

TELECASTING

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in our
7th
year

MORE PROOF THAT

NEW YORK'S BEST TELEVISION BUY IS

WABD

Yes, WABD ranks a strong third among all New York stations in average program ratings. Yet, WABD's rates are much lower than those of other New York network stations.

No wonder so many advertisers are turning to WABD for the top television advertising value in New York.

TOTAL AVERAGE PROGRAM RATINGS*

STATION	RATING
A	15.3
B	12.9
WABD	6.9
D	3.8
E	3.0
F	2.2
G	2.2

Channel 5

NEW YORK
Key Station of the

DU MONT
TELEVISION NETWORK

515 Madison Avenue, New York 22, N. Y.
MU 8-2600

A Division of The Allen B. DuMont
Laboratories, Inc.

*Nielsen, New York—4 weeks ending April 12, 1952
(Mon.-Sat. 7:00 P.M.-Mid.) (Sun. 9:00 A.M.-Mid.)

Los Angeles

KTLA CHANNEL 5

*the leading station in
America's second
television market*

First in ...Coverage
...Programming
...Public Service
...Audience



KTLA Studios • 5451 Marathon St., Los Angeles 38 • Hollywood 9-6363
Eastern Offices • 1501 Broadway, New York 36 • BRyant 9-8700

PAUL H. RAYMER COMPANY • NATIONAL REPRESENTATIVE

ALWAYS IN FRONT BY AN OVERWHELMING MARGIN

JUNE 16, 1952

SIXTH REPORT IN COURT

Five Stations File Appeals

THE SIXTH REPORT and Order—FCC's final TV allocation plan which lifted the TV freeze—was taken to court last week by five applicants on appeals protesting their respective city channel assignments but which may have broad import affecting the entire allocation plan.

The first protest, presented to the U. S. Court of Appeals, Third Circuit, Philadelphia, was filed by WWSW Pittsburgh [B•T, June 9]. It challenges FCC's failure to allocate VHF Channel 4 to the Pittsburgh metropolitan area because the Pittsburgh area site (Braddock, Pa.) would be a fraction of a mile less than the 170 miles required for co-channel spacing from WLWC (TV) Columbus, Ohio. Latter is to switch to Channel 4 under the Sixth Report.

The WWSW appeal, filed by Paul Segal, Washington radio-TV attorney, complains only of the Channel 4 situation at Pittsburgh and is not intended to challenge basic legality of the Sixth Report. Certain legal observers, however, contend the WWSW protest does raise issues fundamental to the lawfulness of the Sixth Report. Opinion on this point was mixed among Washington practitioners last week.

Filed by Scharfeld

The four other appeals, filed by the Washington law office of Arthur Scharfeld, were presented to the U. S. Court of Appeals for the District of Columbia in behalf of WLOA Braddock, Pa.; KVOL Lafayette, La.; WISC Madison, Wis., and WLAN Lancaster, Pa. The WLOA complaint also protested legality of the failure to allocate Channel 4 in the Pittsburgh metropolitan area.

Although these four appeals protest specific allocation rulings, observers note certain of the appeal arguments, particularly that of KVOL, have direct relation to allocations throughout the U.S. and challenge basic premises of the Sixth Report.

At the same time, it was learned additional petitions for reconsideration of provisions of the Sixth Report are in preparation by Washington attorneys and are expected to be filed this week. June 23, next Monday, is considered the last day on which such petitions can be presented to the FCC under its 20-day rule. The Sixth Report be-

came effective June 2 upon publication in the *Federal Register*.

Further protest of the Sixth Report is understood to be developing within the Federal Communications Bar Assn. Last Wednesday, the FCBA Practice and Procedure Committee voted to recommend that the association's Executive Committee present to the entire membership the consideration of a petition to FCC for review of the Sixth Report provision which precludes applications where no channels have been allocated.

The majority of the Practice and Procedure Committee indicated the Sixth Report illegally deprives applicants of a hearing under Sec. 309(a) of the Communications Act in instances where they apply for channels not in the assignment table. They held this policy unnecessarily will preclude service to many areas of the country.

The recommendation is to be considered tonight (Monday) by a special meeting of the FCBA Executive Committee. It was called by Mr. Scharfeld, FCBA president.

On Friday, Comr. George E. Sterling was to defend the Sixth Report and specifically answer its major critics, including Comr. Robert F. Jones [B•T, May 26]. Comr. Sterling was scheduled to

address the Maryland-D.C. Broadcasters Assn. (see story, page 32).

All of the appeals tendered last week to the courts were filed under the terms of the Hobbs Act of 1950 which replaces certain provisions of Sec. 402(a) of the Communications Act. Formerly, Sec. 402(a) set no time limit after an FCC ruling became effective within which appeal of that order might be made. The Hobbs Act puts a 60-day limit on such appeals.

Segal Appeal to Court

Mr. Segal's WWSW appeal was taken directly to the court and no petition for reconsideration was filed first with the Commission. This is allowed under the Hobbs Act.

Although Mr. Scharfeld has petitions for reconsideration in his four cases pending before the Commission at this time, he filed the court appeals as a tactical measure to prevent losing the right to appeal under the 60-day limit of the Hobbs Act. It was pointed out that the courts have not determined whether the filing of a petition for reconsideration with FCC automatically "tolls" the deadline for filing of an appeal until after FCC acts on the petition to reconsider.

The WWSW appeal was filed in Philadelphia on Wednesday. The

appeals of the other four stations were filed in Washington on Thursday and Friday.

Regarding FCC's final allocation of VHF Channels 2, 11 and reserved 13 and UHF Channels 16, 47 and 53 to Pittsburgh, WWSW there contends the allocation "is on its face so inadequate as to constitute error in law and abuse of discretion."

"The FCC thereby has failed to perform its statutory duties: To provide an efficient nation-wide service with adequate facilities; to make proper regulations to prevent interference between stations; to encourage the larger and more effective use of radio in the public interest; to establish areas and zones to be served by stations; to make such distribution of licenses, frequencies and hours of operation, and of power among the several states and communities as to provide a fair, efficient and equitable distribution of radio service to each of the same; and has placed itself in such a position that it has abnegated all discretion and is unable to consider the standard of 'public interest, convenience or necessity' in passing upon applications."

(Continued on page 82)

ABC-UPT MERGER

CBS Supports Severance

CBS came to the support of a competitive network, ABC—in the interest of bolstering network competition—when it petitioned FCC last week to sever the proposed merger of ABC and United Paramount Theatres Inc. from the overall Paramount hearing (see story page 68).

DuMont, however, failed to share to share CBS' view and filed a petition opposing the severance.

CBS asked the Commission for prompt approval of the merger and for grant of the contingent sale of WBKB (TV) Chicago from Paramount's Balaban & Katz to CBS for \$6 million. ABC-UPT on June 6 filed the joint petition for severance and grant which CBS now supports [B•T, June 9].

Favorable action on the proposed merger is hoped for by August in order that network operations respecting the fall business line-up

will be strengthened. Schedules for fall programs begin to finalize during that month, it was noted. The competitive status of ABC as well as its owned stations and affiliates, both radio and TV, was held to depend on prompt action.

In addition, both CBS and Balaban & Katz last week filed oppositions to the earlier protest of Zenith Radio Corp. with respect to the status of Channel 2 at Chicago, the facility to which WBKB would be switched, from its present Channel 4, under terms of the Commission's Sixth Report which finalized allocations and lifted the TV freeze.

Zenith holds that FCC legally cannot prejudice the assignment of Channel 2 to WBKB through the use of the show cause order and must afford all applicants there the opportunity to compete equally in a comparative hearing. In its peti-

tion supporting the ABC-UPT request, CBS told the Commission it "believes that granting the relief sought by ABC-UPT would be in the public interest. Based on its own experience in, and knowledge of, the business and economics of the industry, CBS believes that the extended additional delay which, absent severance, appears to be inevitable in the final disposition of the entire proceedings will adversely affect not only ABC but will, as ABC and UPT state, tend to frustrate the statutory objective of achieving nation-wide competitive networking."

The petition added, concerning the contingent WBKB sale, that "while the hardship upon [CBS] attendant on further delay is not comparable, either in kind or degree, with the hardship on ABC, nevertheless, a considerable finan-

(Continued on page 76)

HIGH TV RATES

By BRUCE ROBERTSON
CHARGE that television is pricing itself out of the reach of American advertisers was vigorously debated Wednesday morning during a panel discussion of the significance of the "TV thaw" to advertisers, agencies, station and network operators.

The panel was part of a morning session on television held as part of the 48th annual convention of the Advertising Federation of America at New York's Waldorf-Astoria Hotel June 8-11. (Also see stories below and on page 30.)

Henry Schachte, advertising director of Borden Co., opened the attack on TV's price structure by pointing out that "today a television show with a modest talent budget and a line-up of about 30 stations costs around \$1.5 million." When new stations are added and a TV network will comprise 150 to 200 stations, the sponsor's annual cost will rise to more than \$2 million, he said, pointing out that during 1951 only 67 advertisers spent as much as that amount for all media except newspapers "and that total does not include radio or TV talent charges."

He said each TV network has 56 half-hour evening periods a week for sale, but said that even if there were only two networks and if the top 11 advertisers (those spending more than \$10 million a year in all media) were to sponsor two network programs apiece, with the top five advertisers sponsoring three each, this still would account for only 83 sponsored evening half-hours on TV.

Speaking for the broadcasters, J. Leonard Reinsch, managing director of the Cox radio and TV stations, reviewed the inevitable delays before new TV stations will begin operations, with hearings certain in every major market and with the FCC staff able to handle only about 50 cases a year.

May Be Years Yet

"In hotly-contested markets it may be three or four or even five years before new TV stations are licensed," he said. Educational channels not applied for within the next year may be thrown into the commercial station picture, complicating things further, he noted.

When stations do go on the air, they must adopt pricing policies that will enable the advertiser to use television profitably, Mr. Reinsch said, estimating that VHF stations in new TV markets probably will start with base rates of about \$200 and UHF stations with base rates of about \$150, increasing them with the TV audience.

The anticipated slow increase in TV markets is a good thing from the advertising agency viewpoint, Charles E. Midgely Jr., manager of broadcast media for Ted Bates Inc., reported, because "a heaping platter of 2,000 new TV stations would be a huge portion

to digest all at once." If by April 1953 10 new TV markets have been opened up, he said, they probably will be added to the current network program lists by advertisers.

Echoing Mr. Schachte's views, Mr. Midgely declared: "There is a very real danger of TV pricing itself out of all consideration. At a current rate of \$52,000 gross for a nighttime hour on 63 stations, what will the cost for a network of 150 stations be? Somewhere along the line the whole philosophy of pricing TV must undergo a complete revision, and I think that it will."

Concluding the panel discussion of the effects of the "TV thaw," Fred M. Thrower, CBS-TV vice president, discounted the arguments that TV is pricing itself out of business. "Costs have increased, it's true," he said, "but our critics always seem to forget that television's rising costs are accompanied by tremendous increases in value received."

"Actually, television has become a better buy each year," Mr. Thrower stated. Since 1949, he said, CBS-TV Network time costs have increased about eight times, but TV circulation increased 18 times, resulting in a decreased cost per thousand TV homes from \$3.45 in January 1949 to \$1.74 in June 1952.

Mr. Thrower reported that comparison of the advertising budgets

Cited at AFA Meet

of the 60 leading food and drug firms for 1950 and 1951 showed 80% with increased budgets in 1951 over 1950. "However," he noted, "42% cut magazines, 61% cut newspaper supplements, 72% cut radio and 98% added to their TV appropriations."

With national television expenditures for the first three months of 1952 running about 75% ahead of last year, "we can expect TV to account for about \$850 million this year—or about 10% of the total money spent for all advertising media," he said.

Raymond F. Guy, NBC manager of radio and allocations engineering, in a talk on "Taking the Mystery Out of UHF" explained that from a performance viewpoint, "the difference lies in the way in which these waves scatter and bend as they carry the television message from the transmitting point to the receiving point. . . . UHF . . . does not bend and fill in behind objects as well as VHF . . . now in use."

Mr. Guy reported that in using 300 ft. towers and maximum power, a VHF TV station on Channel 4 would cover an area of about 50 miles from the antenna, a VHF station on Channel 10 or 11 would get about 45 miles coverage and a UHF station about 40 miles. With antennas 1,000 feet high the Channel 4 station would reach 75 miles,

the Channel 10 station 63 miles and the UHF station 59 miles, he said.

Improvement in both the manufacture of films for television and in their broadcast techniques has eliminated much of the former prejudice against TV film programs, George T. Shupert, vice president, Peerless Television, reported.

Quoting a Katz Agency study stating that "an advertiser can buy a group of 39 inter-connected station markets on a spot basis using a half-hour film program for 19% less than on a network basis," Mr. Shupert said the "comparatively few advertisers want or need national coverage. More want regional or local coverage. Limited advertising budget handicap their desire to use television because most of them are bound to be dissatisfied with anything less than big-time entertainment. The solution seems to lie largely in sharing costs through local sponsorship of national shows or purchases of film on a spot basis."

Filmed demonstrations of a number of new camera techniques providing rainstorm effects, reflections on water, performers defying gravity by appearing upside down and the introduction of live actors into photographed scenery—all done electronically with actors performing on a dry studio stage—were supplied by CBS-TV. Walter Craig, Benton & Bowles vice president, also talked on "The Future of Live Television Production."

Eugene S. Thomas, vice president, George P. Hollingbery Co. presided at the morning TV session.

VIDEO'S STANDARD

Admen Must Aid—Fetzer

ADVERTISING must join the TV industry in raising video's standards, John E. Fetzer, chairman of the NARTB Television Code Review Board, told the 48th annual convention of the Advertising Federation of America. (See story this page.) Mr. Fetzer, also owner of the Fetzer radio-TV stations, urged the effort to preserve the American system of operation in the public interest.

Emphasizing the advertisers' responsibility in seeking proper program standards, Mr. Fetzer told the AFA: "Our system of free television will survive if people want it—and they will want it if it satisfies them."

While people are buying TV-advised products, this "does not necessarily indicate that there is any real understanding of the system that advertised it," he said, adding that this means elimination of bad advertising practices and attention to "our vital responsibility toward the family group."

"Let the critics of advertising remember that it supplies the dollars without which we could not have a free television system," Mr. Fetzer said. "It's the advertiser who buys freedom for the viewer at the same time that he is buying time and talent."

Going into programming, he ob-

served that "as the productivity of our nation has increased, millions of people are receiving incomes which have outrun their cultural development. It is a fact not to be denied that these people must be appealed to at their own intellectual level. It's a great enigma, but it entails probably the greatest opportunity for advertising and television today."

Program standards must not be judged "by the gate alone," Mr.

Fetzer said. "We must go farther than the show concept alone. We must entertain, but so must we attempt to instruct, we must use the comedy, but so must we bow in supplication; we must dramatize, but so must we cover every important world event. In short, we must, with equal force, represent the best standards of the show business, the press, the educational institution, the church and the public forum."

"I cannot help but entertain the feeling that many times we lost our sense of perspective by relying so heavily upon mass program ratings."

Going into TV code problems, Mr. Fetzer recalled the successful operation of voluntary radio censorship during the war, when he was assistant director of censorship in charge of broadcasting. "I firmly believe that government program censorship can never occur without the consent of the American people," he said. "Therein lies our real court of appeal, as well as our ultimate source of confidence."

The Television Code Review Board believes in cooperation, he said, adding that the board recognizes "there is more than one way to do a thing right. That's why the code is subject to revision, based on operating experience."



MR. FETZER

television applications

Digest of Those Filed With FCC June 7 through June 12

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

Boxscore	VHF	UHF	Total*
Applications filed since April 14	49	25	75

* One applicant did not specify channel number.

SLEVEN applications for new television stations were received at the FCC last week, bringing to 75 the number of TV requests filed since the issuance of the Commission's Sixth Report and Order [B•T, April 14].

Four new and seven amended applications were submitted to the FCC. There were eight requests for VHF stations, while three applicants seek UHF facilities.

Three TV stations now on the air filed requests to change their channel, as required under the Sixth Report. There are 30 stations which have to change frequency. So far, 16 have applied for permission to do so. Most of those which have to change channels also are seeking higher power.

Nine of the 75 applications filed have been returned. However, two of these have already been resubmitted.

Listed by States

MONTGOMERY, Ala.—Southern Enterprises, UHF Ch. 20 (506-512 mc), ERP 19.8 kw visual; antenna height above average terrain 384 ft., above ground 742 ft. Estimated construction cost \$165,722, first year operating cost \$170,000, revenue \$195,000. Studio and transmitter 330 Clayton St., 32° 22' 23" N. Lat., 86° 18' 39" W. Long. Transmitter RCA, antenna RCA. Consulting engineer Raymond C. Watson Jr., Anniston, Ala. Principals include President Dr. John Randolph Penton Jr. (15%), physician; Vice President Woodley C. Campbell (10%), partner with Azar & Campbell, Montgomery law firm; Secretary-Treasurer Charles A. Casmus Jr. (12%), executive secretary of Montgomery Press & Radio Club; Grace F. Casmus (21%), assistant manager of Press & Radio Club; Felix Robinson Jr. (12%), announcer-writer-salesman at WGMV Montgomery; Albert David Capeloto (10%), ½ owner of David's Grill, Montgomery; Dr. George Blue Penton (10%), intern at Jefferson-Hillman Hospital, Birmingham, and Dorothy Shafer Casmus (6%), 85% owner of Candlelight Co. (business property rentals). Address: 330 Clayton St., Montgomery 5, Ala.

†**LITTLE ROCK, Ark.**—Arkansas Radio & Equipment Co., Ch. 4 (66-72 mc), ERP 100 kw visual; antenna height above average terrain 785 ft., above ground 559 ft. Estimated construction cost \$729,682, first year operating cost \$319,452, revenue \$403,835. Studio and transmitter location 6815 Cantrell Road, 34° 46' 05" N. Lat., 92° 21' 05" W. Long. Transmitter RCA, antenna RCA. Legal counsel Spearman & Roberson, Washington. Consulting engineer Craven, Lohnes & Culver, Washington. Applicant is licensee of KARK Little Rock. Principals include President T. H. Barton

(80%), owner of The Barton Corp., engaged in purchase and sale of securities, owner of Real Properties Inc., chairman of board of Lion Oil Co. and owner of 98,000 shares of Lion Oil common stock and president and 10% owner of The Sonbar Corp. (oil and gas producer and real estate holding company); Vice President T. K. Barton (20%), owner of 30% of The Sonbar Corp. Address: 112-14 East Capitol Ave., Little Rock.

PUEBLO, Col.—Pueblo Radio Co., Ch. 3 (60-66 mc), ERP 10.58 kw visual; antenna height above average terrain 300 ft., above ground 505 ft. Estimated construction cost \$167,000, first year operating cost \$100,000, revenue \$115,000. Studio and transmitter 3011 Elizabeth St., 38° 17' 30" N. Lat., 104° 36' 40" W. Long. Transmitter RCA, antenna RCA. Consulting engineer J. B. Hefflinger, Kansas City, Mo. Applicant is licensee of KDZA Pueblo. Principals include President Dee B. Crouch (18%), manager of KDZA; Vice President Allen Pezoldt (20%), Colorado Springs, Col., residence and business construction; Secretary-Treasurer Zula Seaton (52%), retired businesswoman, and Assistant Secretary-Treasurer Nina Ulrich (12%), owner of travel courts in Arkansas City, Kan. Address: 3011 Elizabeth, Pueblo, Col.

†**MACON, Ga.**—Southeastern Bestg. Co., Ch. 13 (210-216 mc), ERP 306 kw visual; antenna height above average terrain 613 ft., above ground 555 ft. Estimated construction cost \$345,500, first year operating cost \$200,000, revenue \$230,000. Studio and transmitter Clinton Road at Boulevard St., 32° 51' 26" N. Lat., 83° 36' 57" W. Long. Transmitter DuMont, antenna GE. Legal counsel Segal, Smith & Hennessey, Washington. Consulting engineer George C. Davis, Washington. Applicant is licensee of WMAZ-AM-FM Macon. Principals include President George P. Rankin Jr. (71%), chief engineer of WMAZ-AM-FM; Vice President Wallace Miller (3%), senior partner of Miller, Miller & Miller, Macon law firm; Secretary-Treasurer Wilton E. Cobb (23%), general manager of WMAZ-AM-FM, and Mary S. Miller (3%), wife of Wallace Miller. Address: 666 Cherry St., Macon, Ga.

†**SAVANNAH, Ga.**—WSAV Inc., Ch. 3 (60-66 mc), ERP 35 kw visual; antenna height above average terrain 369 ft., above ground 339 ft. Estimated construction cost \$171,905, first year operating cost \$120,000, revenue \$144,000. Studio and transmitter Liberty Nat. Bank Bldg., corner of Bull and Broughton Sts., Savannah, 32° 04' 44" N. Lat., 81° 05' 32" W. Long. Transmitter RCA, antenna RCA. Legal counsel Cohn & Marks, Washington. Consulting engineer A. Earl Cullum

Jr., Dallas, Tex. Applicant is licensee of WSAV-AM-FM Savannah. Principals include President Harben Daniel (42.33%), general manager of WSAV-AM-FM; Vice President Catherine M. Daniel (10.66%), housewife; Secretary-Treasurer Meredith E. Thompson (0.66%), chief engineer WSAV-AM-FM; William K. Jenkins (19.83%), owner of 37½% of WMOG Brunswick, Ga., 16½% of WLAG LaGrange, Ga., and associated with Georgia Theatre Co., Atlanta; Aaron Shelton (6.66%), chief engineer WSM-TV Nashville, Tenn., and ½ owner of Castle Recording Co., Nashville, and First National Bank of Atlanta, Margaret C. Lucas and Fred G. Storey, as co-trustees U/W Arthur Lucas (19.83%). Address: Liberty National Bank Bldg., Bull and Broughton Sts., Savannah.

†**PEORIA, Ill.**—Peoria Bestg. Co., Ch. 8 (180-186 mc), ERP 316 kw visual; antenna height above average terrain 995 ft., above ground 894 ft. Estimated construction cost \$550,474, first year operating cost \$320,000, revenue \$400,000. Studio 212 S. Jefferson St. Transmitter 1 mi. South of Groveland, Ill., 40° 34' 35" N. Lat., 89° 32'

03" W. Long. Transmitter DuMont, antenna GE. Legal counsel Dow, Lohnes & Albertson, Washington. Consulting engineer Craven, Lohnes & Culver, Washington. Applicant is licensee of WMDB-AM-FM Peoria. Principals include President and Treasurer Charles C. Caley (25%), general manager of WMDB-AM-FM and president and 25% owner of WDJ Decatur, Ill.; Carl P. Slane (12.6%), president of Peoria Journal-Transcript and Morning Star; Frances P. Slane (31.2%), director for Peoria Journal-Transcript and Morning Star, and Elizabeth P. Talbott (31.2%), director for Peoria Journal-Transcript and Morning Star. Address: 212 E. Jefferson St., Peoria 2, Ill.

†**MUNCIE, Ind.**—Tri City Radio Corp., UHF Ch. 49 (680-686 mc), ERP 17.4 kw visual; antenna height above average terrain 524 ft., above ground 542 ft. Estimated construction cost \$196,952.87, first year operating cost \$204,348.10, revenue \$233,909. Studio and transmitter 1/5 mi. East of Jet. of State Rd. 21 and State Ds. 3 and 67.

(Continued on page 78)

BOOTH PLANS

To File for Five TV Outlets

PLAN to file for the legal limit of five TV stations at one time was revealed by Booth Radio & Television Stations Inc. last week.

The Michigan company expects to submit its applications to the FCC within a fortnight.

Booth Radio & Television is the licensee of WJLB-AM-FM Detroit, WBBG Flint and WSGW Saginaw, Mich.

Here are the cities and facilities sought:

Detroit, UHF Channel 62, ERP 224 kw visual, antenna height 467 ft. above average terrain.

Grand Rapids, UHF Channel 23, ERP 196 kw visual, antenna height 562 ft.

Lansing, UHF Channel 54, ERP 216 kw visual, antenna height 528 ft.

Flint, Channel 12, ERP 20 kw visual, antenna height 333 ft.

Bay City, Channel 5, ERP 79.44 kw visual, antenna height 271 ft.

Legal counsel for Booth is Piereson & Ball, Washington.

Booth Radio & Television is the second company to announce its intention of seeking a group of TV outlets around Detroit's perimeter. Last month, WJR Detroit said it would seek four stations near Detroit, one in Cleveland [B•T, May 5].

Forerunners of anticipated flood of applications from independent motion picture theatre interests also were disclosed last week when two large theatre chains announced their intentions of filing for facilities in the South. The Martin Theatres of Georgia Inc., operating exhibition houses in Georgia, Florida and the Carolinas, announced that it would file for UHF Channel 28 in Columbus, Ga. Almost simultaneously, Southern Television Inc., made up of a dozen stockholders including four identified with Independent Theatres Inc., announced it would file for Channel 12 at Chattanooga.

President of Martin Theatres of Georgia Inc. is E. D. Martin. He said that "for several years Martin Theatres has been giving careful consideration to the possibility of building, owning and operating a television station in Columbus. . .

* All the talents of Martin Theatres—which for over a century has dealt exclusively with a moving, visual media of communication—will be utilized by the TV station."

Southern Television Inc. expects to file its application this week.

Moses Lebovitz is president of STI, and also is president of Independent Theatres Inc., which operates a Manhattan and drive-in theatres in the Chattanooga area. STI vice president, Z. Carter Patten, is chairman of the board of the First Federal Savings & Loan Assn. and prominent in Chattanooga civic affairs. Others, which operators are Manuel Russ, president of Wesco Paving Co. and Chattanooga Rock Products Co.; John Martin, a building contractor; Burton Seagle, associated with Mr. Martin; Abe Solomon, chairman of the board of Independent Theatres; Joel Solomon, treasurer and general manager of Independent Theatres and president of Chattanooga Jaycees; Robert Lebovitz, secretary of Independent Theatres; Felix Diamond, in real estate and insurance business; W. C. Hudlow Jr., president and general manager of Arrow Transfer & Storage Co., and J. Homer Hardy, Chattanooga CPA.

Estimated construction cost will be more than \$300,000, Mr. Lebovitz said. He also revealed that STI has completed negotiations with the International Ladies Garment Workers Union for option to buy the former building and grounds of its FM station on Walden's Ridge. Studios would be located in downtown Chattanooga.

Mr. Lebovitz said "the only thing we need is the 'go ahead' signal from the FCC." He hopes that the station will be on the air in time to telecast the results of the national elections.

Applications for both Martin Theatres of Georgia and Southern Television Inc. will be filed by the Washington law firm of Cohn & Marks.

ABC-UPT Merger

(Continued from page 73)

cial loss to CBS accumulates daily. As established at the hearings, the annual rate of profit of WBKB is substantially in excess of \$1,500,000; such profit is, of course, permanently lost to CBS for the period during which the application for assignment remains pending. Further, during such period, not only economic resources, but other benefits necessary to competitive network equality, are lost to CBS. And the uncertainty for so long a period makes proper long-range planning difficult."

The Paramount hearing, in addition to the proposal for merger of ABC-UPT and sale of WBKB to CBS, involves the license application of Paramount Television Productions, Inc. for KTLA (TV) Los Angeles; the license and renewal of license applications of Allen B. DuMont Labs. for WTTG (TV) Washington, WDTV (TV) Pittsburgh and WABD (TV) New York; the license and renewal of license applications of Balaban & Katz for WBKB and WBK (FM) Chicago; applications of Paramount Pictures Inc. for consent to transfer control of Paramount Television Productions Inc. and Allen B. DuMont Labs. to Paramount Pictures Corp.; application for transfer of control of Balaban & Katz from Paramount Pictures Inc. to United Paramount Theatres, and application of Paramount Pictures Inc. and E. V. Richards Jr. for transfer of control of WWSB Inc., licensee of WWSB New Orleans, to United Paramount Theatres Inc.

