

TELECASTING

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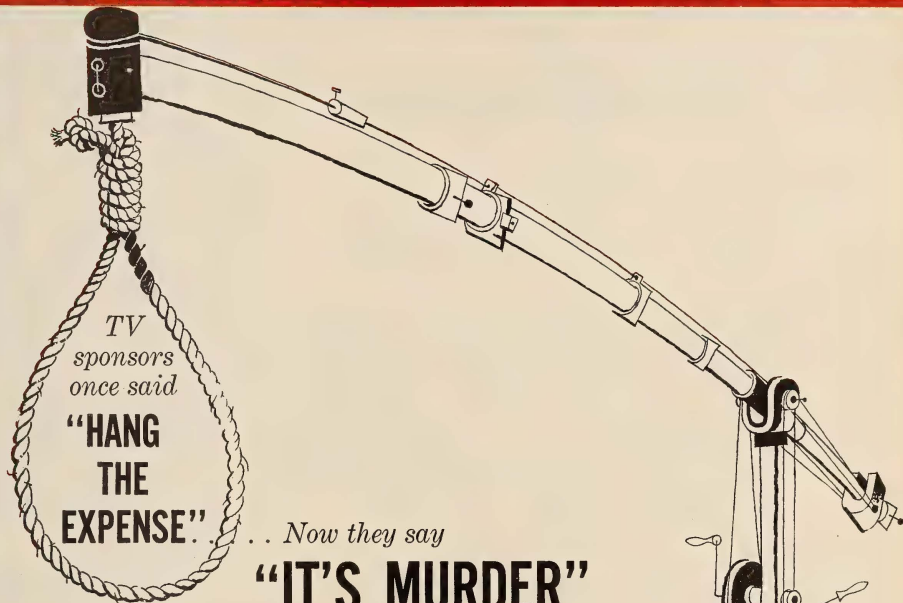
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in our
7th
year



... Now they say
"IT'S MURDER"

Television is a business now—not a spending spree.

Shows are judged by their value, not by their costs. And sponsors who used to say "whatever the cost, produce it" now ask "will it produce"?

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DuMont has always considered television a business—advertising business, with the same values as any other medium. And DuMont has consistently worked to give sponsors value for their money—not just glamour. That is why DuMont costs have been and still are *always realistic, always reasonable*. It is why an advertising budget on the DuMont Television Network *always* produces results.

If your TV advertising is murder to your budget, find out how DuMont can stretch your dollars into the greatest value in television advertising today.

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DU MONT

TELEVISION NETWORK

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ISN'T IT "TIME FOR BEANY" IN YOUR MARKET

★★ TV's Top Puppet Adventure Serial ★★
12 minutes on film, 5 times weekly.

THE COST: Surprisingly low for an established nationally-tested program, four years on the air, viewed throughout the country from New York to Los Angeles. Surprisingly low for the winner of two "Emmy" awards for "Best Children's TV Show" and highest Hooperated multi-weekly TV show on the West Coast for the past several years.

Sponsors of "Time for Beany" enjoy exceptional bonus benefits from extensive program exploitation and more than 25 exciting ready-to-use merchandising tie-ups — Beany Explorers Club membership cards, whistles, rings, sundial watches, buttons, fan photos, dolls, puppets, masks, balloons, clocks, aquatic toys, tumblers, soap, bubble bath, hosiery, scarfs, handkerchiefs, crayon coloring books, comic books, wallpaper, cardboard cut-outs, large display figures, lamps, etc.

TV Stations: "Time for Beany" is also available to TV stations with privilege of resale to local advertisers.

Some very good markets still open.

For prices and audition prints
— write, wire, telephone . . .

Paramount Television Productions, Inc.



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A SERVICE OF THE PARAMOUNT TELEVISION NETWORK



MAY 19, 1952

FORD FOUNDATION

By EDWIN H. JAMES

THE FORD Foundation, whose half billion dollar endowment is the biggest in the world, is seriously considering new and lavish grants which would help establish an educational television system and create a national commission to investigate broadcasting, the latter a device that would provide an escape hatch for a Senator who has trapped himself in an awkward political position.

Quite probably, the decision on whether to commit the foundation to this expensive program will be made at a New York meeting of the foundation's board of trustees July 15-16. In the meantime, educators and sympathetic politicians are doing everything possible to see that the trustees open the till.

Although no official information concerning these activities has been released by the foundation, whose policies run true to the traditional reticence of big philanthropies, the following developments may be reported with authority:

● Foundation officers are studying a proposal by Sen. William Benton (D-Conn.) to set up a national citizens commission for radio and television, with an initial appropriation of about \$50,000. This commission, composed of prominent citizens in many fields, would study broadcasting with a view toward recommending improvements.

Sen. Benton, it may be recalled, is the author of a Senate bill to create a National Citizens Advisory Commission for Radio and Television. If a similar body were established privately by the Ford Foundation, there would be even less need for the Senator's government-sponsored commission than there is now. The Senator then could withdraw his bill from the pigeonhole where it has been mouldering, with the graceful excuse that the Ford Foundation's work had made his proposal unnecessary.

It is known Sen. Benton suggested the foundation take an interest in forming such a commission in a conversation early this year with C. Scott Fletcher, director of the Ford Foundation and president of the foundation's subsidiary, the Fund for Adult Education [CLOSED CIRCUIT, Feb. 4].

The Senator's words carry some weight with Mr. Fletcher, who is a former Benton employee. Before

joining the foundation Mr. Fletcher was president of Encyclopedia Britannica Films, which Sen. Benton owns. As of last week, the proposal was reportedly under careful study at foundation headquarters in Pasadena, Calif.

● Foundation officers also are screening requests of an unknown but reportedly substantial number from educational interests who wish to occupy some of the TV channels reserved by the FCC for non-commercial, educational use.

These interests have only the will. What they are seeking desperately from the foundation is the way.

Last year, long before the thaw in which the FCC definitely reserved 242 educational channels, the Ford Foundation was reported by

its consultant, James Webb Young, who is also senior consultant to J. Walter Thompson Co., not to be of a mind to finance construction of such stations.

There has been no statement of the foundation's policy on this question since then. Conceivably, the policy could change. It must be emphasized that Mr. Young's statement was issued well in advance of the thaw, when no final allocations had been made; hence the foundation could not have built educational stations if it had wanted to. Further, since that time educational pressure on the foundation has been mounting steadily.

Comr. Frieda B. Henneck, the educators' advocate, has been stumping education meetings ever since the thaw, urging a speed-up

in plans to occupy the non-commercial facilities. A get-the-money-somewhere urgency is in the educational air these days, and a likely somewhere is the vast treasury of the Ford Foundation.

There is reason to assume Sen. Benton will not confine his suggestions to the foundation to the mere proposal of a national commission. It would be uncharacteristic of him not to seize whatever opportunity were afforded to advance others of his theories on broadcasting.

One such theory is that subscription television would provide an excellent means to elevate the general quality of broadcast service. Indeed, one of the major issues to which he hoped his own National Advisory Commission would address

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Will It Open Its Till to Educational TV?

GET TV GOING

AN AROUSED Senate Interstate and Foreign Commerce Committee last week urged FCC to speed its processing of TV station applications, a procedure slated to begin July 1.

The commerce group did this by action on two fronts:

(1) It formally called on the Senate Appropriations Committee to recommend a \$600,000-plus increase in the FCC budget to be used specifically for the hiring of additional hearing teams. This figure may be raised to \$700,000-plus, it

was reported at the week's end.

(2) In effect asked Vice Chairman Rosel H. Hyde of FCC to act as an emissary to the Commission conveying the Senate committee's desire for swift processing.

Setting for these demands was the committee's hearing room where Comr. Hyde was questioned last Wednesday on his nomination for re-appointment to the Commission [B•T, May 12].

Shortly after the brief questioning ended, the committee unanimously approved President Tru-

Senators Tell FCC

man's re-appointment of Comr. Hyde. He was confirmed by the Senate late Thursday.

Discussion on the TV application load was set off by the commerce committee's Chairman Ed C. Johnson (D-Col.). He asked how rapidly the Commission could expect to handle applications.

"You have a log jam," Sen. Johnson noted, "What do you expect to do about it?"

Comr. Hyde painted this picture:

(1) FCC expects to first make TV grants to the "larger cities" in areas where there is currently no television service.

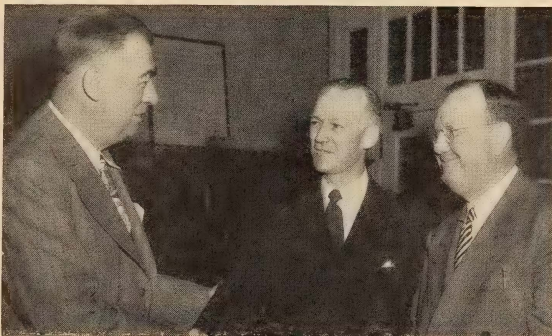
(2) However, all applicants will be given equal opportunity since the cut-off date of July 1 assures a "period of protection for filing."

(3) FCC hopes to be able to appoint additional examiners for processing.

"Our greatest difficulty," Comr. Hyde said, will be in expediting those cases in which there are conflicts of interest. In time, he said, by working from the larger cities where conflicts are great to the "smaller markets" where "there are fewer conflicts of interest," FCC hopes to process applications at a faster pace.

He said the Commission expects a contest for each channel in every large market—that is, where there

(Continued on page 68)



Sen. Johnson (D-Col.) greets Comr. Hyde (c) as hearing on the Commissioner's re-appointment to the FCC gets underway. Sen. Capehart (R-Ind.) seconds greeting. Johnson Committee later approved the nomination.

NCAA BACKFIRE?

NATIONAL Collegiate Athletic Assn. fumbled its football research project, designed to back up the monopoly blackout television policy enforced last fall, judging by the observations of two leading research specialists.

Published a week ago [B•T, May 12] by NCAA, the research study drew quick comments from Richard M. Allerton, NARTB research director, and Lt. Jerry Jordan, independent researcher who has made extensive studies of TV's relation to sports.

Said Mr. Allerton: "There is nothing in the NCAA report that definitely proves TV has a negative effect on attendance at college football games."

And Lt. Jordan—"The real facts in the NCAA research do not support the claim that television hurts college football attendance badly."

Having found that NCAA's stacks of tables fail to prove the point on which NCAA bases its football monopoly policy, Lt. Jordan caught NCAA in a bit of publicity legerdemain, to wit:

"The most important fact proved by the NCAA survey was omitted from the publicity release. This was the admission, in the research report, that colleges in TV areas 'reported only a moderate loss of 4% from their 1950 levels, compared to a more serious 10% decline for colleges with no TV competition.'"

Mr. Allerton dug up a statistical blunder that was declared to throw the whole National Opinion Research Center survey under a cloud of suspicion.

● NCAA's official report carries a table (18) which claims that 34% of TV owners are in the "lower economic level," with 9% of non-owners in that level.

● Then NCAA accompanies the table with this completely contradictory statement, "Nationwide, only 9% of the TV owners are found in the lowest economic level, compared with 34% of the non-owners."

Most studies show that TV owners are more numerous among the lower and middle income classes, Mr. Allerton pointed out in noting the NORC claims that TV owners are largely in upper and middle groups.

That's not the only major blunder, according to Mr. Allerton.

Table 19 on TV ownership by interest in college football, divides the adult public into three groups, as follows (percent of TV owners in each group):

Great interest in college football, 47%
Some interest in college football, 39%
No interest in college football, 24%

By a type of mathematics whose secret was not divulged, NCAA's figures add up to 110%, a research device that left Mr. Allerton thoroughly confused.

Mr. Allerton observed that NCAA's report "is contradictory in a number of ways, perhaps by

the very nature of the mixture of variable interviews, inadequate samples and types of investigations made."

In his observations, Mr. Allerton chided NCAA for failure to use base data showing average attendance at football games in pre-television and television years. Dept. of Commerce figures, he continued, show college football game receipts were \$91 million in 1947; \$96 million in 1948; \$106 million, an all-time record, in 1949, and \$103 million in 1950.

Cites Lower Enrollment

"It might be pertinent," Mr. Allerton said, "to ask why in 1950, a year of unlimited college football game telecasting, admissions declined only \$3 million from the all-time peak in 1949, and in 1949 at the peak point, with considerable telecasting of college games, there was an increase over 1948 of \$10 million. Actually, the decline in admission figures in 1950 could well have been accounted for by the decreased enrollment in all colleges." He added that the "normal growth factor" in college football attendance prior to the war and after it should be shown.

This statement in the NCAA report caught Mr. Allerton's eye, "Over-all attendance, both in TV and non-TV areas, was down from 1950 largely as a result of declining student enrollment and the pinch of inflation."

He asked:

"Why is it concluded in the report: That limited television in the

Researchers Catch Fumbles

television areas caused a relatively less decline in television areas than the decline in non-television areas? Doesn't this mean that television in 1950 so stimulated interest in college football that attendance in 1951 in television areas went contrary to the trend in non-television areas?"

The sampling methods used in the survey fail to meet professional standards, judging by this com-

DEMOS MEET

Map July Radio-TV Plans

MILLION and a half dollars may be spent on behalf of the Democratic ticket on radio and television time during the campaign period between the convention and election. This was reported Thursday in Chicago as members of the executive committee of the Democratic National Committee met for the first time at the international Amphitheatre to make plans for the convention starting July 21.

Committee Chairman Frank McKinney outlined plans for the convention, calling special attention at the closed-door session to the importance of television and radio. He pointed out the necessity of using television, especially, "to the utmost." In general discussion about the medium, mention was made of hall decorations and the need for delegates to be in their seats and delegates to start on time.

The appointment of J. Leonard Reinsch, managing director of "the

REINSCH NAMED Will Direct TV For Democratic Committee

J. LEONARD REINSCH, managing director of the James M. Cox radio and television stations, has been named by Frank McKinney, chairman of the Democratic National Committee, as executive of the committee in charge of television during the Presidential campaign [CLOSED CIRCUIT, May 12].

The appointment was effective May 15. Mr. Reinsch has been granted leave of absence by Gov. Cox, and James M. Cox Jr., vice president of the Cox newspaper and radio-TV organization.

Serving without compensation, Mr. Reinsch will report directly to Chairman McKinney and will be in full charge of all television activities.

With extensive background and experience in political affairs, Mr. Reinsch served as director of broadcast activities of the Democratic party in the 1944 Presidential campaign. He was radio consultant to President Truman after he assumed office in 1945 and has been a party adviser since the 1944 campaign.

Commenting on the appointment,



Mr. Reinsch

Chairman McKinney said, "The committee is fortunate indeed in getting Mr. Reinsch. He directs the operations of WSB and WSB-TV in Atlanta; WHIO and WHIO-TV in Dayton, Ohio, and WIOD Miami. He is vice chairman of the NARTB Television Code Review Board and a former member of the association's board. He is currently a director of Broadcast Music Inc. and is a recognized authority in radio and television station management and operations."

Mr. Reinsch entered radio in 1924 with WLS Chicago, working in all divisions of broadcast stations except engineering. Back in 1930-31, he appeared on experimental TV programs in Chicago. He joined the Cox organization in 1934 and became managing director of the radio properties in 1942 and put WSB-TV and WHIO-TV on the air. He holds many awards for broadcast service and industry achievements.

ment in Mr. Allerton's analysis.

"Nowhere does there seem to have been undertaken a sampling procedure which would be a true cross-section of all the people, and certainly not, as set forth in the introduction, a true cross-section of those attending college football games; for example, 'arrangement with 16 colleges to distribute questionnaires to the stadium audience at a total of 37 games.'"

Mr. Allerton was completely bewildered by this observation in the report: "The personal characteristics of television owners closely resemble those of football viewers."

"What does this mean," he asked "and how is this very general conclusion arrived at?"

As to the type of formula that would produce usable results, Mr. Allerton offered these suggestions.

"To arrive at the effect of television on college football attendance, studies should be made in (Continued on page 70)

James M. Cox radio-TV properties, as committee executive in charge of television also was announced by Mr. McKinney. (See separate story).

Ken Fry, radio and television director for the committee, presented a detailed convention and campaign promotion plan for the use of broadcast media, but details were not revealed. Shows will be produced for local and network spotting by the Joseph Katz Agency, New York and Baltimore, which will handle all advertising in the campaign. Projects will include construction of shows for minority groups and for specialized groups such as women, labor and farmers.

Convention and campaign plans were discussed by some 20 members of the executive committee, headed by Chairman McKinney, which will meet two days before the convention in Chicago for a "dress rehearsal." Among those present was Mr. Reinsch, whose appointment was effective last Thursday.

Camera Assignments

Last Tuesday, representatives of broadcasting and affiliated film interests met with Republican and Democratic party men to lay plans for positioning television, newsreel and still cameras. Live TV cameras, TV newsreels and theatre newsreels will each be assigned four platform-bays on the floor of the Amphitheatre. Each will have an unobstructed view of the speaker's desk, platform and entire floor area.

The men also checked nine coaxial cables and more than 2,000 pairs of telephone and telegraph lines which are being installed permanently in the Amphitheatre and convention building. Those attending include Sig Mickelson and Tommy Thompson of CBS-TV New York; Dave Klein, NBC-TV New York; Bill Birch, NBC-TV Chicago; Ed Genock, Telenews, New York; Ted Church, CBS New York, and Gil Kingsbury, WLW Cincinnati.

TWO TV BIDS

Four Amendments Filed

ONLY two new TV applications were submitted to the FCC last week—they were both for VHF stations—but there were four amended applications filed.

Filing for the first time is KXA Seattle, which is 20% owned by Wesley I. Dumm, president of KSFO and KPIX (TV) San Francisco. Other stockholders include Ray V. Hamilton, of Blackburn-Hamilton radio station brokerage house; Philip G. Lasky, general manager of KSFO and KPIX (TV); Robert B. Gaylord and Robert B. Gaylord Jr., partners in the law firm of Gaylord & Gaylord, San Francisco, and stockholders in KSFO and KPIX (TV), and Lincoln Miller, general manager of KXA. Group seeks Channel 7 and plans to build a 200 kw transmitter on Newcastle Hill, ten miles east of Seattle.

The other new application was from WGTG Greenville, N. C., which is applying for Channel 9. Transmitter and studios will be in the same building about four miles from Greenville. Construction cost for the 56 kw station is estimated at about \$201,000.

Amended application came from WTAD-AM-FM Quincy, Ill., affiliated with Lee Newspapers Inc., which has substantial daily newspaper holdings through the Midwest and also owns KGLO-AM-FM Mason City, Iowa, and WKTY La Crosse, Wis. It asks for Channel 10 with 316 kw.

WPTF-AM-FM Raleigh, N. C., owned by the Durham Life Insurance Co., amended its earlier bid for a channel in the tobacco country. It requests Channel 5 with 100 kw and expects to spend \$523,000 on construction.

KMBC Amends Bid

Arthur B. Church's KMBC Kansas City, Mo., filed an amended application for Channel 9. Cost was given as \$611,251. Mr. Church and his wife own about 72% of KMBC and its sister-station, KFMR Concordia.

The *Youngstown Vindicator*, which owns WFMJ - AM - FM Youngstown, Ohio, amended its application and asked for UHF Channel 33 with 185 kw and a 1,000 ft. antenna. The estimated cost is nearly a million dollars, with first year operating cost estimated at \$131,000 more than the expected revenue.

KTSA San Antonio, Tex., owned by the *San Antonio Express and Evening News*, announced that it would file an amended application asking for Channel 12. Plans call for 1,000 ft. tower with 316 kw ERP.

WICC Bridgeport, Conn., reported last week that it plans to file for UHF Channel 43. It will build a 500 ft. tower north of Bridgeport and will use a 10 kw transmitter.

WHEN (TV) Syracuse, N. Y.,



FIRST shipment of TV equipment believed to have arrived in that city is received for WROV Roanoke, as Frank E. Koehler (l), WROV general manager, checks out RCA equipment and Gordon Phillips (r), assistant manager, "handles with care." Applicant for Channel 7 for over a year, station expects more equipment this month.

television applications

Digest of Filed Those With FCC May 9 through May 15

(† Indicates pre-thaw application re-filed.)

Boxscore	VHF	UHF	Total
Applications filed since April 14	18	9	28

* One applicant did not specify channel number.

Listed by States

† QUINCY, Ill.—Lee Bstg Co., Ch. 10 (192-198 mc), ERP 316 kw visual; antenna height above average terrain 890 ft., above ground 804 ft. Estimated construction cost \$305,949.48, first year operating cost \$171,432, revenue \$200,148. Studio location 510 Maine St., Quincy. Transmitter location 4½ miles N. E. of Quincy, 39° 58' 22" N. Lat., 91° 19' 54" W. Long. Studio equipment DuMont, transmitter DuMont, antenna RCA. Legal counsel Pierson & Ball, Washington. Consulting engineer E. C. Page Consulting Engineers, Washington. Applicant is licensee of WTAD-AM-FM Quincy, 60% owned by Lee Radio Inc., which in turn is licensee of KGLO-AM-FM Mason City, Iowa. Lee Radio Inc. is owned by Lee Newspapers, which publishes *La Crosse (Wis.) Tribune & Leader Press*, affiliated with WKTY La Crosse. Lee Newspapers also publish *Davenport (Iowa) Times and Democrat & Leader*, *Ottumwa (Iowa) Courier*, *Muscatine (Iowa) Journal*, *Mason City Globe-Gazette*, *Madison (Wis.)*

was authorized by the FCC last week to change its transmitter location from Court Street and Oswego Blvd. to Sentinel Heights, South of Syracuse. The station will re-build its present 537 ft. tower while using a temporary tower. The re-build tower will be 930 ft. above average terrain. The station has requested a power increase of 200 kw ERP at the new site. WHEN (TV) is owned by Meredith Pub. Co., Des Moines, publisher of *Better Homes & Gardens* and recent purchaser of WOW-AM-TV Omaha and KPHO-AM-TV Phoenix. Meredith also has TV applications for Albany and Rochester.

State Journal, Hannibal (Mo.) *Courier-Post*, Keokuk (Ill.) *Star-Courier* and *Lincoln (Neb.) Star*. Principals include President Lee P. Loomis and Vice President Herbert R. Ohrt (also executive vice president of KGLO-AM-FM).

† YOUNGSTOWN, Ohio—The *Vindicator Printing Co.*, UHF Ch. 33 (584-590 mc), ERP 185 kw visual; antenna height above average terrain 951 ft., above ground 1,000 ft. Estimated construction cost \$971,943.81, first year operating cost \$446,104.56, revenue \$315,000. Studio and transmitter location Mabel Ave. between Gibson and Zedaker, 41° 04' 46" N. Lat., 80° 38' 25" W. Long. Studio equipment RCA, transmitter RCA, antenna RCA. Legal counsel Fisher, Wayland, Duvall & Southmayd, Washington. Consulting engineer James C. McNary, Washington. Applicant owns WFMJ-AM-FM Youngstown and publishes *Youngstown Vindicator*. Principals include: President and Treasurer William O. Brown (1%), vice president, director and stockholder of WFMJ-AM-FM; Vice President William F. Maag Jr. (18%), president and general manager WFMJ-AM-FM, and Secretary William J. Brown (10%), national advertising manager *Vindicator Printing Co.*, and secretary and director WFMJ-AM-FM.

† KANSAS CITY, Mo. — Midland Bstg. Co., Ch. 9 (186-192 mc), ERP 31 kw visual; antenna height above average terrain 499 ft., above ground 507 ft. Estimated construction cost \$611,251.53, first year operating cost \$743,198, revenue \$990,000. Studio location West 222 Eleventh St., Kansas City. Transmitter location 1330 Baltimore Ave., 39° 05' 51" N. Lat., 94° 35' 04" W. Long. Studio equipment RCA, transmitter DuMont, antenna RCA. Legal counsel Loucks, Zias, Young & Jansky, Washington. Con-

sulting engineer Jansky & Bailey, Washington. Applicant is licensee of KMBC Kansas City and KFMR Concordia. Principals include: President and Treasurer Arthur B. Church (38%), director for Midland Radio & Television Schools of Georgia Inc., president and director for Mutual Interests Inc. (investment corporation); Cicely I. Church (34%), wife of Mr. Church, and Vice President George J. Higgins (3%), managing director of KMBC and KFMR.

GREENVILLE, N. C. — Carolina Bstg. System, Ch. 9 (186-192 mc), ERP 56 kw visual; antenna height above average terrain 538 ft., above ground 537 ft. Estimated construction cost \$200,966, first year operating cost \$100,000, revenue \$150,000. Transmitter and studio location on North Side of U. S. Highway #264, about four miles S.W. of Greenville City Limits, 35° 34' 17" N. Lat., 77° 26' 41" W. Long. Studio equipment RCA, transmitter RCA, antenna RCA. Legal counsel Phillip Bergson, Washington. Consulting engineer Commercial Radio Equipment Co. Applicant is licensee of WGTG Greenville. Principals include: President Earl McD. Westbrook (24%), 12% owner of WCKB Dunn, N. C., and Chevrolet dealer; Vice President John H. Adams (6%), owner Adams Radio Repair Shop; Secretary A. Hartwell Campbell (7%), 12% owner of WCKB and 49% owner of A.A.A. Towne Co.; Treasurer Mrs. Virginia J. Adams (6%), interest in Chevrolet dealership; Director Mrs. Mary E. Jones (10%), farming interests; Director Fred Jones (6%), no other interests, and three other minority stockholders.

† RALEIGH, N. C.—WPTF Radio Co., Ch. 5 (76-82 mc), ERP 100 kw visual; antenna height above average terrain 625 ft., above ground 537 ft. Estimated construction cost \$523,000, first year operating cost \$415,000, revenue \$480,000. Studio location Insurance Bldg., Raleigh. Transmitter location ¾ mile East of Cary, N. C., on U. S. Routes 1 and 70, 35° 47' 46" N. Lat., 78° 45' 41" W. Long. Studio equipment RCA, transmitter RCA, antenna RCA. Legal counsel Loucks, Zias, Young & Jansky, Washington. Consulting engineer James C. McNary, Washington. Applicant is licensee of WPTF-AM-FM Raleigh. Principals include: President S. B. Coley (0.2%), president and director for Durham Life Insurance Co. and president of WPTF-AM-FM; Vice President E. T. Burr (0.2%), vice president Durham Life Insurance Co. and WPTF-AM-FM; Vice President R. H. Mason (0.2%), vice president and general manager of WPTF-AM-FM; Secretary-Treasurer D. L. Cozart (0.2%), secretary and director for Durham Life Insurance Co. and WPTF-AM-FM, and Director Graham B. Poyner, program director for WPTF-AM-FM. Durham Life Insurance Co. holds 99% of stock of WPTF Radio Co.

