

TELECASTING

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in our
7th
year

"BROADWAY TV THEATRE" on channel 9 is the No. 1 dramatic show on New York Television

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- • • reaching more families at a lower cost-per-thousand than the top rated dramatic shows offered by any other station in New York.
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* Special Pulse Survey

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"BROADWAY TV THEATRE"
A WARREN WADE PRODUCTION
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TO SALES**

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channel **9**
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Longacre 4-8000



Destry will ride tonight—positively

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Here, too, is a stellar example of the way the Eastman Kodak Company functions through the Eastman Technical Service for Motion Picture Film.

For, in addition to aiding studio and laboratory in film selection and processing, representatives collaborate with television stations, advertising agencies, and advertisers in helping solve problems of projection—help check film and equipment . . . make light measurements, determine proper levels . . . all to help assure good showings, black-and-white or color.

To maintain this service, the Eastman Kodak Company has branches at strategic centers . . . invites inquiry from all members of the industry. Address:

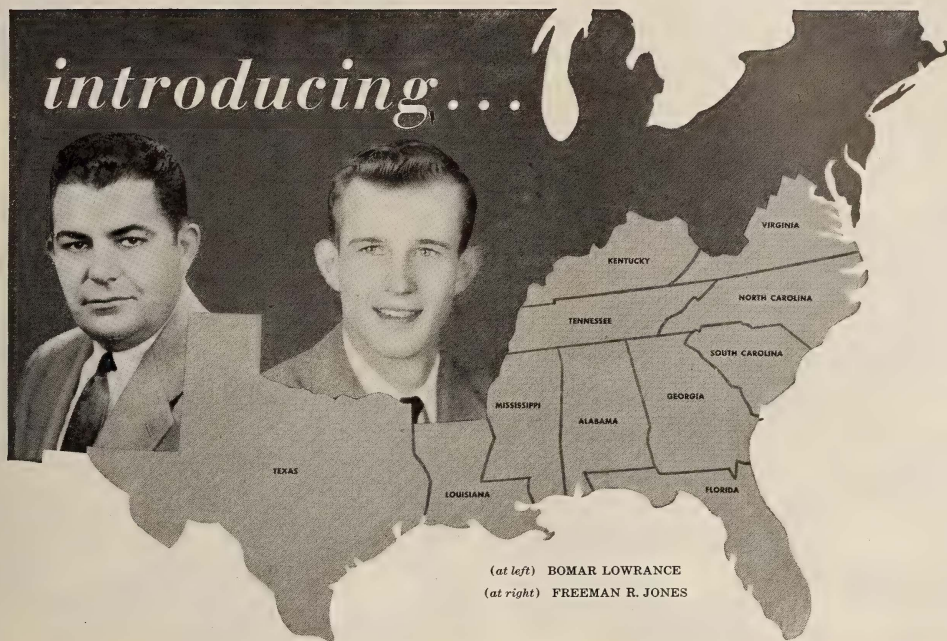
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THE "FIFTH ALARM"



The early morning call was from Lebanon, Pennsylvania. And, the voice on the phone said, "It's a four alarmer . . ." That was enough for the WGAL-TV newsroom where the "Fifth Alarm" was sounded. Reporters were alerted for on-the-scene coverage. A camera crew took off by airplane in order to furnish the kind of news coverage which WGAL-TV viewers have come to expect. The "four alarmer" proved to be the biggest fire in the history of the City of Lebanon. At nightfall, when it was brought

under control, the fire had gutted a block-long area in the center of the city. Finis was written to the story when the Mayor of Lebanon appeared before WGAL-TV's cameras to report fully on the disaster.

WGAL-TV

Lancaster

Pennsylvania

A Steinman Station

Clair R. McCollough, Pres.

Represented by

ROBERT MEEKER ASSOCIATES

New York

Chicago

San Francisco

Los Angeles

MAY 26, 1952

TV PRIORITY LIST

Sixth Report Conflict Mounts

AS CONFLICT continued to mount last week over the FCC's Sixth Report and Order lifting the 3½ year old TV freeze, the Commission made known to new station aspirants their prospective positions on the "temporary" processing lines set forth in the final allocation report [B•T, April 14, et seq.].

FCC on Thursday issued its lists of cities grouped in accordance with the priorities of the temporary processing procedure (see listings, this page). The separate city lists correspond to the application priority groupings (i.e., Group A-2—Bids for new TV stations on channels in cities 40 or more miles from existing stations; Group B-1—Bids for new outlets in cities less than 40 miles from an existing station and to which only UHF channels are assigned).

In effect, the listings mean that first attention will be given applications for cities with the greatest population and/or having the least available existing service. UHF is favored over VHF.

Other Considerations

First attention in processing, however, doesn't mean first grants, observers were quick to point out after the lists were issued. Competitive hearings, particularly for VHF channels, will plague most major markets for a long time, they reminded, also noting additional delays that will ensue as unsuccessful applicants appeal their cases in the courts.

(Hopes for additional hearing examiner teams to handle the workload were expressed on Capitol Hill last week. See story, page 88.)

Controversy over the Sixth Report took form in these developments last week:

● Comr. Robert F. Jones, who dissented sharply from the majority opinion responsible for the Sixth Report's adoption, extended his verbal dissent on two more fronts: On Tuesday, before the Pittsburgh Radio and Television Club and Ad Club, and on Thursday, in Washington, before a luncheon meeting of the Federal Communications Bar Assn.

● WHPE High Point, N. C., petitioned FCC to revise its final report to delete VHF Channel 6 from Beckley, W. Va., and assign it to High Point. WHPE contends

High Point merits the same consideration of greater economic importance and population as FCC employed to remove VHF Channel 3 from Blytheville, Ark., to Memphis.

● Westinghouse Radio Stations Inc. was reported planning to file this week a petition contesting the soundness of the temporary processing procedure and challenging the UHF "priority" philosophy.

● Several other sources indicated protests of specific city allocations in the Sixth Report are in preparation, with petitions for reconsideration of the Lafayette, La., and Braddock, Pa., allocations expected this week.

Comr. Jones on Tuesday translated his dissent to the Sixth Report into the dialect of Pittsburgh, a one-station city now assigned

VHF Channels 2, 11 and 13 and UHF Channels 16, 47 and 53. Channel 13 is reserved for non-commercial, educational use. WDTV (TV) there, now on Channel 3, must switch to Channel 2 under provisions of Sixth Report.

Dissenter Jones told his Pittsburgh audience, meeting at the Hotel William Penn, that with good luck their city may have a second TV outlet in about five years. He contended Pittsburgh was "sold down the river" in the final allocation. To "recoup" the loss, local civic resources will have to "marshal their combined forces," he indicated.

Explaining that in FCC's processing list of 1,272 cities Pittsburgh ranks 1,237th, Comr. Jones said every city in Pennsylvania would be processed before Pitts-

burgh according to the temporary processing procedure and the priority system on which the city listings are made. He predicted long delays as well because of competitive hearings and court appeals.

Comr. Jones observed that should Washington, Pa., receive a grant first, the effect would be to put Pittsburgh into 1,267th place on the list, moving it back from its present position in the Group B-4 cities (single existing station) into Group B-5 (two available services).

Charging "arbitrary action" on the part of the Commission by refusing to grant VHF Channel 4 to Pittsburgh, Comr. Jones contended no Grade A service interference would occur between Channel 4 at Pittsburgh (using 1,000 ft. antenna and 56 kw instead of 100 kw max-

(Continued on page 86)

List of City Priorities Under Temporary Processing Procedure

THE FOLLOWING appendices contain lists of the cities appearing in the table of channel assignments of FCC's Sixth Report, arranged in the order in which applications for new TV stations will be processed under the temporary processing procedure adopted in the Sixth Report as footnote 10 to Sec. 1.371 of the Commission's rules [B•T, April 14].

This preliminary list shows the name of the city, the 1950 population as reported by the Bureau of the Census, the distance to the nearest operating television station, the number of TV services available (stations less than 40 miles away) and the number of local TV outlets where appropriate.

FCC explained the distance "40 or more miles from the nearest operating television station" was considered a reasonable figure for processing purposes "and is not to be construed as an engineering determination of the normal reception range" of TV stations. The distance figures shown in the lists were scaled from suitable maps, FCC explained, except that in cases where the scaled distances fell between 38 and 42 miles the actual distance was computed on that basis of geographic coordinates in accordance with Sec. 3.611 of the rules.

The Commission said every effort

has been used to make the lists accurate but interested parties detecting errors "are invited" to bring them to the attention of the Chief of the Broadcast Bureau before July 1.

As soon after July 1 "as is practicable, the Commission will republish the lists of cities and indicate thereon those cities for which applications for new television stations have been received. This list will be revised and republished periodically in order that the general public and other interested parties may be kept informed of the progress of the respective processing lines."

FCC further noted that cities in the territories and U. S. possessions, as well as cities in the U. S. in which the single channel assignment is reserved for noncommercial educational use, are not included in the lists. Separate provisions for early processing of these applications are provided in the temporary processing procedure.

Similarly, those cities are excluded wherein all channels are assigned to existing stations and there are no additional channels available for authorization.

The temporary processing procedure composes four principal application groups with several subgroups. In order, they indicate

processing priority. Groups are:

Group A-1—Applications of 30 operating stations required to change channels in the Sixth Report. They will be processed promptly after June 2, effective date of Subpart E of Part 3 of rules, but grants must wait until after July 1. This group is not in city lists below.

Group A-2—Applications for new stations in cities 40 or more miles from any existing station. This is first city list below.

Group B-1—Bids for new stations in cities less than 40 miles from existing station and to which only UHF channels are assigned.

Group B-2—Bids for cities in which one or more stations are operating, all VHF channels have been authorized (except educational) and only UHF channels are available.

Group B-3—Bids for cities having no operating stations and located less than 40 miles from not more than one operating station.

Group B-4—Bids for cities with only one operating station and located 40 or more miles from any other station.

Group B-5—Bids for cities less than 40 miles from two or more operating stations.

Group C (Not in city list)—(1) Bids to modify permits granted on and after July 1. (2) Petitions for reconsideration of actions on Group A-2 and Group B applications. (3) Petitions for waiver of hearings on such applications.

Group D (Not in city list)—Applications for changes in existing facilities, licenses and requests for special temporary authority.

Group A-2 bids and Group B applications will be processed currently, FCC explained, with priorities within each group governing. Group C bids will be processed after July 1 in order received. No action is expected on

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JUST about all phases of local television production—from building a studio to filming home news—were examined for some 146 broadcasters who attended the Broadcast Music Inc. TV clinic held in New York Monday and Tuesday.

The same general format was followed at the BMI clinic held last Thursday and Friday in Chicago, with many of the principal speakers participating in both sessions.

The two-day meeting in New York's Waldorf-Astoria Hotel, got down to local problems Monday morning when Robert D. Swezey, executive vice president of WDSU-TV New Orleans, heavily emphasized local programming in his talk, "Every Town a Show Town, U.S.A.—Yeah?"

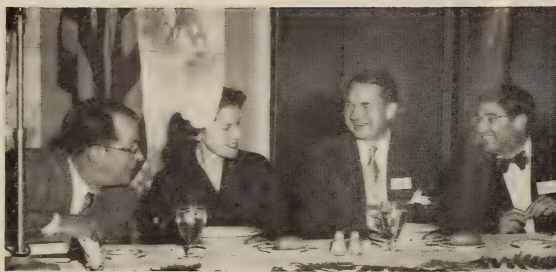
Noting that even if talent and materials for network-quality programs were available in every community, Mr. Swezey said that the average TV outlet nevertheless does not have the facilities for "big time" production; his station, he said, has thus stressed local programming as a supplement to network and film production and has never attempted to compete with network fare.

To provide shows at the local level successfully, he advised doing "the natural thing" while keeping an eye on limiting expenses. Don't go overboard on expenses, he advised; it's soundness that counts, not elaborateness. Reminding his audience that talent wears out faster in television than in radio, he urged that production talent needed encouragement, too, to avoid staleness or laziness.

The most necessary requirement for good operation, in terms of physical facilities, is lateral space, according to Charles F. Holden, assistant national director of television for ABC, who also spoke Monday. "Get everything on one level," he advised. "In some instances, lack of space in itself can keep production budgets low: A [small] studio . . . automatically rules out the possibility of big, costly productions." He endorsed buying standard equipment and, in building a studio, choosing an outlying site where taxes will remain low.

Bennett Larsen, vice president and general manager of WPIX (TV) New York, spoke of the variant costs of film throughout the country and the different interests of people in their choice of films. He endorsed the current practice among advertisers of buying their own properties and reselling them to television.

First speaker Monday afternoon, after a luncheon presided over by BMI President Carl Haverlin, was Roger Clipp, manager of WFIL-TV Philadelphia, who spoke on newsreel operation. Through the



ON DAIS at BMI TV Clinic in New York are (l to r) Carl Haverlin, BMI president; Blanche Ravisse, WPIX (TV) New York; Theodore C. Streibert, WOR-AM-FM-TV New York president; Sydney M. Kaye, BMI vice chairman.

actuality of sight and sound, television news eliminates the middleman—the reporter or professional observer—and provides immediate public information, he said. With advance knowledge of where and when news is happening, television outperforms all other means of communication in bringing news to the public, he added. For local film coverage, he suggested the services of a commercial photographer as "by all odds more practical" than maintaining a newsreel unit. Television must wake up im-

mediately and make lots of noise regarding promotion of programs, even if that means employing competitive media, Ted Cott, vice president of WNBC (TV) New York, said in his speech, "You May Be Seen—You've Got To Be Heard." His own station promoted its programs, he said, by telling viewers what its immediate schedule was and then reaching for non-viewers through billboards, magazines, newspapers, and park public address systems.

Speaking on low-cost music and

participation shows versus film, Ralph L. Burgin, program director of WNBW (TV) Washington, said that there are many hours in the broadcast day when low-cost, high-profit programs—for community service, religious groups, or educational organizations—could be scheduled. Answers to low-cost programming uncovered in WNBW's experiments indicate, he said, that the ideal program should "be specialized in character but broad in appeal." The program should be a strip, if at all possible, he advised, suggesting that "in television as in the grocery store, they're 'cheaper by the dozen.'"

Opening speaker at Tuesday morning's session was Joel Chaseman, director of public service and publicity, WAAM (TV) Baltimore, who explained that his station has sought public service programming guidance from a permanent council of responsible citizens, to be consulted individually or collectively. "I cannot overstate the value of such a group—in prestige, in good will, in downright practical programming suggestions, as a barometer of the community, and as an access to important groups in the city," Mr. Chaseman said.

He also suggested that, in doing public service, station managers make sure everybody possible knows about it. His station has invited studio audiences, conducted studio tours, produced special shows, scheduled thousands of free announcements, and occasionally furnished slides, artwork, studio facilities and talent to outside groups.

"The first factor in low-cost programming," A. Donovan Faust, assistant general manager of WDTV (TV) Pittsburgh, said, "is that the station manager must plan his operation in light of the facilities available." Second factor is to determine the potential of prospective sponsors. The result will be that the manager knows immediately whether to sell his program in across-the-board strips, as a complete single show, as units in a segmented show or on a participating basis.

The most important single factor, however, is a good budget, one which allows enough money to permit doing the job well, but one that is administered by all department heads and carried through to each individual program. Consistent earners among his station's low-cost programs have turned out to be women's shopping shows, kitchen programs and audience participation shows.

Philip G. Lasky, general manager of KPIX (TV) San Francisco, spoke on plant planning and remodeling and suggested that plans for building a TV station should be made "right in your own house—by television people themselves." After top management decisions

(Continued on page 84)

BIGGER AD BUDGETS FINANCE TV

Reports Magazine Advertising Bureau Analysis

WHERE'S the money coming from to finance expanded television network advertising?

According to the Magazine Advertising Bureau, part of the money comes from a diversion of funds formerly appropriated to other media, but more of it comes from enlarged advertising budgets.

The Bureau last week released an analysis of spending in various media by 183 advertiser who spent \$25,000 or more each in network television during the last six months of 1951. Their spending in network television increased 194.9% in that period as compared with the last six months of 1950. But their investments in network radio were off 5.2% and in Sunday newspaper supplements off 25.2%. Their magazine expenditures rose slightly—.5%. No other media expenditures were reported in the study.

Here's the way the expenditures of these 183 advertisers broke down:

| | Last 6 Mos. 1951 | Last 6 Mos. 1950 | Per Cent Change |
|------------------------------|------------------|------------------|-----------------|
| Network TV | \$72,265,510 | \$24,505,831 | +194.9 |
| Network Radio | 65,748,022 | 69,367,391 | - 5.2 |
| Magazines | 86,694,657 | 86,300,692 | + 0.5 |
| Sunday Newspaper Supplements | 15,019,564 | 20,083,096 | - 25.2 |
| Total | \$239,727,753 | \$200,257,010 | + 19.7 |

Put another way—in terms of the

number of TV network advertisers increasing or decreasing their spending in the other three media—the results were about the same.

Here's the way the 183 network television advertisers appropriated money to magazines, network radio and Sunday supplements in the last half of 1951 as compared with the last half of 1950:

| | Total Users of Media | Increases (Per Cent) | Decreases (Per Cent) |
|--------------------|----------------------|----------------------|----------------------|
| Magazines | 162 | 90 or 55.6 | 72 or 44.4 |
| Network Radio | 91 | 39 or 42.9 | 52 or 57.1 |
| Sunday Supplements | 117 | 47 or 40.2 | 70 or 59.8 |

The Magazine Advertising Bureau also analyzed the arrivals and departures in network television sponsorship. In January and February, 1951, there were 131 advertisers spending at least \$20,000 in network TV. Of these 33 were missing from the TV network sponsor lists in January and February, 1952, but 54 others had entered network TV in the meantime, meaning a net gain of 21 TV network sponsors spending \$20,000 or more in these two months of 1952, compared with this same period of 1951.

What happened to the 33 who left network television is not explained by the MAB, although presumably at least some turned to spot TV.

television applications

Digest of Those Filed With FCC May 15 through May 22

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

| Boxscore | VHF | UHF | Total* |
|-----------------------------------|-----|-----|--------|
| Applications filed since April 14 | 21 | 10 | 32 |

* One applicant did not specify channel number.

Listed by States

WEST PALM BEACH, Fla.—WIRK-TV Inc., Ch. 12 (204-210 mc); antenna height above average terrain 274 ft., above ground 297 ft. Estimated construction cost \$137,023, first year operating cost \$120,000, revenue \$135,000. Studio and transmitter location on Flagler Ave., north of Lakeview Drive, 26° 42' 22" N. Lat., 80° 02' 59" W. Long. Transmitter DuMont, antenna RCA. Legal counsel Frank U. Fletcher. Consulting engineer Vandiver, Cohen & Wearn. Principals include President Joseph S. Field Jr. (33½%), 51% owner of WIRK West Palm Beach; Vice President Warren H. Brewster (33½%), owner of cattle ranch, Jupiter, Fla., ½ owner of Carpenter Hotel, Manchester, N. H., and owner of 29% interest in WLNH Laconia, N. H., un-

til 1949 and sole owner of WEAT Lake Worth, Fla., until 1950, and Secretary Arthur M. Shandloff (33½%), president and 80% owner of Star Construction Co., Miami, and secretary-treasurer and 49% owner of WIRK.

† **ATLANTIC CITY, N. J.—Neptune Bestg. Corp.**, Ch. 46 (662-668 mc), ERP 19.5 kw visual; antenna height above average terrain 426 ft., above ground 448 ft. Estimated construction cost \$152,700, first year operating cost \$125,000, revenue \$140,000. Studio location Steel Pier, Atlantic City. Transmitter location Murray and Ohio Aves., 39° 22' 33" N. Lat., 74° 27' 10" W. Long. Transmitter RCA, antenna RCA. Legal counsel Kirkland, Fleming, Green, Martin & Ellis, Washington, D.C. Consulting engineer Craven, Lohnes & Culver, Washington. Applicant is licensee of WFGC-AM-FM Atlantic City. Principals include: Chairman of the Board Jack N. Berkman (10%), attorney in Steubenville, Ohio, and owner of minority interest in WSTV Steubenville, WPIT Pittsburgh and WBMS Boston; President Fred Weber (30%), executive vice president of WBMS; Executive Vice President John J. Laux (10%), executive vice president of WSTV WPIT WBMS and owner of WJLL Niagara Falls, N. Y.; Vice President Louis Berkman (10%), president of Louis Berkman Co. (steel brokers, mfrs. and fabricators) and owner of minority interest in WSTV WPIT and WBMS; Vice President Myer Wiesenthal (10%), owner of Sample Furniture Co., Steubenville, and owner of minority interest in WPIT and WBMS; Treasurer Richard Teitelbaum (10%), former owner of ladies ready-to-wear shop and owner of minority interest in WSTV WPIT and WBMS; Allen H. Berkman (10%), attorney in Pittsburgh and owner of minority interest in WSTV WPIT WBMS and WJFA Washington, Pa.; Helen Teitelbaum (10%), minority owner of WPIT and WBMS, and Richard Teitelbaum (10%), assistant treasurer for Love-man, Berger & Teitelbaum Department Store, Nashville, Tenn., and minority owner of WPIT and WBMS.

VIDEO CHANNELS

Four Applications Filed

NUMBER of new and amended television station applications filed with the FCC since April 14 was raised to 23 last week with total of four more requests for stations tendered.

WFMJ - AM - FM Youngstown, Ohio, which had filed an amended application seeking UHF Channel 33 [B•T, May 19], filed a modification to its request. It decided to ask for UHF Channel 73, instead, and filed new engineering data with the Commission. Chief Engineer Frank A. Dieringer said the decision to change channels was made to permit the use of a proposed site on Mabel Street in Youngstown. The station will cost nearly a million dollars, will have a 1,000 ft. antenna and an ERP of 201 kw visual.

Other applications came from West Palm Beach, Fla., Atlantic City, N. J., Lawton, Okla., and Petersburg, Va.

Southern Enterprises, Montgomery, Ala., headed by Dr. J. Randolph Penton Jr., physician, plans to amend its television application to request UHF Channel 20, it was announced last week. The company says coverage will be within a 25-mile radius with 115 kw ERP. Antenna height will be 480 ft. Woodley C. Campbell, Montgomery attorney and one of nine business and professional men associated with Dr. Penton, said there are three applications for the VHF channels in Montgomery. Since there is still another UHF channel, Mr. Campbell said the group expects to get a grant within a year—unless someone else decides to file for Channel 20. Cost of the station is estimated at \$326,000.

of KSWO Lawton. Partners include R. H. Drewry (50%), owner of M & D Finance Co. and 45% owner of KRHD Duncan, Okla.; T. R. Warkentin (16%), partner in S. W. Stationery, Lawton, and 14% owner of KRHD; R. P. Scott (16%), partner in S. W. Stationery, Lawton, and 14% owner of KRHD; J. R. Montgomery (16%), president of City National Bank, Lawton, and 14% owner of KRHD, and Dr. G. G. Downing, M.D. (4%), 3% owner of KRHD.

PETERSBURG, Va.—Southside Virginia Bestg. Corp., Ch. 8 (180-186 mc), ERP 27.8 kw visual; antenna height above average terrain 399 ft., above ground 457 ft. Estimated construction cost \$248,283, first year operating cost \$200,000, revenue \$175,000. Studio location 112 W. Tabb St., Petersburg. Transmitter location four miles North of Petersburg on U. S. Hwy. #1, 37° 17' 43" N. Lat., 77° 24' 46" W. Long. Studio equipment DuMont, transmitter DuMont, antenna RCA. Legal counsel Cohn & Marks, Washington. Consulting engineer Craven, Lohnes & Culver, Washington. Applicant is licensee of WSSV Petersburg, Va. Principal stockholder is President Louis H. Peterson (95%), owner of WNOR Norfolk, Va., and owner of Peterson Adv. Agency (outdoor advertising), Petersburg. (Mary Peterson, his wife, owns remaining 5% of WSSV.)

PRO GRID GAMES

Atlantic, Miller Buy TV

ATLANTIC Refining Co., Philadelphia, which cancelled its schedule of college football broadcasts because of the NCAA ban [B•T, May 19], has joined with Miller Brewing Co., Milwaukee, to buy 1952 TV coverage of three National Professional Football League team schedules.

The contract calls for DuMont network telecasts of 52 league games involving the New York Giants, Philadelphia Eagles and Pittsburgh Steelers, plus full radio coverage by the same firms.

The schedule provides for telecasts of all 12 Giants games on seven network stations and six road games by the eighth, WABD (TV) New York, which with Newark, N. J., are to be blacked out for home contests. Six road games of the Eagles are to be carried by WFIL-TV Philadelphia, WDEL-TV Wilmington, Del. and WGAL-TV Lancaster, Pa. Steelers' six-game schedule is slated for WDTV (TV) Pittsburgh and WJAC-TV Johnstown, Pa.

Stations in Binghamton, Boston, Providence, New Haven, Schenectady, Syracuse and Utica will carry the entire Giants' slate and championship games under the "black-out" policy instituted by the league last fall.

Contract was signed in Philadelphia last week by representatives of the sponsors, their agencies, the three clubs and NPFL Comr. Bert Bell. Negotiations were handled for Atlantic by N. W. Ayer & Son, Philadelphia, and for Miller by Mathisson & Assoc. Inc., Milwaukee.



WREATH of vegetables was presented by Ted Bergmann (l), DuMont Television Network sales director, to Richard E. Jones, newly-appointed manager of DTN's key station, WABD (TV) New York. Occasion was the official separation of DTN's sales departments into local and network operations, with Mr. Jones heading the local division and Mr. Bergmann continuing as network sales chief [B•T, May 12.]

GIANTS' CLAIM

TV Cut Advance Sales 40%

LIVE telecasts were a "great influence" leading to a nearly 40% drop in advance reserved seat ticket sales for its home football games from 1946 through 1950, the New York Giants professional football club charged last Wednesday. It steered away, however, from any "complete indictment of television."

This claim was recited by John V. Mara, Giants president, in an answer to the government's antitrust suit against the National Professional Football League and its member teams. It was filed in U. S. District Court at Philadelphia just prior to the May 21 deadline for replies to the suit.

The suit, filed by the Dept. of Justice, charges NPFL's action in limiting live telecasts of its games last fall violated the Sherman Anti-Trust Act. Federal Judge Allan K. Grim set a hearing for June 16.

Despite the government's complaint that the football "blackout" violates the law, three NPFL teams—including the Giants—completed television contracts under which all 1952 home games of each club would be blacked out in local areas (see adjoining story).

In his answer Mr. Mara explained that as the number of video receivers increased in the New York area from 1946 to 1950, the sale of reserved seats declined. In the first year, he said, there were 30,000 TV sets and advance seat sales reached 91.5% of all reserved seats. Other data: 1947, 87.5%; 1948, 86%; 1949, 73%, and 1950, 52.5%. Figures for 1951 were not made available.

The answer said in part:

We recognize that these figures in themselves do not necessarily constitute any complete indictment of television as the sole factor affecting the economics of our business.

However, it has to be recognized that television was more than a straw in the wind, and was a new and powerful . . . influence on attendance.



By MALCOLM I. RUDDOCK

PROBLEM number one for every television station is to have as distant a horizon as possible.

Within the past year a dramatic change in the skyline of New York City has been brought about solely as an answer to that problem. A new 222-foot-tall multiple television tower has been erected on top of the Empire State Building, the world's tallest, and by last Dec. 14 five of the major TV stations, including all the network outlets, were broadcasting from it.

Five high-power transmitters were installed in the upper floors of the building, and power lines, de-icing equipment and more than 75 separate broadcasting screens were installed on the tower.

The compelling reasons that led these five New York stations to cooperate in establishing a joint tower location should exist in any city which has been allocated five or more TV stations by the FCC. In all such cities one of the stations has been reserved for non-commercial, educational television while the other four or more are for commercial use.

Joint Locations in Use

Until last April 14 the only cities in the country which had been allocated as many as five TV stations were New York with six and Los Angeles with seven. In each of these cities, significantly enough, there has already been joint exploitation and use of the highest and best transmitter location. In New York City the multiple TV tower was erected on the top of the Empire State Building, with a maximum height of 1,445 feet above the average terrain. In Los Angeles all seven stations have located an-

tennas adjacent to each other on Mt. Wilson with a height above the average terrain varying from 2,345 feet to 3,100 feet.

In the new station allocations announced on April 14, a total of 50 cities in the continental United States are allocated five or more TV stations. In the great majority of these cities, there is no convenient mountain, such as Mt. Wilson in Los Angeles, on which to erect separate small antenna poles or towers on a great natural elevation. Therefore, in most of these cities each of the five or more station antennas must be held high in the air on a man-made structure. In each case it is probable that an elevation of at least 1,000 feet above the average terrain will be desired. Shall five such towers be built in every city? If, as estimated by WTMJ-TV in Milwaukee, a 1,000 foot tower will cost \$292,000 without antennas and equipment, the total cost of five antennas in one moderate sized city, each duplicating this basic expense, would intolerably burden the development of the best television service. Furthermore, in most cities there probably are not as many as five satisfactory locations.

(A list of cities to which five or more TV channels have been allocated begins at the right.)

In all of these cities, as stations are authorized and built, the competitive cycle which has about run its course in New York City and Los Angeles will come into play and will force each of these stations to struggle to have as high and as central an antenna location as any competitor.

This struggle will be greatly enhanced by the fact that the FCC in its April 14 report also removed

One of the biggest decisions that prospective telecasters must make is where to hang their TV broadcasting antennas. The selection of antenna sites is difficult enough if governed only by economic and technical considerations, but in recent weeks it has become additionally complicated by another factor. Aircraft interests, fearfully envisioning forests of high towers rising all over the country, intend to have a say in where towers are put. One solution to the problem is multiple operation from a single tower, like the Empire State Building TV complex in New York. Here's a detailed explanation of the planning and installation of the five-station Empire State tower, as told by the attorney who negotiated the whole arrangement. Mr. Ruddock is a partner in the law firm of Cadwalader, Wickersham & Taft, counsel for the Empire State Bldg. He also represented the five stations in their relations with RCA, which built the equipment, and B. Eichwald & Co., the electrical contractors.

ANTENNA LOCATION

—The Big Decision Facing Telecasters

the power limitation formerly associated with antenna heights in excess of 500 feet.

Under the new rules, full power is authorized with antennas up to 1,000 feet in height in the northeastern part of the United States (where population is denser and cities closer together) and up to 2,000 feet in the rest of the country. Consequently, an added incentive is given for taller antennas.