The ABC-UPT petition contended that "the consolidation of the several applications involved in this proceeding . . . was ordered by the Commission not because of legal necessity or requirements but as a matter of convenience."

The petition asserted that "none of said applications are mutually exclusive or competitive in the sense of requiring contemporaneous or comparative hearings but merely involve, in differing degree, the same or similar questions of fact and law."

The petition observed that the hearing to date has consumed 78 days of testimony covering 11,200 pages of transcript and 700 exhibits, many quite detailed, and "more than 75%" of the record pertains to history of the motion picture anti-trust proceedings by Justice Dept.

The petition concluded that all evidence which is material to the proposed merger of ABC-UPT and sale of WBKB "has now been taken and that such evidence establishes an adequate and proper basis for an initial and final decision on said applications."

The petition asserted that the evidence pertaining to all other applications involved in the hearing "cannot be completed for a matter of many weeks, or even months."

ABC "is now and for the foreseeable future will continue to be in need of capital, not only for the purpose of meeting its normal and ever-increasing operation expenses, but to improve its program service and to establish and maintain additions to its plant and equipment necessary for its continued effective operation."

Ample precedent exists for approving the transfer of WBKB to CBS, the petition pointed out. FCC

approved the sale of KFWB Los Angeles by Warner Bros. Pictures to KFWB Broadcasting Corp., the petition noted, even though KFWB was then on temporary license because of anti-trust violations described in the government's major movie case. Similarly, FCC renewed the licenses of the Richards' stations (WJR Detroit, WGAR Cleveland and KMPC Hollywood) and approved their involuntary transfer to new owners, the petition observed, without first determining that G. A. (Dick) Richards would have been entitled to renewal of the licenses if he had not died. This was done over the protests of the Commission's own General Counsel and chief of its Broadcast Bureau, the petition noted.

In its opposition to the severance, DuMont told the Commission that "earlier in this case" it petitioned FCC to sever its applications, noting "the Commission did not grant that petition. The failure of the Commission to separate the DuMont applications signified as a practical matter the relationship of a television network to motion picture company derived from Paramount Pictures Inc. would be studied in the light of all the issues of the consolidated proceeding."

Cites Sec. 1.724

Observing that FCC's rules (Sec. 1.724(a)) permit the Commission to consolidate relative cases, DuMont's petition stated "it follows that the Commission considered the issues evolved from the proposed merger to be interwoven with the problems arising from the original transfers of licenses from Paramount Pictures Inc. to Picture Co. and the Theatre Co. pursuant to the consent decree" terminating the Justice Dept. movie anti-trust case.

"The integration of all the applications into the 'same cause' became apparent after the failure of the Commission to grant the DuMont petition for severance," the petition argued.

Noting ABC emphasizes its need for capital to operate its network, the DuMont petition commented that "the need of ABC does not exceed the requirements of other parties to this proceeding. This record clearly demonstrates the competitive disadvantage under which the DuMont network finds itself because of its inability to own and operate five television stations. The effective operation of DuMont as a national television network also depends on an expeditious decision in this case."

Balaban & Katz, in reply to the Zenith petition, held that Zenith's position in the proceeding was untimely and that its petition has no substantive basis to warrant a grant of its requests. Balaban & Katz explained that the Chicago allocation as finalized was proposed in the Third Report, comments to which were due June 11,

1951. WBKB agreed to the proposed change to Channel 2 in May 1951, the petition recalled, but Zenith did not ask for declaratory ruling respecting the status of Channel 2 until July 24 of that year.

The change of assignment of WBKB, as in the case of 30 other stations, the WBKB petition pointed out, was directed by the Commission by show cause order pursuant to the provisions of Secs. 303(f) and 312(b) of the Communications Act as an integral part of the total allocation plan, to reduce interference, and to provide for the maximum utilization of channels. The petition continued to explain that "there is no requirement for comparative hearings between applicants and existing stations effectuated by show cause proceedings instituted by the Commission as part of this proceeding."

Neither Sec. 309(a) of the Communications Act nor the *Ashbacker* case requires such procedure, the petition asserted.

MEDICAL VIDEO

Ulcer Operation Telecast

COMMERCIAL television made medical history in Chicago Tuesday night as a 60-year-old patient suffering from an ulcer for 34 years went under the knife at Wesley Memorial Hospital before viewers from coast to coast.

For the first time, the American Medical Assn., meeting in convention at Chicago for four days, permitted telecasting of two half-hour live programs. Time was bought by Smith, Kline & French, pharmaceutical laboratory in Philadelphia.

The ulcer operation was featured Tuesday night from 8:30 to 9 p.m. CDT, followed Wednesday evening, 9 to 9:30 CDT, by a symposium on the latest developments in group therapy for the overweight, military medicine, with the showing of a new portable anesthesiometer.

Dr. Roy K. Marshall, WFIL-AM-TV Philadelphia, was narrator, with Ad Schneider, NBC-TV New York, as producer and Don Meier, of the network's Chicago staff, as director. The second demonstration originated at Navy Pier, where 14,000 physicians met for their 101st annual convention.

TV-UNLIMITED

Offers European Facilities

TV-UNLIMITED Inc., newly organized and incorporated in New York, will replace the Broadcasting Program Service, President Herbert Rosen, announced last week.

Firm will specialize in the production of low-cost and syndicated television shows, and will work through its established European affiliates in conjunction with American producers and agencies interested in utilizing production facilities abroad, Mr. Rosen said.

KTTV (TV) BACKED

On 'Unscheduled' Events

GENERAL Petroleum Corp., Los Angeles, (Mobilgas dealers), through West-Marquis Inc., that city, has signed with KTTV (TV) Los Angeles to sponsor all future "unscheduled" local special events telecast by the station.

The TV contract, believed to be the first of its kind, is on an "open" basis. Under well-defined terms, "unscheduled" events are "newsworthy" and "of great timely interest to the public and the presentation of which is a service to the community." No limits are placed on the number of events or extent of coverage. Financial arrangements depend on activity and start with a base minimum of \$75,000 annually, according to Richard A. Moore, station vice president and general manager, who described the plan as "a broadcaster's dream come true." Contract provisions give KTTV a "roving commission" to develop to the maximum, TV's capacity for rendering public service by on-the-spot reporting of events, he said.

WAGES SUIT

WICU Denies Charges

SUIT to recover \$5,144.50 in "overtime" wages allegedly due three former employees of WICU (TV) Erie, Pa., brought an answer from Herbert S. Stewart, WICU general manager, that "employees, past and present, have been paid for all overtime work."

Mr. Stewart said that, "According to records, employees are paid for all hours submitted on weekly time card."

William Hargadine Jr., region director, U. S. Dept. of Labor's Wage & Hour and Public Contracts Div., announced last month that the suit had been filed in Federal District Court.

The suit was filed on behalf of Alan G. Payne, production man; Samuel J. Anderson, announcer-traffic manager, and Donald H. Goldberger, camera and film man, who seek to recover back wages allegedly due them for overtime. As a result of an investigation supervised by Mr. Hargadine, a civil complaint charging Dispatch Inc., station owner, with violations of the Fair Labor Standards Act was originally filed in November 1951. Disposition of this complaint still is pending. Mr. Stewart had denied the charges.

ADDITION of KNBH (TV) Los Angeles and KRON (TV) San Francisco makes a total of 26 markets carrying United Television Programs' *Double Play* with Durocher and Day, quarter hour film package starring Laraine Day and Leo Durocher. California State Tire Dealers, through Paul Castleman agency, S. F., will sponsor show on KRON.

WEED TELEVISION



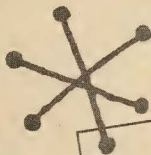
*Pioneer in Individualized
Television Station Representation*

*Takes Pride in Announcing
the opening of new and larger offices
exclusively for television at*

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WEED TELEVISION
PERFECTIONISTS IN SALES



Specialists in station-advertiser, station-agency and station-network relations.	Specialists in research, market data, promotion, sales planning and sales aids.
Specialists in production consultation, film purchasing, commercial film, balop card and slide preparation.	Specialists in all phases of new station planning, both VHF and UHF.

KFMB TV Channel-8

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

San Diego ...

the
fastest
growing

LARGE city

in the
entire

U. S. A.

**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 Bringham Co.

Eleven New TV Applications

(Continued from page 75)

South of Muncie, 40° 09' 01" N. Lat., 85° 22' 45" W. Long. Transmitter RCA, antenna RCA. Legal counsel John H. Midlen, Washington. Consulting engineer George C. Davis, Washington. Applicant is licensee of WLBC and WMUN (FM) Muncie. Principals include President and Treasurer Donald A. Burton (51%), general manager of WLBC and WMUN (FM), and Vice President William F. Craig (46.5%), commercial manager of WLBC and WMUN (FM). Address: 420 Alden Road, Muncie.

† ALEXANDRIA, La.—Alexandria Bestg. Co., Ch. 5 (76-82 mc), ERP 60 kw visual; antenna height above average terrain 552 ft., above ground 583 ft. Estimated construction cost \$231,480, first year operating cost \$150,000, revenue \$250,000. Studio 6th and Washington. Transmitter 1 mi. S.E. of Pineville, La., corporation limits, 31° 18' 22" N. Lat., 92° 24' 56" W. Long. Transmitter RCA, antenna RCA. Legal counsel Kirkland, Fleming, Green, Martin & Ellis, Washington. Consulting engineer Commercial Radio Equipment Co., Washington. Applicant is licensee of KALB-AM-FM Alexandria. Principals include President W. H. Allen (52%); Vice President Grove Stafford (0.8%), partner with Stafford & Pitts, Alexandria law firm, and Secretary-Treasurer T. B. Lanford (47.2%), 50% owner of KRRV Sherman, Tex., 23% owner of WSLI Jackson, Miss., 48% owner of KRMD Shreveport, La., 1/2 owner of KPCL Lake Charles, La., 1/2 owner of D & L Co. (real estate), Shreveport, 1/2 owner of Cullom-Walker Inc. (Packard Motor Car distributing company), Texarkana, Tex., and 37 1/2% interest in Louzan Lumber & Supply Co., Shreveport. Address: 6th and Washington Streets, Alexandria, La.

TACOMA, Wash.—KMO Inc., Ch. 13 (210-216 mc), ERP 114 kw visual; antenna height above average terrain 554 2/5 ft., above ground 400 ft. Estimated construction cost \$341,945, first year operating cost \$240,000, revenue \$250,000. Studio location to be determined. Transmitter Dash Point, 47° 18' 20" N. Lat., 122° 24' 56" W. Long. Transmitter RCA, antenna RCA. Legal counsel Bingham, Collins, Porter & Kistler, Washington. Consulting engineer Millard M. Garrison, Washington. Principals include Carl E. Haymond (93.3%), principal owner of KMO and KIT Yakima, owner of Foster Freeze Stores, Nos. 5 and 118, Long Beach, Calif., and owner of Hot Dog Show, Long Beach, Calif., and Vice President Carl D. Haymond (6.7%). Address: 914 1/2 Broadway, P. O. Box 1651, Tacoma, Wash.

TACOMA, Wash.—Tribune Publishing Co., Ch. 11 (198-204 mc), ERP 30.07 kw visual; antenna height above average terrain 449 1/2 ft., above ground 287 ft. Estimated construction cost \$188,000, first year operating cost \$75,000, revenue \$100,000. Studio and transmitter 1701 S. 11th St., 47° 15' 06" N. Lat., 122° 27' 34" W. Long. Transmitter GE, antenna GE. Legal counsel Dow, Lohnes & Albertson, Washington. Consulting engineer Alvin H. Barnard, Portland, Ore. Applicant is licensee of KTNT (FM) Tacoma and permittee of new Tacoma AM station. Principals of Tribune Publishing Co., owner of Tacoma News Tribune, include President Frank S. Baker (62.6%); Vice President Elbert H.

Baker II; Treasurer George F. Russell; Secretary Charles B. Welch; Alton F. Baker (12.46%), president and 63 1/2% owner of Eugene (Ore.) Register-Guard and KERG Eugene; Elbert H. Baker Jr. (12.46%), president of Locke Machine Co., Cleveland, Ohio, and Louise B. Hastings (12.46%), widow. Address: 711 St. Helens Ave., Tacoma 1, Wash.

† FAIRMONT, W. Va.—Fairmont Bestg. Co., UHF Ch. 35 (596-602 mc), ERP 17.4 kw visual; antenna height above average terrain 237 ft., above ground 222 ft. Estimated construction cost \$100,580, first year operating cost \$40,000, revenue \$50,000. Studio and transmitter location Leonard Ave., 39° 28' 19" N. Lat., 80° 08' 27" W. Long. Transmitter RCA, antenna RCA. Consulting engineer A. D. Ring & Co., Washington. Applicant is licensee of WVWV and WJPB (FM) Fairmont. Principals include President and Treasurer J. P. Beacom (96%), and Vice President Jennings Randolph (4%). Address: 119 Fairmont Ave., Fairmont, W. Va.

Existing Stations Change in Channels

(The following stations request change in frequency as required under provisions of FCC Sixth Report & Order [B.T., April 14].)

WOOD-TV GRAND RAPIDS, Mich.—Grandwood Bestg. Co., Ch. 8 (180-186 mc), ERP 316 kw visual; antenna height above average terrain 1,000 ft. Change from Ch. 7 (174-180 mc), ERP 19.7 kw visual.

WJAC-TV JOHNSTOWN, Pa.—WJAC Inc., Ch. 6 (82-88 mc), ERP 70 kw visual; antenna height above average terrain 1,123 4/5 ft., above ground 174 1/2 ft. Estimated cost of change \$138,030. Transmitter RCA. Change from Ch. 13 (210-216 mc), ERP 6.5 kw visual.

WJAR (TV) PROVIDENCE, R. I.—The Outlet Co., Ch. 10 (192-198 mc), ERP 316 kw visual; antenna height above average terrain 601 ft., above ground 523 1/2 ft. Estimated cost of change \$260,000. Transmitter RCA. Change from Ch. 11 (198-204 mc), ERP 30 kw visual.

Application Returned

SALISBURY, Md.—The Peninsula Bestg. Co. (WBOC). Returned to attorney; obsolete forms and incomplete.

PROFIT PATTERN

Textbook in Preparation

TEXTBOOK titled "Pattern for TV Profit" is being prepared for the guidance of executive, engineering and operational staffs of new VHF and UHF television stations by five leading AM and TV engineers. Book is slated for publication in the fall.

Text has chapters on FCC functions, space requirements, layout, operating efficiency, air conditioning and installation plans for all-size stations. Charts and diagrams are included for each subject.

Five engineers who collaborated on the book are A. B. Chamberlain, CBS; Raymond Guy, NBC; Rodney D. Chipp, DuMont; Frank Marx, ABC, and Thomas E. Howard, chief engineer, WPXI (TV) New York.

JETT SELECTS

CBS-TV Interim Group

E. K. (JACK) JETT, vice president and general manager, WMAR-TV Baltimore, last Thursday named four other managers of CBS-TV basic affiliates to serve with himself as an Interim Committee, pending the organization of a permanent CBS-TV Affiliates Advisory Board, whose members will be elected by the CBS-TV affiliates themselves.

Purpose of the Interim Committee—as well as of the permanent board when it is established—will be "to better acquaint the top operating and policy executives of the CBS Television Network with the problems faced by affiliates, and also to make it possible for CBS-TV officials to share and help with problems peculiar to individual stations."

Chosen on the basis of providing good geographical representation, as the advisory board will do, members of the Interim Committee, in addition to Mr. Jett, are: Philip G. Lasky, general manager, KPXX (TV) San Francisco; Clyde W. Rembert, general manager, KRLL-TV Dallas; James C. Hanrahan, vice president and general manager, WEWS-TV Cleveland; Glenn Marshall Jr., general manager, WMBR-TV Jacksonville, Fla.

Plans for setting up the permanent advisory board call for a division of the country into a number of regional districts corresponding roughly with the CBS-TV network's operational plan. Affiliated CBS-TV stations in each district would elect a representative to serve on the board each year, the board to meet several times a year with officials of the network.

To accept a place on the interim committee, Mr. Marshall has resigned as District 4 representative on the Columbia Affiliates Advisory Board, nine-man affiliates consultant group which formerly handled both radio and TV matters, but now presumably will confine itself to problems of the affiliates of the CBS network. An election is now being conducted in District 4 for a successor to Mr. Marshall.

EADEN APPOINTED

To DuMont Research Post

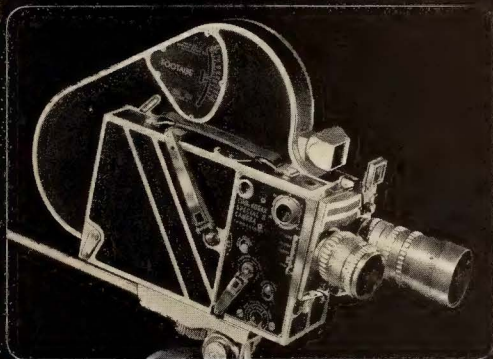
EDWARD R. EADEH, for the past five years director of coverage and market research at ABC, has been named manager of the research department of the DuMont Television Network, General Manager Chris J. Witting announced Thursday.



He succeeds Melvin A. Goldberg, who has been granted a leave of absence in order to join the U. S. Department of State.

BROADCASTING • Telecasting

Tops for TV



the 16mm. Cine-Kodak Special II Camera

One minute you're filming a commercial in a studio . . . the next you're shooting an on-the-spot news event. Television calls for a camera that's versatile enough for every assignment, yet easily portable. That's why a great number of America's television stations use the Cine-Kodak Special II Camera. No other easily portable 16mm. camera gives you so many special features!

- It's the only 16mm. camera with a *true* reflex finder. Focusing and framing are fast and accurate through the lens—without rack-over. You *know* your scenes are sharp and on target.
- The variable shutter (shown center left) gives you unusual command of exposure and depth of field.
- Multiple film chambers (shown left below) come in 100- and 200-foot sizes, allow extra film chambers to be threaded ahead of time, ready for emergency use.
- The basic twin-turret camera comes complete with one of Kodak's truly superb Ektar Lenses, finest ever made for 16mm. cameras.
- It accepts either single- or double-perforated film.
- Fades, dissolves, mask shots, double and multiple exposures, montages, and stop-motion effects—all can be made with the basic camera. No need to resort to special laboratory work. The film is set to show as soon as it's processed!

These are a few of the "Special II's" highlights. Let your nearest Kodak dealer give you the full story—or mail us the coupon below.

EASTMAN KODAK COMPANY, Dept. 8-V, Rochester 4, N. Y.

Please send me more information about the Cine-Kodak Special II Camera.

NAME _____ POSITION _____

COMPANY _____

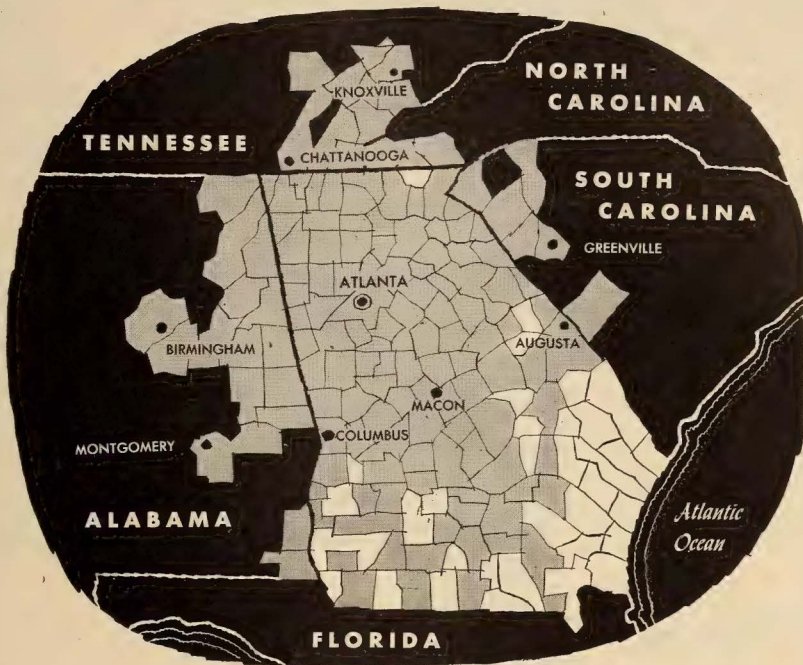
STREET _____

CITY _____ (ZONE) _____

STATE _____

Kodak
TRADE-MARK

A nice picture for advertisers who want returns today . . . and tomorrow



Here is where looking at WSB-TV is becoming a habit

The coverage* pattern you see is unique in telecasting.

A *unique* telecasting formula makes it possible: 50,000 watts of radiated power from a 1,062-foot tower over Channel 2.

Fortify this with WSB-TV's ability to program for the South and you come up

with one of the country's standout advertising buys.

This coverage can be had only on WSB-TV. Nothing else in the area can touch it.

*During a single 30-day period, four WSB-TV staff produced shows pulled over 7,000 pieces of unsolicited mail from shaded counties on the map.

wsb-tv
ATLANTA, GEORGIA

*World's tallest TV tower
50,000 watts, channel 2
Represented by Petry*

AFFILIATED WITH THE ATLANTA JOURNAL AND THE ATLANTA CONSTITUTION

Sixth Report Taken to Court

(Continued from page 73)

tions for station construction permits and licenses."

The Pittsburgh allocation decision "accordingly should be held unlawful and should be set aside," WWSW argues.

"Particularly the provisions of the allocation are inadequate in that Channel 13 . . . may be used only by pedagogical organizations for non-commercial programs upon a non-profit basis and hence is not available for general service," the petition declares.

It also contends the provisions of the allocation are "inadequate" in that the three UHF channels assigned there have "little, if any, immediate or prospective use in Allegheny County."

UHF Performances

"The performance of television transmission at the ultra-high frequencies is a speculative matter about which little is known," the petition explains, continuing: "Only one station in the world has ever attempted to render a regular television program service at ultra-

high frequencies and its attempts are under circumstances which do not make the results useful for the Pittsburgh area. It is universally conceded that ultra-high frequencies are especially unsuited for rugged, hilly and wooded terrain such as prevails in and about Allegheny County."

The petition notes that on May 1 there were 428,000 TV sets in the Pittsburgh area, about 70% saturation. None of these can receive UHF, the petition states, contending that "if it is at all possible to bring about the creation of listening and viewing audience" for UHF there, "it would take so long and would be at such heavy and prolonged losses as to make it entirely impracticable for the petitioner to make application for the use" of a UHF channel.

Therefore, the "only available general-service VHF channel there is Channel 11," the petition concludes, pointing out that since six applications already have asked for VHF there and more are expected

to be filed, "there must inevitably be a prolonged, difficult and expensive competitive hearing amongst the various conflicting applications."

The petition notes this hearing cannot be resolved for three or four years "and it is therefore likely that Allegheny County during that time will have but one" VHF station.

"Neither one nor two stations are, or even can be, adequate to serve the public needs of the Pittsburgh community even if three UHF stations were to be established," the petition states.

'Committed an Abuse'

Contending "FCC refused to allocate Channel 4 anywhere within Allegheny County and thereby committed so manifest an abuse of discretion as to constitute error in law," WWSW notes "the 1945 regulations of the FCC specified that the same television channel may be used by stations 150 miles apart" and that the "required separation might be modified according to interference and service conditions which called for modification."

"Under the 1952 regulations challenged by this petition," WWSW says, "there are set up basic and irrefutable presumptions by which the FCC declares itself finally bound and from which it says it will not depart."

The "conclusive presumptions" of FCC which WWSW cites are:

(a) That every television station will use maximum permissible power (here, 100 kw) in an antenna at the maximum permitted height (here, 1,000 ft.) and thereby cause the maximum permissible interference to other stations using the same frequency.

(b) That such maxima will be used regardless of the size or importance of the community in which the television station is located, regardless of the importance of the market which it serves and regardless of the financial ability of the licensee or the prudence of the investment which such maxima would require. (At present prices a 1,000-ft. tower costs approximately \$15,000.)

(c) That no physical circumstances such as deviation from average conditions due to unusual terrain will be considered by the Commission in determining by what distances stations should be separated.

(d) That interference between stations will not be considered in making allocations of frequencies, and that the service area of stations will not be considered in making allocations.

(e) That in the area here involved stations must be located no less than exactly 150 miles apart (which the regulations interpret to mean no less than exactly 169.5-plus miles apart).

(f) The 170-mile separation does not in the first instance apply to radio-television broadcasting stations at all. If a request is made, as in this case it was, to assign a channel to a specified area, the FCC will commence its consideration of the proposal by ascertaining what nearby stations there are in operation at the frequency in question. Then the Commission resolves the 170-mile question as follows. It determines the distance from the existing station to what it calls the coordinates of the city from which the allocation proposal originates. If these coordinates are not contained in a book published by the Department of Commerce and entitled "Air Line Distances Between Cities in the United States" (which was prepared for some irrelevant purposes having no connection with the problems of radio-television broadcasting), the FCC then uses the site of the main post office (which was established, of course, without regard to radio-television broadcasting even though the FCC well knows that no private person will ever be permitted to establish his television station in or on any main post office anywhere).

The petition notes that the dis-

tances from the exact location of the antenna of WLWC (TV) Columbus, Ohio, "to what the Department of Commerce has said are the coordinates for Braddock (Pa.)," FCC determined the distance from WLWC's antenna to be 169.39 miles.

It was because these separations fall short of the 170-mile (169.5-plus mile) minimum spacing rule that the allocation of Channel 4 to the Pittsburgh area was denied, WWSW notes.

"The FCC assumes that Pittsburgh is exactly at the pinpoint intersection of longitude 80 degrees, 00 minutes, 00 seconds west with latitude 40 degrees, 26 minutes, 19 seconds north, whereas there are in fact substantial areas in the Pittsburgh area from which adequate service can be rendered that area from an antenna located more than 170 miles from the antenna of WLWC," the petition professes. "There is no excuse for using Department of Commerce coordinates when actual transmitter sites are available for consideration."

"In the case of Braddock, the use of the post office site is entirely unwarranted," WWSW argues. "Even if there were any legal or regulatory justification for the use of the post office site, the decision of the Commission to deny Channel 4 to the Pittsburgh area because of the post office site is entirely capricious and fantastically unrealistic."

Since the regulations provide that in computing distances sufficient decimal figures be used to determine the distances to the nearest mile, WWSW assumes that were the distance of the Braddock post office 169.51 miles from the antenna of WLWC, Channel 4 could have been assigned to Pittsburgh. Since FCC set the distance at 169.39 miles, "this is 12 one hundredths of a mile too little."

Braddock Too Close

"Some part of the post office at Braddock . . . is 633.6 feet too close to a point that happens to be the site of the tower of WLWC," the petition comments.

The petition cites, "It appears unlikely that WLWC is going to use an antenna tower having the full permissible height of 1,000 ft. which is the assumed height upon

(Continued on page 104)



Feature Film Series SKYROCKETS LAGGING AUTOMOBILE SALES

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

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

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

FREE & PETERS, INC.

Exclusive National Representatives

The Quint Cities

COL. B. J. PALMER, President

ERNEST C. SANDERS,
Resident Manager

Davenport, Iowa

WOC-TV
Channel 5

**INDUSTRIAL FILMS
TV SPOTS . . .
PROGRAMS**

**RKO
PATHE, INC.**

625 Madison Ave.

N.Y. 22, N.Y. • PLaza 9-3600

Brilliant and
Steady

BACKGROUND PROJECTION

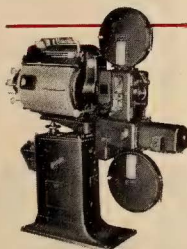


for World-Wide Settings in YOUR TV Studios



**First Professional 16 mm
TV Background Projector
Provides 2,000 Lumens**

46 ampere arc lamp, f/1.5
20 mm lens, air-cooled
film gate, sprocket inter-
mittent that ends film
wear and holds old film
steady.



