 7804, BROADCASTING • TELECASTING.

Western station. Independents. 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 6224, BROADCASTING • TELECASTING.

For sale: 10 kw Western Electric frequency modulation transmitter, mod. 506 B-2. Never been used. Box 6734, BROADCASTING • TELECASTING.

Magnacorder tape recorder PT63 A2 HX-amplifier-PT7-P EV mikes and other equipment used 15 hours. Must sell. Box 7364, BROADCASTING • TELECASTING.

For sale-2-RCA-70C lateral pickup arms, heads and filters, complete spare heads for above, 2-RCA-70D vertical and lateral Universal pickup arms, heads and filters, complete. First \$200.00 takes the lot. KENO, Box 1310, Las Vegas, Nevada.

Wanted to Buy

Stations

Wanted-FM frequency modulation monitor. Prefer Hewlett-Packard 335-computer. Price and time no object. Box 6994, BROADCASTING • TELECASTING.

Wanted to buy. Radio station on Florida east coast. Prefer 250 watt fulltime. All replies will be confidential. Address Box 7214, BROADCASTING • TELECASTING.

Equipment, etc.

Wanted: Flasher for single tower, photoelectric control unit and 250' RG-17/U or RG-19/U coax. Box 6714, BROADCASTING • TELECASTING.

Complete equipment for 3 kw FM station, side mount antenna. Rush complete details, price. Box 7744, BROADCASTING • TELECASTING.

Miscellaneous

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

EXPERIENCED BROADCASTERS NOW AVAILABLE



PETER WIDMER: All-around announcer and copy man. Creator of "Plantation Echoes" and "Day Dreams." Formerly WRIC staff. Strong on morning and late evening DJ shows; news; news editing and sports. Good control operator. DISC OR TAPE AVAILABLE.

ANNE BELCH: Good Girl Friday and efficient program assistant. Strong on programming women's feature shows and in assembling special events. Excellent voice on news and commentaries and interviews. DISC OR TAPE AVAILABLE.



TED SCHOENBURG: A good announcer with emphasis on sports and news. Creator of published "Sports Biographies" and "Sports Personalities on Parade." Strong on sports statistics, copy, special events reporting and board work. WRITE FOR COPY SAMPLES, DISC, OR TAPE.

AL LEIBERT: Personable and glib announcer. M.C. newscaster; salesman. NYU graduate and former accountant, especially strong on pitch announcing; news; on-the-spot broadcasts. Top idea man in adding profits to sales. TAPE OR DISC AVAILABLE.



TED WYGANT: Network - caliber announcer and copy man. Creator of merchandising programs: "Market Basket" and "The Alarm Clock." Formerly staff WKRZ. Strong on audience participation and DJ shows. Tops at control board. DISC OR TAPE AVAILABLE.

BRUCE PARSONS: Announcer - newscaster - DJ - musician. Director of "Fuz Jazz" and other musical delights. Korea vet formerly with Army concert bands. Strong on news; music continuity; man-in-the-street. Operates control board. DISC OR TAPE AVAILABLE.



Write or Wire

SRT

SCHOOL OF RADIO TECHNIQUE
8 K.O. Bldg. Radio City, N.Y. 20, N.Y.
Circle 7-1973

SRT men and women are employed in broadcasting stations all over the United States.

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.

Production-Programming, others

WRITER

A seasoned, all-round writer for radio and television wanted by major network affiliate. Good pay. Address Box 754M, BROADCASTING • TELECASTING.

Situations Wanted

Production-Programming, Others

AM-TV EXECUTIVE available!

Presently employed (nearly two years) in creative-production capacity. Top coast-to-coast TV show originating in New York. Previous extensive experience program manager AM regionals. Strong idea man who can write, direct (and even sell) low budget shows tailor-made for tough clients. Will consider combination AM-TV post. Away from New York preferred.

BOX 786M,
BROADCASTING • TELECASTING

For Sale

Equipment, etc.

FOR SALE BECAUSE OF INCREASE

IN POWER
1 KW Gates BC IF AM Transmitter
USED LESS THAN TWO YEARS
\$4500
KTOE
Mankato, Minn.

Very Successful Midwest Independent

\$100,000.00

A well established consistently profitable station located in one of the best medium sized midwest markets. Percentage return on sales price is much higher than average. More than \$30,000.00 in net quick assets included in this sale of 100% of the stock.

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.
Esbrook 2-5672

Open Mike

(Continued from page 18)

present figures which were in any major degree at variance with those of "... the FCC and some other engineers." To the best of my belief there are no major differences.

My evaluation was based on a comparison of the power needed for the same service and indicated that it should require something of the order of 1,000 times the power radiated for UHF to give the same service as VHF. Power was used as a comparison because that is what the broadcaster has to pay for when he invests his money in a station, but the power ratio indicated does not mean that the UHF service area or population reached will be 1/1,000 of that served by a VHF station of the same power.

That the service area and the population served will be less for UHF than for VHF under the contemplated rules is a certainty, but how much less will greatly depend on the location of the station, the terrain, population distribution, the interference, and the proper handling of these factors. . . .

The figures I gave were checked informally with other engineers whose affiliations and standing could under no circumstances be

Employment Service

EXECUTIVE PLACEMENT SERVICE

for competent managers, commercial managers, program directors, chief engineers, disc jockeys. Reliable, confidential, nationwide 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.

considered to harbor an extreme point of view. They came up with ratios of equivalent powers of UHF and VHF for the frequencies selected which were of the same order as mine but which were on the whole somewhat less favorable for UHF.

Raymond M. Wilmotte
Consulting Engineer
Washington, D. C.

* * *

Airspace

EDITOR:

We have noted with a great deal of interest your editorial in the March 10 issue of BROADCASTING • TELECASTING and the stories in the March 17 and 31 issues regarding the problem of obtaining approval of proposed television towers and sites from an aeronautical viewpoint. I think you are doing a splendid job of bringing this matter to the attention of the broadcasting and television industry.

There is one factor which has not yet been brought out, however. . . . The CAA has published criteria for determining what are hazards to their operation and what changes would have to be made in their operating procedures by reason of erection of television towers. . . .

The problem that concerns us at this time is the fact that several of the regional CAA offices do not want to be guided by their published rules, but instead apply arbitrary rules and standards that go beyond the published material, just because they do not want a tall tower anywhere in the area. . . .