The Commission in its report also discussed recommendations it had received to make the use of common antenna sites mandatory. By "common antenna site," of course, is meant the multiple use of a single location as has been done in New York City. After reaffirming the existing Commission rule that a license will not be

granted or renewed to any TV station which monopolizes or retains the exclusive use of a markedly superior antenna location, it states:

While we encourage licensees to use common antennas where possible, we believe that we should not impose such a requirement without further exploration of the problems which might arise from such a rule.

It would seem likely that in at least some other communities, telecasters will be considering multiple antenna operation. The experience of WABD (TV), WCBS-TV, WJZ-TV, WNBT (TV) and WPIX (TV) New York in this regard may be interesting to those considering similar undertakings.

The New York venture drama-

(Continued on page 101)

Following is a tabulation of 50 cities to which the FCC has allocated five or more TV channels. Existing stations and antenna heights are shown, and notations made as to the heights of taller existing buildings in cities having buildings more than 300 feet tall.

| City | Present No. of TV Stations | Total allocated in April 14th Report | Heights of existing antennas above average terrain |
|--|----------------------------|--------------------------------------|--|
| Birmingham, Ala. | 2 | 5 | 750 and 875 ft. |
| Note: Antennas located on Red Mt. and Red Top Mt. | | | |
| Little Rock, Ark. | None | 5 | None |
| Fresno, Calif. | None | 5 | None |
| Los Angeles | 7 | 10 | 2,345 to 3,100 ft. |
| Note: All antennas located on Mt. Wilson | | | |
| Sacramento | None | 5 | None |
| San Diego | 1 | 7 | 710 ft. |
| Note: Antenna located on Mt. Soledad | | | |
| San Francisco | 3 | 10 | 540, 1,100, and 1,325 ft. |
| Note: Present antennas are located on Mt. Sutro, San Bruno Mt., and Mark Hopkins Hotel. The tallest buildings in the city are the Russ Bldg. (408 ft.) and the Shell Bldg. (380 ft.), but the hilly terrain of the city may completely negate any height advantage of a particular building in considering height above average terrain. | | | |
| Denver | None | 7 | None |
| Note: The tallest building is Daniels & Fisher Tower (330 ft.) | | | |
| Pueblo, Colo. | None | 5 | None |
| Washington, D. C. | 4 | 6 | 330, 460, 515, 587 ft. |

(Continued on page 99)

THE DAY

*A City Stood Still**



* On the evening of May 5th, 825,000 South Floridians had the opportunity to view presidential timber — Candidates Russell and Kefauver were going to debate the issues of the Nation on WTVJ, Florida's First TV Station — All that day tension mounted — TV sets were checked — The verbal battle of the century was on deck — For some 75 minutes two presidential aspirants told the people in WTVJ's coverage why they should carry the Democratic standards. People watched and listened. This was democracy in action. The next day was their day.

PRIMARY DAY. VOX POPULI!

With their finger on the pulse of the people, WTVJ programs what SOUTH FLORIDA wants to see and hear.

ANOTHER REASON WTVJ IS YOUR BEST BUY IN SOUTH FLORIDA!

COPYRIGHT 1952 — MEDIA, INC.

Florida's First
TELEVISION STATION



MIAMI, FLORIDA

KFMB TV Channel-8

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

**San Diego's
ELECTRIC SALES
in 1951**

**were
21%
HIGHER
Than 1950
... another
evidence of
the tremendous
population
growth and
high level of
industrial
production.**

**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.

BMI TV Clinics

(Continued from page 80)

about size and location of studios—based on the station's program ambitions—the people who are working on the programs should be the ones to suggest plan requirements.

Lack of acceptance in the minds of the advertisers is the major obstacle that all broadcast media have today, Paul Adanti, vice president and general manager of WHEN (TV) Syracuse, observed. Whereas newspapers, magazines and billboards have advertiser acceptance, broadcast media are not generally regarded as "must-buy media" he said, indicating that the problem is long range and will have to be overcome gradually. Advertiser confidence will have to be built up, not only through the sponsor's own long-term experience in television, but also through the broadcaster's making certain that the vehicle and sales message used by that advertiser are the most effective possible.

Predicting that people will gain more knowledge of world events through television than ever before, A. A. Schechter, general executive of the NBC-TV network, urged his audience to "wake people up with TV." Basing his analysis of news programming on NBC-TV's two-hour Today, he explained that the morning program gives immediately what people in small communities, otherwise dependent on local papers only, sometimes wait hours for: first-hand world news.

Chairmen of the half-day sessions were Theodore C. Streibert, president of WOR-TV New York, Monday morning; Mr. Lasky, Monday afternoon; Mr. Swezey, Tuesday morning, and Craig Lawrence, general manager of WCBS-TV New York, substituting for Hubbell Robinson Jr., vice president of CBS-TV, Tuesday afternoon.

In the open forum following the close of the clinic, Gaines Kelley, WMFY-TV Greensboro, N. C., moved that a vote of thanks be given BMI for its sponsorship of the sessions which were arranged through the New York planning committee: Mr. Clipp, Mr. Larsen, Dick Pack of WNBT, Jerry Lyons, WABD (TV), Hal Hough of WJZ-TV, Mr. Holden and Dick Doan and Mr. Lawrence of WCBS-TV.

At Chicago Sessions

Those attending the Chicago clinic in the Palmer House were told how WTMJ-TV Milwaukee saved \$96,000 last year because it wrote separate contracts for talent and production charges and for time costs. Walter Damm, vice president in charge of radio for the Journal Co. and general manager of WTMJ-AM-TV, gave this report.

All TV costs he said, citing BMI, ASCAP and film fees, are predicated on time charges, and these additional costs for such services will go up if the basic time charge includes allowance for such extras as rehearsal, talent, music fees,

cameras and the like. A more honest basis is for time to be separated from any other charges in the basic rate, he said. Mr. Damm also recommended to future TV managers that they eliminate local rates, charging only spot and network. WTMJ-TV charges \$800 per hour on a spot basis, \$1,150 for the network.

Mr. Damm has also eliminated the discount structure used in radio saying "you don't have to do it in TV." The differential between spot and network, with higher rates for the latter, establishes the principle that the advertiser is paying for coaxial charges, he said.

Other recommendations: Stay away from downtown congested areas; split your radio and TV sales forces; operate TV on one floor; allow as much storage space as studio room; build high doors and use dollies; own your own shows and use regular staff, members, and slot participations into local shows.

Also appearing at the first of the two-day session was Mr. Swezey, who again spoke on "Every Town a Showtown, USA—Yeah?" [see New York report page 80].

More than 120 station executives from the Midwest attended the Thursday and Friday meetings. The Thursday session was opened by BMI President Haverlin, who introduced the chairman of the clinic, Mr. Clipp.

Morning speakers were George Heinemann, program manager, WNBQ (TV) Chicago on, "Art, Scenic Effects and Camera Techniques," and Mr. Lasky, along with Mr. Swezey.

The afternoon schedule featured the chairman, Frank Fogarty, general manager, WOW-TV Omaha, and Mr. Damm, along with Mr. Holden and Mr. Clipp.

Friday agenda included Jules Herbeuex, director of TV operations, NBC Chicago, as chairman of the morning session, and Mr. Lasky for the afternoon. Speakers were Bruce Wallace, manager, public service broadcasts, WTMJ-AM-TV, "Public Service Programming"; Walter Preston, WBKB (TV) Chicago, "Programming for TV as a Sales Medium"; Jay Faraghan, WGN-TV Chicago, "Film Buying—Film Costs and Problems of Film Operations"; Mr. Lund, and Walt Emerson, ABC Chicago attorney, "Music Clearance and Copyrights."

A clinic opens today (Monday) in Los Angeles.

Poppy Drive Films

TELEVISION Screen Productions, New York, has completed two film spots—20 seconds and 30 seconds—for the American Legion Auxiliary poppy campaign. Films have been sent to all TV stations for showing during the campaign which begins shortly and runs until Labor Day.

'Sooner' Walker

FCC Chairman Paul A. Walker's reference at the NARTB convention in Chicago April 2 [B•T, April 7] to the then-impending TV allocation freeze lift as similar to the Oklahoma Cherokee Strip land rush in 1889 has brought him honorary membership in the Oklahoma Broadcasters Assn. OBA President Allan Page, in a letter last week to Comm. Walker, said in part: "Your remarks . . . were first-hand evidence that you are one of our best boosters for the great state of Oklahoma. . . . The board feels that your loyalty to Oklahoma entitles you to an honorary membership in our association (for which) you are charged with . . . continuing . . . the policy of promoting the traditions and opportunity of the State of Oklahoma."

DuMONT REPORTS

Decrease in 12-Wk. Period

BOARD of directors of Allen B. DuMont Labs on May 21 declared regular quarterly dividend of 25 cents per share on outstanding preferred stock, payable July 1 to stockholders of record at close of business June 13.

Additionally, company has released following table showing a decrease in sales and net profits according to summary for 12 weeks ended March 23, compared to same period a year ago:

| | 12 weeks ended | 3/23/51 |
|--|----------------|--------------|
| Sales | 3/23/52 | 3/25/51 |
| Net Profit | \$15,960,000 | \$18,851,000 |
| Number of Common Shares Outstanding at end of Period | 114,000 | 1,022,000 |
| Earned Per Share After Preferred Dividends | 2,361,054 | 2,361,054 |
| | .035 | .42 |


IIT ASKS FORD

For \$4 Million TV Grant

ILLINOIS Institute of Technology, on behalf of the Chicago groups which propose to operate educational VHF Channel 12, has petitioned the Ford Foundation for a grant of \$4,250,000. This was reported in Chicago last week by IIT President John Rettaliata, who said the sum would cover building construction and operation costs for four years.

Of this amount, \$800,000 yearly, or \$3,200,000, would be allocated to actual operating expenses, including building maintenance, personnel, administration and production. The remainder, about \$1 million, would be used for construction of the station and transmitter.

GEORGE CARSON PUTNAM, news-caster-announcer, KTTV (TV) Hollywood, filed bankruptcy proceedings in U. S. District Court with liabilities reported as \$79,501.89 and assets \$250.



This Man Can Sell Beer in Baltimore

(AUTOMOBILES IN AMES-DES MOINES OR GROCERIES IN GRAND RAPIDS)

Right today, he is successfully selling beer in Buffalo, Boston and Birmingham . . . he's finding customers for cars in Charlotte and Miami . . . he's moving groceries in Bloomington and Toledo.

He's doing a great job for 38 different sponsors in 47 television markets.

He is Brian Donlevy of radio, screen and television—star of “Dangerous Assignment”—NBC’s exciting TV film program produced for exclusive local showing and local sponsorship . . . *at local cost.*

“Dangerous Assignment” is red-blooded adventure with pay-off ratings. For instance: 15.2 in New York (ARB); 20.5 in Detroit (Pulse); 22.0 in Columbus (Pulse); 23.5 in San Francisco (Pulse) and 27.5 in Atlanta (Videodex).

“Dangerous Assignment” has mass appeal combined with sales power. And because it *sells* for sponsors—it has been *sold* to sponsors in 47 markets.

For list of sponsors, prices and special audition film . . . phone, write or wire

NBC-TV Film Syndicate Sales

30 Rockefeller Plaza, New York 20, New York

YOU CAN STILL BUY

“DANGEROUS ASSIGNMENT”
EXCLUSIVELY IN THESE
CITIES IF YOU ACT FAST—

Baltimore
Ames-Des Moines
Grand Rapids
Binghamton
Lancaster
Schenectady
Syracuse
Utica
Wilmington
Providence
Jacksonville
Richmond
Ft. Worth
Cleveland
Indianapolis
San Diego

TV Priority List

(Continued from page 79)

imum) and stations in Columbus, Ohio, Buffalo and Washington.

Such an outlet, using $3\frac{1}{2}$ times the present power (16.6 kw) of WDTV, would serve a radius of 33 miles and 3,421 sq. mi. of Grade A service, he noted.

Comr. Jones observed FCC's engineering data shows only 156.5 miles separation between Channel 4 stations is needed to protect the Grade A service out to the noise limitation.

"That is to say," he explained, "it doesn't make any difference how many miles co-channel spacing you have beyond 156.5 miles. If you separate Channel 4 stations a thousand miles, the Grade A service does not increase one square mile."

"It seems ridiculous to me that Channel 4 should be left out of Pittsburgh when there is a 29.8% increase in Grade A service of the channel in this area when a Pittsburgh station is added and not one square mile of Grade A service is lost by the three existing stations at Washington, Buffalo and Columbus," Comr. Jones stated.

"Since we do have unusually rugged terrain in the Pittsburgh area," Comr. Jones continued, "there is more excuse to put more

VHF channels in the Pittsburgh area than there is in New York City, Los Angeles, Philadelphia, Washington, Baltimore, Cleveland, Erie or Columbus where the terrain is less severe or as flat as a table top." To equal WDTV's present coverage, he said a UHF station will have to radiate a full megawatt of power (1,000 kw).

Explaining the various general provisions of the Sixth Report, Comr. Jones reviewed major premises of his dissent which he had discussed earlier before the Ohio Assn. of Radio-TV Broadcasters' management clinic in Columbus [B•T, May 5]. He contended the Sixth Report constitutes an "inefficient use of the spectrum" and creates an "artificial scarcity" of VHF channels.

Charges 'No Excuse'

Holding "there is no excuse for Pittsburgh, one of the top 10 markets, to be on the bottom of the processing line when many smaller multiple station cities will be processed first," Comr. Jones contended "the issue in this battle" is not if the action is just, but whether the Sixth Report will hold up in court.

Comr. Jones observed that "They [the Commission] sit in a bomb-

shelter, insulated from elections—insulated from the vote of any city that might be dealt with unjustly . . . The Commission says to the public: 'Prove I'm wrong. Make a court say I'm arbitrary, unreasonable, capricious.'"

The dissenting Commissioner told his Pittsburgh audience that "to recoup the permanent loss of local television service . . . the civic resources of your city and possibly the cities and communities of your metropolitan area will have to marshal their combined forces in a painstaking, expensive, time-consuming effort of factual (legal, engineering and economic) preparation for an administrative hearing, oral arguments, briefs and very likely, successive court appeals."

Comr. Jones further elaborated practical points of his dissent before the FCBA on Thursday, using some of the same visual material employed at Pittsburgh.

He told the Washington broadcast attorneys there is little to recommend the allocation plan, but it can do "a great deal of damage" to the nation in the future. Comr. Jones reiterated his view that FCC doesn't have legal authority to "prejudge the needs" of the various communities of the U. S.

FCBA, among others, a year ago unsuccessfully protested the legality of the fixed allocation plan. Comr. Jones dissented from the majority opinion which upheld the allocation at that time.

Contending the Sixth Report puts UHF "behind the eight-ball," Comr. Jones pointed out that the VHF co-channel minimum spacing of 70 miles is disproportionately much greater with respect to interference factors than is the 155-mile UHF spacing. He reminded the group it will take 2,000-ft. UHF antennas to compete with 500-ft. VHF antennas, placing UHF operators at great financial disadvantage not considering the 17-20 million VHF receiving set circulation.

Comr. Jones noted that the allocations plan sought to foster competition, but 889 cities are single channel assignments. He charged FCC has wasted signals in the East through provision of unnecessarily high antennas and powers and concentration of multiple services in the large markets. Thus, the rural areas get unequal service even though the Commission planned for VHF stations to cover them.

He noted that between Baltimore and Washington there are seven signals carrying only four (network) program services. Around New York, he noted, there are 12 signals of which eight provide only four network services.

Comr. Jones reiterated his earlier contention that the "firm, fixed and final" allocation plan doesn't provide as efficient a distribution of services as would result competitively if applicants were free to "serve their own selfish interests."

He pointed out that while the plan sets a VHF minimum co-channel separation of 170 miles, the

Commission's allocation actually contains a median separation of 250 miles. Thus, with high towers and powers, FCC has inefficiently allocated a big-city plan upon all lesser communities of the country as well, he indicated.

Showing a schematic diagram of VHF Channels 7 to 13, using the median 250-mile separation and antenna height 1,000 ft. with full 316 kw power, Comr. Jones noted a space of 122 miles occurs between Grade B contours. He pointed out it takes four separate channels to substantially cover an area (triangular lattice concept).

This means, he stated, it takes all 12 VHF channels to give substantially everybody at all locations three Grade B services or better, with the result "you can have only three channels in any one particular location."

Holding that this is the fundamental philosophy of the Commission's plan, Comr. Jones charged FCC deviated from using a maximum of three VHF channels in one place, naming Los Angeles and New York-Newark, seven each, and Washington and Chicago, four each. This results in lessened Grade B service in outlying areas as supplemental channels are eliminated, he indicated.

Suggests Less Spacing

By reducing station spacing to 155 miles, Comr. Jones pointed out, substantially all Grade A service is preserved and the same four channels used in the 250-mile concept will provide nearly everyone with at least one Grade A service instead of Grade B. In addition, some locations will get two Grade A services, he noted.

In its petition to reconsider the High Point-Bekley allocation ruling, WHPE pointed out the separation requirements set forth in the final plan "sets up new separation distances which are greater than heretofore described and therefore cannot be the basis for denying the requests." WHPE explained that since this new separation "is new to the rule-making procedures and was not a part of the original notice . . . it cannot now become a rule and it cannot be the basis for the rejection of the [WHPE] proposals."

Reconsideration in the Braddock, Pa., case is to be sought by Matta Broadcasting Co., licensee of WLOA there. Dispute centers on rejection of proposed Channel 4 assignment because separation between the Braddock post office (built in 1892) and WLWC (TV) Columbus is 169.39 miles. The plan specifies 170-mile minimum.

In Lafayette, KVOL there (Evangeline Broadcasting Co.) plans to petition for reconsideration of FCC's relocation of VHF Channel 5 at Alexandria, La., substituting UHF Channel 67 at Lafayette.

Washington Watches

Kid Shows

"CISCO KID"

6:30 p.m.—Sunday

This top Western film series, scheduled in a choice Sunday evening spot, garnered a rating of 21.7 (ARB, April 1952). What a show for summer selling!

NOW AVAILABLE FOR SPONSORSHIP



Watch Washington

Among all cities of over 50,000 population, Washington has climbed during the past year from tenth to eighth place in food store sales, from sixth to fifth in drug store sales and from seventh to sixth in total retail sales (SM survey of Buying Power) . . . and you know how much the kids can influence these purchases.

wmbw
Channel 4

NBC Television in Washington

Represented by NBC Spot Sales



13,900 LETTERS

in 48 HOURS

... "Playschool" is a WWJ-TV originated show 9 to 10 A.M. designed for pre-school children with songs, stories, sketches and cartoons by WWJ-TV's own staff.

... One day recently WWJ-TV asked a few questions:
Do you want "Playschool" to continue?
Do you want "Playschool" every day?

... The answers flooded in — 13,900 in 48 HOURS and these pre-school age children can't write so it's 13,900 mamas and even a few papas that wrote!

... Result? "Playschool" will be on the air all summer, 5 days weekly.

... "Playschool" is just one more WWJ-TV program achievement which makes it the station you should choose to sell the rich Detroit Market—the market with the nation's highest family incomes.

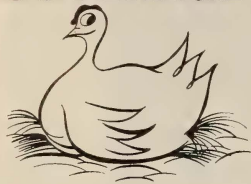
FIRST IN MICHIGAN • Owned and Operated by THE DETROIT NEWS

National Representatives: THE GEORGE P. HOLLINGBERY COMPANY
ASSOCIATE AM-FM STATION WWJ

WWJ
TV

NBC Television Network

YOU WANT COVERAGE?



Say "WHEN" TELEVISION

Sound programming that creates viewer preference, plus smart merchandising, makes WHEN your best TV "buy" in Central New York. Here's a rich market that will look at your product, listen to your story, and buy, when you Sell via WHEN.

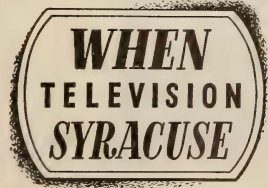
YOU'LL GET RESULTS



ON CENTRAL NEW YORK'S MOST LOOKED AT TELEVISION STATION

Represented Nationally
By the KATZ AGENCY

CBS • ABC • DUMONT



A MEREDITH TV STATION

Page 88 • May 26, 1952

FCC EXAMINERS

TWELVE influential Senators last week challenged the Congress as well as the FCC to get television to all of the nation's people in the shortest time possible.

The unique move, the more unusual in an economy legislature, grew with agreement a fortnight ago that Senate Interstate & Foreign Commerce Committee members should ask for additional funds to enable the Commission to tackle an increasing workload of TV applications [B•T, May 19].

There are no party lines in the Senators' call. Both Democrats and Republicans on the commerce committee joined in sponsorship of a proposed amendment to the 1933 Independent Offices Appropriations Bill.

That bill, already cut nearly \$2 million by the House, is under consideration of Sen. Burnet R. Maybank's (D-S. C.) appropriations subcommittee.

The commerce group's amendment, included in a five-page frankly-worded letter to Chairman Maybank, calls for an appropriation of \$800,000 "for salaries, and other expenses necessary for the employment of 20 examiner teams to be used exclusively [by the FCC] for processing and hearing television applications during the fiscal year ending 1953."

Williams Fails to Sign

Only member of the Senate commerce group not signing the letter was Sen. John J. Williams (R-Del.).

Most of the Senators signing the letter are among those who pull the most weight. In addition to Senate Commerce Committee Chairman Ed C. Johnson (D-Col.) and Senate Majority Leader Ernest W. McFarland (D-Ariz.), they include:

Democrats—Sens. Warren G. Magnuson (Wash.), Brien McMahon (Conn.), Herbert R. O'Connor (Md.), Lyndon B. Johnson (Tex.), Lester C. Hunt (Wyo.), and Republicans—Sens. Charles W. Tobey (N. H.), Owen Brewster (Me.), Homer E. Capehart (Ind.), John W. Bricker (Ohio) and James P. Kem (Mo.).

Sen. Johnson of Colorado testified before the Maybank subcommittee when FCC's appropriation was before it for consideration. A fortnight ago while hearing the nomination of Rosel H. Hyde to the Commission, Sen. Capehart offered the resolution which culminated in the letter and proposed amendment to the funds legislation.

Outlining the April 14 lifting of the "cruel, arbitrary and little understood television freeze . . . imposed in September 1948," which the committee said came "after 42 months of tortuous delay," the letter proceeded to describe the current situation which was said to exist at the Commission.

Pertinent points of the Senators' letter were briefly:

- It is "reasonable" to expect

more than 1,000 applications "pending and clamoring for immediate action" and the Commission "must adopt a scrupulously careful method of processing these applications."

- The current seven examiners (who should handle about 10 to 15 applications per year) "are used for all types of hearings . . . and we are informed they now have a heavy workload on problems wholly unrelated to the licensing of new television stations which will keep them tied up for many months."

- Seventh Annual Report of the FCC "reveals that there were pending, as of June 30, 1951, 1,000 broadcast applications in the radio AM field and 186 in the radio FM field. . . . If you were an applicant, an outright death sentence likely would be far better than a notice of indefinite delay."

Team Already Assigned

- An examiner team has been assigned to an investigation and hearing involving divestment of the International Cable operation from Western Union. Case is set for June 5.

- "We are convinced that the FCC must be given 20 additional examiner teams for the next two years to clean up the television logjam occasioned by the sudden lifting of the arbitrary freeze. . . . It will not cost the government any more to hear these cases during the next two years than it would cost to string them out over a period of 10 years."

- Annual salary of an examiner team consisting of examiner, accountant, engineer, attorney, and two clerk-stenographers would total \$36,000 a year and travel expenses \$4,000, a total sum of \$40,000 for each team.

- These additional teams are necessary if the freeze lift is to be "meaningful."

- Increase is not to be made every year, but only for the time to "cure the emergency."

- "The welfare of the people and not the happiness of the FCC is at stake in this situation. . . . Every applicant is entitled to his day in court without years of delay and it cannot be given to him unless we provide the money to hire the minimum of examiner teams. . . ."

- "... large percentage of the applications that will go on file will probably go to hearing because of the limited number of channels available in many of the cities . . . it becomes obvious . . . that if the present situation with respect to examiners is permitted to remain, some applicants will not know whether they will be granted TV licenses for many, many years."

- Congress will not save money by failing to add the \$800,000 because it will have to pay for the processing eventually, anyhow.

- The benefits of television and

Senators Spark Funds Drive

its value to the people "far transcending the problem of whether the FCC is entitled to 10 employees or 10,000 employees."

- "Besides being a most fascinating form of entertainment and education, television is certain to become a major element in the American economy with respect to the number of people employed, money invested and a new and powerful device through which products are sold to the general public."

- "By an appropriation of \$800,000 Congress can set in motion a chain reaction which in two years' time will create \$3 billion in business. These figures are ultra conservative."

Concluding paragraph of the letter follows:

"We ought not shirk our duty. We ought to appropriate the money to authorize the recruiting of the 20 examiner teams or frankly tell the people that because money is not available for processing their television applications they must wait 6 to 10 years for TV in many areas of the U. S."

The House last March voted \$6,108,600 to operate FCC in fiscal 1953. This is \$1,966,540 under the amount requested in President Truman's budget. The Senate had been expected to restore some of this cut.

IATSE Wins, Loses

IATSE Local 706 last week was named over NABET by a 7-0 vote as bargaining representative in the National Labor Relations Board election for makeup artists and hair stylists at NBC-TV Hollywood. Screen Cartoonists Guild, however, won out 5-2 over IATSE at Cascade Pictures of California, TV film producer.

WATV (TV) Move

SIX of the seven New York area TV stations will be transmitting from the top of the Empire State Bldg. by next winter, following FCC approval last week of WATV (TV) Newark's long-pending request to move there. WATV (TV) will reduce its radiated power from 30.5 kw visual to 3.4 kw when it makes the move, but its antenna height will be increased to 1190 ft. above ground. Its present transmitter site is atop First Mountain, near West Orange, N. J., less than 600 ft. above average terrain. WOR-TV is the only New York outlet not using the Empire State Bldg. site. It has an 810 ft. tower at North Bergen, N. J.

PHILADELPHIA WATCHES WPTZ MORE THAN ANY OTHER TV STATION*

*Per ARB for the full year of 1951

WPTZ—NBC TV-AFFILIATE...1600 Architects Building,
Philadelphia 3, Pa., Phone LOcust 4-5500 or NBC Spot Sales

WSPD-TV
"SPEEDY" THE PIONEER

1 STATION
1 CHANNEL
1 DIAL SETTING



ON
WSPD-TV
TOLEDO
with

158,000

TELEVISION SETS



NBC AFFILIATE

STORER BROADCASTING COMPANY

Rep. by The Katz Agency, Inc.

WSPD-TV
CHANNEL 13
TOLEDO, OHIO

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

telestatus

SIGNIFICANT improvements have been made in the RCA tricolor television picture tube, Dr. Elmer W. Engstrom, vice president in charge of the RCA Laboratories Div., announced last Thursday.

One of the disadvantages of the earlier RCA system, it was explained, was that the electron beam sources have been located at somewhat divergent positions with the tube, requiring a number of beam-deflection systems and a tube with three necks. Through a new invention by Alfred C. Schroeder, electrical engineer in RCA Labs., the electron guns can be placed close together in a single neck tube, an arrangement which allows for a single-beam deflection system similar to that used in black and white television.

The improved tube, patented early this month, has been successfully integrated into RCA's color TV system, he said.

Mr. Schroeder, associated with RCA since receiving his master's degree from Massachusetts Institute of Technology in 1937, is on the staff of the David Sarnoff research center and has spent much of his time working on color television.

'Lucy' Again Heads Videodex Top 10 Ratings

FOR the second successive month, *I Love Lucy* heads the Videodex

ratings for the top 10 TV shows, both in percentage ratings and in number of homes reached. The show stars Lucille Ball and her husband, Desi Arnaz, and is carried over CBS-TV Monday, 9-10 p.m. (EDT). Videodex listings follow:

| Program | Percent TV Homes |
|---------------------------------------|------------------|
| 1. <i>I Love Lucy</i> (CBS) | 52.1 |
| 2. <i>Talent Scouts</i> (CBS) | 43.5 |
| 3. <i>Red Skelton</i> (NBC) | 39.3 |
| 4. <i>Godfrey & Friends</i> (CBS) | 39.3 |
| 5. <i>You Bet Your Life</i> (NBC) | 38.7 |
| 6. <i>Texaco Star Theatre</i> (NBC) | 37 |
| 7. <i>Your Show of Shows</i> (NBC) | 31.8 |
| 8. <i>Comedy Hour</i> (NBC) | 31.1 |
| 9. <i>Fireside Theatre</i> (NBC) | 30.9 |
| 10. <i>My Friend Irma</i> (CBS) | 30.1 |

| Program | No. of TV Homes (000) |
|---------------------------------------|-----------------------|
| 1. <i>I Love Lucy</i> (CBS) | 8,671 |
| 2. <i>Red Skelton</i> (NBC) | 6,352 |
| 3. <i>Texaco Star Theatre</i> (NBC) | 6,275 |
| 4. <i>You Bet Your Life</i> (NBC) | 6,080 |
| 5. <i>Godfrey & Friends</i> (CBS) | 5,254 |
| 6. <i>Comedy Hour</i> (NBC) | 5,012 |
| 7. <i>Your Show of Shows</i> (NBC) | 4,875 |
| 8. <i>Fireside Theatre</i> (NBC) | 4,826 |
| 9. <i>Philo TV Playhouse</i> (NBC) | 4,801 |
| 10. <i>Talent Scouts</i> (CBS) | 4,793 |

Video Being Used To Treat Cross-Eyes

TV's VALUE in treating cross-eyes of children was described to the Pennsylvania Optometric Assn. at its 56th annual meeting by Dr. J. Donald Kratz, associate professor of the Pennsylvania State College of Optometry.

The college plans to install TV sets in its eye-straightening clinic, he said, adding that video's use by

trained personnel is valuable because it holds a child's attention where other types of training aids have failed.

