

TELECASTING

IN THIS ISSUE:

Latest Television
Applications
Page 64

Market-by-Market
Set Count
Page 68

FCDA Expands Use
Of Theatre TV
Page 79

Hemispheric Network
Seen by Elliott
Page 81

in our
7th
year

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come
with
every
can
of
film"



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SAFETY

ON THE MARCH



WGAL AM
TV FM

Neither Sergeant H. A. Ries, of the Pennsylvania State Police, nor Sergeant John Eihleiter, School Safety Officer of the Lancaster City Police, was available on May 3 to conduct WGAL-TV's regular Saturday afternoon safety program. Both were busy supervising the FIFTEENTH annual Lancaster City and County Parade of School Safety Patrols, an event sponsored by the AAA in conjunction with the Pennsylvania State Police and the Lancaster City Police.

WGAL-TV covered the parade with 3,500 safety patrolmen marching to the music of 26 high-school bands. Forty thousand spectators watched the parade and 11,000 saw the safety demonstration which climaxed the event.

Purpose of the parade was to highlight once again the instruction youngsters receive in highway safety. Through alternate Saturday afternoon safety programs—"Guardians of Safety," conducted by the City Police, and "Highway Safety," conducted by the Pennsylvania State Police—WGAL-TV plays an important role in safety instruction to many young people throughout a wide area.

WGAL-TV

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JUNE 23, 1952

TALL TOWER HAZARD

By LARRY CHRISTOPHER

AIR HAZARD potential of tall TV towers does not appear as serious as aviation interests once feared, according to statistics contained in a study now being prepared for the industry-government "ad hoc" committee considering the problem.

The study shows there is but one application pending before a regional airspace subcommittee for a 2,000-ft. tower (Dallas-Ft. Worth) while there are only three requests pending before airspace subcommittees in the entire U. S. for towers in the 1,500-1,999 ft. category. Two towers in this range already have been approved, the study shows.

Aviation Interests Alarmed

Aviation interests became alarmed at the prospects of 2,000-ft. towers sprouting over the country when FCC announced its Sixth Report and Order lifting the TV freeze and finalizing the allocation of channels for some 2,000 TV stations in about 1,200 communities [B•T, April 14]. The Sixth Report provides for tower heights up to 2,000 ft.

The ad hoc committee is a working group studying in detail the tall tower air hazard problems and their possible solutions. It is composed of TV, aviation and government representatives, both FCC and CAA, and was appointed to the task by the first major conference on tall towers held in April under the joint chairmanship of FCC Comr. E. M. Webster and CAA Deputy Administrator F. B. Lee [B•T, April 28]. The ad hoc group will submit its reports shortly to Comr. Webster and Deputy Administrator Lee, at which time another large industry-government conference is expected to be called to act on the reports.

Meanwhile, in FCC correspondence disclosed last week on Capitol Hill, it was learned that the Commission considers it has full authority under the Communications Act to deny "any applications which may involve a hazard to air navigation."

The statement was made April 18 by Comr. Rosel H. Hyde in a letter to Rep. Robert Crosser (D-Ohio), chairman of the House Interstate & Foreign Commerce Committee. The letter replied to a request by S. G. Tipton, general counsel for the Air Transport Assn.

of America, that Congress amend the Communications Act to specify that authority [B•T, April 7].

The study of the probable instance of high towers, based on statistics available today, is being compiled for the ad hoc committee by Robert E. L. Kennedy, Washington radio-TV consulting engineer. It is one of four subcommittee reports being prepared for the ad hoc group.

According to the Kennedy study, of 92 TV applications on file at FCC early last week, 47 specify towers less than 500 ft. high (above ground, not above average terrain). In most cases, towers less than 500 ft. do not require CAA clearance. The study also shows that 25 applications specify towers 500-599 ft., three fall within 600-699 ft., four each 700-799 ft. and 800-

899 ft., none 900-999 ft., seven 1,000-1,499 ft. and none 1,500 ft. and above.

The study also finds that as of June 1 there were 133 tower approval requests pending before regional airspace subcommittees throughout the country. This is based on cities of 50,000 population or greater.

The various airspace subcommittees, the study finds, already have approved 62 towers, and have 21 applications pending, in the 500-599 ft. category. For 600-699 ft. there are 11 approvals plus 12 applications pending; 700-799 ft., 11 approvals and 11 applications; 800-899 ft., four approvals and four applications; 900-999 ft., two approvals, three pending; 1,000-1,499 ft., 11 approvals, 28 applications; 1,500-1,999 ft., two approvals, three

applications; 2,000 ft. up, one application pending.

The study also discloses that two towers over 1,000 ft. have been approved in Zone I, the eastern U. S., and four requests are pending before airspace subcommittees there, but it is considered doubtful they will be employed since less than maximum power would be required. FCC's Sixth Report limits towers to 1,000 ft. in Zone I when maximum power is used.

The ad hoc committee last Tuesday considered its second subcommittee report, that of the special projects committee. This report puts into layman's language major problems such as placing all TV antennas on a single tower in each community and the use of satellite booster stations to eliminate the

(Continued on page 65)

CITY PRIORITY

FCC's TEMPORARY processing procedure for handling new TV station applications "will . . . make possible the affording of television service to the greatest number of people in the shortest period of time."

That is what the Commission declared Thursday in denying the petition of Josh Higgins Broadcasting Co. (KXEL-AM-FM Waterloo, Iowa) for amendment of the temporary processing procedure in order to place Waterloo in a more favorable position [B•T, May 5].

Smaller Cities Cut Out

KXEL maintained that by using city population as the basis of priority, applications for the larger cities with no service would get relatively prompt consideration, but smaller cities would have no chance of getting service "for months or even years, even though stations in these smaller cities may serve other substantial populations outside the city to which the channel is allocated."

FCC, however, noted big cities have rural areas which would get service as well.

The temporary processing procedure stems from the Commission's Sixth Report and Order lifting the TV freeze [B•T, April 14].

The city priority listing, compiled in accord with the temporary procedure, was issued by FCC

about a month ago [B•T, May 26] and places Waterloo 61st in Group A-2. Waterloo's population was given as 65,198. It is 72 miles from the nearest TV station, FCC's listing states.

Applications for Group A-2 cities (more than 40 miles from existing stations) will be processed beginning July 1 in order of the city listing by population, according to the temporary procedure. Concurrently, applications for Group B cities (less than 40 miles from service) will be processed, starting with Group B-1.

In other allocation developments last week:

● Both WLWC (TV) and WBNS (TV) Columbus, Ohio, filed oppositions with FCC to the petition of WLOA Braddock, Pa., for reconsideration of the Sixth Report so as to assign Channel 4 at Braddock (greater Pittsburgh) [B•T, June 9]. WLOA suggests channel changes involving both Columbus stations.

● WIBA Madison, Wis., asked FCC to dismiss the petition of the State Radio Council of Wisconsin which seeks conversion of the non-commercial educational reservation there from one of three UHF channels to the only VHF channel [B•T, June 16].

● Mayor David Lawrence of Pittsburgh has written FCC: "I am

gravely disturbed by what seems to us to be the unfortunate manner in which our city has been treated by the Commission in the assignment of commercial VHF channels." He asked reconsideration. The Sixth Report allocated two VHF and three UHF commercial channels there.

● Rep. L. Mendel Rivers (D-S.C.) on Friday, attacking the Sixth Report, told the House "if there is anything on earth which needs revision, it is the policy and the way of doing business" at FCC. He lauded the Sixth Report dissent and late speeches of Comr. Robert F. Jones.

Amend 15 Mile Rule

● WKDN Camden, N. J., petitioned FCC to amend the newly adopted Sec. 3.607 (b)—the "15 mile rule"—so it can seek a Philadelphia commercial channel at Camden. WKDN explained the rule now precludes such a request since Camden has a noncommercial channel allocated there.

● FCC advised consulting engineers J. G. Rountree and A. Earl Cullum Jr., Dallas, that while minimum station spacings are not provided in the rules by the Sixth Report with respect to Canada and Mexico, the U. S. minimums should be used since they may figure in

(Continued on page 72)

WITH 35 new and amended television station applications filed last week at the FCC, the total number of requests for new TV outlets filed since the FCC Sixth Report & Order [B.T., April 14] rose to 110.

There were 13 new applications filed and 22 amended requests submitted.

Fourteen applicants seek UHF stations, the remaining 21 applicants want VHF facilities.

There was only one request for a change in channel, filed by WCPO-TV Cincinnati [B.T., June 16]. One application was returned.

Three TV applications came from the Empire Coil Co., licensee of WXEL (TV) Cleveland. It seeks stations in St. Petersburg, Fla., Portland, Ore., and Denver. Westinghouse Radio Stations Inc. filed two applications; it asks for facilities in Pittsburgh and Portland, Ore.

LISTED BY STATES

†MONTGOMERY, Ala.—Montgomery Bstg. Co. (WSPA), VHF Ch. 12 (204-210 mc); ERP 316 kw visual, 158 kw aural; antenna height above average terrain 1,039 ft., above ground 823.5 ft. Estimated construction cost \$480,000, first year operating cost \$276,000, revenue \$366,000. Post office address: Box 1031, Montgomery 2, Ala. Studio location: Delano St. between South Court and South Perry. Transmitter location: On Mt. Carmel, 21 mi. South of Montgomery. Geographic coordinates: 32° 01' 15.8" N. Lat., 86° 20' 54.4" W. Long. Transmitter RCA, antenna RCA. Legal counsel Spearman & Roberson, Washington. Consulting engineer George E. Gautney, Washington. Principals include President Howard E. Pill (25%), Vice President R. F. Hudson Sr. (25%), Treasurer H. S. Durden (33%), Secretary D. E. Dunn (8%) and Sebie B. Smith (8%).

†DENVER, Col.—Aladdin Radio & TV Inc., (KLZ) Ch. 7 (174-180 mc), ERP 72.5 kw visual, 36.3 kw aural; antenna height above average terrain 928 ft., above ground 192.5 ft. Estimated construction cost \$440,095, first year operating cost \$700,690, revenue not estimated. Post office address: 17th and Lincoln Sts., Denver 2, Col. Studio location: Spear and Sherman Aves. Transmitter location: Lookout Mtn. Geographic coordinates: 39° 43' 46" N. Lat., 105° 14' 12" W. Long. Transmitter RCA, antenna RCA. Legal counsel Pierson & Ball, Washington. Consulting engineer E. C. Page, Washington. Principals include President Harry E. Hoffman (13.3%), Executive Vice President Hugh B. Terry (16%), Treasurer Frank H. Ricketson Jr. (13.5%), Vice President J. Elroy McCaw (20.3%), and Vice President Theodore R. Gamble (20.3%).

DENVER, Col.—Empire Coil Co., VHF Ch. 9 (186-192 mc); ERP 61 kw visual, 30.5 kw aural; antenna height above average terrain 1,042 ft., above ground 237 ft. Estimated construction cost \$346,900, first year operating cost \$400,000, revenue \$450,000. Post office address: 85 Beechwood Ave., New Rochelle, N. Y. Studio location to be determined. Transmitter location, outside Denver city limits. Geographic coordinates: 39° 43' 06" N. Lat., 105° 14' 34" W. Long. Transmitter RCA, antenna RCA. Legal counsel Lyon, Wilner & Bergson, Washington. Consulting engineer Benjamin

television applications

Digest of Those Filed With FCC June 13 through June 19

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

Boxscore	VHF	UHF	Total*
Applications filed since April 14	70	39	110

* One applicant did not specify channel number.

min Adler, New Rochelle, N. Y. Principals include: President Herbert Mayer (45.2%), Vice President Franklin Snyder, Treasurer Frances Mayer (45.2%) and Secretary Alma Schmidt. Applicant is licensee of WXEL (TV) Cleveland.

LAKELAND, Fla.—WONN-TV Inc., UHF Ch. 16 (482-488 mc); ERP 84.3 kw visual, 42.1 kw aural; antenna height above average terrain 730 ft., above ground 653 ft. Estimated construction cost \$153,800, first year operating cost \$80,000, revenue \$120,000. Post office address: P. O. Box 2038, Lakeland, Fla. Studio and transmitter location: Lakeland Highlands Road at Seward Lake Drive, 3.5 mi. S. E. of Lakeland. Geographic coordinates: 27° 57' 31" N. Lat., 81° 55' 31" W. Long. Transmitter DuMont, antenna RCA. Legal counsel Fisher, Wayland, Duvall & Southmayd, Washington. Consulting engineer George E. Gautney, Washington. Principals include: President Robert S. Taylor (5.8%), president, general manager and 33 1/3% owner of WONN Lakeland; Vice President E. D. Covington Jr. (5.8%), vice president, program director and 33 1/3% owner of WONN; Secretary Duane F. McConnell (5.8%), secretary-treasurer, chief engineer

and 33 1/3% owner of WONN; Treasurer Dr. Winburn A. Shearouse (5.8%), dentist; Dr. Morris B. Pickens (5.8%), dentist; Dr. Frank Hawkins (5.8%), dentist; Dr. Robert F. Vason (5.8%), dentist; Dr. Samuel J. Clark (5.8%), physician; Dr. Dodge D. Mentzer (5.8%), radiologist; Dr. Ralph B. Hanahan (5.8%), radiologist; Dr. F. Stuart Logan (5.8%), dentist; Dr. William P. Loxan (5.8%), physician; Dr. Luther M. Beal (5.8%), dentist; Dr. James T. Shelden (5.8%), radiologist; Dr. John E. Daughtrey (2.9%), physician; Dr. S. L. Watson (2.9%), physician; Dr. John H. Miller (5.8%), physician, and Dr. Roger Prosser (5.8%), dentist.

†MIAMI, Fla.—Miami Bstg. Co. (WQAM-AM-FM), VHF Ch. 7 (174-180 mc); ERP 316 kw visual, 158 kw aural; antenna height above average terrain 710 ft., above ground 744 ft. Estimated construction cost \$1,246,682, first year operating cost \$325,916, revenue \$757,641. Post office address: duPont Bldg., 169 E. Flager St., Miami, Fla. Studio location: 1425 Northeast Bayshore Place, Miami. Transmitter location: Near Miami on State Highway No. 9. Geographic coordinates: 25° 57' 10" N. Lat., 80° 10' 51" W. Long. Transmitter GE, antenna GE.

Legal counsel Loucks, Zias, Young & Jansky, Washington. Consulting engineer A. D. Ring & Co., Washington. Principals include President John S. Knight (who is authorized to vote stock of Miami Bstg. Co., owned by Miami Herald Publishing Co., totaling 100%), Vice President James L. Knight, Secretary C. Blake McDowell and Assistant Secretary Owen Urdrige.

†MIAMI BEACH, Fla.—WKAT Inc. (WKAT), VHF Ch. 10 (192-198 mc); ERP 316 kw visual, 25 kw aural; antenna height above average terrain 464.4 ft., above ground 500 ft. Estimated construction cost \$428,082, first year operating cost \$144,000, revenue \$150,000. Post office address: 1759 N. Bay Road, Miami Beach. Studio transmitter location: 1759 N. Bay Road. Geographic coordinates: 25° 47' 34" N. Lat., 80° 08' 38" W. Long. Transmitter RCA, antenna RCA. Studio equipment RCA. Legal counsel Arnold, Fortas & Porter, Washington. Consulting engineer James C. McNary, Washington. Sole stockholder is President A. Frank Katzentine.

ORLANDO, Fla.—WHOO Inc. (WHOO), Ch. 9 (186-192 mc), ERP 277 kw visual, 137.3 kw aural; antenna height above average terrain 484.5 ft., above ground 500 ft. Estimated construction cost \$324,415, first year operating cost \$270,677, revenue \$305,000. Post office address: 545 N. Orange St., Orlando. Studio location: 545 N. Orange St. Transmitter location: 6 mi. N.W. of Orlando near Orlando, Fla. Geographic coordinates: 28° 34' 50" N. Lat., 81° 27' 00" W. Long. Transmitter DuMont, antenna RCA. Legal counsel Fly, Shuebruk & Blume, Washington. Consulting engineer McIntosh & Inglis, Washington. Applicant is also licensee of WTD and WIRT (FM) Toledo, WTVN (TV) Columbus, Ohio, and WKIN and WICU (TV) Erie, Pa. Principals include: President Edward Lamb (98.4%), president of Erie Dispatch, president of Ed Lamb Enterprises Inc. (amusement park, real estate and investments), and partner in law firm of Lamb & Mack, Toledo; Vice President Frank C. Oswald (0.8%), and Secretary Carl F. Hallberg (0.8%).

TAMPA-ST. PETERSBURG, Fla.—Empire Coil Co., UHF Ch. 38 (614-620 mc), ERP 263 kw visual, 135 kw aural; antenna height above average terrain 462 ft., above ground 491.5 ft. Estimated construction cost \$391,700, first year operating cost \$400,000, revenue \$450,000. Post office address: 85 Beechwood Ave., New Rochelle, N. Y. Studio location: To be determined. Transmitter location: 10000 4th St. North Geographic coordinates: 27° 51' 48" N. Lat., 82° 38' 17" W. Long. Transmitter GE, antenna GE. Legal counsel Lyon, Wilner & Bergson, Washington. Consulting engineer Benjamin Adler, New Rochelle, N. Y. Principals include: President Herbert Mayer (45.2%), president of Empire Coil Co. and WXEL (TV) Cleveland; Vice President Franklin Snyder, general manager of WXEL (TV); Treasurer Frances Mayer (45.2%), and Secretary Alma Schmidt. Herbert and Frances Mayer hold 9.6% of stock in trust for Herbert Mayer Jr.

ALBANY, Ga.—Southeastern Bstg. System, VHF Ch. 10 (192-198 mc); ERP 54.8 kw visual, 27.4 kw aural; antenna height above average terrain 420 ft., above ground 438 ft. Estimated construction cost \$107,200, first year operating cost \$75,000, revenue \$75,000. Studio and transmitter location: Slap-

(Continued on page 75)

ST. LOUIS BID

University, Businessmen Apply For Channel 11

ST. LOUIS U. and 10 St. Louis businessmen, with an authorized capital of \$1 million as St. Louis Telecast Inc., are applying for VHF Channel 11 allocated to that city for commercial TV operation, the Very Rev. Paul C. Reinert, S.J., university president, announced Tuesday.

Father Reinert said the new company's application to the FCC for a construction permit will be filed by June 30, supplanting an earlier application filed by St. Louis U. Jan. 29, 1948. He said all necessary equipment for operation of a TV station has been ordered from RCA.

He said plans were to devote at least 24% of the station's time to educational and public service programming, but that St. Louis U. would continue, nevertheless, to work with other city educational agencies to put on the air a non-commercial educational TV station to occupy Channel 9, tentatively assigned St. Louis for educational purposes.

The university presently owns and operates WEW St. Louis, which he said in 1921 became the second station in the U. S. to go on the air.

Officers of St. Louis Telecast Inc. are: Father Reinert, president; George A. Volz, WEW general manager, vice president; Frederick A. Bertram, university director of business and finance,

treasurer; Henry J. Lunnemann, university controller, secretary.

Stockholders, besides the university, are: Howard F. Baer, president, A. S. Aloe Co.; Donald Danforth, president, Ralston Purina Co.; Russell L. Dearmont, counsel for trustee of Missouri-Pacific Railroad Co.; Leo C. Fuller, board chairman, Stix, Baer & Fuller Co.; Gale F. Johnston, president, Mercantile Trust Co.; Bernard C. MacDonald, president, B. C. MacDonald & Co., manufacturers' representative; Richard C. Muckerman, executive vice president, City Products Corp.; James J. Mullen Jr., president, Moloney Electric Co.; Daniel M. Sheehan, vice president and controller, Monsanto Chemical Co.; Leif J. Sverdrup, president, Sverdrup & Parcel Inc., consulting engineers.

Directors are Father Reinert and Messrs. Dearmont, Johnston, Bertram and Volz.

The university owns the necessary tower for the station at 3673 West Pine Blvd. and location of the transmitter would be 3621 Olive St., according to Father Reinert.

Tall Tower Hazard Study

(Continued from page 63)

need for high tower, high power stations.

The ad hoc group earlier considered the report of the subcommittee on criteria for use by airspace subcommittees in making aeronautical studies of TV tower applications [B•T, June 2]. The report, now being circulated, is considered the basic document of the ad hoc group in that it recommends the "status quo" in handling of tower approval applications on a case-to-case basis as now provided in Part 17 of FCC's rules and regulations.

The alternative proposal has been to adopt fixed "criteria" to guide airspace subcommittees in handling tower applications [B•T, April 7].

Concerning the fixed criteria proposal, the report states "the subcommittee doubts that general standards can be developed for use in special aeronautical studies which can be applied to tower applications in a purely mechanical manner to determine whether or not a specific tower could or could not be approved from an air navigation hazard viewpoint."

Elsewhere, the report notes the subcommittee considered the proposed criteria "and concluded these criteria related solely to the establishment of minimum en route altitudes and therefore were not pertinent for inclusion in Part 17 of the FCC rules." Rather, they should be included in Part 610 of the regulations of the Civil Aeronautics Administrator governing the establishment of minimum en route instrument altitudes, the report says.