**TV Version of Famous
Simplex X-1 35 mm
Projector: 7,000 Lumens**

An incomparable projec-
tor used in 80% of all
theatres; now equipped
for TV use with "2-3"
intermittent, 80-110 am-
pere arc; f/1.9 2" lens.

Here, at last, is background projection made practical for any TV studio or network . . . brilliant, steady motion pictures that make any action scene in 16 mm or 35 mm film libraries available as a setting for TV programs.

No complex phasing needed with TV cameras. Simply focus camera on the background screen for a perfect picture. The GPL "2-3" intermittent pulldown, coupled with a 60 light-pulse per second shutter, automatically meets the camera's requirements. Special optical systems for each projector reduce "throw" required, save studio space.

Get full details on these outstanding projectors, now in use on major networks. Consider them in your new studio planning; add to the utility of your present equipment.

WRITE, WIRE or PHONE . . .

General Precision Laboratory

GPL

INCORPORATED
PLEASANTVILLE NEW YORK

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

COMMUNITY TV GROUP *Forms National Lines*

TAXES, government regulation and expansion of TV broadcasting were the topics that most concerned more than 70 community TV operators at the first annual convention of the National Community Television Assn. at the Hotel Necho Allen in Pottsville, Pa. last Monday.

Members voted to fight a Bureau of Internal Revenue ruling that closed circuit relay systems are liable to the 8% tax imposed on leased wire services. Picked as the test case for the benefit of this offshoot of telecasting was Trans-Video Corp. of Pottsville.

Community TV operators—there are some 75 in operation in the country today—feed signals from metropolitan stations to TV-isolated communities. Most of these areas are in valleys beyond the reach of regular TV broadcasts. The organization puts up a high gain, directional antenna on top of a nearby mountain, runs coaxial cable down the mountain side attached to telephone or power poles, with tap-offs to subscribers' homes.

There are believed to be another 75 such operations in the construction or planning stage.

Tax problem was by far the most important of the matters before the less-than-a-year-old association. According to Revenue Bureau in-

terpretation, consumers must pay 8% tax on installation and on monthly charges.

Pottsville company, headed by young (34) Martin F. Malarkey Jr. (also president of NCTA and owner of a retail appliance store in Pottsville, has 1,500 customers who paid the \$135 installation charge and also pay \$3.75 per month for maintenance and service. This involves more than \$200,000 in installation fees and \$2,625 per month in charges.

The Pottsville company, which began operation in February 1951, has its master antenna (located atop Sharp Mt.) tuned to Philadelphia stations (Channels 3, 6, 10) 75 miles away. The system cost \$200,000 to build, Mr. Malarkey revealed last February [B•T, Feb. 11].

Test case—on grounds the tax discriminated against TV set owners in areas into which TV signals cannot reach—was recommended by special NCTA attorney Thomas C. Egan of Philadelphia. Mr. Egan also expressed the opinion that if the test case is adverse to community TV operators, it might be necessary to get sponsors in Congress for legislation to exempt systems from tax.

It was disclosed that the Lansford, Pa., city government origi-

nally proposed a 20% tax on gross revenue. This was finally reduced to a 5% imposition on gross income. It also was announced that the Public Utilities Commission of Pennsylvania officially disclaimed jurisdiction over community TV systems. The Maine PUC, however, assumed jurisdiction and the California commission was understood to be considering the matter.

Fact that FCC was reported too heavily engaged in other matters to make up its mind whether community TV should be regulated was considered heartening, according to expressions of members.

The effect of TV station expansion, particularly in the UHF band, elicited much interest. Subject was handled by Humboldt J. Grief of WHUM Reading, Pa., (TV applicant for that city) and Dr. Frank G. Kear, of the Washington consulting engineering firm Kear & Kennedy.

Consensus was:

(1) UHF when it comes well over at first 15-20 miles. Mr. Grief quoted FCC reports to the effect primary and secondary UHF service theoretically

was possible out to 75 miles under maximum power and antenna height conditions (1,000 kw and 2,000 ft.). (2) In most communities, there will be only one or two UHF signals. (3) Therefore, community TV can expect to continue in business, since viewer still will want other signals, particularly network, even though the can receive off-the-air local broadcast.

Manufacturers exhibiting equipment at the meeting were Jerrold Electronics Corp., Philadelphia, and Spencer-Kennedy Labs. Inc., Cambridge, Mass. RCA showed a documentary film of the Pottsville system.

NCTA was organized in November 1951. It claims to represent half of the present 75 community TV systems operating.

The convention re-elected Mr. Malarkey president. Also re-elected were: Claud E. Reinhardt, Palmerton, Pa., vice president; George H. Bright Jr., Lansford, Pa., secretary; Melvin L. Boyer, Tamaqua, Pa., treasurer. One year directors elected were: Kenneth A. Chapman, Honesdale, Pa.; J. Holland Rannels, Cumberland Md.; Eli Kramer, Harrisburg, Pa.; C. C. Daker, New Philadelphia Ohio. Two-year directors elected were: G. B. Henderson, Carme, Calif.; A. J. Malin, Laconia, N. H.; Clyde Davis II, Wilkes-Barre, Pa.

FORD SERIES

COLUMBIA PICTURES Corp., through its subsidiary Screen Gems Inc., will produce a series of 39 half-hour TV films for Ford Motor Co. in an agreement negotiated by J. Walter Thompson Co., the agency servicing the account.

This contract is said to be first of its kind between a major movie studio and a national advertiser for the production of films especially for television.

Titled *The Ford Theatre*, the series will start on 51 NBC-TV stations Oct. 2, as the replacement for NBC-TV's *Ford Festival*.

In each teleplay, name motion picture actors, directors and writers will be employed by Columbia-Screen Gems producer, Jules Bricken. The studio's own contract players, among them Broderick Crawford, Audrey Totter, Donna Reed, Aldo Ray and others will be utilized should the roles be suitable.

The Columbia agreement stirred speculation that other major movie studios soon might follow suit, particularly in view of the expected eventual increase in television stations and the resultant loss of more audiences to movies in more cities, now that the TV thaw is taking place.

Twentieth Century-Fox was among major studios believed to be considering making films for video. President Spyros P. Skouras has announced his firm is considering making "appropriate" movies for TV.

The *Wall Street Journal* estimated that the seven major studios have a backlog of 5,000 movie features of which a minimum of 2,000 are suitable for TV, which if sold en masse to television would bring

Breakdown of Boycot By Major Film Makers

★ an average minimum of \$10,000 each, or \$20 million in earnings.

The 2,000 features are those made between 1930 and 1948, when the Screen Actors' Guild stepped in to demand a share of TV revenue for pictures made afterwards.

Reports in Hollywood said Columbia has received an offer of \$20 million for its old pictures and that Howard Hughes' RKO Pictures Corp. may sell its old films for TV. President Barney Balaban of Paramount Pictures said his company's old movies would not be sold to TV until "the right time."

Originating Station
JOHNS HOPKINS SCIENCE REVIEW

ask any
Baltimore
time buyer
about

WAAM

TELEVISION

CHANNEL 13

Represented Nationally by

HARRINGTON, RIGHTER & PARSONS, INC.

Chicago NEW YORK San Francisco

DUMONT-ABC AFFILIATE

SRT-TV SRT-TV SRT-TV



SRT-TV

INTENSIVE PROFESSIONAL
COURSES
in TELEVISION
BROADCASTING

Instruction by top-ranking professionals
under actual broadcast conditions

Complete TV Station Equipment
Co-Educational • Day or Evening
Approved for Veterans

Send for free prospectus
"Careers in Television"

DEPT. H

SRT

(School of
Radio Technique)

TELEVISION STUDIOS

America's Oldest Broadcasting School
316 West 57 St., New York 19, N. Y.
PLaza 7-3212

SRT-TV SRT-TV SRT-TV

WKZO-TV using FEDERAL TRANSMITTER

Reports TOTAL OUTAGE for 1 year

LESS
THAN
.012%

WKZO

FETZER BROADCASTING COMPANY

JOHN E. FETZER
Pres. & General Mgr.



KALAMAZOO - MICHIGAN
Studios: Burdick Hotel
590 Kilocycles - 5000 Watts
Columbia Broadcasting System

November 21, 1951

Mr. Martin Silver
Federal Telecommunication Laboratories, Inc.
500 Washington Avenue
Nutley 10, New Jersey

Dear Marty:

Sometime ago in talking with you or Brad on the telephone, you were interested in knowing the total transmitter outages for the past year. After looking through our logs, we find that outages due to equipment failure run something like this:

Outages: October 21, 1950 - October 21, 1951
Visual Transmitter: 22 minutes and 27 seconds
Aural Transmitter: 11 minutes and 30 seconds

The total transmission time during this period was over 4600 hours. You will see that disregarding power line failures, which are not the fault of the transmitter, outage time has been remarkably low.

Kindest regards.

Cordially yours,

Carl

Carl E. Lee
Administrative Assistant

CEL:ds

STRONGEST SELLING FORCE IN THE GREAT WESTERN MICHIGAN MARKET
OWNERS: WIFE GRAND RAPIDS



Here's where sound design and quality workmanship pay off. This is typical of Federal equipment where emphasis is placed on quality — reliability — dependability.

Contact your Graybar distributor. Have him explain how Federal can serve all your TV needs — reduce your initial and operating costs — and provide the best in complete station equipment.



Federal Telecommunication Laboratories, Inc.

An Associate of the International Telephone and Telegraph Corp.

500 Washington Ave., Nutley, N. J.

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

Export Distributor: International Standard Electric Corp., 67 Broad St., New York



film report

HOWARD D. MORRIS, of Cavanaugh Morris Adv., Pittsburgh, has announced the formation of Cavanaugh Films Inc. Director of film production is Ted Mason, of Mason Marionettes.

Mr. Morris said the new company will specialize in production of puppet and trade mark films "for moderate budget advertisers."

A series of 15-minute TV shows is being prepared, the first of which, *The Enchanted Nutcracker*, will be ready for release Aug. 1. Other films planned are *Jack and the Beanstalk*, *Frivolities of 1952* and 12 others, which will be released at weekly intervals.

Address of new firm is Chatham at Wylie, Pittsburgh 19, Pa.

Sales . . .

SALES ORGANIZATION for the distribution of more than 50 full-length European feature films,

live and animated short subjects is being set up in Chicago.

Herbert Spitzer and Burton A. Neuberger, executive vice president who recently resigned as manager of the Chicago office of Marfee agency, have exclusive theatre and television rights in North, Central and South America for film products made by several leading European studios, Mr. Neuberger said.

Re-recording on the features is being completed now with lip sync and voice over sound tracks in English. Ready for release is a 13 quarter-hour series of operas, made with the Bavarian State Opera company, ballet and orchestra. A series near completion consists of 13 half-hours with stop-action puppetry in famous fairy tales.

The company, Switzer & Assoc., will produce films for stations,

packagers, agencies and clients "at a half to a third" of the U. S. cost, Mr. Neuberger said, and will also supply European studio services to American performers.

Alexander Film Co., Colorado Springs, Col., announces the recent TV commercial productions for the following organizations:

Tivoli Brewing Co., Denver, one 60-second film through Curt Freiburger & Co., featuring Tivoli Beer. **Maurer-Neuer Meat Packers**, Kansas City, Mo., one 20-second film through C. Wendel Muench & Co., Chicago, featuring Rodeo Blue Band Wieners. **Redman Van & Storage**, Salt Lake City, one 20-second film through Adamson & Buchman. **Seven Up Co.**, St. Louis, eight 20-second films. **Mrs. Baird's Bread**, Houston, Tex., two 20-second films through Tracy-Locke Co., Continental Airlines, Denver, one 20-second film through Galen E. Broyles Co., Holsum Bread Syndicate, Chicago, one 60-second, one 40-second, two 20-second and two 8-second films, through W. E. Long Co. W. F. Thiele Co., Milwaukee, three 20-second films through Baker, Johnson & Dickinson, featuring Thiele Meats.

Sunkist Growers Inc., Los Angeles (oranges, lemons), has started *Sunkist Premiere Playhouse* on KTLA (TV) Hollywood, Fri., 9:30-10 p.m. (PDT), for 13 weeks from June 13. TV film series, produced by Screen Televideo Productions, Beverly Hills, marks firm's initial TV bow into regular programming. **Stuart Reynolds Productions**, Beverly Hills, negotiated contract through Foote, Cone & Belding Inc., Hollywood.

Phil Davis Musical Enterprises, New York, has been signed to write and produce a new musical commercial for Goebel Beer thru Brooke, Smith, French & Dorrance, Detroit.

Dudley Television Corp., Beverly Hills, is making two one-minute and two 20-second animated TV film commercials for Philip Morris & Co., New York (Dunhill cigarettes).

Availabilitys . . .

Crown Pictures International, Hollywood, has acquired the completed series of 13 half-hour TV films, *Life With Buster Keaton*, for world distribution. Additional series will be produced by CPI this year as result of test runs held in San Francisco. The recently acquired series was produced by Carl Hittleman, directed by Eddie Cline from scripts by Jay Sommers,

(Continued on page 93)

MILITARY TV

'Vital Factor' Says Sarnoff

TELEVISION will be a vital factor in all military operations and conceivably the public may watch battles on home TV sets if global warfare ever breaks out again, Brig. Gen. David Sarnoff, RCA board chairman, told the graduating class of Pennsylvania Military College last Tuesday.

Gen. Sarnoff asserted that electronics have become an indispensable ally in aviation, controls and atomics.

Gen. Sarnoff warned that no nation can relinquish its interest in the sciences and remain strong. When war comes, "it becomes a race of science against time, and America must be strong and 'at the ready,'" he declared, admonishing that the importance of interest in science applies to the science of government as well as to physical sciences.

He was awarded an honorary degree of Doctor of Science during the commencement exercises of the 131-year-old educational institution.

New CBC-TV Sponsor

CANADIAN TV's second definite advertiser when it opens this fall will be Canadian Westinghouse Co. Ltd., Hamilton, Ont. The firm currently is preparing its own commercials for *Studio One*, which it will sponsor for CBC-TV Montreal beginning in August and CBC-TV Toronto in September. S. W. Caldwell Ltd., Toronto is agency.

WHAM-TV BIRTHDAY Marked By Blood Campaign

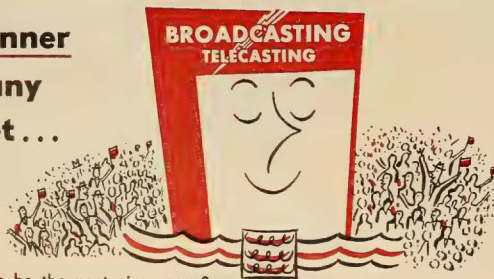
WHAM-TV Rochester observed its third birthday anniversary through a special blood donor drive which enriched the Rochester Chapter of the American Red Cross blood bank by 23,051 pints.

Blood donor campaign began May 20 and built up to last Wednesday which was WHAM-TV's anniversary. Climax of the drive on the last day was a live telecast from a local hospital showing a patient receiving a pint of blood which had been contributed that morning at WHAM-TV's Radio City.

Special programs included films made in Washington of Reps. Kenneth B. Keating (R-N. Y.) and Harold C. Ostertag (R-N. Y.), both of whom urged western New Yorkers to get behind the campaign.

FCC Chairman Paul A. Walker, in a talk also recorded on film, said, "Here is an example, I think, of the kind of public service that both radio and television are particularly able to render."

a winner on any ticket . . .



Want to be the party in power?

Take a tip from the last two elections—on trade paper effectiveness, that is.

A leading 50 kw station asked 800 advertisers and agencies: "Which publication would you use if you were in our place trying to reach you?"

A landslide for **BROADCASTING • TELECASTING**—by 392%

Fact Finders Associates of New York, in the first personal interview survey of the radio-TV trade press, asked: "What trade journal brings radio station advertising most effectively to your attention?"

A resounding first for **BROADCASTING • TELECASTING**—by 445%

Whatever your platform for trade paper values—coverage, readership, loyalty, influence, effectiveness—you'll be the party in power on the BROADCASTING ticket.



Telenews Productions, Inc.
630 Ninth Avenue
New York, New York

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

TV FILMS AND FEATURES



Explorers Pictures

1501 BROADWAY
NEW YORK CITY
LU 2-4717—LO 4-5592
JULES B. WEILL, PRES.

THE BIG BUY

THE BIG GAME HUNT . . . Action packed jungle adventures of Martin and Osa Johnson . . . the pictures all Americans love to watch.



Screen Gems, Inc.

729 SEVENTH AVENUE
NEW YORK 19, N. Y.
CIRCLE 5-5044
Write • Wire • Telephone
For Audition Prints

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



Screen Gems, Inc.

729 SEVENTH AVENUE
NEW YORK 19, N. Y.
CIRCLE 5-5044
Write • Wire • Telephone
For Audition Prints

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



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

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

DETROIT . . .
In Ten Top TV Shows
Solid 21.8 Rating.
26½ Min. Running Time

Book it for Big Results
In Your Market

Explorers Pictures Corp.

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



Telecast Films, Inc.

112 W. 48TH STREET
NEW YORK 36, NEW YORK
JUDSON 6-5480

31 HALF-HOUR WESTERNS

Starring the famous and well known stars: TIM MCCOY, HOOT GIBSON, TOM TYLER, and BIG BOY WILLIAMS. Action and super quality rolled into one. Proven through continued use in many locations. FIRST RUN AVAILABLE IN SOME TERRITORIES.



Governor Television Attractions, Inc.

151 WEST 46TH STREET
NEW YORK 19, NEW YORK
JUDSON 6-4221

THE ULTIMATE IN CHILD ENTERTAINMENT — EDUCATION— PAPA BEARS NEWSREEL

A fifteen minute show in thirteen chapters done in newsreel style and depicting events of interest to the small fry.

Plus these outstanding features:

The Story of Shirley Yorke
Dark Secrets
Top Secret
I Am With You
Lost Wilderness

For more information please write direct to the distributors.

Must Stay, Says Petrillo

Admitting the formula "isn't perfect," Mr. Petrillo declared, "We'll stick to it until someone comes along with something better".

His fiery plea killed a reported move by members of Los Angeles Local 47 [B•T, June 2, May 12] and New York Local 802 to introduce resolutions asking the international executive board to eliminate the royalty arrangement.

Both labels contend the fund set-up as it now stands prevents musicians from getting TV work because it discourages filming of video shows with live music. Los Angeles musicians several weeks ago circulated appeal petitions among members, getting around 2,500 signatures. They were sent to Mr.



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

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



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

BOB HOPE will hold his first coast-to-coast television marathon—for benefit of the U.S. Olympic team—over NBC-TV beginning Saturday at 11 p.m. and continuing through Sunday at 1:30 p.m. EDT. Working with Mr. Hope will be Bing Crosby in what NBC claimed is the latter's first TV appearance.

Mr. Petrillo, in a 45-minute address, assailed "some members" of Local 47 for their activity in the campaign, declaring that they once earned \$800 per week and are unhappy because they're making \$400. He charged they were stirred up by vague conversation regarding TV employment if the formula were lifted.

He said Local 47 officers had met with a group of these TV employers to learn what guarantee would be made if the royalty formula were lifted. Nothing came out of it. They didn't even offer to hire a piano player. Mr. Petrillo reported.

Musicians in the petition campaign, he declared, were willing to give \$5 of each \$50 they earned instead of 5% tax, but this contribution to the fund would be minute compared to benefits gained through the formula.

Mr. Petrillo's defense of the royalty formula came as a complete surprise to delegates. The subject was not on the convention agenda. Any changes in the welfare fund setup would have to be made by the international executive board, was the explanation.

He reported approximately \$186,000 in the trust fund from the royalty formula. Disbursement of the money for free public music through locals will start next January.

Mr. Petrillo, unopposed, was re-elected AFM president for his 12th year. Re-elected vice-president was Charles L. Bagley, Los Angeles; Secretary, Won Cluesmann, Newark; treasurer, Harry J. Steeper, New York.

The Los Angeles local failed to put over a proposal calling for AFM to "prevail" upon a member of Congress to introduce legislation that would stop importation of foreign-made instrumental music sound tracks and recordings for radio and TV.

BAPTIST GROUP

Plans TV Use in 1953

SOUTHERN BAPTISTS plan to use television more extensively to put forward their program in 1953, it was announced at the 94th meeting of the Southern Baptist Convention in Miami.

Dr. S. F. Lowe, executive secretary of the organization's radio commission, said 15-minute films featuring outstanding Baptist leaders are being prepared for TV.

\$570,211 From Berlethon

HAVING raised a total of \$570,211 in cash and pledges, Milton Berle on June 8 completed his fourth television marathon on NBC-TV for the benefit of the Damon Runyon Memorial Fund, rounding out a four-year grand total of more than \$4 million.

The 22½-hour telethon began at noon EDT June 7 and continued through 10:30 a.m. June 8. Produced by Warren Jacober and employing five camera crews in shifts, it originated in New York's Radio City. The comedian was on the air almost continuously except during regularly-scheduled Saturday shows.

Station-by-station breakdown of cash and pledges donated during the telethon was shown as follows:

WOI-TV, Ames, \$805; WSB-TV Atlanta, \$2,433; WBEA-TV Baltimore, \$1,293; WBZ-TV Boston, \$8,571; WBTV-TV Charlotte, \$1,544; WNEQ-TV Denver, \$1,544; WFTS-TV (TV) Florida Nat'l, \$6,150; WNBK-TV (TV) Cleveland, \$6,585; WLWC-TV (TV) Columbus, \$520; WLWD-TV (TV) Dayton, \$745; WLVZ-TV (TV) Erie, \$296; WTVZ-TV Grand Rapids, \$116; WFMY-TV Greensboro, \$633; WSAZ-TV Huntington, \$126; WFTS-TV Jacksonville, \$1,205; WTVT-TV Jacksonville, \$321; WJAC-TV Johnston, \$321; WGAL-TV Lancaster, \$2,611; WNNB-TV (TV) Los Angeles, \$1,544; WABC-TV (TV) New York, \$1,544; WMCT-TV Memphis, \$703; WSM-TV Nashville, \$2,129; WNNH-TV New Haven, \$631; WNCN-TV (TV) New York, \$1,544; WTTA-TV Norfolk, \$131; WOW-TV Omaha, \$533; WPFT-TV Philadelphia, \$5,434; WDTV-TV Pittsburgh, \$1,544; WPTX-TV (TV) Portland, \$3,133; WTVR-TV (TV) Richmond, \$1,666; WHAM-TV Rochester, \$538; KSD-TV St. Louis, \$5,402; KSTP-TV St. Paul, \$1,544; KSTU-TV (TV) Salt Lake City, \$1,544; KFMB-TV San Diego, \$4,717; KRON-TV San Francisco, \$6,016; WRGB-TV Schenectady, \$130; WSYR-TV Syracuse, \$1,544; WUAB-TV (TV) Utica, \$2,620; WNEB-TV (TV) Washington, \$5,890; WDEL-TV Wilmington, \$915; WNUF-TV (TV) Orlando, \$217; WNCN-TV Birmingham, \$1,142.

SEATTLE RELAY

Towers Go Up For TV

SCHEDULED for completion last week were four towers in the Pacific Telephone & Telegraph Co.'s radio relay system, for live telecasting of political convention coverage via KING-TV Seattle [B•T, May 26].

The towers were erected at Ortting, Tenino, Castle Rock and Kalama, all in Washington, with two one-ton antennas atop each tower. Four network-affiliated radio stations—KOIN KGW KEX KPOJ—are cooperating to bring the KING-TV political coverage to Portland, Ore.

NEDA Meet

PRACTICAL discussion of UHF will be participated in by independent parts distributors at the National Electronic Distributors Assn. convention in Atlantic City Sept. 22-25. A 20-minute RCA film on UHF will be supplemented with discussions and a lecture. Louis B. Calamaras, NEDA executive vice president, will describe UHF as "a new windfall which experts estimate will bring more than \$800 million in business to the service man and parts distributor."

PRO FOOTBALL

DuMont Lines Up Sponsors

MILLER Brewing Co., Atlantic Refining Co., and the Admiralty Corp. are among the first sponsors announced by the DuMont Television Network for its \$1 million pro football coverage, Aug. 15 Dec. 21.

The scheduled 29 professional and championship games will start with the annual midsummer all-star game in Chicago's Soldier Field, Aug. 15, with the telecast sponsored by the Admiral Corp. Chicago, through the Russel M. Seeds agency. Exact number of cities to see this year's play has not been announced, but it was noted by network spokesmen that 34 DuMont stations carried the game last year. This year's contest will be between the college selectmen and the Los Angeles Rams National League champion for 1951, and as usual, will be held under the auspices of the *Chicago Tribune*.

Miller Brewing Co., Milwaukee through Mathisson & Assoc., same city, will sponsor the DuMont Thanksgiving Day telecast of the Detroit Lions-Green Bay Packers contest in Detroit. It also will back the National Football League championship playoff Dec. 21. Site of the game and the list of participating stations are to be announced.

DuMont also will carry as many as four games of the National Football League each Sunday during the regular season, splitting the network on a regional basis. Multiple-game technique was adopted last season to assure comprehensive coverage and to provide football with greatest local interest in each market.

National league games between the Philadelphia Eagles and the New York Giants will be sponsored jointly by Miller Brewing and the Atlantic Refining Co., the latter through N. W. Ayer & Son, New York. Atlantic will also sponsor Pittsburgh Steelers coverage.

TV networks and stations for a National League games are yet to be announced. Six games, consisting mostly of New York Giants play, will be seen over WABN (TV) New York, reportedly marking the first time since 1948 the New Yorkers will be able to see professional football on television.

DuMont will cover the 28th annual East-West Shrine all-star game from Kezar Municipal Stadium in San Francisco, to be telecast over the entire network Dec. 27 (Saturday).

The sponsorship of all games, it was pointed out, represents an outlay in excess of \$1 million for time and rights.

WBAL-TV Baltimore and WDAF-TV Kansas City have signed with INS Telenews, N. Y., for its 12-minute daily TV newsreel now in production.

"SKEW"* ANTENNA

for VHF and UHF television



The ANDREW "Skew" Antenna is the *only* antenna which provides a circular radiation pattern from antenna elements placed around a supporting structure which is larger than a half wave-length on a side! With the "Skew" Antenna, it is possible to mount a multiplicity of TV antennas on the sides of tall buildings, on the sides of existing towers — even towers which also support a standard antenna on top. The economy offered by a joint operation of this type is obvious.

At present, the "Skew" Antenna is custom built for each installation and consequently general performance specifications cannot be delineated. However, ANDREW engineers will be glad to discuss its application to specific situations.

*Patents applied for

ANDREW four element "Skew" Antenna on the conical end of the mooring mast of the Empire State building, used as auxiliary by WJZ-TV. Lower on the mooring mast, artist's sketch shows the 48 element ANDREW "Skew" Antenna to be installed for WATV.

Andrew ANTENNA SPECIALISTS
CORPORATION
363 EAST 75TH STREET, CHICAGO 19

TRANSMISSION LINES FOR AM-FM-TV-MICROWAVE • ANTENNAS • DIRECTIONAL ANTENNA EQUIPMENT • ANTENNA TUNING UNITS • TOWER LIGHTING EQUIPMENT

ALASKA PROGRAMMING

Tape Use Cuts Materials, Shipping Costs

HIGH COST of providing transcriptions in large volume for isolated stations has been solved through the use of tape.

For the Midnight Sun Broadcasting Co., which operates KFAF Fairbanks and KENI Anchorage, Alaska, the use of tape has reduced materials costs 85% and cut shipping charges in half.

The Alaska company was faced with the problem of economically bringing stateside network programs to its listeners. Extreme weather conditions, coupled with great distances, made radio pick-up impossible. An alternative—disc recordings of stateside network shows shipped by plane—was too expensive.

Company officials consulted John Keating Inc., a Seattle-Portland recording studio, which advised the use of tape recordings.

Jack D. Ellison, Keating manager, explained that, "Air transportation was a costly necessity—it was the only way to get the

programs to Alaska while they were still fresh. But tape recordings would reduce these shipping costs since the reels of tape were light in weight and not easily damaged and would require no special heavy packaging.