* * *

'Lucy', 'Godfrey' Dominate Latest Nielsen

NATIONAL ratings for top television programs for two weeks ending April 26 have been released by A. C. Nielsen Co. as follows:

| NUMBER OF TV HOMES REACHED | | |
|----------------------------|---|-------------|
| Rank | Program | Homes (000) |
| 1 | <i>I Love Lucy</i> (CBS) | 10,755 |
| 2 | Arthur Godfrey & Friends (Liggett & Myers) (CBS) | 7,601 |
| 3 | Texaco Star Theater (NBC) | 7,555 |
| 4 | Red Skelton (NBC) | 7,442 |
| 5 | Your Show of Shows (R. J. Reynolds) (NBC) | 7,381 |
| 6 | You Bet Your Life (NBC) | 7,301 |
| 7 | Colgate Comedy Hour (NBC) | 7,171 |
| 8 | Your Show of Shows (Participating) (NBC) | 6,791 |
| 9 | Robt. Montgomery Presents (S. C. Johnson & Son) (NBC) | 6,671 |
| 10 | Philo TV Playhouse (NBC) | 6,641 |

| PER CENT OF TV HOMES REACHED IN PROGRAM STATION AREAS | | |
|---|--|--------|
| Rank | Program | Home % |
| 1 | <i>I Love Lucy</i> (CBS) | 63.5 |
| 2 | Arthur Godfrey & Friends (Liggett & Myers) (CBS) | 53.1 |
| 3 | Arthur Godfrey & Friends (Liggett & Myers) (CBS) | 49.1 |
| 4 | Red Skelton (NBC) | 46.1 |
| 5 | Texaco Star Theater (NBC) | 46.1 |
| 6 | Your Show of Shows (R. J. Reynolds) (NBC) | 46.1 |
| 7 | You Bet Your Life (NBC) | 44.1 |
| 8 | Philo TV Playhouse (NBC) | 44.1 |
| 9 | Your Show of Shows (Participating) (NBC) | 44.1 |
| 10 | Colgate Comedy Hour (NBC) | 44.1 |

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Weekly Television Summary—MAY 26, 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 | 150,141 |
| Ames | WOI-TV | 91,207 | Matamoros (Mexico) | | |
| Atlanta | WAGA-TV, WSB-TV, WLTV | 185,000 | Brownsville, Tex. | XELD-TV | 20,300 |
| Baltimore | WABM-TV, WBAL-TV, WMAR-TV | 385,876 | Memphis | WMCT | 130,251 |
| Birmingham | WBFB-TV | 62,400 | Miami | WTWJ-TV | 116,000 |
| Bloomington | WAFM-TV, WBRC-TV | 90,000 | Milwaukee | WTMJ-TV | 332,461 |
| Boston | WTVZ-TV, WNBC-TV | 144,000 | Minn.-St. Paul | KSTP-TV, WTCN-TV | 322,900 |
| Buffalo | WBZ-TV, WNBC-TV | 895,141 | Nashville | WSM-TV | 68,411 |
| Charlotte | WBTV | 268,127 | New Haven | WNHC-TV | 262,000 |
| Chicago | WBKB-TV, WGN-TV, WGNB-TV, WNBC-TV, WKRC-TV, WLW-TV | 1,133,992 | New Orleans | WDSU-TV | 92,971 |
| Cincinnati | WEWS-TV, WNKX-TV, WXLV-TV | 268,000 | New York | WBAB-TV, WBSB-TV, WJZ-TV, WNBC-TV, WOPX-TV, WATV-TV | 3,059,400 |
| Cleveland | WEWS-TV, WNKX-TV, WXLV-TV | 613,548 | Newark | WTAR-TV | 115,101 |
| Columbus | WBNS-TV, WLWC-TV, WTVN-TV | 277,000 | Norfolk | KMVT-TV, WOXY-TV | 129,431 |
| Dayton | KRLD-TV, WFAA-TV, WBPB-TV | 166,000 | Philadelphia | WCAU-TV, WFIL-TV, WPTZ-TV | 1,042,000 |
| Davenport | WOC-TV | 98,445 | Phoenix | KPHO-TV | 55,101 |
| Des Moines | WDBQ-TV, WJW-TV, WXYZ-TV | 135,000 | Pittsburgh | WDTV | 393,000 |
| Detroit | WJBK-TV, WJW-TV, WXYZ-TV | 750,000 | Providence | WJAR-TV | 212,000 |
| El Paso | WICU-TV | 162,384 | Richmond | WTVR-TV | 124,341 |
| El Paso | WICU-TV | 162,384 | Rochester | WHAM-TV | 144,000 |
| El Paso | WICU-TV | 162,384 | Rock Island | WHFB-TV | 99,901 |
| El Paso | WICU-TV | 162,384 | Qued Cities | Include Davenport, Moline, Rock Is., E. Moline | |
| El Paso | WICU-TV | 162,384 | Salt Lake City | KDYL-TV, KSL-TV | 76,651 |
| El Paso | WICU-TV | 162,384 | San Antonio | KEYL-TV, WOAI-TV | 78,441 |
| El Paso | WICU-TV | 162,384 | San Diego | KFMB-TV | 113,871 |
| El Paso | WICU-TV | 162,384 | San Francisco | | 361,000 |
| El Paso | WICU-TV | 162,384 | Schenectady | KGO-TV, KPXX-TV, KRON-TV | 209,800 |
| El Paso | WICU-TV | 162,384 | Seattle | WRBG-TV | 209,800 |
| El Paso | WICU-TV | 162,384 | St. Louis | KSD-TV | 398,000 |
| El Paso | WICU-TV | 162,384 | Syracuse | WHEN-TV, WSYR-TV | 177,581 |
| El Paso | WICU-TV | 162,384 | Toledo | WSPD-TV | 158,000 |
| El Paso | WICU-TV | 162,384 | Tulsa | KOTV-TV | 114,871 |
| El Paso | WICU-TV | 162,384 | Utica-Rome | WKTV-TV | 70,000 |
| El Paso | WICU-TV | 162,384 | Washington | WMAL-TV, WNBW-TV, WTOP-TV, WTTG-TV | 363,541 |
| El Paso | WICU-TV | 162,384 | Wilmington | WDEL-TV | 101,751 |

Total Markets on Air 64*

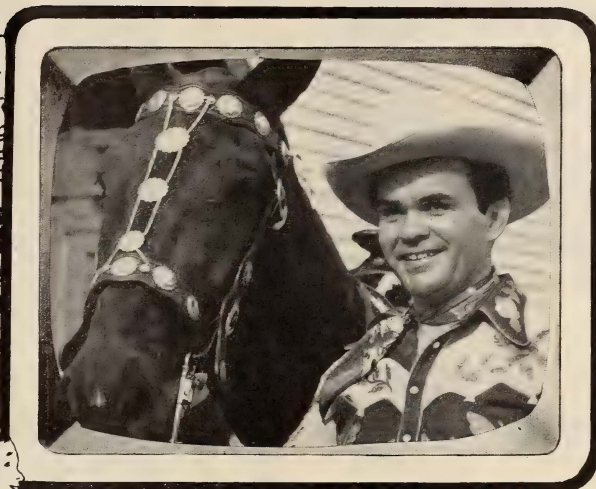
Stations on Air 109*

Estimated Sets in use 17,076,609

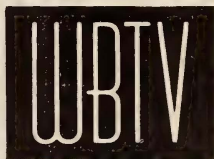
* Includes XELD-TV Matamoros, Mexico

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.

make small fry friends with fred



WBTV's own contribution to the cowboy craze, Fred Kirby corrals an average Videodex rating of 19.0 on his "Junior Rancho" programs (M-W-F, 5-5:30 PM). Over 2,000 Carolina children have appeared on the program with Fred since its debut in September, 1951. Praised by parents, teachers and civic leaders for its sound contribution to juvenile ideals, "Junior Rancho" offers advertisers a happy, hair-trigger reaction to their product appeals.



SERVING THE CAROLINAS'
BIGGEST
TELEVISION AUDIENCE

JEFFERSON STANDARD BROADCASTING COMPANY

Represented Nationally by CBS Television Spot Sales

List of Cities

(Continued from page 79)

Group D requests until about November.

The Group A-2 and Group B city listings issued by FCC follow:

WAVE-TV

First
IN KENTUCKY!

First
IN AUDIENCE!

First
WITH LOCAL ADVERTISERS!
(22.5% more!)

First
WITH NATIONAL ADVERTISERS!
(13.0% more!)

First
IN COVERAGE!

WAVE-TV has perfect reception in the Metropolitan Area. WAVE-TV's PLUS is that in outlying "fringe" areas, 63.1% of all TV homes "get" WAVE-TV more clearly than Station "B"!

WAVE-TV

CHANNEL 5

NBC • ABC • DUMONT
LOUISVILLE, KENTUCKY



FREE • PETERS, Inc.

Exclusive National Representatives

APPENDIX A

| Line Position | Location | 1950 Population | Distance to nearest TV station |
|---------------|--------------------------------------|-----------------|--------------------------------|
| 1 | Denver, Col. | 415,786 | 330 |
| 2 | Portland, Ore. | 373,628 | 142 |
| 3 | Tampa-St. Petersburg, Fla. | 221,419 | 170 |
| 4 | Springfield, Holyoke, Mass. | 217,060 | 54 |
| 5 | Youngstown, Ohio | 168,330 | 52 |
| 6 | Wichita, Kan. | 166,239 | 130 |
| 7 | Flint, Mich. | 163,143 | 46 |
| 8 | Spokane, Wash. | 161,721 | 230 |
| 9 | Beaumont-Port Arthur, Tex. | 151,544 | 83 |
| 10 | Duluth, Minn. | 139,836 | 135 |
| 11 | Superior, Wis. | 137,572 | 135 |
| 12 | Sacramento, Calif. | 133,607 | 96 |
| 13 | Fort Wayne, Ind. | 133,459 | 71 |
| 14 | Austin, Tex. | 132,459 | 96 |
| 15 | Chattanooga, Tenn. | 131,041 | 102 |
| 16 | El Paso, Tex. | 130,485 | 225 |
| 17 | Mobile, Ala. | 129,009 | 130 |
| 18 | Evansville, Ind. | 128,630 | 175 |
| 19 | Baton Rouge, La. | 125,629 | 71 |
| 20 | Scranton, Pa. | 125,536 | 46 |
| 21 | Knoxville, Tenn. | 124,769 | 150 |
| 22 | Savannah, Ga. | 119,638 | 120 |
| 23 | South Bend, Ind. | 115,911 | 62 |
| 24 | Peoria, Ill. | 111,856 | 72 |
| 25 | Corpus Christi, Tex. | 108,293 | 130 |
| 26 | Montgomery, Ala. | 106,525 | 70 |
| 27 | Little Rock, Ark. | 102,213 | 133 |
| 28 | Lincoln, Neb. | 98,884 | 49 |
| 29 | Jackson, Miss. | 98,271 | 162 |
| 30 | Madison, Wis. | 96,056 | 72 |
| 31 | Wheeling, W. Va. | 94,763 | 46 |
| 32 | Steuensburg, Va. | 92,927 | 80 |
| 33 | Racine, Wis. | 92,918 | 56 |
| 34 | Roanoke, Va. | 91,921 | 82 |
| 35 | Fresno, Calif. | 91,669 | 152 |
| 36 | Brownsville-Harlingen, Weslaco, Tex. | 90,160 | 248 |
| 37 | Columbia, S. C. | 86,914 | 84 |
| 38 | Waco, Tex. | 84,704 | 84 |
| 39 | Siox City, Iowa | 83,991 | 89 |
| 40 | Manchester, N. H. | 82,732 | 43 |
| 41 | Springfield, Ill. | 81,628 | 82 |
| 42 | Columbus, Ga. | 79,611 | 98 |
| 43 | Topeka, Kan. | 78,791 | 60 |
| 44 | St. Joseph, Mo. | 78,588 | 49 |
| 45 | Portland, Me. | 75,634 | 98 |
| 46 | Wilkes-Barre, Pa. | 76,826 | 59 |
| 47 | Amorillo, Tex. | 74,246 | 247 |
| 48 | Charleston, W. Va. | 73,501 | 44 |
| 49 | Cedar Rapids, Iowa | 72,293 | 63 |
| 50 | Lubbock, Tex. | 71,747 | 269 |
| 51 | Augusta, Ga. | 71,508 | 134 |
| 52 | Durham, N. C. | 71,311 | 50 |
| 53 | Stockton, Calif. | 70,853 | 61 |
| 54 | Macon, Ga. | 70,252 | 75 |
| 55 | Charleston, S. C. | 70,174 | 85 |
| 56 | Wichita Falls, Tex. | 68,042 | 105 |
| 57 | Springfield, Mo. | 66,731 | 144 |
| 58 | Galveston, Tex. | 66,568 | 49 |
| 59 | Decatur, Ill. | 66,269 | 105 |
| 60 | Raleigh, N. C. | 65,679 | 65 |
| 61 | Waterloo, Iowa | 65,198 | 72 |
| 62 | Terre Haute, Ind. | 64,214 | 52 |
| 63 | Pueblo, Colo. | 63,685 | 250 |
| 64 | San Bernardino, Calif. | 63,058 | 45 |
| 65 | Champaign-Urbana, Ill. | 62,397 | 128 |
| 66 | Atlantic City, N. J. | 61,457 | 56 |
| 67 | Muncie, Ind. | 58,479 | 50 |
| 68 | Greenville, S. C. | 58,161 | 68 |
| 69 | Gadsden, Ala. | 55,725 | 58 |
| 70 | Lexington, Ky. | 55,534 | 68 |
| 71 | Pittsfield, Mass. | 53,348 | 40.1 |
| 72 | Asheville, N. C. | 53,000 | 83 |
| 73 | Green Bay, Wis. | 52,735 | 96 |
| 74 | Siox Falls, S. D. | 52,696 | 160 |
| 75 | Bay City, Mich. | 52,523 | 66 |
| 76 | Orlando, Fla. | 52,367 | 122 |
| 77 | San Angelo, Tex. | 52,093 | 185 |
| 78 | Laredo, Tex. | 51,910 | 145 |
| 79 | Lima, Ohio | 50,246 | 68 |
| 80 | Warren, Ohio | 49,856 | 44 |
| 81 | Elmira, N. Y. | 49,716 | 61 |
| 82 | Dubuque, Iowa | 49,671 | 68 |
| 83 | Muskegon, Mich. | 48,429 | 102 |
| 84 | Fort Smith, Ark. | 47,942 | 102 |
| 85 | Lynchburg, Va. | 47,727 | 90 |
| 86 | La Crosse, Wis. | 47,535 | 126 |
| 87 | Riverside, Calif. | 46,764 | 42 |
| 88 | Tuscaloosa, Ala. | 46,396 | 48 |
| 89 | Albany, Tex. | 45,570 | 144 |
| 90 | Colorado Springs, Colo. | 45,472 | 279 |
| 91 | Tucson, Ariz. | 45,454 | 105 |

Includes populations of Mercedes and San Benito, Tex. pursuant to footnote 1 of Table of Assignments.

| Line Position | Location | 1950 Population | Distance to nearest TV station |
|---------------|--------------------------|-----------------|--------------------------------|
| 92 | Williamsport, Pa. | 45,047 | 79 |
| 93 | Wilmington, N. C. | 45,043 | 163 |
| 94 | Santa Barbara, Calif. | 44,913 | 90 |
| 95 | Mansfield, Ohio | 43,564 | 60 |
| 96 | Pensacola, Fla. | 43,479 | 175 |
| 97 | Jamestown, N. Y. | 43,354 | 43 |
| 98 | West Palm Beach, Fla. | 43,162 | 68 |
| 99 | Salem, Ore. | 43,140 | 190 |
| 100 | Sheboygan, Wis. | 42,365 | 46 |
| 101 | Meridid, Ark. | 41,893 | 139 |
| 102 | Quincy, Ill. | 41,450 | 110 |
| 103 | Lake Charles, La. | 41,272 | 138 |
| 104 | Odishkosh, Wis. | 41,084 | 69 |
| 105 | Poughkeepsie, N. Y. | 41,023 | 33 |
| 106 | Lewiston, Me. | 40,974 | 126 |
| 107 | Zanesville, Ohio | 40,517 | 53 |
| 108 | Great Falls, Mont. | 39,211 | 65 |
| 109 | Joplin, Tex. | 38,968 | 95 |
| 110 | Tyler, Tex. | 38,711 | 102 |
| 111 | Kokomo, Ind. | 38,672 | 210 |
| 112 | Manor, La. | 38,572 | 210 |
| 113 | Yakima, Wash. | 38,486 | 110 |
| 114 | Forse, N. D. | 38,256 | 215 |
| 115 | Danville, Ill. | 37,854 | 92 |
| 116 | Cumberland, Md. | 37,679 | 48 |
| 117 | Biloxi, Miss. | 37,425 | 78 |
| 118 | Muskegon, Mich. | 37,282 | 44 |
| 119 | Pine Bluff, Ark. | 37,282 | 140 |
| 120 | Sparksburg, S. C. | 36,795 | 53 |
| 121 | Hagerstown, Md. | 36,260 | 62 |
| 122 | Cou Claire, Wis. | 36,058 | 80 |
| 123 | Enid, Okla. | 36,017 | 62 |
| 124 | Eugene, Ore. | 35,879 | 249 |
| 125 | Port Huron, Mich. | 35,725 | 53 |
| 126 | Elkhart, Ind. | 35,340 | 100 |
| 127 | Easton, Pa. | 35,632 | 41.5 |
| 128 | Lafayette, Ind. | 35,568 | 60 |
| 129 | Knoxville, Tenn. | 35,499 | 61 |
| 130 | Danville, Va. | 35,061 | 42 |
| 131 | Alexandria, La. | 34,913 | 165 |
| 132 | Bakersfield, Calif. | 34,784 | 97 |
| 133 | Lewiston, Me. | 34,574 | 130 |
| 134 | Fayetteville, N. C. | 34,375 | 89 |
| 135 | Boise, Ida. | 34,393 | 295 |
| 136 | Waterbury, N. Y. | 34,350 | 60 |
| 137 | Stamington, Conn. | 34,141 | 44 |
| 138 | Bellingham, Wash. | 34,112 | 78 |
| 139 | Appleton, Wis. | 34,010 | 85 |
| 140 | Owensboro, Ky. | 33,645 | 81 |
| 141 | Omaha, Iowa | 33,631 | 95 |
| 142 | Hutchinson, Kan. | 33,575 | 100 |
| 143 | Lafayette, La. | 33,541 | 118 |
| 144 | Burlington, Mont. | 33,541 | 160 |
| 145 | Burlington, Vt. | 33,155 | 132 |
| 146 | Paducah, Ky. | 32,828 | 120 |
| 147 | Bristol, Tenn. | 32,725 | 110 |
| 148 | Reno, Nev. | 32,496 | 183 |
| 149 | Clarksville, W. Va. | 32,014 | 89 |
| 150 | Columbia, Mo. | 31,574 | 13 |
| 151 | Cheyenne, Wyo. | 31,935 | 470 |
| 152 | Billings, Mont. | 31,834 | 385 |
| 153 | Bangor, Me. | 31,558 | 200 |
| 154 | Galveston, Ill. | 31,425 | 40.21 |
| 155 | Albany, Ga. | 31,155 | 152 |
| 156 | Annisson, Ala. | 31,066 | 57 |
| 157 | Lakeland, Fla. | 30,851 | 160 |
| 158 | Burlington, Iowa | 30,641 | 33 |
| 159 | New London, Conn. | 30,551 | 44 |
| 160 | Wausau, Wis. | 30,414 | 155 |
| 161 | Gal Ridge, Tenn. | 30,229 | 89 |
| 162 | Jackson, Tenn. | 30,207 | 75 |
| 163 | Davona Beach, Fla. | 30,187 | 85 |
| 164 | Salinas-Monterey, Calif. | 30,122 | 81 |
| 165 | Marion, Ind. | 30,081 | 59 |
| 166 | Fond du Lac, Wis. | 29,936 | 55 |
| 167 | Gruenewille, Miss. | 29,928 | 68 |
| 168 | Rochester, Minn. | 29,885 | 75 |
| 169 | Parkersburg, W. Va. | 29,684 | 75 |
| 170 | Rome, Ga. | 29,615 | 58 |
| 171 | Beloit, Wis. | 29,590 | 100 |
| 172 | Dessa, Tex. | 29,495 | 285 |
| 173 | Hattiesburg, Miss. | 29,474 | 110 |
| 174 | Sandusky, Ohio | 29,375 | 45 |
| 175 | Fairmont, W. Va. | 29,346 | 68 |
| 176 | Hot Springs, Ark. | 29,307 | 185 |
| 177 | Northampton, Mass. | 29,063 | 65 |
| 178 | Knox, N. Y. | 28,817 | 56 |
| 179 | St. Cloud, Minn. | 28,810 | 65 |
| 180 | Athens, Ga. | 28,180 | 58 |
| 181 | Santa Fe, N. M. | 27,998 | 56 |
| 182 | Concord, N. H. | 27,988 | 60 |
| 183 | Marion City, Iowa | 27,980 | 85 |
| 184 | Vicksburg, Miss. | 27,948 | 160 |
| 185 | Rocky Hill, Conn. | 27,948 | 160 |
| 186 | Rocky Mount, N. C. | 27,697 | 105 |
| 187 | Manitowish, Wis. | 27,598 | 70 |
| 188 | Tallahassee, Fla. | 27,237 | 165 |
| 189 | Iowa City, Iowa | 27,212 | 51 |
| 190 | Cincinnati, Ohio | 26,861 | 45 |
| 191 | Grand Forks, N. D. | 26,836 | 270 |
| 192 | Sharon, Pa. | 26,454 | 59 |
| 193 | Key West, Fla. | 26,433 | 128 |
| 194 | Salina, Kan. | 26,176 | 160 |
| 195 | Pocahontas, Ia. | 26,131 | 145 |
| 196 | Charlottesville, Va. | 25,969 | 65 |
| 197 | Kankakee, Ill. | 25,856 | 53 |
| 198 | Panama City, Fla. | 25,814 | 250 |
| 199 | Roswell, N. M. | 25,738 | 162 |
| 200 | Temple, Tex. | 25,467 | 120 |
| 201 | Rapid City, S. D. | 25,312 | 42 |
| 202 | Fort Dodge, Iowa | 25,115 | 43 |
| 203 | Jefferson City, Mo. | 25,099 | 110 |
| 204 | Laurel, Miss. | 25,038 | 135 |
| 205 | Winona, Minn. | 25,031 | 100 |
| 206 | La Grange, Ga. | 25,025 | 60 |
| 207 | Janesville, Wis. | 24,899 | 65 |
| 208 | Tarkenton, Tex. | 24,753 | 165 |
| 209 | Las Vegas, Nev. | 24,624 | 255 |
| 210 | Longview, Tex. | 24,502 | 160 |
| 211 | Walla Walla, Wash. | 24,102 | 163 |
| 212 | Flamenc, Ala. | 23,879 | 105 |
| 213 | Findlay, Ohio | 23,845 | 42 |
| 214 | Ashtabula, Ohio | 23,696 | 40.1 |
| 215 | Warren, Pa. | 23,623 | 45 |
| 216 | Norwich, Conn. | 23,429 | 45 |
| 217 | Auburn, Me. | 23,134 | 125 |
| 218 | Austin, Minn. | 23,100 | 95 |
| 219 | Delaware, Ark. | 22,974 | 68 |
| 220 | Eureka, Calif. | 23,058 | 225 |
| 221 | Wilson, N. C. | 23,100 | 105 |
| 222 | Albany, N. Y. | 22,884 | 65 |
| 223 | Selma, Ala. | 22,840 | 78 |
| 224 | Natchez, Miss. | 22,740 | 132 |
| 225 | Grand Island, Neb. | 22,682 | 125 |
| 226 | Gulfport, Miss. | 22,659 | 45 |
| 227 | Midletown, N. Y. | 22,586 | 45 |
| 228 | Florence, S. C. | 22,513 | 110 |
| 229 | Missoula, Mont. | 22,485 | 398 |
| 230 | Frederic, Ill. | 22,367 | 75 |
| 231 | Marshall, Tex. | 22,327 | 140 |
| 232 | Minot, N. D. | 22,032 | 445 |
| 233 | San Antonio, Calif. | 21,973 | 378 |
| 234 | Pekin, Ill. | 21,858 | 180 |
| 235 | Richland, Wash. | 21,809 | 160 |
| 236 | Midland, Tex. | 21,713 | 275 |
| 237 | Panama City, Fla. | 21,197 | 250 |
| 238 | Dorhan, Ala. | 21,584 | 175 |
| 239 | Cape Girardeau, Mo. | 21,578 | 98 |
| 240 | North Adams, Mass. | 21,578 | 98 |
| 241 | Calverton, Calif. | 21,567 | 65 |
| 242 | Bluefield, W. Va. | 21,506 | 100 |
| 243 | Goldboro, N. C. | 21,454 | 108 |
| 244 | Cranston, R. I. | 21,172 | 100 |
| 245 | Aberdeen, S. D. | 21,051 | 260 |
| 246 | Legansport, Ind. | 21,031 | 70 |
| 247 | Augusta, Me. | 20,913 | 150 |
| 248 | Biddeford, Me. | 20,836 | 75 |
| 249 | Uniontown, Pa. | 20,471 | 45 |
| 250 | Hannibal, Mo. | 20,444 | 100 |
| 251 | Uniontown, Ill. | 20,393 | 110 |
| 252 | Greeley, Colo. | 20,354 | 375 |
| 253 | Sedalia, Mo. | 20,354 | 75 |
| 254 | Longview, Wash. | 20,339 | 108 |
| 255 | Clinton, Ohio | 20,293 | 100 |
| 256 | Hastings, Neb. | 20,211 | 135 |
| 257 | Sumter, S. C. | 20,185 | 100 |
| 258 | Brownwood, Tex. | 20,181 | 120 |
| 259 | Panama City, Okla. | 20,180 | 180 |
| 260 | Sherman, Tex. | 20,130 | 60 |
| 261 | Chillicothe, Ohio | 20,133 | 44 |
| 262 | Salisbury, N. C. | 20,102 | 45 |
| 263 | McAllen, Tex. | 20,067 | 220 |
| 264 | Valdosta, Ga. | 20,046 | 115 |
| 265 | Boulder, Colo. | 19,999 | 348 |
| 266 | Decatur, Ala. | 19,999 | 348 |
| 267 | Stanton, Va. | 19,927 | 95 |
| 268 | Marshalltown, Iowa | 19,821 | 40.5 |
| 269 | St. Joseph, Mo. | 19,770 | 105 |
| 270 | Aberdeen, Wash. | 19,770 | 105 |

| Line | Position | Location | 1950 Popula- tion | Distance to nearest TV station |
|------|----------|-------------------------|-------------------------|--------------------------------------|
| 331 | | Jonesboro, Ark. | 16,310 | 65 |
| 332 | | Hibbing, Minn. | 16,276 | 170 |
| 333 | | Claville, Tenn. | 16,242 | 42 |
| 334 | | Blytheville, Ark. | 16,234 | 53 |
| 335 | | Corvallis, Ore. | 16,207 | 215 |
| 336 | | Nampa, Ida. | 16,185 | 392 |
| 337 | | Ogdenburg, N. Y. | 16,166 | 109 |
| 338 | | Keokuk, Iowa | 16,144 | 91 |
| 339 | | Victoria, Tex. | 16,126 | 102 |
| 340 | | Faribault, Minn. | 16,060 | 47 |
| 341 | | Ada, Okla. | 15,995 | 72 |
| 342 | | Dalton, Ga. | 15,968 | 73 |
| 343 | | Klamath Falls, Ore. | 15,875 | 309 |
| 344 | | Chickasha, Okla. | 15,864 | 44 |
| 345 | | Olympia, Wash. | 15,819 | 49 |
| 346 | | New Bern, N. C. | 15,812 | 127 |
| 347 | | Emporia, Kan. | 15,667 | 102 |
| 348 | | Keene, N. H. | 15,638 | 68 |
| 349 | | Martinsburg, W. Va. | 15,621 | 61 |
| 350 | | Mt. Vernon, Ill. | 15,600 | 71 |
| 351 | | Laramie, Wyo. | 15,591 | 368 |
| 352 | | Clearwater, Fla. | 15,581 | 180 |
| 353 | | Sunbury, Pa. | 15,570 | 66 |
| 354 | | Conesville, Ind. | 15,550 | 47 |
| 355 | | North Platte, Neb. | 15,533 | 249 |
| 356 | | Duncan, Okla. | 15,325 | 80 |
| 357 | | Orangeburg, S. C. | 15,322 | 124 |
| 358 | | Merced, Calif. | 15,306 | 106 |
| 359 | | Escanaba, Mich. | 15,170 | 187 |
| 360 | | Salisbury, Md. | 15,141 | 84 |
| 361 | | Lufkin, Tex. | 15,135 | 121 |
| 362 | | Greenfield, Mass. | 15,075 | 70 |
| 363 | | Poplar Bluff, Mo. | 15,064 | 114 |
| 364 | | Hornell, N. Y. | 15,049 | 58 |
| 365 | | Fort Madison, Iowa | 14,954 | 77 |
| 366 | | Fort Collins, Col. | 14,937 | 457 |
| 367 | | Parsons, Kan. | 14,750 | 93 |
| 368 | | Laconia, N. H. | 14,745 | 76 |
| 369 | | Cambridge, Ohio | 14,739 | 74 |
| 370 | | Greenville, Tex. | 14,727 | 48 |
| 371 | | Grand Junction, Col. | 14,504 | 211 |
| 372 | | Middlesboro, Ky. | 14,482 | 143 |
| 373 | | Thosville, Ga. | 14,424 | 153 |
| 374 | | Lincoln, Ill. | 14,362 | 110 |
| 375 | | Midland, Mich. | 14,285 | 63 |
| 376 | | Del Rio, Tex. | 14,211 | 146 |
| 377 | | San Luis Obispo, Calif. | 14,180 | 163 |
| 378 | | Marquette, Wis. | 14,178 | 137 |
| 379 | | Plainview, Tex. | 14,044 | 257 |
| 380 | | Levittown, Pa. | 13,894 | 72 |
| 381 | | Hobbs, N. M. | 13,875 | 258 |
| 382 | | Centralia, Ill. | 13,863 | 56 |
| 383 | | Winchester, Va. | 13,841 | 59 |
| 384 | | Greewood, S. C. | 13,806 | 62 |
| 385 | | Seymour, Tex. | 13,779 | 128 |
| 386 | | Rochester, N. H. | 13,776 | 59 |
| 387 | | Los Veyos, Ind. H. | 13,763 | 86 |
| 388 | | Sweetwater, Tex. | 13,619 | 185 |
| 389 | | Bradenton, Fla. | 13,604 | 189 |
| 390 | | Oxnard, N. C. | 13,564 | 48 |
| 391 | | Albany, Minn. | 13,545 | 93 |
| 392 | | Fort Pierce, Fla. | 13,502 | 117 |
| 393 | | Wisconsin Rapids, Wis. | 13,496 | 132 |
| 394 | | Junction City, Kan. | 13,462 | 123 |
| 395 | | San Benito, Tex. | 13,271 | 232 |
| 396 | | Fort Myers, Fla. | 13,195 | 121 |
| 397 | | Mossena, N. Y. | 13,137 | 125 |
| 398 | | Alpena, Mich. | 13,135 | 172 |
| 399 | | Moberly, Mo. | 13,115 | 114 |
| 400 | | Winnetka, Wash. | 13,072 | 194 |
| 401 | | Morrisville, Tenn. | 13,072 | 138 |
| 402 | | Levittown, Ind. | 12,985 | 267 |
| 403 | | Fergus Falls, Minn. | 12,917 | 163 |
| 404 | | Arkansas City, Kan. | 12,903 | 85 |
| 405 | | Scottsbluff, Neb. | 12,858 | 395 |
| 406 | | Claremont, N. H. | 12,811 | 90 |
| 407 | | Atchison, Kan. | 12,792 | 44 |
| 408 | | Huron, S. D. | 12,788 | 243 |
| 409 | | Crowley, La. | 12,784 | 139 |
| 410 | | Basstrop, La. | 12,769 | 203 |
| 411 | | Waterloo, S. D. | 12,699 | 189 |
| 412 | | Greensburg, Pa. | 12,665 | 207 |
| 413 | | Vernon, Tex. | 12,651 | 140 |
| 414 | | Brainerd, Minn. | 12,637 | 105 |
| 415 | | Cleveland, Tenn. | 12,605 | 98 |
| 416 | | El Centro, Calif. | 12,590 | 100 |
| 417 | | Hopkinsville, Ky. | 12,526 | 65 |
| 418 | | Hopkinsville, Minn. | 12,486 | 178 |
| 419 | | Tulare, Calif. | 12,465 | 155 |
| 420 | | Edinburg, Tex. | 12,383 | 214 |
| 421 | | Waynesboro, Va. | 12,357 | 85 |
| 422 | | Astoria, Ore. | 12,331 | 123 |
| 423 | | Decatur, Ga. | 12,325 | 139 |
| 424 | | Los Cruces, N. M. | 12,325 | 190 |
| 425 | | Opeika, Ala. | 12,295 | 100 |
| 426 | | Chico, Calif. | 12,278 | 138 |
| 427 | | Trinidad, Col. | 12,204 | 176 |
| 428 | | Coeur d'Alene, Ida. | 12,198 | 262 |
| 429 | | Fredericksburg, Va. | 12,158 | 45 |
| 430 | | Mitchell, S. D. | 12,123 | 200 |
| 431 | | Cairo, Ill. | 12,123 | 122 |
| 432 | | Keosau, Neb. | 12,115 | 169 |
| 433 | | La Salle, Ill. | 12,083 | 70 |
| 434 | | Pullman, Wash. | 12,022 | 250 |
| 435 | | Snyder, Tex. | 12,010 | 212 |
| 436 | | Gainesville, Ga. | 11,936 | 47 |
| 437 | | Sanford, Fla. | 11,935 | 105 |
| 438 | | Brownsville, Calif. | 11,922 | 98 |
| 439 | | Frankfort, Ky. | 11,916 | 47 |
| 440 | | Beaver Dam, Wis. | 11,867 | 53 |
| 441 | | Seminole, Okla. | 11,863 | 52 |
| 442 | | Beatrice, Neb. | 11,813 | 80 |
| 443 | | Miami, Okla. | 11,801 | 80 |
| 444 | | Albany, N. C. | 11,798 | 55 |
| 445 | | Pendleton, Ore. | 11,774 | 215 |
| 446 | | Visalia, Calif. | 11,749 | 160 |
| 447 | | Ocala, Fla. | 11,741 | 85 |
| 448 | | DeKalb, Ill. | 11,708 | 58 |
| 449 | | Coshocton, Ohio | 11,675 | 62 |
| 450 | | Athens, Ohio | 11,660 | 67 |

(Continued on page 94)

Coast-to-coast service



TV spots, shorts, package shows Interesting TV shorts and package shows that sell merchandise . . . unusual and ingenious effects for any length TV spots . . .

motion pictures Vogue Wright has some of the ablest script writers in the business . . . plus producing facilities in Chicago, New York and Hollywood . . . resulting in new approaches in films such as the new safety film just completed for Kaiser-Frazer Sales Corp. . . .

slide films Expert counsel and guidance in all forms of visual training aids . . . of particular interest in these days of "hard selling" . . . let our representative arrange a screening of slide films produced for some of America's largest and best known companies . . .