Use Single Tower

Suggesting that airspace subcommittees work with TV applicants to put their antennas on a single tower where practical, the subcommittee report indicates that "in order to assist in such encouragement, the airspace subcommittees may recommend adjustments in the use of the airspace, en route altitudes, or other traffic flow changes as may be required to permit the establishment and protection of high television tower sites.

The report, however, notes that towers of 1,000 ft. and above extend into altitudes normally used by small aircraft "and regardless of the day and night marking placed on them, present some degree of hazard." The report urged that "encouragement should be given to selection of sites on tall buildings or located on well-defined landmarks."

The criteria subcommittee was composed of Chairman D. D. Thomas, L. R. Wright and O. F. Thomas, all CAA; R. G. Dinning, ATA; Capt. R. G. Armstrong, Navy, and A. B. McMullen, National Assn. of State Aviation Officials. Mr. Kennedy, representing the Assn. of Federal Communications Consulting Engineers, was

an observer but he was not associated with the proposals.

The criteria subcommittee report states:

The subcommittee considered the suggested criteria for use by airspace subcommittees which have been under consideration by the main committee and concluded these criteria related solely to the establishment of minimum en route altitudes and therefore were not pertinent for inclusion in Part 17 of the FCC rules.

The intent of these criteria would be implemented more appropriately if they were included in Part 610 of the Regulations of the Administrator governing the establishment of minimum en route instrument altitudes.

Prior to publication they will be coordinated in the normal routine manner and the comments of the TV industry will be solicited. It was noted that neither Part 17 nor TSO-NIS includes criteria for the establishment of radio range, ILS, and VOR instrument approach procedures, nor do they relate to the establishment of minimum en route altitudes on the civil airways.

The subcommittee recommends that the suggested criteria be withdrawn from consideration by the joint group and published by the CAA in the appropriate part of the Regulations of the Administrator. The subcommittee doubts that general standards can be developed for use in special aeronautical studies which can be applied to tower applications in a purely mechanical manner to determine whether or not a specific tower could or could not be approved from an air navigation hazard viewpoint.

However, it is probable that guidance can be provided to the airspace subcommittees in working out television tower problems at specific locations.

The idea is to have a joint consideration of aviation and television requirements at any given community and a concerted joint effort to resolve any conflicts of interest that may exist. In general, airspace subcommittees would determine maximum heights of antenna structures in various areas surrounding a given community and would seek to minimize the hazard introduced by tall towers to the extent practicable in order to obtain required coverage of the television stations.

It is suggested that the following general guides be used, with the understanding that they in no way change or affect FCC Part 17, which requires special aeronautical study of antenna towers over 500 ft. above the ground:

(1) All applications be handled in

TWO Voice of Democracy winners and FCC Chairman Paul A. Walker were honor guests at Washington luncheon June 13, with Allen M. Woodall, president of WDAK Columbus, Ga., as host [B•T, June 16]. Left to right: Harold E. Fellows, NARTB president; Mr. Woodall; Dwight Clark, Fort Collins, Col., 1951-52 winner; Robert Burnett, 1950-51 winner; Chairman Walker; Judge Justin Miller, NARTB board chairman.

accordance with current FCC Part 17 and Airspace Subcommittee coordination and recommendation procedures.

(2) All tower applications involving proposed towers under 500 feet in height above the ground be considered on the same basis as they have been considered in the past.

(3) The airspace subcommittee make every effort to work with television applicants to recommend sites or areas within the community which will accommodate television towers 500 ft. and above in height. Whenever practical, the siting of towers in one, rather than several areas of a community should be encouraged by the airspace subcommittees. In order to assist in such encouragement, the airspace subcommittees may recommend adjustments in the use of the airspace, en route altitudes, or other traffic flow changes as may be required to permit the establishment and protection of high television tower sites. Towers of 1,000 ft. and above extend well into the altitudes normally used by small aircraft, and regardless of the day and night marking placed on them, present some degree of hazard. Therefore, the airspace subcommittees must carefully evaluate the risks, difficulties and restrictions these towers will present to aviation operations of all types if approved. Encouragement should be given to selection of sites on tall buildings or located on well-defined landmarks.

(4) The FCC table of assignments of

television channels contemplates the use of very high towers to provide maximum coverage of the United States. The television industry in attempting to provide the service is expected to bid for channels and propose very high towers. Both the aviation and television industries must cooperate toward the end that neither industry is expected to accept unreasonable restrictions.

Mr. Tipton's letter to the House Interstate & Foreign Commerce Committee sought to amend the Communications Act by amending S 653, the McFarland Bill, passed by the House last week (see story page 25). A full explanation of the procedure and policy of FCC respecting towers and the air navigation hazard problem is presented by Comr. Hyde in his reply, sent to Rep. Crosser.

Commissioner Hyde, as acting FCC chairman, wrote in part:

The Commission has carefully considered this proposal and wishes to submit the following comments to your committee.

Mr. Tipton has made his proposal in light of his stated belief that it is necessary to remove any doubt as to the Commission's authority to deny applications which involve radio or television towers which might constitute a hazard to air navigation. The Commission is of the belief that it already has full authority, under the existing provisions of the Communications Act, to deny any applications which may involve a hazard to air navigation. The question of hazards to air navigation is clearly an element of public interest which sections 307, 309, and 319 of the Communications Act direct the Commission to consider in granting applications for licenses and construction permits. Section 303 (q) of the Communications Act gives the Commission special authority to require the painting and/or illumination of radio towers where they may constitute a menace to air navigation. That section does not purport to limit in any way the licensing power of the Commission and the Commission's duty in the exercise of that power to determine whether or not such individual towers grant of an application would serve the public interest. The authority contained in section 303 (q) certainly does not mean that the Commission is powerless to deny an application on the ground that the hazard of air navigation created by a proposed antenna is such that it would not be eliminated or sufficiently minimized by painting or illumination of the tower. The Commission's authority in this field was specifically upheld in the case of *Simmons v. Federal Communications Commission* (78 App. D. C. 264, 145 F. 2d 578), where the Court of Appeals stated (79 App. D. C. at 286): "We think that public convenience, interest, and necessity clearly require the Commission to deny applications for construction which would menace air navigation."

Pursuant to its statutory powers and duties, the Commission has promulgated rules which prescribe certain procedures and standards with respect

(Continued on page 66)

MERCHANDISING

NBC TV Plan By Oct. 1

NEW NBC-TV merchandising service, to be available by Oct. 1, was announced Tuesday by Edward D. Madden, NBC vice president in charge of TV sales and operations. He also announced that later this year NBC will release a study made with Schwerin Research Corp. demonstrating

★ and Summer Television Advertising, Mr. Madden said.

These studies, he explained, "provide precise measurements of the sales effectiveness of television advertising" by comparing, not TV homes with non-TV homes, nor TV areas with non-TV areas, but program viewers versus matched non-viewers.

The frequently used technique of comparing TV markets with non-TV markets is "predestined" to give the average advertiser an incorrect answer of the effectiveness of his TV advertising, Mr. Madden said, because "in the TV market his brand is bucking the competition of other television advertising for competing brands. In the non-TV market this competitive television advertising is not present."

Speaking at the American Marketing Assn. convention in Cincinnati (see separate story, page 26), Mr. Madden said that the new television merchandising service is being developed along the lines of the radio service started by NBC less than a year ago. This service "has proved its value by knitting the network, the individual affiliated stations, the national advertisers and the local retailers into a compact and powerful sales team," he reported.

The Schwerin study to be released by NBC-TV is the latest in a series of television research studies which have cost NBC about a quarter of a million dollars and have produced three reports—the Hofstra Study, Television Today

Tall Tower Hazards

(Continued from page 65)

to the Commission's consideration of proposed antenna structures which are designed to serve as a guide to persons intending to apply for radio station licenses. These rules are contained in part 17 of the Commission's Rules and Regulations, a copy of which is enclosed, and were formulated in conjunction with the Civil Aeronautics Administration, the Department of Defense, other Government agencies and the radio industry. The exhaustive consideration of all facets of the problems and in light of many years of experience in this field of the parties concerned. We would also like to point out that the Civil Aeronautics Administration and the Federal Communication Commission are now jointly considering the possibility that part 17 of the Commission's rules may have to be amended or amplified in light of the expected growth in the number of applications for new television stations as a result of the lifting of the Commission's television "freeze."

In accordance with part 17 of the Commission's rules, proposed antenna structures, which in light of the criteria set forth in the rules, require aeronautical study, are referred by the Commission to the Airspace Subcommittee of the Air Coordinating Committee for its recommendation as to whether a proposed tower will constitute a menace to air navigation. The Air Coordinating Committee was created in 1946 by Executive Order No. 9781 to provide for the development and coordination of aviation policies. The voting members of the Airspace Subcommittee are representatives of various Government agencies and representatives of the radio industry sit on the subcommittee but not have a vote.

It is important to note that while the Airspace Subcommittee makes recommendations with respect to proposed antenna structures, the final determination as to whether an application must be denied because it proposed a tower which will be a menace to air navigation must necessarily be made by this Commission in accordance with its statutory duties. If the Airspace Subcommittee recommends denial of an application and no adjustment satisfactory to both the subcommittee and the applicant can be reached, the applicant must be afforded the hearing as specified by section 309 (a) of the Communications Act.

As explained above, the Commission believes that it now has adequate authority to deny applications which may involve hazards to air navigation and that the procedures established by part 17 of the Commission's rules are functioning satisfactorily, and therefore, we are of the opinion that no amendment to the Communications Act vesting the Commission with the authority to deny such applications is necessary. The amendment suggested by the Air Transport Association provides for procedures which are similar to those now followed by the Commission in part 17 of its rules, but the Commission considers that it would be unwise to freeze these procedures unnecessarily by making them part of the Communications Act. Both the aviation and radio industries are now undergoing unprecedented growth and change which may require reevaluation and readjustment of the Commission's procedures for dealing with the problem of hazards to air navigation caused by antennas.

The Commission appreciates your action in affording us an opportunity to comment on this proposal and we shall be happy to receive any additional comments or information that your committee may desire. The Bureau of the Budget has informed us that it has no objection to the submission of these comments to your committee.

Eidophor Showing

FIRST American demonstrations of the Eidophor system for projection of large screen theatre television with CBS color are being held at private showings this week in New York. Private showing for the press is being given by 20th Century-Fox Film Corp., owner of the American rights to the Eidophor system, developed at the Swiss Federal Institute of Technology in Zurich.

For the Tardy Tuner

AN ANSWER to the problem of tuning in a TV "movie" after it has started and never discovering how it began has been found by WJZ-TV New York. Beginning June 7, station launched *Complete Theater* starting at 8:30 p.m. and continuing until sign-off. Two consecutive showings of one full-length film will be offered each Saturday, one starting at 8:30 and the other at 10:30 p.m. According to station spokesmen, nine advertisers have already signed for spot announcements on the program, which is offered for sale on a participating sponsorship basis.

FILM CENTER

Asked by FPA of N. Y.

APPOINTMENT of a committee to explore prospects for a TV film production center in New York was made last week at a meeting of the Film Producers Assn. of New York with city governmental, business, and civic authorities.

David I. Pincus, Caravel Films president, was named to head a four-man FPA committee to work on the project, and a city committee to be named by Mayor Vincent R. Impellitteri and City Commerce Commissioner Walter Shirley, spokesmen reported.

The movement for a city-built film center for New York's 300 film producing companies is motivated by fear most future film production may center in Hollywood, with an estimated \$2 billion loss to New York in five years unless greater facilities are available. New York real estate and insurance representatives, along with Chamber of Commerce and other businessmen, are cooperating in the project, an FPA official said.

He reported a preliminary search for a site already has been launched.

Named by FPA to the committee with Mr. Pincus were: Ed Lamm, Patescope Productions; Walter Lowndal, Transfilm Inc., and Pete Mooney, Audio Productions, who also is president of FPA.

Ken Murray Signed

KEN MURRAY, producer-star of CBS-TV's *Ken Murray Show*, has signed a new long-term exclusive contract with CBS Television Network, Hubbell Robinson Jr., vice president in charge of network programs, announced last week. Plans are now underway for the comedian's new series of programs for CBS-TV this fall, Mr. Robinson noted. *Ken Murray Show* went off the air June 14 for a summer hiatus.

MARCH OF TIME

To Do Miller Series

MILLER Brewing Co., Milwaukee, has commissioned the March of Time, New York, to film a series of 26 half-hour news-documentaries for sponsorship next fall. The March of Time will be converted from the popular theatre format to television for the first time.

Miller's agency, Mathisison and Assoc., Milwaukee, will begin buying time in some 50 markets early next month. The TV campaign will be implemented by a similar radio drive. Plans for radio are not definite, a company spokesman said, and no decision has been made about purchase of regional network and/or spot. Miller dropped its Mutual network sponsorship of Gabriel Heatter late in March, and this summer will use only occasional radio spots and TV shows.

Current news footage will be shot by the March of Time staff each week for the film series. Westbrook Van Voorhis will handle narration. Fred Feldkamp is supervisor and director.

March of Time staffs throughout the world will work on the Miller series. The brewing company previously sponsored *Crusade in Europe* on TV, filmed by the same concern.

BUILDING ORDER

More Aluminum for Radio-TV

NEW government directive permitting radio-TV broadcasters and other industrial-classified groups to self-authorize greater quantities of aluminum for construction and remodeling projects was issued last Wednesday.

Broadcasters now may write their own ticket for 2,000 pounds of aluminum per quarter per project instead of the previous 1,000 pounds. Carbon and alloy steel quotas (25 tons) and copper and copper-base alloys (2,000 pounds) remain the same. Aluminum may be substituted for copper in certain instances.

In announcing the revised order, Henry H. Fowler, National Production Authority administrator, said increased shares were made possible by availability of copper imports and failure of demands for aluminum to materialize.

Radio-TV broadcasters have continued to receive authorizations in late months for materials above self-ordered ceilings on larger building projects. One such approval was for 15 construction programs totaling over \$12 million for the third quarter [B•T, June 16].

WHK Legal Counsel

WHK-AM-TV Cleveland, Ohio, which has filed application with FCC for UHF Channel 19 [B•T, June 9], retains Loucks, Zias, Young & Jansky as its Washington legal counsel. Resumé of the WHK-TV application incorrectly listed its Washington counsel as Hanson, Lovett & Dale.

SAG TERMS

ATFP Would Agree on Pay

FACED with a Screen Actors Guild walkout tomorrow (June 24), members of the Alliance of Television Film Producers in an eleven-hour move last weekend indicated they would agree to SAG terms on re-use payment for actors in video films. Issue has been holding up signing of a new collective bargaining contract by both groups.

With four member companies of the Association of Motion Picture Producers—Columbia, RKO Radio, Universal International and Republic—having started negotiating an interim deal with SAG for re-use payment to actors in films for television, ATFP members feel that to avert a strike they have no choice and must follow pattern set by these major studios.

Residual Rights Issue

In negotiations for some months on a new collective bargaining contract, SAG and ATFP talks have been stymied over the residual rights issue. TV producers have stiffly resisted SAG demands for such additional payment. Both groups, however, are in accord on all other issues of the new contract.

The guild, in conformity with the Taft-Hartley Act, last April served a 60-day notice that it would "assert its legal rights" and cancel existing arrangements with ATFP members unless an agreement on all issues of the new contract was reached by June 24, thus stressing the importance placed on the question of residuals.

Since there is no actual existing contract between the groups, it was explained that SAG's executive board can legally instruct members not to work. However, the customary guild policy is for the board to take a strike vote and then send out a referendum to its membership.

TV 'SUPER CIRCUS'

Available on Co-op From ABC

ABC's successful television feature, *Super Circus*, is being sold for the first time on a cooperative basis to stimulate sales during summer months. Canada Dry ginger ale, a regular winter sponsor, through J. M. Mathes agency, New York, retains alternate weeks of the first half hour of the Sunday, 4-5 p.m. Chicago-originated show.

The first portion is offered for co-op sponsorship in various markets every other week until Sept. 14 and the second portion weekly until Aug. 31. The first half-hour has been telecast live on 22 stations, with a total lineup of 38; the second-half, live on 30 with a total of 48. Dean Milk Co., Chicago, for Scoop ice cream, will sponsor the second segment through Leo Burnett agency, same city, until Mars Inc., Chicago candy concern, resumes sponsorship Sept. 14.

TO FOLLOW THE SUN with a message ... hit every
time zone—same day, same hour—straight
across the country—to do all this efficiently,
economically—USE FILM ...

Complete information concerning film selection and processing available ... also details concerning special Eastman technical services, equipment, and materials.

Address: Motion Picture Film Department, Eastman Kodak Company, Rochester 4, N. Y.

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

Midwest Division, 137 North Wabash Avenue, Chicago 2, Illinois.

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



158000
146000
135000
132000

IT ALL ADDS
UP TO...



WHERE,
OF
THE

186,000
TV SETS

IN
THE
TOLEDO
MARKET
98%
PREFER

WSPD-TV

Toledo's only TV station

An NBC television affiliate with only
the best from CBS, ABC, DTN



NBC AFFILIATE

STORER BROADCASTING COMPANY

Rep. by The Katz Group, Inc.

WSPD-TV

CHANNEL 13

TOLEDO, OHIO

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

teletatus



Trendex, Nielsen Report; TelePulse Expanding

(Report 221)

TOP TEN network TV programs, according to Trendex Inc. ratings for week of June 1-7, were released last week as follows, based on the one live broadcast during that week:

1. I Love Lucy (CBS)	49.6
2. Talent Scouts (CBS)	38.1
3. Godfrey's Friends (CBS)	32.1
4. Red Skelton (NBC)	31.8
5. What's My Line (CBS)	31.0
6. Gunbustlers (NBC)	29.7
7. Star Theatre (NBC)	28.0
8. Big Town (CBS)	27.8
9. The Web (CBS)	27.7
10. Stride It Rich (CBS)	27.1

SPECIAL SPORTING EVENT:

Walcott-Charles Boxing (NBC-TV)	58.6
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TelePulse Expanding To 26 Markets

THE PULSE Inc., New York, announced last week that beginning with multi-market TelePulse for June, the number of markets included will be increased to 26, covering more than nine million TV families. New markets are Milwaukee, Pittsburgh, Richmond, San Antonio, Toledo and Syracuse.

Three additional markets—Providence, San Diego and Rochester—will be included in monthly reports beginning in September when the surveys resume after a summer hiatus.

Network TV programs seen in four or more markets will be included in the reports, with individual market ratings computed

according to the number of TV families in the area.

'Boys Life' Surveys Set Ownership

HALF the families of a group of boys, 10 to 17, representing more than 2 million boys, own TV sets, according to a survey by *Boys' Life*, official magazine of the Boy Scouts of America.

The study indicated 80% of families own record players and nearly all own radios, 53% owning three or more. Most popular TV sets and phonographs were RCA Victor, while Philco radios ranked first, *Boys' Life* reported.

Asked about record-purchasing, most of the boys said they first heard their favorite records on the radio. Others listed TV, juke boxes, record shops, movies and individual programs such as the Arthur Godfrey show.

Quizzed on record speed preferences, the boys indicated 70% of families own 78 RPM phonographs, 19% had 45 RPM machines and 7% owned 33 1/3 RPM players. Three-speed players were owned by 26% of the families.

The boys chose the *Red Skelton Show* as their favorite radio and TV program. Next TV choices were *Colgate Comedy Hour* and *I Love Lucy*. Next radio favorites were *Dragnet* and *Lone Ranger*.

Viewers Love 'Lucy,' Nielsen Report Shows

VIEWERS throughout the nation apparently still love the CBS-TV Monday night show, *I Love Lucy*, sponsored by Philip Morris. The top-ranking show stars the husband-and-wife team of Lucille Ball and Desi Arnaz. Other shows which rated Nielsen's top 10 for the two weeks ending May 24, are:

NUMBER OF TV HOMES REACHED

Rank	Program	Homes (000)
1	I Love Lucy (CBS)	10,494
2	Red Skelton (NBC)	7,420
3	Texaco Star Theatre (NBC)	7,415
4	Pabst Blue Ribbon Bouts (CBS)	7,351
5	Philo TV Playhouse (NBC)	7,002
6	Fireside Theatre (NBC)	6,880
7	Arthur Godfrey & Friends (Liggett & Myers Tab.) (CBS)	6,637
8	You Bet Your Life (NBC)	6,455
9	Your Show of Shows (R. J. Reynolds Tab.) (NBC)	6,353
10	Robt. Montgomery Presents (American Tab. Co.) (NBC)	6,186

PERCENT OF TV HOMES REACHED IN PROGRAM STATION AREAS

Rank	Program	Homes %
1	I Love Lucy (CBS)	61.3
2	Arthur Godfrey's Scouts (CBS)	52.7
3	Pabst Blue Ribbon Bouts (CBS)	46.5
4	Red Skelton (NBC)	46.7
5	Texaco Star Theatre (NBC)	43.5
6	Arthur Godfrey & Friends (Liggett & Myers Tab.) (CBS)	41.9
7	Your Show of Shows (Participating) (NBC)	41.6
8	Philo TV Playhouse (NBC)	41.2
9	Your Show of Shows (R. J. Reynolds Tab.) (NBC)	41.1
10	Fireside Theatre (NBC)	40.4

Copyright 1952 by A. C. Nielsen Co.