SEATTLE, Wash.—KXA Inc., Ch. 7 (174-180 mc), ERP 200 kw visual; antenna height above average terrain 1,422 ft., above ground 300 ft. Estimated construction cost \$340,678.33, first year operating cost \$510,000, revenue \$590,000. Studio location 320 Third Ave. West, Seattle. Transmitter location Newcastle Hill, 10 miles East of Seattle, 47° 32' 38" N. Lat., 122° 06' 24" W. Long. Studio equipment RCA, transmitter RCA, antenna RCA. Legal counsel Fly, Shuebruk & Blume, Washington. Consulting engineer A. E. Towne, Universal Research Labs.,

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CRAVEN APPROVES Gives Support To TV Plan

FIRST support for the FCC's TV allocations plan [B•T, April 14]—tempered somewhat by an expression of doubt regarding its economic bases—came last week from former FCC Commissioner T. A. M. Craven, now a Washington consulting engineer (Craven, Lohnes & Culver).

At the same time, the first concrete statement that the allocation plan would be taken to court was made by Paul M. Segal of the Washington law firm of Segal, Smith & Hennessey.

Mr. Segal said that WWSW Pittsburgh would appeal that city's assignments in an action to be filed before June 12 in the U. S. Court of Appeals in Philadelphia [B•T, April 28, 21].

Further opposition comments are expected from FCC Comr. Robert F. Jones when he addresses the Pittsburgh Advertising Club May 20, and a luncheon meeting of the Federal Communications Bar Assn. in Washington May 22.

Comr. Jones dissented in toto, and vigorously, from the Commission's Sixth Report and Order. He repeated his opposition to the final TV allocation plan in a slashing attack on the differences between VHF and UHF coverage as provided by the report before the Ohio Assn. of Broadcasters meeting in Columbus early this month [B•T, May 5].

Mr. Craven said, in a speech prepared for delivery to the Institute of Radio Engineers' Southwestern conference in Houston, Tex., Saturday, that the FCC approach in the allocations plan "makes sense, provided the policy objectives are practical and provided there is not too much inflexibility in making necessary changes in detail."

He termed Comr. Jones' approach

flexible and containing "engineering common sense."

Basis of his talk was the unknown factors in UHF propagation which as in most allocation problems, he pointed out, makes engineers wish "that we could have had foresight equal to our hindsight."

"... I do not intend to imply that the Commission's plan of allocation is unsound from an engineering standpoint, assuming, of course, that their basic policy is correct. On the contrary, it represents, and has taken into consideration, the best engineering knowledge available today. At least it is a plan which we can use in an orderly fashion to commence operating television stations throughout the country."

The Commission's plan, however, "does not parallel the economics of the television broadcasting busi-

ness," Mr. Craven admonished. "There is a dearth of frequencies in some markets which could support more stations than are provided for by the Commission, and an abundance of channels in markets which possibly might not support even one television station."

"Any inflexible plan of allocation of a limited number of television channels which affords an abundance of facilities to poor markets will prevent the establishment of the necessary number of stations in the better markets."

"Therefore, it is possible that, as experience is gained in the future, the Commission will recognize economic laws and, in so doing, they may resort to a reallocation, as was found necessary in Standard Broadcasting. Likewise, they may abandon their rigid rules, based solely on mileage separation, and

ZIV SHOWS

Business Increases Require Expansion of Operations

AN INCREASE in business has prompted realignments and expansion of operations for Ziv Television Programs, major film production-distribution firm. M. J. Rifkin, vice president in charge of sales, said last week in announcing six additions to his staff and expansion of a seventh post.

Albert Goustin, formerly with the Blair representation organization, has joined Ziv as Mr. Rifkin's assistant in the eastern division, while the duties of Michael M. Sillerman, eastern sales manager, have been increased to include the charge of sales for New York City.

Other additions to the sales staff are Charles Britt, named an account executive in the Memphis division; James Bonfils, formerly with KSD-TV St. Louis, appointed account executive in the Cleveland division; Leon Bernard, to assume the comparable position for upstate New York; Martin Katz, formerly with WOR-TV New York, assigned New York account executive and Vincent Van Buren, Bothwell Advertising Agency, named to specialize in television drug cooperative programs.

A package that new staff members will have a chance to handle, Mr. Rifkin said, is the latest series of *Fireside Theatre* programs, to be distributed locally by Ziv as *Your TV Theatre*.

Reviewing recent sales successes of Ziv TV properties, which include *The Cisco Kid*, *Boston Blackie*, *Story Theatre*, *Yesterday's Newsreel*, *Sports Album* and *Living Book*, Mr. Rifkin recalled that his company's *The Unexpected* was the first AM or TV program ever to be sponsored by the Liebmans Brewing Co., producers of Rheingold beer and reputedly the largest advertiser in the New York market.

The program was introduced in a midweek, late-evening time spot as a direct bid for the large audience viewing simultaneous coverage of fights on an opposing network. Previous occupant of the

same time slot had drawn less than a 3.0 rating, he recalled. The first program of *The Unexpected* drew what, for others, was an unexpected 10.0 rating. Mr. Rifkin explained four weeks later the drama was topping the fights 17 to 14 and beating out by four points another popular drama series.

Narrated by film actor Herbert Marshall, *The Unexpected* produced equally good results in other markets, the Ziv sales manager continued, drawing a 55.0 rating on KING-TV Seattle where it competed with other highly rated programs and a 27.0 on KRON-TV San Francisco, a multi-station market.

Similar results have been demonstrated by other Ziv film packages, Mr. Rifkin said. *Boston Blackie*, produced only for television with Kent Taylor assigned to the leading role, averages a 32.1 rating in 20 markets, only six of which are single-station, he noted.

Coupling familiar Hollywood names with stories based on well-known works of fiction has proved as a successful element in the formula which has helped build Ziv successfully. An example is *The Cisco Kid*, which stars Duncan Renaldo in the title role with Leo Carrillo as Pancho and other Hollywood actors filling supporting roles.

Story Theatre is another series utilizing such movie names as Jeanne Cagney, Eva Gabor, John Beal, Hurd Hatfield and Robert Alda in stories that have included Guy de Maupassant's *Diamond Necklace*, Henry James' *The Real Thing*, Mark Twain's *Celebrated Jumping Frog* and Charles Dick-

son's *Empire* and precise engineering methods of determining service interference."

In reference to the oft-expressed hope that all TV be assigned in a continuous VHF band, Mr. Craven pointed out that if TV was allocated in the 54-402 mc band, it would result in only 58 channels—not sufficient for a nationwide service. Therefore, he said, UHF must be made to work.

"I can assure you that a UHF television channel will be an extremely valuable franchise in any good market," he added.

What caused him pause, he explained, was the FCC's lack of consideration of sporadic E and F₂ layer reflections. He called it, "amazing," predicted trouble when there are many stations operating co-channel with high powers.

Mr. Craven's speech was the third public analysis on the TV final report by a member of the radio-TV industry. In addition to Comr. Jones' Ohio talk, attorney Arthur W. Scharfeld, president of the FCBA, enumerated some of the possible causes for court actions in a talk before the Georgia Radio-TV Institute at Athens, Ga., two weeks ago [B•T, May 12].

Cites Minute Difference

Essence of WWSW's court appeal will be, it is understood, the minute separation differential on Channel 4 between the Commission's 170 mile minimum and the actual 169.39 miles between Pittsburgh and the transmitter of WLWC Columbus. It will accuse the Commission of "arbitrary and capricious" action in failing to assign this additional VHF channel because it would be 3,000 feet below the minimum.

It will also claim that the Commission avoided its responsibilities under the public interest and fair and equitable distribution of facilities clauses of the Communications Act in maintaining so rigidly the separation formula.

Meanwhile, WHIS Bluefield, W. Va., asked the Commission to put all of that state in Zone I—rather than dividing it between Zone I and II [CLOSED CIRCUIT, May 5]. If that is done, VHF Channel 4 could be substituted for Channel 6 in Beckley and Channel 6 could be reassigned to Bluefield, the station said.

WHIS asked that the Commission's prohibition against any changes in the allocations plan for one year be waived in this instance.

ens' Cricket on the Hearth, it was noted.

Hollywood players also are featured in *The Living Book*, a pictorial history of the Bible which has been praised by church leaders throughout the country.

Yesterday's Newsreel, narrated by top network voices, is a review of men and events in the first half of this century, and *Television Sports Album* is a five-minute film program with Bill Slater as narrator, reviewing sports highlights.

WCBS-TV RATES

Increases Announced

A BOOST in the station rates of CBS-owned WCBS-TV New York, with the Class A hourly rate going from \$3,750 to \$4,000 and Class A announcements rising from \$775 to \$800, is being announced today (Monday) by General Sales Manager George R. Dunham.

Effective with the increase on June 1, a new volume discount of 45% also will be applicable, after other earned discounts, on schedules of 12 or more daytime announcements per week. This new discount is designed to encourage the use of greater frequency by daytime advertisers.

The new rate card, No. 11, will introduce a new time classification—Class D—covering broadcast periods before 10 a.m. and after midnight. Base hourly rate on Class D time will be \$750.

Mr. Dunham said the new rates represent an increase of 6.7% for Class A time and 3.1% for Class A announcements, whereas set circulation in the New York area will have gone up 22.2% by June 1.

WHAS-TV

covers the Derby for CBS...



and the nation Applauds!

New York Times

"the camera coverage was excellent and the set owner had a fine view of the entire event as well as the finish."

Variety

"in some respects . . . better than . . . afforded to in-person patrons. Technical details were handled locally by the WHAS-TV crew headed by Orrin Townner. Sandy Sanders, WHAS-TV camera director, used good judgment in making the camera switches."

Broadcasting-Telecasting

"Racing fans and those attracted by the glamor of the historical event were given 45 fascinating minutes of viewing, climaxed by the two-minute race."

Salt Lake City Tribune

"It came through better than I was able to see from the infield in the 1946 race."

Racing Form*

"This was the first TV Derby and it couldn't have been better. This was racing at its best. This was television at its best."

* from those who know racing best

New York Daily News

"the cameras were expertly handled and seeing the event was so superior to hearing about it, that parison."

New York Journal-American

"a TV show as lovely as the sunny day delivered to Wm. Corum."

**The same know-how makes WHAS-TV
local shows tops in 7 out of 8 categories. (PULSE)**

**QUALITY OF PROGRAMMING
MAKES THE DIFFERENCE**



ASSOCIATED WITH THE COURIER-JOURNAL—LOUISVILLE TIMES • VICTOR A. SHOLIS, Director • NEIL D. CLINE, Sales Director

Represented Nationally by Harrington, Righter & Parsons, Inc., New York, Chicago, San Francisco

ABC-UPT

Merger Hearing Seen Running Two or Three More Weeks

FAR from being in the home stretch, the ABC-United Paramount Theatres merger hearing appears to have 2-3 weeks to run as the FCC counsel announced last week that it wants to examine ten more witnesses.

The week before, FCC attorneys said they planned to call six theatre operators to testify [B•T, May 12]. Last week they added four more names to their list: Ralph Goldberg, Dave Edwards, Donald B. Leverette and Edwin Silverman.

According to the proposed schedule, the ten Commission witnesses would be on the stand through the last of May. And still to return for more examination are Dr. Allen B. DuMont, president, Allen B. DuMont Labs, and Barney Balaban, president, Paramount Pictures Inc.

The augmented list of FCC witnesses caused anguished reactions from attorneys representing Paramount Pictures and United Paramount Theatres, who were hoping that last week would see the end of the four-month hearing.

After a lengthy off-the-record discussion, FCC Hearing Examiner Leo Resnick suggested that FCC counsel and attorneys for UPT get together in "their leisure hours" to reduce the length of the list.

But, big as it was, FCC attorneys indicated that their array of witnesses was not as large as it might have been. Many of the individuals they wanted to interrogate are either dead or too infirm to testify, they reported.

On the stand last week were A.

KING-TV, AT&T

Live Network in July

KING-TV Seattle has been promised "live" network coverage of the national political conventions in Chicago this July, it was announced Thursday by Otto P. Brandt, vice president and general manager, King Broadcasting Co., station licensee.

Mr. Brandt praised quick action by AT&T in approving KING-TV's request for the service. AT&T, he said, has confirmed plans by July 6 to complete microwave interconnection to Seattle from Portland, Ore., where cable has been laid from San Francisco.

The Republican convention begins July 7 with the Democratic conclave set July 21. KING-TV announced it will couple the connection arrival with a promotion campaign. It plans to set up 300-400 sets at the Portland (Ore.) Municipal Auditorium for closed circuit showing to the public.

KING-TV's coverage will be fed by CBS Television with Westinghouse the sponsor, Mr. Brandt said. As of May 1, he noted, the count of telecasts in the area (Pacific Northwest including Puget Sound) was 144,200.

It also was noted that originally AT&T had marked its target date for Seattle microwave interconnection by 1953.

* H. Blank, a UPT director who was questioned for three days about theatre practices and acquisitions during the 1930's, and Arthur Levey, president of Skiatron Corp. (formerly Scopphony Corp. of America), who returned for his second week of testimony.

Mr. Levey revealed that in 1944 Waddill Catchings, a director of Warner Brothers, had become interested in the Scopphony system of television and the firm's other developments. Mr. Catchings—who was said to have been responsible for Warner Brothers' pioneering in sound motion pictures 25 years ago—was said to have had contacts with several motion picture companies which he thought might be brought into the situation.

However, Mr. Levey said, the plan was never carried out because SCA Class "B" stockholders (Paramount Pictures and General Precision Equipment Corp.) put too many hindrances in the way.

Mr. Levey reported that his plan for the new Scopphony envisioned

ALEXANDER QUILTS

Joins RHC-Cadena Azul

CLARENCE G. ALEXANDER, operations director of the DuMont TV Network, joins the new U. S.-Cuban ownership of the RHC-Cadena Azul

radio-TV network in Cuba on June 1 as network manager of operations.

He thus becomes the second U. S. broadcaster to take a key operating post in the Cuban network, which CBS Radio's News and Public Affairs Director Edmund A. Chester joined as general manager and part owner when the new ownership took over from the Amando Trinidad interests in a million-dollar cash transaction in April [B•T, April 14].

Mr. Alexander's resignation from DuMont to join the Cuban operation was announced by Chris J. Witting, DuMont director and general manager.

One of the pioneers of television, Mr. Alexander has been associated with DuMont for approximately two years. He moved to that network from Kenyon & Eckhardt in 1950, serving as administrative assistant to Mr. Witting before advancing to network operations director.

Mr. Alexander assisted Thomas E. Hutchinson, then manager of NBC-TV, in setting up the NBC television organization in 1936, and held several administrative posts at NBC-TV before he was called into the Air Force in World War II.



Mr. Alexander

such stockholders as Metro-Goldwyn-Mayer, Warner Brothers, Paramount, 20th Century-Fox, RKO, and possibly United Artists, Columbia and Republic Pictures. The contemplated firm would have been controlled by a board of directors including a representative from each of the motion picture companies.

According to Mr. Levey, the participation in Scopphony by the motion picture producers would have developed television to a high degree, while at the same time giving the film companies a chance to see what TV might hold for them.

Mr. Blank, a midwest theatre man, was examined by Benito Gaguine, legal assistant to FCC Comr. Rosel H. Hyde.

Profitable Film Booking

One of the highlights of Mr. Blank's examination concerned a contract with a Sioux City theatre owner which gave Mr. Blank 40% of the profits of the theatre for booking its motion picture films. But only the owner had to stand the losses if the theatre failed to make money.

Another question Mr. Gaguine raised was how Mr. Blank happened to be appointed trustee in bankruptcy for his own chain of theatres after it had been sold to Paramount.

Mr. Gaguine evoked much of the past history of Tri-States Theatre Co. and Central States Theatre Co., apparently looking for evidence of restraint of trade or monopoly of theatre ownership in various cities.

'INTERIM' TV

Asked During Conventions

REQUEST to bring TV to non-TV Chattanooga during the political conventions was made to the FCC last week by WAPO there, video applicant.

In a letter to the Commission, WAPO explained it had all its TV equipment on hand and had permission from WSB-TV Atlanta to pick up and rebroadcast its convention telecasts. It said it could put out a 5 kw effective radiated power signal on Channel 3 from a single-bay antenna to be installed atop the 100-ft. tower of its defunct FM station situated on the top of Signal Mt., outside Chattanooga.

There are more than 10,000 TV sets in the Chattanooga area, WAPO said. None of them get good primary signals, it pointed out. Since Chattanooga is the home of Sen. Estes Kefauver (D-Tenn.), one of the leading Democratic candidates for the Presidential nomination, interest is at "fever heat," the station said.

If the Commission gave permission to go on the air, WAPO said it would telecast only the proceedings of both conventions. The transmissions would be on a non-commercial basis, it pointed out.

The Republican convention is scheduled to begin July 7; the Democratic, July 21. Both will be in Chicago.

STILES RESIGNS

Joins Oregon Television Inc.

WALTER STILES JR., who resigned last week from the engineering department of ABC-TV Western Div., Los Angeles, has joined



Mr. Stiles

Oregon Television Inc. as general manager. Oregon Television is expected to apply in the near future for a TV channel at Portland, Ore., and for other northwest cities.

Before joining ABC-TV in Los Angeles in 1950, Mr. Stiles supervised construction of KPHO-TV Phoenix, Ariz., and the change of KPHO from 250 w to 5 kw. KPHO-AM-TV was sold recently to the Meredith Pub. Co. for \$1.5 million [B•T, May 5].

In 1935, Mr. Stiles joined CBS in New York as an engineer, moving in 1942 to become chief engineer of that network's owned and operated WEEL Boston. In 1946 he opened an engineering consulting office in Boston and the following year in Washington, under the name of Stiles & Waring. Mr. Stiles was the first winner of the William S. Paley Award for technical achievement in 1935.

Principals Involved

Oregon Television is owned by Portland businessmen Jack Meier, Huntington Malarkey and Henry White. Mr. Meier, the son of a former Oregon governor, is a member of the family that owns the Meier-Frank department store in Portland. Mr. Malarkey has lumber interests in the Northwest. Mr. White is a shipbuilder.

They plan to spend \$400,000 in building the Portland TV station and estimate \$255,000 as cost for the first year of operation. Equipment has already been purchased, it is understood, and a closed circuit operation is planned for the near future.

KECA-TV Sales Up

MORE than \$500,000 in new local business was signed by KECA-TV Los Angeles during the week ending May 9, according to Phil Hoffman, manager, and Frank King, sales manager. April and May of this year are the largest two months' billings on the station since its start in September 1949, they said.

KNXT (TV) Business

SETTING a new high, KNXT (TV) Hollywood made \$200,000 in new program sales for the week ending May 9, including eight quarter-hours totaling \$150,000 in business, plus one renewal and two sales of segments of KNXT 10 O'Clock News, according to Wilbur Edwards, general manager.



FOR STATION ACHIEVEMENT
IN SAN FRANCISCO

AWARD TO KRON-TV

By Academy of Television Arts and Sciences,
San Francisco Chapter, for year 1951

HERE is further proof that among the three San Francisco TV stations, KRON-TV has established—and maintains—clear-cut leadership. Evidence of this leadership grows month after month because . . .

- With the market's highest TV antenna, KRON-TV provides unparalleled "Clear Sweep" coverage
- KRON-TV presents the largest number of top-rated shows—more than the other two stations combined (*Pulse and Tele-Que*)
- KRON-TV attracts the most viewers in every audience segment—men, women, teenagers, children (*Tele-Que—Pulse does not measure*)
- KRON-TV serves the largest number of advertisers (*Rorabaugh*)
- KRON-TV offers the greatest percentage of audience . . . both day and night, and throughout the week (*Tele-Que*)

Check with FREE & PETERS for availabilities!

KRON-TV

THE SAN FRANCISCO
TV STATION
THAT PUTS MORE EYES
ON SPOTS

SAN FRANCISCO CHRONICLE • NBC AFFILIATE

SELL MORE ON CHANNEL 4

Free & Peters, Inc. offices in New York, Chicago, Detroit, Atlanta, Fort Worth, Hollywood. KRON-TV offices and studios in The Chronicle Bldg., 5th and Mission Streets, San Francisco

TV CODE

NARTB's television code enforcement machinery was completed last week with appointment of Edward H. Bronson, station director of WBNS-TV Columbus, as director of Television Code affairs. The appointment came as organized civic and religious groups began to contact NARTB on code enforcement problems.

Harold E. Fellows, NARTB president, said Mr. Bronson will serve primarily as liaison executive on code matters with the general public and interested organizations. He will report directly to Thad H. Brown Jr., NARTB director of television.



Mr. Bronson

No successor had been named for Mr. Bronson at WBNS-TV as of last Thursday. Richard Borel, general manager of the station, will assume active direction of WBNS-TV on a temporary basis.

The job of directing Television Code Affairs was authorized by the NARTB board at its February meeting. Details of the post were drawn up by the Television Code Review Board in March.

Mr. Bronson's attention will be devoted to problems of code interpretation, processing of complaints, correspondence, relations with the public and contacts with legislative and civic groups concerned with code matters as well as with stations subscribing to the code.

Now near the end of its third operating month, the TV Code is drawing a steadily rising amount of attention from viewers and organizations. The job of processing this work has been handled by Mr. Brown's staff in cooperation

NARTB Names Bronson To Direct Liaison

with the Legal Dept. The Code Review Board is an industry advisory group directly assigned to code matters, and it in turn can recommend punitive action to the NARTB Television Board.

Signs of growing interest in the TV Code begin to appear as the review board's next meeting approaches. The board will meet June 5-6 in Washington, just prior to the June 9-10 meeting of the full TV Board of Directors.

Already, the code has drawn the wrath of the National Assn. of Evangelicals. This group will appear before the review board to claim "the same right to purchase time on television and radio as any other interests in America." Dr. Theodore Elsner was recently elected president of National Religious Broadcasters, serving a third term.

Dr. Elsner is chairman of the radio commission, National Assn. of Evangelicals, and will represent NAE before the NARTB code review group. NAE is on record with a resolution calling for elimination of paragraph 1 (g) in the NARTB TV Code's section on "Presentation of Advertising."

The code paragraph reads: "A charge for television time to churches and religious bodies is not recommended."

NAE describes itself as "the strongest body of believers in the nation, as confirmed by the number of denominations and churches affiliated and delegates in attendance at their annual conventions," according to Emma B. Veacock, of NAE's eastern division.

Mr. Bronson is expected to assume his new NARTB duties June 1. He has an extensive radio industry record, starting his career at WCOL Columbus in 1936. Serving as continuity director and then assistant manager, he moved to the Office of Censorship with outbreak of World War II. There he served as an assistant to J. Harold

Ryan, of Storer Broadcasting Co., and later as assistant to John E. Fetzer, who succeeded Mr. Ryan as assistant director of censorship for broadcasting.

After the war Mr. Bronson joined WJEF Grand Rapids, Mich., as station manager, in association with the station's owner, Mr. Fetzer, now chairman of the NARTB code review body. In 1949 Mr. Bronson returned to Columbus to aid in putting the new WBNS-TV on the air serving as station director. He is married and is father of two children; member of Sigma Delta Chi, and member of SDX's Central Ohio Professional Chapter board.

Howard H. Bell, formerly of WMAL-TV Washington, who joined the NARTB TV organized last autumn, serves as executive assistant to the television director.

MATERIALS' BAN

NPA Mulls Easing of M 90

COMPROMISE regulation designed to ease restrictions on production of color television equipment was still under consideration by the National Production Authority last week.

The proposed revised order (M 90) did not come before the agency's Clearance Committee, meeting in executive session last Friday. Authorities held out hope, however, it would be issued by this month's end.

The present plan is to relax the prohibition against manufacture of colorcasting receivers and adapter-converter equipment in certain instances. Department stores, experimenting with closed circuit theatre telecasting and theatre video interests, as well as electronic manufacturers who show just cause for authorization to use existing materials, would stand to benefit.

NPA has made plain that, regardless of degree of relief, shortage of technical skills will necessitate retaining the lid on mass production of colorcasting sets [B•T May 12].

NPA Administrator Henry Fowler re-emphasized this factor anew last Thursday. Addressing the Construction Mobilization Committee of the U. S. Chamber of Commerce, Mr. Fowler stated the shortage of engineers "could well become a serious impediment to defense" in the event of all-out mobilization. He urged coordination of technical skills among all industrialists.

Mr. Fowler also told the Senate Banking Committee there is little hope of decontrolling steel before spring 1953—a statement of paramount interest to existing and potential TV broadcasters. He also threw cold water on any prospect of overall decontrol this year. Mr. Fowler appeared before the committee on behalf of his nomination as Defense Production Administrator (to succeed Manly Fleischmann, resigned), which was unanimously approved.

BMI CLINICS

TV Sessions Begin Today

FIRST of three two-day television clinics scheduled by BMI opens today in New York, on the heels of BMI's completion of 42 radio program clinics in the U. S. and Canada within a two-week period.

Subjects to be considered include low-cost local TV programming, reduction of production costs; handling of local programs and special events; film buying; selling; programming; public service, educational, religious, agricultural and political coverage; camera techniques; short-cuts; low-cost music programs, and music clearance and legal problems.

Speakers for the clinics are scheduled to include Robert Swezey, WDSU-TV New Orleans; Chris Witting, DuMont Network; Chuck Holden, ABC-TV; Paul Adanti, WHEN (TV) Syracuse; Ralph Burgin WNBW (TV) Washington; Joel Chaseman, WAAM (TV) Baltimore; Don Feddersen, KLAB-TV Los Angeles; Klaus Landsberg, KTLA (TV) Los Angeles; George Moscovics and Bill Edwards, KNXT (TV) Los Angeles; Robert Purcell and Richard Moore, KTTV (TV) Los Angeles; Philip Lasky, KPXX (TV) San Francisco; Donn Tatum, KECA-TV Los Angeles; Walter Preston, WBKB (TV) Chicago; Bruce Wallace, WTMJ-TV Milwaukee; Theodore Streibert, WOR-TV New York; Walter Emerson, WENR-TV Chicago; Don Norman, KNBH (TV) Los Angeles; Ward Ingram, KHJ-TV Los Angeles; Jules Herbuvieux, WNBQ (TV) Chicago; Frank Fogarty, WOW-TV Omaha; Ted Gott, WNET (TV) New York, and Roger Clipp, WEIL-TV Philadelphia.