Vogue Wright Studios

DIVISION OF ELECTROGRAPHIC CORPORATION

CHICAGO: 237 East Ontario Street

HOLLYWOOD: Sam Goldwyn Studios, 1041 N. Formosa Avenue

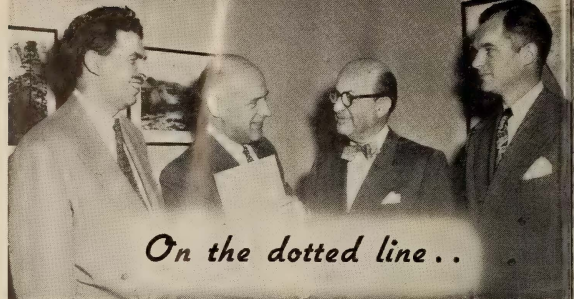
NEW YORK: 225 Fourth Avenue

List of Cities

(Continued from page 93)

| Line | Location | 1950 Population | Distance to nearest TV station | Line | Location | 1950 Population | Distance to nearest TV station |
|------|-----------------------|-----------------|--------------------------------|------|-----------------------|-----------------|--------------------------------|
| 573 | Raymondville, Tex. | 9,136 | 102 | 625 | Portales, N. M. | 8,112 | 195 |
| 574 | Gallup, N. M. | 9,133 | 122 | 626 | Longmont, Col. | 8,099 | 355 |
| 575 | Elkins, W. Va. | 9,121 | 108 | 627 | Hayre, Mont. | 8,086 | 545 |
| 576 | Taylor, Tex. | 9,071 | 100 | 628 | Malvern, Ark. | 8,072 | 176 |
| 577 | Sulphur Springs, Tex. | 8,991 | 73 | 629 | Pecos, Tex. | 8,054 | 310 |
| 578 | Mayfield, Ky. | 8,990 | 112 | 630 | Hammond, La. | 8,010 | 45 |
| 579 | Wester, W. Va. | 8,945 | 102 | 631 | Nevada, Mont. | 8,009 | 88 |
| 580 | Columbus, Neb. | 8,884 | 75 | 632 | Bennington, Vt. | 8,002 | 109 |
| 581 | Marshall, Mo. | 8,850 | 70 | 633 | Elk City, Okla. | 7,967 | 44 |
| 582 | Milledgeville, Ga. | 8,835 | 81 | 634 | College Station, Tex. | 7,925 | 83 |
| 583 | Paris, Tenn. | 8,836 | 90 | 635 | Worthington, Minn. | 7,923 | 150 |
| 584 | Rhineland, Wis. | 8,774 | 175 | 636 | Alliance, Neb. | 7,891 | 362 |
| 585 | Delano, Calif. | 8,717 | 125 | 637 | Rumford, Me. | 7,888 | 149 |
| 586 | Chillicothe, Mo. | 8,694 | 72 | 638 | Yuba City, Calif. | 7,861 | 98 |
| 587 | McPherson, Kan. | 8,689 | 107 | 639 | Oelwein, Iowa | 7,858 | 101 |
| 588 | Danville, Ky. | 8,686 | 67 | 640 | Brookhaven, Miss. | 7,801 | 117 |
| 589 | Kennett, Mo. | 8,685 | 72 | 641 | Mineral Wells, Tex. | 7,801 | 50 |
| 590 | Uvalde, Tex. | 8,674 | 81 | 642 | Brookings, S. D. | 7,764 | 178 |
| 591 | Laurens, S. C. | 8,658 | 73 | 643 | Carrollton, Ga. | 7,753 | 42 |
| 592 | Centalla, Wash. | 8,655 | 75 | 644 | Wellington, Kan. | 7,747 | 108 |
| 593 | De Land, Fla. | 8,652 | 92 | 645 | Corbin, Ky. | 7,744 | 127 |
| 594 | Manistee, Mich. | 8,642 | 105 | 646 | Marysville, Tenn. | 7,742 | 137 |
| 595 | La Grande, Ore. | 8,635 | 258 | 647 | Ashland, Ore. | 7,739 | 305 |
| 596 | Maysville, Ky. | 8,632 | 51 | 648 | Thibodaux, La. | 7,730 | 47 |
| 597 | Hays, Kan. | 8,625 | 250 | 649 | La Junta, Col. | 7,712 | 264 |
| 598 | Williamson, W. Va. | 8,624 | 50 | 650 | Yankton, S. D. | 7,709 | 137 |
| 599 | Athens, Tenn. | 8,618 | 82 | 651 | Cherokee, Iowa | 7,705 | 107 |
| 600 | Caruthersville, Mo. | 8,614 | 70 | 652 | Cloquet, Minn. | 7,685 | 123 |
| 601 | Olney, Ill. | 8,612 | 112 | 653 | Livingston, Mont. | 7,683 | 343 |
| 602 | Conway, Ark. | 8,610 | 147 | 654 | McCook, Neb. | 7,678 | 255 |
| 603 | Jacksonville, Tex. | 8,607 | 104 | 655 | The Dalles, Ore. | 7,676 | 150 |
| 604 | Hope, Ark. | 8,605 | 192 | 656 | Union City, Tenn. | 7,665 | 98 |
| 605 | Montpelier, Vt. | 8,599 | 148 | 657 | Flagstaff, Ariz. | 7,663 | 120 |
| 606 | Coldwater, Mich. | 8,596 | 46 | 658 | Knoxville, Iowa | 7,625 | 55 |
| 607 | Iroy, Ala. | 8,555 | 124 | 659 | Centerville, Iowa | 7,625 | 98 |
| 608 | St. Albans, Vt. | 8,552 | 155 | 660 | Childress, Tex. | 7,619 | 173 |
| 609 | Ellensburg, Wash. | 8,430 | 95 | 661 | Forest City, Ark. | 7,607 | 52 |
| 610 | Tucumcari, N. M. | 8,419 | 163 | 662 | McMinnville, Tenn. | 7,577 | 66 |
| 611 | Roseburg, Ore. | 8,390 | 310 | 663 | Lake City, Fla. | 7,571 | 70 |
| 612 | Hillsboro, Tex. | 8,363 | 52 | 664 | Bainbridge, Ga. | 7,562 | 186 |
| 613 | Alma, Mich. | 8,341 | 44 | 665 | Tallahassee, Fla. | 7,562 | 63 |
| 614 | Creston, Iowa | 8,317 | 82 | 666 | Clinton, Okla. | 7,555 | 81 |
| 615 | Levelland, Tex. | 8,264 | 261 | 667 | Newberry, S. C. | 7,546 | 76 |
| 616 | Artesia, N. M. | 8,244 | 200 | 668 | Sterling, Col. | 7,534 | 376 |
| 617 | Raton, N. M. | 8,241 | 177 | 669 | Pratt, Kan. | 7,523 | 155 |
| 618 | Fainton, Minn. | 8,193 | 110 | 670 | Cullman, Ala. | 7,523 | 47 |
| 619 | Eunice, La. | 8,184 | 146 | 671 | Cuero, Tex. | 7,498 | 79 |
| 620 | Russellville, Ark. | 8,166 | 171 | 672 | Dickinson, N. D. | 7,469 | 477 |
| 621 | Roanoke Rapids, N. C. | 8,156 | 80 | 673 | Durango, Col. | 7,459 | 166 |
| 622 | Fitzgerald, Ga. | 8,130 | 143 | | | | |
| 623 | Grants Pass, Ore. | 8,116 | 325 | | | | |
| 624 | Front Royal, Va. | 8,115 | 58 | | | | |

(Continued on page 112)



On the dotted line..

PEARSON CHEMICAL Co. signs as sponsor for NBC-TV *Lights Out*. L. to r.: Stuart Smith, acct. exec.; Harry B. Cohen Adv.; Edward R. Hitz, network eastern sls. mgr.; Lester Amster, Pearson pres., and Robert Button, NBC-TV.



ALVIN BAUMER, pres., Baumer Foods, signs for WDSU-TV New Orleans' *The Range Rider*, in presence of Ray McGuire (l), asst. coml. mgr., WDSU, and Helion Dickson, v. p. Stone-Stevens Adv. Sponsorship alternated with McKenzie Bakeries.

WILLIAM E. WRIGHT, Wright & Assoc., signs with WGN-TV Chicago for *Heaven's Trick Quiz*. Standing (l to r) are Walter Schwimmer, Walter Schwimmer Productions; Ted Weber, WGN sls. dir.; Milton Blink, exec. v. p., United Television Programs.

**ask any
Baltimore
time buyer
about**

W A A M

TELEVISION

CHANNEL 13

Represented Nationally by

HARRINGTON, RIGHTER & PARSONS, INC.

Chicago NEW YORK San Francisco

DUMONT-ABC AFFILIATE

Originating Station
JOHNS HOPKINS SCIENCE REVIEW



HERBERT S. ROSEN (seated, r), v. p., Helene Curtis Inc., signs twice weekly sponsorship of DuMont's daily *Rumpus Room*. Johnny Olsen (seated, l) is program star. Standing: Walter Mishoff (l), Curtis sls. mgr., and Jack Bachem, DuMont asst. sls. dir.

PETER D. BROWN (seated), pres., Sealy Mattress Co., signs \$30,000 contract for *Sunday Matinee* over WXYZ-TV Detroit. Standing (l to r) John Pival, WXYZ-TV mgr.; R. N. Hughes, radio-TV dir., Simons-Michelson Adv., Kolman Sachse of Sealy.

LARAINÉ DAY signs with Dodge Dealers Assn. of New York, for sponsorship of her *Day with the Giants* over WPIX (TV) New York. Looking on (l to r) are John F. Noone, WPIX sls. dir.; Edward Taylor, Dodge reg. dir., and Meyer Lasker, pres., dealers association.



Errata to FCC's Sixth Report and Order Lifting the Television Freeze

FOLLOWING is list of corrections reported last week by FCC to its Sixth Report and Order which lifted the TV freeze and finalized the Commission's re-allocation of channels. Sixth Report was published in full in Part II of BROADCASTING • TELECASTING, April 14.

Page number of B-T's Part II supplement is given in brackets to show where FCC correction is made. Corrections reported by the Commission and caught before B-T's Part II supplement went to press are not listed. FCC corrections are as follows:

Paragraph 163, last line, change troposphere to troposphere. [Page 17].
Paragraph 255(b), line three, delete HF. [Page 32].
Paragraph 256(c), Plan No. 3 of table, Albany-Schenectady-Troy, add "before 7." [Page 32].

Paragraph 376(g), Plan 1 of table, change "121 to *12; Plan 2 of table, change Channel 34 to 35. Plan 3 of table, underline (f) flex. channel. [Page 46].

Paragraph 404(e), Plans 1 and 2, change "121 to *12; Plan 1, Bloomington, Ind., change 46 to 36; Plan 3, Cincinnati, Ohio, change 13 to 31; Plan 3, Clarksburg, West Va., add 1 in the VHF Channel column. [Page 48].

After paragraph 416 and Columbus, Ohio, insert 417 before (a). [Page 49].
Paragraph 480, fifth line, change 60 to 61. [Page 56].

Paragraph 497(c), Flint, Michigan, proposed changes, VHF Channel No. delete comma after 12 and move 12 over under VHF column. [Page 58].

Paragraph 507(c), Table, next to last line, Proposed Changes, change *20; to 20. [Page 59].

Paragraph 521(d), Table, Hannibal, Mo., change 3 to 31; Milwaukee, Wis., change *8 to *81. [Page 61].

Paragraph 528(c), Table, Urbana, Ill., delete underline (f) under *27. [Page 62].

Paragraph 547(i), Table, Des Moines, Iowa, delete underline (f) under 11. [Page 65].

Paragraph 547(o), Table, Des Moines, Iowa, delete (f) under *17. [Page 65].

Paragraph 584, change Eau Claire to Eau Claire. [Page 69].

Paragraph 588(h), Table, Kansas City, Mo., delete underline (f) under *19. [Page 70].

Paragraph 617, last line, change DENIED to denied. [Page 73].

Paragraph 626(g), lines 2 and 3, delete word station. [Page 74].

Paragraph 665, footnote 139, change to, and add Pa. [Page 78].

Change Johnston to Johnson in following: Paragraph 767(f), 6th line [Page 92]. Paragraph 768(d), 5th line [Page 92]. Paragraph 793(b) 2nd, and 3rd lines [Page 94]. Paragraph 793(d) nd line [Page 94]. Paragraph 797 1st line of Table [Page 95]. Paragraph 798 rd line [Page 95]. Paragraph 801(c) th line. [Page 95].

Paragraph 821(c), Table, Melbourne, Fla., delete underline (f) in VHF Channel column. [Page 98].

Paragraph 848(b), Table, change Laramore to Claremore. [Page 102].

Paragraph 851(b), Table, Boulder City, Colorado, Plan 2, delete *9 and 22. [Page 102].

Paragraph 851(g), third line from end, add in after is and before conflict. [Page 102].

Paragraph 871, third line from end, delete city. [Page 104].

Paragraph 892(c), Table, delete underlines (f) under *3, *46, and *12. [Page 109].

Paragraph 971(f), Table, Tijuana, Mexico, add underline (f) under 39, 45, 1, 37, 63. [Page 116].

Appendix C(1), Sec. 1.371, Par. (j), line 8, add the word all after the word arms. [Page 124].

Appendix D, Sec. 3.606(b), Idaho, change Couer d'Alene to Coeur d'Alene. [Page 132].

Appendix D, Sec. 3.606(b), Territories and Possessions, correct alphabetical order of listing of cities. [Page 136].

Appendix D, Table of contents, bottom of page change Appendix A to Appendix I. Appendix B to Appendix H. Appendix C to Appendix III. [Page 131].

Appendix D, page iv, lines I, II, III, V and VI, change Appendix C to Appendix III. [Page 131].

Appendix D, Section 3.610(a) (1) (i) nd (iii), last line, change Appendix A to Appendix I. [Page 136].

Appendix D, Section 3.611(d) (1), last line, Section 3.611(d) (3) and (4), third line, and Section 3.611(d) footnote 7, it line, change Appendix B to Appendix II. [Page 137].

Appendix D, Section 3.614(a), 4th line from end [Page 137]. Section 3.614(b) (1), next to last line [Page 138]. Section 3.614(b) (2), last line [Page 138]. Section 3.682(a) (4) and (9), last line [Page 143]. Section 3.684(c) 3rd line [Page 144]. Section 3.685(e) (2) and (3) next to last line [Page 145]. Section 3.687(a) (1), 5th line and footnote 27, Section 3.687 (a) (4) 3rd and last line, Section 3.687 (b) 12th and 15th line [Page 146]. change Appendix C to Appendix III. Appendix A (of Appendix D), Fig. 1, change Appendix A to Appendix I. [Page 149].

Appendix B (of Appendix D) Table I, change Appendix B to Appendix II. Table II and III delete Appendix B. [Pages 151-154].

from end [Page 137]. Section 3.614(b) (1), next to last line [Page 138]. Section 3.614(b) (2), last line [Page 138]. Section 3.682(a) (4) and (9), last line [Page 143]. Section 3.684(c) 3rd line [Page 144]. Section 3.685(e) (2) and (3) next to last line [Page 145]. Section 3.687(a) (1), 5th line and footnote 27, Section 3.687 (a) (4) 3rd and last line, Section 3.687 (b) 12th and 15th line [Page 146]. change Appendix C to Appendix III. Appendix A (of Appendix D), Fig. 1, change Appendix A to Appendix I. [Page 149].

Appendix B (of Appendix D) Table I, change Appendix B to Appendix II. Table II and III delete Appendix B. [Pages 151-154].

Appendix C (of Appendix D), Fig. 1, change Appendix C to Appendix III. [Page 155].

Appendix E: Flagstaff, Arizona, last column add 239. [Page 163]. Centralia, Illinois, first column add 529. [Page 163]. Johnstown, Pa. last column add 374. [Page 164]. Kirksville, Mo., first column add 527. [Page 163]. Adams, Wis., first column add none. [Page 164]. Chilton, Wis., first column add none. [Page 164]. Park Falls, Wis., first column add 527. [Page 164]. Shell Lake, Wis., first column add none. [Page 164]. Cheyenne, Wyo., first column add none. [Page 164]. Rawlins, Wyo., first column add none. [Page 164].

In addition to the FCC corrections, the following corrections should be made to Part II of B-T, April 14:

Page 132, third column, following Washington, D. C., channels should read: 4, 5, 7, 9, 20, *26.

Page 137, fourth column, fourth line from top of page, should read: $D = (L_1 + L_2) \frac{1}{2}$.
Page 144, second column, Section 3.683(b) (4) should read: In determining compliance with Section 3.685(a) ...

NEW daily five-minute program, KNBH (TV) Hollywood *Fish and Game Editor*, features Frank Jaffray with news report on fresh and salt water fishing, dog trials, trap and skeet shooting events in California.

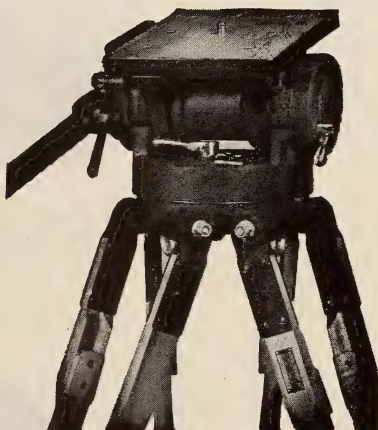
PROVIDENCE TV Planned 'for Citizens'

PLANS for a citizen-owned television station are to be aired to night (Monday) at a public meeting in Providence, R. I., according to Phil Ostrow and Dave Stackhouse, principals in Television Assoc., the proposed station applicant. After incorporation, "with a roster of responsible citizens as officers and board of directors," Television Assoc. will sell shares to the public, they explained.

Mr. Ostrow, president of Albright Motors, and Mr. Stackhouse, announcer at WJAR Providence for ten years, reported 50 persons already have "voluntarily requested to be enrolled" in the venture with stock \$10 per share, of which \$1 will be collected initially to cover organization work.

JACK BENNY, star of CBS Radio-TV *Jack Benny Show*, starts five weeks personal appearance tour of Great Britain, June 16.

Floating Action! for all TV Cameras "BALANCED" TV TRIPOD

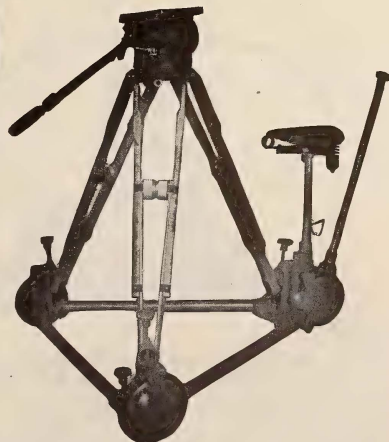


This tripod was engineered and designed expressly to meet all video camera requirements.

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

Below:

3 wheel portable dolly with balanced TV Tripod mounted.



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

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

Write for further particulars

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

Summer success storyboard

Red Skelton portrays "The Astonished Advertiser"



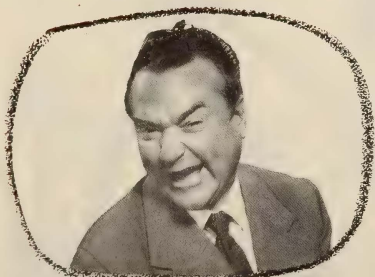
This is an advertiser—contented, experienced, secure in the knowledge...



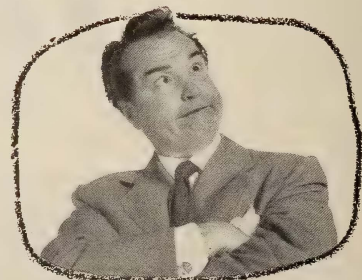
And, like many otherwise astute advertisers, perhaps he falls for the TV climatic fallacy—its effectiveness bounded by fall, winter and spring? Well...



The average TV family spends only 4½ summer days communing with nature—on vacation, that is.



In the New York market alone the typical summer advertiser obtained 46,000 extra customers through his TV advertising. Amazing? Well...



Even more, NBC has its new summer discount plan—and an array of sizzling summer shows to go with it.



That television, today, is the most profitable advertising medium ever evolved.



But, does he know that it stays profitable all year long?



In the average summer week, 94.8 of the TV families are available—and owners watch almost 2 hours every day.



Brands which advertised on TV last summer averaged 28% higher sales among program viewers compared to non-viewers—and does he know . . .



All told, no smart advertiser can afford to avoid the fantastic facts of NBC-TV's effectiveness, measured by the only true thermometer: results.

Now that Red Skelton (he with the 49.9 Nielsen Sunday night rating) has been warmed up on the subject of Summer Television, perhaps you, too, would like to hear more.

The whole red-hot story is in NBC's new research study, "Summer Television." It's yours for the asking—as well as full details on programming and rates . . .

NBC

television

No. 1 Medium for your Sales Success



film report

Production . . .

George Fox Corp., Hollywood, plans a half-hour TV film series, *This Is Hawthorne*, starring Jim Hawthorne, comedian currently heard nightly on KNX Los Angeles. The format concerns a research leg-man whose work for an encyclopedia publishing company sends him globe-hopping. Film actors Thurston Hall and Jimmy Conlin head the supporting cast. The series, to be produced by president George Fox, starts in early July with 26 films to be completed by October and a total of 78 films by September 1953. Eddie Cline, recently with Arena Stars Inc. in charge of Spike Jones' tours and TV appearances, will direct from scripts by Fred Beck, newspaper columnist, and Arthur Hoerl, motion picture-TV writer.

Palomar Productions, Los Angeles, has acquired TV film rights to *Danger in the Cards*, book written by Michael MacDougall, a gambling and fraud investigator. Mr. MacDougall will narrate 13 half-hour TV film series and act as technical advisor with screen writers, Earl Younker and Ray Gregori, adapting scripts. Possible alternate title is *The Payoff*. Kefauver investigations, Hollywood's \$1 million gin rummy scandal and Miami's Roney-Plaza swindle are among cases to be dramatized. Negotiations are being concluded for Hollywood name star to enact leading role. Production will start September 1 at either Motion Picture Center, Hollywood, or at Churubusco Studios, Mexico City.

Motion Picture Center Television Corp., Hollywood, has been formed for the production of half-hour TV film series. Firm is headed by Albert Zugsmith, president American Pictures, as president; Gerald Mohr, radio-film actor, vice president; Ruth Zugsmith, secretary; Joseph Justman, head of Motion Picture Center, treasurer. First series of 13, as yet untitled, will star Mr. Mohr with Peggie Castle and Laurette Luez, film actresses, signed to each enact feminine lead in first two films, all of which are budgeted at \$20,000 or under. Alfred E. Green, director of "The Johnson Story," will direct series with

Ralph Black as production manager.

Jerry Courneya Productions, Los Angeles, is starting 26 more quarter-hour TV films in its *Adventures of Noah Beery Jr.* series, starring TV-film actor Noah Beery Jr. A group of 13 is already completed.

John F. Link Productions, Hollywood, is making a 13 quarter-hour TV film series, *The Connoisseur*, dealing with fish and game. Mr. Link is the producer-director.

Crown Pictures International, Hollywood, is preparing recently acquired feature film, "Alice in Wonderland," for television presentation on Thanksgiving and Christmas Day this year. Stewart O'Brien will cut and edit the film which is part live and part animated action.

Screen Gems Inc., Hollywood, is completing *Thomas Jefferson*, half-hour TV film in NBC-TV *Cavalcade of America* series for duPont. The cast includes Brandon Rhodes, Raymond Greenleaf, Don Randolph, Barbara Woodell and John Hamilton. Producer-director is Jules Bricken.

Voglin Corp., Hollywood, is completing eight TV film commercials, ranging from two minutes to 30 seconds, for Gruen Watch Co., Cincinnati, through McCann-Erickson Inc., Hollywood. Appearing in the films are Dennis O'Keefe, Edmond O'Brien and Elizabeth Scott, film stars, and Bob Garred, ABC radio newscaster.

Film People . . .

Signed for Pennant Productions, Hollywood, initial film, "Flight From Tyranny" in *Date With Destiny* half-hour TV film series is Zsa Zsa Gabor, film actress and panel member of KNXT (TV) Hollywood's *Bachelor's Haven*. Harold Schuster will direct from a script by Robert Hill. Production is scheduled for late June.

Gene Autry's Flying A Pictures, Hollywood, has signed Brad Johnson, film actor, to portray Lefty Craig in *Annie Oakley*, 52 half-hour TV western film series. En-



DISCUSSING standardization of spot TV film mechanics at New York meeting May 13 sponsored by National Assn. of Radio and TV Station Representatives Inc., are (l to r): George Brett, Katz Agency Inc.; T. F. Flanagan, NARTSR managing director; Robert Eastman, John Blair & Co.; Martin Beck, Katz Agency; Fred Nuberth, Avery-Knodel Inc.; William Eastham, Lever Bros., and Jones Scovern, Free & Peters Inc.

acting the title role is Gail Davis with Lou Gray producing.

W. A. Hillhouse, television director for Alexander Film Co., Colorado Springs, named sales promotion manager. Succeeding him is Earl D. Austin, special television representative.

Doug Jenkins, vice president, Bracknell Television Productions, Los Angeles, is currently with the Army Public Information Office in the Far East, completing a series of filmed interviews in that area, which are now being seen on West Coast TV.

Jack Barron, makeup supervisor, Revue Productions, Hollywood, father of twins, Jack Jr., and Jerilyn, May 10.

KEYL (TV) TOWER

To Go Up This Summer

SCHEDULED for late summer completion, KEYL (TV) San Antonio's new \$65,000 tower and antenna will make the station the most powerful in Texas during 1952, according to George B. Storer Jr., managing director.

The 101 ft., six-day GE antenna to be erected on a new 76 ft. tower atop San Antonio's Transit Tower, will place the antenna tip at 554½ ft. above ground level, William J. Jackson, chief engineer, said, adding that the station's power will be doubled from 17 to 35 kw. KEYL will operate during the ten-day change-over, he said.

CBS-TV Billings

TOTAL of \$6,175,000 in new billings has been booked for four major advertisers on CBS-TV Network, Fred M. Thrower, CBS-TV vice president in charge of network sales, announced Monday.

New business is from Pepsodent Div. of Lever Bros. [B•T, May 19]; Campbell Soup Co. [B•T, May 12]; American Cigarette & Cigar Co. for Pall Mall [B•T, May 12], and Owens-Corning Fiberglass Corp. [B•T, May 19].