A. Earl Cullum Jr.
Consulting Engineers
Dallas

* * *

No Swamis Here

EDITOR:

Your editorial, "The Network Problem," [March 31] should prompt many to realize that just as in the early '20s the local daily newspaper emerged from the shadows of metropolitan publications and "boiler plate," so today the local radio station is taking the lead in listenership and advertiser acceptance.

Your discerning comment that "the day may not be far distant when the network, for a fee, will provide something analogous to press association service" indicates you employed a good pair of binoculars rather than a crystal ball.

Thomas B. Tighe
Station Manager
WLK Asbury Park, N. J.

* * *

Eastman Booklet

EDITOR:

We have noted the reference given in your TELECASTING YEARBOOK for 1952 regarding our booklet, "The Use of Motion Picture

Films in Television." We have had some requests for the revised edition of this booklet as a result of this reference.

For your information, we wish to advise that we have not yet been able to prepare a new edition of this booklet and it will probably not be available before the end of this year. Also, we do not have any available copies of the old edition.

Since there have been so many requests for information on this subject, we did reprint a small section of the old booklet as an aid in helping people with some of the fundamentals regarding lighting technique for television studio photography and outlining some of the production methods used. . . .

W. I. Kisner
Motion Picture Film Dept.
Eastman Kodak Co.
Rochester, N. Y.

* * *

File 13?

EDITOR:

. . . I suppose that all stations regularly receive so-called house hold hints, etc., in the mail. Most of these are out and out ads for some national product. . . . I am wondering how the industry as a whole treats such items, how managers feel about giving, or at least being asked to give, such firms as Procter & Gamble, Popular Mechanics magazine, Fritos and many others free time. . . .

James D. Abbott
President
KEVA Shamrock, Tex.

[EDITOR'S NOTE: Any other broadcasters want to tell Mr. Abbott how they handle such things?]

* * *

It's a Problem

EDITOR:

We are attempting this year to develop some problems and case for our students in American government. . . . One of the cases we have selected is the Benton bill (S 1579) proposing a National Citizens Advisory Board on Radio and Television. Those of us teaching the course are very desirous of presenting the opposition viewpoint to the bill as fully as possible.

I have just found a couple of your editorials in BROADCASTING • TELECASTING . . . which I believe are excellent materials for our students to read. . . . I should be most grateful if you would give me permission to use these materials. . . .

Phillips Bradley
Prof. of Political Science
Syracuse U.
Syracuse, N. Y.

SALES of Stewart-Warner Corp., Chicago, increased 28.3% in 1951 over the previous year but earnings dropped about 10%, according to an announcement made by James S. Knowlson, president. Sales last year totaled \$103,269,258 with earnings of \$4,104,789 after taxes or \$3.40 per share or \$5 par value capital stock.

BROADCASTING • Telecasting

ACLU Asks FCC Action

(Continued from page 25)

is not involved in the ACLU complaint.)

In an accompanying letter to FCC Chairman Paul A. Walker, ACLU's Patrick Murphy Malin, executive director, said "the only three" legal issues involved in the proposed hearing are: (1) Whether blacklisting is against public interest; (2) whether licensees "have improperly delegated programming powers—and on this we cite the *Blue Book* of 1946 and the Commission's report on chain broadcasting—and then improperly acquiesced in or endorsed blacklisting, demonstrating a lack of character qualification as well as action against the public interest. . . and (3) whether conditional renewal of licenses is appropriate—and on this we cite the Richards case."

Cases cited in the complaint, like Mr. Miller's book, frequently involved the anti-communist newsletter *Counterattack* and its *Red Channels* booklet linking 151 persons with various "Communist or Communist-front" groups, past or present. Also as in Mr. Miller's book, the network, advertiser or agency officials allegedly involved are not identified.

Mr. Miller explained that often he was unable to reach the persons he sought to interview, despite repeated efforts, and that in almost all cases interviews which were granted were conditioned upon anonymity for the interviewee. Nevertheless, he said, a number of persons have agreed to come forward and testify if FCC grants a hearing.

Proof Claim

From the network and station side, Mr. Malin said "one or more of the defendants may well admit the allegations made," but asserted that, if not, ACLU is prepared to prove its charges "once we have the subpoena powers" which are granted in hearings.

All but one of the cases cited in the complaint involved alleged or suspected firings or non-hirings, due to public pressure or fear of it, of persons who had been linked with pro-Communist associations or beliefs. In the case of ABC, however, the charge was that "two vehement anti-Communists" had been kept off a show.

NBC was accused on two counts: (1) The famed "Jean Muir case," in which the actress' appearance on General Foods' *The Aldrich Family* was cancelled in August 1950 by Young & Rubicam, with "apparent acquiescence" by NBC,

"because of her alleged affiliations listed in . . . *Red Channels*," according to the complaint, and (2) cancellation of the appearance of The Weavers, folk-singing quartette, on Congoleum-Nairn's Dave Garroway TV show last June by NBC "solely on the basis of alleged associations of some of the members of the said quartette."

The charge against CBS was that it eliminated the dance of Paul Draper from the kinescope of a *Toast of the Town* show in January 1950 "solely as a result of protests received [following his appearance on the live version of the program] on the basis of the said Paul Draper's alleged associations and beliefs."

The kinescope in question, the complaint said, was shown on KTTV (TV) Los Angeles, "KWTJ Miami," WDAF-TV Kansas City; KSD-TV St. Louis, WHAS-TV Louisville; WAGA-TV Atlanta and WRGB (TV) Schenectady. [Presumably the reference to "KWTJ Miami" should be to WTVJ, Miami's only TV outlet. The complaint erroneously identified all seven stations, except KTTV and "KWTJ," as CBS-owned outlets.]

ABC Incident

In the case of ABC, it was charged that in the summer of 1951 the network "refused to permit two vehement anti-Communists, Ralph de Toledano and Benjamin Gitlow, to appear on its *Cholly Knickerbocker* radio show originating in New York City."

Asserting that "the said refusal may have been due to the beliefs of the aforesaid de Toledano and Gitlow, or to a general policy of not having political discussions of any kind on that particular show," the complaint said that "the matter should therefore be investigated by this Commission."