Weekly Television Summary—JUNE 23, 1952—TELECASTING SURVEY

City	Outlets On Air	Sets in Area	City	Outlets On Air	Sets in Area
Albuquerque	KOB-TV	16,500	Louisville	WAVE-TV, WHAS-TV	174,143
Ames	WGI-TV	91,207	Matamoros (Mexico)	El Brownsville, Tex.	
Atlanta	WAGA-TV, WSB-TV, WLTV	185,000		XELD-TV	21,500
Baltimore	WAAM, WBAL-TV, WMAR-TV	390,914	Memphis	WMCT	133,326
Birmingham	WBNB-TV	70,000	Miami	WTVJ	119,500
Birmingham	WAFB-TV, WBRC-TV	90,000	Milwaukee	WTMJ-TV	336,433
Bloomington	WTV	150,000	Minn.-St. Paul	KSTP-TV, WTCN-TV	322,900
Boston	WBZ-TV, WNAC-TV	904,185	Nashville	WSM-TV	71,399
Buffalo	WBEH-TV	271,057	New Haven	WNHC-TV	286,000
Charlotte	WBTV	152,096	New Orleans	WDSU-TV	97,912
Chicago	WKBK, WENR-TV, WGN-TV, WBQ	1,145,984	New York	WABD, WCBS-TV, WJZ-TV, WNBT	
Cincinnati	WCPO-TV, WKRC-TV, WLWT	351,000	Newark	WOR-TV, WPX, WATZ	3,059,400
Cleveland	WEWS, WRBK, WXL	623,613	Norfolk	WTKR-TV	59,200
Columbus	WBNS-TV, WLWC, WTVN	277,000	Oklahoma City	WKY-TV	129,437
Dallas	KRLD-TV, WFAA-TV, WBAP-TV	171,791	Omaha	KMTV, WOW-TV	130,313
Davenport	WOC-TV	110,700	Philadelphia	WCAU-TV, WFIL-TV, WPTZ	1,052,259
Dayton	WHIO-TV, WLWD	235,000	Phoenix	KPHO-TV	59,200
Detroit	WJBK-TV, WWJ-TV, WXYZ-TV	750,000	Pittsburgh	WDTV	448,000
Erie	WICU	165,100	Providence	WJAR-TV	218,500
Fl. Worth	WBAP-TV, KRLD-TV, WFAA-TV	171,791	Richmond	WTAR-TV	127,006
Dallas	WOOD-TV	217,081	Rochester	WHAM-TV	149,000
Grand Rapids	WFMJ-TV	116,415	Rock Island	WHFB-TV	110,700
Greensboro	KPRC-TV	150,800			
Houston	WSAZ-TV	90,565	Quad Cities	Include Davenport, Moline, Rock Is., E. Moline	
Huntington	WFSB-TV	240,000			
Indianapolis	WBIR-TV	58,000	Salt Lake City	KDYL-TV, KSL-TV	77,813
Jacksonville	WJAX-TV	154,297	San Antonio	KEYL, WOAI-TV	82,181
Johnstown	WKZO-TV	223,992	San Diego	KFMB-TV	137,750
Kalamazoo	WGAL-TV	210,105	San Francisco	KGO-TV, KPX, KRON-TV	295,900
Kansas City	WDAF-TV	150,093	Schenectady	WRGB	212,400
Lancaster	WJIM-TV	100,000	Schenectady	KING-TV	148,500
Lansing	KECA-TV, KHJ-TV, KLCV-TV, KNBH	1,252,184	Seattle	KSD-TV	402,000
Los Angeles	KNX-TV, KTLA, KTTV		Syracuse	WHEN, WSYR-TV	186,062
			Toledo	WSPD-TV	186,000
			Tulsa	KOTV	119,800
			Utica-Rome	WKTV	71,500
			Washington	WMAL-TV, WNBW, WTOP-TV, WTTG	369,579
			Wilmington	WDEL-TV	106,227

Total Markets on Air 64*

* Includes XELD-TV Matamoros, Mexico

Stations on Air 109*

Estimated Sets in Use 17,537,316

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

he turns the ladies' heads



Carolina ladies by the thousands turn to their TV screens at 3 (M-W-F) when cavalier Kurt Webster animates their afternoon with his half-hour "Kaleidoscope." Appearances by authoritative guests from the worlds of fashion, gardening and entertainment are aptly integrated with Snader telescriptions to produce a gay and intimate setting for your advertising message. Let us show you how "Kaleidoscope" creates new Carolina buying patterns.



SERVING THE CAROLINAS'
BIGGEST
TELEVISION AUDIENCE

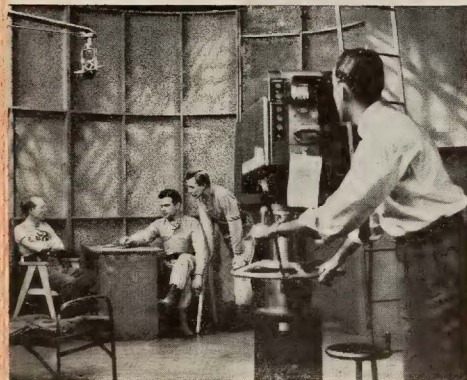
JEFFERSON STANDARD BROADCASTING COMPANY

Represented Nationally by CBS Television Spot Sales

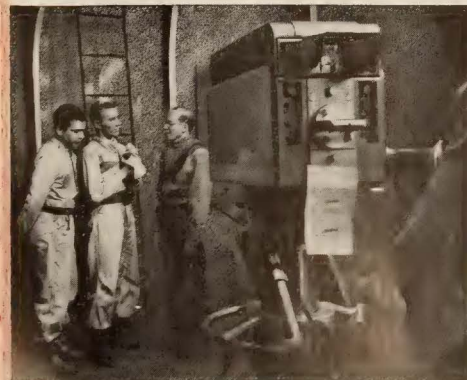




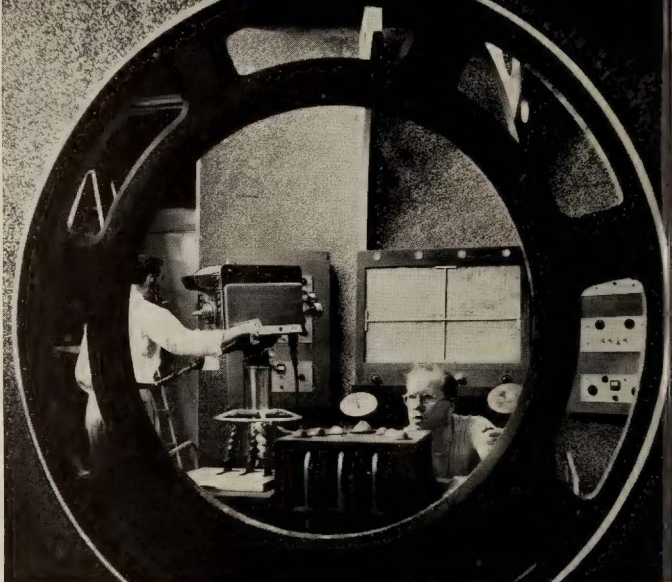
ABC VICE-PRESIDENT Frank Marx says: "These new G-E studio camera channels are being used on one of the most difficult shows we produce. They have been in daily operation for 5 months and have given satisfactory service."



DOLLYING-IN FOR CLOSE-UPS is no major operation with new camera, which fits any standard TV tripod or dolly. Low center of gravity permits camera head to remain steady while in motion. Channel components easily accessible.



FLUSH VIEWFINDER WINDOW and adjustable, removable visor provide full picture viewing from any angle. All essential control knobs are recessed—easy to adjust, yet protected against accidental misalignment. Note cue sheet below lens handle.



QUICK CHANGE OF IMAGE ORTHON can be effected in 2 minutes. Only one thumb screw and turret to remove. Silent blower system cools I. O. tube uniformly, lengthening tube life.

NEW G-E TELEVISION CAMERAS HANDLE TOUGH JOBS AT ABC

Network finds intricate shows like "SPACE CADET"
no problem for new fast-focus, multi-lens G-E units

● Lightweight, quiet, and a vast improvement over conventional studio equipment, General Electric's latest TV camera channel is setting new standards of technical efficiency for ABC. Only 3 hours after these cameras were turned over to ABC operations, they were on the air handling tough commercial shows like "SPACE CADET"—at a remarkable saving in installation, maintenance and operating expense.

More than 30 specific improvements over previous models and those now installed are incorporated in the new units. Engineers at Electronics Park, General Electric's television headquarters near Syracuse, New York, spent 2 years perfecting the equipment now in quantity production.

TV broadcasters who want all-purpose reliability in studio camera channels will find it here—and *these units are completely interchangeable with most existing standard makes.*

The G-E Broadcast specialist at our office near you has more data on the complete G-E line of transmitters, antenna and studio equipment. Call him for full information, or write: *General Electric Company, Electronics Park, Syracuse, New York.*



Nothing like it
in the industry!

QUICK, POSITIVE FOCUS. Shooting through skyport of space ship "Polaris", cameraman can 'line up' using outside crank or inside coupling knob. Viewfinder tube is aluminized for bright, sharp pictures. Magnification up to 25 times.

Complete Television Equipment for UHF and VHF

GENERAL  ELECTRIC



HIGH-SPEED COATED LENSES, made for G.E. by Bausch & Lomb, are provided with each camera. More than 15 different lens types can be fitted to the turret, will snap into operating positions without jiggle or wobble.

KFMB TV Channel-8

**SAN DIEGO'S
1st and Only
TELEVISION STATION**

blankets
**CALIFORNIA'S
THIRD MARKET**

San Diego...
the
**AIR CAPITAL
OF THE WEST!**

*Despite the
climbing schedule
of production,
the backlog of
unfilled contracts
for new planes,
as of Dec., 1951,
was sufficient
to insure peak
operations
through 1953.*

**Wise Buyers
BUY-**

KFMB

**For
More
Business!**

**KFMB-TV
Channel-8**

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

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

FCC On City Priority

(Continued from page 63)

international agreements in the future.

Executive Committee of the Federal Communications Bar Assn., meeting last Monday, turned down a proposal to petition for reconsideration of the Sixth Report. Reasons: Petition would only reaffirm FCBA majority view of a year ago that a fixed allocation plan is illegal and the association is not in a position to carry its case to court.

The KXEL petition, first of two directed to the Commission's temporary processing procedure, specifically asked amendment of footnote 10 of Sec. 1.371 of the rules. Footnote 10 sets forth the temporary procedure.

The other protest respecting the procedure was filed a fortnight ago by Westinghouse Radio Stations Inc., which submitted an alternative plan in part [B•T, June 9]. FCC has not acted on the Westinghouse petition.

Applicant for Channel 7 at Waterloo, KXEL told the FCC it "is in general agreement with the policies adopted by the Commission regarding the consideration of applications for new or changed television facilities [but] feels that the population of the city to which a channel is allocated should not be the sole factor in determining the precedence which should be given to applications."

KXEL Quotes Census

KXEL pointed out that the census figures shows 43.5% of the population lives in rural areas and that less than 29% lives in cities with population over 100,000. There are about 100 cities with populations over 100,000, KXEL noted, 100 cities with populations between 50,000 and 100,000 and about 200 cities between 25,000 and 50,000.

Because of the Commission's limited staff and available funds, KXEL said, there will be "substantial delay" in application processing. This, plus the factor of big cities coming first in processing, will put off service to smaller cities with large rural areas to serve, KXEL contended.

Long delay in the granting of service to rural areas "is tantamount to a temporary denial," KXEL argued, hence, consideration of applications solely upon the population of the principal city to be served "unfairly discriminates against rural areas and smaller cities."

In denying the KXEL petition, FCC observed the station "advances no specific amendment for adoption. Moreover, petitioner contends erroneously that the only consideration the Commission has established for priority in the processing of television applications is population of cities."

FCC's explanation continued:

In fact, the Commission has established a detailed breakdown of cities into numerous groups and subgroups in light of several factors without regard to population, factors such as service received from existing stations, whether only UHF channels are assigned to a

community, whether any stations are presently operating in the community, etc. In formulating these categories, population was not considered by the Commission. Within each subgroup, it is correct, the Commission has established as a controlling factor population of cities.

We are of the view, however, that this is the most fair and equitable means for the processing of applications within each such category. We believe that the processing procedure we have established will, within each group as categorized, make possible the affording of television service to the greatest number of people in the shortest period of time.

Furthermore, it is not true that the priority afforded to the largest cities within each subgroup will mean that rural areas will be deprived of service. Extensive rural and sparsely settled areas surround the larger cities and, consequently, such areas would receive service from stations located in these larger cities. Petitioner supplies no adequate basis for changing the temporary processing procedure as presently set out in footnote 10, Sec. 1.371 of the rules.

Both WLWC and WBNS-TV contend that the WLOA petition seeking addition of Channel 4 at Eraddock should be denied on grounds that full opportunity for comments and participation were afforded by the Commission and should not now be repeated.

WLOA contends Channel 4 can be allocated to Braddock since the failure to meet the 170-mile minimum spacing rule is so negligible. Braddock's post office is 169.39 miles from the transmitter of WLWC. The latter station is to change from Channel 3 to Channel 4 under terms of the Sixth Report.

As an alternative, WLOA suggests WLWC switch to Channel 10 and WBNS-TV change from Channel 10 to Channel 4. WBNS-TV is 170 miles from Braddock, WLOA notes.

Both Columbus stations, however, charge this alternative cannot be considered by the Commission after the final order since it is a new proposal. Full opportunity was given during the proceeding to consider all proposals, they argue, and to consider new proposals now makes the Sixth Report only tentative, not final.

Charges Untimeliness

Similar charge of untimeliness was made by WIBA respecting the "counter proposal" of the State Radio Council to switch the educational reservation at Madison to the sole VHF channel. The council, which operates the state's educational FM network, is seeking to establish a similar TV network.

Pittsburgh Mayor David Lawrence, concerning failure of FCC to allocate more VHF channels there, concluded in his letter, "I hope that I will be able to retain the conviction that this unfair treatment was the result of inadvertence which the Commission will be prompt to correct and it is in that hope that I am writing asking you to reconsider the matter of assigning commercial VHF channels to Pittsburgh."

The Mayor noted "the consensus of engineering opinion is that because of the unusual character of the terrain in Pittsburgh and the

surrounding area a UHF station will not provide a comparable or competitive service to a VHF station. To all intents and purposes, therefore, the Commission assigns to Pittsburgh only two commercial television stations."

WDTV (TV), a DuMont-owned station, is the only TV outlet serving Pittsburgh. It is assigned Channel 3 but under the Sixth Report will change to Channel 2. Other VHF channels allocated there are Channels 11 and 13. Later is reserved. Three UHF channels are assigned.

Mayor Lawrence's letter continued:

Pittsburgh is the eighth largest metropolitan market area in the United States. The seven markets which are larger were assigned by the Commission one of the four commercial VHF stations apiece, the assignments ranging from seven in some cases to three in others. Despite the fact that the Commission states in its Sixth Report and Order that population is the most important factor in assigning channels, 27 markets smaller (some much smaller) than Pittsburgh are assigned three or four commercial VHF channels. No market of comparable size in the United States is given so few as two commercial VHF channels. The Commission in its Sixth Report

ABC-UPT INQUIRY

Dr. Rosenthal Testifies

THE PARAMOUNT hearing before the FCC, which involves a number of issues including the proposed merger of United Paramount Theatres with ABC, entered its sixth month last week with two days of testimony from Dr. A. H. Rosenthal, an inventor.

Dr. Rosenthal, called the inventor of the dark trace tube (Skiatron) TV tube, underwent lengthy examination by FCC Counsel Max Paglin and FCC Hearing Examiner Leo Resnick.

He discussed in highly technical language the dark trace tube and its possible military and domestic applications.

Dr. Rosenthal was employed by Scophony Corp. of America, of which Paramount Pictures Inc. and General Precision Equipment Corp. owned 25% each.

Development Suppressed

Earlier in the hearing, Arthur Levy, Scophony president, testified Paramount had tried to suppress the development of SCA. Paul Raibourn, now Paramount Pictures vice president in charge of television, testified the SCA patents were of no military value and while World War II was on he felt Paramount need not encourage the development of the SCA inventions.

Dr. Rosenthal is no longer with SCA. He joined Freed Radio Corp. in 1948.

Meanwhile, FCC Comr. Frieda B. Hennock granted FCC Broadcast Bureau Chief Curtis Plummer an extension of time from June 16 to June 23 to file a reply to the joint petition of ABC and UPT for removal of the merger issue from the hearing [B•T, June 16, 9]. ABC and UPT, which were supported by CBS but opposed by DuMont, indicated it is important that action be taken on the merger by August, in view of ABC's financial status.

and Order (paragraph 363) explicitly recognized the fact that Pittsburgh was entitled to more commercial VHF channels. Notwithstanding this explicit recognition, it refused to place Channel 9 in Pittsburgh in preference to Steubenville. (The Wheeling/Steubenville area is given two commercial VHF channels—the same number as Pittsburgh—although it is only one-seventh the size of Pittsburgh in population. Despite the fact that the smaller area involved in Wheeling/Steubenville would much more adequately be served with VHF than the Pittsburgh area, the Commission decided to permit the use of VHF in Wheeling/Steubenville and assigned UHF to Pittsburgh rather than Channel 9.)

A comparison of the Commission assignments of VHF channels to the State of Pennsylvania and to the State of West Virginia shows that West Virginia received nine VHF channel assignments and Pennsylvania seven, notwithstanding that the population of Pennsylvania is 10,500,000 and the population of West Virginia is 2,000,000. Ohio, with only 8,000,000 population, has received thirteen commercial VHF assignments, excluding one of the two channels allocated to Wheeling/Steubenville. The Ohio allocation is thus practically double that of Pennsylvania.

VHF Channel 4 could also be used for commercial service in Pittsburgh without violating in any manner the Commission's minimum separation of 170 miles between stations. The Commission's contention that the distance must be measured from a Channel 4 station in Columbus, Ohio, to an actual point (Smithfield Street and Fourth Avenue) in the City of Pittsburgh at which no station would ever conceivably be built rather than to an actual site on which a Pittsburgh Channel 4 station could be constructed, led it to the erroneous conclusion that the separation between a Channel 4 station in Pittsburgh would be less than 170 miles from an existing Channel 4 station in Columbus. (Incidentally, Columbus, which has a metropolitan area of 500,000—less than one-fourth the size of Pittsburgh—is assigned three VHF channels.) This unrealistic adherence to technicalities is in marked contrast to the Commission's own action in other cities—for example, Milwaukee—in requiring a station to change from Channel 3 to Channel 4, notwithstanding that the change would require Channel 4 operation in Milwaukee at only 165 miles from another Channel 4 station.

It is apparent from the above that Pittsburgh could have been assigned four commercial VHF channels instead of two, had the Commission considered Pittsburgh important enough to permit it to disregard its fictitious method of measuring station separations (which would have made Channel 4 available) and if it had considered—as it claims it did—population to be the important criterion in comparing Pittsburgh with Wheeling/Steubenville (which would have required the assignment of Channel 9 to Pittsburgh rather than to Wheeling/Steubenville).

No amount of argument can get around the basic fact that Pittsburgh has fewer commercial VHF stations than any comparable market in the United States and that it could be provided with four commercial VHF channels, which is less than the average

of the seven markets larger than Pittsburgh and is no more than many smaller markets were assigned—if the Commission had considered Pittsburgh in the same light that it viewed other less important cities. This could be accomplished simply by providing for the use of Channels 4 and 9 in Pittsburgh and would not affect the present assignment of a VHF channel for educational use in Pittsburgh in any manner.

Almost by way of adding insult to the injury Pittsburgh will sustain if it is limited by two VHF commercial television channels, the Commission, in listing the city-by-city priorities for processing of applications for new television stations, has ranked Pittsburgh 73rd from the bottom of the list of all of the some 1,275 cities in the United States and its possessions. I do not think that anyone can avoid the conclusion that the City of Pittsburgh, both substantively and procedurally, has been badly treated by the Commission in its Sixth Report and Order.

WKDN, in seeking amendment of Sec. 3.607(b), notes that under the Third Report of FCC, issued in March 1951, "an applicant for Camden could have filed for a channel allocated to Philadelphia" and this would be in accord with Sec. 307(b) of the Communications Act which prescribes fair distribution of radio facilities among the states and communities.

"However, as a result of a request by the Commissioner of Education of the State of New Jersey," the WKDN petition explains, "the Commission in its Sixth Report assigned a noncommercial educational channel to Camden (UHF Channel 80).

But, WKDN points out, since the Sixth Report assigns UHF Channel 80 there on a reserved basis for noncommercial, educational use, the present wording of Sec. 3.607(b) prevents a Camden station from seeking a Philadelphia channel.

"It is believed that this untoward result is entirely inadvertent. If not, it is arbitrary, contrary to the public interest and in contravention of Sec. 307(b) of the Communications Act," WKDN contends.