Second of the three TV clinics will be held Thursday and Friday at the Palmer House in Chicago, and the third will be next Monday and Tuesday at the Beverly-Willshire in Hollywood.

DUROCHER SERIES

Stations Buy UTP Program

TWO more television stations contracted last week for United Television Programs' film series, *Double Play with Durocher and Day*, according to Aaron Beckwith, UTP sales director, who said the package had been sold to KFMB-TV San Diego and WDTV (TV) Pittsburgh.

The program, which Mr. Beckwith said has received added impetus from the start of the baseball season, features Leo Durocher, manager of the New York Giants, and his actress wife, Laraine Day, in a series of informal interviews with persons prominent in sports.

Other sales completed last week by the TV film distributor include *The Chimps*, produced by Bing Crosby Enterprises, to WMAL-TV Washington; *Hollywood Off-Beat*, which was purchased by the Graybar Electric Co. for WJLM-TV Lansing, Mich. Reliance Foods, through its agency, Pacific National, signed for 26 weeks of *Big Town*, to start on KING-TV Seattle Wednesday.

WTTG(TV) POSTS

Edwards Named Sales Mgr.

PROMOTION of Neal J. Edwards, account executive at WTTG (TV) Washington, to sales manager of the DuMont O & O Washington outlet, was announced last Wednesday by Walter Compton, WTTG general manager. The appointment is one of three involving realignment of the station's sales department.

Gordon Williamson, WTTG producer-director for four years, also was named to the sales department, along with Alex W. Sheftell, for the past year in charge of WTTG public relations and publicity. All appointments are effective immediately.

Mr. Edwards, a cameraman at the DuMont station for several years, had previous sales experience in other fields. He was elevated to the sales department as account executive in October 1950. Mr. Williamson was active in sales and programming at other D. C.-Maryland stations before joining WTTG. Mr. Sheftell previously was in the station's traffic department before assuming publicity chores.

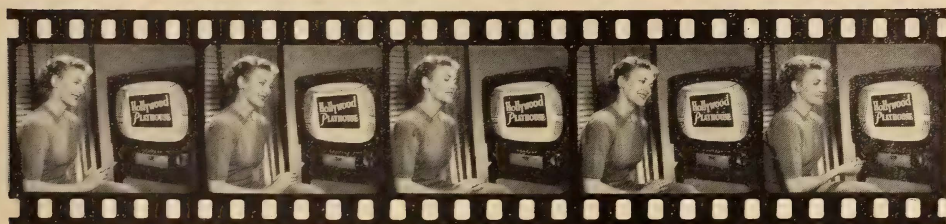
BALABAN IS HONORED

Dr. Wilson Compton Cites

DR. WILSON COMPTON, International Information Administrator for the Voice of America, joined with civic and religious leaders last week to pay tribute to Barney Balaban, president of Paramount Pictures Inc.

Dr. Compton addressed a luncheon session of the Washington Area Clergymen, held last Monday at the Shoreham Hotel in Washington, D. C. Mr. Balaban was praised for his interest in general welfare and his contribution of an historic document to the New York Avenue Presbyterian Church.

This Is Hollywood Playhouse!



A steady habit . . .



of steady buyers!

When Hollywood Playhouse hits the screen at 2 o'clock TV tune-ins really jump. Here is a show that literally captures audiences . . . it's become an afternoon habit with thousands of TV fans. We can give you one success story after another of advertisers whose products are sold on Hollywood Playhouse. Complete details on request.

MON. THRU SAT.
2 TO 3 P.M.

Television Baltimore

WBAL-TV

NBC in Maryland

Nationally Represented by EDWARD PETRY & COMPANY

Ford Foundation

(Continued from page 59)

dress itself, if, of course, the commission had materialized, was the discovery of means to force FCC adoption of subscription television.

It may be speculated he would be no less interested in seeing such a project undertaken by a private commission organized by the foundation.

Although it would be extreme to say Sen. Benton exerts control over any activity of the Ford Foundation, his past associations and personal friendships with several of the foundation's officers would indicate he must have at least some influence.

In addition to Mr. Fletcher, his former employee, Sen. Benton has more than passing acquaintance with Paul G. Hoffman, foundation president now devoting his time to the Eisenhower campaign, and with Robert Hutchins and Chester Davis, foundation associate directors.

Mr. Hoffman is a director of Encyclopaedia Britannica Inc., which is Sen. Benton's property, and was chairman of the board of trustees of the Committee for Economic Development at the time Sen. Benton was vice chairman.

Dr. Hutchins was president of the U. of Chicago when Sen. Benton was vice president (1937-45) and was chancellor of that university when Sen. Benton was assistant to the chancellor (1945-46).

Mr. Davis, former president of the Federal Reserve Bank of St. Louis, was a member of the board of trustees of the Committee for Economic Development when Sen. Benton was vice chairman of the board of trustees.

At the Pasadena headquarters of the Ford Foundation last week a spokesman admitted the organization, which he characterized as "extremely interested in the field of radio and television," was considering two basic problems: the allocation of television channels for educational use and the general future of radio-TV programming.

He emphasized that no plans had been made and that it was unlikely any would be until the July meeting of the board of trustees.

In the past year, the foundation and its subsidiaries have made grants to radio and television activities totalling about \$2 million. The biggest sum, \$1.2 million, went to the Television-Radio Workshop which is producing programs for broadcast over commercial facilities. A fortnight ago the Joint Committee on Educational Television, central agitating body for educational TV, announced a new Ford grant of \$145,000, or \$55,000 more than it received from the foundation the year before. Additional grants of \$260,000 and \$300,000, respectively, have gone to Iowa State U., owner of WOI-TV Ames, Ia., for experimental TV programming and to Lowell Institute, Boston, for production of educational radio programs in cooperation with the National Assn. of Educational Broadcasters.



"LULU" award for best television commercial spot campaign is presented in the sixth annual Frances Holmes Award Competition. L to r: Film star Barbara Stanwyck, awarding statuette; Gunther Shirley, vice president, Metropolitan Federal Savings; Doria Balli, president, TV Ads, and Kirke Beard, account executive, Anderson-McConnell Adv. The Los Angeles firms, Metropolitan and TV Ads, which produces TV film commercials, shared in the honors. Anderson agency services the account.

Get TV Going

(Continued from page 59)

is "a large concentration of population."

Committee Chairman Johnson said it is his understanding that only five hearing teams (examiner, engineer, attorney, secretary, clerks) will be available to process applications in television and at the current pace of processing it would take a "long time" for them to wade through the present allocations. He said he was disappointed that FCC "has not made this clear to Congress."

Sen. Homer E. Capehart (R-Ind.) asked whether newspaper applicants would be given equal opportunity to obtain TV stations.

'No Discrimination'

Comr. Hyde asserted there would be no discrimination against "any business activity."

No one applicant, regardless of business interest, he said, should be precluded from the granting of a license in the public interest because of his legitimate business interest. Neither does FCC intend to discriminate against AM station licensees, he said.

However, the Commissioner said he could not discuss the AM licensee situation at length because AM station applicants may be contested in hearing by other interests and the "other party may invoke the argument of diversification" of media in the community. But, he noted, the factors of experience, objectivity in operation and recognition of public interest, may weight the presentation of many AM station licensees who seek TV licenses.

In answer to a query by Sen. Lyndon B. Johnson (D-Tex.), who pointed to a complaint from a constituent on the one-year wait before asking for local revision of the final FCC allocations report, Comr. Hyde said it would be desirable if administration changes could be made in the report but that the Commission does not want

to re-litigate the issue.

If FCC did not have to hear applicants on the grant of each channel, it would have tried to improve its allocation report, Comr. Hyde explained. However, he said, FCC has announced it would not be able to consider local changes until one year has passed—otherwise, it would have "to re-open the allocations proceeding." This, he said, is a "reasonable regulation."

The Texan cited the case in his state where the constituent is located in a "rather small city" which is 183 miles from a larger city which has been assigned two VHF stations. At this time, Sen. Lyndon Johnson said, there are no applicants for the stations and his constituent would wish to apply for one of the stations but does not come within FCC standards which preclude two stations operating on the same channel unless 190 miles apart.

Comr. Hyde explained that hearing officers now have on their desks "25 proceedings involving some 59 cases other than TV matters." They had hoped to handle 15 cases per year. But, he said, in 1951 the number was eight and in 1950 it was 10.

"Efforts of litigants to present strong cases" will slow the hearing procedure in TV even further, he added.

Sen. Capehart, doing some quick accounting, estimated it would take 10 years for FCC to put 1,000 TV stations on the air, according to current facilities. Committee Chairman Johnson noted that the average potential telecaster ties up \$500,000 to a million dollars in assets in waiting for a license. It's unfair, the Senator said, to have this capital tied up.

Sen. Ed Johnson said the cost of 20 examiner teams (the Senator has been urging the hiring of 13 additional teams above the current seven) at a \$600,000-\$700,000 expense to the government, would be

less than having seven examiner teams process applications for some 20 years (to put about 2,000 TV stations on the air).

Sen. Capehart at this point moved that the committee go on record requesting and urging the Senate Appropriations Committee to provide additional funds in the independent offices appropriations for fiscal year 1953 for the specific purpose of employing additional hearing-examiner teams to process television applications.

Later, in executive session, the commerce group unanimously approved the Capehart motion.

Other data revealed by Comr. Hyde:

Investments in receivers and servicing of sets since 1948 total \$6 billion. Average cost of a TV station, according to figures taken from the 109 stations now operating, is \$480,000.

The most expensive procedure in both time and energy as well as dollars to the Commission is its necessity of explaining each and every delay in expediting the TV problem.

FCC estimates it will take another two years before it can place another TV station in St. Louis (a one station city). Forty cities are in a comparable situation.

He said it was his own opinion that if the FCC budget remains cut without additional funds for hiring more examiner-hearing teams, the Commission should ask Congress for a supplemental appropriation. But, of course, FCC would prefer the funds be given now in the 1953 budget before Congress, he added.

The House last March voted \$6,108,460 to operate FCC in fiscal 1953, \$1,966,540 less than the requested \$8,075,000 sought in President Truman's budget [B*U, March 24].

Idaho Senate Republicans Henry C. Dworshak and Herman Welker informed the commerce group of their endorsement of Comr. Hyde's appointment.

AUTRY TO APPEAL

Film Rights Ruling

COWBOY singing star Gene Autry said he plans to appeal a decision by Federal Judge Ben Harrison last Tuesday giving Republic Pictures and its subsidiary, Hollywood Television Service Inc., the right to release more than 50 old Gene Autry western films to television.

Judge Harrison's decision was diametrically opposed to a ruling made last October in favor of cowboy star Roy Rogers by Federal Judge Peirson M. Hall in a similar suit brought against Republic and subsidiary.

Judge Harrison held that Republic's "unrestricted ownership rights" of films include "rights to license their exhibition on home television receivers." He said spot advertising is common practice in most conventional movie theatres and therefore Mr. Autry could not hope to control advertising.

NOW! SARRA'S OWN NEW FILM PROCESSING LABORATORY

BRINGS YOU *Vide-O-ri-ginal* TV COMMERCIALS

We are pleased to announce the completing link in the SARRA chain of quality control . . . our own modern new film laboratory, designed, staffed and equipped to deliver the ultimate in TV selling messages -

the VIDE-O-RIGINAL

VIDE-O-RIGINAL . . . WHAT IT IS

It's Sarra's name for a quality-controlled motion picture print, produced in a laboratory designed especially for the making of TV prints. Each and every print is custom-made and whether it is 1-minute or 8-seconds, it receives individual attention in quantities of one or hundreds.

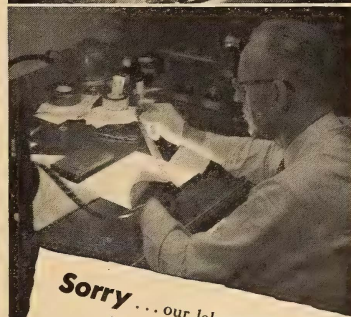
VIDE-O-RIGINAL . . . WHAT IT MEANS

It means that all of Sarra's creative photography, all of Sarra's visual selling ability, reaches the television screen with maximum fidelity. VIDE-O-RIGINAL prints combine Sarra standards with station requirements.

VIDE-O-RIGINAL . . . WHAT IT DOES

It provides complete quality protection from storyboard to home reception . . . it insures your investment of time, talent and money in your TV presentation.

On your next television film commercial get a SARRA VIDE-O-RIGINAL . . . get top quality from start to finish!



Sorry . . . our lab service
is available for
SARRA productions only.

Vide-O-ri-ginal

TV FILM PRODUCTION FOR REPRODUCTION



SARRA

SPECIALISTS IN VISUAL SELLING

NEW YORK:
200 East 56th Street

CHICAGO:
16 East Ontario Street

* Copyright 1952, SARRA, INC.

IDEAS • SCRIPTS • STORYBOARDS • ANIMATION • PHOTOGRAPHY • PROCESSING

BROADCASTING • Telecasting

May 19, 1952 • Page 69

NCAA Backfire?

(Continued from page 60)

comparable television and non-television cities. Half of the sample of a true cross-section of people should be in television cities with comparable television set penetration and with home colleges of comparable standing in the athletic world and unrestricted telecasting going on in this half of the sample. The other half of the sample should be in communities where there is no television available and, of course, of a true cross-section of people there. Such studies should run over a period of at least three years, and then possibly conclusions might be drawn about the effect of television on college football game attendance."

Mr. Allerton observed, "There has been no opportunity given to demonstrate conclusively that television, in the long run, favorably or adversely affects college football game attendance. The Jordan reports would indicate that, in the long run, attendance would be helped."

He added this comment, "The comparisons made in the NCAA report are between non-television areas and television areas where an attempted blackout of local games was in existence." This, he said, supports the charge that nothing in the report definitely shows that TV has hurt attendance at college football games.

Novelty of TV Theory

Lt. Jordan said NCAA figures actually support "the novelty theory of TV's effect. As length of ownership increases, attendance recovers from the initial TV hurt, and television begins to help build new fans. That may be why college football attendance has not dropped more as a result of a 15% decline in male students."

In citing data showing that 45% of men and 66% of women have never attended a college football game, Lt. Jordan said, "College football, as well as other sports, have a great opportunity for increased attendance if they can arouse interest in that vast segment of the population. Any curtailment of the publicity afforded by newspapers, radio or television will tend to prevent that group from becoming interested."

"The city of Pittsburgh should prove an object lesson to sports promoters. There is less televising of athletic events in Pittsburgh than in any other city with big league sports. The NCAA report shows the result. Attendance among the younger age group of TV owners (under 40) is significantly lower than among non-owners. This condition is not true in Boston where sports events have been more frequently televised. Also, there is an indication that attendance is increasing with the length of TV ownership in Boston, while it is decreasing in Pittsburgh. These figures suggest that

the continuation of a TV ban may backfire."

Colleges should study that section of the report dealing with the public's attitude toward the NCAA plan, Lt. Jordan said, referring to the admission that "the majority of those who held opinions about it were unfavorable."

He added that the NCAA report shows "by far the largest attendance decline last year occurred in the Mountain District, one of the two districts with practically no TV. In six of the seven NCAA districts where comparisons are possible, the colleges with no TV competition fared worse than those with TV competition, in 1951 attendance compared with 1950."

Panitt Opinion

Critical comment on the NCAA report was given by Merrill Panitt, *Philadelphia Inquirer* sports commentator, who caught the revelation that attendance "dropped less in areas where football games were televised than it did where there was no televised football."

Mr. Panitt referred to NCAA in these terms, "You remember the NCAA, don't you? That's the group of sweethearts who decided they were bigger than both of us—the television industry and the viewers—and then proceeded to dictate exactly what college football games could be televised, where they should be televised and when the nation's largest cities should suffer Saturday afternoon football blackouts." He observed that the survey was conducted by "the National Opinion Research Center of the U. of Chicago, an institution that luckily gave up football before NCAA got its claws into the game."

TV Applications

(Continued from page 61)

San Francisco. Applicant is licensee of KXA Seattle. Principals include President Wesley L. Dumm (20%), president of KSFO San Francisco and majority stockholder of KPIX (TV) San Francisco, and owner of investment business in Pasadena, Calif. First Vice President Robert B. Gaylord (45%), officer and director for KSFO and KPIX (TV), director for KXA and partner in San Francisco law firm of Gaylord & Gaylord; Vice President Philip G. Lasky (5%), vice president and general manager of KSFO and KPIX (TV); Vice President Lincoln Miller (12%), general manager and director for KXA; Treasurer F. M. Dumm (9%), officer and director for KSFO and KPIX (TV), minority stockholder in KPIX (TV), and treasurer and minority stockholder of KXA; Secretary Robert B. Gaylord Jr., assistant secretary of KPIX (TV), stockholder in KXA, secretary and director for KXOA Sacramento, and partner in San Francisco law firm of Gaylord & Gaylord, and Ray W. Hamilton (7%), Blackburn-Hamilton Co., radio station and newspaper brokers.



ELECTRONICALLY operated model of the 15-acre CBS Television City under construction in Hollywood is being exhibited by CBS in New York. Miniature TV city above measures 15 x 14 feet and weighs approximately two tons.

Now It Winks

CBS-TV network added another improvement last week—this time on its own trademark. The network's signature—a dial eye—had been shown on a Telop slide since it was first introduced nine months ago, but as of 10:59 a.m. EDT Friday, the eye began to move. Set-owners will notice, as the first of three variations to be produced on film, the eye now opens and closes. Revamping the trademark, like its original design, was supervised by William Golden, creative director of CBS-TV advertising and sales.

GREAT BRITAIN TV No Commercials Now

GREAT BRITAIN White Paper last Thursday announced commercials will not be carried on the country's TV for at least another three or four years. The Conservative government was said to favor sponsorship of TV programs when the country passes over the rough spots of its arms and export drives.

The forecast for this road to recovery period was given as "at least three or four years" from now. The nation's only TV channel and the three radio networks in Great Britain are operated by the British Broadcasting Corp., which is government owned and operated. No advertising is carried on broadcast media there.

HOLCOMB NAMED

To New KNXT (TV) Post

GRANT HOLCOMB, newscaster and commentator with KNXT (TV), CBS-TV O&O station in Hollywood, has been appointed to newly-created post of director of news and special events for KNXT and CBS Television Network in Hollywood, Wilbur S. Edwards, KNXT general manager, and Sig Mickelson, CBS-TV director of news and public affairs, announced last week.

In his new post, he will supervise local and network news and special events originating in Hollywood.

CBS-TV CITY

Two-Ton Replica on Display

TWO-TON replica of the CBS-TV Television City, flown from the West Coast to demonstrate how the \$7-million studio building now under construction in Hollywood will operate, was shown in New York last week.

The 14 by 15 foot model, said to be one of the largest scale and precision-built architectural miniatures constructed, will be exhibited publicly in a national tour beginning this month, J. L. Van Volkenburg, CBS-TV president, said.

Equipped with electric controls which will raise and lower roof sections, provide both day and night lighting conditions, demonstrate rotary stage equipment, and, detailed, spin a miniature recording on a miniature turntable, the model was constructed by Dale Clark & Assoc., Los Angeles.

Special features of the scaled construction are a two-way mirrored floor to show space arrangement under a main studio and a sliding drawer panel which, pulled out, indicates workshop areas as they will be built in the building's lower level.

The actual building is being erected on a 15-acre site at Beverly Blvd. and Fairfax Ave., Hollywood.

Scheduled to be completed about Oct. 1, the structure was designed exclusively for TV production needs and contains four studios with 12-100 square feet of space each, arranged with their subsidiary units to allow for completely separate flows of three main program elements: performers, production equipment and audiences.

The building is organized so that additional and similar units can be added. Final plans call for 20 studios plus a 13-story administration unit.

Three Join WPIX (TV)

MALCOLM O'MARA, TV station consultant; William H. Rich, Muzak Corp., and Philip Cohen, WJZ New York, have been added to sales unit of WPIX (TV) New York's merchandising staff "in preparation for a concerted drive for fall business," station spokesmen have announced.

the CABLE'S a-comin'

...Set sales
are a-hummin'!



WOAI-TV will join the live network on July 1st! Local TV dealers and distributors are giving enthusiastic reports about the tremendous surge in set sales in the San Antonio market.

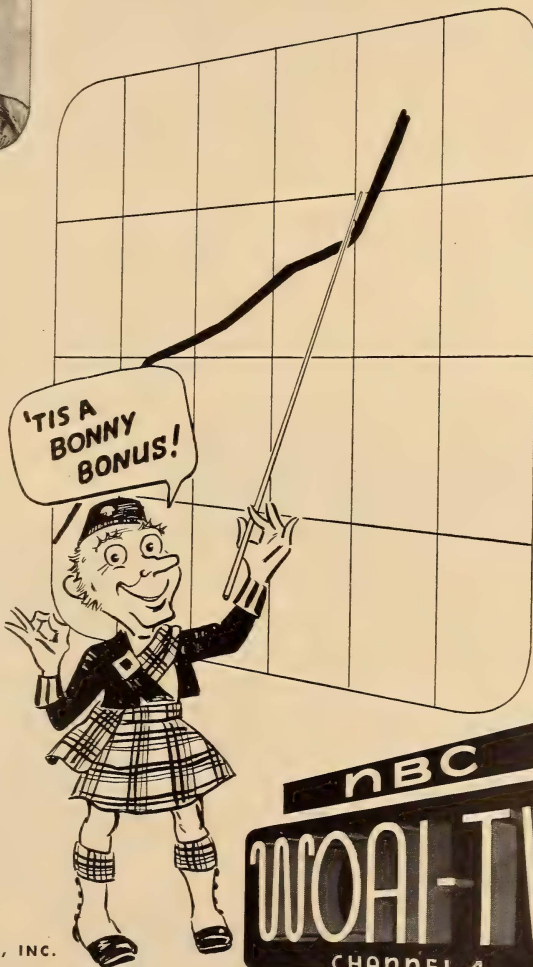
YOU SPOT ADVERTISERS CAN STILL BUY WOAI-TV AT RATES BASED ON SETS IN THIS MARKET ON JULY 1, 1951 — OVER 11 MONTHS AGO. TV SETS HAVE INCREASED **MORE THAN 57%** SINCE THAT TIME.

Get Petry to give you availabilities on announcements and program time on WOAI-TV. IT'S A BONUS BUY on San Antonio's First TV station. **First** on the air — **First** in audience!

Represented Nationally by

EDWARD PETRY & COMPANY, INC.

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



nbc
WOAI-TV
CHANNEL 4
SAN ANTONIO

DuMONT WAGES Are Hiked; Strike Off

STRIKE threatened against the DuMont Television Network's home station, WABD (TV) New York, and expected to have involved the DuMont-owned outlets WTTG (TV) Washington and WDTV (TV) Pittsburgh, was avoided last week when the network agreed to a cost-of-living increase and an adjustment in rates to those current in New York.

Technical employees who had voted to strike a week earlier were members of Local 794, Television Broadcasting Studio Employees Union, a unit of the International Alliance of Theatrical and Stage Employees (AFL). Their strike was to have been paralleled in Washington and Pittsburgh by fellow unions there, where the disrupted negotiations have been resumed by the network.

GATHINGS QUIZ Coverage Right Asked

WMAL-AM-TV Washington last week requested permission to air the "morals" investigation by the House if the probe does materialize.

Kenneth H. Berkeley, vice president-general manager of the Washington Evening Star stations, pointed out that the hurdle of House Speaker Sam Rayburn's (D-Tex.) ban on broadcast media would have to be cleared.

'Morals' Probe Course Unset

(Continued from page 27)

with similar resolutions in the House, noted that the pictures on television are made by the adults and "are not made by the children or the young folks themselves . . . then [the adults] expect the young folks to have a high respect for the morals of our country . . ." He added:

We do not want to be in a position of seeming to censor everything that comes along. On the other hand, I think it is a pretty good idea that the Congress . . . sort of keep a hand in on this thing and give it a little policing once in a while . . .

In addition to this frank admission of "policing," his colleague, Rep. Gathings, declared that one of the objectives of the investigation would be to determine whether increases in crime are incited by radio-TV programs.

Rep. William M. Colmar (D-Miss.), warned that those who put programs on the air should be diligent that the "impressible youth of the country" do not "get the wrong concept or philosophy of life."

Veteran debater Clare Hoffman, Michigan Republican, asked about the meaning of the resolution's language referring to "or otherwise offensive matter."

"Just how far are we to usurp the province, the duties of fathers and mothers?" he asked the House. Noting a letter from a constituent

protesting against a beer ad, the congressman said:

He wants the Congress to act as censor . . . Why does not Dad just turn off the objectionable program . . . Congress should not be required to enter the home and assuming the duties of parents, tell the children what they can and cannot see or hear. Should we attempt to censor all of these things, we could get into a terrible fix. . . .

Rep. A. L. Miller (R-Neb.) asserted:

The industry, movie and television ought to set up and enforce a high standard. Congress ought not to have that task.

It is impossible to legislate morals, and it is difficult to say what we should or should not teach. The committee can render a service to the public by a wise and cautious approach. I am sure the industry will assist in every way. . . . I hope no censorship or iron hand of authority will be forced on the growing industry of television. Cooperation is the need.

The responsibility of entertaining the public through television belongs to the industry. They should police the shows and assure the public that lewd, obscene, indecent, and vulgar shows or words will not be used on the programs. A penalty should be established for violation.

Mr. Fellows in his statement also warned that the Gathings move "could establish a dangerous precedent in this nation. . . . For there could emerge from the 'investigation' proposed in the . . . resolution 'legislative action to eliminate offensive and undesirable radio and television programs.'"

But, he asserted, "the proposal does not indicate the criteria for

determining what might be considered 'undesirable' or 'offensive.'" Calling the House action a "fundamental disregard of our traditional American freedom of speech concept," Mr. Fellows said that when Congress enacted communications law it "specifically withheld from the governmental regulatory body the power of censorship over the programs broadcast by the licensees."

"The best thing I can see coming out of this so-called investigation is the opportunity it will give broadcasters to discuss with Congress some of the things that industry itself is doing."

Industry Doing Something

He said the industry already has been receiving comments from public and private groups about TV programming and "the industry is doing something about the situation."

An amendment to the resolution on comic books and pocket-sized books offered by Rep. Rees would have included "other publications." However, this amendment was beaten down in the House as it was feared it would include investigations of newspapers.