"In addition, the tapes could be used over and over again, cutting down the cost of recording material. This was important since Midnight Sun's eventual volume of recordings would be great."

By the spring of 1949, the tape recording program was in operation. Forty hours of programs weekly were being recorded in Seattle and flown to Alaska. The system worked so well that today 67%—some 80 hours weekly—of Midnight Sun's programs are taped.

Direct lines to the Keating studio from Seattle stations KOMO (NBC) KJR (ABC) and KVI (MBS) provide the network links. All recording is done on "Scott" III-A sound tape.

Since the taping program started, Keating-Midnight Sun has placed in operation some 1,500 reels of sound tape. Both 600 and 1,200-foot reels are used.

"Using conventional recording methods at the present rate of 80 hours of recording a week, the two-year cost of recording materials would have been more than \$25,000. Cost of recording tape over the two-year period has totaled \$4,000—only 15% as much," Mr. Ellison said.

Donald B. Hause

FUNERAL services were conducted in Chicago last Tuesday for Donald B. Hause, 55, advertising manager of Armour & Co., who died June 8 in St. Francis Hospital, Evanston. A coordinator of the American Heritage Foundation and former advertising manager of Sprague, Warner Co., Mr. Hause was a graduate of Lake Forest (Ill.) College and a World War I Navy veteran. He is survived by his wife and a son.



Monitoring programs in Keating's Seattle studios are (l to r) Lew Lathrop, engineer; Mr. Ellison, and Lyle Thompson, engineer.

HELEN RYAN ELECTED

Heads L. A. Ad Women

HELEN L. RYAN, promotion director, Ray W. Smith Co., has been elected president of the Los Angeles Adv. Women Inc. She succeeds Helen Edwards, president, Helen Edwards & Staff.

Installation is scheduled for this Wednesday with Neil Reagan, vice president, McCann-Erickson Inc., Hollywood, and president, Adv. Assn. of the West, serving as m. c. Other officers elected were:

Mimi K. Phillips, owner, Adv. Service, first vice president; Margaret H. Finck, executive secretary-treasurer, Miracle Mile Assn., second vice president; Mary M. Cripps, account executive, The Shaw Co., corresponding secretary; Alicia K. Smith, advertising manager, Rose Marie Reid Co., recording secretary; Muriel Schulze, assistant to the president, E. J. Elson Press, treasurer, and Ida Russell, assistant manager, Lisle Sheldon Adv., assistant treasurer.

Directors include Miss Edwards; Charlotte De Armond, public relations director, Pacific Airmotive Corp.; Claire Hughes, traffic manager, KWKW Pasadena, and Nancy Grobert, public relations department, Prudential Insurance Co.

N.Y. MEDIA NEWSMEN

Assn. Okays Constitution

RADIO-Newsreel Television Working Press Assn. of New York has voted favorably upon a constitution for its membership. Temporary Chairman Chester Burger of CBS said last week that "now the decks are cleared for more positive action."

The association was set up to act as a single voice for on-the-scene radio and TV newsmen as well as newsreel cameramen, sound men, contact men and tape reporters. It was estimated that more than 300 radio and TV newsmen are engaged in on-the-spot coverage in metropolitan New York.

White on WLBI

WALTER WHITE, executive secretary of the National Assn. for the Advancement of Colored People and also an author, newspaper columnist and war correspondent, started a weekly radio commentary program over WLBI New York June 2 (7-7:15 p.m. EDT). Mr. White observes news and world affairs during the program and interviews leading news figures. Mrs. Franklin D. Roosevelt was his first guest. Sponsor is Vim stores, through Frederick-Clinton, N. Y.

KRDU Open House

OPEN HOUSE for KRDU Dinuba, Calif., brought 1,150 visitors to the station's new offices and studios May 30. New site consists of six acres. The new building, 40x60 feet, was designed by H. A. McMillen, manager KTUR Turlock, Calif. Egon Hofer is president and general manager of KRDU.

ADDITION of 45 rpm system to present facilities at WCCM Lawrence, Mass., has been announced by the station.

'Music Magazine'

EXECUTIVES, continuity writers and members of the music department at WQXR New York were represented with musical compositions and arrangements, when work composed by staff members was broadcast on the station's *Music Magazine* program from 9:05-10 p.m. EDT June 2. Works included concert, popular and experimental songs, piano pieces, minuets, toccata, variations, and dance suite by station manager James E. Kovach, continuity writer Jack Ringgold, director Alfred Simon, producer Fred Grunfeld, music director Abram Chasins, announcer Jacques Fray, recorded - program director Harold Lawrence, and staff members Marilyn Parrish and Eleanor Williams.

CBA CONVENTION

Is Set June 20-22

CATHOLIC Broadcasters Assn. will hold its Fifth National Convention in New Orleans, June 20-22. The Rev. Michael J. Kilgohuey, of the Catholic Information Center in New Orleans, will be host and chairman of the convention.

Information concerning the meeting may be obtained from Father Kilgohuey, 608 Common St., New Orleans, or from the CBA office, P. O. Box 1573, Wilmington, Del.

Webb Jay

WEBB JAY, 82, president of the operating company which established WIOD Miami, Fla., died June 4. Mr. Jay, a long-time resident of Miami Beach, also was an automotive engineer and inventor. WIOD is owned and operated by the *Miami Daily News*.

GET THE BIG PLUS IN CINCINNATI

➔ See Centerspread This Issue ➔

ON THE AIR EVERYWHERE 24 HOURS A DAY

50,000 WATTS

OF

SELLING POWER



DPA TAX LIST

190 Facilities Amortized

CERTIFICATES of necessity for accelerated tax amortization of 190 new or expanded defense facilities have been approved by the Defense Production Administration for the week of May 23-29, it was announced last week.

Amounting to a total of \$169,686,166 in five-year allowance amortization for tax purposes, the week's list of companies receiving certificates included the following electronic manufacturers (figure after name of company is total amount certified, followed by percentage allowed):

Raytheon Manufacturing Co., electronic equipment and parts, \$431,000, 65%; Sylvania Electric Products Inc., tubes, \$311,000, 65%; Raytheon Mfg. Co., tubes, \$260,172, 65%; Allen B. Dumont Labs., electronic equipment, \$35,743, 65%; Treitel-Gratz Co., electronic parts, \$2,523, 80%; David Bogen Co., electronic equipment, \$48,934, 65%; Electric Tachometer Corp., distance transmitters for Navy, \$15,635, 80%; Forged Washer Co., aircraft and electronic parts, \$154,010, 50%; RCA, tubes, \$325,000, 65%; Continental Can Co., electronic equipment, \$100,000, 65%; Sylvania Electric Products Co., tubes, \$451,970, 65%.

GENEVA VACANCY

Communications Post Open

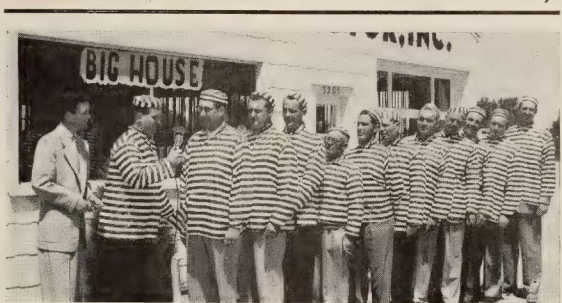
VACANCY for a Class 3, Technical Assistant, has been announced by the International Telecommunication Union in Geneva, Switzerland. Salary ranges from about \$2,900 to about \$4,400, free of income tax. Requirements include a degree or diploma in physics or electrical engineering and at least three years experience in a responsible post in radio-communications.

Applications should be sent directly to Leon Mulatier, Secretary General, International Telecommunications Union, Palais Wilson, Geneva, Switzerland, in time to reach there by July 25. Although not required, it was suggested that interested persons file a duplicate application with the office of Harvey B. Otterman, Acting Chief, Telecommunications Policy Staff, Dept. of State, Washington 25, D. C.

ARMED FORCES Radio Service, Hollywood, awarded citation by Calif. Legislature on AFPS' 11th anniversary, fortnight ago.

KWBB'S 'MANHUNT SALE'

Sells 101 Used Cars in Five Days



LINED UP outside the "Big House" are (l to r) Jack E. Grant, account executive, Lago & Whitehead Inc., agency handling the account; John Merrell, KWBB commercial manager; Don Schmid, motor company president; Rex Johnson, sales manager; Charles Proctor, assistant sales manager; and Joe Andrews, Ralph Stern, Charley Andrews, N. R. Sidel, Chuck Tarbeck, Andy Kimes, "Ace" Kuhn and Homer Knight, all salesmen.

KWBB Wichita has just completed a highly successful sales campaign for Don Schmid Motors Inc., one of Wichita's leading new and used car distributors.

Using the theme, "The Manhunt Sale," terms such as "sawed-off rate books," "casin' the joint," and "murdering prices," were tied into all copy.

The auto firm, using three 15-minute programs and a schedule of 40 floating spots, established an all-time high during the sale. In a five-day period, 101 used cars were sold, the station reports.

Under the title, *Don Schmid's Used Car Parade*, the three programs included spot descriptions of several cars. The programs were m.c'd by KWBB's John Merrell.

Spot campaign was built around such attention-getting lead-offs as "Calling All Cars," and "Get that Man!" Lead-offs carried over to the "manhunt" angle, warning that a man was "wanted" and then asking who desired a specific type of car described on the air.

Salesmen were given aliases. Customers were asked to be sure and see Charles "Shaky" Tarbeck, Rex "Muscles" Johnson and Char-

lie "Ears" Proctor. Each salesman wore a prison-striped jacket and cap. The home office was known as the "Big House."

Campaign generated so much enthusiasm among the public that at one point extra police were assigned to handle traffic, the station notes.

KSID AFFILIATES

With ABC and WC Networks

KSID Sydney, Neb., new daytime station on 1540 kc, has joined ABC network and Wyoming Cowboy Network. The station, which took the air a fortnight ago, is owned jointly by William C. Grove, general manager of KFBC Cheyenne, Wyo., and his brother, Lewis W. Grove of Denver.

The station is applying for full time on 1340 kc. Maxwell Young has been named KSID manager with Art Westergaard as chief announcer and program director. KOWB Laramie, Wyo., last week also joined Wyoming Cowboy Network and ABC.

FM Remote Control

REMOTE control operation of the transmitters of WRAC-FM Williamsport, Pa., and WFRO-FM Fremont, Ohio, was approved by FCC last week through waiver of Sec. 3.265 of its rules. In each case, the FM transmitter will be controlled remotely from the transmitter site of the respective AM station. About 20 other FM stations now are employing this type of operation on a temporary basis, an FCC spokesman indicated earlier upon issuance of the Commission's proposal regularly to allow remote control operation of certain FM and AM stations and to ease transmitter operator requirements in some cases [B* T, June 9].

FARM DIRECTORS

Now On MSA Foreign Tour

FOUR radio farm directors are among 12 farm experts now on a six-weeks tour of European and Middle East farm communities. The radio men were selected by Mutual Security Agency to teach local farm agents better ways to use radio to spread agricultural information.

Farm directors include Sam B. Schneider, KVOO Tulsa, and president of the National Assn. of Radio Farm Directors; Claude Mahoney, CBS Radio; C. W. Jackson, KCMO Kansas City, Mo., and Lawrence Haeg, WCCO Minneapolis. The group left May 23 and will return about July 1.

Young Performer

BOB VESEL, program director of WMTR Morristown, N. J., thinks he has helped set a record for the youngest performer to appear on radio. Two days after his wife had given birth to a daughter April 28, Mr. Vesel had recorded the infant's cry and played the tape during a WMTR commercial for Jersey Central Power & Light Co. Sales message: Modern lighting and power make today's maternity ward a pretty safe place for mother and child.

Meet your BEST CUSTOMER

Who is he? He's the American Farmer, the current American capitalist. He's the real owner of his own business—and farming is big business today.

He makes a lot, he saves a lot, he spends a lot. He's your best prospective customer. One-tenth of all these prosperous prospects for your product live in WLW-Land—One-tenth of America. The best way to reach them is by Radio... and the most effective and economical radio in this area is WLW.

The full story of "Your Best Customer"—all the facts and figures—is on film. Ask to see it.

WLW The Nation's Station

The La Crosse Tribune Station

WKTY PROMOTES!

In 1951 WKTY programs and advertisers received more than 6,000 inches of display space in La Crosse and area newspapers!

Station B used slightly over 2,300 advertising inches... Station C none!

Only on WKTY do advertisers inherit this promotional affiliation with Western Wisconsin's largest daily newspaper and area weeklies!

And only on WKTY can advertisers complete their Wisconsin coverage picture!

LA CROSSE, WIS.
580 kc
1,000 w
plus
ABC
A LEE
Radio
Station

WKTY ratings are **UP** 204% in two years!

New Survey Shows Radio's Bigness

(Continued from page 27)

secutive 21-day period (including "follow-up" questionnaires), with each separate subsample proportioned in terms of the population estimates. As a result, we were able to obtain an adequate representation for each day in the 7-day cycle.

All "program rating" systems in present use are limited in terms of one common aspect. None of them can possibly provide an adequate measurement of radio's circulation, because none of them include auto-radio listening among their data. This limitation was not too important ten years ago, perhaps, but today—when some 40% of the market households have one, or more, radio-equipped automobiles or trucks—the auto-radio audience constitutes a highly important segment of the total listening audience. And, this is particularly true during the spring, summer and fall months when use of autos for family pleasure trips is greatly increased.

For years, broadcasters have heard so much talk about "summer hiatus" that they have come to believe that radio really does die a little come June. Here again, program ratings are at the core of the problem. The "summer hiatus" concept has been justified on the basis of rating evidence that in-the-home

listening drops off sharply in urban homes with the coming of warmer weather. But, when people in urban homes leave their homes for recreation, where do they go? Some of them—on the basis of the evidence in hand, many of them—make increasing use of their automobiles for recreational purposes. And, when a man uses his auto for recreation (or for business) he is quite likely to tune-in his auto-radio, at least for part of the trip.

Auto Listening

In order to obtain some measure of the extent and characteristics of this auto-radio audience, we asked the following series of questions.

In terms of what happened YESTERDAY, how many times was the family auto(s) used for separate and different trips? About how long (in hours and minutes) did the particular trip take? (asked about each separate trip)

"About how long (in hours and minutes) was the CAR-RADIO in use during the trip? (asked about each separate trip)

How many people . . . men, women and children (by age-groups) . . . were in the car during that particular trip?

The data obtained with this question-series are rather extensive, and they will be discussed more fully in a separate report. In general, however, we found that . . .

● The average auto-radio family makes about 32.5 separate trips, in the family car, during a typical 7-day week.

● The average auto-trip consumes about 57.4 minutes (including "parking time"), and the auto-radio use averages 12.6 minutes per trip.

● On a typical trip in a family-owned auto there are about 1.71 people (including the driver) in the car, on the average. This includes 0.81 adult men, 0.52 adult women and 0.24 children between 5 and 18 years of age.

When these statistics are projected to the estimated 126,700 households with auto-radio, we find that approximately 4,117,750 separate trips are made in family-owned radio-equipped automobiles during a 7-day week, and that these trips involve some 3,936,570 hours of auto use, including "parking time" during a typical week. And, of this total, auto-radios are tuned-in about 22% of the total time for an approximate total tune-in of 864,700 hours during a typical 7-day week. All in all, some 1,150,100 adult-hours are spent in auto-radio listening in a typical week.

In summary: Radio continues to hold its prime place among the media in the Louisville Market. However, some definite changes in "listener behavior" are becoming more apparent. The great increase in the ownership of portable sets, the widespread distribution of AM sets in "work rooms" in and about

the home, and the relatively heavy use of auto-radio, all of these point-up the fact that radio's audience is changing, rapidly and markedly, in TV markets.

Radio enjoys one important advantage that the other media cannot match. It is the only solely auditory medium. Radio reaches people when they are concurrently engaged in other activities. And, if the broadcaster is to successfully satisfy the needs of his working/

transient/relaxing audience, he must play radio's unique advantage to the very hilt. He must design "stopper" commercials—messages with high attention-getting effectiveness. And, in between these attention-grabbers, he must program easy-to-listen-to material that does not tax the attending powers of the listener too much. In short, he must program for "tomorrow's audience"—because "tomorrow" is almost here.

TABLE I

THE LOUISVILLE MARKET SAMPLE FOR MARCH, 1952

	Original Sample (21 mailings)	%	Segments returning usable Q-schedules.	%	Estimated number of households in market segment.
CITY Households (including Jeffersonville and N. Albany)					
Socioeconomic A (white)	129	4.6	96	9.2	14,490
Socioeconomic B (white)	384	13.7	114	10.9	43,160
Socioeconomic C (white)	512	18.3	192	18.4	57,640
Socioeconomic D (white)	50	1.8	12	1.1	5,670
Negro Households	204	7.3	36	3.4	23,000
Jefferson (Ky.), Clark & Floyd (Ind.)	188	6.7	66	6.3	21,110
FARMS	70	2.5	12	1.1	7,880
TOWN Households					
Northeast Quad., to 30 miles	28	1.0	7	0.7	3,150
Southwest Quad., to 30 miles	28	1.0	10	0.9	3,150
Southwest Quad., to 30 miles	36	1.3	30	2.9	4,100
Northwest Quad., to 30 miles	25	0.9	18	0.9	2,840
Northeast Quad., 30-60 miles	162	5.7	90	8.6	17,960
Southwest Quad., 30-60 miles	149	5.3	77	7.4	16,700
Southwest Quad., 30-60 miles	225	8.0	96	9.2	25,200
Northwest Quad., 30-60 miles	163	5.8	42	4.0	18,270
FARM Households					
Northeast Quad., to 30 miles	17	0.6	16	1.5	1,890
Southwest Quad., to 30 miles	22	0.8	8	0.8	2,520
Southwest Quad., to 30 miles	22	0.8	6	0.6	2,520
Northwest Quad., to 30 miles	17	0.6	6	0.6	1,890
Northeast Quad., 30-60 miles	109	3.9	24	2.3	12,280
Southwest Quad., 30-60 miles	81	2.9	30	2.9	9,140
Southwest Quad., 30-60 miles	78	2.8	36	3.4	8,820
Northwest Quad., 30-60 miles	101	3.6	20	1.9	11,340

Estimated Total In The 60-Mile-Market: 315,000 households

TABLE II

AVERAGE NUMBER OF MEMBERS OF THE TYPICAL HOUSEHOLD 'AT HOME AND AWAKE', AND AVAILABLE TO IN HOME RADIO

Time-Segment	on a typical WEEKDAY in March (Base: 738 households)										on a typical SATURDAY in March (Base: 66 households)										on a typical SUNDAY in March (Base: 240 households)									
	Children					Children					Children					Children														
	Adult Men	Adult Women	5 to 9	10 to 14	15 to 18	Adult Men	Adult Women	5 to 9	10 to 14	15 to 18	Adult Men	Adult Women	5 to 9	10 to 14	15 to 18	Adult Men	Adult Women	5 to 9	10 to 14	15 to 18										
5am - 6am	.40	.54	.16	.07	.11	.07	.36	.64	.18	.07	.12	.04	.02	.28	.10	.08	.10	.08	.10	.08										
6am - 7am	.38	.69	.20	.11	.16	.06	.36	.82	.36	.08	.10	.04	.25	.35	.10	.08	.10	.08	.10	.08										
7am - 8am	.47	1.00	.41	.24	.10	.09	.73	1.00	.36	.14	.10	.06	.40	.68	.23	.15	.12	.06	.06	.06										
8am - 9am	.21	.95	.51	.07	.00	.00	.45	1.36	.36	.11	.19	.09	.42	.80	.25	.13	.18	.06	.06	.06										
9am - 10am	.15	.95	.46	.08	.00	.00	.36	1.18	.36	.09	.16	.11	.35	.80	.25	.10	.15	.06	.06	.06										
10am - 11am	.11	.89	.42	.07	.00	.00	.36	1.00	.36	.07	.11	.06	.25	.75	.20	.05	.10	.06	.06	.06										
11am - 12N	.20	.86	.43	.08	.03	.01	.36	1.36	.36	.05	.13	.06	.35	.68	.20	.05	.13	.06	.06	.06										
12N - 1pm	.29	.94	.47	.12	.02	.01	.36	1.18	.36	.10	.20	.09	.40	.78	.23	.10	.10	.06	.06	.06										
1pm - 2pm	.21	.90	.33	.12	.00	.00	.64	1.09	.36	.08	.12	.15	.50	.95	.18	.08	.13	.06	.06	.06										
2pm - 3pm	.13	.87	.34	.17	.07	.00	.55	.82	.18	.05	.06	.07	.40	.73	.13	.05	.05	.06	.06	.06										
3pm - 4pm	.16	.84	.41	.27	.20	.10	.45	.73	.18	.08	.06	.07	.38	.65	.08	.08	.05	.06	.06	.06										
4pm - 5pm	.25	.92	.41	.27	.16	.14	.73	.91	.36	.13	.14	.09	.50	.75	.18	.13	.15	.06	.06	.06										
5pm - 6pm	.48	1.00	.47	.36	.22	.17	.64	.91	.36	.21	.25	.14	.60	.83	.18	.20	.25	.10	.06	.06										
6pm - 7pm	.64	.97	.49	.33	.21	.14	.64	1.00	.27	.16	.24	.15	.70	.90	.18	.20	.25	.10	.06	.06										
7pm - 8pm	.63	.95	.38	.29	.18	.12	.82	.109	.27	.16	.24	.12	.63	.80	.17	.15	.23	.10	.06	.06										
8pm - 9pm	.67	.93	.28	.15	.12	.11	.82	.109	.18	.12	.22	.10	.63	.78	.16	.10	.23	.10	.06	.06										
9pm - 10pm	.54	.85	.13	.10	.08	.13	.64	1.00	.18	.12	.09	.09	.65	.80	.15	.10	.10	.06	.06	.06										
10pm - 11pm	.42	.57	.02	.04	.08	.09	.73	.91	.00	.04	.06	.05	.50	.60	.08	.03	.05	.06	.06	.06										
11pm - 12M	.34	.46	.00	.04	.07	.06	.55	.45	.00	.06	.07	.07	.43	.43	.08	.05	.08	.06	.06	.06										

*Assuming the essential representativeness of the sample, any 'within cell' statistic may be multiplied by the estimated population of households in the market (315,000) to obtain an estimate of the available in-the-home audience in that category.

WJPG
THE RADIO SERVICE OF THE
GREEN BAY PRESS-GAZETTE

GIVING
MORE PEOPLE
MORE REASONS
TO LISTEN
MORE OFTEN

EMPHASIS ON LOCAL NEWS,
SPORTS, EVENTS, AND
ENTERTAINMENT FAVORITES

PLUS
MUTUAL'S
HEADLINERS

Nearly Everyone in the
Green Bay Area has a
compelling reason to
listen to WJPG some time
every day.

GREEN BAY IS A FAVORITE TEST MARKET
WJPG Green Bay, Wisconsin

MCGILLVRA, Rep.
New York Chicago

Film Report

(Continued from page 86)

Clyde Bruckman and Harold Goodwin. Negotiations have already started for release in South America and Europe.

Sterling Television Co., New York, has acquired from The Michelangelo Co. exclusive rights to "The Titan," Robert Flaherty's Academy Award winner based on life of Michelangelo.

Production . . .

Maurice Kosloff Productions, Hollywood, is preparing a half-hour TV film series, *Roaring Twenties—U.S.A.*, for mid-July production. Based on the experiences of ex-New York detective, Barney Ruditsky of the Broadway gangster squad, each film will dramatize highlights in the lives of such underworld characters as Dutch Schultz, Lucky Luciano, Jack Legs" Diamond, Waxey Gordon and Louis Buchalter.

Writing the scripts is Hal Biller, radio-screen writer, which Mr. Ruditsky will open and close with narration. George Moskov is to be the director and Louie Diaz will be the associate producer.

Sam Hersh, president of Family Films, Beverly Hills, Calif., announces completion of the first round of 13 *Living Bible* films, produced in color for release in color and black and white. The 15-minute session units portray events in the life of Christ. Nelson Leigh portrays Christ in the films and Edward Dew is the director. According to Mr. Hersh, these are the first films using the literal text of the modern English of the revised standard version of the Bible. Release dates are set for September.

Vizard Telepictures Co., Hollywood, has started production on a quarter-hour TV film series, *The Vizard of Dreams*. Fantasy-comey-musical series co-stars film actors Chick Chandler and Franklin Pangborn. Boris Petroff is the producer-director.

Gene Autry's Flying A Television Co., Hollywood, is producing 13

half-hour TV film series, *Death Valley Days*, for Pacific Borax Co., New York (20 Mule Team Borax), sponsor of the radio version. Stuart and Darrell McGowan, motion picture producer and director, have been signed to serve in those capacities with Ruth Woodman adapting scripts. McCann-Erickson Inc., New York, is the agency.

Bing Crosby Enterprises, Culver City, has started production on its recently-acquired Bret Harte short story, "Tennessee's Partner," for inclusion in *Rebound*, a half-hour TV film series. Jack Patrick wrote script adaptation for producer-director, Bernard Girard.

Supporting roles assigned to Dennis Ross, Howard McNear and George Pearson in "The Gentle Years," first in *Ethel Barrymore Theatre* half-hour TV film series being produced by Interstate Television Corp., Hollywood, a subsidiary of Monogram Pictures. Walter Brennan stars in the first film, which is narrated by Ethel Barrymore. Will Jason directs from an original script by Jack Ruben and Jameson Brewer. Producer is Lee Savin.

Three more films will soon go into production for CBS-TV *Schlitz Playhouse of Stars* with directorial duties assigned to Edward Mann by producer Edward Lewis. Virginia Field and Willard Parker co-star in "Mr. and Mrs. Trouble," now being filmed. Irene Dunne narrates the half-hour series.

Lou Lilly Productions, Hollywood, has been formed by Mr. Lilly, production supervisor and scenario department head for Jerry Fairbanks Productions, to film TV programs and commercials. Headquartered at KTTV (TV) studios, production starts immediately on a 13 half-hour situation comedy TV film series, *The Boy Friend*, featuring screen actor Todd Karns.

Six more half-hour films in Kellogg Co.'s *Wild Bill Hickok* TV series, filmed by William F. Broidy Pro-

Twin Celebration

NOT only did new 10 kw station KBIG Avalon, Calif., start operating on 740 kc, June 1, but President-General Manager John H. Poole, was father of twin girls, Caroline Marie and Claudia Maria, the preceding evening. (Story on KBIG opening page 58.)

ductions, Hollywood, get underway June 18. Guy Madison and Andy Devine head the cast.

Film People . . .

Walter Klinger, in charge of sales for Scandinavian-American Television Co., Beverly Hills, has returned from Copenhagen where the firm is filming *Hans Christian Andersen* TV series. Already completed are "Emperor's New Clothes," "Little Claus and Big Claus," "Simple Simon" and "The Swineherd." Mr. Klinger is arranging for distribution on 26 which are to be ready for fall release. Recently added to company is Reginald Wyer, head cameraman for *Seventh Veil*, *Quartet* and *Trio*.

Roland Reed, head of Roland Reed Productions, Culver City, Calif., is abroad for six weeks to study the feasibility of television film production outside of the United States. With several proposed TV film series in mind, Mr. Reed will tour England, Italy, Sweden, France and Norway inspecting studios and facilities.

Arthur B. Canning has joined the George F. Foley TV packaging and production firm as a sales representative. Formerly an account executive with Newell-Emmett Co. and divisional sales manager of the Brown Co., Boston, Mr. Canning will handle such programs as *Tales of Tomorrow*, *Dr. George Gallup Show*, and *Coast Guard Cadet on Parade*.

Arline Judge, former screen star, is to make her TV film debut in *Kerry Drake* series being produced by Ha'ner-Ha'perin Inc., Culver City. She will portray *femme fatale* to Sterling Hayden's detective.