WKDN asks FCC to amend the rule by adding to Sec. 3.607(b) this final sentence: "For the purpose of this section a community shall be deemed 'unlisted' if no commercial television channel has been allocated thereto."

Concerning the inquiries of consulting engineers Rountree and Cullum as to the mileage separations to be observed between U.S. stations in Canada, Mexico and Cuba, FCC wrote the following:

As you are aware, the Sixth Report . . . and the rules adopted therein discussed television agreements entered into between Mexico and the United States and Canada and the United States only. No agreement has been entered into between Cuba and the United States with respect to television assignments and except for special cases which may possibly arise mileage separations need not be considered between United States television stations and Cuban television stations and assignments.

With reference to separations that should be maintained between United States stations and Mexican or Canadian stations or assignments, it should be observed that no minimum separations have been specified in the rules and standards. However, as indicated in the Sixth Report and Order mileage separations above the minimum specified in the Commission's Rules have been observed in connection with separations between stations across the

(Continued on page 74)

INTERESTED IN FIGURES?

Here's what we mean when we say, you don't buy just **Bloomington** when you buy



WTTV coverage area takes in 36 counties (32 in Indiana and 4 in Illinois) with a population of 1 1/2 million within a 60-mile radius.

WTTV coverage area in Indiana accounts for:

- 34.3% of the total population in the state
- 34.4% of the total families
- 35.1 % of the total retail sales
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- 34.7% of the total retail home furnishings
- 37.8% of the total retail auto sales
- 40.4% of the total retail drug sales

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KPIX NEW ANTENNA

Operation Begins July 1

NEW type antenna, part of a modernization program begun last January, will be pressed into action July 1 by KPIX (TV) San Francisco which hopes it will solve certain transmission and reception difficulties.

A low gain, wide beam General Electric antenna will operate from a new transmitter site on the summit of Mt. Sutro. It will share the same tower now used by KGO-TV that city under a leasehold arrangement. Cost of development is estimated at \$100,000. By using the new antenna, the station expects to extend its service area by more than 1,680 square miles to 5,236 square miles. Al Town, KPIX engineering director, supervised the construction.

FCC on City Priority

(Continued from page 73)

borders. Accordingly, in locating transmitters for United States television stations, station separations shall be maintained as close as possible to the assignment separations which have been established.

In this connection your attention is invited to Section 3.608 of newly adopted television rules which provides that authorizations issued by the Commission for television broadcast facilities are subject to the provisions of agreements entered into by the United States with Canada and Mexico and that these foreign countries may make timely objection to any authorizations issued.

With respect to the method of measurement of distances from Monterrey Nuevo Leon, Mexico, or any other foreign city it is expected that measurements will be obtained with reasonable accuracy from appropriate maps. In the event there are existing transmitters in the foreign cities the distances may, of course, be calculated from these transmitters.

Rep. Rivers' statement to the House charged that FCC's television plan "not only keeps one great segment of our country in a twilight era but results in a calculated blackout for countless hundreds and thousands of people hoping to buy television sets and utilize them with pleasure as other sections of the nation are now enjoying." He noted hearings on competitive applications will delay service two years.

Bringing Comr. Jones' dissent to the Sixth Report and his Pittsburgh and Columbus speeches particularly to the attention of

conferes on the McFarland bill (see story page 25), Rep. Rivers said the nation "is entitled to know the facts behind the delay in bringing to the American people adequate television. As soon as it is completely understood by the Congress, I am confident we will be better able to handle this magnificent avenue of entertainment, information, education and indispensable means of communication."

First strong defense of the Sixth Report, answering the attacks by Comr. Jones and others, was made by Comr. George E. Sterling June 13 before the Maryland-D. C. Radio and TV Broadcasters Assn. He contended the report fulfills Congress' mandate that service be provided all the people and not just part of them [B•T, June 16].

Sterling Answers Critics

Comr. Sterling countered that "all too frequently those who criticize" the table of channel assignments "have made the public interest synonymous with the interest of the public residing in the large metropolitan areas."

He pointed out a table of assignments reserves for the smaller communities channels "which are available for use by these communities when they are ready to

enter television." Citing the high cost of TV, Comr. Sterling said "most smaller cities and rural areas are not in a position to support local television service at this time. But it is clear that every community, insofar as it is possible, should have an opportunity to receive television service from a local station."

Citing conservation of the spectrum and reservation of educational channels as additional reasons for adopting a table of assignments, Comr. Sterling explained a block of frequencies for educators and small towns would not be practical since this could have been done "only . . . at the expense of unnecessarily reducing the total number of channels available to meet other television needs, especially the needs of the larger cities."

Concerning the Commission reasoning respecting technical standards for station spacings, antenna heights and powers, Comr. Sterling stated:

Here again, the Commission was required to consider the effect of its standards upon the television service which would be available to the smaller communities and the rural areas of the nation. For merely making a reservation of channels for use by these smaller communities is not enough to insure that these communities will receive adequate service. If the Commission by reason of the reservation of channels for the smaller cities had been led to believe that this was a guarantee of adequate service to these communities, it would, indeed, have made the error of confusing circles on a map for real service. As I have pointed out the basis for the reservation was that the smaller cities and rural areas could not generally support local television service at this time or in the immediate future. But even if the smaller cities were ready at this time to establish television, could we expect cities and communities with a population of 30,000 or less to support two or maybe more than two television stations?

It is one of the inescapable facts of our economy that people residing in fringe areas away from the large cities and people residing in rural areas are forced, in the first instance, to rely on television service at all. Under these circumstances, the Commission was required in establishing mileage separations and maximum antenna heights and powers to insure that adequate service from the large city stations would get to that family on the farm.

How do standards with respect to mileage separations between stations and maximum antenna heights and powers insure service to the outlying areas? The answer is that making it possible for each station to have the widest coverage possible consistent with an efficient utilization of the spectrum would get to that family on the farm. When the stations in the larger cities are placed far enough apart, the signals in the fringe areas tender service and do not blot each other out with objectionable interference. The Commission in establishing the Table and the engineering standards had to make sure the separations were adequate; and in this connection, I want to point out that the signal that comes to the farm must be of good quality, if not the best quality picture.

The family that lives on the farm is entitled to more than a picture with a lot of snow and venetian blinds. It may be unfortunate that the outlying and fringe areas cannot receive the very high quality picture which most of the viewers in the large cities may receive. But nothing is more important to insure that the outlying areas receive a high quality picture, than the minimization of interference by the establishment of wide mileage separations between stations.

Similarly, greater antenna heights and higher radiated powers are needed so that the stations may make effective use of the potential service that can be rendered by virtue of wide separations. The maximum antenna heights and maximum effective radiated powers the Commission has established are both designed to permit each station to serve the widest possible area con-

sistent with efficient utilization of the spectrum so that the people in the outlying areas will get a good quality picture. And not just point out that these high antenna heights and high effective radiated powers also improve the quality of the picture inside the large city. They make possible the use of antennas in apartment houses and help overcome the man-made obstacles which make it so difficult for many city television owners to secure a good picture. . . .

I find it amusing and interesting that the very same people who insist the Commission for not making more assignments in the smaller cities also criticize the Commission for maintaining separations which require higher antenna heights and powers. In fact, the particular effect of wider separations between stations and higher antenna heights and powers is the assurance of service to the smaller cities and to the rural areas. I also find it amusing that some of the critics who claim we have not made adequate provision for the interests of smaller cities, also argue—just as vehemently as we have—on the other hand, that we should have no Table of Assignments at all. . . . I fail to see how, in the absence of a Table of Assignments, it is possible to prevent big cities from gobbling up a disproportionate share of the scarce channels at the expense of the smaller cities. . . . I have been called to my attention which would limit the number of assignments to the very same assignments which would be made on a demand basis alone.

It is not true, as some have implied, that we have placed on smaller cities the same standards as we have on the television installations similar to those which must be maintained in the giant cities. . . . In fact any city with a population of less than 50,000, under the Rules, operate with a minimum of 1 kw radiated power with a 300 ft. antenna so long as they lay an adequate signal over the principal community to be served.

The loudest criticism directed against our decision is that we have maintained separations in the VHF that are too wide. But why should we have reduced these separations? The ready answer of the critics is that we can make more assignments that way. As a matter of fact, unless we reduce separations substantially, the number of additional assignments that we would pick up by reduced separations would be few. And if we did take such action, we would be moving separations below those necessary to insure interference-free service. We would be right back in the ice age, firing with another "Freeze." The memory of some men is, indeed, short. . . .

Now a word about the UHF. I must say that on the whole the criticism of the UHF portion of our plan is not vociferous as the VHF portion. This in my mind is only an indication that most of our critics are only interested in obtaining more VHF channels for larger cities. . . .

I should like to point out here that while the disparity between the UHF and VHF coverage may presently be of some substance, it will, I believe, in the long run be minimized. In fact, the service areas of the UHF and VHF stations in the same cities will under very many instances be almost the same size.

One thing is certain—that UHF will in general provide a TV service free from the effects of several forms of interference that plague VHF frequencies. From a technical standpoint, higher quality of pictures is insured.

IATSE LOCAL

Raps Foreign TV Film Making

CLAIMING television film production abroad creates unemployment of technicians at home, Hollywood photographers Local 659 has passed a resolution asking IATSE at its international convention Aug. 2 in Minneapolis, to "invoke a boycott against products sponsored by manufacturers through the medium of TV where such pictures have been made by 'runaway' tactics."

The resolution, passed by the local's board of governors, has been turned over to Richard F. Walsh, international president.

Washington Watches Women's Shows

INGA'S ANGLE

2:30 p.m.

Tuesday and Thursday

Inga is the telegraphic charmer whose twice-weekly program of beauty, fashion and health hints has drawn a mail count as high as 25,797 in one month! She can draw customers for YOU.

▶SPOT PARTICIPATIONS—\$65◀



Watch Washington

In the District of Columbia alone, food store sales are in excess of \$277 million, apparel store sales run into \$126 million and drug store sales are over \$66 million. Most of this money is spent by the women who watch WNBW on the area's 369,579 television sets.

wnbw
Channel 4

NBC Television in Washington

Represented by NBC Spot Sales

TV Applications Filed

(Continued from page 64)

pey Dr., 0.5 mi. North of city limits. Geographic coordinates: 31° 37' 24" N. Lat., 84° 10' 23.29" W. Long. Transmitter RCA, antenna RCA. Legal counsel Philip M. Baker, Washington. Consulting engineer W. J. Holey, Atlanta, Ga. Sole owner is James S. Rivers, licensee of WMJM Cordele, Ga.; 90% owner of WTJH East Point, Ga.; owner of 251 shares of WACL Waycross, Ga., and applicant for new 250 W AM station for Albany, Ga.

†EVANSVILLE, Ind.—South Central Bestg. Corp. (WIKY-AM-FM), VHF Ch. 7 (174-180 mc); ERP 68.5 kw visual, 32 kw aural; antenna height above average terrain 463 ft., above ground 484 ft. Estimated construction cost \$195,206, first year operating cost \$200,000, revenue \$175,000. P.O. address: P. O. Box 148, Mt. Auburn Road at Bismark St., Evansville, Ind. Studio transmitter location: Mt. Auburn Road and Bismark St. Geographic coordinates: 37° 59' 21" N. Lat., 87° 35' 48" W. Long. Transmitter Federal Telecommunications Labs., antenna Federal. Legal counsel Franz O. Willenbacher, Washington. Consulting engineer Harold R. Rothrock, Bedford, Ind. Principals include President John A. Engelbrecht (39.6%), Vice President George F. Stoltz (39.6%), and Secretary-Treasurer Leighman D. Groves (19.8%).

†INDIANAPOLIS, Ind.—Universal Bestg. Co. (WISH), VHF Ch. 8 (180-186 mc); ERP 316 kw visual, 158 kw aural; antenna height above average terrain 1,000 ft., above ground 1,000 ft. Estimated construction cost \$597,980, first year operating cost \$602,650, revenue \$818,181. Post Office address: 1440 N. Meridian St., Indianapolis, Ind. Studio location: 1440 N. Meridian St. Transmitter location: Rawls Ave. and South Post Road. Geographic coordinates: 39° 45' 39" N. Lat., 86° 00' 21" W. Long. Transmitter DuMont, antenna RCA. Legal counsel Segal, Smith & Hennessey, Washington. Consulting engineer George C. Davis, Washington. Prin-

cipals include: President C. Bruce McConnell (54.98%), Vice President Robert B. McConnell (0.09%), 2d Vice President Stokes Gresham Jr. (0.45%), Treasurer Frank E. McKinney (14.53%), Secretary Earl H. Schmidt (14.01%), Frank M. McHale (9.45%), John R. Atkinson (0.01%) and Owen Bush (2%).

SOUTH BEND, Ind.—South Bend Telecasting Corp., UHF Ch. 46 (662-668 mc); ERP 82.3 kw visual, 46.8 kw aural; antenna height above average terrain 530 ft., above ground 447.5 ft. Estimated construction cost \$238,800, first year operating cost \$168,000, revenue \$150,000. Post Office address: 512 National Bank Bldg., South Bend, Ind. Studio and transmitter location near Ironwood Road between Jackson and Ireland Roads, 125 mi. S. E. of South Bend city limits. Geographic coordinates: 41° 37' 50" N. Lat., 86° 12' 26" W. Long. Transmitter DuMont, antenna RCA. Consulting engineer Jansky & Bailey, Washington. Principals include President and Treasurer A. Harold Weber (33.33%), vice president and 22% owner of South Bend Drug Co., president and sole owner of A. Harold Weber Inc. (real estate sub-dividing), and vice president and 50% owner of Laughlin Machine Co.; Vice President and General Manager Mark L. Wodlinger (8.33%), sales manager of WOC-AM-FM-TV Davenport, Iowa; Secretary Orlo R. Deahl, partner with Seebrit, Oare & Deahl, South Bend law firm; Assistant Secretary and Treasurer Wayne J. Blick (4.17%), auditor for WHO-AM-FM Des Moines and WOC-AM-FM-TV; Howard L. Cranfill (16.67%), president and 25% owner of Cranfill & Peterson (brewers' grain broker), South Bend; Carlton S. Smith (16.67%), president and 8½% owner of Drewrys Ltd. (brewery), South Bend; J. Harold Sunderlin (16.67%), president and 14% owner of Radio Equipment Co. (appliance distributor), South Bend; Program Director Charles R. Freburg (2.5%), program director for WOC-AM-FM-TV, and Chief Engineer David J. Hauser (1.66%), engineer for WOC-AM-FM-TV.

LEXINGTON, Ky.—Central Kentucky Bestg. Co. (WLEX), UHF Ch. 33 (584-590 mc); ERP 17.8 kw visual, 8.9 kw aural; antenna height above average terrain 361 ft., above ground 355 ft. Estimated construction cost \$115,500, first year operating cost \$120,000, revenue \$175,000. Post Office address: First National Bank Bldg., Lexington. Studio and transmitter location: Russell Cave Pike. Geographic coordinates: 38° 03' 57" N. Lat., 84° 29' 04.5" W. Long. Transmitter RCA, antenna RCA. Legal counsel, Frank U. Fletcher, Washington. Consulting engineer, D. C. Summerford, Louisville, Ky. Principals include President J. D. Gay Jr. (32%), Secretary-Treasurer H. Guthrie Bell (32%), Sam Milner (12%), Joe Eaton (17%) and Gay-Bell Corp. (2%). (Upon FCC approval of transfer of control of WKLX Lexington to Central Kentucky Bestg. Co., WLEX license will be surrendered to FCC.)

MAYSVILLE, Ky.—Standard Tobacco Co. (WFTS), UHF Ch. 24 (530-536 mc); ERP 15.2 kw visual, 7.6 kw aural; antenna height above average terrain 250 ft., above ground 540 ft. Estimated construction cost \$182,133, first year operating cost \$100,000, revenue \$100,000. Post Office address: 626

Forest Ave., Maysville. Studio and transmitter location 626 Forest Ave. Geographic coordinates: 38° 38' 31" N. Lat., 83° 44' 59" W. Long. Transmitter RCA, antenna RCA. Legal counsel Harry J. Daly, Washington. Consulting engineer Fred O. Grimwood, St. Louis, Mo. Principals include President Charles P. Clarke (48%), Secretary-Treasurer James M. Finch Jr. (48%) and Robert J. Bissett (4%).

LA FAYETTE, La.—Camelia Bestg. Co. (KLEY), UHF Ch. 35 (614-620 mc); ERP 18.25 kw visual, 9.12 kw aural; antenna height above average terrain 438.5 ft., above ground 440 ft. Estimated construction cost \$236,000, first year operating cost \$76,000, revenue \$90,000. Post Office address: P.O. Box 992. Studio and transmitter location on Moss Street Extension. Geographic coordinates: 30° 15' 43" N. Lat., 92° 00' 23" W. Long. Transmitter RCA, antenna RCA. Legal counsel Cohn & Marks, Washington. Consulting engineer Guy C. Hutcheson, Arlington, Tex. Principals include President Paul H. DeClouet (25%), Vice President Thomas A. DeClouet (25%), Vice President Harold J. Delhommer (25%), and Secretary-Treasurer John W. Mitchell (25%).

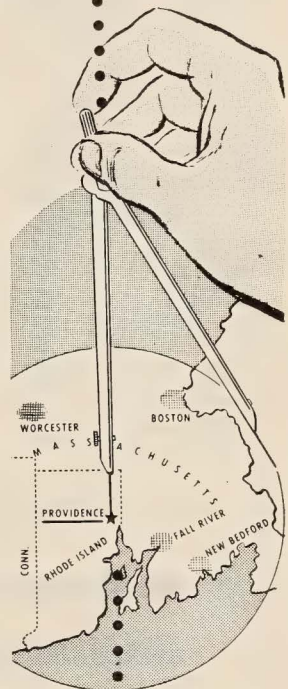
NEW ORLEANS, La.—Community Television Corp., UHF Ch. 26 (542-548 mc). ERP 75.2 kw visual, 42.6 kw aural; antenna height above average terrain 419 ft., above ground 438 ft. Estimated construction cost \$285,894, first year operating cost \$240,000, revenue \$204,000. Post office address: 505 Baronne St., New Orleans. Studio and transmitter location: 327-353 South Rampart St. Geographical coordinates: 29° 57' 07.4" N. Lat., 90° 04' 34" W. Long. Transmitter DuMont, antenna GE. Legal counsel D. F. Prince, Washington. Consulting engineer Commercial Radio Equipment Co., Washington. Principals include President Jules J. Paglin (12%), Vice President Stanley W. Ray Jr. (9%), and Treasurer Milton Adler (2½%). Messrs. Paglin and Ray own 50% each of WBOK New Orleans, 42½% each of KAOK Lake Charles, La., and are applicants for new AM station in Baton Rouge, La.

†NEW ORLEANS, La.—Loyola University (WWL), Ch. 4 (66-72 mc), ERP 100 kw visual, 50 kw aural; antenna height above average terrain 710 ft., above ground 750 ft. Estimated construction cost \$545,539, first year operating cost \$616,927, revenue \$634,695. Post office address: 6363 St. Charles Street, New Orleans 18. Studio location: 123 Baronne. Transmitter location: On Cooper Road, 1,000 ft. from Whitney Ave. Geographic coordinates: 29° 54' 27" N. Lat., 90° 02' 24" W. Long. Transmitter GE, antenna GE. Legal counsel Segal, Smith & Hennessey, Washington. Engineer J. D. Bloom, chief engineer for WWL. Applicant is non-profit corporation without capital stock; members of board of regents include: President Rev. W. Patrick Donnelly, S.J.; Vice President Rev. Edward Doyle, S.J.; Secretary Rev. John S. Fuss, S.J., Treasurer Rev. Theo A. Ray, S.J., and Rev. W. D. O'Leary, S.J.

†SHREVEPORT, La.—KTBS Inc. (KTBS), VHF Ch. 3 (60-66 mc); ERP 100 kw visual, 62 kw aural; antenna height above average terrain 1,141 ft., above ground 1,150 ft. Estimated construction cost \$542,900, first year operating cost \$400,000, revenue \$550,000.

(Continued on page 76)

PINPOINT YOUR PERSISTENT SALESMAN



SELLING PROSPEROUS
SOUTHERN NEW ENGLAND
with
UNDULICATED COVERAGE
in 220,000 HOMES!

WJAR-TV

Providence

Represented Nationally by
Weed Television

In New England — Bertha Bannan

TV Applications Filed

(Continued from page 75)

000. Post Office address: 312 East Kings Highway, Shreveport 77, La. Studio location 312 East Kings Highway. Transmitter location on State Route No. 8, 17 mi. N. W. of Shreveport. Geographic coordinates: 32° 41' 08" N. Lat., 93° 56' 00" W. Long. Transmitter RCA, antenna RCA. Legal counsel Spearman & Roberson, Washington. Consulting engineer Weldon & Carr, Washington. Principals include Chairman of the Board George D. Wray Sr. (33 1/3%), President E. Newton Wray (33 1/3%), Vice President George D. Wray Jr. (16 2/3%) and Secretary-Treasurer Charles W. Wray (16 2/3%) and John A. Hendrick.