With regard to DuMont, the complaint said that pianist-singer Hazel Scott's program was cancelled in September 1950 "probably because of allegedly pro-Communist affiliations, though she is in fact violently anti-Communist."

WPIX was charged with cancelling a series of Charlie Chaplin film series "solely because of the alleged affiliations or beliefs of the said Charlie Chaplin."

KOWL, the complaint alleged, "barred Rev. Clayton Russell from speaking over its facilities solely because of his alleged associations."

Citing the instances of alleged discrimination detailed in Mr. Miller's report, ACLU asserted that in cases of blacklisting the licensee is operating contrary to public interest, regardless of whether the act is performed by the licensee or by advertisers, agencies or others to whom he delegates program responsibilities.

ACLU said it was filing the complaint "solely in the public interest" and not in the interest of

any of the victims of alleged black-list practices. Further, it said:

"This complaint is brought not only because the complainant believes the said discrimination to be against the public interest because of its effects upon the individuals blacklisted and others in the radio and television industries, but also believes it to be against the public interest because of its denial to the public of the right to see or hear artists or their work-products because of irrelevant considerations."

In his letter to FCC, Mr. Malin quoted from the Miller report:

By lumping together the names of some of the most prominent and talented people in radio and television, "Red Channels" has surely done exactly what the Communists would wish it to do. It has, by innuendo at best, given the Party glamour, prestige, and importance it has never before enjoyed in radio and television.

It has created throughout the industry a suspicion and distrust and despair and hysteria which the Communists themselves could not hope to create. The publication and those executives in advertising and among the sponsors and on the networks who have used it have, whatever their intentions, created in one of this country's most crucial industries the kind of terrified dissension on which the Communist Party always has and always will grow.

More important, the publishers of "Red Channels" and those who adhere to it have wrecked, probably forever, the careers of many talented anti-Communist Americans, not to mention the spiritual pain and humiliation suffered by all of the 151 [named in the booklet].

ACLU's position on the blacklisting issue was outlined by Executive Director Malin and Board Chairman Ernest Angell in an introduction to *The Judges and the Judged* (see page 25):

(1) The government has a duty to preserve national security but is the "only" proper authority to designate positions closely affecting security and to decide what persons should be excluded from them;

(2) For all other positions, employment "should be decided on the basis of qualifications strictly relevant to the particular task involved";

(3) The public has a right to express disapproval of employment of certain radio-TV performers, "but when they aim at censorship or suppression they would prevent other people who do not agree with them from looking at or listening to the performer, then they are acting contrary to the spirit of the First Amendment";

(4) If private persons "purvey information reflecting on a person's loyalty," then they should "observe the elementary canons of due process," striving for accuracy and completeness

of information and providing the persons a full and fair hearing;

(5) The radio-TV industry must show "the determination to pay what little cost may be involved to support free speech, due process, and non-discrimination."

ACLU officials said they had "no illusions" that their approach to the problem through the FCC is "all that's needed," but felt it would be a step forward in the overall civil liberties campaign.

The complaint was prepared by former FCC Chairman Fly, an ACLU board member; John F. Finerty, also a board member, and Herbert Monte Levy, staff counsel.

VOTE CAMPAIGN

Broadcast Aid Sought

THE Advertising Council will solicit a major amount of free time from the broadcast media to promote the first national non-partisan register-and-vote campaign, being sponsored by the American Heritage Foundation. This was reported in Chicago Wednesday as Thomas D'Arcy Brophy, president of the non-profit educational foundation, outlined plans for the extensive public service promotion.

The foundation will provide advertising, promotion and publicity patten to the various mass communication media as a prelude to getting out a heavy fall vote, with personnel of Leo Burnett Agency, Chicago, handling most of the planning.

Mr. Brophy hopes the campaign will result in a record vote of 63 million, or 15 million more than were cast in the last national election. Although the drive was launched in Chicago, coordinating headquarters are in New York. NARTB is a cooperating organization.

WCTC Ups Rates

A RATE rise amounting to approximately 10% was announced last week by WCTC New Brunswick, N. J., independent station on 1450 kc with 250 w power. General Manager Robert L. Williams said the increase was effective April 1 but pointed out it was not made "across the board."

KLIX
IS KLICKIN'

The La Crosse Tribune Station
WKTY PROMOTES!

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

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

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

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

LA CROSSE, WIS. 580 kc 1,000 w plus ABC A LEE Radio Station

In Wisconsin... You Can't Complete Your Coverage Without WKTY

Ask Weed and Company

WKTY ratings are UP 204% in two years!

TRANSFER GRANTS

KLOK San Jose, Calif.—Granted involuntary assignment of license and CP from E. L. Barker and Claribel Barker, general partners, and T. H. Canfield and Opal A. Canfield, limited partners, d/b as Valley Bestg. Co., to E. L. Barker and Claribel Barker, general partners, and Paul Grim, special administrator of estate of T. H. Canfield, deceased, and Opal A. Canfield, limited partners. Interest to be transferred is that held by Mr. Canfield, deceased, to Mr. Grim, and totals 15%. No monetary consideration. Granted April 8.

KNOB Long Beach, Calif.—Granted assignment of license from J. E. Tapp, Raymond B. Torian and John Doran to Messrs. Torian and John Doran who assume all assets and liabilities of licensee being transferred to new partnership d/b as Cerritos Bestg. Co. Before transfer Mr. Tapp held 33 1/3% interest, Mr. Torian held 43 1/3% interest and Mr. Doran held 23 1/3% interest. After transfer Mr. Doran holds 4% interest while Mr. Tapp and Mr. Doran continues to hold 23 1/3% interest. Mr. Torian pays Mr. Tapp \$1,721 for his interest. Granted April 8.

WKIN Kingsport, Tenn.—Granted assignment of license from Cy N. Bahakel, d/b as Sullivan County Bests., to Radio Station, W.K.P., a change from individual to corporation; no actual change of ownership or control. Granted April 8.