Rep. Joseph P. O'Hara (R-Minn.), a member of the commerce committee, said later, "I have some doubt as to just what the committee will do. The resolution is as wide open as the poles."

Take a good look at this area

This is the coverage area of WSAZ-TV

It is in an area of

2,000,000 Persons

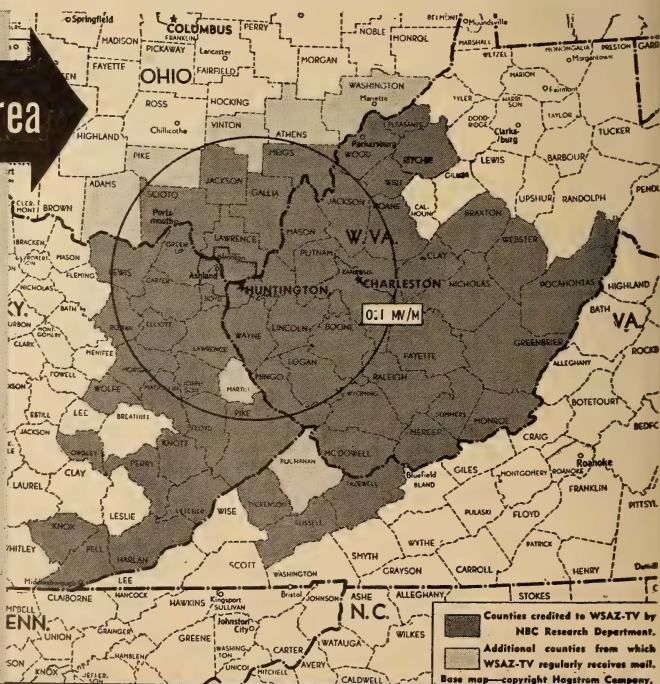
Here is a market larger than

HOUSTON

WSAZ-TV

HUNTINGTON, WEST VIRGINIA

CHANNEL 5



For more information call . . . **THE KATZ AGENCY, INC.**

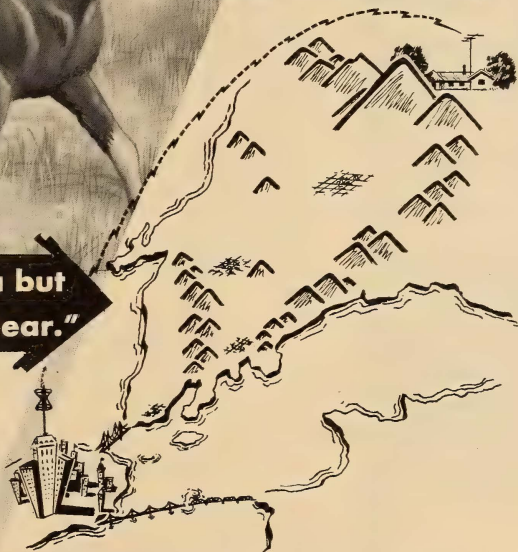


from the **VIEWER'S VIEWPOINT**

**"We live in a fringe area but
Channel Five comes in clear."**

... Says Mrs. Joe Merchant
of Middletown, California

Some 70 air line miles from San Francisco, Middletown, California, with 4,500 feet of Mt. St. Helena and other coastal mountains shadowing reception, is scarcely a place to look for an enthusiastic TV audience . . .



But Mrs. Joe Merchant and her family are none the less ardent KPIX viewers. Channel Five, she writes, offers "all the programs a family could wish to see . . . drama, comedy, musicals, wrestling, boxing, children's shows we parents approve of."

Greatest shows . . . brightest stars . . . to delight the "fringe" audiences as well as the great San Francisco-Oakland Bay Area make KPIX, the "sell" station of Northern California, your first choice in television. Ask the Katz man!



KPIX

CHANNEL

5

SAN FRANCISCO
CBS and DUMONT Networks

Represented by the Katz Agency

Station KRLD Dallas

Texas' Most Powerful
Television Station



SERVES THE LARGEST

TELEVISION
MARKET...

Southwest
DALLAS and
FORT WORTH

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

More than TWO MILLION
in the 100-mile area

NOW

166,000

TELEVISION HOMES
IN KRLD-TV'S
EFFECTIVE COVERAGE
AREA

EXCLUSIVE CBS
TELEVISION OUTLET FOR
DALLAS-FORT WORTH
AREAS

This is why
KRLD-TV
is your best buy

Channel 4... Represented by
The BRANHAM Company

telestatus



'I Love Lucy' Still Tops Ratings

(Report 216)

American Research Bureau national rating for April show *I Love Lucy*, starring Lucille Ball and Desi Arnaz, in first place both in number of homes reached and rating-wise.

The program had a rating of 63.2 and tests show that it was viewed in 10,600,000 homes, reportedly the greatest number of homes for any regularly scheduled program in television history. Figures for the week April 1-7:

Rank	Program	Homes %
1	I Love Lucy (CBS)	63.2
2	Talent Scouts (CBS)	57.4
3	You Bet Your Life (NBC)	50.6
4	Red Skelton (NBC)	50.0
5	Show of Shows (NBC)	46.4
6	Godfrey & Friends (CBS)	45.1
7	My Friend Irma (CBS)	43.2
8	Comedy Hour	42.3
9	(Abbott & Costello) (NBC)	39.9
10	Firehouse Theatre (NBC)	39.5
Rank	Program	Homes (000's)
1	I Love Lucy (CBS)	10,600
2	You Bet Your Life (NBC)	8,260
3	Red Skelton (NBC)	8,040
4	Show of Shows (NBC)	7,910
5	Godfrey & Friends (CBS)	7,230
6	Comedy Hour	6,960
7	(Abbott & Costello) (NBC)	6,710
8	Star Theatre (NBC)	6,470
9	Firehouse Theatre (NBC)	6,410
10	Television Playhouse (NBC)	6,130

Camera Improvements Announced by Telenews

IMPROVEMENTS in the Wall camera system, to minimize the time consumed by the synchroniza-

tion process, were announced last week by Telenews Productions, New York, whose cameramen redesigned their equipment in conjunction with Douglas Electronic Labs.

The redesigned cameras provide perfect synchronization of sound and picture, it was said, so that the negative can be put directly on the air—and reversed electronically—to save the laboratory time usually spent to coordinate the sound track and the picture frames. Other improvements include testing equipment that is built into the amplifier, optional use of the sound with or without noise reduction, and cutting the weight of the combined equipment from 40 to 18 pounds.

Set Owners Approve Servicing Work

MOST TV set owners approve the quality of work performed by their TV service technician, according to a nationwide survey of 5,000 families by Elmo Roper for RCA Victor and RCA Service Co.

E. C. Cahill, president of RCA Service Co., said results showed 86% of all television owners who had experience with TV service termed the work as "really good" (68%) or "fairly good" (18%), while only 7% expressed dissatisfaction and 7% did not reply.

Mr. Cahill said he believes the

Roper survey is the first poll made on a nationwide basis. He said results also showed two out of three owners considered servicemen's charges as "entirely reasonable," while only one out of ten felt charges were "too high."

Fully 88% of owners reported their serviceman as "pleasant and courteous" and another 6% considered his manner "satisfactory" while 6% did not reply, he said.

Three out of four persons thought service work on their TV sets had been done in a reasonable time. Only one out of five felt he had to wait too long, he said.

An investment of more than \$200 million is represented in the television service industry, Mr. Cahill reported, including elaborate testing equipment and trucks and tools.

Set Sales in Canada Lower Than in '51

SALES of TV receivers in the first three months of 1952 totaled 13,851 units valued at \$6,925,240, as compared to 14,052 units valued at \$7,696,855 in the first three months of last year, according to the Radio-Television Mfrs. Assn. of Canada. Total of Canadian TV set sales to end of March 1952 was 92,289 sets valued at \$44,439,265. Inventories at March 31 were 14,284 sets.

Weekly Television Summary—MAY 19, 1952—TELECASTING SURVEY

City	Outlets On Air	Sets in Area	City	Outlets On Air	Sets in Area
Albuquerque	KOB-TV	14,400	Louisville	WAVE-TV, WHAS-TV	150,148
Ames	WOI-TV	90,456	Matamoros (Mexico)		
Atlanta	WAGA-TV, WSB-TV, WLTV	185,000	Brownsville, Tex.	XELD-TV	20,300
Baltimore	WAAM, WBAL-TV, WMAR-TV	385,876	Memphis	WMCT	130,255
Birmingham	WBFB-TV	62,400	Miami	WTWJ	116,000
Bloomington	WAFM-TV, WBRC-TV	90,000	Milwaukee	WTMJ-TV	328,084
Boston	WBTV	144,000	Minneapolis	KSTP-TV, WTCN-TV	322,900
Buffalo	WBZ-TV, WNAC-TV	886,349	Nashville	WSM-TV	68,418
Charlotte	WBTV	264,618	New Haven	WNHC-TV	262,000
Chicago	WBTV	152,096	New Orleans	WDSU-TV	92,977
Cincinnati	WBK, WENR-TV, WGN-TV, WNBO	1,133,992	New York	WABD, WBSN-TV, WJZ-TV, WNBC	
Cleveland	WCPO-TV, WKRC-TV, WLWT	348,000	Newark	WOR-TV, WPXI, WATV	3,059,400
Columbus	WEWS, WNBK, WXEL	613,548	Norfolk	WTAR-TV	115,100
Dallas	WBNS-TV, WLWC, WTVN	227,000	Oklahoma City	WKY-TV	129,437
Fl. Worth	KRLD-TV, WFAA-TV, WBAP-TV	166,000	Omaha	KMTV, WQOW-TV	127,913
Davenport	WOC-TV	98,445	Philadelphia	WCAU-TV, WFIL-TV, WPTZ	1,042,000
Dayton	QuadCities Include Davenport, Moline, Rock Is., E. Moline	235,000	Phoenix	KPHO-TV	55,100
Detroit	WHIO-TV, WLWD	750,000	Pittsburgh	WTIV	393,000
Elie	WJBK-TV, WJL-TV, WXYZ-TV	162,384	Providence	WJAR-TV	212,000
Fl. Worth	WICU	166,000	Richmond	WTBR	124,342
Dallas	WBAP-TV, KRLD-TV, WFAA-TV	166,000	Rockford	WHAM-TV	144,000
Grand Rapids	WOOD-TV	217,081	Rock Island	WHFB-TV	98,445
Greensboro	WFMY-TV	113,034	QuadCities	Include Davenport, Moline, Rock Is., E. Moline	76,652
Houston	KPRC-TV	141,000	Salt Lake City	KDYL-TV, KSL-TV	77,193
Huntington	WSAZ-TV	84,750	San Antonio	KEYL-TV, WOAI-TV	133,250
Indianapolis	WBFB-TV	232,000	San Diego	KFMB-TV	361,000
Jacksonville	WBFB-TV	56,000	San Francisco	KGO-TV, KPXI, KRON-TV	209,800
Johnstown	WJAC-TV	151,775	Schenectady	WRBG	139,800
Kalamazoo	WKZO-TV	200,040	Seattle	KING-TV	398,000
Kansas City	WDAF-TV	206,598	St. Louis	KSD-TV	177,581
Lancaster	WGAL-TV	146,631	Syracuse	WWSR-TV	198,000
Lansing	WJIM-TV	90,000	Tulsa	WSPD-TV	114,870
Los Angeles	KECA-TV, KFI-TV, KLCAT-TV, KNBH	1,232,000	Utica-Rome	KOTV	78,000
	KNXT, KTLA, KTTV		Washington	WMAL-TV, WNBW, WTOP-TV, WTTG	365,543
			Wilmington	WDEL-TV	101,754

Total Markets on Air 64*

Stations on Air 109*

Estimated Sets in use 17,051,269

* 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.



THE FIRST JOINT AWARD *to be made by the*

George Foster Peabody Board went to Atlanta's WSB and WSB-TV.

The citation was for "meritorious regional public service".

And advertisers are given another insight on why,

in every audience survey ever made in Atlanta by a recognized

authority, these stations have been dominant firsts.

wsb

The Voice of the South

wsb-tv

World's tallest TV tower

Affiliated with the Atlanta Journal and Constitution. Represented by Edward Petry & Co., Inc.

KFMB TV Channel-8

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

No City In The
U. S. That Was
Smaller Than
San Diego In
1900 Is Larger
Today . . . **BUT**
Some 206 Cities
That Were Larger
In 1900, Have
Been PASSED
IN GROWTH
by San Diego!

**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.

RECRUITING

FILMED spots to encourage Air Force cadet enlistment look important in the extended media allocations plan being molded for military recruiting, it was revealed last week.

A series of one-minute and 20-second announcements will be distributed to the nation's 108 TV stations by June 1 with the request that they incorporate them in their programming as a public service.

This was the latest development in the new advertising program being planned by Grant Adv. for the Defense Dept.'s Military Personnel Procurement Service, handling Air Force and Army recruitment. An estimated \$200,000 is to extend the recent interim campaign, with a portion earmarked again for radio spots and other select media [B•T, May 5].

The film spots will promote Air Cadet enlistments primarily, it was understood. Similar films during the recently-concluded interim drive stressed pilot training and aircraft observation. A series of three prints was prepared at an estimated \$7,000, with virtually all for TV production. There was no immediate indication of cost for the new series.

It was revealed that the Air Force will spend \$20,125 out of an \$80,000 ad budget for radio spots. The supplemental campaign got underway May 11 and will run through June 29. Hope was expressed that more funds will be made available.

The new media program just launched is smaller than the original campaign because of the less substantial fund allocation. Of the \$200,000 now available—compared to \$550,000 spent in the first drive—it was estimated authoritatively that radio will derive perhaps \$25,000-\$35,000 at the outset for both Air Force and Army recruiting. Radio's share in the last campaign was approximately \$95,000.

Spot Schedule

The radio spot schedule calls for spots over independent outlets of the Keystone Broadcasting System and 13 50-kw area stations. In each case, the announcements will support printed advertisements in Sunday supplements.

A Grant executive told BROADCASTING • TELECASTING that without radio's support with spots, the campaign could not be successful. "We need radio's impact to provide the clincher in these areas—to get our target audience to respond to what it has read," he explained, referring particularly to college students as prospective aviation cadets. Field recruiting officials attest to radio's effectiveness here, he added.

The Army made recruiting of women one of its most ambitious activities during the last interim campaign, allotting \$65,000 for a series of 36 pin-pointed spots—25 for WACS and 11 for nurses. Neither Pentagon personnel authorities nor Grant Adv. could report actual results on any specific enlistment drive.

Meanwhile, a Senate Appropriations

Film Spots Planned In Air Cadet Drive

★ tions subcommittee under Joseph O'Mahoney (D-Wyo.) has begun hearings on the Defense Dept.'s overall 1953 budget. It was believed recruiting authorities would be called to testify later this month.

Of prime importance is the \$1,050,000 requested for radio, TV and other media, which the House indirectly slashed in yielding the axe on maintenance-operation funds containing \$12.5 million for overall recruitment [B•T, April 14].

While hearings will center on the '53 budget, discussion almost certainly will arise on the \$2.1 million still attached in the 1952 Military Appropriations Act. Basis for this belief is the report that some Appropriation Committee members of Congress would be willing to thaw the freeze if part of the monies are deducted from the '53 budget [CLOSED CIRCUIT, May 5]. This possibility, it was understood, originally was posed by House members earlier this year.

STANDARD OIL

Switches to Local TV

STANDARD OIL Co. of Indiana will drop *The Wayne King Show*, which it has sponsored on a 10-station NBC-TV hookup for three years, because of costs, and will substitute its schedule with a series of local telecasts in its distribution area.

Wesley I. Nunn, advertising manager of the midwest company, said the firm has been "handicapped" in getting maximum benefit from the weekly show because costs for 10 stations in eight states "are nearly as great as they would be if a nationwide network were used."

Standard uses local radio heavily in its 18-state distribution area, and plans to follow a similar buying format in the use of TV, Mr. Nunn said. The company will first experiment in major networks, such as Chicago, Milwaukee and St. Paul, and then broaden coverage.

Contract cancellation with NBC is effective June 26. Agency is McCann-Erickson, Chicago.

ABC TV Center

ADDITIONAL 13,000 square feet of building is now under construction at ABC Television Center in Hollywood with completion scheduled for September. Executive bungalow, housing TV sales, program and production staffs, acquires added wing. Master control building will be extended to accommodate engineering and film department, and other plans call for scene storage dock plus shop for remote truck and other vehicles.

'WASP' SCOOP

Claimed by WPIX (TV)

ESSO Standard Oil Co. and WPIX (TV) New York have claimed a newsbeat in the telecasting of pictures of the crippled carrier *Wasp* after its high-seas collision with the destroyer *Hobson*.

The pictures were made 850 miles at sea from a plane carrying WPIX's newsreel cameraman Frank Hurley and Esso reporter Kevin Kennedy, and were shown the same day (May 2) in a six-minute 8:30 p.m. showing via WPIX. Esso, whose affiliate, Atlas Supply Co., provided the plane, later made the film segment available to other stations carrying the *Esso Reporter* TV show: WBAL-TV Baltimore, WBZ-TV Boston, WTOP-TV Washington, WTVR (TV) Richmond and WDSU-TV New Orleans.

Meanwhile, NBC-TV's early morning *Today* program showed the *Wasp*'s arrival in New York harbor last Tuesday morning. NBC newsmen Merrill Mueller described the scene and also interviewed several of the survivors of the *Hobson* when they were taken ashore.

PHILCO SALES

Over \$84 Million Reported

PHILCO Corp. sales for the first quarter of 1952 totaled \$84,239,000, William Balderston, president, announced last week.

This figure was larger than for any similar period in the corporation's history except that of a year ago, when customers were anticipating serious shortages of appliances and TV receivers, Mr. Balderston explained.

Earnings after taxes for the first three months of 1952 were \$2,341,000 or 64 cents per common share after preferred dividends, he revealed.

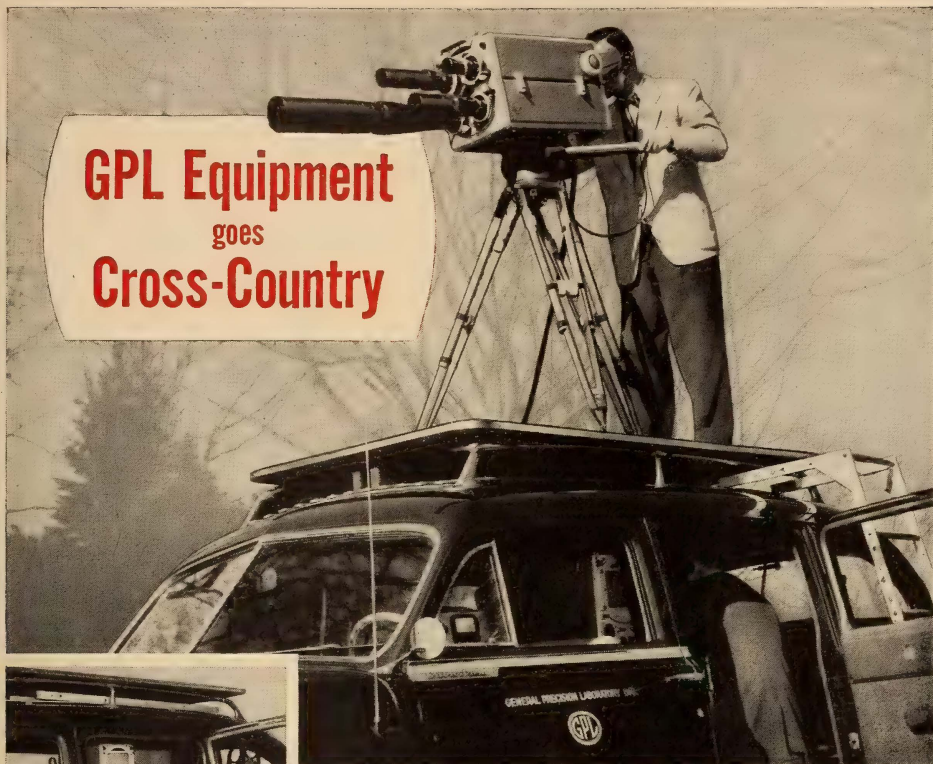
In the same period last year, Mr. Balderston continued, sales were \$113,524,000 and net income, which has been restated to give effect to the retroactive increase in federal income taxes, was \$3,521,000 or 97 cents per share of common stock.

Mr. Balderston reported on the work that Philco has been doing in transistors. In outlining transistor advantages, he said that transistors' major contribution "will be to extend the applications of electronic equipment to new fields and to greatly extend the present frontiers of communication."

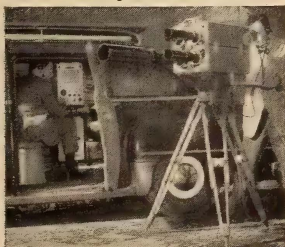
DuMont Sales Spurt

HERBERT E. TAYLOR, manager of Allen B. DuMont Labs. Television Transmitter Div., last week reported a "sharp upswing" in manufacturing and sales. He said deliveries for the first four months of 1952 averaged over 300% more than for the same period in 1951. Transmitter sales were 180% greater.

GPL Equipment goes Cross-Country



Included in cross-country demonstration unit is the GPL Utility Projector, with "3-2" intermittent which permits use with I.O. camera for film telecasting from remotes.



Compact GPL studio camera chain fits easily in station wagon, and may be operated from there, drawing power by cable from studio and returning signal to transmitter.



...to Drive its Story Home!

Stations all over the country will soon be able to see GPL TV equipment in operation right in their own studios. They can compare it with their present equipment, try it for compactness, smooth efficiency, flexibility, operational simplicity, and overall performance quality. Maintenance-minded engineers will examine its swing-up, swing-out panels. Camera and camera control men will note its many new operating features—pushbutton turret

control, remoting of focus, turret and iris—all engineered for faster, smoother control.

Be sure *your* station is on the schedule of the GPL Mobile Unit Tour. See why network users have said: "Best picture on the air today!" Compare "the industry's leading line—in quality, in design."

Write, wire or phone today, and we'll work your station into our itinerary for earliest possible dates.

General Precision Laboratory
INCORPORATED
PLEASANTVILLE NEW YORK



GPL

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

DENVER HOME SHOW

On KFEL Closed Circuit

ENTERTAINMENT aspects of the sixth annual Metropolitan Denver Home Show, May 11-18 at the U. of Denver, were telecast via KFEL Denver closed circuit on 28 exhibitors' TV receivers.

KFEL reports it the most ambitious closed circuit video production in Denver to date. The telecasts enabled thousands of home show visitors to view the entire stage performance on the exhibitors' receivers.

WORLD VIDEO ENDS

CBS-TV Gets Last Show

A STOCKHOLDERS vote April 25 brought about discontinuation May 2 of operations by World Video Inc., pioneer television package firm organized in December 1947 and which had been a "school" for such executives and talent as Henry White, Dick Gordon, Wendy Barrie and Faye Emerson.

Independent's demise, although it had been operating in the black, was brought about when its last show on the air, *Celebrity Time*, was taken over for the sponsor, B. F. Goodrich Co., and its agency, BBDO, by CBS Television. Network was understood to have made "certain concessions" in taking over production and to have offered plans for lifting the program's rating to meet the competition of Red Skelton, opposing on NBC-TV.

TV COVERAGE

TELEVISION station coverage will be extended this year in 25 TV areas, with stimulation of receiver sales, according to the Sales Managers Committee of Radio-Television Mfrs. Assn. The committee has completed a study of immediate effects of the FCC thawing of TV station construction.

First TV areas to benefit, the committee reports, will be cities in which 30 channel shifts of existing TV stations have been ordered by the FCC. "This will result from expected increases in transmitting power which will be available to these stations at the same time they change channels," according to the committee.

Data on station power increases were received by the committee from W. L. Stickle of Allen B. DuMont Labs. Mr. Stickle told the committee TV markets in the 25 areas may be expected to be extended several miles by reason of power increases that vary according to channels involved.

Cites Priority

Committee chairman is R. J. Sherwood, of Hallicrafters Co. The committee reminded that FCC has stated it will give priority to processing of applications for channel shifts ordered in its recent allocations report and to requested power increases, beginning July 1. It added that hearings are not likely to be necessary in most instances.

Cities in which TV channel transfers have been ordered, with sta-

RTMA Predicts Expansion

tions and channels involved, follow:

Areas	Stations	Present Channels	Assignments Proposed
Chicago	WBKB (TV)	4	2
Pittsburgh	WDTV (TV)	3	2
Cleveland	WXEL (TV)	9	8
	WBNK (TV)	4	1
Milwaukee	WTM-TV	3	4
Cincinnati	WLWT (TV)	4	5
	WKRC-TV	11	12
	WCPO-TV	7	9
Providence, R. I.	WJAR-TV	11	10
Atlanta	WLTV (TV)	8	11
Newark-Portsmouth	WTAR-TV	4	3
Newport News, Va.			
Louisville	WAVE-TV	5	3
	WHAS-TV	9	11
Birmingham	WBRC-TV	4	6
Albany-Troy	WRGB (TV)	4	6
Schenectady, N.Y.			
Columbus, Ohio	WLWC (TV)	3	4
Rochester	WHAM-TV	6	5
Memphis	WMCT (TV)	4	5
Dayton, Ohio	WLWD (TV)	5	2
	WHIO-TV	13	7
Syracuse	WSYR-TV	5	3
Grand Rapids, Mich.	WOOD-TV	7	8
Wilmington, Del.	WDEL-TV	7	12
New Haven, Conn.	WNHC-TV	6	8
Johnstown, Pa.	WJAC-TV	13	6
Dayton, Pa.	WOC-TV	5	6
Maline-Rock Island, Ill.			
Lancaster, Pa.	WGAL-TV	4	8
Huntington, W. Va.	WSAZ-TV	5	3
Ashtand, Ky.			
Bloomington, Ind.	WTVV (TV)	10	4
Ames, Ia.	WOI-TV	4	5

RTMA announced last week that 1,277,512 TV receiving sets had been shipped to dealers in the first three months of 1952, compared to 1,814,767 sets in the same period of 1951. March shipments, estimated at 471,015 sets, were over the 434,808 sets shipped in February.