HAGERSTOWN, Md.—United Bestg. Co. of Western Maryland (WARK). UHF Ch. 52 (698-704 mc); ERP 65.32 kw visual, 32.7 kw aural; antenna height above average terrain 292.6 ft., above ground 429.7 ft. Estimated construction cost \$213,889, first year operating cost \$160,000, revenue \$175,000. Post Office address: 128 Prospect, Hagerstown, Md. Studio and transmitter location just off U.S. Highway No. 40, North of Commonwealth Road. Geographic coordinates: 39° 37' 34" N. Lat., 77° 42' 42" W. Long. Transmitter DuMont, antenna GE. Legal counsel Cohn & Marks, Washington. Consulting engineer Commercial Radio Equipment Co., Washington. Principals include: President Richard Eaton (2%), Secretary-Treasurer (Mrs.) Margaret G. Eaton (1%) and (Mrs.) L. G. Hart. United Bestg. Co., licensee of WOOL Washington, WINX Rockville, Md., WSID Essex, Md., and WANT Richmond, Va., owns 97% of applicant; this

stock is voted by Mr. Eaton, who owns 309 out of 310 shares of UBC.

†HOLYOKE, Mass.—The Hampden-Hampshire Corp. (WHYN-AM-FM). UHF Ch. 55 (716-722 mc); ERP 65 kw visual, 35 kw aural; antenna height above average terrain 989 ft., above ground 122 ft. Estimated construction cost \$180,000, first year operating cost \$200,000, revenue \$260,000. Post Office address: 180 High St., Holyoke. Studio location 180 High St. Transmitter location Top of Mt. Tom, in Hampden County, Mass. Geographic coordinates: 42° 14' 32" N. Lat., 72° 38' 55" W. Long. Transmitter DuMont, antenna GE. Legal counsel Bingham, Collins, Porter & Kistler, Washington. Consulting engineer Kear & Kennedy, Washington. Principals include President William Dwight (26.16%), Vice President Charles N. DeRose (0.16%), Treasurer Minnie R. Dwight (40.17%) (mother of William Dwight), Assistant Treasurer Arthur Ryan (0.33%) and Harriet W. DeRose and Charles N. DeRose (as joint owners) (33.16%).

AUSTIN, Minn.—Cedar Valley Bestg. Co. (KAUS), VHF Ch. 6 (82-88 mc); ERP 18.7 kw visual, 9.35 kw aural; antenna height above average terrain 425 ft., above ground 445 ft. Estimated construction cost \$101,880, first year operating cost \$110,000, revenue \$112,000. Post Office address: KAUS, Austin, Minn. Studio location: 405 1/2 N. Main Street. Transmitter location: 2 1/2 mi. South of Austin on Trunk Highway 105. Geographic coordinates: 43° 37' 02" N. Lat., 92° 59'

20" W. Long. Transmitter DuMont, antenna RCA. Legal counsel Harry J. Daly, Washington. Consulting engineer Fred O. Grimwood, St. Louis. Mo. Principals include: President Harry M. Smith (25%), Vice President George Wilson (12.5%), Secretary-Treasurer Albert W. Smith (25%), Harold O. Westby (12.5%), Martin Bustad (12.5%) and Chester A. Weseman (12.5%).

†KANSAS CITY, Mo.—KCMO Bestg. Co. (KCMO). VHF Ch. 5 (76-82 mc); ERP 100 kw visual, 50 kw aural; antenna height above average terrain 865 ft., above ground 793 ft. Estimated construction cost \$529,210, first year operating cost \$1,027,517, revenue \$1,279,894. Post Office address: 125 East 31st St., Kansas City 5, Mo. Studio and transmitter location 31st and Grand Streets. Geographic coordinates: 39° 04' 14" N. Lat., 94° 34' 59" W. Long. Transmitter RCA, antenna RCA. Legal counsel Haley & Doty, Washington. Consulting engineer A. D. Ring & Co., Washington. Principals include President Tom L. Evans (49.5%), Vice President Lester E. Cox (49.5%), Secretary-Treasurer Richard W. Evans (0.5%) and Lester L. Cox (0.5%).

†WATERTOWN, N. Y.—The Brockway Co. (WVNY-AM-FM). UHF Ch. 48 (674-680 mc); ERP 200 kw visual, 100 kw aural; antenna height above average terrain 570 ft., above ground 362 ft. Estimated construction cost \$285,000, first year operating cost \$150,000, revenue \$150,000. Post Office address: 120-132 Arcade St., Watertown, N. Y. Studio and transmitter location Rutland Ctr. Rd., 3.6 mi. East of Watertown. Geographic coordinates: 43° 57' 23" N. Lat., 75° 50' 28" W. Long. Transmitter RCA, antenna RCA. Legal counsel Fisher, Wayland, Duvall & Southmayd, Washington. Consulting engineer George C. Davis, Washington. Principals include President and Treasurer John B. Johnson (1.8%), Estate of Harold B. Johnson, deceased (75.6%) and Estate of Jessie R. Johnson, deceased (22.6%). Applicant also is licensee of WMSA-AM-FM Massena, N. Y., and publishes Watertown Daily Times.

†FARGO, N. D.—WDAY Inc. (WDAY), VHF Ch. 6 (82-88 mc); ERP 65 kw visual, 32.2 kw aural; antenna height above average terrain 460 ft., above ground 498 ft. Estimated construction cost \$344,000, first year operating cost \$180,000, revenue \$180,000. Post Office address: 118 Broadway, Fargo. Studio and transmitter location: 207-215 Fifth St. North. Geographic coordinates: 46° 52' 35" N. Lat., 96° 47' 03" W. Long. Transmitter RCA, antenna RCA. Legal counsel Segal, Smith & Hennessey, Washington. Consulting engineer Gillett & Bergquist, Washington. Principals include: President E. C. Reineke (54.5%); Vice President H. D. Paulson (8.9%); Secretary-Treasurer N. D. Black Jr. (1.1%), and Charlotte Lontz (21.1%). Same stockholders own controlling stock of Fargo Forum and Dakota Photo Engraving Co.

PORTLAND, Ore.—Empire Coil Co., UHF Ch. 27 (548-554 mc); ERP 91.6 kw visual, 45.8 kw aural; antenna height above average terrain 1,300 ft., above ground 496.5 ft. Estimated construction cost \$347,000, first year operating cost \$450,000, revenue \$525,000. Post Office address: 85 Beechwood Ave., New Rochelle, N. Y. Studio location to be determined. Transmitter location: Portland Heights, N. W. Skyland Blvd., near N. W. Thompson Road. Geographic coordi-

SCHOOL SERIES

WICU Earns Plaudits

WICU (TV) Erie, Pa., has just completed a series of public school telecasts which brought an expression of "lasting appreciation" from school officials.

Twenty programs were aired on a three-weekly basis during the final seven weeks of school. More than 800 children participated. Plans are taking shape for continuing the programs in the next school-year. A similar series is being developed jointly by WICU personnel and administrators of the Erie Catholic Diocesan school district.

John M. Hickey, Erie schools superintendent, wrote Edward Lamb, WICU president, "The reactions to the program (*Erie Public Schools At Work*) indicate widespread appreciation on the part of the people and justify the tremendous amount of extra effort on the part of so many principals, teachers, and pupils. Be assured of our lasting appreciation," Mr. Hickey concluded.

ates: 45° 32' 54" N. Lat., 122° 45' 40" W. Long. Transmitter RCA, antenna RCA. Legal counsel Lyon, Wilner & Bergson, Washington. Consulting engineer Benjamin Adler, New Rochelle, N. Y. Principals include: President Herbert Mayer (45.2%), Vice President Franklin Snyder, Treasurer Frances Mayer (45.2%) and Secretary Alma Shmidt. Applicant is licensee of WXEL (TV) Cleveland.

†PORTLAND, Ore.—Westinghouse Radio Stations Inc. (KEX-AM-FM), VHF Ch. 8 (180-186 mc); ERP 220 kw visual, 110 kw aural; antenna height above average terrain 1,068 ft., above ground 335 ft. Estimated construction cost \$855,000, first year operating cost \$822,000, revenue \$638,000. Post Office address: 1625 K Street N. W., Washington, D. C. Studio location: 1230 Southwest Main St., Portland. Transmitter location: Healy Heights, Portland. Geographic coordinates: 45° 29' 25" N. Lat., 122° 41' 48" W. Long. Transmitter RCA, antenna RCA. Principals include: Chairman of the Board Gwilym A. Price and Vice President J. E. Baudino. Applicant is also licensee of WBZ-AM-FM Boston, WBZA-AM-FM Springfield, Mass., KW-AM-FM Philadelphia, WWO-AM-FM Fort Wayne, Ind., and KDKA-AM-FM Pittsburgh. Westinghouse Radio Stations Inc. is wholly-owned subsidiary of Westinghouse Electric Corp., Pittsburgh.

†PHILADELPHIA, Pa.—Pennsylvania Bestg. Co. (WIP), UHF Ch. 29 (560-566 mc); ERP 275 kw visual, 137.5 kw aural; antenna height above average terrain 804 ft., above ground 35 ft. Estimated construction cost \$600,000, first year operating cost \$500,000, revenue not estimated. Post Office address: 35 South Ninth St., Philadelphia. Studio location: 35 South Ninth St. Transmitter location: S. W. corner of Ivy Hill Road and Orchard Way. Geographic coordinates: 40° 05' 00" N. Lat., 75° 10' 38" W. Long. Transmitter GE, antenna GE. Legal counsel Dow, Lohnes & Albertson, Washington. Consulting engineer E. C. Page, Washington. Principals include: Chairman of the Board Arthur C. Kaufman, President Benedict Gimbel Jr., Treasurer Ray-

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W A A M

TELEVISION

CHANNEL 13

Represented Nationally by

HARRINGTON, RIGHTER & PARSONS, INC.

Chicago NEW YORK San Francisco

DUMONT-ABC AFFILIATE

mond A. Filske and Secretary A. Arthur Miller. Gimbel Bros. Inc., New York, is sole stockholder of Pennsylvania Bestg. Co.

• **PITTSBURGH, Pa.**—Westinghouse Radio Stations Inc. (KDKA-AM-FM), VHF Ch. 11 (198-204 mc); ERP 316 kw visual, 25 kw aural; antenna height above average terrain 672 ft., above ground 574 ft. Estimated construction cost \$1,810,000, first year operating cost \$1,840,000, revenue \$2,650,000. Post Office address: 1625 K Street N. W., Washington, D. C. Studio location: Grant Bldg., Pittsburgh. Transmitter location: 2850 Berthoud St., Pittsburgh. Geographic coordinates: 40° 26' 48" N. Lat., 79° 57' 50" W. Long. Transmitter GE, antenna GE. Principals include Chairman of the Board Gwilym A. Price, and Vice President J. E. Baudino. Applicant is also licensee of WBZ-AM-FM Boston, WBZA-AM-FM Springfield, Mass., KYW-AM-FM Philadelphia, WOVO-AM-FM Fort Wayne, Ind., and KEX-AM-FM Portland, Ore. Westinghouse Radio Stations, Inc. is wholly-owned subsidiary of Westinghouse Electric Corp., Pittsburgh.

• **YORK, Pa.**—The Helm Coal Co. (WOK), UHF Ch. 49 (680-686mc); ERP 95.8 kw visual, 53.8 kw aural; antenna height above average terrain 473 ft., above ground 200 ft. Estimated construction cost \$176,500, first year operating cost \$96,000, revenue \$90,000. Post Office address: P. O. Box 226, York. Studio: 25 South Duke Street. Transmitter location: 2.9 mi. N.E. York city limits. Geographic coordinates: 40° 00' 00" N. Lat., 76° 41' 30.8" W. Long. Transmitter DuMont, antenna RCA. Legal counsel McKenna & Wilkinson, Washington. Consulting engineer John H. Mullaney, Washington. Principals include partners Howard J. Williams (30.4%), Morgan E. Cousler (48.5%) and Lowell W. Williams (26.1%).

• **ANDERSON, S. C.**—Wilton E. Hall (WAIM and WCAC [FM]), UHF Ch. 58 (734-740 mc); ERP 182 kw visual, 91 kw aural; antenna height above average terrain 378 ft., above ground 418 ft. Estimated construction cost \$401,444, first year operating cost \$150,000, revenue \$138,000. Post Office address: P. O. Box 806, Anderson. Studio and transmitter location Anderson College campus. Geographic coordinates: 34° 30' 52.6" N. Lat., 82° 38' 15.2" W. Long. Transmitter RCA, antenna RCA. Legal counsel Spearman & Roberson, Washington. Consulting engineer George C. Davis, Washington. Applicant owns Independent Publishing Co. (Anderson Independent and Mail), Palmetto Publishing Co., National Stamp News, Hall Starr Farm and Hall Bestg. and Television Co. (transcriptions).

• **COLUMBIA, S. C.**—The Bestg. Co. of the South (WIS), VHF Ch. 10 (192-198 mc); ERP 266 kw visual, 133 kw aural; antenna height above average terrain 626 ft., above ground 580 ft. Estimated construction cost \$597,719, first year operating cost \$450,000, revenue \$300,000. Post Office address: 1111 Bull St., Columbia, S. C. Studio and transmitter location Gervais and Bull Streets. Geographic coordinates: 34° 00' 06" N. Lat., 81° 01' 44" W. Long. Transmitter RCA, antenna Federal. Legal counsel Dow, Lohnes & Albertson, Washington. Consulting engineer Craven, Lohnes & Culver, Washington. Principals include President B. Calhoun Hipp (13.6%), Vice President and Treasurer Francis M. Hipp (13.6%), Vice President Herman N. Hipp (13.6%), Vice President G.



FIFTY New York timebuyers and agency executives visited WCAU-AM-TV Philadelphia's Radio-Television Center last week. At special luncheon were (seated, l to r) Charles Vanda, WCAU vice president for TV; Reggie Schuebel, of Wyatt & Schuebel; Donald W. Thornburgh, WCAU Inc. president-general manager; standing (l to r) are Jack deRussy, WCAU radio sales manager, and Bob McGredy, WCAU-TV commercial manager.

Richard Shafro (1.2%), Dorothy Hipp Gunter (13.8%) and Frances M. McCreery (9.8%). Applicant is also licensee of WIST-AM-FM Charlotte, N. C., and WSPA-AM-FM Spartanburg, S. C.

• **CHATTANOOGA, Tenn.**—WDOO Bestg. Corp. (WDOO), VHF Ch. 3 (60-66 mc); ERP 100 kw visual, 50 kw aural; antenna height above average terrain 1,062 ft., above ground 284 ft. Estimated construction cost \$284,600, first year operating cost \$200,000, revenue \$250,000. Post Office address: Hamilton National Bank Bldg., Chattanooga, Tenn. Studio location National Bank Bldg., 7th and Market. Transmitter location Taft Highway, Signal Mtn., 7 miles North of Chattanooga. Geographic coordinates 35° 09' 41" N. Lat., 85° 19' 05" W. Long. Transmitter GE, antenna GE. Legal counsel, Dow, Lohnes & Albertson, Washington. Consulting engineer George C. Davis, Washington. Principals include President and Treasurer Earl W. Winger (50%), and Vice President and Secretary Norman A. Thomas (50%).

• **JOHNSON CITY, Tenn.**—WJHL Inc. (WJHL), VHF Ch. 11 (198-204 mc); ERP 108.43 kw visual, 54.21 kw aural; antenna height above average terrain 716 ft., above ground 629.5 ft. Estimated construction cost \$231,086, first year operating cost \$102,000, revenue \$96,500. Post Office address: 145 West Main St., Johnson City. Studio and transmitter location 143 West Main St. Geographic coordinates 36° 19' 26" N. Lat., 85° 20' 36" W. Long. Transmitter RCA, antenna RCA. Legal counsel McKenna & Wilkinson, Washington. Consulting engineer O. K. Garland, Johnson City, Tenn. Principals include President W. H. Lancaster Sr. (19.38%), general manager of WJHL; 1st Vice President W. H. Lancaster Jr. (4%), commercial manager of WJHL; 2d Vice President (Mrs.) Harriet B. Campbell; Secretary-Treasurer T. F. Dooley (0.4%); (Mrs.) Evelyn Lancaster (22.2%) (wife of W. H. Lancaster Sr.); (Mrs.) Edna Dooley (8.53%) (wife of T. F. Dooley) and Estate of S. H. Campbell Sr. (31.44%).

• **AUSTIN, Tex.**—Texas Bestg. Corp. (KTBC), VHF Ch. 7 (174-180 mc). ERP 109.6 kw visual, 54.8 kw aural; antenna height above average terrain 485.8 ft., above ground 289.3 ft. Estimated construction cost \$341,039, first year operating cost \$250,000, revenue \$200,000. Post Office address: P. O. Box 717, Austin, Tex. Studio

location Brown Bldg., corner of 8th St. and Colorado St. Transmitter location 3.8 miles N. W. of Texas State Capitol, Travis County. Geographic coordinates 30° 18' 28" N. Lat., 97° 47' 26" W. Long. Transmitter RCA, antenna RCA. Legal counsel Cohn & Marks, Washington. Consulting engineer A. Earl Cullum Jr., Dallas, Tex. Principals include President Claudia T. Johnson (99.5%), Vice President Paul Bolton (0.25%), Vice President J. C. Kellam, Secretary Sam Plyler (0.25%) and Assistant Secretary and Treasurer A. F. Vickland Jr.

• **BRISTOL, Va.**—Appalachian Bestg. Corp. (WCYB), VHF Ch. 5 (76-82 mc); ERP 100 kw visual, 50 kw aural; antenna height above average terrain 1,964 ft., above ground 120 ft. Estimated construction cost \$335,120, first year operating cost \$330,000, revenue \$415,552. Post Office address: P. O. Box 1009, Bristol, Va. Studio location Hotel Gen. Shelby, Cumberland and Front Streets. Transmitter location Jefferson National Forest, 17 miles N.E. of Bristol. Geographic coordinates 36° 49' 45" N. Lat., 82° 04' 47" W. Long. Transmitter GE, antenna GE. Legal counsel Fly, Shuebruk & Blume, New York. Consulting engineer George C. Davis, Washington. Principals include President J. Fey Rogers (25%), Vice President Robert M. Smith (25%), Secretary Charles M. Gore (25%), and Treasurer Harry M. Daniel (25%).

—Amended Application Returned
OSHKOSH, Wis.—The Oshkosh Bestg. Co. (WOSH), UHF Ch. 48 (674-680 mc), ERP 1.31 kw visual [B.T. June 9]. Amendment returned; obsolete forms and incomplete.

Application Dismissed
FRESNO, Calif.—Television Fresno Corp., VHF Ch. 2 (54-60 mc). "Pre-thaw" application dismissed at request of applicant.

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

WCPO-TV CINCINNATI, Ohio—Scripps-Howard Radio Inc., Ch. 9 (186-192 mc). ERP 316 kw visual, 158 kw aural; antenna height above average terrain 665 ft., above ground 545 ft. Estimated cost of change \$206,687. Change from Ch. 7 (174-180 mc). ERP 24 kw visual, 12 kw aural.



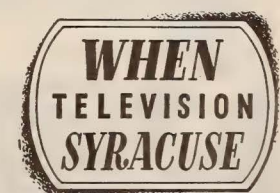
WHEN TELEVISION

Reaches the Audience with the "Green Stuff"

Here's a rich market . . . and here's Central New York's most looked at television station — ready to present your story to a "buying" audience. More top shows . . . more local advertisers . . . greater results.

Sell with WHEN

Represented Nationally
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A MEREDITH TV STATION

TAFT AGAINST TV

During Committee Hearings

SEN. ROBERT A. TAFT (R-Ohio), a candidate for the Republican Presidential nomination told a Washington National Press Club audience last week, that a Congressional committee could not carry on its business satisfactorily while being telecast.

When asked about televising activities of the GOP credentials committee in Chicago, Sen. Taft said:

"I'm inclined not—just as for the same reason that if I were chairman of a committee in Congress that I would not permit television proceedings. It seems to me that where you have a proceeding in which you're trying to determine a semi-judicial proceeding or legislative question, the presence of television cameras makes it almost impossible to give any reasonable attention to what you're doing. Now I don't favor any rule in Congress. That's my own feeling. But as chairman I wouldn't permit proceedings to be televised. I wouldn't object to them bringing a camera in to take pictures before starting. But as far as trying to conduct business under television lights, I think it's utterly impossible to reach a successful conclusion."

His view was an apparent tightening of his opinion set forth last February in BROADCASTING • TELECASTING [B•T, Feb. 4].

TRADE RULES

REVISED rules to guide manufacturers, dealers and distributors in the commerce of radio-TV sets moved a step closer last week when a third government-industry conference was held in Washington, D. C., under the auspices of the Federal Trade Commission.

Suggested trade practice standards drafted by a special all-industry committee were discussed last Wednesday. When finally promulgated—perhaps by the year's end—the rules will cover television as well as radio practices, which manufacturers have followed the past 13 years.