WGBA AM—FM Columbus, Ga.—Granted transfer of control Georgia Alabama Bestg. Corp. to R. E. Page Corp. All present stockholders of Georgia-Alabama Bestg. Corp. hold stock in R. E. Page Corp., and no one except R. E. Page holds stock in R. E. Page Corp. and not in Georgia-Alabama Bestg. Corp. stockholders, who each hold 400 shares (20%), will sell interest to R. E. Page Corp. for \$108 per share or \$43,200 per stockholder, for total of \$216,000. Principals in R. E. Page Corp. (transferee) are: President A. H. Chapman (0.06%); Vice President Wyline Page Chapman (33.27%); Vice President Annie Laurie Page Ashworth (33.27%); Treasurer W. E. Page Jr. (0.6%); Secretary M. R. Ashworth (0.06%); and Richard Edwin Page (16.67%). R. E. Page (as individual) owns Ledger-Enquirer Co. and Bradenton Herald Co. Transfer is to simplify and expedite expansion.

FCC Actions

(Continued from page 91)

April 9 Decisions . . .

COMMISSION EN BANC

To Remain Silent

KPRS Olathe, Kan.—Granted authority to remain silent for 90 days from March 11 in any future broadcasts can be made to resume operation. In event arrangements result in transfer of control, prior Commission approval must be secured before station resumes operation.

Granted Renewal

KQ2XBH, Crosby Bestg. Corp., Cincinnati, Ohio—Granted renewal of experimental TV broadcast station license for regular period.

FCC Roundup

New Grants, Transfers, Changes, Applications

box score

SUMMARY THROUGH APRIL 10

	On Air	Licensed	CPs	Pending	Appls.	In Hearing
AM Stations	2,339	2,326	86	329	223	
FM Stations	634	576	72	9	9	
TV Stations	108	97	11	528	183	

(Also see Actions of the FCC, page 90.)

of capitalization of corporation to allow for television addition. Granted April 8.

WGWD Gadsden, Ala.—Granted assignment of license from First National Bank of Montgomery and Margaret Covington Milwee, executors of estate of G. W. Covington Jr., deceased, to Etowah Bests. Inc. Principals of Etowah are beneficiaries of estate of deceased: President Oscar P. Covington (13.8%), owner of Oscar Covington Foot Health Shop, Montgomery, Deluxe Shoe Fixery, Montgomery, and Selby Bonfield Shoes Inc., Birmingham, Ala.; Earl B. Covington (13.83%), owner of farm at Clinton, N. C.; Secretary-Treasurer Hugh M. Smith (3.19%), manager of WCOV Montgomery, and following housewives, each of whom will hold 13.83%: Clara R. Covington, Ethel Covington, Margaret C. Milwee, Peggy M. Carlton and Hazel C. Davies. Transfer is to effect settlement of estate; no monetary consideration since transfer merely carries out terms of will of Mr. Covington Jr., deceased. Granted April 8.

WCOV-AM-FM Montgomery, Ala.—Granted assignment of license from First National Bank of Montgomery and Margaret Covington Milwee, executors of estate of G. W. Covington Jr., deceased, to Capitol Bestg. Co. Principals of Capitol are same as principals of Etowah Bests. Inc. and percentage of ownership in Capitol would be substantially equivalent as that which they hold in Etowah (see WGWD Gadsden, Ala., above). Transfer is to effect settlement of estate; no monetary consideration since transfer merely carries out terms of will of Mr. Covington Jr., deceased. Granted April 9.

WGWC Selma, Ark.—Assignment of license from First National Bank of Montgomery and Margaret Covington Milwee, executors of estate of G. W. Covington Jr., deceased, to Dallas Bests. Inc. Principals of Dallas are same as principals of Etowah Bests. Inc. and percentage of ownership in Dallas would be substantially equivalent as that which they hold in Etowah (see WGWD Gadsden, Ala., above). Transfer is to effect settlement of estate; no monetary consideration since transfer merely carries out terms of will of Mr. Covington Jr., deceased. Granted April 9.

KCRT Trinidad, Col.—Granted assignment of license from Ernest M. Cooper, d/b as Mel-Bert Bestg. Co., to Harvey R. Malott for \$20,000. Mr. Cooper is the brother-in-law in Kansas City, Mo. Granted April 8.

New Applications . . .

TV APPLICATIONS

Dayton, Ohio—Skyland Bestg. Corp., UHF Ch. 22 (518-524 mc), ERP 200 kw visual, 100 kw aural, antenna height above average terrain 500 ft. Estimated construction cost \$39,377.45. First year operating cost and revenue not estimated. Applicant is licensee of WONE and WTVO (FM) Dayton. [This item is in lieu of TV application for Dayton published in FCC ROUNDUP April which incorrectly listed stations of which Skyland Bestg. Corp. is the licensee.] Filed April 4.

Roswell, N. M.—John A. Barnett, Ch. 8 (189-186 mc), ERP 110 kw visual, 55 kw aural, antenna height above average terrain 903 ft. (above ground 783 ft.). Estimated construction cost \$314,722.14, first year operating cost \$100,000, revenue \$100,000. Mr. Barnett, since 1947, oil producer, principally in Midland and Upton counties, Texas; also, consulting geologist. He has 100% interest in numerous oil leases as producer and various interests ranging from 10% to 50% in joint adventures involving leases. Prior to 1947 he was petroleum engineer for U. S. Dept. of Interior, Oil & Gas Div., Conservation Branch, Roswell, N. M. Filed April 8.

Newport News, Va.—Eastern Bestg. Corp., UHF Ch. 33 (584-590 mc), ERP 21.6 kw visual, 10.8 kw aural, antenna, height above terrain 303 ft. (above ground 283 ft.). Estimated construction cost \$152,050, first year operating cost \$130,000, revenue \$170,000. Applicant is licensee of WHYU Newport News. Filed April 9.

AM APPLICATIONS

Lexington Park, Md.—Fulton Lewis, Jr., 1370 kc, 1 kw D. Estimated construction cost \$35,841.14, first year operating cost \$52,500, revenue \$25,500. Mr. Lewis is radio commentator and news anchor; also, radio program owner and operates farm at Hollywood, Md. Filed April 10.

Warrensburg, Mo.—Clinton Bestg. Co., 1450 kc, 250 w fulltime. Estimated construction cost \$12,938, first year operating cost \$36,000, revenue \$48,000. President of Clinton Bestg. is David M. Segal, who also is president of KDAS Malvern, Ark. Filed April 10.