First-quarter set shipments:

State	Total
Alabama	15,518
Arizona	3,180
Arkansas	3,689
California	114,461
Colorado	592
Connecticut	33,369
Delaware	726
District of Columbia	12,080
Florida	15,334
Georgia	26,605
Idaho	18
Illinois	73,418
Indiana	56,132
Iowa	25,579
Kansas	8,251
Kentucky	18,888
Louisiana	9,986
Maine	1,747
Maryland	21,460
Massachusetts	57,506
Michigan	55,500
Minnesota	20,111
Mississippi	2,844
Missouri	35,233
Montana	15
Nebraska	11,659
Nevada	8
New Hampshire	4,957
New Jersey	51,883
New Mexico	1,597
New York	155,236
North Carolina	27,423
North Dakota	12
Ohio	109,377
Oklahoma	15,147
Oregon	26
Pennsylvania	125,589
Rhode Island	9,060
South Carolina	6,559
South Dakota	95
Tennessee	17,411
Texas	39,655
Utah	7,468
Vermont	1,359
Virginia	24,646
Washington	14,987
West Virginia	14,241
Wisconsin	22,373
Wyoming	12
Total:	1,277,512

NEW FTL DEVELOPMENT

Is Antenna-Amplifier Unit

HIGH-GAIN antenna and high-power amplifier unit, designed to meet the new FCC specification of 316 kw maximum effective radiated power for VHF Channels 7-13, was announced last week by Federal Telecommunication Labs., Nutley, N. J., research associate of the International Telephone and Telegraph Corp.

Of light weight and simple base structure, the antenna-amplifier combination can be installed with relative ease on either new or existing towers and requires only one transmission line, company said. The equipment can be driven from any existing 5 kw TV transmitter without modification to the driver, and its input impedance is said to be sufficiently resistive so that physical location is not a critical matter.

TV PROBLEMS

Faught Cites in 'Look'

"THE future of television hangs in the balance," according to Dr. Millard C. Faught, New York public policy adviser identified as a television economic consultant, in the May 6 issue of *Look* magazine.

Lifting of the TV station freeze, Dr. Faught wrote, will be "just a headline of hope until a long list of TV problems are solved." What it boils down to, he observed, is that "we are trying to build television's future on a single source of revenue—the advertiser's dollar."

Dr. Faught said he was "immediately assailed or ignored" by the broadcasting industry in 1949 when he predicted that a network of 1,000 TV outlets, programming only 70 hours a week, would require the "appalling" sum of \$1,740,352,500 in advertising. Advertisers would have to sell more than \$80 billion in goods via TV to justify such a TV outlet. "Now we are talking about building twice as many stations as my 1,000 and programming them twice as many hours a week."

Look magazine itself guesses that 1,000 stations programming 70 hours weekly now require an annual budget of \$3,500 million.

Predicting that many areas will continue without TV stations—even though the freeze has ended—because they will not be able to support local service on advertising alone, Dr. Faught, a consultant to Zenith, developer of Phonevision, suggested that a pay-as-you-see plan is the solution.

Truman Gets Tour Film

BARNEY BALABAN, president, Paramount Pictures Corp., last week presented President Truman with a 50-minute, 35mm film recording of the President's personally conducted tour of the White House May 3. The film will become a part of Mr. Truman's personal film library.

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.

**"10,000 FEET AND
EVERY FOOT IS GOOD"**



Reiss Public Address Systems

AMPLIFICATION AND PROJECTION SERVICE

Western Electric System
1030 EAST JEFFERSON AVE.



DETROIT 14, MICHIGAN

Quarter Century
Of
Service
January 3, 1952

Mr. J. A. Maurer
J. A. Maurer, Inc.
37-01 31st Street
Long Island City 1, New York

Dear Mr. Maurer:

I am enclosing with this letter a picture taken in Oak Creek Canyon in Arizona during the filming of my new picture, "Vindicating, U.S.A.", thinking you might like to use it.

You might be interested to know that until my purchase of a Maurer Camera I never had the beautiful results I am now obtaining through the use of this fine camera. I have shot some ten thousand feet of Kodachrome film and every foot is good. It has operated under extreme conditions in sand storms, extreme heat and some cold weather and has functioned perfectly on every set up.

This certainly speaks well for the Maurer Camera and I for one would never be without it.

Kindest personal regards,

N. D. Reiss

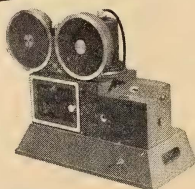
N. D. Reiss

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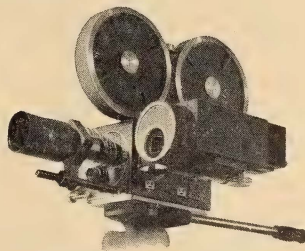
**N. D. REISS, (author of the letter at left) of
Reiss Public Address Systems, Detroit, shown
in action with his Maurer 16mm.**



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



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



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

maurer

means finer motion pictures!

J. A. MAURER, INC.

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

**16mm
maurer**

CABLE ADDRESS:
JAMAURER

CITRUS BUDGET

TV To Get Large Share

ADVERTISING budget assigning \$514,928 to radio and television has been approved by the Florida Citrus Commission of Lakeland. The figures were unchanged from the tentative budget proposed in early March by J. Walter Thompson Co., New York [B•T, March 17]. Of the total, \$125,000 is earmarked for radio; \$389,928 for TV.

The lion's share of the overall commission's advertising budget, \$2,300,000, for the year beginning July 1, goes to the J. Walter Thompson Co. The agency holds a reserve fund for citrus advertising which is allocated as special needs arise. The agency's most recent expenditure, in addition to the regular radio-TV budget, was \$14,200 spent on the NBC-TV show *Today*.

Present from the New York office of the J. Walter Thompson Co. at the advertising committee and full commission meetings were Don Francisco, vice president, and

David O. Corey, Manager of the Lakeland office is J. H. Forshew. Ralph Henry is advertising manager of the Florida Citrus Commission.

Cuts of \$15,000 and \$28,000 were made in advertising budgets for consumer publicity advertising and medical advertising, handled by Dudley, Anderson & Yutzy, N. Y., and Noyes & Sproul Agency, N. Y., respectively. Presentations on their work during the past year were made by George Anderson and Kay Titus of Dudley Anderson & Yutzy, and by Dorothy Noyes of Noyes & Sproul Agency.

Under the budget just adopted, Dudley, Anderson & Yutzy will receive \$40,000 and the latter agency, \$75,000. These appropriations may be reconsidered at the June meeting.

NEW hour-long children's Sunday audience-participation show has been introduced on KTTV (TV) Hollywood. Show, *Mr. Whistle*, features Nick Nelson, radio's Uncle Whoo Bill, and is packaged by Television Assoc. Productions, Los Angeles.

PUPILS ON TV

WMAR-TV Undertakes Series

TV VIEWERS in Baltimore are watching their children at school-room activities after the inauguration May 8 of *Your Child in School* on WMAR-TV there.

The Thursday morning half-hour program will continue through June 5, having begun with televising of a group of six-year-olds studying plant life in the first grade at Glendale school, Harundale. Unrehearsed and unstaged, it picks up the classroom techniques used by teachers and the responses of children as they learn.

The TV version was adapted from a feature of the same name which has run in the *Evening Sun*, published by the A. S. Abell Co., licensee of WMAR-TV, since September 1948 and which in 1949 brought the newspaper the annual award of the Education Writers Assn. for the articles by Robert S. Moyer, former *Evening Sun* reporter. The TV program last Thursday featured a mock political convention at Baltimore Polytechnic Institute. Other programs set are a school "beauty unit," home economics and physical education activities.

Aimed at showing the day-to-day learning processes of children from kindergarten through high school, the newspaper feature has reported the names and activities of nearly 7,700 pupils in more than 200 classrooms.

CBC-TV RATES

Set for Toronto, Montreal

RATES have been announced by Canadian Broadcasting Corp. for its first television stations at Toronto and Montreal, effective September 1, 1952. Rates include station time, production staff and technical facilities for rehearsal and production of program, and rehearsal of commercials to a limited time.

Rates start with one hour at \$1,600 at CBC-TV Toronto, and \$500 at CBC-TV Montreal, with 4 hours rehearsal time included.

Until a microwave relay system is in operation between Toronto and Montreal, expected early in 1953, CBC will provide kinescope recordings without charge for sponsors using a live show on both stations originating at either Toronto or Montreal.

For microwave relay of American originating programs from Buffalo to Toronto, which service now is almost ready, CBC charges start at \$150 for one hour, \$100 for 30 minutes and \$75 for 15 minutes.

Rates at Toronto are \$1,280 for 45 minutes, 3 hours rehearsal; \$960 for half-hour, 3 hours rehearsal; \$800 for 20 minutes, 2 hours rehearsal; \$640 for 15 minutes, 2 hours rehearsal; \$560 for 10 minutes and \$400 for 5 minutes, with one hour rehearsal in both cases. Flashes are \$240 for 20 seconds, \$120 for 8 seconds, with no rehearsal time given. Rehearsals for more than time given is at rate of \$50 for each half-hour or fraction thereof.

At Montreal, same rehearsal times apply and rates are \$400 for 45 minutes, \$300 for 30 minutes, \$250 for 20 minutes, \$200 for 15 minutes, \$175 for 10 minutes, \$125 for 5 minutes, \$75 for 20 seconds and \$37.50 for eight-second flashes.

Difference in rates between Toronto and Montreal are due to number of TV receivers. In the Toronto area there are about 50,000 sets now in use, tuning to WBN-TV Buffalo. Montreal has less than 100 sets at present, but expects big sales there this summer and fall.

'Milwaukee Newsreel'

WTMJ-TV Milwaukee's *Milwaukee Newsreel*, sponsored by Milwaukee Gas Light Co., has been declared first award winner among video shows sponsored by a public utility firm throughout the nation. Award to the quarter-hour Wednesday-evening program was made at the annual meeting of the Public Utility Adv. Assn. in Minneapolis. Program content is handled by the WTMJ-TV news staff, headed by Jack Kreuger, news editor. Art Olczyk supervises assignments and editing, and writes the continuity. Filming is by Cliff Sager Productions, Milwaukee. Narrator is Bob Kelly and director is George Marr, both of WTMJ-TV. Ken Hegard, of the Cramer-Krasselt Agency is account executive.

CANADIAN HOCKEY

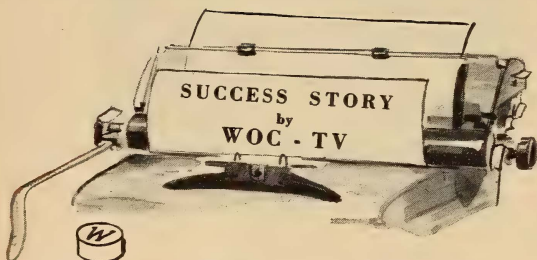
Imperial Oil to Telecast

FIRST commercial television account known to go on Canadian stations at Toronto and Montreal, will be Imperial Oil Ltd., Toronto, with its Saturday evening hockey broadcasts all winter. Imperial Oil uses Trans-Canada network radio for its weekly hockey broadcasts. It will telecast its games at Toronto and Montreal as well for about one hour, from 9:30 to 10:30 p.m., when games usually end. Radio hockey broadcast is from 9 p.m. to end.

While no definite contract has been signed yet, Imperial Oil and its agency, MacLaren Adv., Toronto, are emphatic that hockey will be telecast this coming winter on a commercial basis, if CBC-TV Toronto and CBC-TV Montreal get on the air as planned by early September.

NCAA Meet Postponed

NEWS conference was called for Thursday by the National Collegiate Athletic Assn. early last week, purportedly to explain the television committee's 1952 plan for football telecasts [B•T, May 12]. Conference was later postponed to an undetermined date, however, with director Asa S. Bushnell attributing the move to "technical difficulties."



Feature Film Series SKYROCKETS

LAGGING AUTOMOBILE SALES

Around Jan. 1, auto sales lagged. To whip this lag, Bill Piggett, head of Rock Island Nash agency bearing his name, got Nash dealers in area to sponsor late Saturday night film series on WOC-TV. Program titled "Airflyte Theater" debuted Jan. 19—fifteen dealers participating.

By end of January, Piggett had sold 15 new cars. Appearing on Feb. 16 program, he displayed chart showing only 3 new cars left at his agency. Told viewers to hurry if they wanted one of these. With sale of these 3 cars by 11 o'clock next morning, Piggett had moved 31 new Nashes 3 demonstrators. . . . ALL WITHIN MONTH OF FIRST TELECAST.

"Airflyte Theatre" is now in its second 13-week cycle and other Nash dealers sponsoring series report sales successes similar to Piggett's. Proof that WOC-TV Sells . . . for further proof get facts from your nearest F & P man . . . or us, direct.

FREE & PETERS, INC.

Exclusive National Representatives

The Quint Cities

COL. B. J. PALMER, President

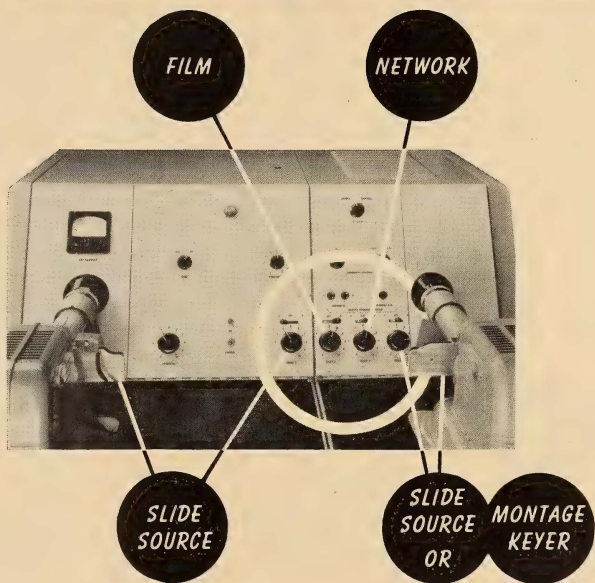
ERNEST C. SANDERS,
Resident Manager

Davenport, Iowa



**TV PROGRAM CONTROL
AT ITS VERY BEST WITH**

FEDERAL'S POLY-EFEX SCANNER FTL-93A



The varied transition techniques and special effects required for up-to-date programming can be accomplished with the utmost operating ease by the FTL-93A. The key to its many applications is its four channel video switcher for the two self-contained slide sources plus any two external signal sources—film, network, studio, or remotes. It permits montages, superimpositions, wipes, lap dissolves, 3 speed automatic or manual fades of all four signals to be done skillfully and effectively at one convenient operating position.

Call your Graybar distributor and have him explain how the Poly-Efex Scanner can serve your programming facilities.



Federal Telecommunication Laboratories, Inc.

An Associate of the International Telephone and Telegraph Corp.
500 Washington Ave., Nutley, N. J.

Canadian Distributor: Federal Electric Manufacturing Co. Ltd., Montreal, P. Q.
Export Distributor: International Standard Electric Corp., 67 Broad St., New York

ATOMIC TELECAST

KTLA Covers Second Blast

ATOMIC test May 1 at Yucca Flat, Nev., was covered exclusively by KTLA (TV) Hollywood, the station has reported. Blast was picked up with a 40-inch lens from atop Mt. Charleston, 9,000-ft. peak 40 miles from the detonation site.

Operation was under supervision of Klaus Landsberg, KTLA vice president-general manager, who employed specially calculated filters to reduce glare. In addition to filters and special lens, KTLA used 40-inch Zoomar and other telescopic lenses, and a special relay system which Mr. Landsberg had set up for the April 22 atomic telecast [B•T, April 28].



◀ Mr. Landsberg (l) and Lt. Thomas Young discuss last minute details of atomic test coverage.

SEG Pact Approved

AFL Screen Extras Guild members have approved a new six-year collective bargaining contract covering TV films as well as movies. Made with the Assn. of Motion Picture Producers, the pact increases general extra rate from \$15.56 to \$18.50 per day and dress extra from \$22.23 to \$25 [B•T, April 14]. Running to Jan. 2, 1958, both SEG and producers have the right to reopen the contract at the beginning of 1954 and 1956 if the cost-of-living index rises 5% or more above Oct. 15, 1951. SEG has the right to reopen the contract for negotiations on wage rates only.

WOW-TV

Served

ONE OF THE

FASTEST GROWING TV MARKETS in the United States

NEBRASKA IOWA

Every day an average of 125 families is added to the WOW-TV AUDIENCE

PRESENT TOTAL OVER 119,000 SETS

LOW-COST HIGH-RATED PARTICIPATIONS NOW AVAILABLE

WOW-TV 6

A MEMBERSHIP STATION
FIVE AVAILABLE CALL ANY MAIN-TV OFFICE OR WEBSITE 3400
OMAHA, NEBRASKA

\$1 MILLION SUIT

Film Companies Cited

SUIT for \$1 million against Pathe Industries, United Artists, Eagle-Lion Studios and others has been filed in Los Angeles Federal Court.

The filing was made by Ellen Levinson, assignee of Vinson Pictures Corp., who charged violation of a distribution agreement.

Involved are two films, "Sharmock Hill" and "An Old Fashioned Girl," produced by Equity Films in which the Vinson firm holds a half-interest. The films were released to television through Motion Pictures for Television Inc., the suit stated.

Simultaneously filed in Superior Court was also a foreclosure suit on Equity Films' interest in those films based on two chattel mortgages held by Vinson Pictures Corp. and assigned to Miss Levinson.

Suit charges the films were "wrongfully" released for TV to Motion Pictures for Television Inc., before full theatrical distribution had been made. As a result of the allegedly premature release of the films to TV, the charge was made that the theatre value of the films was lessened.

Among other requests, the suit asks for an injunction to restrain distribution of the two films to television.

WJIM-TV MICROWAVE

AT&T to Take Over Relay

HAROLD F. GROSS, president-owner, WJIM-TV Lansing, Mich., announced last week that on June 1 the station's privately-owned microwave relay facilities will be taken over by the American Telephone & Telegraph Co.

Mr. Gross said this move was part of a comprehensive new building program designed to serve the central Michigan area better. AT&T Long Lines Dept. is completing construction of microwave links at Detroit, Milford, Dansville and Lansing, it was further explained last week.

ATLANTA ASPIRANTS

Jaycees Pay WLTV(TV) Tab

POLITICAL telecasting was subject of a new twist last week when WLTV (TV) Atlanta and the city's Junior Chamber of Commerce combined forces on a commercial basis to present a series of four forum-type programs, *Meet the Candidates*, to the area's TV audience. Thirty-two candidates who figured in Fulton County primary elections on May 14 were brought before the TV camera on four successive evenings.

Unique feature of the series was that time consumed by the telecasts was purchased at straight card rates by the Junior Chamber of Commerce. The programs, according to William T. Lane, WLTV general manager, attracted a first-rate audience and proved to be profitable as well for the station. Funds for the time purchased were contributed by prominent civic minded Atlantans.

WBKB(TV) DRIVE

Hits \$250,000 Palsy Goal

WBKB (TV) Chicago passed its \$250,000 cerebral palsy telethon goal May 10-11, after 21½ hours of telecasting, the last 13 hours also broadcast by WCFL, the Chicago Federation of Labor station.

M.C. Irv Kupcinet, Chicago *Sun-Times* columnist and local radio and video personality, appeared with a varied panel of celebrities to answer telephone calls for cash donations, backed by more than 400 volunteer telephone operators working with 66 telephone lines.

The telethon took place in the Garrick Theatre, large audience studio used by the station and recently converted from a motion picture house by Balaban and Katz. Broadcast stars on hand included Burr Tillstrom and Fran Allison of *Kukla, Fran and Ollie*; Marty Hogan, Johnny Desmond and Don McNeill of *Breakfast Club*. Art Harre, WCFL general manager, also appeared as a guest telephone answerer.

CHICAGO MOVIE HOUSES

Get Tax Aid for TV Inroads

MOVIE HOUSES in Chicago's Cook County will get tax relief for damages suffered as a result of television. This was reported last week by Frank Keenan of the Board of Tax Appeals, who said 100 of 400 county motion picture theatres have closed since television became popular.

He said 110 other theatres have applied for tax reductions on theatre structures. Relief will be proportionate to damage, and theatres operating only the main floor of a building may get a 20% lower valuation on the structure, he said.

KNXT (TV) POSTS

Linger Heads Sales Dept.

DEAN LINGER, for past 16 months advertising and sales promotion manager at ABC Central Division, Chicago, has been appointed manager of the enlarged sales promotion and publicity department at KNXT (TV) Hollywood, CBS owned-and-operated station, effective today (Monday).



Mr. Linger it was revealed by Wilbur Edwards, general manager, that Wayne Kearl, promotion manager at KSL Salt Lake City, joins KNXT (TV) as assistant sales promotion manager in charge of trade promotion. Ethel Gilchrist, KNXT promotion copywriter for the past year, has been elevated to assistant sales promotion manager in charge of audience promotion.

In his new capacity, Mr. Linger will direct a seven man department which will include publicity as well as sales, audience and trade promotion. Mr. Linger joined ABC's Chicago press department following World War II, and became assistant promotion director for the network in that city. In February 1949 he joined WXYZ Detroit as sales promotion manager, but returned to ABC a year later to assume the post he recently resigned.

Mr. Kearl during past seven years has been associated with both KSL and KSL-TV in various capacities. Miss Gilchrist came to KNXT from NBC-TV where she organized the first audience promotion campaign for its affiliated stations as a sales and consumer promotion writer.

ANIMATED AND LIVE ACTION TV FILM SPOTS

20-Second and 1 Minute

TELESCRIPTS

823 VICTOR BLDG.
WASH., D. C.

Sterling 4650

WBZ-TV program brings 25,000 viewers into sponsor's salesrooms

WILLIAM J. SMALL AGENCY, INC. Advertising, Merchandising, Sales Counsel
215 TREMONT STREET, BOSTON 10, MASS. • U.S. PAT. 2,455,775
February 12, 1952.

Mr. Herb Masse
WBZ-TV
Boston 34, Mass.

Dear Herb:

A short 13 weeks ago the Pontiac dealers of Greater Boston began sponsorship of "Goin' Places with Gadabout Gaddis" over WBZ-TV.

More than 25,000 New Englanders have taken the trouble to call personally at our dealers' showrooms and ask for the "Road Maps of America" booklet offered on WBZ-TV. The dealers have had to order 15,000 extra copies to meet the demand.

Your sales promotion and film departments must take a few bows too. Their help did much to assure success.

Cordially,
R. H. DeMinico
R. H. DeMinico, acct. exec.
WILLIAM J. SMALL AGENCY, INC.

← this letter speaks for itself !

Can we do for others what we did for the Pontiac Dealers? Maybe even more... because WBZ-TV's influence keeps getting stronger every day. For availabilities, check with WBZ-TV or NBC Spot Sales.

WBZ-TV

CHANNEL 4
BOSTON, MASS.

Represented Nationally by NBC Spot Sales

WESTINGHOUSE RADIO STATIONS Inc

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Sales Representatives for the Radio Stations, Free & Peters



film report

Production . . .

Hoffberg Productions Inc., N. Y., has signed agreement with Video Interfilm Corp. of Berlin, Germany, to produce series of 13 half-hour ballet and operetta films plus 26 15-minute symphonic and ballet films in Western Germany. Each feature will carry an English commentary. The Bavarian Symphony & Opera Co. and Bavarian State Ballet will be featured.

Adolphe Wenland Productions, a newly-formed subsidiary of Adolphe Wenland & Assoc. (Hollywood radio-TV give-aways), has completed its first half-hour film in TV series tentatively titled *Around the World For a Song*. The films, produced at Cinematografica Cuanhtemec, Mexico City, star Andre Toffel, French actor-singer, and feature European musical talent. Henri Lube is producer, Hal Smith, director, and Fabian Andre, musical director-composer. Burt Wenland represents his father on series.

Revue Productions, Hollywood subsidiary of MCA (talent agency), planning on 26 more half-hour TV films in *The Adventures of Kit Carson* series starring Bill Williams. Shooting is scheduled for July with Sloan Nibley, Western motion picture producer-writer, in the supervisory capacity.

A new TV series, featuring motion picture personalities, will be filmed by James with Jennings Lang, of MCA, heading this project.

Production has started on five new half-hour films by Screen Gems Inc., Hollywood, for duPont's NBC-TV *Cavalcade of America* series. Scheduled are *Thomas Jefferson* by Brown Holmes for May 16 shooting; *Samuel Morse* by Richard Blake for May 23; *Nathaniel Hawthorne* by David Dortort for June 6; *Jefferson Davis* by Warner Law for June 20, and *John Honeyman* by Mr. Dortort for June 27. Jules Bricken, assisted by Eddie Saeta, is producer-director.

New series of 13 15-minute films for television featuring sewing expert Lucille Rivers will be produced beginning in early June by George F. Foley Inc., New York. Offered for early fall release, the series will be syndicated for sale to stations.

Al Buffington, Hollywood TV program package-producer, is starting a 13 quarter-hour TV film series at General Service Studios, titled *Moments of Inspiration*. Narrating the films, dealing with inspiration as related to important people of history, is Roy Maypole, m.c. - producer - announcer, KTTV (TV) Hollywood.

Don McNamara, executive vice-president, Dudley Television Corp., Beverly Hills, and Frank Ryhlick, radio-TV director Ross, Gardner & White Adv., Los Angeles, are packagers-producers of a new quarter-hour KHH-TV Hollywood program, *Hollywood Feature Story*. The show, spotlighting film clips from current first run motion pictures, is sponsored by Columbia Utilities Inc., Los Angeles (Hotpoint kitchen appliances).

Travelogue library of Burton Holmes, recently acquired by Sol Lesser, is to be edited into 26 half-hour TV film series and released under title *It's a Small World*.

Elaine Starr, of Elaine Starr Productions, N. Y., has signed with Leslie Raush, producer, for production of new drama-documentary series of TV films titled *Hand and Seal*. Presented under name Raush-Starr Production, the first drama of series will be called *Let It Be Done*. Filming will begin May 26.

MCA TV announces start of a new series, *Secret Agent*, being filmed in Hollywood by Revue Productions.

Van Praag Productions, New York, film producer and distributor has announced formation of a new foreign language film production unit, specializing in film commercials, notably in Spanish. William Van Praag, firm's executive producer, said the move was prompted by "rapid expansion of TV outlets in the Latin American area, particularly in Mexico and Cuba." He noted that 10 Spanish-language television stations already are in operation and nine under construction or broadcasting test patterns, in addition to 24 TV construction permits issued in Mexico. The new Van Praag division will dub sound tracks and titles on existing film commercials and distribute new

films in English and Spanish simultaneously.

Stage Society, Hollywood, formerly The Arthur Kennedy Little Theatre Group, will develop talent to be utilized by National Repertory Theatre Inc., recently formed for production of TV films being financed and distributed by Interstate Television Corp.