Hedy Lamarr has been signed for 36 half-hour television films to be produced in color by Victor Pahlen and associates in Mexico City. The series, titled *Great Loves*, will feature Miss Lamarr as the feminine partner in famous love stories. Production is scheduled to start July 1. Each film is budgeted in excess of \$20,000, it was reported. In addition to her salary, Miss Lamarr will also share in the profits from the venture. Director of the series is Edgar Ulmer.

William Castle, contact director for Columbia Pictures, is on loan to Pennant Television Productions Inc., Hollywood, as alternate

director with Harold Schuster on *Time With Destiny*, half-hour TV films.

Hillary Brooke and Clarence Kolb have been signed for supporting roles in CBS-TV *My Little Margie*, summer replacement of *I Love Lucy* for Philip Morris, being produced by Hal Roach Jr. and Roland Reed Productions, Culver City.

William Asher, Hollywood director, has been signed to write and direct 26 quarter-hour TV films for Prokter Syndicated International, New York, with shooting to start July 21 on the first 13. Bernard Prokter is the producer and Don Ameche is the m.c.-narrator.

Headline Club Meet

WILLIAM RAY, director of news and special events at NBC Chicago, speaks to the Chicago Headline Club, chapter of Sigma Delta Chi journalism fraternity, at a dinner meeting tomorrow (Tuesday) night. He will appear in a forum on news coverage plans for the upcoming political conventions in Chicago with Charles Hacker, Republican Convention manager, W. Neil Roach, Democratic Convention manager, and Alvin Orton, AP chief in Chicago.

EDGAR BERGEN, star of CBS Radio *Edgar Bergen-Charlie McCarthy*, starts first of several night club engagements, June 21, to break in material for next season's TV appearances.



And the final test is cost per 1000!

You'll find KWK's LOW—low cost per thousand radio homes delivered makes...

KWK the radio buy

in St. Louis!

Your Katz man has the facts based on Pulse reports!

Globe-Democrat Tower Bldg.
Saint Louis



Representative
The KATZ AGENCY



Your sales message is pin-pointed in Youngstown when you use WBBW—the new ABC affiliate.

WBBW serves a half million listeners in Ohio's third richest market. Here's pin-point selling heard in the homes of prospective buyers—not on a distant hillside.

WBBW serves you best in Youngstown with its...

ABC

CONCENTRATED COVERAGE
AND
NO WASTE CIRCULATION
REP. FORJEE & CO. INC.



Radio Needs Muscle

(Continued from page 32)

be largely neglected by TV, partly because of commercial demands on TV time and partly as a simple matter of TV economics.

Don't get me wrong. TV is a marvelous medium. And like radio it is a great challenge to those of us working at it. I want to see both mediums prosper. But TV is a glamour boy. If you're wed to him alone, he can get real wearisome and demanding. Radio might be compared to the unglamorous husband who has been bringing home the bacon but may get unbearably dull at times. Fortunately it's permissible to be bigamous and wed to both, and both will be welcome under the same roof.

And fortunate indeed are those station owners who have a stake in both mediums, for they can complement each other. TV can bring the complete sight and sound, at a price, but may never be able to economically operate locally as radio does with its opportunity to do more things less expensively and with less advance planning.

From the station's viewpoint, it's less trouble to sit on one's fat fanny and just take network feeds, only now that the feeds are largely sustaining, the fanny is going to thin out. So since it's going to thin out anyway, why not replace the fat with a little muscle. Programming muscle, that is.

The lack of network night commercials has given radio stations this opportunity for a new start, and it is to be hoped that the chance isn't muffed. Currently national spot business is pretty healthy, so stations have a far better start than when they originally began, for national station representation hadn't yet been formulated, and station income was of the most haphazard variety. How long national spot will now prevail as a major source of income will

depend on radio's appeal to the public. As TV continues its inroads on public attention via inevitable expansion, radio must have good sound business reasons for survival. Despite its record of frequent impressions at low cost, a dwindling radio audience will of necessity become suspect under the eagle eyes of the agency research boys.

So it is to be hoped that the industry just doesn't sit around and fret too much about possible network rate cuts with a per cent of a percentage involved. Some rate cuts may be inevitable, and many adjustments may be in the offing. It certainly is no time for crying, but a time for displaying some of the guts that built radio in the first place. Radio stations might well invest in more programming people—give bonuses to employees who are alert and come up with suggestions for feasible local programs and program stimulants. A revival of the imagination and drive that pioneered the industry will certainly please the most important friend and ally the radio station has—his representative—for certainly they have a mutual interest in making the station's audience attractive to the card rate buyer, who is always very jealous of his dollar's buying power.

Whether prosperity continues for radio, or whether austerity sets in, the medium should put its house in order by doing the things it does best, plus the things that TV is least apt to do. Tune-in incentive should be heightened, if radio will again become a more integrated part of the community.

Radio has to stay. We can ill afford to lose such a medium. True, radio is on a reducing diet not of its own choosing, but it will eventually become a harder hitting, leaner looking fellow, and will be healthier and more attractive.



BUSY Drue Smith (behind microphone), who has joined **WAPO** Chattanooga, Tenn., from **WDOD** same city, has signed **Quaker Oats Co.** for sponsorship of a quarter-hour segment of her 45-minute morning show, **Drue Smith & Bee**, which **Quaker** extended six months for Aunt **Jemima** all-purpose flour at the end of the original 13-week contract. Arranging for the show were (l to r): **Walter H. Stamper Jr.**, **WAPO** salesman; **Nelson Krepps**, **WAPO** production and promotion manager; **Fred Kerns**, **Quaker** official; **Drue Smith** and her show partner, **Bee Bee (Bernard Brown)**, and **Ramon Patterson**, **WAPO** owner. Other **WAPO** shows conducted by **Drue Smith** are **Party Line**, sponsored every afternoon by the **Electric Power Board of Chattanooga**, and **House Party** sponsored Sunday afternoon by **Miller Bros.** department store, Chattanooga.

New Business

(Continued from page 16)

OF HOLLYWOOD COSMETICS, L. A., appoints **Jimmy Fritz & Associates**, Hollywood, to handle advertising in western states.

COLLINGDALE FEDERAL SAVINGS & LOAN Assn. appoints **Benjamin Adv.**, Phila.

TONI Co., Chicago, appoints **Weiss & Geller**, that city, for Promotional permanent.

COCK 'N BULL PRODUCTS, L. A. (Ginger beer), names **Leonard Shane Agency**, that city. Radio-TV will be used.

SUNLITE BAKING Co., San Jose, Calif., names **Richard Jorgensen Adv.**, that city.

BAKER CONSTRUCTION CO., Pasadena (swimming pools), names **L. J. Swain Adv.**, Whittier, Calif.

LOVEKIN WATER HEATER Co. appoints **Charles A. White Jr. & Co.**, Phila.

THRIFTY DRUG STORES, L. A., names **William W. Harvey Inc.**, that city, to handle all vitamin products.

MUSIC FOR PORTLAND COMMITTEE, Portland, Ore., appoints **Houlihan & Leland**, that city.

MAGIC PANTRY Co., L. A. (mfrs. home freezers), appoints **Fact Breyer Inc.**, that city. Media includes radio-TV.

Adpeople . . .

HALE R. TALBOT, assistant advertising manager, **Pure Oil Co.**, Chicago, promoted to advertising manager.

JOHN B. HOLMES, former media director, **McCann-Erickson**, Chicago, named advertising manager of **Hertz Drive-Yourself System** there.

KARL F. DINNAUER, advertising manager, **W. A. Sheaffer Pen Co.**, Fort Madison, Iowa, named assistant to **GRANT F. OLSON**, vice president in charge of advertising, foreign service and defense production, **DON A. REED**, assistant public relations director, appointed assistant Mr. Dinnauer.

RALPH R. LEDDER, account executive, **Walter McCreery Inc.**, Beverly Hills, rejoins **W. & J. Sloane**, that city (home furnishings), as advertising manager.

J. CALVIN AFFLECK, sales promotion manager, **Receiver Div.**, **A. B. DuMont Labs.**, named advertising manager in addition to present duties.

WILLIAM H. HARR promoted to marketing service manager, **Levin Div.**, **Lever Bros. Co.**, N. Y.

DOLLY REED, beauty editor, **McCall's** magazine, joins advertising department, **Sales Builders Inc., L. A.** (distributors **Max Factor** Hollywood make-up and Signature products).

GET THE BIG PLUS IN CINCINNATI

➔ See Centerspread This Issue ➔

ON THE AIR EVERYWHERE 24 HOURS A DAY

50,000 WATTS
OF
SELLING POWER



KFBB TRANSFER

ACLU Urges Hearing Be Held

INFLUENCE of Anaconda Copper Mining Co. in the affairs of Montana was cited last week by the American Civil Liberties Union in a letter urging FCC to hold a hearing on the proposed transfer of control of KFBB Great Falls, Mont., to Fairmont Corp., wholly-owned Anaconda subsidiary. ACLU contends approval of the transfer without a hearing would violate "the civil liberties principle of diversification in the ownership and policies of the media of mass communication." ACLU noted Anaconda "already owns or controls six Montana newspapers and has an interest in a seventh."

The transfer application, filed with the Commission early this year, requests approval to acquisition of control of KFBB by Fairmount Corp. through purchase of 51% interest for \$157,080 from Fred Birch [B*F, Feb. 5]. Mr. Birch would retain a minority interest. KFBB is assigned 5 kw fulltime, directional night, on 1310 kc.

UP PLANS

Underway for Convention

FINAL U.P. plans for political convention news coverage, on behalf of member radio stations, have not been drawn, but will be effected on scale corresponding to reporting for newspaper members, which calls for "record strength" staffing, John J. Madigan, U.P. radio news manager, has announced.

News for TV station members will be filed over special TV script wire, it was reported, with film coverage by United Press Movie-tone News to be processed specially in an on-scene plant. TV coverage is to be headed by William C. Payette, U.P. television manager, assisted by Chiles Coleman, southern division news manager, William R. Higginbotham of the Washington bureau, and John Zischang and Charles Schuman of New York Movie-tone bureau.

PRESENTATION of honorary plaque has been made to WGAR Cleveland by 4th Group, Ohio wing of the Civil Air Patrol for "outstanding contributions to the field of aviation."



In Altoona it's **WVAM:**

First with top programming —
First in the heart of a rich Central
Pennsylvania Market.

"Most Powerful—Most Popular"

first with the finest
DAY AND NIGHT

Weed & Co. representatives



RADIO REPUBLIC INDONESIA

Is "Most Important" Way To Reach People

"RADIO is the more and more important way to reach our people," the director-general of Radio Republic Indonesia said while visiting New York.

The official, whose complete name is Mr. Maladi, explained that broadcasting is about the only mass medium in a country where more than 60% of the people can not read the Roman alphabet.

Indonesian radio is not limited to educating and informing the people, or to explaining the 3,000-mile-long archipelago to neighboring countries, but can even be identified as one of the primary sources of the democratic government, itself, Mr. Maladi said.

The facts might best be told in Mr. Maladi's own story:

As a teacher in Surakarta (on the island of Java), he was asked to help write scripts for the local radio station, not too long after radio was introduced to the islands in 1933. He started writing sports commentaries for the athletic-minded Indonesians, who reacted so strongly to such radio fare that today blow-by-blow accounts of major American boxing matches are rebroadcast on the islands two days after the event.

Sports Successes

The success of sports shows led him to suggest that the station branch out similarly in other fields and develop beyond the purely Javanese art programs it featured almost exclusively. He was given the chance to put his ideas into effect, and at the end of the four years was made honorary secretary of BBRK, the federation of national radio in Indonesia. It was a post he held proudly, albeit modestly, however, for he received no salary.

Then the Second World War started, the Japanese took Indonesia, and radio was seized by the invader. People were forbidden to listen to anything except "permitted" broadcasts and their frequently inspected radios were fixed to receive only Japanese stations, with the adjustments sealed by an



Chris J. Witting (standing), director-general manager, DuMont Television Network, and Mr. Maladi inspect TV control room equipment.

imperial imprint. Workers of the underground reproduced the seal, broke the original on their sets, listened to forbidden channels and then replaced the official mark on their receivers. Mr. Maladi remembers that at that time (1943), San Francisco's Voice of America became the primary source for the commodity otherwise controlled by the Japanese: world news.

When the Japanese were replaced by Dutch troops at the end of the war, the same local people who resisted invasion fought against colonization and continued to operate the native radio system. Today, the history of the republic's founding can be read in radio logs maintained by radio people during these troubled times.

After independence, Mr. Maladi, like other underground leaders, was given a post in the government he had helped establish and was named director-general of the national radio network. Since 1950, he has maintained his offices in Djakarta, the capital city, where broadcasting and government continue to be centralized.

As director-general of the state-owned network, Mr. Maladi supervises a system of 24 stations, to be increased by 10 additional outlets

O Tempora! O Marconi!

CLIMAX to radio giveaway shows was reached when Mrs. Franklin R. Hart, as prize in a guessing contest by WHIL Medford, Mass., was given the station itself—for one day. Mrs. Hart invited in all the neighbors last Monday to watch WHIL engineers and disc jockeys operate from her home.

as soon as equipment ordered from the United States arrives.

Newspaper circulation is estimated at about 15,000. The lead in educating the nation's 80 million persons is thus taken by radio via the country's 225,000 sets—with one receiver often serving as many as 200-300 people in a single community listening center.

The director-general since April 10 has been making a three-month tour of American radio markets. After visiting, observing and inspecting network operations in New York, he scheduled stops in other principal cities.

On All Accounts

(Continued from page 12)

packages, Mr. Stone now handles the merchandising elements for Sonja Henie, Jackie Robinson, Penguin, Howdy Doody, and Gabby Hayes.

Currently, in addition to *Howdy Doody*, which is a fully-sponsored half-hour each day across the board on NBC-TV, the firm is represented by the *Gabby Hayes Show*, sponsored by Quaker Oats, five times weekly on television; *Author Meets the Critics* on DuMont, *Howdy Doody* on NBC radio, and Jackie Robinson, sponsored by Best Foods on NBC radio.

Mr. Stone has been married to the former Lyndel Laura Schwartz since Aug. 1, 1940. The Stones have two children, Judith, 9 and Richard, 6.

W W J
•
NBC
AFFILIATE
IN
DETROIT

Owned and Operated
by
THE DETROIT NEWS

•
National Representative
THE
GEORGE P. HOLLINGBERY
COMPANY

LANG-WORTH's newest show, *This Is the Hour*, 60 minutes daily of Broadway show tunes, light classics and songs from movies, is drawing favorable sponsor and audience reaction, according to C. O. Langlois, Lang-Worth president. Mr. Langlois says that *This Is the Hour* was especially designed as a show case for commercial spots and that it is the first of five new shows of broad popular appeal being added at monthly intervals for release to the Lang-Worth Transcribed Program Service.

BILLBOARD PLUGS RADIO

OPENING of new super highway to Virginia Beach has prompted WCAV Norfolk, Va., to contract for three outdoor billboard locations on the new highway. Billboards will be used to plug station's summer resort programming. Business was placed through John McLaughlin Advertising.

FIRST HAND ACCOUNT

KOREAN airlift assignment has been completed by Esther Van Wagoner Tufty, Washington correspondent for 300 newspapers and 21 radio stations. Objective was to pick up a GI wounded at the front and fly back with him to the homefront. Report written by Mrs. Tufty deals with her experiences and those of Douglas MacKissock, the wounded soldier.

WHAS-TV INTERNSHIP

FOUR radio arts majors at the U. of Kentucky have been selected by WHAS-TV Louisville for a 10-weeks summer TV internship at the station. The program will offer the students working experience with WHAS-TV, co-sponsor with the university of the training plan.

'WLBE JAMBOREE'

ENTIRE three hours of *WLBE Jamboree* on WLBE Leesburg, Fla., has been sold to Howard & Ferguson Inc., distributor for Shell Oil Products, and 21 area Shell dealers. Heard from 5-8 p.m. Saturday, *WLBE Jamboree* is a hillbilly request show. J. Allen Brimmer is m. c.

programs promotion premiums



BUSY BEE PROMOTION

HONEY colored promotion folder has been distributed by Beehive Network consisting of KSL Salt Lake City and KSUB Cedar City, Utah, and KEEP T-tin Falls, KEYV Pocatello and KID Idaho Falls, Ida., announcing that business-wise "Everything's humming here!" Copy points out that network's outlets in Utah and Idaho have a potential audience of 45,740 more radio families than any competing radio network.

'MUSIC TO MOW BY'

MUSIC to read by, music to dine by and music to buy by has always been featured by WCCC Hartford. Now it has *Music to Mow Your Lawn By*, a new program sponsored by the Hartford Equipment Co. The firm offers to mow the lawn for the lucky listener who can identify the "Mower Mystery Melody." Come winter, says Walt McGowan, WCCC news editor, and listeners probably will hear music to shovel snow by.

BEST MICHIGAN TALENT

BEST Michigan amateur teen-age vocal talent will be aired by WJR Detroit this summer. Talent hunt is being staged by WJR and the Junior Chamber of Commerce. Don Large, WJR choral director, will visit the entire state and will act as a judge in all regions. The WJR mobile studio will be used for most outstate programs. Broadcasts are being handled by Ron Gamble, director; Donn Chown, script writer, and Jim Garrett, m.c.

GEORGIA SONGWRITERS

YOUNG Georgia songwriters are being given a chance to introduce their works by WSB Atlanta. Each day, a Georgian's tune is aired. At the end of the month a champion song will be selected, recorded and forwarded to a publisher for consideration.

SPOT GETS RESULTS

MATCHING a current spot announcement on *Jewish Varieties* on WERE Cleveland dollar-for-dollar with an ad in newspapers for Mothers Day last year, the Davis Restaurant in Cleveland enjoyed 85% more business this year than the previous one, according to station reports. Show is aired on Saturday night and is written, produced and broadcast by Isadore Scheen. One-time program director at WEVD New York.

PRIMARY COVERAGE

CAMERAS were taken into the city room of the *Greensboro Daily News* by WFMY-TV Greensboro, N. C., to cover the May 31 Democratic primary. Arthur C. Stringer, promotion manager, said, "We are very proud of this special coverage which I am sure marks a 'first' in the Carolinas if not in the entire South." Gomer Lesch was in charge of the TV operation.

AIDS SHRINERS' EXPOSITION

SHRINERS' Exposition at Pleasure Beach, Bridgeport, Conn., was helped to success by WICC Bridgeport's Wallie Dunlap and Bob Crane. All of the more than 80 exhibitors in the five-day fair reported favorable business. Paid admissions were estimated unofficially at 80,000, with all proceeds going to the Cerebral Palsy campaign.

STATION'S SALES FORMULA

SERVING a market rather than selling it is topic of promotion piece issued by KMMJ Grand Island, Neb., and KXXX Colby, Kan. Experienced farm programming, copy points out, leads to sales. Reprint of a letter from Ball & Davidson Adv., Denver, giving results of survey conducted by the agency which placed KXXX on top in radio listenership, is featured in the brochure.

HEALTH PROGRAMS

NEW radio series giving news behind the news of progress in health, medicine and science began June 7 on NBC, *Your Key to Health*, scheduled for weekly broadcast, stars Jane Froman, relating health feature stories, and Ben Grauer reporting health news. Series is being presented in cooperation with Health Information Foundation.

KIDDER, PEABODY & Co.'s mutual funds department, New York, is testing series of one-minute commercials via WGIF-FM New York. Firm has also extended *Your Money at Work* on WOR same city every Sunday through July. Doremus & Co., N. Y. is the agency.

CONCISE PROGRAMMING

EFFORT is being made by WAAM (TV) Baltimore to give Marylanders complete news, sports and weather information. Three consecutive five-minute programs are being presented each weekday evening. Ted Jaffee, Nick Campofreda and Bill Watson will disperse news, sports and weather information, respectively, in the programs. *The Newsmen*, *The Sportsman* and *The Weatherman*.

TV'S SERVICE STRESSED

STORY of community service through TV has been told by WEWS (TV) Cleveland in brochure treating station's public service activities. There is a pictorial account of efforts of the station in cooperation with religious civic and educational leaders to utilize the medium to its best advantage. Booklet's introduction states "Television—combining all the arts of sight and sound—can be the clearest, brightest light to illuminate our world today."

SPOTS INCREASE

TO reach Southern California swing shift workers, Orby's Women's Apparel Store, L. A., purchased some spot announcements on *Alex Cooper Show* on KLAQ Hollywood six times weekly. Results were so gratifying that store started 32 spot announcements per week for 52 weeks. Agency for Orby's is Joyce True Adv., Santa Monica.

'QUEEN' TO TOKYO

AUDIENCE for July 23d broadcast of *MBS Queen for a Day* must be composed of women with sons or husbands serving with Armed Forces in the Far East. The Old Gold cigarettes sponsored show will send the queen to Tokyo, via Philippine Airlines, for an eight-day visit with son or husband. Military leave will be granted as soon as contestant is selected. On her way home, winner will have stop-overs in Manila and Honolulu.

WORC TREASURE HUNT

TREASURE hunt was sponsored by WORC Worcester, Mass., fortnight ago. Clues were broadcast by Dick Dowling leading participants along a circuitous route which finally ended at the new WORC studios. Mrs. Muriel Porter, first to reach the prize, won \$100. Other people finding the finishing point were awarded merchandise prizes.

SALES FORECAST

SMARTEST place to spend the summer is at WCAU Philadelphia, according to promotion folder released by that station. Copy builds idea that wherever you go WCAU goes too. Reader is advised to "put your sales story on WCAU where there's never any vacation from listening or buying."

"Operation Grocer"

Moves Merchandise



(see inside front cover)

CHICAGO 7

CLEAR CHANNEL Home of the NATIONAL Barn Dance

upcoming



June 16: BAB Sales Clinic, Philadelphia.
June 16-17: American Marketing Assn., conference, Netherland Plaza Hotel, Cincinnati.

June 16-18: National Assn. Radio Farm Directors, spring meeting, Raleigh Hotel, Washington.

June 16-19: National Advertising Agency Network, annual management conference, Skytop Lodge, Skytop, Pa.

June 18: BAB Sales Clinic, Baltimore.

June 18-20: FTC hearing on proposed radio-TV trade practice rules, Federal rules, Federal Trade Commission Bldg., 6th & Pennsylvania Ave., N.W., Washington.

June 19: BAB Sales Clinic, Washington.

June 19-20: North Carolina Assn. of Broadcasters, convention, The Carolinian, Nags Head, N.C.

June 20: BAB Sales Clinic, Richmond, Va.

June 20-22: Catholic Broadcasters Assn., 5th national convention, New Orleans.

June 20-21: Communications Institute, Bowling Green State U., Bowling Green, Ohio.

June 22-26: Advertising Assn. of the West, annual convention, Olympic Hotel, Seattle.

June 23-26: RTMA annual convention, Palmer House, Chicago.

June 25-27: Virginia Assn. of Broadcasters spring meeting, Chamberlin Hotel, Fort Monroe, Va.

June 29-July 2: National Industrial Advertisers Assn., annual conference, Palmer House, Chicago.

July 30: BAB Sales Clinic, Syracuse.

July 1: BAB Sales Clinic, Buffalo.

July 1: FCC to commence TV application processing.

July 3: BAB Sales Clinic, Pittsburgh.

July 7: Republican National Convention, International Amphitheatre, Chicago.

July 14: BAB Sales Clinic, Detroit.

July 16: BAB Sales Clinic, Cleveland.

July 18: BAB Sales Clinic, Indianapolis.

July 21: BAB Sales Clinic, Chicago.

July 21: Democratic National Convention, International Amphitheatre, Chicago.

July 23: BAB Sales Clinic, Milwaukee.

July 25: BAB Sales Clinic, Minneapolis.

July 28: BAB Sales Clinic, Denver.

July 30: BAB Sales Clinic, Salt Lake City.



THIS is the architect's drawing of the new studio-office building of WIRK West Palm Beach, Fla. Joseph S. Field Jr., WIRK president, said that when the building is completed late this summer, it "will be one of the most modern structures in the Palm Beaches." It was designed by architect John L. Volk of Palm Beach.

Aug. 15: BAB Sales Clinic, Dallas.

Aug. 18: BAB Sales Clinic, San Antonio.

Aug. 20: BAB Sales Clinic, Houston.

Aug. 22: BAB Sales Clinic, New Orleans.

Aug. 24-25: Arkansas Broadcasters Assn. meeting and sales clinic, Marion Hotel, Little Rock.

Aug. 25: BAB Sales Clinic, Miami.

Aug. 27: BAB Sales Clinic, Winston-Salem.

Sept. 8: BAB Sales Clinic, Cincinnati.

Sept. 10: BAB Sales Clinic, Louisville.

Sept. 12: BAB Sales Clinic, Nashville.

Sept. 15: BAB Sales Clinic, Little Rock.

Sept. 17: BAB Sales Clinic, Birmingham.

Sept. 19: BAB Sales Clinic, Atlanta.

Sept. 20: IRE conference, Iowa section, Roosevelt Hotel, Cedar Rapids.

Sept. 22-25: National Electronic Distributors Assn. convention, Atlantic City, N.J.

Sept. 28-Oct. 1: Assn. of National Advertisers fall meeting, Hotel Plaza, New York.

Sept. 29-Oct. 1: National Electronics Conference, eighth annual conference, Sherman Hotel, Chicago.

Oct. 12-15: AAAA, Pacific Council annual convention, Arrowhead Springs Hotel, San Bernardino, Calif.

Oct. 20-23: Financial Public Relations Assn., annual convention, Coronado, Calif.

Oct. 27-29: IRE-RTMA Annual Meeting, Hotel Syracuse, Syracuse, N.Y.
Nov. 9-16: National Radio & Television Week.

Dec. 1-3: National Assn. of Radio News Directors convention, Cleveland.

Dec. 27-29: American Marketing Assn., Conference, Palmer House, Chicago.

SHEPHEARD NAMED

Heads Marketing Assn. Unit

JOHN E. SHEPHEARD, research director, Fletcher D. Richards Inc., has been elected president of the New York Chapter of American Marketing Assn. for the coming year, AMA announced Thursday.

Other officers for the 1952-53 season include: John Coleman, supervisor of consumer research, General Foods Corp., vice president; Philip Agisim, assistant director of Advertising research, Cowles magazines, treasurer; Caroline Garney, associate director of marketing research, *Woman's Day* magazine, secretary; Melvin J. Davis, assistant research director, Cecil & Presbury, assistant secretary; Ernest E. Engel, market research department, Thomas J. Lipton Inc., assistant treasurer.

Edward B. MacDonald, manager of media research, Young & Rubicam, and Charles W. Smith, associate manager, McKinsey & Co., were elected directors for two years; Margaret C. Boos, research director, D'Arcy Advertising Co., was elected a director for one year.

Chapter board members serving the second year of two-year terms are: Donald B. Armstrong Jr., vice president, McCann-Erickson; Allen B. Sikes, service manager, ANPA Bureau of Advertising; William A. Reynolds, head of copy and media research, BBDO. Out-going Chapter President A. Edward Miller, director of marketing research, *Life* magazine, will serve ex-officio on the new board.

BOARD of directors of Admiral Corp. have declared a regular quarterly dividend of 25 cents per share on stock outstanding payable June 30 to stockholders of record June 16.

PAY RAISES

WSB Okays for CBS N. Y.

AN ACROSS-THE-BOARD salary increase of 7½% for CBS New York employees in the labor grade category and on the payroll March 31 was approved by the Wage Stabilization Board last week.

Several hundred employees of CBS and three of its divisions were affected—CBS Radio, CBS Television and CBS Labs.

Spokesmen for the company said it was trying to pay the retroactive adjustments last Friday, but that because of time limitations some employees might not get the extra money until next Friday. Additional adjustments for overtime put in since March 31, they said, will be paid "at the earliest possible date."

The 7½% cost-of-living increase is based on salaries as of March 31. CBS spokesmen said it was accepted by the employee group of the Employee-Management Committee early in April and then submitted to WSB for its approval.