Southbridge, Mass.—James W. Miller and Hope N. Miller, 970 kc, 1 kw D. Estimated construction cost \$11,000, first year operating cost \$40,000, revenue \$50,000. Mr. Miller is owner of J. W. Miller Co. (producers of radio programs and campaigns for political parties) and president and 50% owner of Old Guilford Forge Inc. (metal goods and household furnishings). Mrs. Miller is wife of Mr. Miller and a homemaker. Filed April 9.

New Martinsville, Va.—Magnolia Bestg. Co., 1330 kc, 1 kw D. Estimated construction cost \$22,938, first year operating cost \$25,000, revenue \$36,000. Principals are President and Treasurer J. P. Beamon (15% shares out of 150 shares), 97% owner of WVWV and WJBP (FM) Fairmont, W. Va.; Vice President Numa Fabre Jr. (10 shares), vice president and general manager of WVWV and WJBP (FM), and Secretary Joseph McQuay (10 shares), assistant manager and program director of WVWV and WJBP (FM). Filed April 8.

Lewiston, Idaho—W. Gordon Allen, 940 kc, 1 kw D. Estimated construction cost \$7,800, first year operating cost \$36,000, revenue \$55,000. Mr. Allen owns 60% of KGAL Lebanon, Ore., 33 1/3% of KGAE Salem, Ore., and 50% of KGG Redmond, Ore. (CP only). Filed April 1.

Deletions . . .

TOTAL deletions of licensed stations

WMOR (FM) STATUS
Placed in Receivership

WMOR (FM) Chicago, owned by the Metropolitan Radio Corp., was placed in receivership last week with attorney Arthur Morse by the bankruptcy court after petition of a former employee for unpaid salary. The station, started originally by a group of veterans in 1949, has been the center of a maze of legal and management difficulties since a large portion of the stock was transferred by restaurant owner Dora Toffenetti about three years ago. Several other claims for back salaries and unfulfilled contracts have been filed and more reportedly are contemplated.

Station has been off the air since January, with minor stockholders charging action was taken without their proper consent by Chicago attorney Abraham Teitelbaum, the largest single stockholder who is understood to have between 40 and 49%.

Several stockholders are planning an informal meeting with Mr. Morse to discuss the matter of assets. Station, located in the 188 W. Randolph St. bldg., is understood to owe a large sum of money in rent.

WWXL AUCTIONED

Cecil Roberts Bids \$11,000

CECIL W. ROBERTS, president of KREI Farmington, Mo., bid \$11,000 Thursday afternoon for WWXL Peoria, Ill., which went into bankruptcy court last month. The bid includes the building and equipment, as well as the property lease. The sale becomes eligible for FCC approval April 24 if no creditors have objected to the sale price by that time.

WWXL has been operated since 1947 at 1590 kc as a 1 kw daytimer. owned most recently by Central Illinois Radio Corp. It is indebted to between 50 and 75 creditors, one attorney said, with preferred creditors splitting the sale revenue.

to date since Jan. 1:

AM 5, **FM** 3, **TV** 0. New deletions: **WKST-FM** New Castle, Pa., licensee Licensee, who had been operating for one week station broadcast announcements asking if audience wanted FM service continued. Total of five letters and cards were received, licensee said, hence it was decided that there was no interest in or need for FM station. Deleted April 8.

WFDR (FM) New York, licensee, Licensee asserted that operating deficit of \$10,500 monthly to Dec. 1951, and \$7,000 monthly since then, forced decision to discontinue operations. Deleted April 8.

Looking for Radio & Television Technicians?

RCA Institutes, Inc., graduates students at regular intervals, as technicians, operators and laboratory aids. Our men graduate with a first class Radio-Telephone License. Call on us for your technical personnel needs. Write to: PLACEMENT MANAGER



RCA INSTITUTES, INC.
Service of Radio Corporation of America
350 West Fourth Street, New York 14, N. Y.

When It's BMI It's Yours

Another BMI "Pin Up" Hit—Published by Ludlow

A GUY'S A GUY

On Records: Doris Day—Columbia;
Ella Fitzgerald—Decca.

BROADCAST MUSIC INC. 586 FIFTH AVENUE
NEW YORK • CHICAGO • HOLLYWOOD NEW YORK 19, N. Y.

PLANE CRASH

THROUGH the alertness and fast work of radio-TV news and special events staffs, crash-conscious New Yorkers were delivered immediate reports and prompt pictures of the cargo plane which fell and burned in residential Jamaica Saturday, April 5.

All networks included word of the event in their regular news programs, while local New York outlets came up with fullest possible details and, in some instances, put special programs on the air.

WJZ New York, key station of ABC, timed its reports as follows: 8:45 a.m. (shortly after the crash), first bulletin; 9:15 a.m., program interruption for first details; 9:45 a.m., interruption for fuller details; 10 a.m., two-minute wrap-up; 10:28 a.m., added details; 11:01 a.m., telephoned report from the scene by Gordon Fraser; 11:49 a.m. wrap-up of details; 12:20 p.m., live broadcast from scene by Julian Anthony and Gordon Fraser; 12:30 p.m., regular newscast with all details then known. At 6 p.m., WJZ produced a special 15-minute program including recorded interviews and excerpts from earlier on-scene broadcasts.

WOR New York received first word of the event from the secretary to Vice President J. R. Poppo, Peg Morris, who lives near the accident site. Hearing the crash she telephoned a description to the station even before newscast teleprinters carried the first bulletin. WOR sent three reporters to the scene and broadcast eye-witness accounts an hour and a half after the accident which took five persons' lives. Alert to civic opinion which had urged removal of airports from residential areas, WOR broadcast a special program at 6 p.m. in which a state senator discussed the problem.

WKBS Oyster Bay, L. I., claimed

Radio-TV Report New York Tragedy

* a scoop on other broadcasters for on-the-scene crash coverage. Station reports news was on the air 46 minutes after first flash of the tragedy came through. First live broadcast was aired at 9:16 a.m.

WHLI Hempstead, L. I., was one of the first to report the accident, broadcasting a bulletin within five minutes of the crash. Director of News Jerry Carr and Director of Public Affairs Art Patterson went to the scene, taped interviews and descriptions and broadcast them that noon. Additional accounts were aired throughout the afternoon.