FILM SPOTS

Plan Afoot to Standardize

MOVE to standardize and simplify requirements for 10-second television identification spots was instituted last week by station representatives and advertising agencies in order to reduce production problems and encourage the development and sale of such announcements.

First phase of the program is to standardize film spots, and later to adopt formulas for telops and slides, according to John W. Brooke of Free & Peters, national representative, and television committee chairman for the National Association of Radio-Television Station Representatives.

In a plan for film spots, adopted by major agency officials at a meeting in New York May 13, the agencies agreed to reserve the upper right hand quarter of the screen for station use, with advertising copy to be placed in the other three quarters. As for timing, it was agreed that 1¼ seconds be used for the opening with 6½ seconds for copy. Two seconds will be given to station identification and ¼ second to the closing.

Also it is hoped that 16mm film will be adopted by each station and that broadcasters will permit superimposition of station identification over advertising film, to avoid preparation of a different version of the same film commercial for every station which carries it.

The suggestions approved by agencies are to be submitted to the NARTSR board at its next meeting, expected to be called "shortly," then to the full membership and, through them, to the stations. The object is to receive wide enough acceptance of the standards to reduce agency production problems and still permit some flexibility for station procedure.

Ordinarily, securing specific data for each station's identification format and assembling a commercial within the deadline is time-consuming and costly.

RANGERTONE
BEST FOR TV FILMS
USED BY

"Life" with
Art Linkletter

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

SEATTLE RELAY

CBS-TV Announces Plans

PLANS for interconnection of CBS Television affiliate KING-TV Seattle with the AT&T transcontinental microwave system terminal at San Francisco, so that Washington state audiences will be able to receive live coverage of political conventions in Chicago this summer, were announced by CBS-TV last Monday [B•T, May 19].

Work is being facilitated by a guarantee of construction costs, made jointly by CBS Television and Westinghouse Electric Corp., sponsor of CBS-TV convention coverage, and Otto Brandt, vice president and general manager of KING-TV, is helping to coordinate the project. AT&T facilities now extend from San Francisco to Portland, Ore., with a microwave link being extended to Seattle, a distance of 147 miles.

CBS-TV spokesmen identified their network as the only one which will provide convention coverage from Boston to San Diego and from Seattle to Miami, the latter being from KING-TV to WTVJ (TV) Miami.

MEDICAL MEETING

Coast-to-Coast TV Slated

TWO half-hour coast-to-coast telecasts will be presented of the American Medical Association convention, to be held in Chicago next month. Both programs will be sponsored by Smith, Kline and French Labs., Philadelphia pharmaceutical firm, it was announced by NBC network last week.

To be narrated by Dr. Roy K. Marshall, the programs are scheduled for the NBC-TV network at 9:30-10 p.m. EDT June 10 and 10-10:30 p.m. EDT June 11, originating at the 101st annual AMA convention, to be held June 9-13.

Empire State TV Guild

INITIAL meeting of the Empire State Television Guild, an organization formed to continue friendships started during planning and construction of the multiple TV antenna atop the Empire State Bldg., was held in New York's Harvard Club Tuesday. The first annual dinner meeting was attended by some 40 scientists, engineers and businessmen, with all attending given certificates of membership.

Quid Pro Quo

AS A MEANS of impressing upon advertisers and agencies the on-the-air promotion given their shows, WCBX-TV New York sent them "bogus" invoices showing how much these announcements would cost at regular rates. By way of fair play, one sponsor promptly paid his \$3,250 "bill" in phony money.

Cities Allocated Five or More Channels

(Continued from page 82)

| City | Present No. of Stations | Total Allocated in April Report | Heights of Existing Antennas Above Average Terrain |
|--|-------------------------|---------------------------------|--|
| Jacksonville | 1 | 5 | 477 ft. |
| Miami | 1 | 5 | 30 ft. |
| Atlanta | 3 | 5 | 531, 546, 932 ft. |
| Champaign-Urbana, Ill. | None | 5 | None |
| Chicago | 4 | 10 | 390, 585, 627, 667 ft. |
| Note: Two of present stations are located on Civic Opera Bldg. which is 555 ft. tall, one is on Tribune Tower which is 462 ft. tall, and one is on Amer. Nat. Bank Bldg. which is 479 ft. tall. There are 20 buildings in Chicago over 400 ft. tall, nine of which are over 500 ft. tall. The tallest are: Board of Trade 605 ft., Pinstfield 537 ft., Civic Opera 555 ft., Field 535 ft., One LaSalle 530 ft. | | | |
| Indianapolis | 1 | 5 | 428 ft. |
| Dayton-Park Is. | 2 | 5 | 342, 370 ft. |
| Des Moines | None | 5 | None |
| Louisville | 2 | 6 | 510, 529 ft. |
| New Orleans | 1 | 7 | 395 ft. |
| Baltimore | 3 | 6 | 405, 530, 540 ft. |
| Note: Mathieson Bldg. on which one of present stations is located is the tallest building (495 ft.). Next tallest is 330 ft. | | | |
| Boston | 7 | 2 | 501, 547 ft. |
| Note: Present antennas located outside of built up center of city. Tallest buildings in Boston are U. S. Customs House (496 ft.) and John Hancock Bldg. (495 ft.). | | | |
| Detroit | 3 | 6 | 500, 500, 658 ft. |
| Note: Tallest buildings are Penobscot (557 ft.), Union Guardian (482 ft.), Book Tower (472 ft.), David Scott (436 ft.), Fisher (420 ft.) and Barlum Tower (416 ft.). | | | |
| Duluth-Superior | None | 5 | None |
| Minneapolis-St. Paul | 2 | 7 | 490, 563 ft. |
| Note: In Minneapolis, Foshay Tower 7 by far the tallest (477 ft.). Municipal Bldg. is 355 ft., North Western Bell Tel. 350 ft. and Radio Tower 311 ft. In St. Paul, First Nat. Bank Bldg. is 501 ft. not including 100 ft. sign. One of the existing stations is on Foshay Tower. | | | |
| Kansas City | 1 | 7 | 745 ft. |
| Note: Tallest bldgs. are K.C. Light & Power (503 ft.), Fidelity (434 ft.), City Hall (418 ft.), Telephone (382 ft.). | | | |
| St. Louis | 7 | 7 | 530 ft. |
| Note: Tallest bldgs. are Civil Courts (375 ft.), Bell Telephone (369 ft.) and Park Plaza Hotel (310 ft.). | | | |
| Omaha | 2 | 6 | 590, 591 ft. |
| New York | 8 | 8 | 975 to 1,445 ft. |
| Note: WOR in North Bergen, N. J. is at 975 Height. All others on Empire State Building. | | | |
| Rochester | 1 | 5 | 497 ft. |
| Note: Present antenna is located on Pinnacle Hill. Tallest building is Eastman Kodak (366 ft.). | | | |
| Cincinnati | 3 | 6 | 650, 670, 695 ft. |
| Note: Tallest buildings are Carew Tower (574 ft.) and Union Central (495 ft.). | | | |
| Cleveland | 3 | 6 | 619, 640, 725 ft. |
| Special Note: Present TV antennas appear to be located outside of built up center of city. Cleveland has one building that towers above the others as markedly as the Empire State Bldg. stands out in New York City. The Terminal Tower is 708 ft. high and is the tallest building in the U. S. outside of New York City. The next building in height is 360 ft. | | | |
| Columbus | 3 | 5 | 455, 485, 545 ft. |
| Note: Tallest building in Lincoln-Le Veque Tower (555 ft.). One station is at present transmitting from it. | | | |
| Oklahoma City | 1 | 5 | 935 ft. |
| Note: Tallest buildings are First National (447 ft.) and Apco Tower (440 ft.). | | | |
| Tulsa | 1 | 5 | 490 ft. |
| Note: Tallest buildings are National Bank (400 ft.) from which present station is transmitting and Philworth (343 ft.). | | | |
| Portland, Ore. | None | 7 | None |
| Philadelphia | 3 | 7 | 650, 660, 719 ft. |
| Note: At least two of the present stations are transmitting from points outside the built up center of the city. The tallest structure is the Penn State atop City Hall (548 ft.). Tall buildings are Phila. Saving (491 ft.), Lincoln-Library (473 ft.), Guard. Trust (398 ft.), Lewis Tower (389 ft.), Fidelity Philadelphia Trust (377 ft.). | | | |
| Pittsburgh | 1 | 6 | 818 ft. |
| Note: The terrain may require use of a hill rather than a building. However, taller buildings are Gulf (582 ft.), Cathedral of Learning (535 ft.), U. S. Steel-Mellon (500 ft.). | | | |
| Chattanooga | None | 5 | None |
| Memphis | 1 | 6 | 640 ft. |
| Note: The Sterick Building is reported to be 465 ft. tall including 100 ft. sign. | | | |
| Nashville | 1 | 6 | 680 ft. |
| Dallas | 2 | 6 | 350, 463 ft. |
| Note: Tallest building is Merchante Nat. Bank (551 ft.). After that comes Magnolia Petroleum (430 ft.), Bell Telephone (377 ft.), Republic Bank Bldg. (323 ft.). | | | |
| El Paso | None | 6 | None |
| Houston | 1 | 6 | 500 ft. |
| Note: Two tallest buildings are Gulf (428 ft.), Neils Eperson (409 ft.). Neither is presently used. | | | |
| Lubbock | None | 5 | None |
| San Antonio | 2 | 6 | 440, 480 ft. |
| Salt Lake City | 2 | 6 | 416, 542 ft. |
| Norfolk | 1 | 5 | 367 ft. |
| Seattle | 1 | 5 | 408 ft. |
| Note: The L. C. Smith Bldg. (500 ft.) is far taller than any other. Next building is Northern Life Tower (314 ft.). | | | |
| Milwaukee | 1 | 6 | 340 ft. |
| Note: The present Milwaukee station, WTMJ-TV, has published a budget of future expenses including an item of \$292,000 for a 1,000 foot antenna. The tallest existing buildings in Milwaukee are the City Hall (350 ft.) and the Wisconsin Telephone Co. (313 ft.). | | | |

KGO-TV EXPANDS

Adds New Studios

ABC has added two new downtown studios to its Radio City operation, for use of KGO-TV San Francisco, to add 1,600 sq. ft. floor space and a complete kitchen for its daily

Chef Cardini Show, according to Vince Francis, station manager.

He said the new studios will give better service to advertisers and keep abreast of demands for more space. KGO-TV had been operating exclusively from its transmitter site on Mt. Sutro, he said.

FINAL TELEVISION ALLOCATIONS REPORT

EXTRA COPIES
AVAILABLE
NOW
AT \$3.00
EACH

This is the complete report—196 printed pages—just as the FCC released it, Monday, April 14, 1952.

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.

You'll want library copies, home copies, tear copies and working copies. Please use the coupon below and order today. Limited Supply.

BROADCASTING • TELECASTING
870 NATIONAL PRESS BLDG.
WASHINGTON 4, D. C.

Please send copies of the Final Television Allocations Report at \$3.00 each.

☐ M/O, check ☐ please bill

| | |
|---------|------------|
| NAME | |
| COMPANY | |
| STREET | |
| CITY | ZONE STATE |

SOMETHING new in political broadcasts was given to listeners of WCCC Hartford, Conn., according to station report, when it aired tape-recorded telephone interviews between Sen. Robert A. Taft (R-Ohio) and members of the League of Women Voters, with the Senator talking on the Korean situation, labor and the economic program.

ADS, PUBLICITY PAY

COMBINATION of ads and publicity paid off for WCKY Cincinnati in its Ohio-Kentucky-Indiana talent opportunity contest. Buying half and quarter-page ads in weeklies and dailies in towns where 21 contests were to be held and releasing publicity stories with them, the station realized a response of 1,500 amateurs in 650 acts and awarded \$1,665 in prizes.

WIP HONORS SHOWMAN

CONTEST staged by WIP Philadelphia to determine winner of station's first annual Showmanship Award, resulted in Buddy Greco, a singer who hails from Philadelphia, being named the outstanding male vocalist in the country. Gold plated trophy was presented to him by Benedict Gimbel Jr., president and general manager of the station. Special salute to the winner was aired by WIP on May 18.

CANADIAN TALENT

NEW talent show, *Stars of Excellence*, produced to give young Canadian entertainers their first opportunity to meet large audiences is being telecast on WBN-TV Buffalo. Initial show of the series, sponsored by Peller Brewing Co. Ltd., will be seen May 30.

MYSTERY CONTEST

"HANDS of Mystery" contest on behalf of the California Institute for Cancer Research is being broadcast on Lee Hogan Presents on KNBH (TV) Hollywood. Contestant is given a chance to identify hands of famous celebrity after pledging his support to the institution whose goal is \$250,000.

SOONER or LATER
some aggrieved listener
accuses you of

LIBEL OR SLANDER

AND THEN you'll need our
UNIQUE INSURANCE
covering this hazard. It covers also
Invasion of Privacy, Plagiarism,
Piracy and Copyright. It is
**ADEQUATE, SURPRISINGLY
INEXPENSIVE.**

In use Nation-wide.
GET IT IN TIME!

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

programs promotion premiums



'WFIL-ADELPHIA' PROMOTION

FOLDER stating "If yours is a product of value to people you'll find WFIL of value to your product," has been distributed by that Philadelphia station. Success story quoting Norman Porreca's favorable opinion of radio advertising's effect on his appliance business is used to substantiate station's sales result claims.

MARKET STATISTICS

PICTORIAL book titled *Palm Beach County Story* is being mailed to agencies throughout the country by WJNO West Palm Beach. Copy outlines area's agriculture, industry, resorts and climate to impress on the reader "that this is a market with a future." Coverage map and breakdown of population data are attached to the folder.

TEACHERS INSPECT RADIO-TV

INFORMATION on the American business system was offered teachers in the Seattle area when Business-Education Day was held in the city a fortnight ago with KJR and KOMO cooperating in the plan. Groups of teachers toured both stations and executives explained the workings of the broadcast industry. At termination of the KJR tour momento folders were distributed to those who visited the studio. Teachers who inspected KOMO facilities saw themselves on a closed circuit TV presentation.

WLW SPONSORS CONTEST

PROMOTION plans have been arranged between WLW Cincinnati and *McCall's* magazine to select a 30-year-old homemaker from the Ohio Valley. Object of the search must be a mother, active in community affairs and reach the age of 30 in June. Winner will be featured in a 1952 issue of the magazine and receive a paid vacation in New York for herself and her family. Any listener in the WLW listening area may nominate a homemaker to be entered as a contestant.

DEALERS SEE TV

IN ORDER to acquaint dealers with TV and what they can expect when television comes to Montreal, Canadian Westinghouse in conjunction with CBC-TV in that city put on two demonstrations for dealers. Two-hour production featured live and film programs explaining the facts of the TV industry. Via internal TV circuit, dealers saw the inside of Montreal CBC-TV production center. Demonstration reportedly resulted in thousands of dollars worth of orders for TV sets.

CROSS-COUNTRY RADIO TRIP

TWOSOME featured on daily *Coffee* with Lee and Lorraine on WSPR Springfield, Mass., are offering stations a chance to give their listeners a cross-country trip this summer via tape recorded programs. Lee and Lorraine Ellis will make on their westward jaunt. Couple will leave by car in June for a summer vacation. Along the way, they plan to record their experiences and send them to stations for broadcast as a unique travel series.

INDUSTRIAL SERIES

NEW series of half hour programs on WCAU Philadelphia, *Strength of the Nation*, highlights city's industry. Designed to acquaint listeners with the part American industry plays in bettering the American way of life, each presentation will portray an industry of the week, what makes it tick and what it does for the people it serves. Shows will feature tape recorded interviews with plant personnel and a discussion of the product manufactured there.

CONVENTION BROCHURE

FOUR-COLOR brochure with information concerning the Democratic and Republican national conventions will be distributed free to the public through Hallcrafters dealers starting this week. The convention program will include two sets of color cut-out maps and tally sheets for the recording of balloting. Booklet is a promotion piece of John S. Mahoney, advertising manager of the Chicago TV-radio manufacturing firm.

SEAPOWDER STORY ON TV

FILM record of activities of the U. S. Navy on duty in the Mediterranean is being edited by Joel Chaseman who recently returned from that area as special correspondent for WAAM (TV) Baltimore. During cruise from Norfolk to Gibraltar, he filmed considerable 16mm film on the operations of the U.S.S. *Palua* for the telecast on WAAM. After the initial showing on that outlet, the film will be made available to other TV stations desiring to tell the seapower story.

NEWS OF SERVICEMEN

NEWS director Bill Robbins, WSAI Cincinnati, makes a practice of broadcasting information about local servicemen. He also provides a service to their parents by mailing them copies of releases in which their sons are mentioned. Station reports that Mr. Robbins' personal contact with families of boys in the service is bringing hundreds of letters from appreciative parents.

SUPERMARKET MUSIC

"THE greatest names in grocery and drugs use Storecast—and you should too" is the cover inscription of a promotion piece put out by the company which provides music in supermarkets. Miniature red, white and blue labels of leading artist such as Philip Morris and Jell-O line the pamphlet cover like canned goods on a supermarket shelf, with the booklet's message giving several reasons why Storecast has become "a vital force" in drug and grocery sales.

FUN AND CONTESTS

TWO promotions currently entertaining WLWC (TV) Columbus Ohio, viewers are its "favorite postman or postmistress" contest on its *Big Bear Dollar Derby* show and its fun-provoking "buying and selling" of postholes on its rural *Meetin' Time at Moore's* program, the first show conducted by Spook Beckman and the latter by Billy Scott and Sally Fowler.

STUDENTS TAKE OVER

BROADCAST operations at KRNT Des Moines were turned over fortnight ago to 13 high school students interested in radio. The aspiring air staffers made frequent appearances with regular entertainers during "High School Day" and handled portions of programs and commercials. Budding engineers assisted in the control room.

STRAW HAT PROMOTION

AS part of summer audience promotion, KNX Hollywood joined Los Angeles Downtown Business Men's Assn. in annual "Straw Hat Day" festivities by including 200 tickets and five invitations to appear on KNX programs in the 1,000 miniature hats passed out in the business section. Recipients of one of the five invitations will receive a GE portable radio plus a picnic kit.

PRESIDENTIAL POLL

LEAGUE of Women Voters in Los Angeles, KFWE Hollywood and the B-B Pen Co., that city, have combined forces to present "a radio Presidential straw vote" beginning June 2. Ballot boxes will be placed in 1,350 drug stores throughout the area. Over 700 of these stores will feature window displays of the event. Station disc jockeys and newscasters will make guest appearances as well as broadcast results.

CHANCE TO STRIKE OIL

PROMOTION campaign with a new twist will be sponsored by Dr. Pepper Co., Dallas, Tex., through Ruthrauff & Ryan, N. Y., during June and July. Promotion will be a jingle contest offering as first prize royalties from 44 Texas oil wells. Heavy schedule of spots will be carried predominately on *Ted Husing Sports Roundup* on CBS Radio.

Antenna Location—The Big Decision

(Continued from page 82)

tically proved how coverage can be extended if stations jointly move to the highest and most desirable location in their area.

The four stations which moved to the Empire State Building from other locations [WNET was already there.—Ed.] formerly had their television broadcasting antennas at elevations of 954 feet, 640 feet, 565 feet and 733 feet, respectively. The top of the new Empire State television tower is 1,472 feet, more than a quarter of a mile high.

The average distance reached by these four stations before they moved was approximately 38 miles. From the Empire State Building they now reach a distance of about 70 miles in every direction and can be received in an area in which an estimated 17 million people live. This is an expansion of the stations' audience area from a circle approximately 76 miles in diameter to a circle approximately 140 miles in diameter, a circle containing 15,400 square miles. The commercial importance of these facts is almost incalculable. Actually it has to be calculated as well as possible in order to determine how much the fortunate owner of the choice broadcasting location is justified in investing in a tower and how much he is entitled to be paid for permitting the use of his location for television broadcasting.

No building owner should forget that the location will bring in no greater television revenue than it is actually worth in dollars and cents to the television stations. This rule must be equally true in every city in the country. If many locations in a city are equally good, one is set off against the other and no one will receive, or is entitled to receive, a premium price. However, if one location gives much more in earning power to television stations, the owner of that location should receive some significant portion of the extra earnings for permitting broadcasting from his location.

First Advantage

The first great advantage of locating a television broadcasting antenna on the highest possible point, then, is the added area it will reach at a distance from the station.

Increasing the height of the TV broadcasting location also adds to the number of viewers who can be reached with a good picture within the area nearer the TV station—the area from 0 to 25 miles away from the broadcasting point.

In a large city the total number of people in all the "shadow" areas who are brought out of the darkness by a very high broadcasting point can be a very significant addition to the viewing audience.

Television is indeed a tricky animal. Another effect of a too low broadcasting location is the tendency to produce "ghosts" on

the TV set screen. In New York the great flat-sided masonry and steel bulk of the RCA Building proved a perfect bouncing board for TV signals from some of the lower broadcasting points as did the sides of the Empire State Building and other tall buildings. This resulted in frequent picture-distorting "ghosts" on New York television receiver screens, both close to the station and at a distance.

Once the broadcasting antennas had been moved up to the 1,472 foot high tower of the Empire State Building the "ghosts" substantially disappeared because the TV signals were transmitted high enough to go over the tops of the other buildings without bouncing or ricocheting off them.

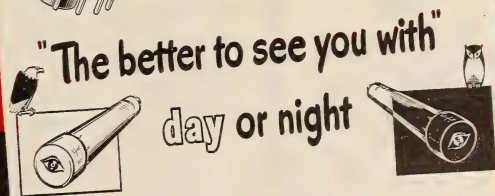
Central Location

Central location as well as great height is extremely important for an ideal TV broadcasting point, particularly in a city with a large business section of tall buildings. New York and many other of the larger cities in the country have numbers of tall steel girder buildings in the central part of the city. Television engineers who have dealt with the problem are of the opinion that a significant loss of strength in the broadcasted TV signal occurs if it has to pass over the entire business area of a city to reach a residential area beyond. This effect has been loosely referred to by some as an "absorption" of power. Whatever the scientific reason, the result is observable. The best cure for this appears to be to locate the broadcasting antenna at the center of the tall building area so that the television signal will cross over this area in the first few miles of its trip. When the antenna is in the center of the city the signal gets out beyond the high building area within the first few miles while it is much stronger than it is farther out.

It should be made clear that, except for the purpose of pushing the horizon of the TV station out to a point 70 miles from the center of a city, it is not necessary in most other cities to locate the broadcasting point a quarter of a mile in the air as has been done in New York City. The important point is that the broadcasting location should rear its head considerably above the imaginary plateau formed by the tops of the dozen or more tallest buildings in the city. In other words, the broadcasting point must be very high in relation to the general top level of tall buildings.

The fortunate combination of great height and central location made the Empire State Building the ideal television broadcasting point in New York City. It is the tallest structure, by far, in New York City, and is located at approximately the center of the tall

(Continued on page 102)



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

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

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



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

Mr. John McCorkle
Sullivan, Stauffer, Colwell and Bayles
New York City:

Dear John:

Th' Girl Scouts held themselves a big show at th' college field house 'other nite with all th' girls and they're parents. To help out th' show they called on WCHS and we sent them our boss as m.c., two members of our program dept to act a two-person play and an engineer to run th' sound. Th' four WCHS folks was th' only radio people there. He just goes to show that th' Girl Scouts puts they're trust in WCHS like we tell our listeners to put they're trust in Silver Dust. Th' boss sez more people in W. Va. listen to WCHS with 5,000 on 580 than any other station.

Yrs.
Algy

WCHS
Charleston, W. Va.



**14th in effective
buying income
per capita**

among Sales Management's
162 Metropolitan Counties

If your radio campaign includes the first 100 markets according to Effective Buying Income per Capita—then over 234,000 Quad-Citizens are among your targets.

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

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

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

Antenna Location—The Big Decision

(Continued from page 101)

building area of the city.

The Empire State Building actually had the strength built into it in 1930-1 to carry the weight of the new 222 foot steel television tower and its heavy load of antennas and transmission lines. This was definitely not done in anticipation of television. It was done to enable the top of the Empire State Building to serve as a mooring mast for dirigibles. In 1930 dirigibles were thought to be the coming mode of trans-Atlantic and other long distance travel.

A particular advantage of erecting a moderately high tower on a tall building rather than erecting a tower 700 feet to 1,000 feet tall based on the ground for a TV broadcasting center is that the transmitters can be installed in the top floors of the building where there is enclosed space, heat and elevator service. Transmitters should be as close to the broadcasting antennas as possible because of the unavoidable and expensive loss of electric power in every foot the current has to travel between transmitter and antenna.

The economic effect of all these peculiar characteristics of television is an almost irresistible pressure on each station to obtain for itself the highest and most central location in the city. Since there can be only one "highest" and "most central" location in any city, all stations, except the one lucky enough to have it will necessarily be frustrated if each one has to have a separate location.

Why Separate Locations?

But why does each station have to have a separate antenna location? They started that way because radio had always done so and because they feared the electrical cross-interference from several antennas broadcasting close together. Fortunately there were pioneers who dared to risk the cross-interference and to attempt a multiple antenna tower. The vision and courage of the management of the Empire State Building and of Dr. Frank G. Kear, the technical genius behind the whole project, the five broadcasting companies and RCA which designed, developed and tested the antenna systems, brought forth the answer.

The engineers did their best. They planned and designed a system which theoretically should operate without interference. But what if their calculations were wrong, or what if subsequent events resulted in an interference not present at the beginning? Rules, procedures and fast acting remedies had to be set up before any broadcaster could take the plunge.

True, the general rules of the FCC governed the operations of these television stations, but these rules had not been particularized to the point of dealing with a joint facility such as the Empire State tower and did not contain all the detailed rules for "family living"

which each broadcaster felt essential before leaving its solitary splendor elsewhere to join the higher glory of the multiple broadcasting tower.

First, a precise definition was hammered out of the degree of interference, to either signal or equipment, which should not be tolerated. This was designated "objectionable interference". Unless a claimed interference came within the scope of "objectionable interference" it was agreed by all the engineers concerned that it did not merit corrective action or penalties.

Remedies Differ

It was then found that objectionable interference could be of several types and that the remedies and penalties were necessarily different for each type. In the first place, the mere origination of a particular broadcasting activity by a particular station might result in objectionable interference to some activity already being carried on. Therefore, an elaborate screening and testing procedure was set up which any station must pass through before it could start a new activity or materially change its existing operation. The principle behind this was, of course, that each activity which had once been properly originated was entitled to protection from new or changed operations of others which would hurt it.

The second type of objectionable interference was that resulting from the deterioration in equipment or departure from proper practices of some station already on the tower. In this case the culprit was identifiable and was required to bear the burden of correcting the situation or forfeit its right to be on the tower.

The third type of objectionable interference was more general and included all those situations, some highly imaginary, in which after proper origination by all stations some circumstance developed which made it impossible for all existing operations to continue without cross-interference. Detailed obligations were here imposed for

equipment changes and corrective measures and only in the final extremity of absolute incompatibility of continued operations by all stations was provision made for any withdrawing. Then activities would be dropped in the reverse order of origination. As a practical matter, it is difficult to conceive of a situation in which joint activities could be successfully for a period of time and then suddenly become impossible. However, provision must be made for even such highly fanciful possibilities in a project of this scope.

The position of the building owner has to be carefully defined in such a situation. The building owner cannot assert or assume the power to change or overrule the rules, regulations or decisions of the FCC. On the other hand the building owner is under a duty to permit any station to broadcast from its building or to continue to do so longer than it pays its rent and acts in accordance with rules imposed in advance by the building owner for the protection of himself and other tenants.

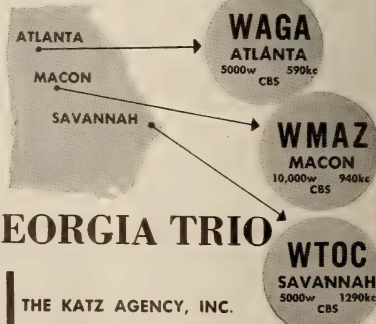
Harmonious Achievement

If the building owner merely licenses the use of space on its building by several television stations without imposing rules or conditions, chaos is almost certain to result. It must be remembered that the television broadcasters are natural rivals in a highly competitive business. It is a high tribute to the calibre of the five television stations in New York City who share the Empire State tower that they have worked so harmoniously together in the planning, building and operation of this multiple broadcasting tower. But it is doubtful if even these men, subject as they are to competing business pressures, could have kept their actions within this pattern if they did not live within the framework of strict, carefully devised rules which provided prompt equitable methods of dealing with every foreseeable deviation from such behavior.

The significant economic element in this picture is that the pressure for joint use of the best possible location was so great that large

THE GEORGIA PURCHASE

only
a
combination
of
stations
can
cover
Georgia's
major
markets



THE GEORGIA TRIO

represented
individually and
as a group by

THE KATZ AGENCY, INC.

financial obstacles were quickly overcome in stride. As soon as the building was made available for multiple broadcasting, four major stations rushed to join the sole station then broadcasting from the Empire State Building. Each of these stations abandoned its former antenna location and willingly paid the cost of moving, purchasing new equipment, developing new antennas and undertook to pay antenna rental many times over than any of them had ever paid before.

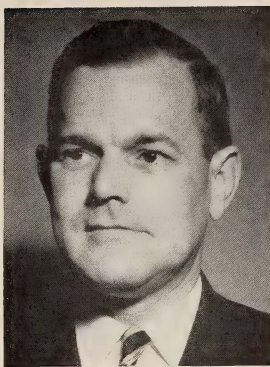
There is a very plain dollars-and-cents reason for this readiness to spend money which is applicable—soon will be—throughout the United States.

Not only is the income of the TV stations increased, but their costs of operation are reduced by the efficient use of the best broadcasting station.

If each station installs its own tower, it will have to pay the full cost of buying or renting a location, constructing a tall tower on and installing lights, de-icing and other tower equipment. It will have to have the full maintenance of painting and repairing the entire tower. When a multiple tower is used there is only one tower in one location and all of its costs are shared.

The savings in structural steel are tremendous if one tower is made to do for all. In these days of governmental control of steel a locality may be lucky to get enough steel allocated to it to build a good tower, especially now that the Empire State project has proved to the technical characteristics of a tower that it does not require that broadcasting antennas be kept separate. The cost of bringing programs to the transmitting point is reduced on all stations are in one location. Less cable or less microwave equipment is used if all programs coming into the city are received at one central point.