Bing Crosby Enterprises, Culver City, has signed Bobby Driscoll, film actor, for the starring role in *The Best Years*, second half-hour TV film in writer Louis Bromfield's TV series.

The firm's Corney Johnson, half-hour TV film series, will star Richard Rober, stage-film actor, with Bernard Gyraud and Richard Dorso co-producing.

Penant Productions Inc., Hollywood, signs Talent Assoc. (casting agency) headed by Fred Messenger and Jack Murtin, to cast 13 half-hour *Date With Destiny* TV film series.

Sales . . .

Stegmaier Brewing Co., Wilkes-Barre, Pa., has started *Televideo Theatre*, series filmed by Screen Televideo Productions, Beverly Hills, and originally titled *Electric Theatre*, on WGAL-TV Lancaster, Pa., and WNEB-TV Binghamton, N. Y. The contract is for 13 weeks through McManus, John & Adams, New York.

Screen Gems Inc., N. Y., last week announced the sale of its *TV Disc Jockey Toons* to Radio Tupi (PREF-3 TV) Sao Paulo, Brazil—said to be the first Latin American television station to air the package. RCA's International Div. has acquired exclusive rights to TV *Toons* series for Sao Paulo, and telecasts of the feature will begin shortly, Screen Gems spokesman said.

Availabilities . . .

Hygo Television Films Inc., N. Y., has acquired 100 features and 85 short films for television which are available for immediate use, the firm announced last week.

Film People . . .

Edward Sedgwick, motion picture producer-writer-director, has been signed by Desilu Productions, Hollywood, as production supervisor on CBS-TV *I Love Lucy* series for Philip Morris & Co. Directing

films of May 30 and June 6 is William Asher, TV film director, replacing Marc Daniels who has recently resigned to develop TV film properties of his own.

Wally Fox has been set to direct the first cycle of 13 pictures of the *Ramer of the Jungle* series for Arrow Productions, starring Jon Hall. Production starts May 26th.

DTN NAMES TWO

Jacobs, Clark Join Sales

HERBERT H. JACOBS has been appointed sales manager for the DuMont TV Network's Film Dept., and Wilmer S. Clark has been named California representative for the department, Manager Donald A. Stewart announced last Monday.

Mr. Jacobs resigned as vice president and general manager of Sutton Television to join DuMont. He previously had filled comparable posts with Abbey Television and Atlas Television. He also was general manager for several motion picture theatre chains during the previous 15 years, and has directed advertising and public relations for hotel and retail store chains.

Mr. Clark has been associated with broadcasting since 1934, when he joined the sales staff of WOOD Grand Rapids. He subsequently was with Howard H. Wilson Co., station representative firm, as eastern office manager, and with WHDH Boston as sales director. Most recently, he has been sales manager of WJEF Grand Rapids.

UTP INCREASES SALES

Four More Reported

SALES in four more markets have been reported by United Television Programs, New York film distributor with ABC's WJZ-TV New York listed as having contracted for *Hollywood Off Beat*, series in which actor Melvyn Douglas plays a private detective. Same program was also sold to WTTV (TV) Bloomington, Ind.

Other contracts recently completed by UTP sales representatives according to Aaron Beckwith, sales director, were for *Double Play With Durocher and Day*, which was purchased by the Aluminum Window and Awning Co. through Allmayer-Fox agency for WDAF-TV Kansas City.

Movie Quick Quiz, 15-minute quiz package prepared for five programs weekly, was placed on WDTV (TV) Pittsburgh, starting June 19. Braun Baking Co. will sponsor. Ketchum, McLeod & Grove is agency.

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LONGacre 4-5592
JULES B. WEILL, PRES.

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



Screen Gems, Inc.

729 SEVENTH AVENUE
NEW YORK 19, N. Y.
CIRCLE 5-5044

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For Audition Prints

TV DISC JOCKEY TOONS: Now it is possible for television stations to make use of radio's most profitable format: the record show! TV DISC JOCKEY TOONS are films that can be used with top current records of RCA VICTOR • DECCA • COLUMBIA • CAPITOL • MERCURY. A perfect library service for TV broadcasters everywhere!



Screen Gems, Inc.

729 SEVENTH AVENUE
NEW YORK 19, N. Y.
CIRCLE 5-5044

Write • Wire • Telephone
For Audition Prints

WORLD'S GREATEST MUSIC: A series of 13 symphonic films with a fidelity of sound track that is amazingly realistic. Features the best-known compositions of TSCHAIKOWSKY • BEETHOVEN • SCHUBERT • WAGNER • MENDELSSOHN • GRIEG. See and hear these masterpieces filmed with rhythmic beauty. Priced to suit every TV station's film budget.



Explorers Pictures Corp.

1501 BROADWAY
NEW YORK CITY
LONGacre 4-5592
JULES B. WEILL, PRES.

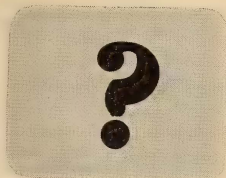
THE BIG GAME HUNT . . .
IN ACTION . . .

VIDEODEX REPORTS

LOS ANGELES . . .
Top Film Show
For Wednesdays
#2 of Ten Top TV Shows

DETROIT . . .
In Ten Top TV Shows
Solid 21.8 Rating.

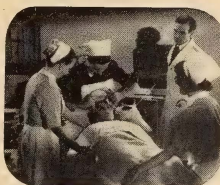
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Strange and little known actualities gathered from all corners of the world. It's a show for the entire family. Your audience will anticipate each program. Be sure to send for our brochure for your program department.



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"OUT OF TRUE"

An earnest and factual 40 minute account of a women's mental breakdown and subsequent recovery in a hospital where modern analysis and sympathetic treatment lay bare the cause of her troubles. This documentary is a slashing indictment against ignorance and fear of mental institutions, hailed by critics as greater than SNAKE PIT in its honest treatment of a great social problem. Contact us for booking information and rates in your area.

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This volume shows the complete city-by-city breakdowns for all 2,053 proposed stations in 1,291 communities. There are sections on antenna heights, educational reservations, power, procedures, Hennock's and Jones' opinions, zoning and mileage separation.

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NAME

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STREET

CITY ZONE STATE

fcc actions



MAY 9 THROUGH MAY 15

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

Grants authorizing new stations and transfers, accompanied by a roundup of new station and transfer applications, begin on page 91.

May 12 Decisions . . .

By FCC BROADCAST BUREAU
Granted License
KALE Richland, Wash.—Granted license covering change in facilities, installation of DA-N, changes in ant. and redistribute trans. and studio locations; cond.

TV—Ch. 8

WHEN Syracuse, N. Y.—Granted mod. CP to change Vis. to 1.2 kw, aural to 0.6 kw, ant. to 930 ft. and change trans. location.

Extend Completion Date

KGEZ Kalispell, Mont.—Granted mod. CP for extension of completion date to 8-15-52; cond.

WIUC Urbana, Ill.—Granted mod. CP for extension of completion date to 11-15-52.

WBAL-TV Baltimore, Md.—Granted mod. CP to extend completion date to 7-20-52.

Following were granted mod. CPs for extension of completion dates as indicated:

WDMJ Marquette, Mich., to 7-1-52, cond.; **KLX** Oakland, Calif., to 11-13-52, cond.; **WKBB** Muskegon, Mich., to 11-15-52, cond.; **WJAT-FM** Swainsboro, Ga., to 8-6-52.

To Change Antenna

WMAR-TV Baltimore, Md.—Granted CP to change type of ant.; ant. height 591 ft.

Granted License

KEPO El Paso, Tex.—Granted license covering increase in power and changes in DA, cond.: 690 kc, 10 kw-unl., DA-2.

KFXD Nampa, Idaho—Granted license covering increase in power and change to DA-N; cond.: 580 kc, 5 kw-unl., DA-N.

Granted CP

WJIM Lansing, Mich.—Granted CP to make changes in ant. system; cond.

KROW Oakland, Calif.—Granted CP to change trans. location and install new ant. system.

12¼-hour Broadcast Day

KHIT Lampasas, Tex.—Granted authority to operate between 7 a.m. and 7:30 p.m. local time for period of 90 days.

ACTIONS ON MOTIONS

By Comr. George E. Sterling
WHIL Medford, Mass.—Granted peti-

Sell KTRC for \$65,000

SALE of KTRC Santa Fe, N. M., to J. Gibbs Spring of Albuquerque for \$65,000 was announced last week. FCC approval is necessary. Mr. Spring was formerly part-owner of WASK Lafayette, Ind. Selling the 250 w ABC-LBS station on 1400 kc are owners H. W. Wimberly and A. M. Cadwell. They retain the ownership of KOAT Albuquerque and KRSN Los Alamos, both 250 w stations, on 1240 kc and 1490 kc respectively. KTRC sale was handled by Blackburn-Hamilton Co.

tion for dismissal as moot of its application.

By Hearing Examiner J. D. Bond
Gulf Beaches Bestg. Co., St. Petersburg, Fla.—Granted petition for leave to amend its application by substituting revised spec in engineering statement.

Gulf Beaches Bestg. Co., St. Petersburg, Fla.—Granted petition for leave to amend its application as heretofore amended, so as to substitute in engineering statement and exhibits revised engineering data; further ordered that objection and exception on behalf of **WEBK** Tampa, Fla., be, and each of them is hereby noted of record, and time within which appeal from this order may be taken, notwithstanding date hereinabove stated, is and shall be release date—May 8, 1952.

May 12 Applications . . .

ACCEPTED FOR FILING

AM-1010 kc
WAPF McComb, Miss.—Requests CP to increase power from 250 w to 1 kw.

AM-1300 kc
WEBK Tampa, Fla.—Request for CP to change frequency from 1590 to 1300 kc with 1 kw D AMENDED to change from non-DA to DA.

AM-1330 kc
Voice of Birmingham, Birmingham, Ala.—Request for CP for new AM sta-

tion on 1220 kc with 1 kw D AMENDED to change frequency to 1330 kc and delete contingency upon WEDR relinquishing 1220 kc.

Application Amended

Gulf Beaches Bestg. Co., St. Petersburg Beach, Fla.—Request for CP for new AM station on 1310 kc with 1 kw D AMENDED re: officers and directors.

License for CP

WCLC Flint, Mich.—Requests license for CP which authorized new AM station and specify studio location at 305 Metropolitan Bldg., Flint.

WLEU-FM Erie, Pa.—Requests license for CP which authorized new FM station.

WHRM (FM) Madison, Wis.—Requests license for CP which authorized changes in non-commercial educational FM station.

Extension of Completion Date

WNJR-FM Newark, N. J.—Requests mod. CP for extension of completion date of new FM station.

To Change Name

KMMJ Grand Island, Neb.—Requests mod. license to change name of corporate licensee from KMMJ Inc. to Town & Farm Co.

License Renewal

Following stations request renewal of license:

KCON Conway, Ark.; **KXRR** Russellville, Ark.; and **WVMI** Biloxi, Miss.

May 13 Applications . . .

ACCEPTED FOR FILING

AM-1230 kc
WSOO Sault Ste. Marie, Mich.—Requests mod. license to increase power from 100 w-N to 250 w-N.

License for CP

KGMS Sacramento, Calif.—Requests license for CP which authorized new AM station.

WTFH East Point, Ga.—Requests license for CP which authorized power increase and change in studio location.

CP for CP

KWPM-FM West Plains, Mo.—Requests CP for replace CP which authorized new FM station.

Locations Determined

Estherville Estg. Corp., Estherville, Iowa—Request for CP new AM station on 1340 kc with 100 w unl. AMENDED to show trans. and studio locations as 0.6 mi. Northwest from West city limits along State Highway.

Extension of Completion Date

WJAT-FM Swainsboro, Ga.—Requests mod. CP, which authorized new FM

APRIL BOX SCORE

STATUS of broadcast station authorizations at the FCC on April 30 follows:

	AM	FM	TV
Total authorized	2,415	646	108
Total on the air	2,347	632	108
Licensed (all on air)	2,325	579	94
Construction permits	90	67	14
Total applications pending	976	123	644
Total applications in hearing	217	8	19
Requests for new stations pending	324	9	536
Requests for new stations in hearing	104	0	0
Requests to change existing facilities	209	13	53
Deletion of licensed stations in April	0	4	0
Deletion of construction permits	1	1	0

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MONITORING COMPANY**
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Executive 1210—Executive 1851
(Nights-holidays, Lockwood 5-1819)
Member AFCEC*

WALTER F. KEAN

AM-TV BROADCAST ALLOCATION,
FCC & FIELD ENGINEERING
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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
SUITE 1-7545

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Aptos, California
Appointments arranged for
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Los Angeles Portland Phoenix
Box 260 APTOS—3352
Member AFCEC*

RAYMOND M. WILMOTTE

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

BERNARD ASSOCIATES

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

Vandivere, Cohen & Wearn

Consulting Electronic Engineers
612 Evans Bldg. NA. 2698
1420 New York Ave., N. W.
Washington 5, D. C.

HARRY R. LUBCKE

CONSULTING TELEVISION ENGINEER
Television Engineering Since 1929
2443 CRESTON WAY HO 9-3266
HOLLYWOOD 28, CALIFORNIA



station, for extension of completion date.

License Renewal

Following stations request renewal of license:

WEBJ Brewton, Ala.; KLIC Monroe, La.; WJPD Ishpeming, Mich.; WRBC Jackson, Miss.; KWIL Albany, Ore.; WKOK Sunbury, Pa.; WDXI Jackson, Tenn.; KMUW (FM) Wichita, Kan., and KOTV (TV) Tulsa.

TENDERED FOR FILING

AM—980 kc
KSGM Genevieve, Mo.—Requests CP to increase power from 500 w-D to 1 kw-D and to change from DA-DN to DA-N.

APPLICATION DISMISSED

Chapman Radio & Television Co., Birmingham, Ala.—DISMISSED application for CP new AM station on 1220

kc with 1 kw-D (contingent of WEDR relinquishing 1220 kc).

Guthrie Best Corp., Guthrie, Okla.—DISMISSED application for CP new AM station on 1550 kc with 1 kw-D.

AUTHORIZATION FORFEITED

WWSC Glens Falls, N. Y.—FORFEITED CP which authorized change in frequency from 1450 kc to 1410 kc, power increase from 250 w to 1 kw and DA-N, etc.

APPLICATION RETURNED

KLX Oakland, Calif.—RETURNED application for CP to install new auxiliary trans.

KWPM West Plains, Mo.—RETURNED application for CP to change frequency from 1450 kc to 1330 kc, increase power from 250 w 1 kw-D, 500 w-N, and install DA-N.

(Continued on page 91)

CLASSIFIED ADVERTISEMENTS

Payable in advance. Checks and money orders only.

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

No charge for blind box number. Send box replies to

BROADCASTING • 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

Wanted immediately. Engineer for sales in broadcasting field. Must be under 30 and possess sales ability. Some travel. Chicago and vicinity. Excellent opportunity with good creative advertising company. Box 40P, BROADCASTING • TELECASTING.

Salesman—Progressive update New York AM-TV station offers excellent time-life opportunity to aggressive young man with good creative advertising sales background in radio, newspaper or agency field. State full particulars and starting salary required. Box 160P, BROADCASTING • TELECASTING.

Time salesman. Some experience necessary. Salary basis. State qualifications, etc., in first letter. Dept. P, WSZA, Inc., Box 2115, Huntington, W. Va.

Announcers

Experienced announcer-engineer. Seven-five start. Upper midwest. Box 26P, BROADCASTING • TELECASTING.

Announcer-engineer with first class ticket. Starting pay \$75 for experienced man. Pennsylvania independent. Box 68P, BROADCASTING • TELECASTING.

Combination announcer-engineer wanted by Florida major network regional fulltime station. Special emphasis on announcing but must have first class license. All applications confidential. Box 76P, BROADCASTING • TELECASTING.

Combination man with first class license. Pennsylvania independent. Box 104P, BROADCASTING • TELECASTING.

News editor, gather and write local news. Newscasting and announcing. Fulltime independent eastern Penna. Prefer married man, draft exempt, must have 2 years experience. Box 164P, BROADCASTING • TELECASTING.

Combination man. Willing to work. First phone requisite. Northeastern Pennsylvania independent. Excellent library. Handle all types programs. Emphasis on announcing. Remuneration depends upon ability. Regular increases. Opportunity to sell and advance to executive positions. Car necessary. If you want all-round experience this is your chance. Rush details, background information. Box 169P, BROADCASTING • TELECASTING.

Disc jockey, three years experience, married, with good matured voice that can sell on air. KW fulltime independent eastern Penna. Successful operation, good staff, wonderful town. Box 16P, BROADCASTING • TELECASTING.

Combo first phone-announcer wanted, some experience preferred but will train beginner. Pleasant surroundings, congenial staff. Upper midwest. Box 172P, BROADCASTING • TELECASTING.

Combination announcer/engineer needed immediately for permanent position in Carolinas. Give full details including salary and phone number. Box 177P, BROADCASTING • TELECASTING.

Wanted: Announcer-engineer, heavy on announcing and must know engineering. Should have car. \$85.00 week. Need commercial management background. Box 190P, BROADCASTING • TELECASTING.

Combination man wanted. Very strong on announcing with 1st phone ticket. Florida location with congenial staff. Top wage to right man. Box 193P, BROADCASTING • TELECASTING.

Minnesota station wants announcer able to handle traffic work. Must be good typist. Good salary. Box 198P, BROADCASTING • TELECASTING.

Help Wanted (Cont'd)

Announcer-engineer, accent announcing. \$70.00 start. Contact Manager, RDKD, Clinton, Mo.

Wanted: Staff announcer who can also do good newscast. Please send all information, including salary requirements to KFBB, Great Falls, Montana.

Announcers with first class licenses. Experience desirable but ability and other qualifications more important. Send audition tape, details to referees by air mail to KMVI, Wailuku, Maui, Hawaii.

Immediately—Combination first ticket, good voice, \$285 per month start, extras, progressive station. Heart of trout fishing and elk hunting wonderful. Air mail disc, photo. KPRK, Livingston, Montana.

Combo man for 250 watt station, good voice. Chances to learn unlimited. Send qualifications, history, audition to KSYC, Yreka, California.

Experienced announcer—continuity writer, strong on news commercials and DJ shows. Send representative 15 minute commercial newscast and 15 minute commercial DJ tape, photo. Send names and experience records. KTFI 5000 watt NBC affiliate, Twin Falls, Idaho.

Announcer, first phone, clean, moral, not smoke, or drink, for independent regional, send disc, photo, resume to H. E. Smith, WAVL, Apollo, Penna.

Hurry—No ticket. Steady announcer, good voice. Heart of hunting-fishing country. Good housing. Air mail disc, photo. KPRK, Livingston, Montana.

Announcer, thoroughly experienced, especially newscasting, quiz shows, control board. Good salary plus unlimited talent fees for saleable personality. Write all details to WIRC, Box 484, Hickory, N. C.

Combination announcer-engineer for network station in pleasant central Kentucky city. Must have top quality voice and hold 1st class license. Better than average salary for thoroughly experienced, energetic man. Immediate opening. Send complete information and tape or disc if possible. Manager, WLEX, Lexington, Kentucky.

Immediate opening for announcer-engineer. Must be neat, honest and sober. Emphasis on announcing. Salary ranges from \$70.00 to \$80.00 for 42 hours, depending on how good you are. Call or wire Radio Station WMNC, Morgantown, N. C.

Staff announcer wanted. Prefer man with independent station experience. Please send photo and tape or disc. WPIC, Sharon, Pa.

Outstanding regional independent needs outstanding combination man. New modern air conditioned quarters. Small clean city of 8,000. Send photo, tape or disc. Good background and salary expected. Bryan Davidson, General Manager, WRAX, Princeton, Indiana.

Wanted: Announcer with first class phone ticket. Will pay \$75.00 for 40 hours. Announcing must be good. Apply to person if possible. Disc. Joe Phillips, WSSO, Starkville, Mississippi.

New MBS affiliate in Little Falls, N. Y., starting June has opening for boomers, announcers, engineers. Send full particulars and salary requirements first letter to Robert Earle, Box 455, R. D. 1, Utica, N. Y.

First class engineer. No experience required. Virginia independent. Box 238K, BROADCASTING • TELECASTING.

Help Wanted (Cont'd)

Opening transmitter operator with first class license. No announcing. Permanent. Texas. Box 111P, BROADCASTING • TELECASTING.

Wanted, a combination engineer-announcer for a 250 watt southern station. Starting salary 70 dollars per week. Write Box 131P, BROADCASTING • TELECASTING.

Chief engineer, Pittsburgh area. Permanent. Excellent opportunity. Complete W. E. installation. 506-B-2 10-kw FM transmitter. 25-B console. All monitoring equipment. Also model 708 REL receivers. Box 146P, BROADCASTING • TELECASTING.

Anyone who regards work a pleasure, can certainly have fun at this Montana 250-watt network outlet. He should have first class ticket, some announcing and copywriting experience, or ability; a desire to go hunting and fishing; a car. Box 176P, BROADCASTING • TELECASTING.

First phone combination man, small Florida station. Salary adequate. 267 lb. 1000 watt station. Send resume, photo, disc. Box 182P, BROADCASTING • TELECASTING.

First class engineer, key position. \$75.00, forty-four hour week. State availability. Box 192P, BROADCASTING • TELECASTING.

Southern regional needs 1st class engineer. AM and FM operation. Application for television and character engineering facilities. Convenient to bus lines. Write, giving full details of experience with references. Box 203P, BROADCASTING • TELECASTING.

Combo man 1st phone emphasis announcing. 250 fulltime. College city, 10,000. Permanent, excellent conditions. Start \$65. KAYS, Hays, Kansas.

Immediate opening for 1st phone engineer. Good pay. Inexperienced applicants considered. 250 watt ABC station. Send background and reference information with first letter to KBIX, Muskogee, Oklahoma.

Operator, first class license, bachelor apartment free. Station is TV applicant. KCOM, Sioux City, Iowa.

Engineer with first phone license. Willing to learn announcing. No experience necessary. KENA, Mena, Arkansas.

A small station in Hawaii is still looking for the right man for a chief engineer. Experience as chief essential. Announcing ability required. Send details to person if possible. Disc. Joe Phillips, KMVI, Wailuku, Maui, Hawaii by air mail.

Good experienced announcer with first class ticket. Send audition tape, record of experience, background and character references to KWFC, Hot Springs, National Park, Arkansas.

Transmitter engineer wanted. First phone ticket. Experience not necessary. Write Chief Engineer, WCRO, Johnstown, Pa.

Operator, first phone. No experience. Light duties. 6 days, 44 hours. Start \$217. WFMW, Madisonville, Ky., PH. 1885.

Wanted—First class engineer. \$200 monthly. Contact Chief Engineer, WHAL, Shelbyville, Tenn.

Want first class engineer. Evening shift. Contact WIEL, Elizabethtown, Kentucky.

Immediately; experienced combination man. Air work important. Salary excellent. Send recording. Contact Manager, WITZ, Jasper, Indiana.

Help Wanted (Cont'd)

Immediate opening for first class ticket holder. Will accept beginner. Will pay higher wage. Combo man expanding southern New England market. 250 watt, daytime. Independent WLAD, Danbury, Connecticut.

Wanted, first class engineer, no experience required. Radio Station WLPW, Suffolk, Virginia.

Vacation relief engineer: First class license. Start immediately. Send full details. References first letter. and Bruce H. Ratts, Chief Engineer, Station WOWO, Fort Wayne, Indiana.

Engineer with first class license. Willing to learn announcing. WRRL, Lexington, Virginia.

Immediate opening for first phone license. No experience needed. Car required. Contact Chief Engineer, Radio Station WTNS, Coshocton, Ohio.

Engineer, first class. Immediate opening. Station located in western New York. Contact James Trewin, Station Supervisor, WVCV, Cherry Valley, New York.

Production-Programming, Others

Desire male copywriter with ideas. Some announcing. Submit samples. Texas. Box 100P, BROADCASTING • TELECASTING.

Wanted—Illinois network station desires copywriter with ideas, male or female. Box 133P, BROADCASTING • TELECASTING.

Congenial self-starting program director, versatile announcer, good on air. Station located in western New York market. Send resume, photo, disc, first reply. Box 173P, BROADCASTING • TELECASTING.

Secretary, radio or advertising experience helpful but not essential. Good opportunity with radio-TV writer, representative firm in Chicago and New York. Pleasant working conditions; 5 day week. Permanent. Give details of experience, education, etc. Small photo. Box 188P, BROADCASTING • TELECASTING.

Wanted: Experienced girl copywriter for continuity and promotion department of 50 kw eastern station. Opportunity for advancement. Send full details of experience and photo to WWA, Wheeling, West Virginia.

Television

Announcers

Announcer-MC for nation's first 50,000 watt TV station. Detailed experience in radio and television. Prefer bracket 28-35. Station located midwest. Box 142P, BROADCASTING • TELECASTING.

Situations Wanted

Managerial

General or commercial manager. Experienced. Capable. West or south-east. Box 43P, BROADCASTING • TELECASTING.

Successful, local sales minded manager desires change to bigger market or kilowatt daytime station. If you are losing or breaking this station this 30 years old experienced local station manager and start making money. Reply Box 99P, BROADCASTING • TELECASTING.

Manager same station 12 years, desires change for better opportunity. Box 130P, BROADCASTING • TELECASTING.

Former station owner wants to get back to work. Manage, sell, program, write, announce. 32, married, top record. Have made money for others (and self) in 13 straight years radio. South east TV preferred. Make an offer and I'll call or see you. Box 154P, BROADCASTING • TELECASTING.

General manager-salesman. Thoroughly experienced all phases. Fifteen years in radio with six years station management, independent and network. Good position in part color. South east. Box 183P, BROADCASTING • TELECASTING.

A good manager knows radio from the tube to the written word. I do. A good manager knows every station member in their own language. I can. A good manager promotes civic affairs and assures a steady profit. I'm your man. Box 183P, BROADCASTING • TELECASTING.

Technical

First class engineer. No experience required. Virginia independent. Box 238K, BROADCASTING • TELECASTING.

Situations Wanted (Cont'd)

Commercial or general manager available. 10 years experience radio as salesmen, commercial manager and general manager in independent and network operations. Extra strong on sales and profit. Best references, highest salary results. Family, sober. Personal interview. O. R. "Jim" Bellamy, R. 1, Bloomville, Ohio, Phone 16F14.