There is general agreement, if not unanimity, on the rules proposed by an industry group under Louis B. Calamaras, executive vice president of the National Electronics Distributors Assn. Top officials of Radio-Television Mfrs. Assn. also participated.

At the conclusion of Wednesday's session, Paul Butz, FTC Trade Practices Conference Bureau, told manufacturing representatives and dealer-distributor trade groups that the commission staff would study the record and summarize the evidence for FTC members. FTC then will publish a final set of rules and hold a hearing, probably this fall.

Major discussion last week centered on proposed rules on pricing (inclusion of excise taxes), breakdown on tube count, uniformity of reference to viewable picture tube area, cabinet designs and so-called

Third Conference Held On Revised Standards

"push money." RTMA President Glen McDaniel said he felt the industry had not been guilty of any deception in advertisements on picture size, which have followed a historic pattern in the industry since TV developed.

Mort Farr, president of the National Appliance and Radio-TV Dealers Assn., asserted that the problem is less one of actual size measurements than deceptive claims involving such adjectives as "giant-size" screens when such is not the case.

Mr. Butz informed industry representatives that the National Better Business Bureau suggested a rule governing deception as to type of cabinet—type of wood, veneer, etc. He agreed some rule should be included to spell this out.

Twenty-nine rules were drafted by the industry group, differing slightly from the FTC staff draft of last year [B•T, May 12]. Two other rules (33 and 34) were omitted in the industry draft because of lack of agreement among industry members, it was explained. These cover "prohibited discrimination" (prices, rebates, discounts, credits, advertising or promotional allowances) and coercion in "aiding or abetting use of unfair practices."

RTMA was represented by Mr. McDaniel and Ray Donaldson, legal counsel. Besides Mr. Calamaras of NEDA and Mr. Farr of NARDA, representatives of most of the major set manufacturing firms attended the conference.

MARKET RESEARCH

MBS, NBC-TV, ABC Join ARF

MBS, NBC-TV and ABC (as a group, to get both radio and television market research information) have become subscribers to the Advertising Research Foundation, joining CBS Radio, which had heretofore been the only broadcasting organization on the ARF roster.

Election of the networks to membership by the ARF board was announced by the foundation, which also reported that eight publications—Advertising Age, American Home, Better Homes & Gardens, BROADCASTING • TELECASTING, Newsweek, Redbook, Sponsor, Successful Farming—and one advertiser, Phillips Petroleum Co., had become participating subscribers of ARF, bringing the total number to 148.

MILES Labs., Elkhart, Ind. has signed with WMAQ Chicago for sponsorship of 10 football broadcasts Saturday afternoons starting Sept. 27. Agency is Geoffrey Wade Adv., Chicago.

FOUNDATIONS

\$75,000 Probe Budget Voted

TENTATIVE approval of a \$75,000 appropriation for the Cox select committee to investigate tax-exempt foundations was given last week by a House Administration subcommittee by a vote of 4 to 3. Sum must be approved by the full committee and then by the House.

Resolution authorizing the study was presented by Rep. Eugene E. Cox (D-Ga.) for the purpose of inquiring whether foundations' activities are un-American or subversive or otherwise "not in the interest or tradition of the U. S." It passed the House last April by a 194 to 158 vote amid charges that it would be a probe of ideas. [See editorial, "Cops and Robbers Congress," May 12].

Opposition to the appropriation was voiced at the House Administration subcommittee meeting by Clarence Mitchell, director of the Washington bureau of the National Assn. for the Advancement of Colored People. He claimed that the investigation would attack efforts to improve the opportunities of Negroes.

Besides Rep. Cox, who is chairman, the select committee comprises Democratic Reps. Donald L. O'Toole (N. Y.), Aime J. Forand (R. I.), Brooks Hays (Ark.) and Republican Reps. Richard M. Simpson (Pa.), Angier L. Goodwin (Mass.), and B. Carroll Reece (Tenn.).

NBC TV CENTER

Unit To Be Ready in Sept.

FIRST two studios of the proposed new \$25 million NBC Television Center in Burbank, Calif., now under construction at 3200 W. Olive Ave., will be ready for use by the end of September.

Built at an estimated cost of \$2.7 million, the two-studio unit with service building, is about 20% completed, according to John K. West, NBC Western Div. vice-president. Each studio will have seating arrangements for 500 persons.

NBC in mid-April was given permission by the NPA for a second unit of studio buildings. The network last year bought 49 acres from Warner Bros. and the city of Burbank for its planned television center.

Jones Dismissal Ruling

THE APPELLATE division of the New York Supreme Court last week awarded Duane Jones Co. a dismissal of the suit brought against the agency by nine former employees seeking compensation for their stock holdings. But spokesman for Scheideler, Beck & Werner, agency formed by the nine former employees, said the dismissal was made with leave to file an amended complaint within ten days and that one will be filed within that time.

TV film spots

animated & live action

tailor-made to your specifications

one minute

20 seconds

8 seconds

call...

Telescriptions

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WASHINGTON 1, D. C.

CIVIL DEFENSE

Showings Via Closed Circuits

FEDERAL civil defense planning takes on an expanded closed circuit TV network face next Thursday with a presentation for policemen in 10 U. S. cities in eight states.

Flushed with enthusiasm over two previous demonstrations beamed to select CD target groups, government authorities last week wrapped up plans for a more ambitious venture.

Over 32,000 city policemen will be briefed in a one-hour closed circuit telecast originated from the studios of WMAL-TV Washington. Microwave and coaxial cable facilities will link from the East Coast to the Midwest theatres in Boston, New York, Baltimore, Philadelphia, Pittsburgh, Cleveland, Toledo, Detroit, Chicago and Milwaukee.

In announcing the presentation, Millard F. Caldwell Jr., Federal Civil Defense Administrator, explained that the 10-city network—"the first of its kind ever attempted"—stemmed from FCDA's success in its first two "experiments."

So successful were these previous ventures in eastern cities that agency authorities now shy away from any reference to this and any future presentation as an "experiment" in civil defense training by closed circuit theatre TV. Yet, withal, FCDA has been a pioneer in a type of program that has impelled other government departments to analyze this method for their own possible use [B•T, May 5].

On Non-Profit Basis

Joining the federal planners on Thursday's project are United Paramount, Warner Bros., Loew's, RKO and Skirball Bros., all of which are offering their theatres on a non-profit basis. Cost of the presentation is borne by FCDA.

Theatres by cities taking part: Loew's State in Boston; Paramount in New York; Warner Stanley in both Philadelphia and Baltimore; Loew's Penn in Pittsburgh; RKO Palace in Cleveland; Rivoli in Toledo; Palm State in Detroit; Warner in Milwaukee; Uptown in Chicago.

City and state police will assemble in local theatres at 10 a.m. for a program designed to acquaint them with the magnitude of policing problems in the event their cities are bombed. Regular policemen form the nucleus of a civil defense police service force. Admission is by invitation.

Two-way audio broadcast communication, over which police will be able to fire questions at instructors, will climax the hour-long program. This setup will permit questioning by officers in Chicago, Detroit, Pittsburgh and Boston.

FCDA Deputy Administrator James J. Wadsworth will open the telecast with a presentation in graphics. An animated sequence, showing potential damage from an atomic blast in Baltimore, will follow. Use of civil defense in peacetime disasters and duties of police and auxiliaries will be outlined.



OFFICERS chosen at the first annual meeting of the National Community Television Assn. at Pottsville, Pa. [B•T June 16], were (l to r) George H. Bright Jr., Lansford, Pa., secretary; Martin F. Malarky Jr., Pottsville, Pa., president; Claude E. Reinhard, Palmerton, Pa., vice president, and Melvin L. Boyer, Tamaqua, Pa., treasurer.

GIVE US ENTERTAINMENT

Public Tells KFMB-TV; Letters Hit Code

WHILE political and pressure groups agitate for strict supervision and even censorship of TV programs, signs of public resentment against the NARTB TV Code and would-be censors are appearing.

Pro and con comments on the NARTB code were received by KFMB-TV San Diego, Calif., following a recent forum program on the subject, according to Howard L. Chernoff, KFMB-TV general manager.

In a typical observation, Robert T. Logan, of 902 19th St., San Diego, said his set was purchased "for one purpose only, and that is entertainment. So far you people have done a marvelous job of providing that entertainment. Please don't ruin it by your all-too-rigid TV code."

Mr. Logan wrote KFMB-TV that if he wants to hear people "put the hush hush on a drinking joke" he can "walk across the street and go to church." If he wants to further his education, he added, "San Diego provides excellent adult education classes in its schools. Thousands of people depend on the church for our moral guidance, thousands depend on the schools for education, and thousands depend on KFMB-TV for one thing—entertainment."

Stand Against Censorship

Another comment from L. L. Miller, 5208 Chollas Park Way, San Diego, took a sharp stand against censorship of theatres and radios "so that individuals and small groups of people have the right to choose programs and shows that they think are good for the common people."

He continued, "I thought it was too good to be true that TV had escaped for so long. As the old story goes—all good things must come to an end. I think that a person that buys a TV set should have the right to view the program he wishes." In the case of children, he said, parents "should have

the intelligence to choose their own entertainment for their children. If there is anything wrong with Red Skelton's program they better start banning western programs because about 50% of the scenes are taken in saloons."

Finally, Mr. Miller wrote:

"The next thing you know we'll be having bootleg TV—where you knock on the door and say Joe sent you. I found that most people who own TV sets after the first few weeks of owning them do a pretty good job of censoring their own programs. On your channel there are some programs that I wouldn't be caught dead watching and others I wouldn't miss for the world, and I govern myself accordingly."

CBS-TV DISCOUNTS

Formula Is Explained

AN INCREASE in CBS-TV's maximum station-hour weekly discount, making it 15% compared to 10% heretofore, was announced fortnight ago after advertisers, agencies, and prospects had been advised in letters from Network Sales Vice President Fred M. Thrower [B•T, June 9].

Mr. Thrower pointed out that the new discount table affords substantial benefits to CBS-TV advertisers effective June 1. It provides discounts graduated as follows (based on the number of station-hours which the advertiser sponsors per week):

Less than 5 station-hour a week, net; 5 through 9 station-hours, 2½%; 10 through 19 station-hours, 5%; 20 through 34 station-hours, 7½%; 35 through 49 station-hours, 10%; 50 through 59 station-hours, 11%, with each additional 10 station-hours increasing the discount by 1% until the maximum 15% discount is reached with sponsorship of 90 or more station-hours per week.

WAVE-TV

First
IN KENTUCKY!

First
IN AUDIENCE!

First
IN HOURS
ON THE AIR!

20 MORE HOURS
PER WEEK THAN
STATION "B"

(May 3-10, 1952)

First
IN COVERAGE!

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

WAVE-TV

CHANNEL 5

NBC • ABC • DUMONT
LOUISVILLE, KENTUCKY



FREE & PETERS, Inc.

Exclusive National Representatives

PAY FORMULA

AFM Board Weighs Change

RE-USE payment plan on all TV film productions rather than the present AFM welfare fund 5% royalty formula to which producers must now contribute, may result from a study made by the union's international executive board.

Talk of revamping the present formula, first step of which would be to revise the ruling on TV film commercials, highlighted a closed special session of the board with Los Angeles Local 47 executives in Santa Barbara following the American Federation of Musicians' 55th national convention there June 13.

Changes proposed are being examined and the board will attempt to come up with a new plan in keeping with President James C. Petrillo's convention declaration that the AFM royalty formula must stand "until someone comes along with something better" that will be "to the benefit of all locals" [B•T, June 16].

Revision of the TV film commercial spots ruling was urged by Local 47 President John Groen, Vice President Phil Fischer, Recording Secretary Maury Paul and local executive board member, Arthur H. Rando.

Their plan, it is understood, is based on a fixed fee rather than a percentage deal. Under such an arrangement, it was pointed out, if a set fee were established for a 13 week period, covering so many repeat uses of a commercial on a station, it would be an incentive to producers to use more musicians rather than voice-only backgrounds for spots.

Under a re-use payment formula for TV filmed shows, reportedly favored by some members of the AFM international executive board, a certain percentage of the original music cost would be paid by the video producer on each showing of film. This money, under the plan, would be paid to the AFM trust fund rather than to the individual musician, it was said.

There is growing activity in TV production through subsidiaries on the part of major Hollywood movie studios. Mr. Petrillo and the AFM international executive board last Thursday had a closed meeting with top executives of those production companies.

The meeting, it is understood, centered around royalty payment plans for music in TV film. It was set up as an exploratory means to pave the way for future conferences on music fees when all major producers will be making movies for television.



film report

Production . . .

Interstate Television Corp., Hollywood, has started series in its *Ethel Barrymore Theatre* series of half-hour TV films. "Daughters of Mars," adapted by Zoe Akins from a short story by Louis Bromfield, stars Miss Barrymore and stage-film actors, Selena Royle, Elizabeth Risdon and Phillip Terry. Lewis Allen is director with Lee Savin producing.

* * *

Edward Lewis is in Mexico City to produce five half-hour films in CBS-TV Schlitz Playhouse of Stars series. Directors, Arthur Pierson and Herbert Kline, will handle "The Trial," starring Gertrude Michael; "This Plane for Hire," starring Lloyd Bridges; "Port of Call," starring Victor McLaglen; "Marriage of Lit-Lit," based on an O. Henry short story, and "Calamity Jane."

* * *

Television film rights to 8,000 Damon Runyon stories have been acquired by Howard Welsh, executive producer, Fidelity Pictures, Hollywood, from King Features. Production on first of the 39 half-hour TV films starts in August at Motion Picture Center. Negotiations were concluded by William Morris Agency, Beverly Hills, who will furnish talent from its free-lance list.

Also scheduled for August production is *The Lady From Lloyd's*, a half-hour TV film series, whose plans were delayed until finalization of the Runyon story deal [B•T, May 12].

* * *

Sterling Television Co., New York, TV film distributors, has begun production on a new music series titled *Music for Everybody* featuring music expert Sigmund Spaeth as narrator. The series—produced for Sterling by Israel Berman of Viking Films—will cover all phases of music and is being prepared for fall release.

* * *

W. R. Frank, Minneapolis motion picture exhibitor, is now in Hollywood to start a half-hour TV film series, *Medal of Honor*, which he will co-produce with William Dean. Series, dealing with lives of Congressional Medal of Honor winners, goes into production at General Service Studios July 8, under

banner of W. R. Frank Productions. Completed scripts are "Julius Langvein," which concerns 14-year old Civil War drummer boy, and "Dr. Mary E. Walker," only woman so decorated, both of which were written by Lynn Bowers.

* * *

Major Television Productions Inc., recently organized by Irving Lesser and Seymour Poe, has opened West Coast headquarters at RKO Pathe Studios, Culver City. Maurie Gresham, the firm's general manager, upon completion of this assignment, will set up sales offices in Chicago and Atlanta.

* * *

Commodore Productions, Hollywood, will resume production on *Clyde Beatty* TV film series in August with new headquarters at Motion Picture Center.

Sales . . .

Jose Escalante & Co., Chicago (Corina cigars), is starting *Corina Academy Theater* on KECA-TV Los Angeles, for 13 weeks from June 23. The program is made up of 13 half-hour TV films produced by Revue Productions, Hollywood, for Gruen Guild Theatre and Chevron Theatre series, now available for second runs. The agency is Gunther Bradford & Co., Chicago.

* * *

Screen Gems Inc., Hollywood, has signed John English to direct *Jefferson Davis*, a half-hour film in the NBC-TV *Cavalade of America* series being produced for DuPont. Jules Bricken, Screen Gem's producer-director, will devote his time to NBC-TV *Ford Theatre*, now being filmed for Ford Motor Co.

* * *

Guild Films Inc. is to open New York sales headquarters at 510 Madison Ave. with President Reuben Kaufman in charge. Wilmer Clark, West Coast sales representative for DuMont TV Film Sales, joins the firm in similar capacity with headquarters at 5746 Sunset Blvd., Hollywood.

Film People . . .

Gilbert Kay, assistant director at MGM, joins Flying A Television Pictures Inc., Hollywood, in similar capacity.

WABD (TV) Business

WABD (TV) New York, key outlet of DuMont TV Network, last week reported that it had sold \$243,640 worth of business during the last week in May, with contracts ranging from single announcements to 52-week schedules of spots and participations.

CBS TV FILM

Sales Service Outlined

OPERATION of CBS Television Film Sales' new merchandising service was outlined last week by Walter A. Scanlon, sales promotion manager, who set up the plan.

The merchandising staff, it was explained, "will make a full set of selling tools available" and visit the sponsors' markets to give on-the-scene assistance, where indicated, regardless of the type of program involved.

Merchandising tools, Mr. Scanlon said, include sales promotion displays and literature, premiums and "gimmicks," information on public relations techniques, publicity releases, personal appearances and other exploitation devices. The merchandising program is handled by the sponsor with the assistance of the CBS merchandising counsel, to form a "community saturation campaign" calculated to "sell the consumer from his living room right into the store to buy," Mr. Scanlon said.

Mr. Scanlon joined CBS Television Film Sales three months ago after extensive experience with Alexander Smith Inc., Quality Bakers of America, World Broadcasting System, Capitol Radio Program Service, USO and National Distillers Products Corp.

WHO LEASES SITE

In Plan for Television

WHO Des Moines has leased a downtown roller skating rink for possible use as a television studio. Station has an application for Channel 13 before the FCC. Col. B. J. Palmer, president of the Central Broadcasting Co., licensee of WHO, said that the rink contains more than 17,000 square feet of floor space.

It is not anticipated, added Col. Palmer, that internal remodeling will begin before July 10, 1953, effective date of the 10-year lease. The leased building is on a midtown corner, one block from where WHO is located.

CHURCH FILMS

Rev. Mack Named Director

THE REV. S. FRANKLIN MACK was appointed director of films for the Broadcasting and Film Commission of the National Council of

Churches of Christ in U. S. A. effective June 1, according to the council's general board in Chicago.

Rev. Mack will retain his present position as executive secretary of the Committee on Radio, Visual Education & Mass Communication of the Council's Division of Foreign Missions.



Rev. Mack



George Heid Productions
William Penn Hotel
Pittsburgh 30, Pa.

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

CBC-TV ON TEST

Commercial Policy Pends

FIRST test patterns were telecast at Montreal during the first week of June, from temporary antenna at CBC-TV Montreal, on top of Mount Royal. News of tests was withheld by CBC for about a week. A permanent 282 foot antenna on Mount Royal is to be installed soon, CBC officials stated.

At Toronto, a temporary antenna will be used in the beginning when CBC-TV Toronto goes on the air. A September simultaneously with CBC-TV Montreal. Three hours at least will be telecast each evening as a starter, judging by the increase in staff now at 175 at each production center.

No decision has been announced yet on commercial policy, but it is understood that perhaps 25% of program content will be U. S. commercial programs piped in from Buffalo to Toronto. Commercial content will likely be about 60% of all programming, with remainder of the commercials being taken by Canadian advertisers. CBC has yet no money available for sustaining programs, but funds are expected to be allocated before the Canadian Parliament recesses at end of June.

At same time, Canadian government may give some sign as to how soon private interests can start TV stations in Canada. According to the Massey Royal Commission report, this would be when national production centers have been set up by CBC at Toronto and Montreal. This will be accomplished by this fall when CBC transmitters at Montreal and Ottawa go on the air. It is understood that the CBC board of governors are anxious to get a ruling from the Canadian government as to how soon they can start holding hearings for TV licenses in view of the Massey recommendations. The CBC board has a number of applications for TV stations at Toronto, Montreal and Hamilton, Ont., on file.

No decision has been made as yet on the annual TV receiver license fee to be charged by Ottawa, which is to be turned over to the CBC for its national production centers.

Canada Set Sales

TELEVISION receiver sales were up in April over those of a year ago, according to the Radio-Television Mfrs. Assn. of Canada. April sales totalled 4,582 units with retail value of \$2,172,624, as compared with 4,409 sets in April 1951 valued at \$2,500,867. (Reduction of excise tax accounts for partial difference in retail value.) Sales of TV sets for first four months of 1952 totalled 18,433 valued at \$9,197,864. This compares with sales in first four months of 1951 of 18,461 sets valued at \$10,197,722. There are now about 97,000 sets in use in Canada, half of them in the Toronto-Hamilton area.



BUSINESS is transacted at WTVN (TV) Columbus, Ohio's new Television Center as its owner, Edward Lamb, signs a contract with Yount Advertising Agency during the dedication. L to R: John Rossiter, WTVN's manager; Mr. Lamb; Herbert Stewart, WICU (TV) Erie, Pa., manager, and Malcolm Yount, Yount Advertising Agency of Erie. WICU (TV) also is owned by Mr. Lamb.

GE'S BAKER

Sees 53 Million TV Sets

PREDICTION of an eventual 53 million U. S. TV sets was made by Dr. W. R. G. Baker, General Electric vice president and general manager of the GE Electronics Div., at the dedication of GE's \$6 million miniature receiving tube plant June 12 at Anniston, Ala. GE President Ralph J. Cordiner dedicated the new plant.

Dr. Baker also predicted at the ceremonies an eventual 2,000 TV stations. Dr. Baker said almost 100 new stations would be in various stages of construction by June next year and that the demand for receiving tubes would reach 500 million annually within the next five years.