CD EXHIBIT

KCBQ Airs Preview

PREVIEW broadcast by KCBQ San Diego of the traveling federal civil defense exhibit brought impressive response from listeners.

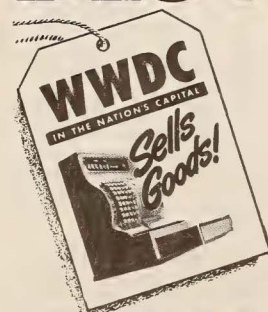
Charles E. Pearce, CD official, commended the station for "the extremely inspiring program. Your timely half-hour broadcast indicates the great power of radio in arousing public interest."

KCBQ News Chief John Halvorsen toured the exhibit with visiting officials and workmen who were setting up the displays. At the request of Mr. Pearce, KCBQ sent the program tape to Washington as a guide to other stations planning similar programming.

INTERIM dividend of 12½ cents a share on common stock has been declared by directors of Capitol Records payable June 25 to holders of record June 14. Also declared is regular quarterly dividend of 65 cents per share on \$2.60 cumulative convertible preferred stock payable July 1 to holders of record June 15.

Washington's

BEST



BUY

Ask your John Blair man for the whole WWDC story

GATES

QUINCY, ILLINOIS

Your ONE SOURCE Supply for ALL Broadcasting Equipment NEEDS

THESE OFFICES TO SERVE YOU

QUINCY, ILL.	TEL. 8202
HOUSTON, TEXAS	TEL. ATWOOD 8536
WASHINGTON, D. C.	TEL. METROPOLITAN 0522
MONTREAL, QUE.	TEL. ATLANTIC 9441
NEW YORK CITY	TEL. MURRAY HILL 9-0200

ACCEPTED FOR FILING

Extension of Completion Date
KSWE Yuma, Ari.—Mod. CP which authorized new AM for extension of completion date.

WKWK Muskegon, Mich.—Mod. CP which authorized increase in N power and change in DA for extension of completion date.

KSRF (FM) Beverly Hills, Calif.—Mod. CP which authorized new FM for extension of completion date.

WBNF-FM Buffalo, Mod. CP which authorized new FM for extension of completion date.

AM-1010 kc

WEAS Decatur, Ga.—CP to increase power from 10 to 50 kw and install new trans.

Change Studio Location

KBMV Billings, Mont.—Mod. CP which authorized change in frequency and power increase to change trans. and studio location AMENDED to approx. 2 miles west of business district on U. S. Highway # 10, Billings.

WFOB Fostoria, Ohio—CP to change trans. and studio location from 125 S. Main St., Fostoria to U. S. Highway # 23, 3.5 miles south of Fostoria; change ant. height above average terrain from 95 to 205 ft.

AM-1150 kc

WRNO Orangeburg, S. C.—CP to change from 1450 kc 250 w to 1150 kc 500 w N 5 kw D, install new trans. and DA and change studio location.

Change Operating Hours

WCAT Rapid City, S. D.—Mod. license to change hours of operation from 12:30 p.m. to 1 p.m. MST to daily 12:30 p.m. to 1 p.m. MST.

License for CP

WMVO Mt. Vernon, Ohio—License for CP replacing expired CP which authorized new FM.

FM-93.3 mc (Ch. 227)

WMPF-FM Milwaukee—Mod. license to change from 94.1 mc (Ch. 251) to 93.3 (Ch. 227).

License Renewal

Following stations request renewal of license:

KSUE Susanville, Calif.; **WBML** Macon, Ga.; **WIOU** Kokomo, Ind.;

FINAL
TV
ALLOCA-
TIONS
REPORT

Extra copies of this 196-page printed report available at \$3.00 each.

This complete, easy-to-read volume shows the entire city-by-city breakdowns for all 2,053 proposed stations in 1291 communities.

For extra work copies, tear copies, library copies send the coupon below. Supply is limited so order your copies now.

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 _____

fcc actions



JUNE 5 THROUGH JUNE 12

CP-construction permit
DA-directional antenna
ERP-effective radiated power
STL-studio-transmitter link
synch. amp.-synchronous amplifier
STA-special temporary authorization

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
SSA-special service authorization

Grants authorizing new stations and transfers, accompanied by a roundup of new station and transfer applications, begin on page 103.

WKBV Richmond, Ind.; **KBIZ Ottumwa, Iowa**; **WJON St. Cloud, Minn.**; **WGBB Freeport, N. Y.**; **WVOS Liberty, N. Y.**; **KVOS Ardmore, Okla.**; **WDXB Chattanooga, Tenn.**; **WDXE Lawrenceburg, Tenn.**; **WNAH Nashville; KVLE Alpine, Tex.**; **WDNE Elkins, W. Va.**; **KFCB Cheyenne, Wyo.**; **KRAL Rawlins, Wyo.**; **WEVO (FM) Evansville, Ind.**; **WEUR (FM) Boston; WDTR (FM) Detroit; WBGO (FM) Newark, N. J.**; **WKSU-FM Kent, Ohio**; **WNAF-FM Norman, Okla.**; **KUHF (FM) Houston, Tex.**

TENDERED FOR FILING

KSL-TV Salt Lake City—AMENDED to change ERP from 2.5 w vis. 1.25 w aur. to 45.5 kw vis. 17.75 kw aur.

APPLICATION RETURNED

KCRT Trinidad, Col.—RETURNED application for renewal of AM license.

June 9 Applications . . .

ACCEPTED FOR FILING

Extension of Completion Date

WSLM Salem, Ind.—Mod. CP which authorized new AM for extension of completion date.

AM-1340 kc

KSID Sidney, Neb.—Mod. CP which authorized new AM to change from 1540 kc D to 1340 kc unl.

Extension of SSA

KOB Albuquerque, N. M.—Extension of SSA to operate on 770 kc 25 kw N 50 kw D unl. for period beginning 3 a.m. EST Sept. 1.

AM-1490 kc

WDXE Lawrenceburg, Tenn.—Mod. license to increase power from 500 w to 1 kw. AMENDED to change name to Lawrenceburg Bstg. Co.

License for CP

WTCH Shawano, Wis.—License for CP which authorized unl. and installation of DA-N.

License Renewal

Following stations request renewal of license:

WULA Eufaula, Ala.; **KWJB Globe, Ariz.**; **KMBY Monterey, Calif.**; **KRDU Durham, Calif.**; **KSAN San Diego, Calif.**; **WLWG LaGrange, Ga.**; **WJOE Hammond, Ind.**; **WAIN Columbia, Ky.**; **WCTT Corbin, Ky.**; **WFUL Fulton, Ky.**; **WOMI Owensboro, Ky.**; **WJIM Lansing, Mich.**; **WMOX Meridian, Miss.**; **KBMY Billings, Mont.**; **WGVA Geneva, N. Y.**; **WENC Whiteville, N. C.**; **KASA Elk City, Okla.**; **KHBB Okmulgee, Okla.**; **WKIN Kingsport, Tenn.**; **WMAK Nashville; WKDA Nashville; KORA Bryan, Tex.**; **KOCA Kilgore, Tex.**; **WROV Roanoke, Va.**; **WOMT Manitowoc, Wis.**; **WJIZ (FM) Hammond, Ind.**; **KENO-FM Las Vegas, Nev.**; **WFAS-FM White Plains, N. Y.**; **WOPA-FM Oak Park Ill.**

Change ERP

WROV-FM Roanoke, Va.—CP to change ERP from 285 w to 2.25 kw; ant. height above average terrain from 5 to 20 ft., overall from 194 to 192 ft.

TENDERED FOR FILING

AM-1550 kc

KEAR San Mateo, Calif.—CP to increase power from 1 to 10 kw, install new trans. and change from DA-N to DA-DN.

AM-1480 kc

WDAS Philadelphia—CP to change from 1400 kc 250 w to 1480 kc 1 kw, install new trans. and DA-DN.

AM-1150 kc

KRSS Seattle—CP to increase power from 1 kw D to 5 kw D, install new trans. and DA-DN.

AM-1390 kc

KYAK Yakima, Wash.—CP to change from 1400 kc 250 w to 1390 kc 1 kw, install new trans. and DA.

APPLICATIONS DISMISSED

WGAR Cleveland—DISMISSED CP to mount FM ant. on east tower of directional array.
KDKD Clinton, Mo.—DISMISSED CP to change from 1280 to 1350 kc.

June 10 Decisions . . .

BY BROADCAST BUREAU

FM-93.3 mc (Ch. 227)
WMPF-FM Milwaukee—Granted mod. of license to change frequency to 93.3 mc (Ch. 227).

To Remain Silent

WSAJ Grove City, Pa.—Granted request for authority to remain silent from June 7 through Sept. 20, to observe summer vacation.

AM-1240 kc

KAPK Minden, La.—Granted license for new AM 1240 kc 100 w unl.

AM-1260 kc

WTH East Point, Ga.—Granted license covering increase in power, installation of a new trans. and change in studio location; 1260 kc 5 kw D.

AM-1320 kc

WRJW Picayune, Miss.—Granted license covering increase power, installation of new trans., and changes in ant. system; 1320 kc 5 kw D.

AM-1220 kc

WMFC Monroeville, Ala.—Granted license for new AM 1220 kc 250 w D.

AM-1570 kc

KVIM New Iberia, La.—Granted license for new AM 1570 kc 1 kw D.

Extension of Completion Date

WEDK Springfield, Mass.—Granted mod. CP for extension of completion date to 12-1-52.

Granted Temporary License

Following licenses were extended on a temporary basis to 9-1-52:
WGCH (FM) Greenwich, Conn.; **WKSU-FM Kent, Ohio.**

ACTIONS ON MOTION

By Comr. Frieda B. Henneck
Liberty Bestg Co. Liberty, Tex.—Granted petition for dismissal without prejudice of application.

KTHT Houston—On Commission's own motion, removed from hearing and restored to pending file KTHT application.

Town & Farm Co. Inc. Columbia, Mo.—Granted petition to amend application to change corporate name of app. w unit from KMMJ Inc. to Town & Farm Co. Inc., and to retain application, as amended, on hearing docket.
WLAC Nashville—Granted petition for acceptance of late notice of intention to participate in oral argument on exceptions to initial decision released in proceeding upon application of Radio Reading, Reading, Pa.

By Hearing Examiner Fanney N. Litvin WOL Washington, D. C.—Granted petition for continuance of hearing from presently scheduled hearing date June 9 to Sept. 8 at Washington, D. C., re application for renewal of license of synchronous amplifier in Silver Spring, Md.

June 11 Decisions . . .

BY COMMISSION EN BANC

AM-1230 kc

KSEY Seymour, Tex.—Designated for hearing application for mod. of license to increase power from 100 w unl. 1230 kc made KPAT Pampa, Tex., and KWTX Waco, Tex., parties to proceeding.

CP For CP

KSCY Searcy, Ark.—Granted CP to replace expired permit which authorized new AM 1450 kc 250 w unl. with same conditions as were attached to original grant which included that permittee not to commence program tests until KXLR Little Rock, Ark., commence program tests on 1150 kc and will not be licensed until KXLR is licensed on 1150 kc.

Granted Power Increase

WCAR Pontiac, Mich.—Granted application for mod. CP which authorized change in facilities from 1 kw-D to 50 kw-D, 10 kw-N, DA, on 1130 kc and change location from Pontiac to Detroit, to change trans. location and make changes in specified maximum expected operating values.

Change Main Studio

WVLK Versailles, Ky.—Granted mod. of license to change main studio location from Versailles to Lexington, Ky.

Extension of Authority

The First Baptist Church, Pontiac, Mich.—Granted extension of authority for one year to transmit religious programs to CKLW Windsor, Ont.

To Remain Silent

H. Bee Wood, Trustee in Bankruptcy for WSKB McComb, Miss.—Granted authority to remain silent additional 30 days from May 25, 1952.

Change Antenna System

WILS Lansing, Mich.—Granted mod. CP to make changes in ant. system, subject to conditions specified in original grant.

License Renewal

WKLV Blackstone, Va.—Granted renewal of license on a regular basis.
WATL and WATL-FM Atlanta, Ga.—Granted renewal of license on regular basis.

Granted STA

WRAC-FM Williamsport, Pa.—By order, waived Sec. 3.255 of rules and

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June 11 Applications . . .

ACCEPTED FOR FILING

License for CP
WHIL Medford, Mass.—License for
CP which authorized new AM.
"Change ERP
KWPM-FM West Plains, Mo.—Mod.
CP which authorized new FM to

change from 1.15 to 3.42 kw, change
trans. output from 1 to 3 kw and ant.
height above average terrain from 130
to 128 ft.

WMRN Marion, Ohio—Mod. CP which
authorized new FM to change ERP
from 7.6 to 25 kw.

License Renewal

Following stations request renewal
(Continued on page 103)



Member AFCEC *

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 transcriptions or bulk packages submitted, \$1.00 charge for mailing (Forward remittance separately, please). 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

Managerial

Managerial post open at KGAE, Salem, Oregon. Ideal conditions. Contact Gordon Allen.

Very successful, highly rated midwest independent needs commercial manager immediately to help carry management load. State qualifications and salary requirements. Please do not phone. Jerome Sil, WMIL, Milwaukee.

Salesmen

Time salesman for Texas station. Salary plus commission. Good market. Box 361P, BROADCASTING • TELECASTING.

Progressive salesman wanted immediately by 5000 watt non-directional daytime 1000 watt directional night-time station with major affiliation in large southeastern city. Exceptional opportunity for aggressive man with good radio background and a proven sales record. State full particulars and submit photo with reply. Box 430P, BROADCASTING • TELECASTING.

Experienced man wanted by independent in competitive southern market. No hot shots or fly-by-nights. Performance measures permanence and good income. Box 454P, BROADCASTING • TELECASTING.

Salesman for 1000 watts in three station New York market of 350,000. Good proposition. Draw with house accounts. Box 455P, BROADCASTING • TELECASTING.

Can you sell? Immediate need for experienced salesman with production ideas. Single station in sports country. Good housing. Wire or phone KPRK, Livingston, Montana.

Experienced salesman: 15 percent commission. \$50 weekly guarantee for first 90 days. Unrestricted, protected prospects. Must have car. Angus D. Pfaff, WNMP, Evanston, Illinois.

Announcers

Experienced announcer-engineer. Seven- to five start. Upper midwest. Box 456P, BROADCASTING • TELECASTING.

Announcer-engineer, announcer, first phone must be top quality announcer, CBS midwest station. Box 281P, BROADCASTING • TELECASTING.

Good announcer who has experience at copywriting, Pennsylvania independent. Send full resume experience, plus audition, photo and sample copy. Box 289P, BROADCASTING • TELECASTING.

Young combo man, first phone, seeking varied experience in live Wisconsin city. Emphasis on announcing and commercial writing. Opportunity for promotion. Write to Box 292P, BROADCASTING • TELECASTING.

Progressive independent has opening for announcer with sports experience. Box 312P, BROADCASTING • TELECASTING.

Minnesota station wants announcer able to handle traffic work. Must be good typist. Car necessary. Possibility of working into program director. Good salary. Box 395P, BROADCASTING • TELECASTING.

Announcers with first phone, one as chief. Box 307P, BROADCASTING • TELECASTING.

NBC regional affiliate with TV application located in deep south desires two announcers: one heavy selling, DJ type; the other to specialize in special events, news and play-by-play football. Excellent opportunity, permanent position for first class men. Submit requirements in first letter. Box 407P, BROADCASTING • TELECASTING.

Help Wanted (Cont'd)

Copywriter-announcer. Must write copy that sells. Send audition, sample copy and full particulars. Box 338P, BROADCASTING • TELECASTING.

Combo man. Good announcer. Salary, talent and commissions. Daytime work, 30 to 40 hours. Michigan 1 kw station. Box 452P, BROADCASTING • TELECASTING.

Announcer with emphasis on news and DJ. Good pay and a pleasant atmosphere. Write to Box 408P, BROADCASTING • TELECASTING.

Combination announcer-engineer. Send qualifications, photo, audition. KCHJ, Delano, California.

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

Announcer—1st class engineer with pleasant voice. KMMO, Marshall, Missouri—daytime farm station.

Announcer-engineer with first class ticket needed to start at \$65 weekly. Immediate opening with KPAN, Herford, Texas.

Announcer. Experienced. Straight staff. No travel—west coast applicants. Send complete details salary expected. Returnable tape or disc. Long established 250 ABC. Only station 3000 market. KWNO, Winona, Minnesota.

Announcer-engineer, immediately with first phone license. 250 watt Mutual station in northern Virginia. \$60.00 for 40 hour week, overtime after 40 hours. Profit sharing plan after three months service. Reasonable. Send all details to Ken Gordon, WFTR, Front Royal, Virginia.

Wanted—Combination man for night shift, emphasis on announcing. \$75.00 weekly. Walt Gaines, WIEL, Elizabeth town, Ky.

Experienced announcer for 250 w independent. Salary commensurate to ability. Send complete information, audition and salary expected to WJPD, Ishpeming, Michigan.

Engineer-announcer (first phone) to augment staff at mountain top transmitter. Studio of 325,000 watt ERP. WMTT, Cleggman's Peak, Mt. Mitchell, North Carolina. See August, 1951 'Radio Communications' magazine for detailed description. Applications should state qualifications and references. Address Box 546, Charlotte, N. C.

Announcer with first class ticket. Good pay, excellent working conditions. Reply to Station WPUV, Pulaski, Virginia.

Help. Morning man moving up to larger station. Immediate opening. Need good air man to start at \$80.00. Please write first letter. Contact Manager, WRAY, Princeton, Indiana.

Immediate opening combination man. Network station. Good working conditions. Above average pay. Wire or phone A. W. Walthall, 7263, Orange, Virginia.

Technical

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

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

Immediate opening for first class operator. No announcing. Experience not necessary. South Carolina. Box 322P, BROADCASTING • TELECASTING.

Transmitter position open. No announcing. Permanent. Texas. Box 362P, BROADCASTING • TELECASTING.

Help Wanted (Cont'd)

First class engineer wanted immediately. Good pay and good working conditions. Box 360P, BROADCASTING • TELECASTING.

Regional station in upstate New York with application for TV filed with FCC needs qualified transmitter engineer fulltime. Fine opportunity with progressive station if you have what it takes. Forty hour shift, good working conditions. Write Box 394P, BROADCASTING • TELECASTING.

Network affiliate, 1 kw, to employ five first phone engineers to announce AM schedule, combo men, \$400 per month if experienced. Live in ideal small town bordering large metropolitan area in Illinois. Write full details Box 398P, BROADCASTING • TELECASTING.

Opening for experienced announcer at 1000 watt daytime independent. Must be good on new commercial and DJ programs. Send complete information and disc to WDBL, Springfield, Tenn.

Chief engineer wanted by Minnesota station. Must be able to do some announcing. Good salary Box 420P, BROADCASTING • TELECASTING.

Engineer-salesman. Salary for 40 hours engineering plus 15 percent for selling. Good proposition with 1000 watt full time in New York 350,000 market. Box 455P, BROADCASTING • TELECASTING.

Engineer, first class. Immediate opening. No previous experience needed. Straight night shift, \$180 monthly. KAOK, Lake Charles, Louisiana.

Transmitter engineer with first phone for future TV operation. Good salary for talents. KTSM, El Paso, Texas, NBC affiliate. Send qualifications, experience and salary requirements in first letter.

Immediate opening for first phone operator. Regular hours, summer replacement. WASA, Havre de Grace, Md.

Engineer-announcer. Immediate opening for experienced, hard working individual. Small town independent with wide outside coverage. Good salary. Permanent. Wire, write or phone WASH, Annapolis, Maryland.

Engineer, first class. Experience unnecessary. WCED, DuBois, Pennsylvania.

Engineer \$54.40, 44 hours, overtime \$2.10 hour. Permanent. WEED, Rocky Mount, North Carolina.

First class engineer-operator needed immediately for fulltime station. No announcing. WFAH, Alliance, Ohio.

Michigan station has immediate opening for first class engineer. No announcing required. Annual bonus and paid vacation time. Send complete qualifications to Chief Engineer, WHFB, Benton Harbor, Michigan.

Engineer with first phone who wants to learn all phases of broadcasting. Will find WIDE an ideal place to gather experience. Write full details, WIDE, Bideford, Maine.

Engineer-announcer. Starting salary \$70.00 per week WIRB, Enterprise, Alabama.

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

Immediate opening for combination man holding first class operator's license. WPRS and WPRS-FM, Paris, Illinois.

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

Production-Programming, others

Opportunity male copywriters. Some announcing. Submit samples. Box 383P, BROADCASTING • TELECASTING.

Newsmen to become member of OHIO affiliate station news staff. Must have: experience in gathering and writing local news and editing wire copy; ability to broadcast news in authoritative and interesting manner. Want a high calibre newsmen capable of joining a topnotch news operation. Send full background first letter. No auditions until requested. Box 387P, BROADCASTING • TELECASTING.

Combination radio writer and producer capable of writing and producing variety, documentary, dramatic and similar shows. Must have experience. Prefer man who understands opportunity with large station in progressive southern city. In replying, give details of education and experience and enclose photograph. Box 406P, BROADCASTING • TELECASTING.

Newsmen—Gather, edit, write news. Some announcing. \$300.00 per month, plus mileage. Photo, audition, required. Box 344P, BROADCASTING • TELECASTING.

Program director—farm operation under new ownership. Pays well for ideas and produces desirable shows, handles traffic and supervises announcers. KMMO, Marshall, Missouri.

Production-programming copy writer. Your salary is \$70 per week at this station if you have had two or more years experience in turning out lots of selling copy for cross section of small market businesses. If you need a better job at a better station get in touch with me. Cornell, KNCM, Moberly, Mo., immediately.

Outstanding opportunity for experienced woman, with programming background. Chance to plan musical programs for nation's top music, news and sports station. Box A, WIND, Chicago, Illinois.

Situations Wanted

Managerial

If you're building a new station, or want to revitalize an old one, you can bring along all or any part of a versatile staff of one I've just sold, including engineers, announcers, salesmen, writers. Have been in radio 20 years as executive and owner, doing most of my own selling and heading many civic organizations. An interested, well-lum-sized market. Box 366P, BROADCASTING • TELECASTING.

Manager. Network and independent experience. Good salesman, announcer. First class license. Employed, available 30 days. Prefer city over 300,000 population. Box 418P, BROADCASTING • TELECASTING.

General manager. Top administrator and sales executive. Years of experience in sales manager jobs with major companies, leading markets. Five years sales manager with 5 kw in south-eastern market. Currently managing Mutual outlet. Family man, BS and MBA Degrees from all leading universities. Proven sales record which will stand investigation. Best references. Desires manager Gulf Coast, Virginia. West Virginia. Kentucky. Box 418P, BROADCASTING • TELECASTING.

Young family man, five years selling, knows radio and advertising, commercial management or high-paying sales position in west. Box 459P, BROADCASTING • TELECASTING.

Salesmen

Salesman experienced all phases radio, network and independent. First phone. Permanent. Employed married veteran. West coast only. Box 440P, BROADCASTING • TELECASTING.

Announcers

Announcer—4 years experience. All staff duties. Friendly, informal DJ. Intelligent news. Draft exempt. Box 315P, BROADCASTING • TELECASTING.

Capable announcer with year's experience. Veteran, single. Prefers university. Write. Box 422P, BROADCASTING • TELECASTING.

Situations Wanted (Cont'd)

Three-piece hillbilly band, headed by experienced announcer, seeking job with hillbilly station in south or southwest. Very versatile, exceptionally good, worth investigation. For details, photo, tape write Box 352P, BROADCASTING • TELECASTING.

Combination man. Two years experience. All phases of station operation. Married, draft exempt. Available immediately. Box 387P, BROADCASTING • TELECASTING.

Comboman. Construction, sales, programming experience. Now chief. Excellent voice. Available immediately for right salary. Box 383P, BROADCASTING • TELECASTING.

Singing announcer. Experienced, unusual disc program. Qualified news, sports, sportscaster. Play-by-play. AB Degree in radio. Presently employed. Married veteran. Box 386P, BROADCASTING • TELECASTING.

Experienced announcer. MC. Strong on music, news and sports. College graduate. 25 years experience. Northeast. Box 390P, BROADCASTING • TELECASTING.

Versatile announcer, strong on play-by-play, commercials, adlib and board operation. Seek position with sportsman. Box 392P, BROADCASTING • TELECASTING.

Announcer. Draft exempt, married, college background. Light experience in announcing and promotion. Versed in all phases. Box 395P, BROADCASTING • TELECASTING.

Qualified staff announcer with terrific sports delivery wants opportunity to learn play-by-play. College man, radio school graduate, one year experience. Box 396P, BROADCASTING • TELECASTING.

Announcer, first phone. Recent radio school graduate, trained in all phases. Married, aged 25, draft exempt, will travel. Available immediately. Box 400P, BROADCASTING • TELECASTING.

Announcer seeks opportunity to break into sports staff play-by-play and color. Qualified for all staff assignments. Draft exempt veteran. Box 403P, BROADCASTING • TELECASTING.

Combination man. Four years experience. Third class license. Here's program director, record, news and sports man. Presently employed. Prefer mid-west location. Box 405P, BROADCASTING • TELECASTING.

Hillbilly DJ. Single 26 years. Old radio school graduate. One and one-half minutes experience. Seeking opportunity to work with hillbilly DJ. Play violin. Can MC hillbilly group. Present employer will recommend. Prefer south or southwest. Box 408P, BROADCASTING • TELECASTING.

Newscaster, editor. Currently featured in regional network. Tape, history on request. Box 415P, BROADCASTING • TELECASTING.

Experienced hillbilly DJ, guitarist, 26, single, clean living, control man, future sportsman. Excellent writer, good salesman, news-wise, program, promotion, production, two years on Mutual, play-by-play sports. Married, 31, draft exempt. Presently program director. Solid references. Southeast preferred. Go anywhere. No "big time!" Just good permanent job with future salary open, location primary. All inquiries answered. Hurry. Box 429P, BROADCASTING • TELECASTING.

Versatile announcer, two years—proven record selling intangibles, allied field. Wants to return to first love—radio. Good news, sportsman. Box 435P, BROADCASTING • TELECASTING.

Fourteen years of radio for hire. Top announcer, excellent writer, good salesman, news-wise, program, promotion, production, two years on Mutual, play-by-play sports. Married, 31, draft exempt. Presently program director. Solid references. Southeast preferred. Go anywhere. No "big time!" Just good permanent job with future salary open, location primary. All inquiries answered. Hurry. Box 429P, BROADCASTING • TELECASTING.

Versatile announcer. Single, excellent references. Available immediately. Presently employed. Box 431P, BROADCASTING • TELECASTING.

Announcer with distinctive speech training. Young and experienced. Nelson Welles but (1) good newscaster-director, (2) strong production background, (3) knowledge of TV writing and directing techniques. Disc on request. Box 434P, BROADCASTING • TELECASTING.

Situations Wanted (Cont'd)

Versatile announcer experienced from DJ to sports and everything between. Presently employed at 1 k independent. Married, 27, deferred. Desire relocation permanently in northeast. Personal interview only. Box 435P, BROADCASTING • TELECASTING.

First phone. No station experience. Technical school graduate. Married veteran age 31. Box 437P, BROADCASTING • TELECASTING.

Topflight sportscaster now available due to live broadcast brought into major league city, cutting games to be broadcast in hot bed baseball references. Major, minor league experience. Box 442P, BROADCASTING • TELECASTING.

Announcer. Intelligent news, good commercials and disc work. Prefer New York, New England area. Draft exempt. Tape, details, myself available immediately. Box 443P, BROADCASTING • TELECASTING.

Announcer. Thoroughly experienced in all phases: news, disc, shows, remotes. Desires immediate employment. Night shift acceptable. Excellent references. Write or wire Box 444P, BROADCASTING • TELECASTING.

Announcer. Experienced, veteran, single, 32, news, specialize morning DJ. Also news and sports. Have done copywriting, programming, logging. Ready to leave. Call in N. Y. ASumes 4-9038. Box 445P, BROADCASTING • TELECASTING.