Announcers

Experienced young disc jockey with first phone desires location in good markets to start career. No draft, no evening, or night show—or both. Net, indie AM and TV background including production as well as participation. Ex-serviceman. No draft worries. Available immediately. Box 11P, BROADCASTING • TELECASTING.

Announcer, one year experience in all phases. Good references. Available June 9th. Box 159P, BROADCASTING • TELECASTING.

Sports, news and special events man, proven ability and experience. Desires immediate change in position. Excellent references. Baseball, football, boxing and basketball. Box 174P, BROADCASTING • TELECASTING.

Announcer: Married, draft exempt, college background, light experience in announcing and promotion, versed in music. Box 18P, BROADCASTING • TELECASTING.

Announcer-engineer. Ten years experience. Family man. Prefers Florida and southeast. Box 84P, BROADCASTING • TELECASTING.

Announcer-salesman. Veteran, married. College education. Thorough knowledge radio. Really sell on and off air. Now free-lancing radio market. Tape, photo, details available. Box 185P, BROADCASTING • TELECASTING.

Metropolitan stations: Announcer, experienced all phases; authoritative news voice. Now program director. Available for personal interview in June. Box 191P, BROADCASTING • TELECASTING.

Experienced announcer, currently employed in large market. News, DJ, MC, balanced. Good references. No draft, will travel. Box 194P, BROADCASTING • TELECASTING.

Experienced combination man—announcer, engineer, disc jockey, first phone, experienced, no draft worries. Available now. Box 200P, BROADCASTING • TELECASTING.

News-caster/news editor. Ten years experience, all phases of radio news. Mature, concise reporting. Presently employed in large midwestern market. Minimum salary: \$500 monthly. Box 202P, BROADCASTING • TELECASTING.

News-caster. Other duties. Experienced. No draft. Married. Car. College. Travel, radio, television. Available immediately. Details. P. O. Box 852, Ponca City, Okla.

Experienced announcer, single, draft exempt, available immediately, write or call Eugene L. Smith, 201 Summit St., Eau Claire, Wis. Tel. 22278.

Experienced staff announcer, 30, currently employed Amarillo, desires staff job in California, RCA, Gair, Raytheon boards. Excellent recommendation of owner-manager here. Lee D. Drake, 111B West 18th St., Amarillo, Texas.

Announcer, all phases, Opera, Broadway. Experience. New York station. Will travel. Draft exempt. Dis available. H. R. Miller, 1141 Elder Avenue, New York, N. Y. C.

Beginning announcer. Radio school graduate. Draft exempt, dis and details. Write Geo. Scott, 1625 E. 76th, Kansas City.

Newspaper promotion man seeks position as sports announcer. Topnotch in promotion experience. Acquainted with all sports, 3 years sports-casting. Bill Todd, 2213 Cumberland Street, Rockford, Illinois.

Experienced sports-caster. Four years experience. Play-by-play all major sports, including football, baseball, World War II. Young married veteran. Available immediately. Excellent references. Bill Weidt, 101 South Belmont, Wichita, Kansas.

Four solid years every phase announcing. First phone. Consider sales or management. Excellently suited for announcer or TV. Write for details. References. St. William, 823 West Reed, Moberly, Missouri.

Technical

1st phone. Married veteran, car. No commercial experience. New York City or surrounding area. Box 151P, BROADCASTING • TELECASTING.

Situations Wanted (Cont'd)

Engineer, 1st phone. No station experience. Technical school graduate. Married. Vet. Box 132P, BROADCASTING • TELECASTING.

Engineer, first phone. 1½ years experience. Single, will travel. Minimum \$60. Available immediately. Box 160P, BROADCASTING • TELECASTING.

Engineer, first phone. No experience. Available immediately. East coast preferably. Box 187P, BROADCASTING • TELECASTING.

Chief 4 years, 12 years in radio, experienced design, construction of AM, FM operations. Desires connection as chief, small progressive station. Box 195P, BROADCASTING • TELECASTING.

Production-Programming, Others

Farm service director, also staff announcing. Draft exempt, excellent references. Box 84P, BROADCASTING • TELECASTING.

Experienced TV director, producer, writer, AM experience. Married. References. State salary first letter. Box 90P, BROADCASTING • TELECASTING.

News editor, presently employed. Developing, writing program ideas a specialty. Commensurate, local news stories, features, documentaries. Good voice. Top references. Box 95P, BROADCASTING • TELECASTING.

Music director, practical experience putting together commercial music both classical and semi-classical. Continuity writer. On-the-air experience broadcasting production. Available June 1st. Box 150P, BROADCASTING • TELECASTING.

Money not important. Job in this industry is. Bright young man, upper 10% of class, degree in radio-TV, midwestern college graduate. No draft. Has been announcer midwest 20-watter, produced, wrote, directed radio-TV college shows, color, control experience. Valuable staff man for you when you write. Box 163P, BROADCASTING • TELECASTING.

Years of announcing experience plus thorough knowledge of production, programming, continuity, traffic and board operation. Local news writing, experience. Soon to be discharged following Korean service, anxious to resume career with progressive organization as announcer or in another production capacity (TV knowhow, too). References, disc. Available late June. Box 175P, BROADCASTING • TELECASTING.

Continuity-air gal, two years experience. Will travel. Presently employed but desire change. Can also do traffic, general office or what have you. My employer known and. Box 177P, BROADCASTING • TELECASTING.

Public affairs, educational radio or television direction or production. Brief but excellent experience. Wonderful United Nations connections. University Illinois graduate. Box 181P, BROADCASTING • TELECASTING.

Woman continuity writer. 2 years versatile experience, including air work. Interested in job with definite future in programming or as women's director. Midwest only. Box 196P, BROADCASTING • TELECASTING.

Staff, program-staff, organizer-music director, now with ABC affiliate six years, interested AM-TV operation. Licensed 16 MM operation. Age 44, married, own home. We or write to Miller 417 Hill St., York, Pennsylvania.

Television

Managerial

Radio manager with thirteen years experience in successful selling, announcing, writing and managing all phases is interested in position with southern television station or radio station with definite TV plans. Strong on sales, valuable on all-round station operations and like to work hard. Best references. Will consider all offers and will phone or visit promising possibilities. Box 155P, BROADCASTING • TELECASTING.

Technical

Young man, draft deferred, travel, SRT graduate. Interested television career, man, keen sports knowledge, willing to learn, some experience. Box 189P, BROADCASTING • TELECASTING.

Situations Wanted (Cont'd)

Radio-TV engineer. Married, settled. Wide AM-FM-TV experience which includes TV construction, transmitter, antenna, studios, remote unit through proof of performance. Administrative ability. Available immediately. Write Box 157P, BROADCASTING • TELECASTING.

Production-Programming, Others

TV weatherman—topnotch television weatherman, available one-month notice. Good salesman. Best offer considered anywhere. Box 983M, BROADCASTING • TELECASTING.

Radio-TV advertising, programming executive. Experience, knowledge, ability. Want responsibility confidence. Box 161P, BROADCASTING • TELECASTING.

Producer-director, complete background in all phases of TV. Owned all types of equipment. Have operated shows. Interested in executive position with TV applicant to establish programming format and station policies. Complete resume on request. Box 167P, BROADCASTING • TELECASTING.

Midwest university June graduate with experience in all phases of television and film production would like job in midwest station. Draft exempt, 22, single. Box 197P, BROADCASTING • TELECASTING.

For Sale

The best in complete tower sales and service by the south's largest tower erection company. Will sell or buy your used towers, erect or service your towers. A.A. Tower Service Company, Inc., Box 898, Greenville, N. C.

Stations

For sale: Established successful Ohio station. Full or half interest available. Box 156P, BROADCASTING • TELECASTING.

Southwest: 1000 watts. Nets \$2,000 month. Ideal opportunity in fast growing area. Box 180P, BROADCASTING • TELECASTING.

Equipment, etc.

Complete 1 kw Collins package. Brand new 20V1 transmitter and all associated gear including two turntables with console. Two-200 foot towers. All equipment still in original carton purchased during the past ten months. Write for listing. Available immediately. Box 83P, BROADCASTING • TELECASTING.

FM transmitter, 1 kw General Electric, type BF-1-A, complete with FM station monitor. Excellent condition. Appearance like new. Box 158P, BROADCASTING • TELECASTING.

Surplus equipment (Western Electric). 2-WE 9A pickups (good condition). 3-WE 9A pickups (fair condition). 6-WE 9A pickups (in need of repair). 4-WE tone arms with weight compensator. 4-WE type 00 equalizer units and filters. Make us an offer. Box 170P, BROADCASTING • TELECASTING.

About two tons bare copper ground wire (#10). Immediate shipment. Best offer buys it! Box 199P, BROADCASTING • TELECASTING.

For sale: 3 KW RCA BTP-3E FM transmitter and Hewlett-Packard 335 B frequency-modulation monitor. Complete with tubes. Like new. First offer over \$2000.00 takes it. Come and get it. Glen Klein, KAUS, Austin, Minnesota.

For sale: One converted Temco 250-watt transmitter in good condition and one Western Electric 310-B 250-watt transmitter with two sets of tubes and antenna tuning unit. Make an offer. E. T. Kennedy, Chief Engineer, KWFC, Hot Springs, Ark.

Slightly used but in good condition, three RCA TASC stabilizing amplifiers. One DuMont type 5105-A monitor receiver. Nice discount on any or all of above. Contact Charles H. Playback, WSM-TV, Nashville, Tennessee.

.040 x 1½" x coils bonding copper strapping, approximately 156 pound to the foot, @ .55¢ per pound, F.O.B. Chicago, Ill. J. L. C. Metals Co., 2108 S. Ashland Ave., Chicago, Ill., Haymarket 1-4533.

For sale: PT900RI Presto portable tape recorder, 3-50 ohm inputs, Altec 32B speaker, Presto 6N playback, Presto 6N recording case. Good condition, shipping COD, Mastertone, Box 1060, Des Moines, Iowa.

For Sale (Cont'd)

For Sale: Hammond Novachord rated for shipping. Good condition, reasonable. Write Yellowstone Park Company, Yellowstone Park, Wyoming.

Wanted to Buy

Equipment, etc.

Wanted—Quarter and one kw FM broadcast transmitters, fixed-frequency FM monitor receivers, used or new. Box 11P, BROADCASTING • TELECASTING.

Wanted: 250 watt transmitter. Send details and lowest cash price. Box 171P, BROADCASTING • TELECASTING.

Wanted—500 watts, more or less, FM broadcast transmitter. WIVY, Jacksonville, Florida.

Transmission line, 1½ inch. Advise quantity and price wanted. WTND, Orangeburg, S. C.

Help Wanted

Managerial

Commercial Manager Wanted!

One of radio's most successful regional net stations (with TV application Pending) offers a once-in-a-lifetime opportunity to the right man. A substantial salary and profit-sharing await a man familiar with all phases of commercial radio selling. Should have an outstanding record as a salesman, both local and national, the ability to handle others, highest character references, the desire for permanency and a willingness to work. He must have had five or more years' experience as Commercial Manager or Assistant CM in a competitive metropolitan market, with annual earnings of \$10,000 or more per year, and be capable of earning much more. Our billings are high, and have been, the highest in this multiple station midwestern market. To be considered for a personal interview, please reply in confidence, giving full and complete information about your previous experience, salaries earned and other pertinent information. Attach snapshot. Box 120P, BROADCASTING • TELECASTING.

Announcers

Experienced announcer who can also write copy and news. Control room experience preferred, but not essential. Send letter with complete details of past and present employment, references, past earnings. Also send disc or tape to Radio Station KHHO, Hannibal, Missouri. If you want to get into a good station with a TV future, here is the opportunity.

Production-Programming, Others

WANTED

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

RADIO & TELEVISION

Prog. Dir.-Prod. Mgr.-Producer

Prog. NOW AVAILABLE

Best references. 15 yrs. exp. Information sent on request. Write Box 186P, BROADCASTING • TELECASTING.

(Continued on next page)

A S PROOF that "radio is still a wonderful advertising medium" WSOX Nashville, Tenn., has distributed reproductions of a letter from a satisfied customer to members of the broadcast industry. The cosmetic firm, White's Specific Toilet Co., reluctant at first to even try radio advertising, wrote a congratulatory letter to WSOX stating that in March, the first month the company was on the air, sales in the Nashville area jumped 65% and month of April showed a 600% gain over the same period last year.

Television

Managerial

APPLYING FOR TELEVISION?

Need executive experienced in FCC matters from station management viewpoint to assist in application planning and preparation? Thoroughly qualified man, now managing regional radio station not likely to enter TV, available to help with your application and planning in his spare time, with option on his future fulltime management services. Would also consider changing radio employ to station with assured TV future. Box 291P, BROADCASTING • TELECASTING.

For Sale

Stations

250 WATT FULLTIME MIDWEST INDEPENDENT

grossing \$30,000 per year netting \$10,000.
\$30,000 cash or \$35,000 on terms. No
brokers. Box 179P, BROADCASTING •
TELECASTING.

Miscellaneous

wanted

A LINE OF OPEN-END AND
PACKAGE TRANSCRIPTIONS AND
TV FILM TO SELL.

BOX 168P,
BROADCASTING • TELECASTING

Employment Service

EXECUTIVE PLACEMENT SERVICE

We have selected General, Commercial and Program Managers; Chief Engineers, Disc Jockeys and other specialists. Delays are costly; tell us your needs today.

HOWARD S. FRAZIER

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

programs promotion premiums



JOINT PROMOTION

JOINT promotion has been agreed on by WIP Philadelphia and *Baseball* magazine. In May issue, publication is carrying feature story describing activities of Phillies team. WIP's sports director, Jim Leaming, will highlight the article on his *Sports Shots* program, which in turn will be plugged by *Baseball* with two-color posters of Mr. Leaming on display at news stands.

LITERAL SLOGAN

TO 11-year-old Bobby Benhard of Milltown, N. J., the meaning of the slogan "Wherever You Go There's Radio" is both literal and far-reaching. When Bobby had his appendix removed recently, WCTC New Brunswick in cooperation with the hospital made on-the-scene minitape recordings of every step of the boy's treatment from the day he was admitted, through the actual operation, to the removal of stitches six days later. Project titled *The Story of an Operation* was engineered by hospital's public relations director for broadcast on Hospital Day.

WTVJ (TV) ENTERTAINS

PRODUCERS, directors and technicians joined with staff artists at WTVJ (TV) Miami, Fla., to present a variety show at Veteran's Administration Hospital in Coral Gables May 11. Ted Clark was emcee of a program of dancing, comedy acts, singing and pantomime. Production was under direction of Harry Berry. Cast included Ash Daves, promotion manager; Hugo Malaga, studio technician; Ray Gabor and Shannon Wallace, producers; Wilson Griffith and Bob Alshouse, directors; Jack Cobb, announcer, and Dod Farrell, Elaine Krassner, Gale Fisher and Al Reiser.

WKRC-TV AUCTION

DEBT of gratitude was paid May 11 to the Salvation Army by WKRC-TV Cincinnati, when *Swap Shop* program was used to auction off items such as Arthur Godfrey's tea cup and Ken Murray's cigar. Salvation Army, during recent flood, diverted its own efforts to help the station in its campaign to aid South Sioux City, Neb. Profit from the auction was turned over to the Salvation Army.

BOOKLET PROMOTION

NEW binder type promotion booklet has been distributed by CKWX Vancouver on the Vancouver and British Columbia market. Complete with a number of maps of the province and the Greater Vancouver area, booklet gives facts and figures and shows markets served by the station as well as services which CKWX offers advertisers.

WAVE POLITICAL NEWS

WAVE Louisville is going all-out in political coverage this year, a station news release reports. WAVE and its network, NBC, have broadcast all state primaries to date plus the Kentucky Republican Presidential delegates nominations and various political educational features. WAVE plans to broadcast other state primaries, the state Democratic delegates nominations, both national party conventions and the election in November.

HIGH SCHOOL REMOTE

ED PEARSON, WJPB Providence, R. I. personality, taped all but news segments of his 'teen-age talent show, *Open House*, at a local high school. For nearly a month before the show was taped, students had been voting on disc favorites. Mr. Pearson, Harmon Hyde, program director and Bob Morgan, engineer, moved equipment into the high school where nearly 300 pupils put their talents on tape.

POOLSIDE BROADCASTS

AIRING of WFBR Baltimore's *Melody Ballroom* will take place from Meadowbrook, the city's largest privately-owned pool June 2-Aug. 29. The disc jockey show features Ralph Phillips and Bill LeFevre. John E. Surrick, WFBR vice president-general manager, said that the idea has brought new business to the station during the usually dull months.

BASEBALL QUIZ

YOUTHFUL members of baseball teams in the WTCN-TV Minneapolis-St. Paul area are taking part in the quiz-type *Baseball Clinic* TV show by the station Saturday mornings, with prizes awarded to youngsters who answer questions correctly.

REAL ESTATE DRIVE

KDYL Salt Lake City is airing an aggressive campaign on behalf of the Capson Realty Co., Salt Lake City. Through a new quarter-hour quiz show, *Dial-A-Home*, the station is helping sell real estate. Capson ads in newspaper classified space cross-promote the radio show and give the answer to the broadcast quiz question.

WSM-TV RESULTS

MAILING piece from WSM-TV Nashville tells how the C. B. Ragland Co. of Nashville, for its Colonial Foods, put on a spot campaign, concentrating on one of its many canned products at a time. Julian P. Ragland, firm vice president, wrote, "We are very pleased to tell you that since starting these spots, our sales comparisons have been extremely favorable, with the product sales showing immediate gains from 10% to 150%."

BBC DRAMAS

PLAYS adapted for radio highlight the May offerings of WFUV-FM New York, Fordham U. station, in collaboration with the British Broadcasting Corp. Among the special dramas selected for FM presentation are William Shakespeare's "Measure for Measure," Moliere's "Tartuffe" and Stanley Weyman's "Under the Red Robe." The Weyman play, an outright BBC production, will run six consecutive Mondays, 10-30-11 a.m., starting May 26.

BOWLING TOURNEY

WHEN the American Bowling Congress moved into Milwaukee for its 49th annual tournament, A. Gettelman Brewing Co. launched a full-scale local drive to promote the sports event. Company tied in retail promotion with exclusive TV coverage of tourney on WTMJ-TV every other Thursday throughout 84 days competition. TV program was developed around specially-built movable dollies to cover 40 alleys. Dealer tie-ins and media were used to publicize tourney. Gettelman agency is Hoffman & York Inc., Milwaukee.

Eastern Network

\$30,000.00

A profitable combined operation showing consistent increases. This fulltime network facility is the only station in an attractive small eastern market.

Southwest Regional Network \$185,000.00

A well established network facility dominating a wide area from a fast growing market. Investment will show better than a twenty-five per cent return on basis of five year average profits. Liberal financing.

Appraisals • Negotiations • Financing

BLACKBURN-HAMILTON COMPANY

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Sterling 4341-2

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AMERICA'S OLDEST BROADCASTING SCHOOL

Intensive full or part time

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Outstanding Faculty of
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Co-Educational • Day or Evening
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School of Radio Technique

RKO Bldg., Radio City, New York 20, N. Y.
228 South Wabash Ave., Chicago 4, Illinois

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FCC Actions

(Continued from page 86)

May 15 Decisions . . .

BY COMMISSION EN BANC
Designed for Hearing

The Heart of Black Hills Station, Rapid City, S. D.—Designated for hearing at Washington, D. C. on June 24, application for mod. CP for approval of rans. site and ant. system for new station granted June 6, 1951, to operate on 1340 kc, 250 w unil.

County Bestg. Service, Woodstock, Va.—Upon petition by WDDK Cumberland, Md., designated for hearing application of County Bestg. Service for new station on 1230 kc, 250 w unil., and made WDDK Cumberland party to proceeding.

KIMP Mt. Pleasant, Tex.—Designated for hearing application to change hours of operation from 1230 kc, 250 w unil. to 1 kw 1 kw L, 500 w-N, and install DA-N. Paducah Bestg. Co., Paducah, Tex.—Designated for hearing application for new station on 1390 kc, 250 w-D, and made KTRN Wichita Falls, Tex., and KTFY Brownfield, Tex., parties to proceeding.

Massillon Bestg. Corp., Massillon, Ohio, and The Review Pub. Co., Alliance, Ohio—Upon petition by Review Pub. Co., designated for hearing applications of Massillon and that of The Review Pub. Co. for simultaneous co-channel operation in two cities on 1310 kc, 1 kw-D, DA.

Ordered that hearing in re applications of Liberty Bestg. Co., Liberty, Tex., and KTFH Houston, Tex., be held in Washington on June 18.

Granted Changes

KWOC-FM Poplar Bluff, Mo.—Granted CP to change ERP from 16 kw to 15 kw and ant. from 190 to 215 ft.

WIMS-FM, Michigan City, Ind.—Granted CP to change ant. height from 180 to 160 ft.

WGCH (FM) Greenwich, Conn.—Granted authority to remain silent from May 25 to Aug. 15.

Denied Petition

Needles Bestg. Co., Needles, Calif.—Denied petition requesting waiver of Sec. 1.173 of Rules to permit immediate consideration of application for new station on 1340 kc, 250 w unil.

Granted License Renewal

Granted renewal of licenses for following non-commercial educational FM stations for regular period:

KANW Albuquerque, N. M.; KFCA Phoenix, Ariz.; KSDB-FM Manhattan, Kan.; KSMU-FM Dallas, Tex.; KTEC Oretch, Ore.; KTFM-FM Ottawa, Kan.; KVOF-FM El Paso, Tex.; KWAX Eugene, Ore.; WBJC Baltimore, Md.; WBSB Boston, Mass.; WJFA-Pe, Madison, Wis.; WHWC Madison, Wis.; WMMI Meridian, Miss.; WNOV St. Paul, Minn.; WUSV Scranton, Pa.

Granted Temporary Extension

WRBG (TV) Schenectady, N. Y.—Granted further temporary extension of commercial TV station license for period ending Sept. 1, 1952.

KE2XCV (General Electric Co.) Syracuse, N. Y.—Granted further temporary extension of developmental TV station license for the period ending Sept. 1, 1952.

WBKB (TV) Chicago—Granted further temporary extension of commercial TV station licenses for period ending Sept. 1, 1952.

WABD (TV) New York—Granted further temporary extension of commercial TV station license for period ending Sept. 1, 1952.

Following were granted further temporary extensions of licenses for experimental TV stations for period ending Sept. 1, 1952:

KE2XDN near New York; KE2XDR near New York; KM2XBB near Los Angeles.

NIGHT AND DAY . . .

ABC
WENE
BINGHAMTON, N.Y. MARKET
NOW 5000
WATTS

CALL RADIO REPRESENTATIVES, INC.

FCC roundup

New Grants, Transfers, Changes, Applications

box score

SUMMARY THROUGH MAY 15

	On Air	Licensed	CPs	Appls. Pending	In Hearing
AM Stations	2,348	2,328	87	327	217
FM Stations	633	581	69	9	8
TV Stations	108	97	11	545	19

(Also see Actions of the FCC, page 86.)

New Application . . .

AM APPLICATIONS

Listed by States

Madera, Calif.—Madera Bestg. Co., 1230 kc, 250 w fulltime. Estimated construction cost \$14,500, first year operating cost \$26,000, revenue \$36,000. Equal partners in applicant are Fred Morey, retired businessman; James H. Warren, traffic manager for WMAK Nashville, Tenn., and Charles William Stockley, chief engineer for WMAK. Filed May 15.

Chester, Ill.—Cecil W. Roberts, 1450 kc, 250 w fulltime. Estimated construction cost \$13,500, first year operating cost \$35,000, revenue \$45,000. Mr. Roberts owns KRRI Farmington, KNEM Nevada and KCH Chillicothe, all in Missouri, and is an applicant for new AM station in Chanute, Kan. Filed April 24.

Grand Haven, Mich.—Okabena Bestg. Co., 1490 kc, 250 w fulltime. Estimated

construction cost \$14,724.50, first year operating cost \$36,000, revenue \$40,000. Principal partners include Bob Ross Smith, general manager of WLBB Laurens, S. C., and Betty B. Smith (his wife), who together have 18% interest; Paul R. Smith (13.5%), 1/6 interest in and partner of Calkins & Holden, Carroll, McCollum & Smith Adv., New York; Samuel B. Smith (13.5%), national sales manager for adding, book-keeping and calculating machine division of Remington Rand Inc., New York; Lynne C. Smeby (13.5%), radio consulting engineer, Washington, D. C.; Phyllis R. Condon (9%), radio-TV advertising copywriter for D'Arcy Adv., New York; Sidney F. R. Smith (9%), TV director at NBC New York; Alberta Jacoby (9%), Mental Health Film Board, New York; Stelle S. Smith (9%), Stelle Smith Inc. (instruments), Indianapolis and New York, and three other minority partners. Filed May 15.

FM APPLICATION

Emporia, Kan.—Kansas State Teachers College of Emporia, 91.1 mc, 250 w. Estimated construction cost \$1,800. Applicant is state college. Filed May 24.

ARRL TV PROGRAM

Expansion Is Voted

CONTINUANCE and expansion of the TV interference program [B•T, May 5] has been voted by the board of directors of the American Radio Relay League. At its annual meeting in Hartford, Conn. fortnight ago, Goodwin L. Dosland, an attorney from Moorhead, Minn., was elected new president of ARRL.

The ARRL board also voted to ask the FCC to permit "hams" radiotelephone privileges on 7200-7300 kc and 21.25-21.45 mc, plus an extension of radiotelephone privileges from 28.5 to 28.25 mc. The ARRL will also ask the FCC to provide 3775-3800 kc for mobile radiotelephone operation 7150-7200 kc and 51-53 mc for novice operation.

The board, which represents 35,000 U. S. radio amateurs, selected Houston, Tex., for its 1953 convention and established a special membership rate for blind amateurs.

Meanwhile, Crosley Division of Avco Manufacturing Corp. assured owners of its TV receivers that they need not worry about interference from amateur operation on the new 21-21.45 mc band. The intermediate frequencies of Crosley TV sets are 21.9 mc, an announcement explained, and thus puts its receivers "well beyond the amateur interference range under normal conditions."

SCRIPT LIBRARY FOR SALE

One man operation. Thousands of scripts including mimeograph machine. Cash, \$1,000. Paul Adler, 535 Fifth Avenue, New York, New York. Murray Hill 7-1881.