One final incidental boon brought the multiple broadcasting tower—the simplification of the home receiving antenna which it makes possible. Some portion of any receiving antenna must be aimed at the TV station broadcasting in the area. If there are several different



Mr. RUDDOCK

* * *

broadcasting locations, the receiving antennas must have enough elements to permit some to be aimed directly at each station. With a multiple tower for all TV stations there is only one point of aim and therefore a minimum of antenna parts and installation problems.

What is the value of a superlative tower location which will open the door to the largest audience which any TV station in the city can reach? If the building owner erects the tower at his own expense and operates it as part of his building, it is, of course, greater than if he merely rents the top of his building to the TV stations and permits them to erect a tower. In either case, however, the precious commodity of maximum television audience is what the owner of the best location has to sell.

Attention was turned to various ambiguous theories. An early suggestion was that the television license rent should be based on the height of the Empire State Building and that so many dollars per linear foot of height should be charged. But when the discussions turned to "how many" dollars per linear foot, the figures had to be pulled out of thin air.

Then a so-called "audience-coverage" theory was developed. Under this the license rent would be com-

puted at the rate of 25c or 50c per television set within the range of the station each year. This idea had a kernel of very good sense. The value of the building for television purposes was, of course, a direct reflection of the circulation it could make available to the television stations—the number of sets that could be reached. However, who was to say how many cents or dollars per set was fair?

Parallels were investigated in subway advertising car rates, billboard rates, Times Square "spectacular" animated billboard rental rates, and advertising rates on radio programs received in buses in certain cities. All of these investigations proved over and over again that the rate was directly affected by "circulation" or audience coverage, by the number of persons who read a certain magazine, passed by a certain billboard location, rode in a certain bus line or subway, passed through Times Square on a certain day. It was found that the rate always went up with the circulation or audience coverage, but that no two advertising media placed the same "head-price," the same dollars and cents per person, on the coverage.

The advertising impact of the particular kind of media affected the rate per person.

The effect, the impact of television as an advertising medium, was believed to be as great and probably greater than any other media since both eye and ear were assailed simultaneously. This was a fine theory, but it did not give any logical basis for establishing the rate.

The measuring stick finally adopted would be applicable in any city where some one location is markedly superior to any other (or can be made so by tower construction) for television broadcasting. First a determination is made of the amount of rent which could be charged for any of the several locations in the city which could function with passable success if the one prime location did not exist. In doing this, strong reliance is placed on conventional real estate rental formulas.

Having obtained this base rent, it is necessary to determine the premium rent to be added to it as the prices for the superiority in audience and picture which the one best location alone can give. To measure this the actual population within range of both the best and the ordinary locations is determined, and the degree of actual and potential saturation with television receivers worked out. By applying all the principles discussed earlier in this article which limit the audience of a TV station broadcasting from an ordinary or inferior location, both close-in and at a distance from the broadcasting antenna and comparing this to the potential performance from the best location, the extent of the superiority can be measured. Percentages of superiority can then be derived which can be valued. For

(Continued on page 104)



WOW
Omaha
+
• 590 KC
• 5000 WATTS
• NBC AFFILIATE
A MEREDITH STATION
ROOM 280—INSURANCE BUILDING
REPRESENTED BY JOHN BLAIR & CO.

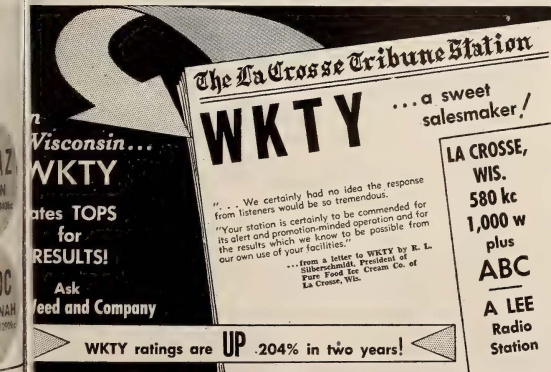
There's More
SELL

on...

WRNL

RICHMOND
VIRGINIA
910 KC — 5 KW
ABC
AFFILIATE

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

The La Crosse Tribune Station
WKTY ... a sweet salesmaker!
"... We certainly had no idea the response from listeners would be so tremendous. Your station is certainly to be commended for its alert and promotion-minded operation and for the results which we know to be possible from our own use of your facilities."
... from a letter to WKTY by E. L. Silbermann, President of Pure Food Ice Cream Co. of La Crosse, Wis.
LA CROSSE, WIS.
580 kc
1,000 w
plus
ABC
A LEE
Radio
Station
Wisconsin...
WKTY
ates TOPS
for
RESULTS!
Ask
Feed and Company
WKTY ratings are UP 204% in two years!

Antenna Location—The Big Decision

(Continued from page 103)

instance, in New York City it was found from tests made as to all previously existing stations that some reached with a satisfactory picture as little as 60% of the potential audience in the New York City area while the Empire State tower location approached the legendary 99.44/100% coverage.

When this percentage of superiority was applied to the base rent figure it gave a dollars-and-cents value to the superiority which, if anything, was an understatement of the true value. The reasonableness of this figure can best be tested by dividing the dollars involved by the actual number of home receivers which can be reached at any given time *only* by the best location.

By any normal advertising rate standards the cost of reaching each additional home is tiny. It does not begin to tap the additional revenues which the best location enables the station to charge the advertisers. However, it does bring in very sizable sums to the building owner since each of the stations on the building receive the same advantage and properly pay the same rate. Best yet, it achieves the aim of the FCC to have stations compete with each other on the basis of the merits of their programs and not their respective ability to bring a clear picture to the particular

home receiver.

This was not a problem peculiar to New York City nor was its solution of significance only in New York City. All of the basic premises exist in your city also—the limitations of television, the dollars-and-cents advertising demand for the largest possible TV audience, and the economy of a joint financing and joint use of the best possible broadcasting location. The great contribution of the Empire State television tower was in pointing the way, in proving that it could be done.

'FREE'

MOUNTING confusion over use of the word "free" in broadcast and published advertising claims appeared inevitable in agency, advertiser and station circles as a result of another controversial ruling issued by the Federal Trade Commission.

While broadcast continuities apparently are not directly involved in an order issued against Book-of-the-Month Club Inc., the decision pointed up anew the possible impracticability of an earlier FTC administrative interpretation.

The commission ruled May 16 that the word "free" as used in Book-of-the-Month advertisements is "false, misleading and deceptive." It also was revealed that three other similar complaints are pending before FTC.

Comr. Lowell B. Mason, dissenting in the 3-1 decision, sharply challenged the cease-and-desist order and charged that the Commission had set itself up "as a lexicographer with power to punish those who ignore our definitions." He claimed FTC had supplanted "usage with bureaucratic fiat."

This was the second instance in which FTC implemented its administrative interpretation with a firm order, though it indicated plainly that use of "free" depends upon individual cases as to whether it violates the deceptive practices statute. An appellate court affirmed the interpretation last November and the U. S. Supreme Court upheld the ruling by refusing last March to review the case [B*T, April 14].

Thus, in effect, use of the word must be sufficiently hedged with certain conditions and reservations as to make it inadvisable to incorporate in ad claims, some authorities felt. But again, it depends on the case.

In the Book-of-the-Month decision, FTC said that use of that or similar words "should be approached by applying to the representation made the same yardstick that should be applied to all advertising—Is it true or false."

FTC challenged as "false and misleading" the club's claims that it offered books "free to new members" without charge or obligation. If the member decides not to pur-

'Hizzoner' of WJXN

WJXN Jackson, Miss., has unofficial production and program man in Mayor Allen C. Thompson. Mayor Thompson, through taped recordings, makes monthly reports over WJXN from the zoo, water works and other places of community interest. Last fortnight, the mayor was to "cover" the annual conference of United States mayors in New York's Waldorf-Astoria. Program was to be a composite report from the Waldorf-Astoria with the mayor doing the announcing, engineering and production.

New FTC Order Increases Word Use Conflict

★ chase at least four books within a year, "payment for [two] books theretofore designated as 'free' is thereafter demanded by the respondent," FTC said. It also cited use of the term "book dividends."

Here is the tack FTC took on use of the word "free" in this instance:

In the present case the word "free" as used by the respondent in the sale and distribution of its books has the definite and absolute meaning of a gift or a gratuity given without charge, cost or condition. So used the word is unambiguous and does not have a secondary meaning. Its meaning cannot be altered or qualified by other words. It can only be contradicted and the total representation made through use of the word "free" is false.

Respondent contends that although the books may not be free the advertisements contain statements clearly disclosing those things which the customer must do in order to receive the so-called "free" books and that these statements neutralize any probability or possibility of deception. We are unable to agree.

The contention might have some merit if the other statements in the advertisements only qualified the word "free."

In [other] cases . . . qualifying words could be chosen which would eliminate the deceptive representation and leave standing the truthful one alone. In the present case, however, the other statements in the advertisements do much more violence to the word "free" than merely qualifying it. The word "free" as used by the respondent makes a single representation and, being untrue, cannot be qualified; it can only

be contradicted. A statement in advertisement which is totally false cannot be qualified or modified.

FTC pointed out that before members are entitled to receive "free" books, they must enroll in the Book-of-the-Month Club and buy four books within a year, will profit to the respondent. Hence they are "not gifts or gratuities without cost to the recipient."

Comr. Mason, harking back 1948 and the commission's statement of policy, held that "a simple order based on deception will not stand up on appeal" and that FTC attorneys earlier agreed that it was "where accurate in their entirety."

He likened the order to one condemning selling of merchandise on Saturday and reflected:

"A rule limiting what may be done on Saturday is no more valid than a rule limiting what may be done with the word 'free' unless there is factual support in a record before the commission to give it jurisdiction over the days of the week or over the definitions of such qualitative words as in the instant case."

As a result of FTC's January 1948 statement, "which took 21 words to explain what one word meant," nobody "has any more certainty as to how free is 'free,'" Comr. Mason said. Noah Webster's dictionary records 24 separate uses of the word, he added, noting:

"From now on, Webster's is our guide and the Federal Trade Commission's unabridged is in."

WJOC ELECTIONS

Kane Succeeds Layman

HAROLD P. KANE was named president of Air Waves Inc., owner-operator of WJOC Jamestown, N. Y., and general manager of the station, at a board of directors meeting May 19. Mr. Kane formerly was corporation vice president and WJOC sales manager.

John C. Walters was elected board chairman. Others elected were Grant J. Gruel and James L. Monagle, vice presidents; Frederick E. Davis, treasurer, and Clyde L. Wilson, secretary. Harry E. Layman, former president-general manager, resigned because of ill health, WJOC reported.

Employment Agency

Employment Agency

ENGINEERS

First - Second Phone

Applications accepted for Immediate Placement in Thirty-Three States

NEWSCASTER—PROGRAM DIRECTOR—ANNOUNCERS
MANY COMBINATION

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

E. C. Lobdell, Licensee

Key to a
\$6 Billion
Market

WHIL

560 kc.

The Philadelphia
Inquirer Station

An ABC Affiliate
First on the Dial
In America's Third Market

Represented by THE KATZ AGENCY

POLITICOS VIE

Candidates on KFRO Panel

NOVEL forum program featuring all candidates for the third S. Congressional district was broadcast by KFRO Longview, ex., May 17. Titled *How Do You Stand, Future Congressman?*, the program was offered to other radio stations in that district and aired as a public service feature. The eight participants were candidates for the post vacated by Rep. Lindley Beckworth (D-Tex.), now campaigning for the U. S. Senate.

Listeners, newspapers and others are invited to send in written questions asking the candidates where they stand on important issues. County Democratic Chairman H. O. Gossett Sr. served as moderator on the unrehearsed program.

MISSOURI LAW

Guards Radio-TV on Libel

LIBEL protection for Missouri radio and TV stations during unsponsored political talks was discussed last week when Gov. Forrest Smith signed legislation he originally had planned to veto.

Gov. Smith said he changed his mind about the veto after conferring with Missouri station spokesmen and studying FCC regulations regarding station censorship of political speeches. The legislation was sponsored by Sen. Richard J. Hamier, Democratic majority leader, and was sought by radio and TV operators in the state.

An emergency clause made the bill effective when signed. Gov. Smith said he had planned to veto the bill on the ground it would encourage "character assassinations." Passage was sought in part as the result of protests against radio and TV speeches in the 1950 campaign for candidates of the Christian National Party, described by the St. Louis Post Dispatch as a so-called "ate" group operating in Missouri.

COMMENDATION was received by WATC Hartford from Rau-Locke American Legion Post, Hartford, for "excellent public service" in presenting the Frederic W. Ziv Co. series, *I am a Communist* for the F.B.I.



NEW JERSEY Broadcasters Assn. officials greet FCC Comr. Rosel H. Hyde at group's spring meeting in Atlantic City [B*7, May 12]. L to r: Fred Weber, owner of WFPG Atlantic City, member of NJBA advisory committee; Thomas B. Tighe, general manager of WJLK Asbury Park, NJBA secretary-treasurer; Comr. Hyde; Paul Alger, general manager of WSNJ Bridgeton, association president; Phil Gravatt, Atlantic City commissioner; Harry Goodwin, general manager of WNJR Newark, member of NJBA advisory committee.

On All Accounts

(Continued from page 12)

vertising man, he was converted to the concept of advertising over a period of years in discussions with family business associates and friends. After graduation from Brown U. in 1932 and two years at Northwestern U.'s schools of law and commerce, he quit to get his start in advertising and in radio.

Two years later, when he was sales manager, he sold his stock in WROK and invested the money in the Presba & Fellers agency. His father, a black-and-white man, was therefore outnumbered by his son and Mr. Fellers, both dogmatic devotees of broadcasting.

Subsequently, Mr. Presba has balanced media within the agency so that about 50% of the billings go to radio and TV and 50% to other media. Broadcast accounts include Book House for Children, Olson Rug Co., Keeley Brewing, Flex-O-Glass Mfg. and Orleans and Hi-Life dog food. Although he works on all accounts, Mr. Presba is most interested in merchandising and marketing.

A native Chicagoan, he lives in North Shore Winnetka with his wife, the former Jean Countryman of Rockford, and their children, Paula, 11, and David, 6. He is a trustee of Brown U. and a director of the Brown Club of Chicago, a member of Psi Upsilon fraternity and a trustee of the N.U. chapter.

Fond of fishing, he prefers the fresh water variety, but on an office wall has a sailfish which came within two ounces of setting the small sailfish record at Ft. Lauderdale. Mr. Presba and his family spend much of the summer-time at Pelican Lake in northern Minnesota, but—to maintain a firm cleavage between pleasure and business—he takes clients fishing in northern Michigan to the North Woods Club.

John P. Keating

JOHN P. KEATING, 75, vice president and production manager of The Journal Co., Milwaukee, licensee of WTMJ-AM-TV, died Tuesday as a result of a cerebral hemorrhage. He had served as a vice president and director since 1939. Survivors include his wife and two sons.

NEBRASKA MEET

AP Group Names Slate

NEBRASKA Associated Press Radio Assn., meeting jointly with Nebraska Assn. of Radio News Directors, named Walt Kavanagh, news director of KOWH Omaha, as chairman; Jack Rogers, KBRL McCook, vice chairman, and E. E. Makiesky, correspondent supervising AP radio operation in Nebraska, as secretary.

Mr. Makiesky said each AP member station has contributed news to AP files and that contributions exceeded those of the previous year. He said KBRL ranked among the nation's top ten AP news contributors.

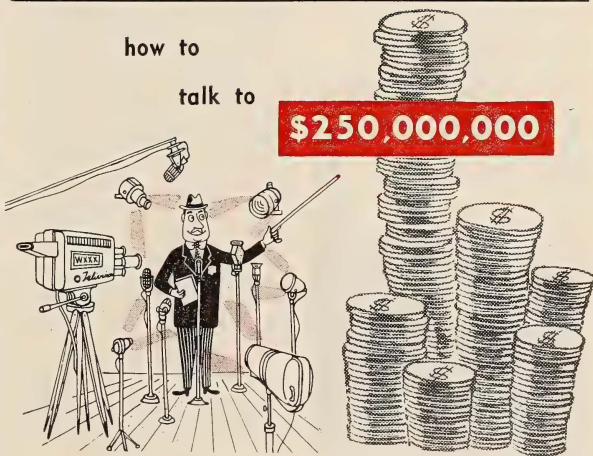
KEAR Seeks 10 kw

APPLICATION for a power increase from 1 to 10 kw is to be filed with the FCC by KEAR San Mateo, Calif., the station reported last week. The San Francisco Bay area outlet, on 1550 kc, said the power boost would increase its daytime audience by nearly a million persons. The station specializes in "good music" programming.

how to

talk to

\$250,000,000



Use the **Broadcasting Marketbook**—the only fact book designed expressly for the buyer of time.

Over a quarter billion dollars of spot and network radio and TV is placed by buyers of time who use the **MARKETBOOK** daily. Nowhere else can they find the copyrighted "Spot Rate Finder" which enables them to compute in minutes preliminary estimates of spot campaigns. Or county-by-county breakdowns of essential radio facts, census figures, marketing maps, state market indicators, etc.

It's only between the covers of one book—the **MARKETBOOK**—and it's the only book built to help you sell time.

Reserve space now to assure position near your own listing

**BROADCASTING
TELECASTING
MARKETBOOK**

DEADLINE, 1952 EDITION, JULY 20
PUBLISHED MID-AUGUST

WDUZ
A B C NETWORK

GREEN BAY, WIS.

MORE NATIONAL ACCOUNTS USE WDUZ THAN ANY OTHER 250 WATT STATION IN WISCONSIN. (LIST ON REQUEST.)

BEN A. LAIRD, PRES.

CALL JOHN E. PEARSON CO.

May 15 Applications . . .

ACCEPTED FOR FILING

License for CP
WMFC Monroeville, Ala.—Requests license for CP, as mod., which authorized new AM station.
WPXK Phenix City, Ala.—Requests license for CP which authorized new AM station and to change studio location.

Extension of Completion Date
WIMS Michigan City, Ind.—Requests mod. CP, which authorized power increase, change hours of operation and DA-N for extension of completion date.
WSAY Rochester, N. Y.—Requests mod. CP, which authorized power increase and change from DA-DN to DA-N for extension of completion date.

License Renewal
 Following stations request renewal of license:

KAGH Crossett, Ark.—**KWAK** Stuttgart, Ark.—**WWCO** Waterbury, Conn.—**KEYV** Pocatello, Idaho.—**WTAX** Springfield, Ill.—**WGBF** Evansville, Ind.—**KIUL** Garden City, Kan.—**WKAY** Glasgow, Ky.—**WKLO** Louisville, Ky.—**KANE** New Iberia, La.—**WCOU** Lewiston, Me.—**WOCB** Hyannis, Mass.—**WMFG** Hibbing, Minn.—**KWOS** Jefferson City, Mo.—**KNEM** Nevada, Mo.—**KFOR** Lincoln, Neb.—**WJTN** Jamestown, N. Y.—**KDLR** Devils Lake, N. D.—**WWON** Woonsocket, R. I.—**WDDY** Chattanooga, Tenn.—**WBIR** Knoxville, Tenn.—**WFAA-TV** Dallas.—**KOTV** (TV) Tulsa.—**WMCT** (TV) Memphis.—**WPTV** Philadelphia.—**WOW-TV** Omaha.—**WOAI-TV** San Antonio.

TENDED FOR FILING

To Change Location
WILD Birmingham, Ala.—Requests mod. CP to change trans. and studio locations from 3427 27th Ave. North to Pinson Highway, near Birmingham, ½ mi. N. of radio range station.

APPLICATION RETURNED

WCHV Charlottesville, Va.—RETURNED application for renewal of license.

May 16 Applications . . .

ACCEPTED FOR FILING

AM-1320 kc
WILS Lansing, Mich.—Requests mod. CP, which authorized D power increase

FOR FINEST TAPE RECORDING

WPRS
 Paris, Ill.

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 car. Easy handling — compact!

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

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

For new catalog — write:
Magnecorder, INC.
 360 N. Michigan Ave., Chicago 1, Ill.

fcc actions



MAY 15 THROUGH MAY 22

| | | |
|-------------------------------------|--------------|----------------------|
| 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 111.

and change from DA-N to DA-DN, to make change in DA-N.

FM-103.5 mc (Ch. 278)
WFMT (FM) Chicago—Requests mod. CP, as reinstated, which authorized new FM station, to change frequency from 105.3 mc (Ch. 290) to 103.5 mc (Ch. 278).

Change Location
WMOU Berlin, N. H.—Requests CP to change trans. location.

Site Approval Sought
KSGA Redmond, Ore.—Requests mod. CP, which authorized new FM station, for approval of trans. and studio locations.

License Renewal
 Following stations request renewal of license:

WTWA Thomson, Ga.—**KVNI** Coeur d'Alene, Idaho.—**WCRW** Chicago.—**WEQB** Harrisburg, Ill.—**WSDR** Sterling, Ill.—**WFBM** Indianapolis, Ind.—**KICD** Spencer, Iowa.—**KAKE** Wichita, Kan.—**WCMP** Cumberland, Ky.—**WFTM** Mayville, Ky.—**WJBW** New Orleans, La.—**KFMO** Flat River, Mo.—**KELK** Elko, Nev.—**KAYC** Carlsbad, N. M.—**WRTA** Altoona, Pa.—**WHLM** Reading, Pa.—**WBAZ** Wilkes-Barre, Pa.—**WSOK** Nashville, Tenn.—**WATO** Oak Ridge, Tenn.—**WSKI** Montpelier, Vt.—**KGY** Olympia, Wash.—**WGCN** FM Gulfport, Miss.—**WJAC** TV Johnstown, Pa.

Extension of Completion Date
WJHL FM Johnson City, Tenn.—Requests mod. CP, which authorized new FM station, for extension of completion date.

TENDED FOR FILING

AM-530 kc
WHIM Bloomsburg, Pa.—Requests CP to change frequency from 530 kc to 550 kc, decrease power from 1 kw to 500 w with DA-DN and change trans. location.

AM-960 kc
WHAK Rogers City, Mich.—Requests CP to increase power from 1 kw to 5 kw.

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

May 19 Applications . . .

ACCEPTED FOR FILING

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

FM-88.3 mc (Ch. 202)
KSDA FM San Diego, Calif.—Requests CP to change frequency from 91.7 mc (Ch. 219) to 88.3 mc (Ch. 202).

Change Location
WILD Birmingham, Ala.—Requests mod. CP, which authorized change in frequency, power increase, install DA-N and change trans. and studio locations, to change trans. location from Tarrant City, Ala., to Birmingham, and change studio location from 3427 27th Ave. North to Pinson Highway, near Birmingham, ½ mi. N. of radio range station.

License Renewals
 Following stations request renewal of license:

KHOZ Harrison, Ark.—**KTHS** Little Rock, Ark.—**WFOY** St. Augustine, Fla.—**WGGA** Gainesville, Ga.—**WJPS** Evansville, Ind.—**WFKY** Frankfort, Ky.—**WPKR** Pikeville, Ky.—**WCEM** Cambridge, Md.—**KXJL** Helena, Mont.,

ant.-antenna
D-day
N-night
aur.-aural
vis.-visual
cond.-conditional
LS-local sunset
mod.-modification
trans.-transmitter
unl.-unlimited hours
CG-conditional grant

WSOC Charlotte, N. C.—**KRXK** Roseburg, Ore.—**KGBS** Harrison, Tex.—**KXOX** Sweetwater, Tex.—**WIBU** Poynette, Wis.—**WJMC** Rice Lake, Wis.—**WOBT** Rhinelander, Wis.—**WEAP-TV** Fort Worth, Tex.—**WNEI** (TV) New York.—**KEVY** (TV) San Antonio, and **WFIL-TV** Philadelphia.

APPLICATIONS RETURNED
WCH Shawano, Wis.—RETURNED application for license to cover CP which authorized change from D to unl. and DA-N.

Following stations' requests for renewal of licenses were RETURNED:
WULA Eufaula, Ala.—**WCOV** Montgomery, Ala.—**KHUM** Eureka, Calif.—**WIOU** Kokomo, Ind., and **KVSO** Ardmore, Okla.

May 20 Decisions . . .

BY FCC BROADCAST BUREAU

Locations Approved
KPLN Camden, Ark.—Granted mod. CP for approval of ant., trans. and main studio locations.

WPDR Portage, Wis.—Granted mod. CP for approval of ant., trans. and studio locations.

Granted Changes
WNBF-TV Binghamton, N. Y.—Granted CP for ant. and equipment changes; ant. 820 ft. above average terrain.

Extend Completion Date
WPMI-TV Milwaukee, Wis.—Granted mod. CP for extension of completion date to 12-1-52.

KPPC Pasadena, Calif.—Granted mod. CP for extension of completion date to 10-5-52.

To Change Name
KMMJ Grand Island, Neb.—Granted mod. license to change name to Town & Farm Co. Inc.

ACTIONS ON MOTIONS
 By Comr. Edward M. Webster

WHIL Medford, Mass., and **WMEX** The Northern Corp., Boston, Mass.—Dismissed as moot (1) petition of WHIL requesting reconsideration of action granting WMEX's application for renewal of license without hearing; (2) petition for clarification, amendment and enlargement of issues; and (3) motion

tion of WMEX to dismiss foregoing petitions.

Garden State Bestg. Co., Atlantic City, N. J.—Granted petition for leave to amend its application to submit additional programming and engineering information.

WOBT Rhinelander, Wis.—Granted petition for leave to amend its application to reflect changes in officers, directors and stockholders.

KCIJ Sheporeport, La.—Granted petition to accept date filing of reply exceptions re its application.

Suburban Bestg. Co., North Seattle, Wash.—Granted petition only insofar as it requests dismissal of its application said application for CP dismissed.

By Hearing Examiner Fanney N. Lity
Azalea Bestg. Co., Mobile, Ala.—Granted petition for leave to amend its application to specify site and to show new coverage data for pertinent field intensity contours; said application amended removed from hearing docket.

By Hearing Examiner J. D. Bond
KGBS Harrison, Tex.—Granted mod. to correct transcript in re its application.

By Hearing Examiner Elizabeth C. Smith

Desert Radio & Telecasting Co., Palm Springs, Calif.—Granted petition for leave to amend its application from May 14 to May 25 in Washington.

May 20 Applications . . .

ACCEPTED FOR FILING

AM-960 kc
WHAK Rogers City, Mich.—CP to increase power from 1 kw to 5 kw and install new trans.

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

License for CP
KTMS Santa Barbara, Calif.—Licenses for CP install new trans.

KUMI Monticello, Cal.—License to cover CP install old main trans. as subtrans. to be operated on 1260 kc 250 w-DN.

Extension of Authority
 First Baptist Church, Pontiac, Mich.—Extension of authority to transmit programs to CKLW Windsor beginning 9-13-52.

Modification of CP
WARN Fort Pierce, Fla.—Mod. CP new AM station for approval of ant. trans. and studio location.

To Change Antenna
WAYS Charlotte, N. C.—License to cover CP for changes in DA.

To Change Location
WELC Welch, W. Va.—CP install new trans. and move trans. and studio location.

Modification of CP
WGAR FM Cleveland—Mod. CP new FM station to change ERP from 20 kw to 30.8 kw, ant. height above average terrain from 500 ft. to 414.62 ft. and specify trans. location and ant. system.

License Renewal
 Following stations request renewal of license: **WMCR** (FM) Kalamazoo

SERVICE DIRECTORY

Custom-Built Equipment U. S. RECORDING CO.

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

* TOWERS *

AM • FM • TV •
 Complete Installations

TOWER SALES & ERECTING CO.
 6100 N. E. Columbia Blvd.
 Portland 11, Oregon

COMMERCIAL RADIO MONITORING COMPANY

PRECISION FREQUENCY MEASUREMENTS
 Engineer on duty all night every night
JACKSON 5302
 P. O. Box 7037 Kansas City, Mo.

* VACANCY *

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

CONSULTING RADIO & TELEVISION ENGINEERS

JANSKY & BAILEY

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

JAMES C. McNARY

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

—Established 1926—

PAUL GODLEY CO.

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

GEORGE C. DAVIS

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

Commercial Radio Equip. Co.

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

A. D. RING & CO.

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

There is no substitute for experience

GILLET & BERGQUIST

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

GEORGE E. GAUTNEY

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

Craven, Lohnes & Culver

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

McINTOSH & INGLIS

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

RUSSELL P. MAY

John A. Moffet, Associate
1422 F St., N. W. Kellogg Bldg.
Washington, D. C. REpublic 3984
Member AFCCE *

WELDON & CARR

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

E. C. PAGE

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

MILLARD M. GARRISON

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

KEAR & KENNEDY

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

A. EARL CULLUM, JR.

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

WILLIAM L. FOSS, Inc.

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

JOHN CREUTZ

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

GUY C. HUTCHESON

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

ROBERT M. SILLIMAN

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

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"Registered Professional Engineer"
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Washington 5, D. C.

GEORGE P. ADAIR

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

WALTER F. KEAN

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

WILLIAM E. BENNS, JR.

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

ROBERT L. HAMMETT

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

JOHN B. HEFFELFINGER

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

GRANT R. WRATHALL

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

RAYMOND M. WILMOTTE

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

BERNARD ASSOCIATES

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

Vandivere, Cohen & Wearn

Consulting Electronic Engineers
License Renewals
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

WALTER J. STILES

Continuous Operational Engineering
and Management since 1905
14230 Aztec, San Fernando, California
EMpire 1-4906
1003 Loyalty Building, Portland, Oregon

ch.; KRLD-TV Dallas, Tex.; WDEL-TV
Wilmington, Del.; WGAL-TV Lan-
ster, Pa.

APPLICATIONS RETURNED
RHBO Sulphur Springs, Fla.—RE-
TURNED application for voluntary as-
signment of license to Sulphur Springs
Stg. Co.
KBYM Billings, Mont.—RETURNED
application for mod. CP for change in
frequency etc., to change trans. and

studio location, install DA-N and new
trans.

May 21 Applications . . . ACCEPTED FOR FILING

Following stations request renewal
of license:
KROY Sacramento, Calif.; KWEI
Weiser, Ida.; WSWC Chicago; WSAJ
Logansport, Ind.; WLBJ Bowling Green,
Ky.; WINN Louisville; WSWC Somer-

set, Ky.; WATT Clam Lake Township,
Mich.; WCCM Gulfport, Miss.; WKBR
Manchester, N. H.; WATN Watertown,
N. Y.; WJNC Jacksonville, N. C.;
WRAL Raleigh, N. C.; WBBW Youngs-
town, Ohio; KWRC Pendleton, Ore.;
WKDK Newberry, S. C.; WBEJ Eliza-
bethton, Tenn.; WEKR Fayetteville,
Tenn.; WJFM Lewisburg, Tenn.; WSSV
Petersburg, Va.; KXLE Elensburg,

(Continued on page 111)



Member AFCCE *

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 transcriptions, photos, etc. sent to box numbers are sent at owner's risk. BROADCASTING • TELECASTING expressly repudiates any liability or responsibility for their custody or return.