Slowed down by the time re-

quired to develop film, TV outlets nevertheless made high-speed deliveries to New York viewers: Lester Mannix, cameraman for WPIX (TV), reached the scene seven minutes after the crash so that his first film was processed and ready to go on the air at 11:15 a.m., although the station did not start its broadcast day until 12:38 p.m. Two special WPIX telecasts were devoted to the aviation accident at 2 and 4:45 p.m.

CBS-TV, covering the disaster only locally through WCBS-TV, had its first stills on at 11:59 a.m., more at 1:15 p.m., and a seven-minute film at 3:11 p.m.

Telenews Productions' Cameraman Skip Lambert, hired to report for work the following Monday, was driving with his wife near the scene when the crash occurred. While his wife gave Telenews a running account from a drugstore phone booth, Mr. Lambert shot his first films for the company which

had them processed and shipped to subscribers for showing that evening.

NBC was only company to give TV network coverage, with an on-scene report plus a 15-minute film telecast at 3:30 p.m. Don Goddard, who covered prior plane crashes in Elizabeth, N. J., headed the mobile unit crew. Two commentators from NBC radio were reportedly the first radio reporters on the scene and taped interviews and descriptions for network broadcasts at noon and 6 p.m.

ABS IMPROVEMENTS

To Cost Over \$100,000

PLANS calling for improvement expenditures of over \$100,000 for three Alaska Broadcasting System stations—KFRB Fairbanks, KINY Juneau and KTKN Ketchikan—were revealed last week by William J. Wagner, ABS president.

Plans include acquisition of a building in Seattle, Wash., Mr. Wagner stated, adding that work will begin as soon as approval is received, to be completed by next fall. Additions in equipment, and erection of larger control towers are among improvements scheduled. Subject to FCC approval, KFRB will change from 1290 to 790 kc, with KINY moving from 1460 to 1290 kc, position vacated by KFRB; and KTKN is seeking power increase from 1 kw fulltime to 5 kw day and 1 kw night.

IN REVIEW...

Program: *Crossfire*; simulcast on ABC radio and ABC-TV; Wednesday, 9:30-10 p.m.

Producer and Moderator: Gunnar Back.

Director: Milton Komito.

Panel: Regulars, Elmer Davis, Bert Andrews and Martin Agronsky, and a fourth guest member.

ABC's full-blown excursion into the realm of Washington news panel programs, for which other networks already have displayed an obvious relish, invites speculation that someday the number of such shows may exceed the dwindling political fraternity of the un-

interviewed. To be sure, ABC has embellished the format with a new twist on its *Crossfire*, a simulcast offered to the full ABC radio and TV networks.

There is a faint suspicion in this corner, however, that the producers of this program may permit the vehicle to deviate from its announced purpose and merely serve as a sounding board for ABC commentators who grace the panel.

"The program is aimed at bringing prominent people in the news to the listeners and viewers," according to ABC. These prominent people are to range the gamut of top government officials, legislators, military or public figures.

The first two programs kicked off with Sen. Richard Russell (D-Ga.), a Presidential hopeful, and Sen. James H. Duff (R-Pa.), one of the leaders of the Eisenhower-for-President movement.

The most immediate reaction to *Crossfire* may be summed up in this fashion:

Since the panel members are established observers in their own right, with news shows of their own, the temptation is overriding to ramble on with their own views.

Within the limitations of a 30-minute segment, this defeats the avowed purpose. As a result, *Crossfire*'s interviewee finds himself too frequently out of line of fire.

An example of this time-consuming meandering was exhibited by Mr. Agronsky, whose "question" is paraphrased here:

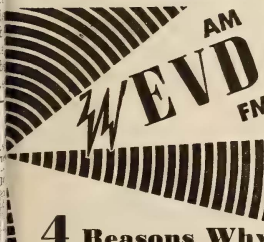
Senator, there's been a lot of talk after that famous Saturday night—when the President announced he would not be a candidate—there was some speculation on the possibility of a Democratic ticket with Gov. (Adlai) Stevenson as President and you as vice president. . . I understand that you and the governor are what might be called kin folks down south. . . Now, how would you feel about that possibility, accepting the vice presidential candidacy with Gov. Stevenson as the Presidential candidate?

Sen. Russell, more to the point, replied simply: "My friends are talking about the possibility of me as President and Gov. Stevenson as vice president."

In the first two programs Sen. Russell and Governor Duff both found themselves on the sidelines at times. At the close of the program, both took advantage of the "turnabout" twist and, in summing up the questions, revealed the very weakness of *Crossfire*—that of permitting the panel members to edge out important issues.

The question also arises as to whether such a format may be effectively adapted for simulcast, since there is no attempt to identify the participants after the program gets underway.

Yet, despite these criticisms, *Crossfire* is in its way an intelligently different approach to the news conference idea. With a more properly directed aim and the restraint of distinguished commentators, it could prove stimulating and news-worthy fare in this Presidential election year.



4 Reasons Why

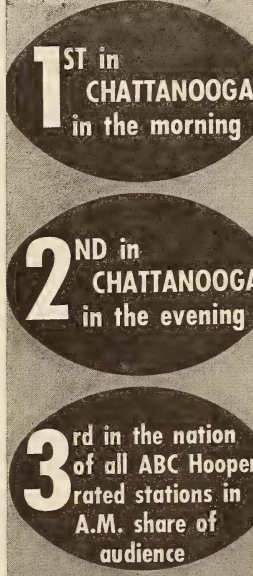
The foremost national and local advertisers use WEDV year after year to reach the vast

Jewish Market of Metropolitan New York

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

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

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



1ST in CHATTANOOGA in the morning

2ND in CHATTANOOGA in the evening

3rd in the nation of all ABC Hooper-rated stations in A.M. share of audience

Source: March, April, May—Hooper

WDEF

CHATTANOOGA
1370 KC • 5000 WATTS
Carter M. Parham, President

Represented by BRANHAM



at deadline

TV, MOVIE EXTRA PLAYERS UNDER NEW GUILD PACT

AFFECTING some 3,500 film extras and retro-active to last Oct. 25, wage increases and improved working conditions granting new basic contract worked out between Screen Extras Guild and Assn. of Motion Picture Producers, subject to Wage Stabilization Board approval.