Experienced young announcer desires permanent position with topflight station. Well versed in all phases: news, sports, etc. Free to travel. Draft exempt. Single. State salary. Box 447P, BROADCASTING • TELECASTING.

Experienced announcer. News, quiz shows and staff. Excellent references. 27. Prefer northeast but all offers considered. Two years commercial and AFRS experience. Box 449P, BROADCASTING • TELECASTING.

DJ with 15 years successful experience desires change. Prefers east coast or California. Available in staff major or DJ and can sell hard when necessary. His own record library of over 18,000 records. Personally acquainted with most musical personalities. Also has Variety, Cash Box and Metronome listings. Married? One child, reliable. Salary not as important as opportunity. Will accept personal interview, audition. Box 450P, BROADCASTING • TELECASTING.

Announcer with eight years experience in all phases. CBS trained. Board, remotes. Box 451P, BROADCASTING • TELECASTING.

Sports, news or combination post with future sought by radio-TV director working in public relations for national organization. Also interested in promotion opportunity. Currently doing part-time work with radio-TV school graduate, 33, veteran, good background, references. Box 457P, BROADCASTING • TELECASTING.

Staff announcer, training man, five years with NBC affiliate in midwest. Part or full time in or near New York City. Personal interview. Box 458P, BROADCASTING • TELECASTING.

Topnotch experienced play-by-play man, all sports. Highest recommendation present employer. P. O. Box 692, Cedar Rapids, Iowa.

Bar from the farm desires start in farm radio. Single, non-reserve, some radio experience. BA Radio, M.A. Radio, agriculture minor. Master's thesis on farm radio. Bill Armstrong, 4408 West 34th Ave., Denver, Colorado.

Announcer, 6 years experience, 50 k experience, desires position as newscaster or general assignment announcer anywhere. Bob Donaldson, Sam Davis Hotel, Nashville, Tenn. until June 20th.

Mature top commercial announcer, five years versatile experience. Superior voice, technique. Martha Fidler, 3148 Wilson, Chicago. Irving 8-1681.

Selling commercials, news and DJ. Vet, married, 32. Disc available. Kenneth Johnson, 727 N. 21 St., Milwaukee. Div. 2-4061.

Available immediately. Announcer—operate board. Married, 28, draft exempt. Will travel. Address: Y. E. Miller, 1141 Elder Ave., N.Y.C. Tivoli 2-4780.

Situations Wanted (Cont'd)

Combo-program director. Three years all phases at independent and Mutual. GI family. 24. Pleasing personality. Hard worker. Doesn't drink or smoke. Prefer Rocky Mountain states. TV. Remune disc available. T. S. Nielsen, Lewiston, Utah.

Experienced combo man all phases. Available vacation relief only. Commercial voice, news, adlib. Tape on request. Have car, first phone. July 1st salary open. Write only. Phone Vacation—announcer, KYOR, Blythe, Calif.

Morning man, draft free, deep voice. Plenty of knowhow. \$60.00 minimum, go anywhere. Phone 705-W, Morgan, N. C.

Salesman-announcer. Ten years experience, all phases radio. Started as announcer, worked into sales. Can do play-by-play. Proven sales record. Three years experience. Very capable, thoroughly reliable. References, disc furnished. Presently employed but desire change. Go anywhere. Box 462P, BROADCASTING • TELECASTING.

New York newspaperman (you'll recognize byline) turned broadcaster—experienced, deep voice—wants newscaster spot with independent station, part or full time. Background includes special events, announcing, commercial work. Box 463P, BROADCASTING • TELECASTING.

Top-flight news-sportscaster desires change to larger radio-TV market. Nine years experience play-by-play in all sports including hockey, ski-jumping. Four years successful station management. Married, children, 33, exempt. Best references. Box 464P, BROADCASTING • TELECASTING.

Announcer-control board operator, accustomed to DJ. Available immediately will travel, New York experience. Lonnie Padron, 520 W. 139th St., New York, N. Y.

Announcer-engineer 1st phone, fine strong voice. Experienced. Good DJ, etc. Prefer middle-east. Write or wire Dale Woodbine, c/o General Delivery, Bridgeport, Conn.

Technical

Chief engineer to take charge of progressive broadcast and television station in southwest portion of U. S., presently in personal interview. Will travel (including construction) at 5 kw directional. Extensive knowledge of television circuits and techniques. Include full information first letter. Can interview about July 17. Box 343P, BROADCASTING • TELECASTING.

Present chief engineer wishes to relocate. Desires to stay in California. Experienced in all phases of maintenance and repair. Have car. Married and very reliable. Wish permanent position. Good references. Box 354P, BROADCASTING • TELECASTING.

Engineer. Married veteran with first phone license. Six months experience plus 2 years thorough radio, communications and TV schooling. Please forward complete details in first letter to Box 391P, BROADCASTING • TELECASTING.

Experienced with first phone desires AM or TV. Graduated from accredited school. Box 409P, BROADCASTING • TELECASTING.

Chief engineer. Six years experience AM and FM. Desires chief engineer large station. TV training. Box 419P, BROADCASTING • TELECASTING.

Chief engineer. Twenty years broadcast and TV. Television, 22 years experience operation, construction, planning television. Desire change to program position. \$10,000 per year. Box 426P, BROADCASTING • TELECASTING.

Workshop technician, August graduate-TV Workshop, New York. All aspects studio operations. Will travel. Box 427P, BROADCASTING • TELECASTING.

Engineer, experienced, single, 26, veteran. Prefer southern New York, Pennsylvania but will travel. Available September 1. Box 435P, BROADCASTING • TELECASTING.

Announcer-engineer, first phone. Fine voice quality. Seventy-five minimum. Box 436P, BROADCASTING • TELECASTING.

Engineer-operator. Experienced construction, maintenance, control room, etc. Eastern states. Box 451P, BROADCASTING • TELECASTING.

Situations Wanted (Cont'd)

1st phone, some experience, 24, single, draft exempt, engineer only. Available June 23rd. Write Alfred Lipschitz, 1112 Dorchester Rd., Brooklyn 25, N. Y.

Production-Programming, Others

Program director: play-by-play. Excellent day job. Six years of experience. Top references. Box 330P, BROADCASTING • TELECASTING.

Employed continuity woman seeks advancement, air work. College graduate. Disc, copy on request. Box 336P, BROADCASTING • TELECASTING.

Experienced program director for small market AM station. Practical, working executive with background that speaks for itself. Experienced newscaster. Also sell. Ten years radio-TV. Married. Presently employed metropolitan station. Seeks opportunity for versatility. Most of career: Box 337P, BROADCASTING • TELECASTING.

Femme continuity writer, with two years versatile experience including ad work is interested in position with definite future in programming or as woman director. Write only. Box 334P, BROADCASTING • TELECASTING.

Radio-TV program continuity director. Experienced-employed. My program attract audiences: my copy creates customers: customers mean sponsors: which means I will be able to get you my \$5000 starting salary. Box 410P, BROADCASTING • TELECASTING.

News director available immediately. Top local news reporting, special events, documentaries. Member NARND SDX. News background, five to ten years. Four and one-half years radio. Ohio State graduate. Now with metropolitan CBS affiliate. Top ratings. Telegraph Box 411P, BROADCASTING • TELECASTING.

Copywriter. Efficient, ambitious, experienced. Salary secondary to opportunity. For details write Miss Box 417P, BROADCASTING • TELECASTING.

PD (genuine!). Know programming, advertising, overall station operation. Employed \$5,000. Box 422P, BROADCASTING • TELECASTING.

Program director, 29. Thoroughly experienced. Excellent station with top references. Disc or tape and resume on request. Box 432P, BROADCASTING • TELECASTING.

Program director. Five years experience as assistant PD. Capable of producing rating results through effective programming. Presently employed. Married. Family. Box 433P, BROADCASTING • TELECASTING.

News writing wanted. Although short on experience, sound background from education, travel, interests. Now in market for position. Good references. Graduate. Veteran, 25. Box 441P, BROADCASTING • TELECASTING.

Available now: program director-morning man. P. O. Box 1366, Norfolk, Va. Promotion manager or assistant. Available July 17. 27. Family. 4 years agency and media experience. Al Jones, WNAX, Yankton, S. D.

Television

Situations Wanted

Managerial

TV station manager. Creative, practical executive experienced in all phases of radio and television. Set work, agency, time-buying, programming. Four years heavy TV experience. Married, dependable with know-how to make TV station pay off quickly. Ability warrants good incentive deal. Box 439P, BROADCASTING • TELECASTING.

For Sale

Stations

\$15,000 for controlling interest in established 1,000 watt daytime located in one of Ohio's rich industrial areas. Box 464P, BROADCASTING • TELECASTING.

5,000 watt radio station in Picaune, Mississippi for \$70,000. Will accept cash or terms. If interested, please write Box 439P, BROADCASTING • TELECASTING.

(Continued on next page)

For Sale (Cont'd)

Southwest: 1000 watts. Nets \$2,000 month. Ideal opportunity in fast-growing area. Box 388P, BROADCASTING • TELECASTING.

Eastern fulltime independent. Single station market. 60,000 population. Controlling interest \$30,000. Box 435P, BROADCASTING • TELECASTING.

Equipment, etc.

Two new GE 3 kw FM amplifiers; one GE 250 watt exciter. All export packed. Very reasonable. Box 384P, BROADCASTING • TELECASTING.

TV equipment. Synchronizing generator; monoscope camera; camera controls; monitors and push-button switching equipment for large or small station. Owner ill, will sell at 50 percent discount. Equipment new, export packed. Box 385P, BROADCASTING • TELECASTING.

GE FM, studio link type BL-2A, complete with transmitter, receiver, 2-dish antennae, coax, 526 mgs.; cost \$4200, used two years. Changed station location eliminates need. Excellent performance. Improve your fidelity to compete with TV. Highest cash offer. Box 421P, BROADCASTING • TELECASTING.

Two Radio Music VL-1D vertical pickup assemblies complete with spare head. Never been used. Brush BK-403 tape recorder. Lingo antenna 194" 8" complete with guys, lighting equipment, and tuning unit. Box 448P, BROADCASTING • TELECASTING.

GY350 Gates transmitter. New. Fall 1949. Fine to replace your oldtimer rig with. KCNI, Broken Bow, Nebraska.

New Gates 21A antenna tuning unit. New Gates model 21B lighting chokes. Used MQ 2765 rectifier. Also used VD Rek-O-Kut cabinet, turntable, cutting arm, head. Contact Chief, KDDO, Dumas, Texas.

Complete one kilowatt station equipment priced for immediate sale. RCA equipment in service less than four years. Also complete directional array with four Wincharger towers, coax line and phasing equipment. KROC, Rochester, Minnesota.

Gates 1-MO-2350 model BF-250-A FM transmitter, HP monitor and antenna complete. Excellent operating condition. Best offer accepted. Contact Albert A. DeFilippo, c/o WAVZ, New Haven 10, Connecticut.

200 foot Wincharger type 101 tower, guys, insulator and flasher. WDOR, Sturgeon Bay, Wisconsin.

One 640AA condenser microphone and RA-1055 amplifier equipped with plug, cable and suspension ring-\$350.00. WJR, Detroit.

1 kw. Gates, BC-IE transmitter for immediate sale due to 5000 watts power increase. Only 4 years old and in good condition with more than 100% tube supply. Yours for \$4,000. Contact R. A. Dowling, WOOF, Dothan, Alabama.

RCA BFO, 68-B \$275.00. RCA Dist. & noise meter. \$325.00. Presto model "Y" disc recorder, mounted in cabinet, \$400. All excellent condition. WPAG, Ann Arbor, Michigan.

RCA 308A field intensity meter with portable power supply ex. con. recalibrated. Very reasonable. Ray Osterbusch & Son, Wheaton, Illinois.

Wanted to Buy

Equipment, etc.

REL model 648-B FM receiver. Also one GE 250 watt FM transmitter. Model BT-1-B. Box 389P, BROADCASTING • TELECASTING.

Wanted: Used equipment: Limiting amplifier, console, Universal pickups with preamplifiers, jack panel, Cabinet rack, 1 1/2 coaxial cable 51 ohm. Presto turntables. Box 313P, BROADCASTING • TELECASTING.

Ready to sell? Returning to east to inspect for purchase small station in Middle-Atlantic states. Interested in medium sized, non-metropolitan market. Will pay cash. Not broker. You will be contacted personally by purchaser. Box 414P, BROADCASTING • TELECASTING.

Used RCA 308A or B 120 to 18,000 kc. cash or will trade Federal 101B with broadcast loop. Also want 308A 120 to 550 kc loop only. Walter F. Kean, 1 Riverside Rd., Riverside, Ill.

Miscellaneous

Needed: all types educational television programs. If you have an idea for a discussion group, lecture, dramatic show, etc., write giving particulars. Box 413P, BROADCASTING • TELECASTING. Include costs, if possible, number of persons required for program, and as many details as are necessary for clarification. All replies will be kept in strictest confidence. Include a stamped, self-addressed envelope if material is to be returned.

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

Help Wanted

Announcers

DISC JOCKEY

Top-Rated Independent. Excellent opportunity for outstanding personality. Rush audition.

WNOR

Norfolk, Virginia

Technical

Operating engineers wanted for defense radio project. Four station chief engineers, four transmitter supervisors, 16 receiver operators, radio telegraph, radio telephone. Advanced amateur license desired but not necessary. Salary, \$6,000 to \$10,000 on a per diem basis. Travel expenses paid. E. C. Page, Consulting Radio Engineers, 600 Bond Building, Washington, D. C.

Help Wanted (Cont')

CALIFORNIA VHF TV APPLICANT

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 integration

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

For Sale

Equipment, etc.

New 250 w Transmitter

Used less than a week—
A real buy.

Write for particulars.

KTRI

Sioux City, Iowa

5 KW TRANSMITTER

WESTERN ELECTRIC

High dependability—off the air only 89 minutes in past year. High stability—never more than 3 cycles off. Includes tubes worth \$2,250, most brand new. Complete operating records available. For engineer's opinion, see George Lohnes, Munsey Building, Washington, D. C. Will take good 250 watt transmitter as part payment. Send your offer or request for more facts to Joe Close, WKNE, Keene, New Hampshire.

For Sale (Cont'd)

For Immediate SALE! TV TRANSMITTER

Now in operation and
available for inspection

RCA TT-5A TV Transmitter, including:

- 1 set of new spare tubes
- control console
- side band filter
- duplicator, and other essential equipment

(If interested, suggest immediate attention as equipment will be disposed of as soon as possible)

Write to: KPIX

Al Towne

Director of Engineering
San Francisco

Employment Service

EXECUTIVE PLACEMENT SERVICE

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

HOWARD S. FRAZIER

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

Employment Agency

Employment Agency

STATIONS

Although we are slow in meeting the heavy demand for combination men it is more and more possible for us to meet your needs in such fields as:—Management, Sales, Production, Announcing, and Straight Engineering.

COMBINATION ANNOUNCER-ENGINEERS:

Seeking to relocate? Write to us for Application Forms. Many choice openings in your field. Our fee—ONLY one week's salary. NO OTHER CHARGES.

Broadcast Management Services Co.
AGENCY

17 East 48th Street, New York 17, New York

PL 5-1127

E. C. Lobdell, Licensee

Midwest Independent

\$100,000.00

One of the very successful midwest independents with a consistent record of increases in gross and profits. Above average plant and equipment. Delivered free and clear plus more than \$30,000.00 in cash and accounts receivable.

Appraisals • Negotiations • Financing

BLACKBURN-HAMILTON COMPANY

RADIO STATION AND NEWSPAPER BROKERS

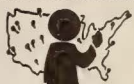
WASHINGTON, D. C.
James W. Blackburn
Washington Bldg.
Sterling 4341-2

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

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

FCC roundup

New Grants, Transfers, Changes, Applications



box score

SUMMARY THROUGH JUNE 12

	On Air	Licensed	CPs	Appls. Pending	In Hearing
AM Stations	2,350	2,331	86	327	211
FM Stations	633	619	12	2	7
TV Stations	108	97	11	587	7

CALL ASSIGNMENTS: WPXN Phenix City, Ala. (Community Bestg. Co., 1230 k, 1 kw D); WARM Fort Pierce, Fla. (Hurricane Bestg. Service, 1330 kc, 1 kw D); WSPN Saratoga Springs, N. Y. (Spa Bests. Inc., 990 kc, 250 w D); KSGA Redmond, Ore. (Redmond Bestg. Co., 1240 kc, 250 w unli.); WSSC Sumter, S. C. (Radio Recor., 1240 kc, 100 w unli.); KBRZ Fresno, Cal. (Broadcasters, 1460 kc, 500 w D); WTND-FM Orangeburg, S. C. (WTND Inc., 102.7 mc [Ch. 274] ERP 4.1 kw); and KLSB Houston, Tex. (Trinity Bestg. Corp., changed from KLEE).

(Also see Actions of the FCC, page 98.)

Docket Actions . . .

OPINION AND ORDER

WTUX Wilmington, Del.—Port Frere Bestg. Co. By memorandum opinion and order FCC granted petition for rehearing and under relief and supplements thereto filed by WTUX directed against FCC decision released Oct. 12, 1950 (B-T, Oct. 16, 1950), which denied license renewal. FCC set aside decision insofar as it denied renewal application and granted renewal of WTUX (see story this issue). Order June 12.

INITIAL DECISION

WHOL Allentown, Pa.—Allentown Bestg. Co. FCC Hearing Examiner Elizabeth C. Smith issued initial decision looking toward grant of 1230 kc, 250 w fulltime. Simultaneously, Hearing Examiner Smith denied application of Easton Publishing Co. seeking same facilities at Easton, Pa. (WHOL is now broadcasting on 1230 kc, 250 w fulltime, pending conclusion of proceedings in this case which was remanded to FCC by U. S. Court of Appeals for D. C. see story this issue.) Decision June 11.

Non-Docket Actions . . .

AM GRANTS

Mobile, Ala.—The Gadsden Radio Co., 960 kc, 1 kw daytime; condition. Estimated construction cost \$11,325. Princeton, Ala.

FCC Actions

(Continued from page 99)

of license for regular period:

WCOV Montgomery, Ala.; KHUM Fureka, Calif.; WBHB Fitzgerald, Ga.; KDEC Decatur, Iowa; WHAI Greenfield, Mass.; WFAK Memphis; WOKE Oak Ridge, Tenn.; WJEJ Hagerstown, Md.

APPLICATION RETURNED

WJXN Jackson, Miss.—RETURNED CP to change trans. location, install new trans. and change ant. system.

APPLICATION DISMISSED

WKOX Framingham, Mass.—DISMISSED application of license to change main studio location.

June 12 Applications

ACCEPTED FOR FILING

Modification of CP

WKOY Wellston, Ohio—Mod. CP which authorized new AM to change ant. and ground system.

License for CP

WIPR Santurce, Puerto Rico—License for CP which authorized change in trans. location.

Extension of Completion Date

KACE Dallas, Tex.—Mod. CP which authorized new AM for extension of completion date.

License Renewal

Following stations request renewal of license for regular period:

WWVB Jasper, Ala.; KMSA Santa Maria, Calif.; KCTV Trinidad, Cal.; WPAX Thomasville, Ga.; WHIZ Zainesville, Ohio; WBBQ Memphis; WCVH Charlottesville, Va.

BROADCASTING • Telecasting

inals include Cary Lee Graham and Edwin H. Estes, who are licensees of WETO Gadsden, Ala. (Original application requested 1340 kc, 250 w fulltime, B-T, April 9, 1951.) Granted June 11.

Memoline, Mich.—Green Bay Bestg. Co., 1340 kc, 100 w fulltime, engineering condition. Estimated construction cost \$12,550, first year operating cost \$54,000, revenue \$70,000. Applicant is licensee of WDUZ Green Bay, Mich.

TRANSFER GRANTS

KCLF Clifton, Ariz.—Granted assignment of license from Dwight Hawkins Management Enterprises Inc. to Saguro Bestg. Co. through formation of new corporation, 50% of stock in which will be owned by Dwight Hawkins Management Enterprises Inc., and 50% by H. Chester Darwin, general manager of KCLF, who will become president of new corporation.

KPAS Banning, Calif.—Granted assignment of license from Byron-Wood Motors, d/b as Pass Bestg. Co., to Kenneth L. Colborn for \$10,400. Mr. Colborn is owner of The Center Inc., which controls business property in Palm Springs, Calif.

KDAC Fort Bragg, Calif.—Granted assignment of license from Charles R. Weller, receiver pendente lite of Mendocino Coast Bestg. Co., to Edward Mertle, for whom court judgment has been granted following conclusion and settlement of partnership litigation, during which time Superior Court of Mendocino County appointed Mr. Weller receiver pending final court disposition of case. Mr. Mertle is owner of Golden West Hotel, Fort Bragg, and Welcome Inn Restaurant & Bar, Fort Bragg.

KMOR Oroville, Calif.—Granted assignment of license from J. Stevenson, d/b as Oroville Bests., to Oroville Bests., new corporation composed of Mr. Stevenson and two others. New stockholders will pay about \$7,751.55 for their interest.

KBLF Red Bluff, Calif.—Granted assignment of license from Arvo Hasapanen and Victor Lahti, a partnership, to Hal K. Shade for cancellation and release of Tehama Bestg. Co.'s obligations. Mr. Shade pays Russell G. Frey, holder of Tehama Bestg. Co.'s promissory notes for \$27,500, of which \$5,000 was paid at close of agreement and remainder at \$150 monthly for not more than five years. Mr. Shade owns 30% of KNPT Newport, Ore., and is general manager of H. W. Critchlow Co. (syndicated radio sales). Red Bluff, Calif.

WBIB (FM) New Haven, Conn.—Granted transfer of control from The Church Court Co. to Samuel Botwinick, Louis Botwinick, Meyer J. Botwinick, Norman I. Botwinick and William Horowitz through stock transfer; same individuals continue to hold proportionate shares of stock. No actual change of ownership or control, no monetary consideration. Simultaneously, consent granted to assignment of license to Connecticut Radio Foundation Inc.

WCNN Quincy, Fla.—Granted acquisition of control by Andrew B. Letson through sale of 320 out of 500 shares

of stock for \$18,400. Mr. Letson is general manager and chief engineer of WCNN, and already holds 26% interest in station; he will hold 73.2% of stock. He also is applicant for new AM station in Tallahassee, Fla.

KCLO Leavenworth, Kan.—Granted assignment of license from Leavenworth Bestg. Co. to Cecil W. Roberts for \$31,000. Mr. Roberts is owner of KREI Farmington, Mo., KNEM Nevada, Mo., and KCHI Chillicothe, Mo., and is applicant for new AM station Chanute, Kan.

WUST-AM-FM Bethesda, Md.—Transfer of control from Harold S. Russell, Parker W. Jones, Willard D. Egolf and Carl J. Batter, who each hold 25% to same group, except that Mr. Egolf's stock is retired, Mr. Jones stock is decreased to 0.46%, Mr. Russell and Batter's stock is increased to 40.57% each and a new stockholder, W. Parker Jones, acquires 18.40% interest. W. Parker Jones is a Washington, D. C., attorney.

KOBK Owatonna, Minn.—Granted transfer of control from William F. Johnson to Myles H. Johns for \$5,888.50. Myles H. Johns is president and 50% owner of Broadcasting Service Inc., St. Paul, Minn., and a brother of William F. Johns Jr.

KOB-AM-FM Albuquerque, N. M.—By memorandum opinion and order granted transfer of control from T. M. Peppard to Time Inc. and Wayne Coy for \$900,000 (B-T, June 2). After series of reorganizations, which will transfer assets to Albuquerque Bestg. Co., a Time Inc. subsidiary, 50% interest in KOB will be sold to Time Inc. for \$900,000, plus eight-year contract as general manager at \$26,000 per year. In addition, Mr. Coy will remain consultant to Time Inc. at \$10,000 per year. Time Inc. publishes Time, Life, Fortune and other periodicals. In memorandum opinion and order, FCC said approval was subject to any action which it may take to carry out mandate of U. S. Court of Appeals as required in ABC. The Messrs. Berke ordered denial of (1) petition of ABC requesting dismissal of pending application of KOB, and (2) request that mandate above mentioned be carried out prior to action on transfer application case, and (3) request that Special Service be instituted by which KOB is presently operation be rescinded.

WTRF-AM-FM Bellaire, Ohio.—Granted relinquishment of negative control from Thomas M. Bloch and Betty Bloch Harris, co-executors of estate of Jesse A. Bloch, deceased, and Gordon C. Dix and Albert V. Dix, to the same parties plus Robert W. Ferguson through a stock transaction.

KUGN-AM-FM Eugene, Ore.—Granted relinquishment of negative control by O. E. Berke and P. R. Berke to Ewing C. Kelly. The Messrs. Berke who each hold 25% interest, will sell total of 5% interest to Mr. Kelly for \$4,602. (leaving them with total of 45% interest.) In addition, Mr. Kelly has option to buy remaining 45% interest within the next two years for \$41,426.19 plus 5% interest in time sale is closed. If Mr. Kelly does not elect to buy remaining 45% within two-year period, the Messrs. Berke have option to buy 5% interest they sold to Mr. Kelly for \$4,602.91. Other 50% interest of KUGN owned by C. H. Fisher not affected in agreements between the Messrs. Berke and Mr. Kelly.

KFDA -AM-FM Amarillo, Tex.—Granted transfer of control from Gilmore N. Nunn, J. Lindsey Nunn and Gilmore N. Nunn, trustee, to Amarillo Bestg. Co. (a Delaware corporation), which is owned equally by C. Woodson, Wendell Mayes, Charles B. Jordan and Gene L. Cagle, for \$340,000. Mr. Woodson owns 25% interest in Brownwood Newspapers Inc. (Brownwood Bulletin), Brownwood, Tex., and other Texas and Florida newspapers; he has oil and gas interests in Texas; he is applicant for new television stations in Austin, Tex., and Amarillo, and at one time owned 30% interest in KBWD Brownwood and KNOW Austin, 24% interest in KRIO McAllen, Tex., and WACO, Waco, Tex.; his interest in various AM stations was sold by 1950. Mr. Mayes now is president and owns controlling interest in KBWD and KNOW; he had seven of which he was managing director; he is now vice president and assistant general manager of Texas State Network and vice president of KABC San Antonio, WACO, KRIO and KFJZ Fort Worth. Mr. Cagle is president, director and general manager of Texas State Network, KFJZ, KABC, WACO and KRIO; he also owns

34% of capital stock of Texas State Network, which in turn owns 100% of capital stock of KFJZ, WACO and KRIO; Texas State Network is applicant for new television station in Fort Worth.

WDVA Danville, Va.—Granted relinquishment of control by John S. Meade to Virginia-Carolina Bestg. Corp., through transfer of 22% of Mr. Meade's 52% interest. Transferred will be 3,550 shares of stock, of which 2,150 shares will be transferred to other stockholders and remaining 2,150 shares will be transferred to Harry Meade and John S. Meade Jr., Mr. Meade's sons.

KPUV Puyallup, Wash.—Granted assignment of license from Clarence E. Wilson to partnership composed of Mr. Wilson and P. D. Jackson, d/b as Radio Station KPUV. Messrs. Wilson and Jackson are equal partners owning KWCO Chickasha, Okla., KTCM McAlester, Okla., and applicants for new TV station in Oklahoma City, Okla. Mr. Jackson pays about \$15,130 for his interest in KPUV.

WTRW Two Rivers, Wis.—Granted transfer of control from Two Rivers Bestg. Co. to Chris Hansen, fruit grower and fruit farm operator; Charles Whitford, also fruit grower and fruit farm operator, and Wendell Hansen, trainer-exhibitor of "Bertelles Birds," for \$40,000 for 95% interest.

New Applications . . .

AM APPLICATIONS

Richmond, Ky.—Richmond Bestg. Co., 1340 kc, 250 w fulltime. Estimated construction cost \$12,388, first year operating cost \$60,000, revenue \$80,000. Equal 1/3 partners include J. W. Betts, general manager of WFTM Maysville, Ky.; Charles P. Clarke, farm owner, and J. M. Finch Jr., Maysville building contractor. Filed June 2.