Help Wanted

Salesmen

First class salesman wanted by AM-FM station in south Atlantic state. Must be reliable, industrious, sober. Don't expect a word beater but a pager. All type accounts including department stores. Box 233P, BROADCASTING • TELECASTING.

Salesman—Experienced for network station in southwest 5 kw. TV application. Liberal draw against commission. Send full details and references to Box 234P, BROADCASTING • TELECASTING.

CBS station in highly competitive southeastern city will add one salesman to present staff. Remuneration on commission basis with adequate draw. Write in full giving references and experience. Box 252P, BROADCASTING • TELECASTING.

Announcer-engineer with first phone. Must have top announcing ability. CBS station in highly competitive southeastern city. Small pertinent information, salary requirement, telephone number, etc. Do not send audition until requested. Box 253P, BROADCASTING • TELECASTING.

Announcers

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

Announcer-engineer with first class ticket. Starting pay \$75 for experienced man. Pennsylvania independent. Box 63P, BROADCASTING • TELECASTING.

Combination announcer-engineer wanted by Florida major network regional fulltime station. Special emphasis on announcing but must hold first class license. All applications confidential. Box 76P, 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 178P, BROADCASTING • TELECASTING.

Wanted, combination announcer-engineer. Need good announcer with ticket for midsouth out-of-state independent. Will accept inexperienced man if announcing quality is high. 41 hours, evening shift. Excellent working conditions, good pay. All information first letter. Replies confidential. This is a permanent opportunity. Box 1221P, BROADCASTING • TELECASTING.

Experienced announcer for southeast net affiliate with television application. All details, disc first letter. Box 224P, BROADCASTING • TELECASTING.

Announcer-engineer with first phone. Permanent position for good man with Iowa independent. Send picture, qualifications and audition. Box 237P, BROADCASTING • TELECASTING.

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

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

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

Announcer immediately, 250 watt. Experience preferred, not essential. Will take men from radio school. Salary commensurate with ability. Call, write or wire Coy Palmer, 1100, KPDN, Pampa, Texas.

Help Wanted (Cont'd)

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

Announcer, announcer-salesman. Top salary. Audition, photo, particulars to Larry Filkins, KSCB, Liberal, Kansas.

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

Announcer, first phone, clean, moral, no smoke, or drink, for independent regional, send disc, photo, resume to H. E. Smith, WAVL, Apollo, Penna.

Hillbilly morning man wanted. Experienced. Sober. Congenial. Send audition. WGOV, Valdosta, Georgia.

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 WUNC, Morganton, N. C.

Network station, TV application has opening for staff announcer. Better than average opportunities. Send audition and resume to J. W. Carson, WMOX, Meridian, Mississippi.

Engineer-announcers combo (3) new station. Modern, apartments for personnel, reasonable wages. Station daytime only. Please send disc or tape and resume, photo to H. Tom Morris, WNCA, Box 212, Siler City, N. C.

Wanted—First class combination man. Starting salary commensurate. \$55. forty hour week. Phone 700, Radio Station WNVN, Norton, Va.

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

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

Technical

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

First phone combination man, small Florida station. Salary adequate, fishing good. Box 189P, 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. Excellent engineering facilities. Convenient to bus lines. Write, giving full details of experience with references. Box 203P, BROADCASTING • TELECASTING.

5 kw Wisconsin station needs engineer, first phone, experience unnecessary. Box 222P, BROADCASTING • TELECASTING.

Have immediate opening for first class radio operator. Box 233P, BROADCASTING • TELECASTING.

Combo man, first ticket. No experience needed. Starting pay \$330 monthly. Unusual opportunity to work control room. Write Box 255P, BROADCASTING • TELECASTING or phone, evenings, Washington, D. C., Columbia 1965.

Northwestern 5 kw NBC affiliate will hire capable man to work control room while studying for ticket. Box 223P, BROADCASTING • TELECASTING.

Help Wanted (Cont'd)

Combo man 1st phone emphasis announcing, nearby Detroit, progressive increases, overtime, high earnings, ideal conditions, car necessary. Rush audition, tape, background, information. Radio 2355-Guardian Bldg., Detroit.

Will have opening first class announcer-engineer, fulltime College city, 10,000. Permanent, excellent conditions. Start \$65. KAYS, Hays, Kansas.

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, audition tape, references to KMVI, Wailuku, Maui, Hawaii by air mail.

Wanted—Two engineers. No experience necessary. WHNC, Henderson, North Carolina.

WHOC, Philadelphia, Mississippi, has immediate opening for engineer willing to learn announcing.

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.

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

Want first class engineer. Day work. Mutual affiliate. WPKY, Princeton, Ky.

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

Engineer, Experience unnecessary. Paying up to \$55 for 40 hours, five days. WISC, Statesville, N. C.

Immediate opportunity—Experienced transmitter engineer with supervisory qualifications. WSTC, 270 Atlantic Street, Stamford, Conn.

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

Engineer, first class. Immediate opening for experienced person to assistant. Contact James Trevis, Station Supervisor, WVCV, Cherry Valley, New York.

Production-Programming, Others

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

Continuity writer. Woman. Submit complete resume, experience, background, references, picture. Established ABC local market 25,000. KWNO, Winona, Minnesota.

Immediate opening for male or female copywriter with some experience. Send complete data to WNBZ, Saranac Lake, New York.

Television

Announcers

Announcer-MC for nation's first 50,000 watt TV station. Detailed experience and photo first letter. Prefer age 25-35. Station located midwest. Box 142P, BROADCASTING • TELECASTING.

Situations Wanted

Unusual—Original! Mr. Mrs. planning tour around U. S. Will recite adventures on-the-spot, send tapes to you on fifteen minute, three week basis. Starts this June. Write today. Box 216P, BROADCASTING • TELECASTING.

Managerial

Successful, local sales minded man desires change to bigger market or to wait daytime station. If you are looking for better opportunity, contact this 32-year-old experienced local station manager and start making money. Reply 98P, BROADCASTING • TELECASTING.

Manager same station 12 years, desiring change to bigger market. 130P, BROADCASTING • TELECASTING.

Former station owner wants to get back to work. Manage, sell, program, write, 13, married, 32, married, top rec. Has many notes for others (and 5 in 13 straight years radio. South TV preferred. Make an offer and call or see you. Box 154P, BROADCASTING • TELECASTING.

Manager available on 30 day not six years experience, 31, married, family man, sober, reliable, good references. Came up through the ranks. Four years at present location. Box 24P, BROADCASTING • TELECASTING.

Manager-commercial manager, 18 years experience. As business consultant, stations, my methods have been profitable. 39 years of age. Excellent references. Seeking permanent position in New England. Box 23P, BROADCASTING • TELECASTING.

Background of 10 years including managerial experience both radio and television. Prefer good secondary market area with TV news or in future Sales and programming knowhow. Early thirties, family man. Start \$8500. Excellent references. Box 246P, BROADCASTING • TELECASTING.

Station or commercial manager AM TV southeast. Take complete charge all phases station management. So 5 year merchandising background was major manufacturer. AM and TV commercial experience. College graduate. Box 269P, BROADCASTING • TELECASTING.

Salesmen

Salesman—TV-radio—3 years in sales years with networks—\$8000. Good references. Box 253P, BROADCASTING • TELECASTING.

Salesman-announcer. Available for notice. Details by return mail. Box 764P, BROADCASTING • TELECASTING.

Experienced, large TV and small markets. Young, college man. Creative selling. Earning \$7-\$8 thousand. See change. Box 266P, BROADCASTING • TELECASTING.

Announcers

Staff announcer—two years experience news DJ, remotes, sales, board operation. Employed. Prefers upper midwest. College graduate. School available. Box 122P, BROADCASTING • TELECASTING.

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

Metropolitan stations: Announcer, experienced all phases, authoritative news voice. No program direction. Available for personal interview. June. Box 191P, BROADCASTING • TELECASTING.

Station break—a break for some station. Young announcer desires position with topnotch station adept at news, disc jockey and play-by-play control board operation. 3 years experience drive-in, free travel. Box 211P, BROADCASTING • TELECASTING.

Young vet, SRT graduate, four years various indie experience. What have you? Box 216P, BROADCASTING • TELECASTING.

Young announcer, capable of ad libbing anything. You name it, I can sell it. Fine voice, draft exempt. Photo and disc on request. Box 220P, BROADCASTING • TELECASTING.

Situations Wanted (Cont'd)

ay sportscaster, six years experience. Play-by-play baseball specialty. Want baseball or college football and basketball. Married, 31, family man, degree, sober, four years present location. Box 226P, BROADCASTING • TELECASTING.

orning man with proven record of personalized sales appeal plus the power to back it up. Also experienced in all phases of special event broadcasting, man-on-the-street, audience participants and MC work. Family man with references. If you are looking for a personality to add to your competition, for details and to write Box 227P, BROADCASTING • TELECASTING.

re's a top man qualified for best announcing job. Immediate. Box 229P, BROADCASTING • TELECASTING.

announcer, 26, married, draft exempt, 10 years experience, all phases, presently employed. Box 242P, BROADCASTING • TELECASTING.

ve years experience, staff, sports announcing. Three years at present location. Available on 10 days notice, after 1000 pm. Auditions and information upon request. Box 244P, BROADCASTING • TELECASTING.

st morning man, MC live shows, news, sports. Sober no floater. Big market with good station. I can sell a big audience. Box 245P, BROADCASTING • TELECASTING.

ro, three years experience, desires shift. Good straight announcer. DJ, single. Draft exempt. Presently employed. Box 248P, BROADCASTING • TELECASTING.

announcer, single, draft exempt, seeks permanent position in southern station. Florida area preferred. Tape, data on request. Box 251P, BROADCASTING • TELECASTING.

erman stations attention! Growing stations need growing talent. Announcer, 28, married, AB Degree, desires opportunity in smaller community. Experience in all phases of radio, television and television as performer, MC, director, announcer. Knowledge of Spanish, Italian, Spanish. Presently with K.C. New York. Resumes available. Box 255P, BROADCASTING • TELECASTING.

snatch play-by-play sportscaster desire change. Available immediately. After mid-southwest. Baseball, football, basketball, etc. Will travel. Box 256P, BROADCASTING • TELECASTING.

ff announcer—Can punch or putt, on jazz, pops, classic. Handle board & write copy. Experienced. Disc. Box 258P, BROADCASTING • TELECASTING.

ed experienced staff announcer, commercials. DJ, news, personality, commercials, religious. References. BROADCASTING • TELECASTING.

chance to advance. Young announcer. Willing to travel. Disc jockey, news, commercials. Excellent references. Bill 421, 1991 Nelson Avenue, New York N. Y. C 9-3317.

nnouncer—Thorough knowledge all phases radio. Good voice, good sell, on news. Midwest present. Married, draft exempt. Tell your story, your story with Dave Jones, 1626 Summerdale Ave., Chicago 40, Illinois.

lef announcer with now defunct network looking for large progressive station—preferably TV. 7 years experience. College graduate. References. Homochitto Street, Natchez, Mississippi.

nnouncer—Operate board, experience New York station. Free to travel, draft exempt. Disc on request. W. V. 430 Gramatan Ave., Mount Vernon, New York.

perienced sportscaster. Four years experience. Play-by-play all major sports, including re-creation baseball. Union married veteran. Available immediately. Excellent references. Bill 421, 101 South Belmont, Wichita, Kansas.

Technical

gineer, first phone, 1½ years experience. Single, will travel. Minimum \$80. Available immediately. Box 259P, BROADCASTING • TELECASTING.

lef 4 years, 12 years in radio, experienced design, construction of AM, FM, television stations. Desires position of small progressive station. Box 260P, BROADCASTING • TELECASTING.

nnouncer, 12 years experience, married, free housing facilities make offer < 213P, BROADCASTING • TELECASTING.

Situations Wanted (Cont'd)

Can offer you six years combination experience plus selling ability. Now chief, prefer midwest. What can you offer? Box 241P, BROADCASTING • TELECASTING.

4 years broadcasting, 10 radio, to and including 50 kw, construction 3 stations, age 31. Desire permanent position midwest. Presently employed. Available June 7. Box 219P, BROADCASTING • TELECASTING.

Engineer, first phone. Car. Inexperienced. Prefers New York vicinity. Other offers accepted. Box 230P, BROADCASTING • TELECASTING.

First phone—looking for right deal. 3 years promises, want a future. Experienced in all phases of special event. Interested small station, small town. Mostly sales, some engineering or combo. Understand small station. Non-alcoholic, veteran, car, White stenotypist. No cheap combo deals please! Box 240P, BROADCASTING • TELECASTING.

1st phone license. Radio-television grade. Now employed. Some experience. Box 243P, BROADCASTING • TELECASTING.

Summer job. College student. First phone experience. Radio-television grade. Control room. Vicinity New York City or New England. Box 264, Williamstown, Mass.

Production-Programming, others

Team—Husband DJ or staffman, thoroughly experienced all phases. Wife—Girl Friday, continuity. Box 212P, BROADCASTING • TELECASTING.

Excellent newscaster! 10 years experience. Past 3 years night news editor 50 kw CBS affiliate. Degree political science and radio in education. Veteran. Married, 2 children. Desire position midwest. \$6,000 minimum. Box 228P, BROADCASTING • TELECASTING.

Program director-announcer-salesman, fully experienced in all department. Presently employed in large market in midwest. Dependable, able to assume full responsibility. References. Family man. Box 238P, BROADCASTING • TELECASTING.

Need program director, sports-news announcer? Six years all phases. Excellent voice. College graduate. Family. Box 239P, BROADCASTING • TELECASTING.

PD, news, publicity or continuity chief in Pacific Northwest or Rocky Mountain area. Eleven years experience. Presently PD. Excellent references. 29. Box 245P, BROADCASTING • TELECASTING.

PD, news, publicity or continuity chief fully qualified. Box 250P, BROADCASTING • TELECASTING.

Experienced femme copywriter. Not everybody can write good copy. I can. Everybody can write good copy. I can. Can. Anybody can work for peanuts. I can't. Box 254P, BROADCASTING • TELECASTING.

Program director and/or continuity director. Nearly seven years experience. Program director 250 watt daytimer and 5 kw Mutual affiliate. Continuity director another 5 kw Mutual affiliate. Air work desired but not essential. Box 757P, BROADCASTING • TELECASTING.

Continuity writer, draft exempt, excellent references. Progressive station. Box 262P, BROADCASTING • TELECASTING.

Program director, DJ, versatile, aggressive and resourceful. Create shows with promotions. Marketing oriented. Organization with future. Married. Available immediately. Box 267P, BROADCASTING • TELECASTING.

Staff librarian-staff organizer-music director, now with ABC affiliate six years. Interested AM-TV operation. Licensed 16 MM operation. Age 44, married, own car. Write or wire Larry 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. Desires position valuable on all-round station operations and like to work hard. Best references. Will consider all offers and will phone or visit prospective parties. Box 155P, BROADCASTING • TELECASTING.

Situations Wanted (Cont'd)

Looking for the "right man" to set up and operate your new TV outlet? I have solid background in management, planning, operation and programming, plus excellent engineering and personnel contacts. Now in successful TV operation. Worthwhile national agency and network connections. Let's talk it over. Box 241P, BROADCASTING • TELECASTING.

Announcers

Double threat man for TV. Qualified makeup artist with three years announcing. Desire western location but not necessary. Box 261P, BROADCASTING • TELECASTING.

Technical

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

Production-Programming, others

Radio-TV advertising, programming executive. Experience, knowledge, ability. Available immediately. Write Box 161P, 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.A. Tower Company, Inc., Box 898, Greenville, N. C.

Stations

Midwest station. 500 w. Good dial position. Agricultural area. \$52,500. Box 248P, BROADCASTING • TELECASTING.

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

Western stations. Independents, affiliates. Priced from \$15,000 to \$750,000. Jack L. Stoll & Associates, 4958 Melrose Ave., Los Angeles 29, Calif.

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.

For sale: New-crate with instruction books (4) Raytheon RIT-10 monitor amplifiers formerly \$150.00. Now \$65.00 each. Box 212P, BROADCASTING • TELECASTING.

For sale, several used 250 watt AM transmitters. Excellent condition and crated for shipment. Box 217P, BROADCASTING • TELECASTING.

150,000 feet #10 Copperweld ground radio wire. Immediate delivery. Box 234P, BROADCASTING • TELECASTING.

Slightly used but in good condition, three RCA T-45C vacuum tube amplifiers. One DuMont type 5105-A monitor receiver. Nice discount on any or all of above. Contact Chief Engineer, WSM-TV, Nashville, Tennessee.

.040 x 1¼" x coils bonding copper strapping, approximately 156 pound to the foot, @ .56¢ per pound. F.O.B. Chicago, Ill. J. L. Clark Metals Co., 2108 S. Ashland Ave., Chicago, Ill., Haymarket 1-4533.

Collins 8 ring FM antenna, \$2500.00. Fisher 300 ft. guyed tower (with base and lightning equipment and phase electric control equipment) \$8000.00. 250 ft. 3¼ in. coaxial line, \$620.00. Two Fairchild turntables, \$200.00 each. Very FM receiver, \$250.00. All prices F.O.B. Wabash, Indiana. For details, write Syndicate Theatres, Inc., Franklin, Indiana.

(Continued on next page)

KILL-KOTE

ONE COAT KILLS

INSECTS FOR YEARS

STOP SEARCHING! START EARNING!

PERMANENT INCOME. SECURITY AND INDEPENDENCE can be yours thru KILL-KOTE. FRANCHISES being granted NOW to responsible parties in Cities, Trade Areas and States for sensationally successful KILL-KOTE, the most successful and revolutionary INSECTICIDE PAINT.

KILL-KOTE proven for over five years in California and tropical climates. KILLS FLIES, MOSQUITOES, CLEAS, ANTS, ROACHES, MOTHS, BEDBUGS, LICE, SPIDERS, MITES, WASPS, GNATS and other INSECT PESTS in HOMES, BARNES, HOTELS, MOTELS, AND RESTAURANTS, CANNERIES, BAKERIES, and countless other industrial concerns for periods of SEVERAL YEARS FROM ONE APPLICATION.

KILL-KOTE THE ODORLESS, LEADFREE, WONDER PAINT, in white, clear and six pastel colors, is registered with the Department of Agriculture in the United States and Canada. It is harmless to humans, animals, and fowl, it is washable and can be applied with roller, spray, or brush.

*** NEW SALESMEN HAVE AVERAGED \$50.00 PER DAY FIRST WEEK OUT ***

Territory has been granted in Eastern Canada, Western New York, Florida, Georgia, Wisconsin, Illinois, Missouri, Ohio and Iowa. KILL-KOTE will assist in every way possible in setting up your organization, advertising, and the President and General Manager of a Nationally known Brewery just left a \$25,000 a year job to become our Merchandising Manager. **BECAUSE HE HAD USED KILL-KOTE IN HIS GRAIN STORAGE ROOMS FOR TWO YEARS AND SEEN IT ELIMINATE INSECTS AND COWBOTS WHICH HAD BEEN A VERY SERIOUS PROBLEM.** Another man who had used it in a large hotel of which he had been manager, and who had been on the Governors Board of the American Hotel Association, is now our National Hotel and Institution Manager **BECAUSE HE SAW IT WORK.**

The financial worries of our Distributors may well be ended for life, because we have a non-competitive product with practical and widespread demand. Let us show you how, after the most rigid investigation you care to make, it is entirely possible with a moderate investment for a KILL-KOTE EXCLUSIVE FRANCHISE to become as valuable as those of other Nationally Advertised Brands.

KILL-KOTE definitely offers a ground floor opportunity for a man with sales and organization ability, good character, and references who can invest moderately in a business with unlimited potential for expansion and profit. **ACT NOW** * and write, wire, or telephone 3-5311 for complete details and a personal interview in confidence if desired.

INSECTICIDE PAINT CO.

225 Main St., Peoria, Ill.

EDGAR L. BILL

MERLE W. WATSON

National Representatives

For Sale (Cont'd)

One Western Electric 353-E-1 one kw AM transmitter now in operation. Also two Western Electric model 451A-1 250 watt transmitters. Available immediately. Write or wire United Broadcasting Co., 8th & I Sts., N.W., Washington, D. C., att: Mr. Snowberger, Chief Engineer.

Wanted to Buy

Equipment, etc.

Wanted—Quarter and one kw FM broadcast transmitters, fixed-frequency FM monitor receivers, used or new. Box 17P, BROADCASTING • TELECASTING.

Equipment wanted: Complete for 1 kw station including 185' guyed tower. Box 219P, BROADCASTING • TELECASTING.

One kw AM transmitter not over two years old. Send full details and lowest cash price. Box 260P, BROADCASTING • TELECASTING.

Miscellaneous

Commercial crystals and new or replacement broadcast crystals for Billy, Western Electric, RCA holders, etc., fastest service. Also monitor and frequency measuring service. Edison Electronic Co., Temple, Texas, phone 3-3801. FCC first-phone in 6 weeks. Both residence and correspondence courses available. Grantham Radio License School, 706 North Wilcox, Hollywood, California.

Help Wanted

We have:

1. Money
2. Local Ownership
3. Outstanding principals, tops in this community
4. Knowhow
5. Good chance of getting grant

We don't have:

1. Broadcast experience
2. Ownership-management intergration

We want:

One or two associates, persons of unquestioned character and qualifications, with important broadcast experience—preferably in TV—to participate in ownership and management. Initial investment required (about 1/20th of costs attendant on prosecuting application, hearings). Additional \$25,000 investment if CP granted. Prefer person who can devote substantial time and take residence in area.

BOX 232P,
BROADCASTING •
TELECASTING

Can You Use \$150,000.00-\$200,000.00 to Solve Your TV Problem?

The Blackburn-Hamilton Company has an investor who will put between \$150,000.00-\$200,000.00 into a corporation to apply for TV in a medium to major sized market and will take a minority position of 40% to 45% when the grant is made. This investor has asked that we do the contact work for him and develop a definite proposal. He will not take an active part in management but wants to make a good investment. May we have your problem on financing and see if we can come up with a solution. All inquiries and discussions are, of course, in strict confidence.

Appraisals • Negotiations • Financing

BLACKBURN-HAMILTON COMPANY

RADIO STATION AND NEWSPAPER BROKERS

WASHINGTON, D. C.
James W. Blackburn
Washington Bldg.
Sterling 4341-2

CHICAGO
Ray W. Hamilton
Tribune Tower
Delaware 7-2755-6

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

Television

Managerial

TV STATION MANAGER WANTED

A group of prominent local citizens, not associated with any existing TV or radio station, are applying for a VHF TV station in one of the large southern metropolitan markets. We need a part-time man with all-around TV experience who can coordinate matters for us, help us in our programming proposals and give us general advice—over and above that which we are now receiving from our Washington lawyers and consulting engineers. The right man would receive not only compensation but a stock interest as well. Upon the grant of the application he would become the Station Manager. In replying, give all pertinent information and particularly your TV experience. Replies held in confidence.

BOX 268P,
BROADCASTING • TELECASTING

Situations Wanted

Announcers

DISC JOCKEY

(with first class license)

Experience—net, indie AM and TV. Available immediately for personal interview as DJ personality.

BOX 247P,
BROADCASTING • TELECASTING

Employment Service

EXECUTIVE PLACEMENT SERVICE

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

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

Miscellaneous

wanted

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

BOX 168P,
BROADCASTING • TELECASTING

CREDIT EASING

CREDIT requirements for installment purchases of radio-TV sets, hold appliances and new automobiles began to crystallize last week the wake of demands for abolition of all price controls.

On the basis of reports from manufacturers and dealers, receiver appliance sales had perked up slightly in many markets, while the new car business noted a generally sizeable upswing—with advertising playing a major role at the dealer level.

Opinion remained divided, however, on the degree to which the nation's manufacturers and dealers had taken advantage of the government's suspension of Regulation W in easing credit curbs on long-term purchases [B•T, May 12].

Dealers varied in their price policy from no down payment to 10% down, usually with a maximum of 24 months to pay, on receivers, washing machines, refrigerators and other consumer goods. Previous terms by the Federal Reserve Board called for 15% down and 18 months maturity.

Controversy over the board's action and demands by business groups for suspension of all price controls characterized last week's developments. Former Sen. Francis J. Myers (D-Pa.) charged that FRB "leaked" word of its move 24 hours in advance, permitting some business firms to "jump" their competitors in advertising easier terms. He urged Congress to strip the board of standby authority to re-impose curbs.

While dealers and distributors found themselves caught in the controversy between "easy credit" and a retention of the "status quo" on terms for appliances, the Senate Banking and Currency Committee preserved the Federal Reserve Board's authority to reinstate restrictions, with cutoff date of March 1.

At the same time, the Office of Price Stabilization noted FRB's action and proceeded with preparation of tailored regulations for price ceilings in the radio-TV set industry.

At least one set manufacturer went on record for abolition of controls by OPS. In an earlier statement, Ross D. Siragusa, president and board chairman of Admiral Corp., commented:

"The lifting of Regulation W . . . should act as a powerful medicine to improve the general health of the appliance business. The elimination of credit controls at this time should prevent a log jam of television receivers, refrigerators and other electrical products from piling up in retail outlets throughout the country.

"While this is a move in the right direction, I believe the next logical step should be the removal of OPS price controls in fields which obviously no longer need them. For example, in the highly competitive, mass production television industry, retail prices have been anywhere from \$50 to \$100 below OPS ceiling prices for about a year."

Set Sales Stimulated Termed Varied

★ Inventories of receivers have been substantially reduced, however, since last fall, with production backlog now down to a level of 60 days.

There appeared to be little prospect, however, that the age would decontrol radio and television sets at this time. OPS hoped to promulgate ceilings sometime by July 1. Rules would govern retailers and wholesalers—across the board.

Still and all, with dealers competitively between two schools of thought on credit terms, the prospect seemed bright for a potential multi-million plus in national and local advertising with actual sales jumps varying particular markets on the basis of competitive conditions and products involved.

Among reports given by manufacturers and dealers last week were these:

Westinghouse Electric Corp.—TV receiver output is "gradually" increasing and production of electric roasters is 40%. Inventories are about normal the current volume of business—considerably from a year ago and 100% greater than two years ago.

General Electric Co.—Reports low inventories of refrigerators and freezers, and cutbacks in employment with appliance plant at White Plains, N. Y., on a three-day week due May.

Alan Radio & Appliance Co., Chicago—Now advertising "no money down" on some goods and 10% down on others.

Neuman's Radio & Electric Co., Portland, Ore.—Attributes about half recent sales to suspension of curbs which "gave some life to a very stagnant business."

Largest sales boost was reported by auto dealers, offering terms varying from 25% down to 30% down over a two-year period, instead of the 18 months prescribed by the reserve board. Early budget increases were chiefly the dealer level and are not expected to be reflected nationally until early 1953.

Conservative thinking reckoned prospects were in line with sentiments expressed by James M. Shouse, board chairman of Crosley Broadcasting Corp. and vice president of Avco Mfg. Co. That reaction was this: John Q. Public had been conditioned to restrictions on consumer durables and is in a mood to buy—regardless of easy credit.

In this category fall home furniture firms and automobile dealers. There were published reports that a variety of such home furnishings stores would adhere to restricted terms despite competition from "easy credit" stores.

HELP WANTED

Experienced girl or man copywriter for continuity department. Air mail full details of experience and references along with photo to Radio Station WONE, Dayton, Ohio.