KOB, WJZ ISSUE

ABC Again Petitions FCC

DON'T approve the transfer of KOB-AM-TV Albuquerque from T. M. Pepperday (*Albuquerque Journal*) to Time Inc. and former FCC Chairman Wayne Coy [B•T, April 28, March 3] without clearing up the status of KOB on 770 kc, ABC petitioned the FCC last week. ABC's WJZ New York is the Class I station on that wavelength.

The network asked the Commission, when and if it approved the \$600,000 sale, to simultaneously order 50 kw KOB back to its authorized 1030 kc.

KOB has been operating since 1941 on 770 kc under special service authorization. It originally was granted a CP on 1180 kc in 1940, but that frequency was deleted from U. S. assignments by the first NARBA. The FCC then changed KOB to 1030 kc, but this was opposed by WBZ Boston, a Class I station on that frequency. The Commission next granted KOB an SSA on 770 kc and the Albuquerque station has been operating under extensions of that temporary authority ever since 1941.

ABC has protested that assignment over the decade, appealing a further extension to the U. S. Court of Appeals last year. The court remanded the case back to the FCC with instructions to come to a decision on the matter [B•T, July 23, 1951].

ABC asked the Commission to (1) dismiss KOB applications for CP and license on 770 kc, (2) make approval of the transfer of KOB properties conditional on clarification of the AM station's assignment, (3) carry out the instructions of the U. S. Court of Appeals, and (4) rescind station's SSA to operate on 770 kc.

NARND MEETING

Cleveland Named as Site

NATIONAL Assn. of Radio News Directors has selected Cleveland for its 1952 convention, NARND President Jim Bormann, WCCO Minneapolis, announced last week.

Mr. Bormann said also that the annual meeting had been shifted from mid-November to Dec. 1-3.

WHEE Again Is WBMS

WBMS Boston, which changed its call letters to WHEE in April 1951, has changed back again to its former call letters, Norman Furman, WBMS general manager, announced last week. FCC reported that approval for the change back to WBMS was given earlier this month.

Arthur E. Rydberg

ARTHUR E. RYDBERG, 49, veteran WHO Des Moines transmitter engineer, died of a heart attack while on duty May 10. He had served on the transmitter crew since 1934. Surviving are his wife, Violet, and a son, Garry, 14.

Employment Agency

Employment Agency

ENGINEERS

First-Second Phone

YOUR APPLICATION CAN BE PROCESSED FOR IMMEDIATE OPENINGS IN FORTY-TWO STATES. ONE WEEK'S SALARY WHEN PLACED, THE ONLY FEE.

WRITE:

Broadcast Management Services Co.

(Agency)

17 East 48th Street, New York 17, New York
PL 5-1127

PROGRAM CLINICS

BMI Ends Radio, Opens TV

Network Cancelled Time

(Continued from page 25)

LAST of 42 BMI radio program clinics were completed last week [B•T, May 12] with meetings in Maine, Alabama, New Brunswick and Ontario, while plans got under way for BMI television clinics in New York today and tomorrow (Monday and Tuesday), in Chicago May 22-23 and in Los Angeles May 26-27. (See story, page 66).

Attendance at the 42 clinics was well above the 3,000 mark and broadcasters seemed well satisfied with results.

Fuller reports on three clinics, held in Boston, Gainesville, Fla., and Seattle, were received last week:

BOSTON, May 9

The Boston BMI clinic [B•T, May 12] claimed the largest attendance of any regional BMI clinic ever held in the United States, with 140 broadcasters attending from five states under auspices of the Radio Executives Club of New England.

Frederic R. Gamble, president of the American Assn. of Advertising Agencies, told the big group that he expected a rise in advertising volume to \$9 million, or 50% more than at present, to maintain the present \$300 billion economy in peacetime.

He said more and better selling will be needed "to find customers



Boston clinic sees get-together of (l to r) BMI Vice President Roy Harlow, AAAA President Gamble and REC President Edmund Shea.

* * *

for the enormously increased output of our U. S. plants once our defense tooling-up is completed."

Mr. Gamble described the advertising structure as having three parts: (1) The commission system of agency compensation, (2) recognition of agencies (3) the 2% cash discount.

Dismissing the first as a great incentive system, but "no problem," he said of agency recognition:

Is it a bona fide agency, independently owned? Is it free from control by any advertiser, so that it is unprejudiced and unrestricted in its service to all clients? Is it free from control by any medium owner . . . for unbiased advice to advertisers in the selection of media?

Does the agency keep all the commission you allow and devote (it) to the service and development of advertising as you require? That is, not rebate any of the commission to any client. . . .

Does the agency have adequate experience and ability to service advertisers . . . the know-how to make advertising succeed? . . . Is the agency financially sound? This means the agency should have financial integrity, collect promptly from its clients, pay your station on time and have enough capital on hand to meet emergencies. . . .

On the third part of the structure, Mr. Gamble advised broadcasters to follow the lead of "most other media" in providing "agencies and themselves" with "the customary 2% cash discount" for payment of bills on time. He said

that other media do not pay the 2% discount "out of their own revenue. They make allowance for it in setting their rates so as to receive the net return they wish."

GAINESVILLE, Fla., May 8

Representatives of 18 Florida radio stations and faculty members from four Florida universities heard the state's second BMI program clinic, sponsored by the Florida Assn. of Broadcasters, with FAB President S. O. Ward, manager of WLAK Lakeland, presiding, and Garland Powell, director of WRUF Gainesville, as chairman of the arrangements committee.

Fritz Sorenson, program director, WKRS Waukegan, Ill., told how his station is "Making Local News Pay Off," and Frank McIntyre, production manager, KLIX Twin Falls, Ida., said management's main problem is keeping a high staff morale.

Ray Clancy, general manager of WMFJ Daytona Beach, urged "more imaginative merchandising" in building programs. "Radio is show business and must use showmanship," he said.

Three factors important in adjusting the current rate card, according to Robert R. Tincher, vice president and general manager of WNAX Yankton, S. D., are (1) audience flock, (2) audience turnover and (3) ratio between sets-in-use and ratings.

Hale Bondurant, also a Columbia, S. C., clinic speaker, told listeners that radio alone delivers all three markets (metropolitan, rural non-farm and rural) to the advertiser. All of these markets, he said, can be served at the same time, but the station should build its character and individuality.

Profs. Tom C. Balton and John Paul Jones, U. of Florida, also spoke.

SEATTLE, May 6

The Seattle BMI program clinic [B•T, May 12], co-sponsored by the Washington State Assn. of Broadcasters, was attended by 80 radio and television executives with Leo H. Beckley, president of KBRC Mt. Vernon and incoming president of WSAB, opening the sessions.

William Holm, general manager of WLPO LaSalle, Ill., who also spoke at the San Francisco and Vancouver clinics, described his 250 w station's commercially successful news programs in a market saturated with 40 AM stations. Harry McTigue, president of WINN Louisville, also a speaker at the San Francisco and Vancouver clinics, emphasized block programming of music.

Robert Wesson, program manager of KHQ Spokane, told the group that "intelligent planning by the program department must include selling salesmen on the idea that they are marketing programs, not merely time."

lem for CBS-TV. When Pillsbury Mills takes over the last quarter-hour of the Godfrey show on television (10:45-11 a.m.), the program will be followed by the regular *Bride and Groom* show, which is sponsored by the rival General Mills, thus causing a conflict of products on succeeding shows. Problem is yet to be resolved.

The Gulf Oil purchase is for five quarter-hours a week (10:10-10:15 p.m.) of *John Daly* and the *News* on 225 ABC network stations, effective June 16 (see story page 14) Young & Rubicam, is agency.

The Wrigley-CBS Radio contract placed through Arthur Meyerhoff Agency, Chicago, calls for continuation of Wrigley's current two half-hours a week through the summer with replacement shows, plus the equivalent of four other half-hours a week with various starting and termination dates.

Summer replacements for the advertiser's regular shows will be *Lineup* from June 3-Aug. 5 in the Tuesday 9-9:30 p.m. EDT spot now occupied by *Life With Luigi*, and *Broadway Is My Beat* from July 5-26 in the Saturday 8-8:30 p.m. period replacing *Gene Autry Show*.

Other shows to be sponsored by Wrigley are the following, each scheduled in the 9-9:30 p.m. EDT segment (some pre-empted by coverage of the political conventions in July are expected):

Meet Millie, Sundays, July 6-Aug. 10; *Romance*, Mondays, July 14-Aug. 25; *Johnny Dollar*, Wednesdays, July 2-Aug. 20; *Mr. Chameleon*, Thursdays, July 3, Aug. 21.

CBS Wage Increase

WEEKLY 1% wage increase for employees has been approved by the Wage Stabilization Board in CBS Hollywood contract with Office Employees International Union. WSB, however, rejected proposal for a three week paid vacation for employees with five years of service. OEIU plans to appeal latter decision. Further arbitration covered in contract starts May 20.



CONSTANT SERVICE
OF HIGHEST TYPE

WILL NET SPONSORS
INCREASED SALES IN

HALIFAX NOVA SCOTIA

JOS. WEED & CO.

350 Madison Ave., New York,
(Rep.)

5000 WATTS—NOW!

FOR FINEST TAPE RECORDING

K F B I
Wichita, Kansas

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 CONSOLETTA
Operation available by combining units in rich Magnecorder cabinets.

For new catalog — write:
Magnecord, Inc.
Magnecord, Inc., 360 N. Michigan Ave., Chicago 1, Ill.

Liberty Suspends

(Continued from page 25)

alized the expense of such an operation.

Stations frequently claimed they had trouble getting instructions and decisions from the Dallas headquarters. They felt the network was built around the president, with officers at the vice presidential level unable to make decisions. According to one version, LBS was all generals and no privates."

Lacking official instructions after the network suspended, affiliates were wondering about details of their business relations with LBS. B. R. McLendon and Mr. Cullen have been generally referred to as the financial backers of the network. The elder McLendon has extensive theatrical interests in the Southwest. Mr. Cullen is a nationally known Texan with oil interests.

Network originating points have been Dallas headquarters, New York and Washington. LBS had announced recently that its key outlet was being moved to KLBH Houston, formerly KLEE [B.T. May 5]. Transfer of LBS headquarters was being effected though operations were still being directed out of Dallas.

The LBS sales staff in New York was curtailed last March, when rumors about its future were active. At that time, Mr. McLendon strongly denied that the network was having serious troubles.

Failure of Falstaff to renew its baseball sponsorship was felt by some affiliates to have started the 1952 crisis. A fortnight ago, it was understood Sears, Roebuck & Co. was not renewing its Liberty contract for Coldspot freezers, effective May 16. Other national advertisers are said to have voiced concern about signing sponsorship contracts during pendency of network litigation.

WOL Washington, owned by Peoples Broadcasting Corp. (also owner of WRFD Worthington, Ohio), provided news, commentary, capital events and program service to the network.

Earlier last week, WCFL Chicago and LBS severed relations as



ENJOYING Florida sun after semi-annual management meeting are these Storer Broadcasting Co. executives: (first row, l to r) Gayle Grubb, vice president-managing director, WJBK-AM-TV Detroit, and Glenn Jackson, managing director, WAGA-AM-TV Atlanta; middle row, A. Garrin Ferrise, managing director, WMMN Fairmont, W. Va.; George B. Storer Jr., vice president-managing director, KEYL San Antonio; J. Robert Kerns, vice president-managing director, WSAI Cincinnati; Allen Haid, vice president-managing director, WSPD-AM-TV Toledo, and Miller Babcock, managing director, WGBS Miami; third row, William Rine, regional vice president, central district, and managing director, WWVA Wheeling, W. Va.; Tom Harker, vice president-national sales director; George B. Storer, company president; Lee B. Wailes, executive vice president, and Stanton P. Kettler, vice president, southern district.

WCFL took over rights to White Sox baseball games. Liberty had bought Sox games for the network earlier in the season, with WCFL as Chicago outlet. The network is understood to have been given a rebate on the purchase price by the White Sox, which then is believed to have obtained about \$100,000 from WCFL for the rest of the season.

WOPA Settlement Reported

WOPA Oak Park, Ill., originally an LBS affiliate, was reported last week to have reached an out-of-court settlement with Liberty after it charged breach of contract. This, it was understood, restored affiliation to WOPA.

Liberty's suspension found the network holding costly rights to broadcast the two major political conventions from Chicago this summer. Peoples Broadcasting Corp. was considering a proposal

to take up the facilities.

In a statement quoted Friday by Associated Press, the elder McLendon said LBS was not in financial difficulty, adding, "We are not contemplating bankruptcy proceedings and reports that we may file in bankruptcy court in Dallas are untrue."

Herbert E. Evans, general manager of Peoples, said Friday his organization is considering offering, through WOL, news and other services to stations in mid-Atlantic states on a cooperative basis.

Interested stations will meet soon to see what can be worked out, he said, "probably on a non-profit basis with stations sharing expenses and earnings of such a project. The only information we have today is that Liberty has suspended operations. Whether or not this suspension is permanent is still to be learned." He said the LBS suspension will not materially affect Peoples operations.

POLITICAL FUNDS

House Votes for Inquiry

HOUSE approved by voice vote last Monday a resolution to set up a special committee to look into campaign expenditures of House candidates [B.T. March 24]. It was sponsored by House Majority Leader John W. McCormack (D-Mass.).

In addition to investigating methods of contributions, expenses, money raised or subscribed by candidates, individuals, groups and corporations, the resolution (H Res 558) provides for study into "use of advertising space, radio and television time . . . moving picture film" and other services made available to the House candidate in his campaign.

WALKER LETTER

Acknowledges Ad

EXCERPTS from FCC Chairman Paul A. Walker's speech at the NARTB convention were printed and praised in an advertisement placed by WTTA Thomson, Ga., owned by Edgar H. Kobak, in the *McDuffie Progress*, of Thomson, published by Mr. Kobak.

Last week, after the complimentary ad had been brought to his attention, Chairman Walker wrote to Mr. Kobak:

"Now that this generous helping of rich, purple prose from my Chicago exhortation has been forever embalmed in the pages of the *McDuffie Progress* for posterity and beyond, I really have nothing more to live for. . . .

"This issue also gives me some inkling as to the irresistible attraction the city of Thomson has for you. The cafe society, the night clubs and the teeming crowds of New York apparently pale into insignificance beside the Saturday night barn dances, the rodeos and the strawberry shortcake festivals of the Camellia City of the South."

JACK BERCH, star of ABC radio *Jack Berch Show*, tees off Western Child Safety Week at meeting of Hollywood Ad Club today (May 19), with talk on "Value of Advertising Child Safety."

Now
MORE THAN
EVER BEFORE

*the Best Buy
in Green Bay*

"MORE reasons for
more people to listen
more often!"

COMPLETE LOCAL
COVERAGE
AND INTEREST

+ PLUS +

MUTUAL
Network

WJPG
THE RADIO SERVICE OF THE
GREEN BAY PRESS-GAZETTE

WJPG, GREEN BAY, WIS.
McGILLVRA, Rep., N.Y.-Chi.

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at deadline

REBROADCAST RULE HAILED BY BROWN

GORDON P. BROWN, owner of WSAY Rochester, N. Y., and long-time gadfly of networks, jubilantly hailed FCC's interpretation of rebroadcasting provisions of Communications Act at Washington luncheon news conference he hosted Friday. Mr. Brown's attitude was that Commission's opinion (see story on page 24) eliminated control of networks over rebroadcasting of programs, aided bargaining position of affiliates vis-a-vis networks.

If sponsor approves rebroadcast of his program, Mr. Brown explained, then station which originally broadcast it should have no hesitancy in approving rebroadcasts. Mr. Brown alluded to Commission's order which requires station which declines rebroadcast permission to justify its refusal in writing to FCC.

Commission also, Mr. Brown believed, invited Congress to pass Sheppard bills (HR 10 and 73) which would legislate control of programs out of networks into hands of sponsors or package owners.

Rebroadcasting means more income for independent and affiliates, Mr. Brown contended. He distributed booklet to show that topnotch network shows got higher rating on rebroadcasts than they did on original airings (e.g., Jack Benny on CBS at 4 p.m. on Pacific Coast had rating of 15.7, rebroadcast by same station at 9:30 p.m. brought him rating of 20.7). Basis of Mr. Brown's belief seems to be that rebroadcasts attract new audience to show.

Mr. Brown, who claimed to have spent \$40,000 of his own money in fighting networks and to be responsible for FCC's duopoly rule, forcing sale of Blue Network by NBC, and other Chain Broadcasting regulations, also announced formation of American Assn. of Affiliated & Independent Radio & Television Broadcasters (AAAIRTB).

WSSV APPLICATION

TOTAL new television station applications filed last week raised to three Friday when WSSV Petersburg, Va., filed for Channel 8, with 27.8 kw ERP (see early story page 61). Principal WSSV stockholder is Louis H. Peterson, owner of WNOR Norfolk, Va., and Peterson Adv. Agency, Petersburg. Cost of new TV outlet estimated at \$248,283. Application estimated first year's operation would be in red—with \$200,000 operating cost and \$175,000 expected revenue.

Amended application, requesting UHF Channel 59, was filed by WFAM Lafayette, Ind. Cost for 20 kw ERP station was given as \$158,000. Sole owner O. E. Richardson.

Thirty-year-old KGU Honolulu, Hawaii, owned by Honolulu Advertiser, announced it plans to apply for Channel 4 with 37.2 kw ERP. Antenna will be atop AM tower, on top of Advertiser Bldg.

SAG ISSUES THREAT

SCREEN ACTORS GUILD will "assert its legal rights" and cancel existing working arrangement with members of Alliance of Television Film Producers unless agreement on new collective bargaining contract is reached by June 24 to comply with 60-day notice regulation. Original SAG-ATFP contract expired last December but was extended on temporary basis during negotiations.

CO-OPS ON CONVENTION

LOCAL AND REGIONAL advertisers will be able to sponsor on network co-op basis Democratic and Republican national conventions direct from Chicago over MBS in July, William H. Fineshruber, Mutual executive vice president, announced Friday.

Decision was made after Mutual's 550 stations reported that they had been swamped with local and regional requests to share convention time, Mr. Fineshruber said.

PAULEY FILES PETITION IN PRO FOOTBALL CASE

EDWIN W. PAULEY, 27½% partner in Los Angeles Rams pro football team, petitioned U. S. District Court, Eastern District of Pennsylvania, Friday to protect his personal rights in pending U. S. anti-trust action against National Football League and member clubs. U. S. suit charges conspiracy in controlling radio-television rights to games.

Mr. Pauley, major stockholder in San Francisco TV applicant, Television California, told court he opposed club's adherence to league's policy, adding he had no control of club affairs under agreement giving Daniel F. Reeves, 30% partner, full operating powers. Last January, Rams were only club voting against continuance of league rule binding all members to follow league policies. Mr. Pauley said he has consistently opposed this rule.

TALL TOWER PROBLEMS ASSIGNED TO SUB-GROUPS

ORGANIZATION of industry-government committee working on tall TV tower problem [E.T., May 12] into subcommittees to explore facets of situation—including one to determine extent, if any, of dangers to air navigation—was decided Friday at second meeting of "ad hoc" committee.

To study whether problem exists, and if so to what magnitude, was put up to committee comprising Robert E. L. Kennedy, Assn. of Federal Communications Consulting Engineers; Neal McNaughten, NARTB; John Evans, FCC and D. D. Thomas, CAA. Preliminary study by Mr. Kennedy indicated that of 1,249 TV channel assignments in continental U. S., 170 are to cities with populations over 50,000; 549 in 10,000 to 50,000 class; 530 to cities in under 10,000 class.

Other subcommittees were set up to make detailed study of FCC's recommended criteria, to investigate corollary matters—such as feasibility of using common sites for all TV antennas in one city, etc. CAA and FCC also constituted a special group to review regulations for making and lighting of towers.

CBS-TV BUYS PROPERTY

CBS-TV has purchased property of Sheffield Farms located at 56th st. and 10th ave., N. Y., with nine acres of floor space which will be converted in fall into largest TV plant on East Coast, officials say. It will house 10 studios and will be large enough for helicopters to land on roof with last-minute news film.

PEOPLE...

HAROLD FRAZEE, president, Wiley, Frazee & Davenport, to Scheideler, Beck & Werner Inc., N. Y., as executive head of agency's new drug and cosmetic division.

NANCY KEARNS, Paul H. Raymer Co., N. Y., station representatives, to Hicks & Griest Inc., same city, as assistant to radio and television director, Peter Krug.

JAMES E. DUFFY has been named manager of advertising and promotion dept. of ABC's Central Division, Chicago, effective last Friday. Mr. Duffy has been with ABC since 1949.

WENDELL HOLMES, D. P. Brother, Detroit, to Kenyon & Eckhardt, that city, as copychief.

RICHARD L. PELZMAN, formerly head of his own firm in Washington, named eastern films syndication manager of Ted Baldwin Inc., N. Y., promotion and public relations firm.

STOCKHOLDER DIFFERENCES RESOLVED SAYS SNADER

LOUIS F. SNADER, president of Snader Telecommunications Corp., Los Angeles, declared firm is not in financial difficulties or for sale, calling reports to that effect "unfounded and untrue" following policy meeting last week. Differences with principal stockholders have been resolved, he said.

Mr. Snader asserted all phases of business are in soundest possible financial condition. Some 42 remaining telecriptions in second library series yet to be filed, he said, with contracts for additional production to be concluded in time for next board meeting July 2.

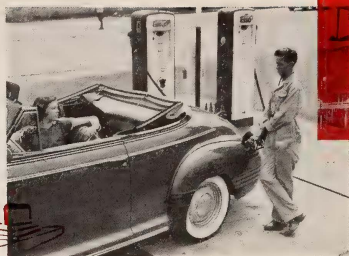
In reorganization, E. Jonny Graft, executive vice president in charge of sales, takes over operations of Snader Telecommunications Sales Inc., STC subsidiary. He replaces Reub Kaufman, president, who is leaving organization.

GE TRANSMITTER

UHF transmitter rated for 1,000 kw radiated power was announced by General Electric Co. in speech by Lewis F. Page, broadcast specialist, before Southwestern Institute of IRE in Houston Saturday. Transmitter has rated power of 60 kw and combines with GE helical high gain antenna to radiate up to megawatt in power. Heart of new transmitter, fourth in GE's UHF line, is Klystron tube. No price has yet been announced for new 60 kw transmitter. GE sells 100 w UHF transmitter for \$37,000, 1 kw for \$65,000, 12 kw for \$140,000. These compare to VHF transmitters as follows: 5 kw, \$65,000; 35 kw, \$145,000; 50 kw, \$205,000. Prices for GE's helical antenna were reduced last week—three-bay antenna, from \$13,500 to \$9,000; four-bay, from \$18,000 to \$12,000; five-bay, from \$22,500 to \$15,000.

NEW UHF TUBES

AVAILABILITY of two newly developed UHF tubes announced Friday by tube department, RCA Victor. New tubes are forced-air-cooled "1 kw" power tetrode for UHF TV transmitters and miniature oscillator triode for station selectors in UHF home receivers. Forced-air-cooling principle of power tetrode, designed to operate at high frequencies with high efficiency, allows for simplification in transmitter design, it was said, as well as "substantial" operating economies. Oscillator triode was described as incorporating numerous design features to minimize frequency drift, lead resistance, and other limiting factors which affect stability of conventional UHF tubes.



Esso DOES A COMPLETE JOB . . .

SO DO HAVENS AND MARTIN, Inc. STATIONS . . .

WMBG
WCOD
WTVR

From oil well to refinery to gas station to motorist, and all the numerous steps in between—Esso truly knows its business well. Its skilled geologists probe beneath the surface for oil; its skilled advertising men use the air (WTVR and TV) with standout effectiveness.

In the rich Virginia markets around Richmond, Havens & Martin, Inc. Stations also do a full and fruitful job. Pioneers in TV, AM, and FM, these first stations of Virginia comprised the first complete broadcasting institution in the South. They know their business well, as any Blair man can quickly prove.



FIRST STATIONS OF VIRGINIA

WMBG AM WCOD FM WTVR TV

Havens & Martin Inc. Stations are the only complete broadcasting institution in Richmond.

Pioneer NBC outlets for Virginia's first market.

Represented nationally by John Blair & Company

they **keep listening** ... 'round the clock ... 'round the calendar

One reason that folks in Northern Ohio listen *most* to WGAR... both daytime and nighttime, winter and summer alike... is the parade of our own popular local stars, marching the air waves daily along with the big name talent of CBS. Good reason, too, why WGAR offers the most intensive and economical selling force for your summertime campaign in one of America's most prosperous markets.



BOB SMITH

His early morning "Town & Country", with music, weather reports and market prices, is an eye-opener for everyone from factory worker to farmer



BILL MAYER

Men tune for him on the way to work. The ladies listen as they turn to AM chores. To thousands of friends, he's the official Mayer of the Morning



HENRY PILDNER

Father catches his laughs and music while headed for home. Mom gets his show via the kitchen radio while she prepares dinner. The whole family likes the way "Henry Pildner Entertains"



TOM ARMSTRONG

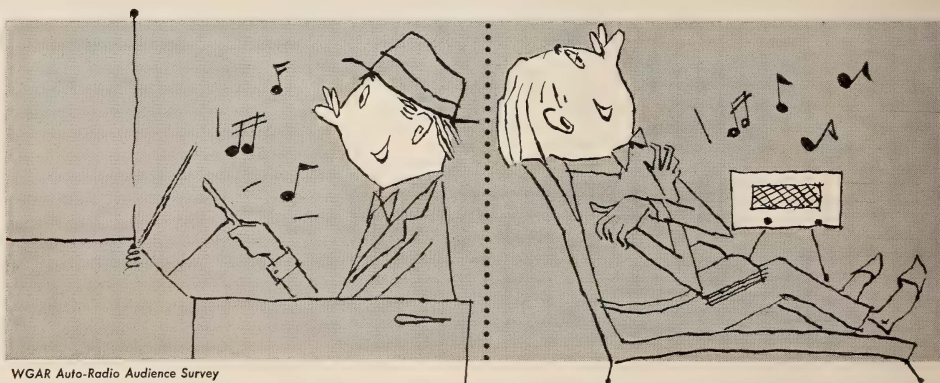
His tuneful "Polka Parade" following the dinner hour grabs a huge audience in this cosmopolitan area which has become famed as "the Polka capital of the nation"



HAL MORGAN

Late hour listeners go regularly to his mythical night club that features the top bands and vocalists... plus personal interviews with outstanding celebrities

Ask now about summer availabilities of spots and segments in these big-audience, low-investment local programs



WGAR Auto-Radio Audience Survey
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