A new GE automatic blanket plant was dedicated at Asheboro, N. C., earlier this month and plans have been announced for a new transformer power plant in Rome, Ga., for a total GE \$50 million annual payroll and 13,500 employees in the Southeast. A major appliance center at Louisville, Ky., that is planned, "will almost double these figures," President Cordiner said. William M. Nave, Anniston tube works manager, said the new plant will employ 2,000 people.

VHF TRANSMITTER KIT

GE Claims Improvement

GENERAL ELECTRIC CO. is making available to owners of its VHF TV transmitters a modification kit for conversion of the final video stage to permit use of thoriated filament 6L6039 tubes, GE announced last week.

Frank P. Barnes, GE broadcast equipment sales manager, claimed that the conversion will result in improved performance, lower operating cost, lower power consumption and longer tube life. "Based on a 15-hour operating day, the conversion will in one year save more than twice the cost of the modification kit," Mr. Barnes said.

HEMISPHERIC TV

Montreal Debut Hailed

ADVENT of video in Montreal this summer was hailed by J. B. Elliott, RCA Victor vice president for consumer products, as an important step toward realization of a Western Hemisphere TV network.

"We shall see the day when Canada, the United States, Mexico, Cuba, Central and South America, and the countries of the West Indies exchange programs regularly," Mr. Elliott told members of the Quebec Radio-Television Distributors Assn. at a meeting last Wednesday in Montreal.

In discussing business outlook for TV dealers, Mr. Elliott told his audience that "Montreal is in for some exciting changes, and I know you'll like them."

He said that the beginning of TV operation in a city stimulates business conditions in not only that particular field but also in such allied fields as furniture and public utilities.

Mr. Elliott cautioned dealers, however, to prepare for this event, if they expected to benefit from it.

After completion of the Western Hemisphere network, Mr. Elliott foresaw trans-ocean TV, linking the North American continent to Europe.

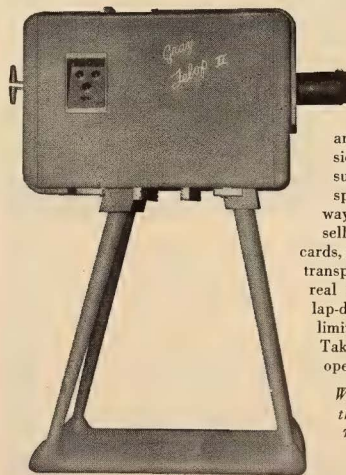
"As TV girdles the globe," he said, "the new medium will prove to be a great unifying force . . ."

WTVN (TV) Center

SEN. ESTES KEFAUVER (D-Tenn.), now campaigning for the Democratic Presidential nomination, interrupted his tour to participate in opening ceremonies of WTVN (TV) Columbus' new Television Center a fortnight ago. Sen. Kefauver took part in a telecast interview along with Dave Nichols, WTVN news director, and Edward Lamb, WTVN owner. More than 100 newspaper and radio representatives were in the audience.

PRODUCE PROFESSIONAL COMMERCIALS

AT LOW COST with the New Gray TELOP II



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

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

GRAY RESEARCH

and Development Co., Inc., 598 Hilliard St., Manchester, Conn.

Division of The GRAY MANUFACTURING COMPANY—Originators of the Gray Telephone Pay Station and the Gray Autograph





On the dotted line..

ATLANTIC Refining Co. and Miller Brewing Co. plan sponsorship of pro football games. Seated (l to r): John V. Mara, pres., N. Y. Giants; Arthur J. Rooney, pres., Pittsburgh Steelers; Joseph A. Donoghue, bus. mgr., Philadelphia Eagles. Standing (l to r) are Richard Borden, Atlantic adv. mgr.; Comr. Bert Bell, National Football League; Vernon S. Mullin, Miller adv. mgr.



TOM MANNING (l), veteran sports-caster, contracts for new TV sports show along with Leslie C. McGinley, Cleveland dist. mgr., B. F. Goodrich Co. Show, Sports, Coast to Coast, will be heard Mon.-Fri. 6:35-6:45 p.m. Program will feature interviews, local and national round-ups.

DIXIE Cup Co. buys Hollywood Off-Beat on WJZ-TV New York. Seated (l to r): J. D. Catlin, Dixie adv. dir.; Slocum Chapin, v. p. of ABC-TV owned stations. Standing: Ted Maxwell, network acct. exec.; Peter Krug, radio-TV dir., Hicks & Griest; Harry Hicks Jr., agency acct. exec.

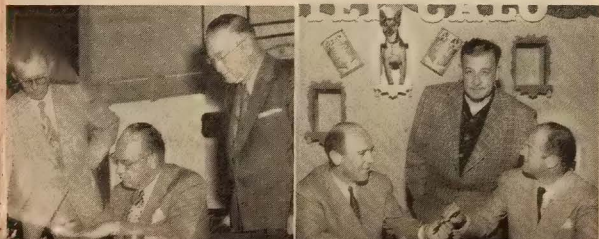


CONTRACTING for local harness racing over WNBK (TV) Cleveland (l to r): Hamilton Shea, WNBK mgr.; George Carter, pres., Pilsner Brewing Co. of Cleveland; Paul Warren, of Painesville Raceways.

BEFORE opening of IGA stores' new show on KDYL-TV Salt Lake City (l to r): William E. Featherstone, Featherstone Agency; Matt Kommel, IGA store supervisor; E. J. Drucker, KDYL-TV acct. exec.

WILLIAM H. ANDREWS Jr. (seated), mgr., Greensboro branch, Jefferson Standard Life Insurance Co., signs for three-hour telecast of North Carolina Democratic primaries on WFMY-TV Greensboro. Looking on (l to r): Dick Watts, WFMY-TV acct. exec., and Gaines Kelley, sta. gen. mgr.

CALO DOG FOOD Co. starts simulcast of Calo Pet Exchange on KGFI and KTTV (TV) Los Angeles. L to r: D. W. Whiting, KTTV sls. mgr.; Frank Wright, prog. m. c. and head of Frank Wright National Corp., San Francisco agency, and Marvin Briggs, KGFI sls. mgr.



APS TV ENTRY

Offers Britannica Catalog

ASSOCIATED PROGRAM SERVICE, New York, last week announced release of its first catalog of Encyclopedia Britannica Films, marking its official entry into the television field.

Catalog includes four suggested plans for use of the films with emphasis on library arrangement, suggested program series, and a special events calendar relating historical dates to films on the EBF list. A 20-page book in loose-leaf form, catalog is being distributed to all TV stations as well as to interested advertisers and agencies.

In addition to the EBF catalog, APS also announced two sales of its *Great American* television series—26 quarter-hour programs based on the lives of men and women in American history. Southwestern Bell Telephone Co., through Gardner Adv. will sponsor the series on WDAF-TV Kansas City. WDTV (TV) Pittsburgh will carry the programs sponsored by North Pole Real Ice Cream Co., through Wasser, Kay & Phillips, that city.

APS General Manager Maurice B. Mitchell, meanwhile, reported that in the radio field, APS has added 23 new subscribers to its specialized library services, bringing the firm's total to more than 1,000 broadcasters. "We believe this is the largest number yet reported in the transcription library field," he added.

SUCHMANN WINS

Awarded WAAM Fellowship

WILLIAM SUCHMANN, graphic artist and designer with ABC, was awarded the WAAM Television Fellowship last Friday by the Examining Committee. The Fellowship carries a \$6,000 stipend and a year's graduate study at Johns Hopkins U., Baltimore.

First of its kind to be offered in the TV industry, the Fellowship was created by the board of directors of WAAM (TV) Baltimore and the university.

"This Fellowship was established," the university said, "in order that a mature person of high standing and currently active in television may have nine months free from his professional duties to pursue special studies of his own choosing which will add to his effectiveness when he returns to his regular work in the industry."

Mr. Suchmann was graduated from the U. of Pennsylvania in 1939 and from the Franklin School of Professional Art in 1948. He has been with ABC's art department since 1949, where he has been assistant director in charge of visual presentations for TV commercial advertising and graphic portions of several types of programs.

During his residency at Johns Hopkins, Mr. Suchmann plans to study visual education and psychology.

Playful Lucifer

THE DEVIL popped up where a politician was supposed to appear—and was popped off again in much haste—on the Doug Edwards news show on CBS-TV, sponsored by Columbia Records Inc., June 10. A series of slides showing former Republican Convention keynoters was being displayed to accompany Mr. Edwards' commentary on the selection of Gen. Douglas MacArthur to deliver this year's GOP keynote address. By error, a slide from the sponsor's commercial—a picture of the devil, to advertise CRI's new "Faust" album—got into the place where a picture of former Gov. Dwight Green of Illinois should have appeared. The operator hastily snapped back to the preceding slide, and the commentator proceeded to talk about Mr. Green while a picture of California's Gov. Earl Warren showed on the screen.

KING NAMED

F&P Detroit TV Sales Head

PROMOTION of Lon King to succeed Keith McKenney as head of TV sales in Detroit for Free & Peters, station representation company, has been announced by F&P Vice President and Television Director Lloyd Griffin.

Mr. King has been on the company's TV sales staff in San Francisco for the past 18 months. He is being replaced there by Richard Rothlin of the sales staff of KRON-TV San Francisco, an F&P client. Mr. King previously was with NBC in San Francisco eight years of which five were in NBC in sales activities. Mr. Rothlin, before joining KRON-TV, was assistant account executive for Young & Rubicam in San Francisco on the Kaiser account.

Citrus Group's TV Plans

THE FLORIDA Citrus Commission has discussed concentrating most of its TV funds on a single children's show, Ida Mae Stille's *Happy's Party*. David O. Corey of J. Walter Thompson Co., estimated a 13-week trial, beginning in mid-August, live, over DuMont, in Pittsburgh, New York and Washington, would cost \$25,000 to \$30,000. If successful, the commission could sponsor 26 more weeks in those cities, plus eight others where it now uses TV, for a grand season total of about \$160,000. Frank Roper, chairman of the commission, said his group hopes some day to have a TV show of its own.

FILM MAKERS

Modifying TV Stands

CURRENT motion pictures, telecast to private homes direct from the studios that produce them, is a rapidly approaching reality.

So declared Y. Frank Freeman, vice-president of Paramount Pictures Corp. to delegates at the annual Western Institute of Commercial and Trade Executives in convention at Whittier College, Whittier, Calif., June 12.

Making indirect reference to Telemeter, a pay-as-you-see system which is 50% Paramount owned, Mr. Freeman said that, "Transmission facilities for broadcasting television showings of current pictures are now being perfected. Present indication, however, is that the process may be quite expensive."

He stated that motion picture and TV producers now work closely together and complete cooperation in producing quality pictures and programs is assured.

With four big companies already active, imminent entry of all the major studios into TV film production gains momentum daily on the West Coast.

Columbia Pictures Corp., through subsidiary Screen Gems Inc. [B•T, June 16]; Interstate Television Corp., subsidiary of Monogram Pictures; Universal-International Pictures, through United World Films Inc.; and Hollywood Television Service Inc., a division of Republic Pictures, are already in TV production.

20th Century-Fox has blueprinted an off-the-Culver City lot TV film production subsidiary and it is said that M-G-M will do likewise by early winter. RKO Radio Pictures and Warner Bros., among strong holdouts, are reported to be doing TV research and planning behind closed doors.

Paramount is actually in the TV film production business through its subsidiary, Paramount Television Productions Inc. Besides operating KTLA Hollywood, it syndicates *Time for Beany* and other video programs.

KOIN TV CENTER

Portland Site Purchased

PURCHASE of a half-block of downtown Portland property as site for a television center was announced last week by Harry H. Buckendahl, vice president-general manager of KOIN Inc., Portland, Ore.

Mr. Buckendahl said that the 20,000 sq. feet of available ground space thus acquired will provide adequate facilities for the earliest establishment of KOIN-TV if and when FCC approves the company's TV application.

THREE CBS-TV film series, *Gene Autry Show*, *Range Rider* and *Files of Jefferly Jones*, have been sold to Societa Radio Audiziani Italia, Rome, Italy, for three year run starting January 1953.

IT'S WEWS (TV)

In 'Press' Polling

NINE of 13 first-place awards went to WEWS (TV) in the 1952 *Cleveland Press* viewer popularity poll of local Cleveland TV shows, released Thursday. WEWS (TV) shared one first with WXEL (TV), which won two first places, while WNBK (TV) took one first. Results are:

Best program: *Giant Tiger Amateur Hour* (WEWS), *On the House* (WEWS), *Polka Revue* (WEWS).

Best performer: Bob Dale (WEWS), Gene Carroll (WEWS), Paige Palmer (WEWS).

Best women's program: *Beauty for You* (WEWS), *Living Fashion* (WNBK), *Women's Window* (WEWS).

Best children's program: *Charming Children* (WNBK), *Uncle Jake's House* (WEWS), *The Big Wheel* (WEWS).

Best public service program: *Meet Your Schools* (WEWS), *Western Reserve U. Telecourses* (WEWS), *Pooch Parade* (WEWS).

Best male singer: Randy Culver (WEWS), Ken Ward (WNBK), Bob Whelan (WXEL).

Best girl singer: La Reyne Dahl (WEWS), Janet Haley (WEWS), Judy Dell (WEWS).

Best live music: *On the House* (WEWS), *Pappy Howard* (WEWS), *Polka Revue* (WEWS).

Best sports caster: Bob Neal (WEWS and WXEL), John Fitzgerald (WXEL), Tom Manning (WNBK).

Best newscaster: Dorothy Fuldheim (WEWS), Warren Guthrie (WXEL), Tom Field, (WNBK).

Best disc jockey: Bob Dale (WEWS), Barbara Page (WEWS), Linn Sheldon (WEWS).

Best movies: WXEL, WNBK, WEWS.

Best commercial: *Sohio Reporter* (McCann-Erickson on WXEL), 10:30 Theatre (Ketchum McLeod and Grove on WEWS), and *Leisy's Premiere Theatre* (McCann-Erickson on WXEL).

ROGELL TO FILM

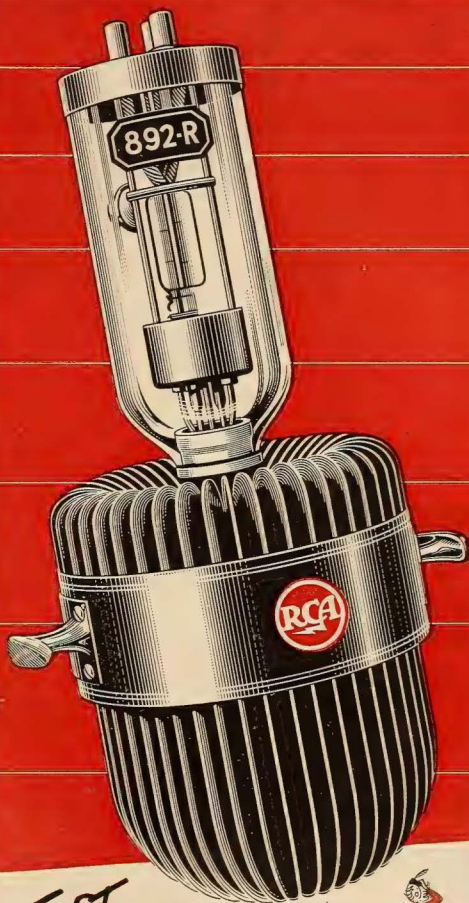
VFW 'Medal of Honor'

FILMING for TV of the Veterans of Foreign Wars radio series, *Medal of Honor*, has been arranged with Rogell Productions Inc., Hollywood. The series dramatizes the stories of American heroes who won the Medal of Honor.

The announcement came last week from Frank C. Hilton, VFW commander-in-chief, after what was described as "protracted negotiations." The half-hour pictures will feature Medal of Honor winners in the Civil War, Indian wars, Spanish-American War, Philippine Insurrection, World Wars I and II and the Korean Campaign. The radio series featured men in only the three last-named conflicts.

The TV plans originally were made when the *Medal* radio series began early in 1950. The radio program series received a special award from Freedoms Foundation of Valley Forge, Pa., last February. The TV films, to be made in cooperation with the Dept. of Defense, will contain film footage made in actual combat, in the heroes' home towns and in Hollywood studios, according to Albert S. Rogell, director-producer and president of Screen Directors Inc.

Jon Yost, radio-TV director of the Russell C. Comer Co., which produced the radio series, will be script supervisor and writer for the TV series. He already has prepared the first 13 scripts.



FIRST
forced-air cooled tube
... still a favorite



Back when forced-air cooled tubes were just a gleam in our eye, it took upwards of 5 gallons of water a minute to cool a power tube of this class. Today, it's done entirely with air. Benefits: greater convenience in maintenance and operation.

Forced-air cooling is only one example of RCA's never-ending efforts to bring you the best in modern tube design. Insist on RCA quality tubes for your station operations.

Your RCA Tube Distributor can supply tubes for your station in minimum time. Call him!



RADIO CORPORATION OF AMERICA

ELECTRON TUBES

HARRISON, N. J.

QUAD-CITIES
IOWA
MISSOURI
ILLINOIS
"A STATE TOGETHER AS THE BOROUGHS OF NEW YORK"

82nd in Population

among Sales Management's
162 Metropolitan Counties

If your radio campaign includes the first 100 markets according to Population—then over 234,000 Quad-Citians are among your targets.

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

Les Johnson, V.P. and Manager

Quad-Cities' favorite

WHBF AM
FM
TV

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

We're beating the drum



because you'll find that
LOW-low cost per thousand
radio homes delivered makes

**KWK the radio
buy in St. Louis!**

Your Katz man has the facts
ready in printed form—
all based on Pulse reports!

Globe-Democrat Tower Bldg.
Saint Louis

KWK

Representative
The KATZ AGENCY

programs promotion premiums



INITIAL broadcast of *Time Capsule*, described as first regularly scheduled program designed for re-broadcast 100 years from now, was heard on ABC radio last Sunday. Producer Bill Berns attempted to "capture the rhythm, color and shape of events which identify the people of today." Each program in the series will be recorded on magnetic tape, sealed and deposited in suitable repository for revival in 100 years.

MUSICAL EXPERIMENT

AUDIENCE reaction shows that many musical radio programs in the future may be slated for a change, according to an experimental broadcast presented by KXYZ-AM-FM Houston. Fortnight ago, Saturday at the *Shamrock*, show carried on the full ABC network, was set up so that listeners could hear music in three dimensional sound. Resulting full richness of tone, station relates, was picked up only by listeners who tuned in both AM and FM receivers at the same time.

TV TEACHES SWIMMING

SWIMMING lessons are now available to televiewers in the Baltimore area on WBAL-TV. A series of three remote broadcasts from Carlin's Park pool are planned with Red Cross instructors giving lessons.

SPOTS STRESS CAUTION

SCHEDULE of 130 spot announcements was carried by WROL Knoxville, Tenn., during the first two weeks in June in connection with a safety campaign emphasizing careful driving. Campaign will continue throughout the month and will include a special announcement each time an accident occurs in the city or in Knox county.

CLUB NEWS SHOW

CLUB women in the Detroit area are given a chance to air news of their organizations on *Go! About Town*, new program broadcast twice weekly on WXYZ Detroit and sponsored by Modern TV & Appliance Co., that city. Show features Mary Lee Lippincott who discusses a "Club of the Day," telling how the group was formed and particulars about leading members.

TV SET sales were 24% higher in May for Admiral Corp., Chicago, than in the same period last year. Dealer inventories were at the lowest point in 12 months, with company distributors having only one-third as many TV sets in stock as a year ago, according to Wallace C. Johnson, Admiral vice president in charge of sales.

NEVER SAY DIE

DAYTIME only stations can provide thorough election coverage too, according to KBOE Oskaloosa, Iowa. Station was unable to broadcast evening returns of the primaries held in the state June 2 so an "election party" was held in the studio. Everyone was invited. Coffee and doughnuts were served and as the returns came in, they were posted on the blackboard in the lobby of KBOE for station's guests to read.

AIR-RAID BROADCAST

MULTI-remote broadcast of Connecticut's first air raid test was handled fortnight ago by WTIC Hartford and fed to a group of stations through the state. Pickups were made from air raid shelters, the state's Civil Defense communications center and local control center. Eight engineers, seven announcers and three producers were assigned to the broadcast.

REBROADCAST PLANS

CUSTOMS, music and personalities of Austria compose format for *Viennese Varieties*, new weekly half-hour show on KFAC Los Angeles. Sponsor is Baker Boy Bakeries Inc. Station relates that city's Austrian colony has given the broadcast such support that tape recordings are being prepared for rebroadcast on Austrian State Radio.

TV LAW CASES

SERIES using "real" people in fictional law cases was begun at WTOP-TV Washington on June 17. *Letter of the Law* each week will present real judges, lawyers and personalities playing themselves in everything but the fictional case under consideration. TV audience will be "sworn in" as a jury and will decide the fate of the defendant.