Covering television as well as motion pictures, new contract increases general extra rate from \$15.56 to \$18.50 per day, stand-ins from \$13.90 to \$17, dress extras, dancers, skaters, swimmers, riders and special ability extras, from \$22.23 to \$25; amputees (new classification) \$35; comparable increases in other classifications.

Agreement also increases auto allowance from \$5 to \$7.50, wardrobe allowance set at \$2.50 per change with \$5 maximum. Carfare allowance increased from 50 cents to \$1.25.

Running to Jan. 2, 1958 both SEG and producers have right to reopen contract at start of 1954 and 1956 if cost of living index rises 5% or more above Oct. 15, 1951 figure, SEG has right to reopen contract for negotiation on wage rates only. Guild agreed to cooperate in averting wild-cat work stoppage by players and pledged cooperation in meeting producer's problems regarding photographing of military personnel. New contract also provides producers carry at least \$20,000 insurance on each employed extra player traveling by air and that joint standing committee be created on safety and sanitation to check equipment, wardrobe, etc.

FM-AM PROMOTION DRIVE IN NEW YORK STATE

FIRST extension of FM promotion campaign beyond original three test areas—North Carolina, District of Columbia and Wisconsin—will be New York State drive starting May 12, according to John H. Smith Jr., NARTB FM director. New York City is not included in plan.

Because some areas in state do not have full FM programming, emphasis will include AM and FM both according to service available.

Committee structure includes H. S. Brown, Rural Radio Network, broadcast chairman; Glenn Sprague, WHAM Rochester, vice chairman; Frank Kelly, WBBN Buffalo, western chairman; Russell Wilde, WFLY (FM) Troy, eastern chairman. Distributor structure includes Ted Pierson, Onondago Supply Co., Syracuse, chairman; Harold Kelley, General Electric Supply Co., Buffalo, western vice chairman; C. J. Ward, Crosley Distributing Co., Albany, eastern vice chairman.

THEATRE TV DELAY

THEATRE TV hearings were postponed indefinitely last week by FCC, "because of the pressure of other business." Hearings had been scheduled to commence May 5, following several postponements. Last week's notice said that FCC will announce new date "as soon as possible."

TWO NAMED Y&R VPs

ALEXANDER KROLL, account executive for Kent cigarettes and Statler Hotels, and Frank L. Henderson, merchandising executive, Young & Rubicam, N. Y., have been appointed vice presidents of agency.

WATCH IT GROW

DAILY progress of garden planted outside of Milwaukee's Radio City to be telecast by WTMJ-TV, from planting in April to frost in autumn. Gordon Thomas will direct daily excursions of viewers. Milwaukee County agents as well as guests from U. S. Dept. of Agriculture and U. of Wisconsin will take part in project and appear on weekly roundup programs. Daily telecasts planned, rain or shine.

IT&T NET INCOME REACHES RECORD LEVEL

CONSOLIDATED net income for International Telephone & Telegraph Corp., New York, during 1951 was highest in organization's 31-year history, \$17,992,314, according to annual report issued Friday by President William H. Harrison.

Net, which exceeded previous year's by almost \$2½ million, was based on gross income of \$297,952,113 as compared with \$253,136,029 for 1950. Net earnings equaled \$2.60 per share on 6,918,895 shares of outstanding stock. Net income of combined telephone and radio operating facilities was \$2,988,451 from gross of \$33,357,442, generally higher than in 1950 when net was \$1,901,089 on gross of \$29,754,906.

Commercial radio equipment orders during 1951 were mainly for microwave radio links, medium-haul carrier equipment and voice-frequency telegraph equipment, it was reported, with about 1,000 miles of microwave equipment—20% of that ordered—installed. TV picture tube sales increased. Inventories of Capehart TV sets were lowered to point where "new and improved line will soon be in production."

FLORIDA CITRUS RENEWAL

PARTICIPATION by Florida Citrus Commission in NBC-TV *Today* four more weeks beginning April 14, at cost of \$42,000, announced Friday. Commercials will stress grapefruit and oranges in 3-2 ratio. John F. Forshew, Lakeland, Fla., manager of J. Walter Thompson Co., said program is "a very outstanding buy at the present time." It is viewed in 30 cities. Funds for renewal come from additional state advertising tax income as result of increased citrus crop estimates.

ABC GETS NEW LOAN

ABC has borrowed additional \$500,000 under bank credit arrangement providing for loans up to total of \$3.8 million. Stock Exchange records showed Friday. Loan, made as of March 10 and put into working capital, brings to \$2 million amount borrowed under that credit (with Bankers Trust Co., N. Y.) and raises outstanding long-term debt to approximately \$11 million, including \$784,820 in installments due this year.

TONI RENEWS SERIAL

TONI Co., division of Gillette Safety Razor Co., Chicago, renews *This Is Nora Drake* on CBS Radio (Mon.-Wed.-Fri., 2:30-2:45 p.m.) for 52 weeks, effective May 5. Agency: Foote, Cone & Belding, Chicago.

PEOPLE...

ROBERT S. WOOD, recently news division manager of WOR New York and before that with CBS in New York and Washington, named deputy director of Radio-TV Film Division, Office of Price Stabilization.

LEN MATTHEWS, chief timebuyer at Leo Burnett Agency, transfers to account staff. His replacement, effective April 28, will be Ken Fleming, salesman at George P. Hollingbery station representative firm in same city.

BOB CABITT, promotion and publicity chief, WORL Boston, to Hoag & Provandie, same city, as copywriter. Hank Wilayto, Boston Red Cross disaster service assistant director, to succeed him at WORL.

JOHN C. APPLETON, Grey Adv., N. Y., to Ellington & Co., that city, as account executive.

RICHARD C. HUNT, formerly Ruthrauff & Ryan, Chicago, as account executive, to Buchanan-Thomas Adv. Co., Omaha, as account consultant on grocery and drug packaged products.

GENERAL MILLS ATTEMPTING EXTENSION OF RATE-CUTTING

GENERAL MILLS and Knox Reeves Advertising, agency handling its Wheaties advertising, attempting to extend to summer of 1953 wholesale cut-rate announcement purchase plan introduced this year [B•T, March 10, Feb. 25]. Agency letter to stations asks their acceptance of agreement granting agency, for General Mills, "first refusal for a similar one-minute spot announcement summer campaign for 1953; such first refusal to run to March 1, 1953."