List of Cities

(Continued from page 94)

| Line Position | Location | 1950 Popula- tion | Distance to nearest TV station | Line Position | Location | 1950 Popula- tion | Distance to nearest TV station | Line Position | Location | 1950 Popula- tion | Distance to nearest TV station |
|------------------|--------------------------|-------------------------|--------------------------------------|------------------|----------------------------|-------------------------|--------------------------------------|------------------|---------------------|-------------------------|--------------------------------------|
| 674 | Seencer, Iowa | 7,446 | 102 | 758 | Winslow, Ariz. | 6,518 | 131 | 970 | Carson City, Nev. | 3,082 | 170 |
| 675 | Douglas, Ga. | 7,428 | 118 | 759 | Quincy, Fla. | 6,505 | 185 | 971 | Crig, Cal. | 3,080 | 282 |
| 676 | Humboldt, Tenn. | 7,426 | 69 | 760 | Alva, Okla. | 6,505 | 109 | 972 | Emmett, Idaho | 3,067 | 317 |
| 677 | Rawlins, Wyo. | 7,415 | 252 | 761 | Atlantic, Iowa | 6,480 | 49 | 973 | Shelby, Mont. | 3,058 | 490 |
| 678 | Leesburg, Va. | 7,378 | 108 | 762 | Palmyra, Pa. | 6,480 | 180 | 974 | Fort Kent, Me. | 3,001 | 353 |
| 679 | Grenada, Miss. | 7,388 | 95 | 763 | West Point, Miss. | 6,432 | 110 | 975 | Bad Axe, Mich. | 2,973 | 92 |
| 680 | Williston, N. D. | 7,378 | 542 | 764 | Devils Lake, N. D. | 6,427 | 240 | 976 | Rushy, N. D. | 2,907 | 397 |
| 681 | S. Johnsbury, Vt. | 7,370 | 144 | 765 | St. Cloud, Minn. | 6,427 | 240 | 977 | Thermopolis, Wyo. | 2,870 | 270 |
| 682 | Crookston, Minn. | 7,352 | 248 | 766 | Globe, Ariz. | 6,419 | 75 | 978 | Winnamucca, Nev. | 2,847 | 298 |
| 683 | Kelso, Wash. | 7,345 | 102 | 767 | Batesville, Ark. | 6,419 | 75 | 979 | Verona, Utah | 2,845 | 123 |
| 684 | Portage, Wis. | 7,334 | 86 | 768 | Fairbury, Neb. | 6,395 | 101 | 980 | Altus, Okla. | 2,819 | 273 |
| 685 | Fairfield, Iowa | 7,299 | 88 | 769 | Harrison, Tenn. | 6,395 | 101 | 981 | South Bend, Wash. | 2,741 | 131 |
| 686 | Conroe, Tex. | 7,298 | 40.5 | 770 | Canon City, Col. | 6,345 | 245 | 982 | Red Lodge, Mont. | 2,730 | 332 |
| 687 | Enterprise, Ala. | 7,288 | 161 | 771 | Mount Pleasant, Tex. | 6,345 | 109 | 983 | Hamilton, Mont. | 2,678 | 390 |
| 688 | Stuttgart, Ark. | 7,276 | 107 | 772 | Alexandria, Minn. | 6,319 | 107 | 984 | Buffalo, Wyo. | 2,678 | 390 |
| 689 | Eagle Pass, Tex. | 7,276 | 128 | 773 | Monahans, Tex. | 6,311 | 301 | 985 | Bar Harbor, Me. | 2,674 | 361 |
| 690 | Belle Glade, Fla. | 7,219 | 70 | 774 | Benton, Ark. | 6,237 | 159 | 986 | Dover-Foxcroft, Me. | 2,566 | 209 |
| 691 | Crystal City, Tex. | 7,198 | 97 | 775 | International Falls, Minn. | 6,269 | 247 | 987 | Wolf Point, Mont. | 2,557 | 592 |
| 692 | Mount Airy, N. C. | 7,192 | 54 | | | | | 988 | Daguerre, Nev. | 2,508 | 332 |
| 693 | Concordia, Kan. | 7,175 | 165 | | | | | 989 | Thomastown, Ala. | 2,425 | 121 |
| 694 | Lancaster, S. C. | 7,155 | 45 | | | | | 990 | Farmington, N. H. | 2,400 | 266 |
| 695 | Stephenville, Tex. | 7,155 | 65 | | | | | 991 | Harvey, N. D. | 2,337 | 374 |
| 696 | Laurinburg, N. C. | 7,134 | 92 | | | | | 992 | Holbrook, Ariz. | 2,336 | 143 |
| 697 | Liberal, Kan. | 7,134 | 210 | | | | | 993 | Hardin, Mont. | 2,306 | 406 |
| 698 | Starkville, Miss. | 7,101 | 118 | | | | | 994 | McLeans, Nev. | 2,286 | 374 |
| 699 | Somersett, Ky. | 7,097 | 100 | | | | | 995 | Wheatland, Wyo. | 2,286 | 374 |
| 700 | Iola, Kan. | 7,094 | 93 | | | | | 996 | Polson, Mont. | 2,280 | 382 |
| 701 | Aiken, S. C. | 7,084 | 123 | | | | | 997 | Buffalo, N. D. | 2,268 | 374 |
| 702 | Sturgeon Bay, Wis. | 7,054 | 125 | | | | | 998 | Gresham, Ore. | 2,262 | 382 |
| 703 | Bonham, Tex. | 7,049 | 68 | | | | | 999 | Gillette, Wyo. | 2,191 | 406 |
| 704 | Gaston, Miss. | 7,047 | 148 | | | | | 1000 | Rockford, N. D. | 2,191 | 406 |
| 705 | Clayton, Ky. | 7,025 | 77 | | | | | 1001 | Rockford, N. D. | 2,191 | 406 |
| 706 | Silver City, N. M. | 7,022 | 188 | | | | | 1002 | Williams, Ariz. | 2,152 | 122 |
| 707 | Camden, S. C. | 6,986 | 78 | | | | | 1003 | Carlington, N. D. | 2,101 | 331 |
| 708 | Hazard, Ky. | 6,985 | 85 | | | | | 1004 | East Branch, Mich. | 2,098 | 108 |
| 709 | Marion, Va. | 6,982 | 110 | | | | | 1005 | Lusk, Wyo. | 2,098 | 108 |
| 710 | Storm Lake, Iowa | 6,954 | 91 | | | | | 1006 | East Tawas, Mich. | 2,040 | 120 |
| 711 | Benham, Tenn. | 6,941 | 68 | | | | | 1007 | Libon, N. D. | 2,031 | 239 |
| 712 | Shenandoah, Iowa | 6,938 | 46 | | | | | 1008 | Lawrence, Nev. | 2,031 | 239 |
| 713 | Thier River Falls, Minn. | 6,926 | 258 | | | | | 1009 | Lovejoy, Nev. | 1,604 | 267 |
| 714 | Cookeville, Tenn. | 6,924 | 70 | | | | | 1010 | Tonopah, Nev. | 1,375 | 270 |
| 715 | Anacortes, Wash. | 6,919 | 62 | | | | | 1011 | Carleton, Mich. | 1,375 | 270 |
| 716 | Magnolia, Ark. | 6,918 | 207 | | | | | 1012 | Carlin, Nev. | 1,303 | 215 |
| 717 | Saranac Lake, N. Y. | 6,913 | 300 | | | | | 1013 | Yerinton, Nev. | 1,357 | 191 |
| 718 | Kermitt, Tex. | 6,912 | 300 | | | | | 1014 | Goldfield, Nev. | 1,335 | 248 |
| 719 | Eufala, Ala. | 6,906 | 138 | | | | | | | | |
| 720 | Rice Lake, Wis. | 6,898 | 80 | | | | | | | | |
| 721 | Pauls Valley, Okla. | 6,896 | 60 | | | | | | | | |
| 722 | Nebraska City, Neb. | 6,872 | 41 | | | | | | | | |
| 723 | Valley City, N. D. | 6,851 | 269 | | | | | | | | |
| 724 | Marysville, Mo. | 6,844 | 124 | | | | | | | | |
| 725 | Marion, S. C. | 6,834 | 124 | | | | | | | | |
| 726 | Henderson, Tex. | 6,833 | 133 | | | | | | | | |
| 727 | Tifton, Ga. | 6,831 | 143 | | | | | | | | |
| 728 | Lerner, Cal. | 6,829 | 302 | | | | | | | | |
| 729 | Grinnell, Iowa | 6,828 | 53 | | | | | | | | |
| 730 | Lake Wales, Fla. | 6,821 | 167 | | | | | | | | |
| 731 | Fort Valley, Ga. | 6,820 | 90 | | | | | | | | |
| 732 | Arkadelphia, Ark. | 6,819 | 197 | | | | | | | | |
| 733 | Lebanon, Mo. | 6,808 | 143 | | | | | | | | |
| 734 | Brigham, Utah | 6,806 | 126 | | | | | | | | |
| 735 | Alamogordo, N. M. | 6,783 | 155 | | | | | | | | |
| 736 | Greenville, N. C. | 6,781 | 116 | | | | | | | | |
| 737 | Tosco, Pa. | 6,781 | 99 | | | | | | | | |
| 738 | Loveland, Cal. | 6,773 | 358 | | | | | | | | |
| 739 | Elberton, Ga. | 6,772 | 90 | | | | | | | | |
| 740 | Jackson, La. | 6,772 | 92 | | | | | | | | |
| 741 | Prescott, Ariz. | 6,764 | 77 | | | | | | | | |
| 742 | Kosciusko, Miss. | 6,753 | 147 | | | | | | | | |
| 743 | Big Rapids, Mich. | 6,736 | 62 | | | | | | | | |
| 744 | Estherville, Iowa | 6,719 | 114 | | | | | | | | |
| 745 | Little Falls, Minn. | 6,711 | 91 | | | | | | | | |
| 746 | Fallman, Tex. | 6,710 | 150 | | | | | | | | |
| 747 | Tuskegee, Ala. | 6,711 | 97 | | | | | | | | |
| 748 | Picayune, Miss. | 6,707 | 46 | | | | | | | | |
| 749 | McMinistry, Ore. | 6,635 | 170 | | | | | | | | |
| 750 | Mexia, Tex. | 6,627 | 78 | | | | | | | | |
| 751 | Becknridge, Tex. | 6,610 | 96 | | | | | | | | |
| 752 | Welch, W. Va. | 6,603 | 75 | | | | | | | | |
| 753 | Lewistown, Mont. | 6,573 | 448 | | | | | | | | |
| 754 | Moranci, Ariz. | 6,541 | 156 | | | | | | | | |
| 755 | Littlefield, Tex. | 6,540 | 256 | | | | | | | | |
| 756 | Coleman, Tex. | 6,530 | 142 | | | | | | | | |
| 757 | Red Oak, Iowa | 6,526 | 41.5 | | | | | | | | |

APPENDIX B GROUP B-1

| Line Position | Location | 1950 Popula- tion | Distance to nearest TV station |
|------------------|-----------------------|-------------------------|--------------------------------------|
| 1 | Bridgeport, Conn. | 158,709 | 1 |
| 2 | Canton, Ohio | 116,912 | 1 |
| 3 | Fort River, Mass. | 116,912 | 1 |
| 4 | Reading, Pa. | 109,320 | 1 |
| 5 | New Bedford, Mass. | 109,189 | 1 |
| 6 | Lawrence, Mass. | 106,756 | 1 |
| 7 | Waterville, Me. | 106,756 | 1 |
| 8 | Harrisburg, Pa. | 89,544 | 1 |
| 9 | New Britain, Conn. | 73,726 | 1 |
| 10 | Rosine, Wis. | 71,353 | 1 |
| 11 | York, Pa. | 59,953 | 1 |
| 12 | Kenosha, Wis. | 54,368 | 1 |
| 13 | Meriden, Conn. | 51,085 | 1 |
| 14 | New Castle, Pa. | 48,834 | 1 |
| 15 | Battle Creek, Mich. | 48,666 | 1 |
| 16 | Anderson, Ind. | 46,920 | 1 |
| 17 | Meriden, Conn. | 46,088 | 1 |
| 18 | High Point, N. C. | 39,870 | 1 |
| 19 | Portsmouth, Ohio | 36,798 | 1 |
| 20 | Fort Lauderdale, Fla. | 36,328 | 1 |
| 21 | Alton, Ill. | 32,550 | 1 |
| 22 | Everett, Wash. | 33,849 | 1 |
| 23 | Marion, Ohio | 33,818 | 1 |
| 24 | Bellefonte, Pa. | 32,721 | 1 |
| 25 | Alton, Ill. | 32,550 | 1 |
| 26 | Amsterdam, N. Y. | 32,240 | 1 |
| 27 | Ashtabula, Ky. | 31,131 | 1 |
| 28 | Lawrence, Kan. | 29,594 | 1 |
| 29 | Kanopolis, N. C. | 28,148 | 1 |
| 30 | Lebanon, Pa. | 28,148 | 1 |
| 31 | Norman, Wash. | 27,678 | 1 |
| 32 | Washington, Pa. | 26,280 | 1 |
| 33 | Burlington, N. C. | 24,560 | 1 |
| 34 | Red Hill, S. C. | 24,560 | 1 |
| 35 | Gloversville, N. Y. | 23,634 | 1 |
| 36 | Butler, Pa. | 23,482 | 1 |
| 37 | Lawrence, Kan. | 23,351 | 1 |
| 38 | Gaston, N. C. | 23,069 | 1 |
| 39 | Shawnee, Okla. | 22,948 | 1 |
| 40 | Leavenworth, Kan. | 20,579 | 1 |
| 41 | East Lansing, Mich. | 20,325 | 1 |
| 42 | Meadville, Pa. | 18,972 | 1 |
| 43 | Columbus, Ind. | 18,370 | 1 |
| 44 | Okemos, Mich. | 18,317 | 1 |
| 45 | Dunkirk, N. Y. | 18,007 | 1 |
| 46 | Staatsville, N. C. | 16,901 | 1 |
| 47 | Shelby, N. C. | 15,508 | 1 |
| 48 | Hickory, N. C. | 14,755 | 1 |
| 49 | St. Augustine, Fla. | 13,555 | 1 |
| 50 | Murfreesboro, Tenn. | 13,052 | 1 |
| 51 | Seopu, Okla. | 12,931 | 1 |
| 52 | Cleburne, Tex. | 12,905 | 1 |
| 53 | Elizabeth City, N. C. | 12,685 | 1 |
| 54 | Elford, Ind. | 12,562 | 1 |

When It's BMI It's Yours

Another BMI "Pin Up" Hit—Published by Mellin

HERE IN MY HEART

On Records: Tony Bennett—Columbia; Al Martino—BBS; Dick Haymes—Andrews Sisters—Decca; Vic Damone—Mercury; Bill Farrell—MGM; Alan Dale—Coral.



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CHICAGO SHOWS

Ad Club Selects Best

DERBY Foods' *Sky King* and the City National Bank and Trust Co.'s *Impact* on WENR-TV Chicago were chosen by the Chicago Federated Advertising Club as the best new television shows created there during the year.

Awards were presented at the annual banquet Thursday night to local and network winners in each of four radio and three television categories. The best radio shows developed during the year were *Arbogast* on WMAQ (NBC) and *Down You Go*, a Mutual network feature from WGN. Agency for Derby Foods is Needham, Louis & Brorby, Chicago. Writers on *Arbogast* are Robert Arbogast and Pete Robinson, with Homer Heck as producer. Louis Cowan packages *Down You Go*.

In the juvenile class, *Super Circus* on ABC-TV, sponsored by Canada Dry gingerale and Mars candy, was cited as the best network TV feature, while *Kukla, Fran & Ollie* on NBC-TV, sponsored by RCA Victor, won the citation in the general class. *Breakfast Club*, sponsored by Swift & Co. through McCann-Erickson, both Chicago, was the leading radio network feature.

Other award winners and their classes:

Radio, local programs—The *Patrick O'Reilly Show*, Old Gold cigarettes, WBBM, produced by Jerry Lee and written by Arthur Thorsen. Honorable mentions in this group went to *Unshackled*, sponsored on WGN by Pacific Garden Mission and written, produced and directed by Eugene Price, and *WLS National Barn Dance*, sponsored by Phillips Petroleum Co.

The Untouchables, aired on WBBM, earned the winning citation in local special features, and was written by Perry S. Wolff and directed by Thomas A. Bland. Honorable mention went to *Hello Sucker*, aired on WMAQ as a public service feature, written by Madeleine Peters, produced by Judith Waller and directed by John Keown.

Top commercial radio announcement went to General Mills for its *Kixie-Nixie*, produced by Tatham-Laird and written by Howard W. Rapport. Honorable mentions included *Realemon-Puritan Co.*, for *Realprune*, through Schimmer & Scott agency and written by John Cole. *Standard Oil of Ind.*, through McCann-Erickson agency, written by Jim Shelby, Bill Hagerman and Dick Slade, and to the Toni Co. for *White Rain*, through Tatham-Laird, written by Dan Ryan.

Leading local TV shows were *King Calico*, in the juvenile class, on WENR-

TV; *Impact*, sponsored by the City National Bank & Trust Co. on WENR-TV through George H. Hartman & Co., and *WGN-TV Sports*.

Honorable mention in network programs went to *Zoo Parade*, sponsored on WNBQ (NBC) by the Quaker Oats Co. and written by Don Meier.

Winning commercial TV spot was the *Mystik Adhesive Products* account, for *Mystik* tape, through George H. Hartman agency and produced by Sara Inc. in the 20-second class.

Best spot citation went to the Toni Co. for *White Rain*, placed through Tatham-Laird and written by Alice Westbrook. Honorable mentions included Swift & Co., for *Brookfield dairy products* through McCann-Erickson, written by Jim Shelby, Patricia Burns and Jerry Birn; Santa Fe Railway, *One Burnett agency*; *Standard Oil of Ind.*, for *Perma-lube motor oil*, through McCann-Erickson with writers Jim Shelby and William Hagerman, and to WNBQ for a live station break.

WOR SCHEDULES

Third Business Show

WOR New York last week scheduled its third sponsored show with a business format, *Today's Business*, 7:15-7:20 p.m. Mon-Fri, starting today (Monday), to be sponsored three days a week by Bache & Co., investment brokers. A general roundup of business and financial news and important market quotations will be given by WOR commentator Henry Gladstone, who also conducts *Your Investment Dollar*; noon to 12:15 p.m. Sunday, sponsored by United Business Service.

The third program, *Your Money at Work*, 10:15-10:30 p.m. Sunday, is sponsored by Kidder, Peabody & Co. for its mutual funds.

Tracing Interference

STORY in layman's language of how FCC traces illegal broadcast stations and other sources of spectrum interference is told by George S. Turner, chief of the Commission's Field Engineering and Monitoring Bureau, on current *Crusade Against Crime* program, taped series aired over 12 stations in the east and midwest [B•T, May 12]. Major sources of radio-TV set interference are electrical devices and appliances in the home, Mr. Turner reported. Diathermy and industrial radio devices run a close second, he said. Complaints should be sent to FCC only after all local means to check and eliminate interference have been exhausted, the Commission official suggested.

FRIENDS

"To make a friend, you must be one."

Twenty years of service to farmers in Kansas and adjoining states have made us their friend.

KFBW The Voice of Kansas
in TOPEKA

Goldstein to CBS-TV

JACK GOLDSTEIN has been named manager of special projects in the CBS-TV Public Relations Department where he will handle star buildups, special program projects, premieres and other special functions. David J. Jacobson, department director, announced Wednesday.

| Location | 1950 Population | Number Services | Distance to Nearest TV Station |
|----------------------------|-----------------|-----------------|--------------------------------|
| Mr. Vernon, Ohio | 12,185 | 1 | 39 |
| Beaumont, Tex. | 12,164 | 1 | 12 |
| Shelbyville, Ind. | 11,734 | 1 | 27 |
| Newtown, Iowa | 11,723 | 1 | 39 |
| El Reno, Okla. | 10,971 | 1 | 28 |
| Guthrie, Okla. | 10,113 | 1 | 21 |
| Weatherford, Tex. | 8,093 | 1 | 32 |
| Lebanon, Tenn. | 7,913 | 1 | 30 |
| Galipolis, Ohio | 7,871 | 1 | 33 |
| Lebanon, Ind. | 7,631 | 1 | 35 |
| Webster City, Iowa | 7,611 | 1 | 24 |
| Atrisco-Five Points, N. M. | 7,367 | 1 | 5 |
| Williamsburg, Va. | 6,735 | 1 | 37 |
| Springfield, Tenn. | 6,506 | 1 | 27 |
| Rossburg, Ohio | 6,210 | 1 | 28 |
| Olathe, Kan. | 5,593 | 1 | 20 |
| Claremore, Okla. | 5,494 | 1 | 25 |
| Fettes, La. | 5,199 | 1 | 28 |
| Gallatin, Tenn. | 5,107 | 1 | 20 |
| Belen, N. M. | 4,495 | 1 | 35 |
| Pryor Creek, Okla. | 4,486 | 1 | 39 |
| Covington, Tenn. | 4,279 | 1 | 30 |
| Lowell, Mass. | 97,249 | 2 | 19 |
| Lawrence, Mass. | 80,536 | 2 | 19 |
| Springfield, Ohio | 79,899 | 2 | 35 |
| Bethlehem, Pa. | 66,340 | 2 | 36 |
| Richmond, Ind. | 59,222 | 2 | 35 |
| Urburn, N. Y. | 53,359 | 2 | 25 |
| Nashua, N. H. | 34,669 | 2 | 30 |
| Clinton, Iowa | 30,379 | 2 | 25 |
| Ithaca, N. Y. | 29,527 | 2 | 30 |
| Bessemer, Ala. | 29,181 | 2 | 10 |
| Michigan City, Ind. | 28,395 | 2 | 25 |
| Oswego, N. Y. | 22,647 | 2 | 35 |
| Lucasville, Ohio | 19,881 | 2 | 25 |
| Bridgeport, N. J. | 18,378 | 2 | 35 |
| Batavia, N. Y. | 17,799 | 2 | 32 |
| Piqua, Ohio | 17,447 | 2 | 32 |
| Kewanee, Ill. | 16,821 | 2 | 32 |
| Napaw, Neb. | 14,762 | 2 | 32 |
| Fremont, Cal. | 13,579 | 2 | 32 |
| Frederick, Md. | 12,414 | 2 | 38 |
| New Braunfels, Tex. | 12,210 | 2 | 30 |
| Terrell, Tex. | 11,544 | 2 | 27 |
| McKinney, Tex. | 10,560 | 2 | 37 |
| Sequin, Tex. | 9,733 | 2 | 33 |
| Sylacauga, Ala. | 9,606 | 2 | 38.5 |
| Jasper, Ala. | 8,589 | 2 | 36 |
| Stillwater, Minn. | 7,674 | 2 | 18 |
| Madison, Ind. | 7,506 | 2 | 39.4 |
| Northfield, Minn. | 7,469 | 2 | 36 |
| Tooele, Utah | 7,287 | 2 | 22 |
| Hastings, Minn. | 6,560 | 2 | 32 |
| Elizabethtown, Ky. | 5,807 | 2 | 39 |
| Akron, Ohio | 274,605 | 3 | 18 |
| Worcester, Mass. | 209,486 | 3 | 30 |
| Trenton, N. J. | 128,009 | 3 | 19 |
| Pontiac, Mich. | 73,681 | 3 | 28 |
| Brookton, Mass. | 62,860 | 3 | 20 |
| Lorain, Ohio | 51,202 | 3 | 26 |
| Ann Arbor, Mich. | 48,251 | 3 | 33 |
| Newark, Ohio | 34,275 | 3 | 33 |
| Lancaster, Ohio | 29,180 | 3 | 30 |
| Denton, Texas | 21,372 | 3 | 33 |
| Marietta, Ga. | 20,687 | 3 | 30 |
| Corland, N. Y. | 15,152 | 3 | 24 |
| Griffin, Ga. | 13,982 | 3 | 36 |
| Waxahachie, Tex. | 11,204 | 3 | 26 |
| Petaluma, Calif. | 10,315 | 3 | 33 |
| Newman, Ga. | 9,218 | 3 | 33 |
| Cartersville, Ga. | 7,270 | 3 | 34 |
| Port Chicago, Calif. | 3,290 | 3 | 28 |
| Gary, Ind. | 133,911 | 4 | 22 |
| Hammond, Ind. | 87,594 | 4 | 23 |
| Joliet, Ill. | 51,601 | 4 | 31 |
| Aurora, Ill. | 50,576 | 4 | 36 |
| Elgin, Ill. | 44,723 | 4 | 35 |
| Waukegan, Ill. | 38,946 | 4 | 35 |
| Hamilton-Middletown, Ohio | 91,446 | 5 | 20 |
| Frederick, Md. | 18,142 | 5 | 36 |
| Asbury Park, N. J. | 17,094 | 6 | 32 |
| Paterson, N. J. | 139,336 | 7 | 13 |
| Stamford-Norwalk, Conn. | 123,753 | 7 | 31 |
| New Brunswick, N. J. | 138,811 | 7 | 25 |
| Corona, Calif. | 10,223 | 7 | 37 |
| Annapolis, Md. | 10,047 | 7 | 25 |

GROUP B-2

| Location | 1950 Population | Number Services | Distance to Nearest TV Station |
|----------------------------------|-----------------|-----------------|--------------------------------|
| 1 Albany-Schenectady-Troy, N. Y. | 299,091 | 1 | 1 |
| 2 Grand Rapids, Mich. | 176,515 | 1 | 1 |
| 3 New Haven, Conn. | 164,443 | 1 | 1 |
| 4 Utica-Rome, N. Y. | 143,213 | 1 | 1 |

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at deadline

PEOPLE..

WEBSTER SEES SLOW ACTION ON TV

TV APPLICATION processing and final action will be slow, FCC Comr. E. M. Webster was to tell Indiana Broadcasters Assn. Saturday morning, according to talk released Friday. Reasons: (1) Expected 1,000 applications by July 1, (2) limited staff, (3) no money to hire more help and (4) demands of many other vital services precludes use of non-broadcast staff. IBA sessions were held May 23-24 at WIRE Indianapolis studios.

Reminding that FCC non-TV workload also has been mushrooming during rush to complete Sixth Report lifting freeze, Comr. Webster noted there are only 61 professional staff people at FCC to handle all broadcast processing, of which TV has only 13 (six engineers, two each lawyers and accountants, three secretaries). It will take four times total employees in TV whole year to process 1,000 applications estimated by July 1. Even all seven hearing examiners can't work on TV, he said, even though 500 bids are seen falling into 200 hearings. He sees no more than 60 to 70 TV hearings during next fiscal year.

James O. Luce, of J. Walter Thompson Co., New York, said broadcasters should develop a standard method of measuring station audience. He urged stations interested in getting national spot business to tell their market story, provide concise and complete data and show characteristics of their markets.

Joseph M. Kittner, assistant chief of FCC Broadcast Bureau, and Wray Fleming, Indianapolis attorney and IBA counsel, debated political broadcasting questions. Panel on local sales was moderated by Robert D. Enoch, WXLW Indianapolis. Taking part were Gene Vaughan, WFBM Indianapolis; Ray Baker, WSAI Logansport; Glenn VanHorn, WTTT Bloomington, and Josiah Autenrieth, WKAM Warsaw.

IBA President O. E. Richardson, WASK Lafayette, opened meeting Friday. Two-day session was to wind up Saturday afternoon with visit to Indianapolis Speedway.

CENSORSHIP DANGER SEEN IN HOUSE RADIO-TV PROBE

CENSORSHIP overtones will make House probe of radio-TV programs difficult, according to Chairman Orren Harris (D-Ark.), of new Crossover subcommittee to probe sound and sight media (see story, page 29). Rep. Joseph P. O'Hara (R-Minn.), also subcommittee member, said "quite a few" Congressmen feel some national advertisers are sponsoring programs which weaken moral fibre of nation.

Chairman Harris said thorough hearings will be held on both good and bad side of programming, noting complaints about early-hour scheduling of crime shows. Investigation is important because nearly every home has radio and TV homes are increasing, he said, adding subcommittee would have to carry out House order to study programs for "immoral or offensive" material.

Speaking on Thursday night ABC *News of Tomorrow*, he asserted that if Congress had not decided to investigate, FCC would have been forced to do it. He continued, "Many advertisers find it profitable to sponsor shows the whole family can watch or listen to."

CBS-TV PRICES STEADY

NO PRICE increases for any CBS-TV production facilities or services, despite increased costs "on just about everything involved," was word of Fred M. Thrower, vice president in charge of network sales, to clients and agencies Friday. "The reason CBS Television is able to continue holding the price line on its production facilities and services," Mr. Thrower said, "is that the network has kept hammering away at finding short cuts and streamlining operations with just one thing in view—to give advertisers the topmost quality at the lowest production cost."

Business Briefly

(Continued from page 5)

tisers to switch from defunct Liberty Broadcasting System to another network is Pequot Mills which is placing its *Paula Stone Show* on Mutual effective around July 1. Agency, Jackson & Co., N. Y.

GENERAL MILLS HILLBILLY ● General Mills through Dancer-Fitzgerald-Sample, N. Y., understood to be interested in buying 45 minutes of new hillbilly program on ABC Radio. Network would include non-TV markets only.

PLANTERS RENEWS ● Planters Nut & Chocolate Co., Wilkes-Barre, Pa., renews participation in *Lucky U Ranch* radio program for 13 weeks over ABC Pacific Coast Radio network. Agency, Raymond R. Morgan Co., Hollywood.

WTCN SALE FILED

FORMAL BID filed at FCC Friday for approval of \$325,000-sale of WTCN Minneapolis-St. Paul by Mid-Continent Radio-Television Inc. to former U. S. Ambassador to Cuba and Australia Robert Butler and associates [B* T, April 21]. Sale contingent on approval of merger of CBS' WCCO there with Mid-Continent's WTCN-TV [B* T, March 10].

LOW COST TV FORMULA

LOW COST local programming at WDTV (TV) Pittsburgh was outlined Friday afternoon at BMI TV clinic Chicago, by Harold C. Lund, general manager, and A. Donovan Faust, assistant general manager. Their recommendations for keeping expenses down: Use strip programming; backdrops are cheaper than flats, and latter when used can be painted with washable paint for re-use; schedule all live programming in eight hour period so second camera crew unnecessary; pay good salary to well-trained film director, who can save thousands of dollars; use permanent sets for standard shows; hire talent which is versatile and can do several things; hire TV performers who can sell as well as be likable and believable; pay one higher salary to do work of more than two lower-priced people.

BARRETT C. DILLOW, Alexander Smith Inc. to McCann-Erickson, N. Y., as account executive for Congoleum-Nairn Inc.

EDWARD K. (TED) PRICE, formerly WPTV (TV) New York engineer, named associate director in programming department.

SYDNEY G. WALTON, vice president, Mats Navigation Co., San Francisco, to Kenyon Eckhardt, as vice president in charge of K&E San Francisco office.

SAMUEL GILL, account executive with Carl Brown Co., N. Y., to Harry B. Cohen Adv., that city, as director of media and research.

JAMES BONFILS, formerly with KSD-TV St. Louis, appointed account executive in St. Louis division and EVERETT JARRETT has been named to same post in Cleveland division of Ziv Television Programs, according to Friday announcement from film distributor-producer.

ALFRED L. PLANT, senior account executive Federal Adv., N. Y., to account executive staff Grey Adv., same city.

THEATRE OWNER TELLS OF B&K NEGOTIATIONS

ARTHUR SASS, principal partner in Alamo Theatre, Chicago, testified Friday at FCC ABC-United Paramount Theatres merger hearing (see early story, page 28) that Balaban, Katz, through subsidiary company, threatened to build competing first-run theatre near Alamo Theatre unless it got 25% interest in Alamo. For its interest, Mr. Sass said, B&K promise to provide good films and act as management consultants. Agreement made in 1925, Mr. Sass said, was in effect until 1930 when stock in theatre operating company was sold to B&K. However, under provision in pact with B&K Alamo Theatre was returned to Mr. Sass in 1933 when Paramount Pictures, parent company to B&K, was having financial trouble. Mr. Sass filed \$1,900,000 anti-trust suit against five major motion picture companies, and also B&K, last June.


RADIO NEWSMEN URGED TO BACK VOTE CAMPAIGN

RADIO newsmen have responsibility of educating public on issues involved in coming elections, presenting them honestly and fairly. Robert K. Richards, NARTE public affairs director, said Friday in address to Harrisburg, Pa., meeting of Pennsylvania-Delaware All Radio Assn.

NARTE is participating with Advertising Council and American Heritage Foundation in nationwide "Register and Vote" campaign. "We have sold soap and cereal, automobiles home appliances, insurance, ideas, services good causes," Mr. Richards said. "Certainly, we can sell citizenship." He cited poor voting record in 1948 Presidential election.

THORPE IS FAB PRESIDENT

GEORGE THORPE, WVGC Coral Gables, Fla. elected president of Florida Assn. of Broadcasters at Miami Beach meeting, held at Royal Hotel. Other officers elected were P. Herschel Graves, WTAL Tallahassee, first vice president; Jerry Stone, WNDV Daytona Beach second vice president; John Browning, WSBF Sarasota, secretary-treasurer. William T. Stubblefield, NARTE station relations director, addressed meeting on federal legislation of interest to broadcasters.



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