Pontiac, Mich.—William R. Reed, 1460 kc, 500 w daytime. Estimated construction cost \$15,536, first year operating cost \$90,000, revenue \$105,000. From 1947 to 1951 Mr. Reed was administrator.

(Continued on page 104)

A COMPLETE SERVICE FOR
\$40 TO \$57.50
A MONTH
based on advertising rates

- OVER 4000 MUSICAL SELECTIONS
- SCRIPTS • PROGRAM NOTES
- BRIDGES, MOODS AND THEMES
- DOUBLE-BARRELED SALES AIDS

SESAC Inc., 475 Fifth Ave., N. Y. C.

(Continued from page 82)

tive assistant, U. S. Senate, Washington, D.C. Filed June 10.

Columbia, Miss.—Southwestern Bdcstg. Co. of Mississippi, 380 kw, 500 w daytime. Estimated construction cost \$9,225, first year operating cost \$24,000, revenue \$30,000. Principals, all equal 1/3 partners, are: Louis Alford, Philip D. Brady and Albert Mack Smith, who are equal partners in WAFB McComb, Miss. Filed June 10.

Oxford, Ohio—Eugene Napier and Richard Plessinger, 500 w daytime. Estimated construction cost \$10,350, first year operating cost \$23,000, revenue \$27,000. Equal 50% partners are Eugene Napier, student at Stewart High School, Oxford, Ohio, and Richard Plessinger, serviceman for McFarland Radio Service, Oxford. Filed June 12.

Raymondville, Tex.—Willacy Bdcstg. Co., 170 kw, 1 kw daytime. Estimated construction cost \$23,350, first year operating cost \$36,000, revenue \$40,000. Principals are Kelly Bell (75%) and J. C. Stallings (25%). Mr. Bell owns KOSF Nacogdoches, Tex., and 50% of KBRZ Freeport, Tex. Mr. Stallings owns 25% of WBRZ. Filed June 2.

Keyser, W. Va.—Glaucus G. Merrill, 1270 kw, 1 kw daytime. Estimated construction cost \$19,970, first year operating cost \$21,000, revenue \$55,000. Mr. Merrill is president and treasurer of WHAR Clarksburg, W. Va. Filed June 2.

FM APPLICATIONS

Jacksonville, Fla.—WIVY Inc., 93.7 mc (Ch. 229), ERP 3.256 kw. Estimated construction cost \$16,500, first year operating cost \$18,000, revenue \$5,000. Applicant is licensee of WIVY Jacksonville, Fla. Filed June 4.

San Mateo, Calif.—San Mateo Junior College, 91.1 mc, 1 kw, 1 kw daytime. Estimated construction cost \$16,500. Non-commercial educational FM. Dr. Elton E. Hildreth is president of San Mateo Jr. College. Filed June 5.

TRANSFER REQUEST

KTOR Oklahoma City, Okla.—Transfer of control from O. L. Taylor Co. to AMTOK Bdcstg. Co. for \$225,000. Principals in transferee include: President Wendell May (25%), president and major stockholder in KBWD Brownwood, Tex., and KNOW Austin; 25% owner of KFDA Amarillo; former partner of KFDK Fort Worth, Tex., and WACO Waco, Tex., sold in 1949. Vice President C. C. Woodson (25%), 95% owner of Brownwood, Waco, Ballewin, and other Texas and Florida newspapers; he has oil and gas interests in Texas; applicant for new TV outlet in Amarillo and Austin, Tex.; 25% owner of KFDA; at one time owned 50% interest in KBWD and KNOW; and 24% interest in KRIO and WACO. Interest in these stations was sold by 1950. Secretary-Treasurer Charles B. Jordan (25%), with WRR Dallas for 20 years. Last seven of which he was managing director; now vice president and general manager of Texas State Network and vice president of KABC San Antonio, KFJZ Fort Worth, KRIO and WACO; he is now 25% owner of KFDA. Gene L. Cagle (25%), president and general manager of KABC San Antonio, KFJZ Fort Worth, KRIO and WACO; owner of 34% capital stock of Texas State Network, which in turn owns 100% of capital stock of KABC, KFJZ, WACO and KRIO, and is applicant for new TV station in Fort Worth; he also is 25% owner of KFDA. \$80,000 in escrow, \$140,000 cash at transfer date, \$75,000 promissory note to be paid off by \$1,000 monthly at 4% interest.

New Program Firm

PILSBURY PUBLISHERS Inc., New York, has announced formation of a new television division called Pilsbury Productions Inc. Firm will package and distribute both live and film TV programs. It is located at 170 E. 79 St., New York. Telephone is Trafalgar 9-9208. Larry Merchant, president of the publishing firm, will be executive producer and Bob Blum, formerly of NBC, is in charge of directing and script editing. First effort, a children's program, is being shown to agencies for presentation in the fall.

APRIL-MAY FCC BOXSCORE

STATUS of broadcast station authorizations at the FCC:

	—As of April 30—			—As of May 31—		
	AM	FM	TV	AM	FM	TV
Total authorized	2,415	646	108	2,418	647	108
Total on the air	2,347	632	108	2,352	630	108
Licensed (all on air)	2,325	579	94	2,328	581	94
Construction permits	90	67	14	90	66	14
Total applications pending	976	133	644	973	125	656
Total applications in hearing	217	8	9	211	8	7
Requests for new stations	324	9	536	323	10	541
Requests to change existing facilities	209	13	53	208	16	64
Deletion of licensed stations	0	4	0	0	2	0
Deletion of construction permits	1	1	0	0	0	0

Sixth Report Taken to Court

(Continued from page 82)

which the 170-mile separation is based." It notes WLWC in its application to change from Channel 3 to Channel 4, as provided for in the Sixth Report, proposes to use a tower of only 436 ft.

"A reduction in height of only a few feet below the 1,000-foot permissible maximum would make the allocation of Channel 4 to Braddock entirely within the Commission's standards as regards interference, yet WLWC proposes to use only 44% of the maximum permissible height," the petition continues, remarking that this decision of WLWC "is obviously a proper one in view of the size of the Columbus market. It is equally unlikely that any applicant for the use of Channel 4 in the Pittsburgh area will be able prudently to use a 1,000-foot tower."

The petition explains that "the Pittsburgh metropolitan district is irregularly shaped, having a maximum length of 62 miles and a maximum width of 80.8 miles. It is illogical, unreasonable and arbitrary to fix the site of this huge metropolis at the exact pinpoint of the latitude and longitude fixed in its book by the Department of Commerce for entirely unrelated purposes."

Refusal Unjustified

"Accordingly," the petition concludes, "the refusal to allocate Channel 4 to Pittsburgh or to Braddock is entirely unjustifiable."

The petition requests the court to "remand to FCC the matter of the assignment of Channel 4 to Pittsburgh or Braddock, with instructions that by appropriate proceedings the FCC redetermine on the basis of cogent reasons particularly related to the provisions and purposes of the Communications Act of 1934 whether or not Channel 4 may be assigned to Pittsburgh or Braddock and that the Commission publish its findings, conclusions and order in the premises."

The other court appeal respecting the failure to add Channel 4 to the Pittsburgh area, filed by WLOA, contends this action was "arbitrary and capricious" because such an allocation could be made "in accordance with the Commission's Rules by changing the assignment" of WLWC from Channel 3 to Channel 10 (instead of Channel 4 as done) and changing WBNS-TV Columbus from Channel 10 to Channel 4. Separation be-

tween Braddock and the transmitter of WBNS-TV is 170 miles, the allowable minimum, the petition notes.

The WLOA petition points out that in assigning Channel 4 to WLWC, a co-channel separation of only 159.043 miles results between WLWC and WWJ-TV Detroit, whereas assigning Channel 4 to WBNS-TV would increase this less-than-minimum separation to 162.9 miles.

"Permitting sub-minimal co-channel mileage, separations in favor of existing licensees and permittees—which in itself constitutes an arbitrary and unlawful discrimination in favor of existing licensees and permittees—does not legalize the Commission's proposed assignment of Channel 4 to WLWC for two reasons," the petition asserts. These are: "(1) No existing licensee or permittee is presently authorized to operate on Channel 4 at Columbus and (2) the co-channel separation of WLWC on Channel 3 (from WDTV at Pittsburgh) of 162.459 miles would be reduced to a co-channel separation on Channel 4 (from WWJ-TV at Detroit) of 159.043 miles."

The petition further asserts that the "standard of notice established by the Administrative Procedure Act was not met in the television rule making proceeding in view of the entire lack of correlation between the Commission's notice of the technical standards on which it proposed to base its allocation of Channel 4 to WLWC and the technical standards which is actually adopted and used in the Sixth Report. Thus, petitioner had no notice that the co-channel assignment separation for VHF channels in the Braddock-Columbus area would be 170 miles rather than 180 miles; or that 'reference points' and methods of determining distances selected by the Commission would involve distances between transmitters of existing stations and post offices of certain cities."

Lack of adequate legal notice fundamentally "derives from the failure of the Commission to adopt technical standards for television stations before requiring interested persons to plead to the Commission's proposed specific allocation table of assignments of television channels." Petitioner's right to "full and fair" notice and hearing, WLOA asserts, "was debased in

this proceeding to a guessing game in which petitioner had, at its peril, to guess which of the infinite possible technical standards the Commission might adopt—simultaneously with its decision on allocation of channels—and to base its participation therein on such a guess."

The WLOA appeal challenges the legality of FCC's use of "assignment spacing" (city-to-city) rather than "facility spacing" (transmitter-to-transmitter). WLOA argues the Sixth Report therefore "elevates administrative convenience above the substantive standards of the Communications Act and defeats the public interest."

'Reconsider Such Assignment'

The petition further challenges the legality of the FCC showing cause order to change WLWC from Channel 3 to Channel 4 since it precludes comparative consideration with the mutually exclusive request for Channel 4 at Braddock.

The petition asks the court to "set aside and determine to be invalid" the Sixth Report insofar as it denied the allocation of Channel 4 to Braddock or insofar as it modified the assignment of WLWC from Channel 3 to Channel 4. WLOA asks the court to remand the matter to FCC "with instructions to reconsider such assignment on reasonable and lawful grounds."

WISC appeals to the court respecting FCC's failure to allocate UHF Channel 21 for commercial broadcasting at Madison and failure to allocate VHF Channel 3 there for noncommercial educational use. WISC earlier had protested the inter-mixture of VHF and UHF for commercial telecasting on the ground it would preclude "truly competitive" commercial service. The other two UHF channels allocated there are Channel 27 and 33.

WISC contends FCC erroneously considered its "objections to inter-mixture" in place of the station "comments" on the city-by-city allocation of channels at Madison and hence was denied full and fair hearing.

FCC's failure to assign VHF Channel 3 to education at Madison is attacked by WISC as being contrary to the Commission's "avowed policy" to assign VHF to education wherever possible in a major educational center. "In 21 communities the Commission has reserved a VHF channel for educational use where only one VHF channel has been assigned. These 21 communities include 16 communities in which UHF channels were available for assignment to educational use," the appeal observes. It asks that the matter be remanded to FCC for reconsideration.

Taking a position similar to that argued by WLOA, KVOL in its appeal contends the Commission violated the Administrative Procedure Act when it failed to give du-

notice and full hearing on its unexpected action assigning Channel 5 to Alexandria, La., instead of Lafayette.

KVOL also attacks FCC's failure to give adequate legal notice through failure to adopt technical standards before requiring the parties to plead to the proposed table of city-by-city allocations.

"Independent of considerations of notice," the petition asserts, "FCC's action favoring Alexandria since it has a population of 35,000 while Lafayette has only 34,000 is arbitrary and capricious."

KVOL Assertions

KVOL further asserts that Secs. 309(a) and 307(b) of the Communications Act have been violated by FCC's Sixth Report since its pending application for Channel 5 cannot be considered with the channel removed.

"What the Commission has done in its rule making proceeding," KVOL asserts, "is to prejudice the petitioner's application without giving petitioner the opportunity of presenting, by means of its rightful hearing, all of the facts relevant to determining that the facilities requested by the petitioner would provide a fair, efficient and equitable distribution of television facilities and has decided on the basis of inadequate and partial information that Channel 5 should be used in Alexandria rather than in Lafayette."

In its appeal, WLAN contends that FCC's show cause order switching WGAL-TV from Channel 4 to Channel 8 unlawfully deprives it of comparative hearing on its application for Channel 8.

The petition notes that the memorandum opinion and order dismissing WLAN's protest of the FCC proposal to switch WGAL-TV to Channel 8 on the ground that the protest was filed before the final assignment of the channel at Lancaster and because WLAN's application, in common with all pending applications, would have to be amended to conform with the new rules and regulations or be dismissed.

Final assignment of Channel 8 here was described as 30 days after publication of the Sixth Report in the *Federal Register*, hence WLAN could amend its application and again bring up the question of whether it was entitled to comparative hearing with WGAL-TV respecting Channel 8, the petition recalls from the memorandum opinion of the Commission.

WLAN Argues

WLAN's appeal argues that the Commission "has arbitrarily failed to consider all of the prayers for relief" recited by WLAN in its petitions. "More particularly, the Commission has failed to consider the matters of law involved in petitioner's requests that (1) the order show cause (re WGAL-TV) be set aside and (2) the petitioner's applications be accorded a comparative hearing prior to any assignment of Channel 8 to WGAL Inc."

WLAN contends the order to show cause issued to WGAL-TV "is



CAPT. Willis Henry Beltz (r), former RCA engineer, takes over as director of the Naval Research Laboratory, Washington, from Capt. Frederick Raymond Furth, who, in turn, succeeds Capt. Beltz as assistant chief of the Bureau of Ships for Electronics.

invalid to the extent that it purports to decide what WGAL-TV shall operate on Channel 8, if that channel is allocated to Lancaster, in a rule making proceeding which can decide only the communities to which channels shall be assigned. Any advance decision . . . that WGAL Inc.'s subsequent application for Channel 8 must be granted deprives any timely applicant for the same channel at Lancaster of its hearing rights under 309(a) of the Communications Act and the *Ashbacker* case."

Meanwhile, WLAN filed with FCC another petition for comparative hearing of its application with that of WGAL-TV for Channel 8. The petition also asked that WGAL-TV's license renewal application, filed in late April, be included in the proceeding.

WGAL-TV in turn filed with the Commission its opposition to the earlier WLAN petition for reconsideration. WGAL-TV asks FCC to dismiss the WLAN request "because it does not set forth a single reason which has not been previously considered by the Commission."

WGAL-TV charges WLAN "has consistently in all of its subsequent actions and pleadings misconstrued this type of proceeding and has been attempting to confuse and confound the issues."

WGAL-TV contends "it is to be noted the Commission announced at the outset that the proceeding under the show cause order" respecting WGAL-TV "was a proceeding under Sec. 303(f) and 312(b) of the Communications Act. . . . This was not a proceeding under Sec. 309."

WGAL-TV further argues that Peoples Broadcasting Co.'s petition for reconsideration, in addition to being repetitive, should be dismissed because, in part:

(a) Peoples seeks for its own peculiar and selfish reasons to discriminate against and reduce an existing licensee, WGAL-TV, with hundreds of thousands of dollars invested in its pioneering operation in television over the past several years, to the status of a new applicant for a television station. In so doing, Peoples seeks to destroy not only the large investment of WGAL-TV in television, but it also seeks to overshadow and belittle the good-will and prestige established by the pioneering efforts of this licensee when the possi-

bility of financial returns from television operations were vague and unknown at the outset.

(b) Peoples forgets and fails to reiterate that its own engineer when testifying in its behalf at a hearing in this proceeding, stated in substance that Peoples was not interested in pioneering a UHF channel in Lancaster if a VHF assignment was not available. . . . Instead of seeking UHF Channel 21 now available . . . Peoples prefers to: (1) adhere to the policy announced in the testimony of its engineer; (2) reiterate its untenable position now finally determined by the Commission as moot and (3) continue to harangue and harass an existing and pioneering licensee in television, WGAL-TV.

(c) The prayer of Peoples is for a reconsideration of the Sixth Report Order, as well as the Memorandum Opinion and Order. . . . Nowhere in the petition does Peoples set forth any facts or reasons outlining the necessity or propriety for the reconsideration of the entire Sixth Order of the Commission, with its mistakes and allocations covering the whole country. Peoples request for a reconsideration of the entire Sixth Order by the Commission without citing reasons therefore is too frivolous to be worthy of serious consideration.

Alexandria Broadcasting Co., new TV applicant at Alexandria for Channel 11, in its opposition and request for dismissal of the petition for reconsideration filed by KVOL, argues that if KVOL has any right to have its application for Channel 5 acted upon, then Alexandria has equal right to consideration of its bid for Channel 11. The Sixth Report deleted Channel 11 from Alexandria, substituting Channel 5.

Alexandria Broadcasting, answering KVOL's claim of no prior notice to the channel changes, observes, "There is no legal requirement of identity between proposed regulations and the regulations as finally adopted. Such a requirement would defeat the very purpose of the rule-making proceeding."

Petitions FCC

Since KVOL did not file comments on the allocation proposals within the deadlines set by FCC, Alexandria Broadcasting comments that KVOL appears to have "overstated its claim to procedural rights."

Meanwhile, the State Radio Council of Wisconsin, through Gov. Walter J. Kohler Jr., last week petitioned FCC to amend its allocation of VHF Channel 3 at Madison so as to reserve the lone VHF facility for noncommercial, educational use rather than UHF Channel 21 [B.T., June 9]. It is the first of five petitions to seek reserved allocation of VHF channels for educational use also at Eau Claire, Green Bay, LaCrosse and Wausau. UHF channels are reserved in those cities now.

In a brief, supplemental petition to its earlier request for reservation of Channel 3 rather than Channel 21, WISC last week also points out that "the open and forceful statement of its position by the State of Wisconsin now brings its participation in these proceedings into full accord with the Commission's announced allocation policy" to reserve VHF channels where possible in major educational centers.

In other quarters, more educators were reported working toward use of reserved channels. On Tuesday, joint sponsorship by sev-

eral counties of an educational TV station in Tampa, Fla., where Channel 3 is reserved, was explored by educators. Principal speaker was Dr. I. Keith Tyler, Ohio State U., JCET member.

One plan drafted by a committee under the chairmanship of Denton L. Cook, supervisory principal of Plant City schools, calls for establishment of a five-county program to divide the costs among the respective counties. Construction cost was estimated at about \$250,000 with operating costs per year ranging from \$50,000 to \$250,000 depending on the hours of operation.

A similar area meeting was held among local educational representatives in Milwaukee on June 3 while a like session is planned at Baltimore June 19.

More than 100 Iowa educators met June 9 at the WOI-TV studios on the Iowa State College campus at Ames to further explore the utilization of television in enriching the school curriculum. The conference was sponsored by WOI-TV in cooperation with the Iowa Department of Public Instruction.

Martha Gable, director of radio and TV education in the Philadelphia public schools; Dr. Franklin Dunham, chief of radio and television, U. S. Dept. of Education, and Richard B. Hull, Radio-TV director of Iowa State College, were featured speakers. Miss Gable also produced a demonstration telecast similar to those used in the Philadelphia school system.

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McCONNELL SAYS TV RIGHTS ARE CLEAR

NBC President Joseph H. McConnell, in Friday evening address before North Carolina Bar Assn. at Wrightsville Beach, N. C., urged legal profession to use its great influence to oppose any restrictions on television reportage of matters of public interest. Mr. McConnell said he recognized that there are proceedings which "should be held in closed sessions to protect the national interest or private rights."

"But," he declared, "where the public is physically admitted, we must assume that public attendance is proper. In these cases the only limitation on the number of people who can attend is a physical limitation. Television gets rid of this limitation. It permits everyone to attend. And we must stand on the basic principle that wherever the public is admitted the television camera should be admitted, so that all can see."

WMAW NOW WCAN

WMAW Milwaukee has become WCAN, with approval of FCC. Following transfer of station May 15, call letters of 5 kw regional were shifted. Station, ABC affiliate, operating on 1250 kc, was sold by Midwest Broadcasting Co. stockholders, headed by Clifford Randall, to group headed by Alex Rosenman, formerly vice president of WCAU Philadelphia, and Lou Poler, owner of WPWA Chester and part owner of WARL Arlington, for \$235,000. Mr. Rosenman has taken over active direction of station as president and general manager. He replaced Jack Bundy, who resigned.

'LUCY' BEATS WALCOTT

MILLION and half people in Chicago in 500,000 homes saw Charles-Walcott fight, which earned rating of 43.4, according to June Videodex. First hour rating of 46 slumped to 33.1 after picture and sound were lost. Also in Chicago, Gen. Eisenhower had 3 rating on Tuesday morning press conference from Pentagon, 12.8 on Wednesday night Abilene speech, and 7.2 on Thursday morning press conference. Chicago top 10 for June were: *I Love Lucy*, 50.5; Charles-Walcott fight, 43.4; *What's My Line*, 37.3; boxing on Wednesday night, 36.2; Red Skelton, 36.1; *Talent Scouts*, 35.2; *Godfrey & Friends*, 34.4; *My Friend Irma*, 27.1; *The Web*, 26.5; *Strike It Rich*, 26.1.

MARYLAND-D. C. STATIONS HOLD SPRING MEETING

MEMBERS of Maryland-District of Columbia Broadcasters Assn. opened two-day spring meeting Friday at Ocean City, Md., with 60 members and wives attending.

Jack Surrick, WFBR Baltimore, president of association, said medium hasn't even scratched surface of promotional potentialities in showing advertisers value of medium. He compared broadcast advertising to promotional job done by newspapers and magazines. Describing work of new association, he said it obtained passage of bill giving some measure of libel protection in political talks but added that political maneuvering had softened bill somewhat in legislature.

PEOPLE...

J. E. BAUDINO, vice president and general manager, Westinghouse Radio Stations Inc., elected to BMI Board to serve until October, completing unexpired term of late Walter C. Evans, WRS president at time of his death May 28 [B•T, June 2].

RICHARD ASH, formerly with Getschal & Richard and Blaine Thompson Co., N. Y. advertising agencies, has joined McGraw Assoc., that city, radio & TV program producers, as co-partner in charge of sales.

SYDNEY JURIN has been named national sales manager for Majestic Radio & Television, Div. of Wilcox-Gay Corp., N. Y., having formerly served with Pilot Radio Corp. and Tele-Tone Radio Corp. in similar capacity. To be in charge of sales of company's radio and TV receivers, Mr. Jurin, along with Harold Ashbach, Majestic vice president, has begun seven-week tour of major TV markets to promote summer sales.

JAY RUSSELL, formerly DuMont TV Network publicity director in Pittsburgh, has joined Sidney Koretz & Co., Newark agency, as director of radio-TV.

WILLOUGHBY (BILL) WALSH, staff member of DuMont TV Network's accounting department since 1947, named network purchasing agent, succeeding late Roy Skaar.

ROLAND P. S. CAMPBELL, product manager in charge of Post Cereals sales and advertising, division of General Foods, joins Andrew Jergens Co., Cincinnati, in charge of Jergens and Woodbury advertising and public relations.

WILLIAM F. MILLER, for past year New York sales representative for CBS-owned KMOX St. Louis, named general sales manager of network's WCBN New York, effective today (Monday).

Progressive Party Challenges Sponsored Political Coverage

LEGALITY of sponsorship of radio-TV political coverage challenged by Progressive Party Friday in letters sent to FCC and to Attorney General McGranery. Letters also accused networks of discriminating against third party—they've scheduled 96 hours' coverage for each of major party conventions and 15 minutes for Progressives', spokesmen claimed—and asked FCC to act before Progressives convene July 4, 5, 6 (also see early story page 29).

Citing Westinghouse sponsorship of CBS Radio-TV convention coverage, Philco's on NBC radio and TV, and Admiral's on ABC radio-TV, C. B. Baldwin, party secretary, told attorney general that "sponsoring of these programs" violates Federal Corrupt Practices Act, and that "the conduct of these corporations constitutes a violation" of Hatch act. Corrupt practices act, he said, forbids this type of contributions or expenditure "in connection with" a "political convention" . . . held to select candidates. Hatch act, he continued, forbids purchase of goods or advertising if proceeds of purchase "directly or indirectly inure to the benefits of . . . any candidate . . . or any political committee or other political organization." Mr. Baldwin asserted:

"It is perfectly evident that the sponsorship of these programs by these corporations, thus making such extensive coverage of the convention possible, will inure to the benefit of

both the candidates and the political organizations involved."

Mr. Baldwin also said "it is our understanding that there is an implicit condition in the contract between the networks and these advertisers that coverage on this program be given only to the views and candidacies of those on the Republican and Democratic ticket, and that no coverage be afforded to the Progressive Party and its candidates." Such condition, he told FCC, would violate political broadcast section of Communications Act.

Letter to attorney general, asking "investigation and prosecution," named NBC, CBS, and ABC networks and their respective convention sponsors. Letter to FCC, charging "discrimination," said "all of the major networks" had announced plans for full coverage of

Republican and Democratic conventions but that Progressives' convention will suffer "virtual blackout" unless present coverage plans are changed.

David Rein, Progressives' Washington attorney, said party's reliance on equal-opportunity requirement of Communications Act got strong support from FCC's recent decision upholding demand of William R. Schneider, St. Louis attorney, who had entered New Hampshire and Oregon preferential primaries as candidate for GOP Presidential nomination, for time on CBS Radio Network [B•T, June 9, 2]. CBS Radio announced Friday its *Presidential Profiles* series would be extended one week to permit broadcast by Mr. Schneider (Thurs., 10:30-11 p.m. EDT).

In other political coverage developments, Robert C. Doyle, ABC producer and director, was named executive producer for pooled portions of Democratic and Republican convention pickups. He will be assisted by TV director named by each TV network covering conclave.

Meanwhile, United Press announced that, whereas, final details are yet to be worked out, UP's coverage of Chicago conventions will call for "record strength" staffing.

News for television station members will be filed over special TV script wire, with film coverage by United Press Movietone News to be processed specially in on-scene plant (see story, page 95).

TRUMAN STATISTICS

CAPITAL confusion hit new high last week when President Truman, answering news conference query on stumping plans, said U. S. has 47 million TV sets. This tops B•T circulation figure by 30 million receivers. Wrapping it up, Chief Executive said TV ownership shows how prosperous nation has been in last few years.



WMBG

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AS OF

JUNE 1, 1952



Interviewers found that Whitley County families listen to WOWO almost twice as much as to all other stations combined

Newspaper Survey Develops Startling Lesson in Midwest Time-Buying

COLUMBIA CITY, IND.—A market survey of Whitley County, Ind., recently completed by the *Columbia City Post*, indicates that Whitley County families listen to WOWO 6 times more frequently than to its nearest competitor.. and almost twice as often as to all other stations combined.

Since Whitley County lies within shopping range of Fort Wayne, it was expected that Station WOWO would figure prominently in replies to the question "What stations do you listen to most?" But the preferences expressed in the survey were even

more one-sided than had been anticipated.

Listed in the survey were 2,232 families with radios and only 40 without (better than 98% ownership).

This typical survey of a typical county underscores the fact that WOWO is simply indispensable in reaching the rich tri-state area centering in Fort Wayne. A powerful signal and popular programs... aided by continuing promotion packed with local color... keep thousands and thousands of sets tuned to the WOWO wavelength, from the early-morning Farm Show till post-

midnight sign-off. Availabilities are limited, but WOWO or Free & Peters will do their best to help you get the schedule you want.

Fire Prevention Award Again Won by WOWO

For outstanding public service in Fire Prevention, the National Board of Fire Underwriters has again named WOWO the winner of its Gold Medal award. This makes a total of two gold medals and two honor citations presented to WOWO by the NBFU since 1945.

"Five Alarm Follies," a puppet performance presented in schools throughout the Fort Wayne area, spearheaded WOWO's 1952 fire prevention activity.

WOWO

FORT WAYNE NBC AFFILIATE

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