Plan for 1952, reportedly rejected by most major stations, offered one-half of one-time daytime rates for each of five or 10 spots daily. 80% to be broadcast in Class A time. As for next year, agency letter says: "Naturally, the terms and conditions of any future campaign would again have to be worked out."

JAHNCKE NAMED TO DIRECT ABC'S RADIO AND TV

ERNEST LEE JAHNCKE Jr., ABC vice president for radio network, promoted to vice president and assistant to President Robert E. Kintner with responsibility for both radio and television, effective immediately, it was learned Friday. Charles T. Ayres, vice president for radio sales, advances to Mr. Jahncke's former post as vice president for radio network. Alexander Stronach continues as vice president for TV. Successor to Mr. Ayres as radio sales head not disclosed.

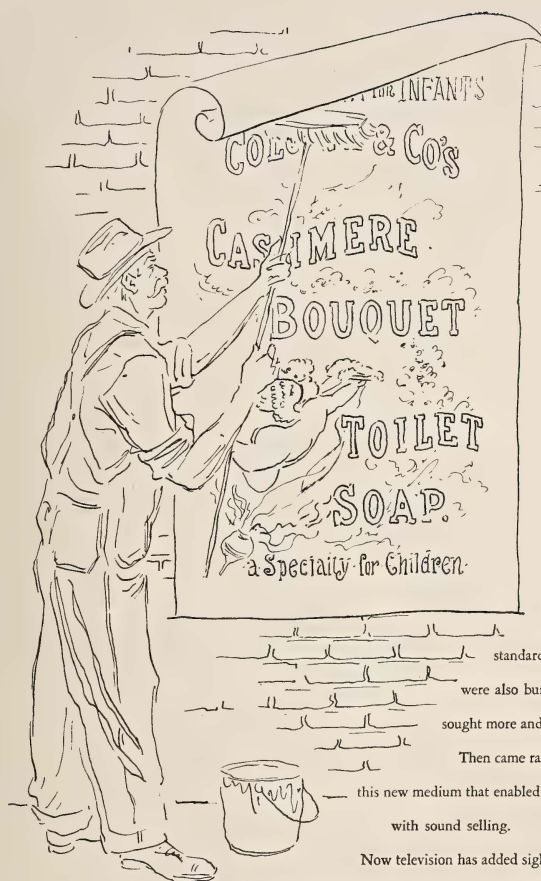
WICK CRIDER JOINS K&E

WICK CRIDER, vice president in charge of new program development, BBDO, N. Y., appointed vice president in charge of radio and television department of Kenyon & Eckhardt, N. Y., last Friday by William Lewis, president of agency [B•T, April 7]. Mr. Crider prior to his BBDO association was with J. Walter Thompson Co.

CBS-TV CLINIC SCHEDULED

SPECIAL clinic on station operation, in view of FCC's TV thaw, set for Waldorf-Astoria Hotel, New York, May 1-2, J. L. Van Volkenburg, president, CBS Television Network, announced today. Third in series, clinic expected to draw about 500 top executives of 62 TV and 207 CBS Radio affiliates.

BROADCASTING • Telecasting



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

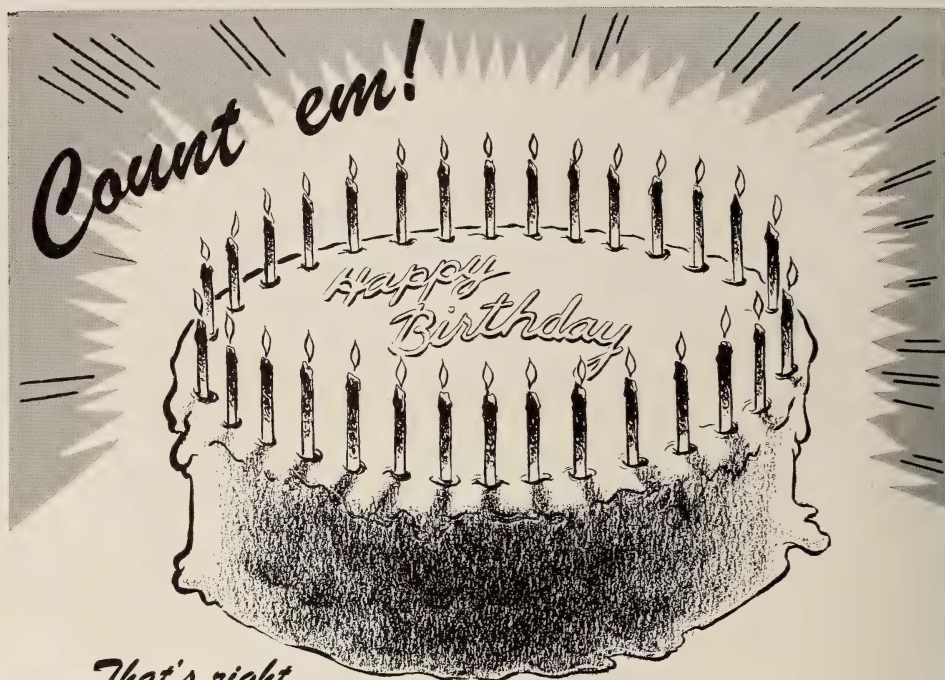
reach more people more often and more effectively.



1922 • 1952



THE NATION'S STATION AND ITS TV SERVICE



That's right...

30 candles...one for every year of radio history

Back on April 13, 1922, a few hundred persons in Chicago heard a new voice in their ear-phones. It was a new radio station, destined to become the leader in Midwest radio . . . destined to pioneer in programming and sales techniques which have become standards of the industry.

Those first few hundred persons in a single area of Chicago have grown to a family of millions in five states—the hub of the thriving Middle West. These millions long ago learned to rely on WMAQ for the newest and the best in home entertainment.

Advertisers, too, long ago learned that products and services find a host of willing buyers when advertised by Station WMAQ and its crew of favorite personalities.

These 30 years of know-how and listener acceptance are ready to work for YOU and your product or service. Ask your WMAQ or NBC Spot salesman for the complete story.



NBC RADIO IN CHICAGO