REQUESTS PROVE PULL

SUCCESS story told "2,252 Requests—Or One Bank Run That Made the Bankers Happy" fronts a program schedule released by WSM-TV Nashville. First National Bank in that city sponsored a one-time announcement offering listeners plastic dime savings banks. Following day, 2,252 banks had been given out in 14 branches throughout the city, according to bank officials. To further prove station's pull, requests were received from people who had heard the spot in 94 towns in Tennessee and Kentucky.

'OPERATION SUNBURST'

AUDIENCE and sales promotion drive for summertime viewers and sponsors was launched last week by WLWT (TV) Cincinnati. "Operation Sunburst" features \$50,000 contest for viewers with six-room completely furnished modern home going to the first-place winner. Theme of competition is "If I Were a President." Contestants are asked to answer 90 questions pertaining to the Presidency and write a short essay on what he would do if he were the White House resident.

HOME DECORATING SHOW

WEEKLY quarter-hour Sunday night show, *Royal Tile Time*, made its bow last Sunday on WFIL-TV Philadelphia. Program, sponsored by Royal Tile Co., is designed to provide home owners with unique home improvement ideas. Husband and wife team of Mark and Vivian Olds are featured in dramatic sketches presenting hints for home decorating. Agency for the account is Robert J. Enders Adv., Philadelphia.

DRUGGISTS ATTEND SEMINAR

TELEVISION seminar was held for Gallaher Drug Co., midwestern chain, in WLWD (TV) Dayton studios last week. Speeches were made by several station executives. Workshop, demonstrating various types of commercials and showing camera tricks, was featured on the program. Question and answer period was also arranged for the Gallaher personnel.

COURTESY TICKETS

COURTESY Week in Cleveland is providing material for TV programming. Newsreel cameramen are sound-filming motorists in the city as policemen order them over to the curb to give them a ticket. Surprised reaction of the motorist who has been driving carefully and his change of attitude when he receives the "ticket"—for a Cleveland Indians ballgame—are recorded for broadcast by the cameraman. Gimmick, originated by WEWS (TV) station manager J. Harrison Hartley, is being used by all three local TV outlets.

SOONER or LATER
some aggrieved listener
accuses you of

**LIBEL OR
SLANDER**

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

In use Nation-wide.
GET IT IN TIME!

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

Sales Lift With Swing Shift

(Continued from page 29)

pulling power came when KNUZ campaigned for blood donors and got 500 pledges. Amusing experience happened when the Houston Sport Shop, one of the night program's sponsors, offered a free pool of nylon fishing line to listeners who called at the shop on Saturday morning. Copy was intended to read to the "first ten" who appeared, but the agency omitted the qualifying number. Result was a deluge of customers at the sports shop, the management of which now is convinced of radio's power. The shop carries two half-hour segments giving weather reports, fishing data and similar information each fishing season.

KFAC Los Angeles

After 18 years' experience with all-night programming, KFAC Los Angeles has worked out a format differing from most other 24-hour operations. While the 12-to-1 a.m. programming is of movie music and show tunes, from that time on the music becomes definitely classical in nature. At 5 a.m. music reverts to more popular songs to blend with the 6-8 a.m. *Coffee Cup Concert* with which the station starts its daytime broadcasts.

The entire 12-to-6 a.m. segment is sold to the Hollywood Ranch Market, a large independent that operates 24 hours a day. Management of the market agrees that the program has been successful, for it points to various instances of unusual sales. At Christmas, a year ago, the market was able to sell 10,000 Christmas trees at a time when the items were a drug on the Los Angeles market. Another example was the sale of 3,000 cases of eggs in two nights. In neither case was any other advertising medium used except radio.

While the late operation has not always "made money" for the station, General Manager Calvin J. Smith feels that "it enhances our dial position and builds a certain amount of listening habit which is valuable to our daytime operation."

WIP Philadelphia

In Philadelphia, WIP has been on

the air continuously since Dec. 5, 1938, when it launched its late hour *Dawn Patrol*. The same m.c., Joe McCauley, has handled the program nearly ten years. The show follows a music and news format with Mr. McCauley playing requests sent in by letter or telegram. From 20,000 to 25,000 letters and telegrams are received yearly.

From March 8, 1939, for more than eight years The Pep Boys, auto appliance firm, sponsored the program. Their results were clear and definite and were proven over and over by store "specials" that tied in with the show. During the time the firm used the show its only other advertising was in the mail order section of the Sunday newspaper.

In 1947 format of the show was changed to accommodate three sponsors: a night club, a beer distributor and a TV and radio store. From this beginning the show gradually has changed to the present co-op sponsorship plan. Program is sold on a 13-week basis with each sponsor receiving 22 quarter-hours a week. Time is rotated each night. Three quarter-hours are given for six nights and four on the seventh. At present, the program accommodates seven sponsors.

So popular has *Dawn Patrol* become that top recording artists and other talent consent to frequent guest appearances. Recently Krass Bros., clothier using the program exclusively, announced a sale on the program to such success that police had to control the crowd. Other present advertisers include Kaiser-Frazer, Premier Record Co., exclusive on the program, and Charles Antell.

KCBQ San Diego

Rounding out its first year as San Diego's only 24-hour station, KCBQ reports the after-midnight segment of its operation successful both financially and in listener interest from the first. The station programs Monday through Saturday, allowing one night a week for maintenance of studio and transmitter.

Music follows the regular KCBQ

format of popular and pop-concert with most numbers on the "sweet" side. No race, western or hillbilly records are used. First two hours are primarily new tunes in the straight pop field with accent on vocals but with a good instrumental spotted about every third disc. Second two hours are devoted to pop-concert and largely employ LPs of show music. The third two hours are early morning format—bright tunes, some novelties and an occasional march or polka. Announcer (no disc jockeys at KCBQ) is Jim O'Leary, 25-year-old Marine Corps veteran. News is an important part of the program.

The entire segment has been sponsored since it began. Ruling out participating programs, management decided to sell the show to one or two sponsors. First segment was sold to a local used car account and the second to a small television retailer, The Video Store, which was so successful that the owner reported the program "one of the best media buys we ever made. The overall advertising impact of 36 hours per week on the community even at that late hour was very evident from our increased business."

At the end of the second 13-week period the TV store transferred its business to other times on the station and the account was sold to Waldorf-Dawson, a home freezer distributor.

Charles E. Salik, president and general manager, says 24-hour operation pays off in programming, promotion and sales and is practical for stations in any major market.

KMOX St. Louis

Since 1948 KMOX has been on a 24-hours-a-day basis with its *All Night Frolics* from 11:35 p.m. to 5:45 a.m. Hillbilly, western and folk music records are used almost exclusively. News is presented on the hour and half-hour and complete weather reports covering the entire area are aired three times nightly.

Some time ago, Stan Levey, manager of night operations for the station, experimented by cutting down the hillbilly programming and using pop records instead, but after six weeks complaints were so heavy the former format was restored.

Sponsorship is good with most of the advertisers having used the program two years or more. The majority of the accounts are on a per inquiry basis and firms using the station also use similar programs throughout the country.

KMOX is the only station in the St. Louis metropolitan area operating around the clock at present.

WWDC Washington

Since 1942 WWDC Washington has operated 24 hours a day with a simple format of news on the half-hour, interviews with celebrities and with just ordinary people and popular records that don't jar the ears. Important element in an

(Continued on page 86)

Mr. William J. Lewis
#1 Lux Promoter
New York City, N.Y.

Dear Bill:

Sometimes I wonder where we get all the business that's done here in West Va.

It seems as business is bubblin' up all over the place just like from Lux's lather. The fingers I just seen on th' boss' desk show 'lectric power production up 35% over last yr. and bidin' permits up 16%. Consumer sales to res is up 16% so peoples' money is a' spendin' money. These are beautiful business figures and, by gosh, our axminis is just as beautiful. Of course, they keep that way by using Lux which they heers about on WCHS with 5,000 on 580.

Yrs.,
Alay

WCHS
Charleston, W. Va.

Key to a
\$6 Billion
Market

WPHL

560 kc.

The Philadelphia
Inquirer Station

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

Represented by THE KATZ AGENCY

KGW

THE
People's
Choice
IN
PORTLAND, OREGON

1,246,540 active, young-minded Westerners comprise KGW's market in 12 big, prosperous metropolitan Oregon counties, plus a generous slice of Southwestern Washington.

REPRESENTED NATIONALLY BY EDWARD PETRY & CO., INC.

BROADCASTING • Telecasting

Sales Lift

(Continued from page 85)

all-night show, WWDC management feels, is that it is relaxing without putting people to sleep. Since the audience ranges from cab drivers to late spooners WWDC feels the disc jockey handling the show should not be a "cornball" comedian. Their answer to this problem is Felix Grant who conducts the program from 1 to 6 a.m.

On weekends, the records are mostly dance music since Washington is not a night club town and at-home parties usually tune to stations with that type of music.

Consistent sponsors of WWDC's *Yawn Patrol* have been Peoples Drug stores (newscasts), Super Music stores (one hour nightly), Eastside Cab Co. (spots each night), Marvin's Clothing Store (spots), White Tower restaurants (half-hour) and others. All the accounts use WWDC during daytime periods as well.

NATIONAL business accounts placed with WKRC Cincinnati are 65% higher now than they were at this time last year, according to David Taft, manager of Radio Cincinnati Inc.

'RETURN TO QUALITY'

Ed Craney Urges Network Affiliates

A RETURN to "quality programming" by all network affiliates was urged last week by Ed Craney, of the Pacific Northwest Broadcasters.

Mr. Craney is president-general manager of KXLY Spokane, Wash., an affiliate of CBS.

With the CBS Radio Affiliates meeting in New York July 1-2 in mind, Mr. Craney sent a letter last week addressed simply, "Mr. Network Affiliate." Its overall tone is:

"Radio must again be made important."

Mr. Craney pointed to a current decline in network radio. "One reason for the decline is, of course, due to the same people selling TV, the glamour child, as have been selling radio."

"This is being overcome," he added, "in the most part, by establishment of separate radio and television organizations within the framework of an overall communications company."

"If those operating the radio and television networks believe the only

way a schedule of national network programs on radio can be maintained in the 1952-53 season is through a radio network rate cut, then, of course, a rate cut is inevitable.

"Such a rate cut distributed to the stations equally on a national basis is most unfair," Mr. Craney charged, "and as the first rate cut a year ago will solve nothing except momentarily placing a few dollars on network radio. Some fundamental thinking and action must be effected," he urged.

"Radio must again be made important," he declared. "This means we must see what radio can do best, music, news, word pictures. It means we must again view what we, who are responsible for radio, are doing to it. Radio must have some important shows not duplicated by TV. Radio must have a house cleaning. The lengthy, repetitious, non-interesting commercial must be abolished as should double, triple and sometimes even four or more commercials via the cowcatcher and hitch-hike method. The advertising of products we considered questionable in the past, should be reviewed."

Mr. Craney concluded "There are only two methods of lawful radio operation possible—quality or quantity. It is not possible to simultaneously emulate both. America has looked to network operation for quality in the past. Let us, the affiliates, sit down and find a way to again return quality to our airways. Let us again give the people of America a reason for listening."

NO RATE CUTS

Several Stations Up Prices

TEN of 17 stations at the semi-annual convention of the Assn. of Independent Metropolitan Stations held May 26-28 in Louisville, Ky., announced plans for increases in their rates.

None were contemplating a rate cut, despite vigorous rate competition attributed to network affiliates in several markets, it was reported. One station owner, Todd Storz of KOWH Omaha, said, "Our audiences are larger than ever. We deliver them at a lower cost per thousand than any other media, and, in most instances, at a lower cost than competing stations. Our business volume is at a record high. We cannot agree with those persons in high places who are willing to sell radio short. We believe our rates are disproportionately low in relation to value delivered. We're ready for an immediate upward revision."

ROTATING bulletins, 12½ x 47 feet, placed throughout metropolitan Los Angeles, read "Music You Like—Just Enough News—All Day Long—KBIG The Catalina Station, 740 on Your Dial" and pictures housewife at kitchen radio and motorist at car radio.

WOV RATES RISE

Revenue Figures Also Grow

WOV NEW YORK announced last week that not only are its revenues up, but that its rates are following suit.

General Manager Ralph N. Weil reported that the independent outlet's revenue for May was 28% higher than the same month a year ago.

The rate card revision was described as "generally upward." WOV's daytime and nighttime rates are the same, under a 10-year-old policy.

Referring to the May 1952 gain over May 1951, it was pointed out that WOV "has been proving radio's vitality in all the statistics it has released for months."

WISN BIRTHDAY

Station Marks 30th Year

WISN Milwaukee yesterday (Sunday) began a week-long celebration of its 30th birthday anniversary. Special broadcasts include the reading of congratulatory messages from Wisconsin Gov. Walter Kohler and Milwaukee Mayor Frank P. Zeidler. Harry D. Peck, WISN station manager, acknowledged the messages on behalf of the station.

WISN, 1150 kc with 5 kw, is owned and operated by the Hearst Corp. Gaston W. Grignon has been associated with WISN since its beginning in 1922 and has been general manager for the past 24 years. Station has been a CBS affiliate since 1929.

Joseph Antoine Hardy

JOSEPH ANTOINE HARDY, 62, president, Jos. A. Hardy Ltd., station representative firm in Montreal, Toronto and Quebec, died June 14 at his home in Montreal. In radio for almost 25 years, he had been promotion manager of CHRC Quebec, until 1946 when he started his firm which represented stations in the Quebec province. He was known as an authority on Quebec French-language radio operations. He is survived by four daughters and a son.

WDOZ

ABC NETWORK

in GREEN BAY, WIS.

MARKET... SIGNAL...
AUDIENCE... MAKE
WDOZ "BASIC" WITH ABC
ADVERTISERS IN WISCONSIN.
(LIST ON REQUEST.)

BEN A. LAIRD, PRES.

CALL JOHN E. PEARSON CO.

Listen to what \$250,000,000 says about the BROADCASTING MARKETBOOK

N. W. AYER—Thomas McDermott:
"Your 1951 Marketbook surpassed your excellent 1950 Marketbook."
MORSE INTERNATIONAL—Chet Slaybaugh:
"The Marketbook is indispensable in my end of the business."
COMPTON ADVERTISING—Frank Kemp:
"A most valuable tool. Convenient and time saving."
FOOTE, CONE & BELDING—Lillian Selb:
"The new BROADCASTING Marketbook is not a gold mine, it's pure uranium, and the Spot Rate Finder is terrific."
LEVER BROS.—Stanley Pulver:
"A masterfully-designed one volume reference source for blueprinting network spot and television campaigns quickly and intelligently; the greatest possible help when it is necessary to—get this out fast."

S S C & B—Frank Mineham:
"We find BROADCASTING's Marketbook very helpful when we need data on radio markets."
HARRY COHEN ADV.—Mary Dunlavey:
"The BROADCASTING Marketbook is one of our important timebuying yardsticks."
B.B.D.&O.—Frank Silvernail:
"It's the timebuyers' Encyclopedia. He has all the market answers from Andalusia to Zanesville."
BIOW COMPANY—Terrence Clyne:
"We find the BROADCASTING Marketbook invaluable for buying Bulova's radio and television time."
BENTON & BOWLES—Mary McKenna:
"It's a very useful tool and has a convenient assemblage of data."

What YOU should say?

"Sure, reserve my space today and put my ad near my own listings."



DEADLINE: JULY 20 FOR 1952 MARKETBOOK

BROADCASTING
TELECASTING
MARKETBOOK

ED ELECTIONS

Gray Joins Trustee Board

LECTION of Gordon Gray, president of WSJS Winston-Salem, N. C., and the U. of North Carolina, and of William Balderston, president of Philco Corp., to the board of trustees of the Committee for Economic Development was announced last Thursday by Marion K. Folsom, CED chairman.

Among others elected trustees of the non-profit economic research and education organization were: James L. Allen, of Chicago, senior partner and chairman of the executive committee of Booz, Allen & Hamilton, station brokerage firm, and Stanley Marcus, of Dallas, president of Neiman-Marcus Co. CED now has 143 trustees.

Three Silenced

THREE stations—WNEW and WJMA New York and WAAT Newark—went off the air with one wipe last Monday when the top of a heavy crane, replacing a worn water main in the Jersey City water supply system, struck power lines leading to the New Jersey transmitters of the three stations. WNEW and WAAT were off the air about 20 minutes and WJMA about 40 minutes, when it put its auxiliary transmitter into service.

Low Story

LATEST reason for a station sign-on failure comes from General Manager James H. Fitzpatrick of WLYC Williamsport, Pa. Engineer Paul Bosted, who was to open the transmitter, got caught behind an unbudging herd of cattle one morning on a country road that leads up a mountain toward the station's transmitter. Cattle proved unconvinced that radio is on deadline. Result: Station signed-on 25 minutes late.

GREENVILLE is
SOUTH CAROLINA'S LARGEST
METROPOLITAN AREA

In **RETAIL SALES**
GREENVILLE \$167,610,000

Columbia 146,483,000

Charleston 135,000,000

Sales Management 1952

MAKE IT YOURS WITH

WFB 5000 WATTS

on Times-Piedmont Station, Greenville, S. C.

NBC affiliate for the
Greenville-Anderson-
Spartanburg Markets
Represented by Avery-Knodel

allied arts



JOHN W. LOHNES, elected vice president in charge of sales for Jeffers Electronics and Speer Resistor Div., Speer Carbon Co., Saint Mary's Pa.

ROBERT SEWARD, Paramount Pictures publicity department, to Fritz Ufer & Assoc., Hollywood, public relations firm.

SAMUEL ABELOW, formerly with CBS advertising and promotion department, N. Y., to BAB's national promotion staff as presentation writer.

WILLIAM J. GREASER, General Electric Co., to Richard H. Rogers Co., N. Y., as account executive and head of manpower development field through audio and video slide films.

JACK H. MOULTHROP, president, Radio Television Supply Co., L. A., has purchased entire interest in firm which distributes Stromberg-Carlson radio and TV sets, electronic and recording equipment.

M. KIRLEY HARRISS promoted to southwest regional manager, Gould, Gleiss & Benn Inc., Chicago marketing consultant firm, with headquarters in Houston.

ADOLPH L. GROSS Assoc., new firm of manufacturers representative and sales consultant specializing in electronic accounts, opens office at 45 W. 45th St., N. Y. **ADOLPH GROSS** is president; **ROBERT HERTZBERG** is vice president.

JERRY D. LEWIS, writer, ABC Radio *This Is Your FBI*, has formed **JERRY D. LEWIS PRODUCTIONS** at 15219 Sunset Blvd., Pacific Palisades, for production of radio-TV packages.

ED MANNING to Gordon V. Thompson Ltd., Toronto, as manager of record division.

DAN THOMAS, Universal-International, elected president of the Publicists Guild, Hollywood, succeeding **KEN CARTER**, from same studio. Other new officers are: **ROY CRAFT**, 20th Century-Fox, vice president; **HOMER DAVIES**, Columbia Pictures, treasurer, and **PATRICIA McDERMOTT BARNES**, CBS Hollywood, secretary.

ALL-CANADA RADIO FACILITIES Ltd., appointed by Charles Michelson Inc., N. Y., as Canadian distributor for Gennet, Speedy-Q and EMI sound effects record libraries.

ROBERT JOSEPH, head of publicity for Filmakers Inc., Hollywood, joins Harry M. Popkin Productions, that city, in similar capacity.

A. B. HUNT, manager of Communications Div., Northern Electric Co. Ltd., Montreal (Canadian subsidiary of Western Electric), was elected president of Radio-Television Manufacturers Assn. of Canada at 23d annual convention on June 13 at Bigwin Inn, Ontario.

W. E. HENGES, president, Graybar Electric Co., N. Y., elected trustee of Union Dime Savings Bank, that city.

THOMAS A. KENNALLY, chairman of distribution committee and vice president, Philco Corp., received honorary Doctor of Laws degree at commencement at La Salle College, Phila.

BURNS W. LEE Assoc., L. A. (public relations firm), moved to new headquarters at 607 S. Hobart Blvd. Telephone is Dunkirk 8-4131.

FREDERIC A. CARR, director for ABC-TV and CBS Radio, signs as free lance director with Lester Lewis Productions for *Hollywood Screen Test* and David Lown Productions for *Better Home Show* and *Harmony House*.

Equipment . . .

PICKERING & Co., Oceanside, L. I., announces development of new 410 audio input system designed to serve as audio control center. Three input channels are provided, two for high level audio signals and one for magnetic type pickups.

GENERAL ELECTRIC Co., Schenectady, N. Y., announces production of new voltage-measuring reactor to provide increased safety in measurement of dc voltage by insulating instrument circuit from power source.

ELECTRO-VOICE Inc., Buchanan, Mich., has issued condensed catalog No. 113 illustrating and describing current line of microphones for TV, radio, recording, P.A. and communication.

Technical . . .

CHARLES R. NEWTON to WDRG Hartford, Conn., as control room operator and transmitter engineer.

MICHAEL McMULLEN, engineering staff, KNXT (TV) Los Angeles, to Oregon Television Inc., Portland, as director of technical planning.

M. LEONARD SAVAGE returns to WLBZ Lebanon, Pa., as chief engineer after two years with Army in Korea.

CHARLES A. JOHNS, technical staff, KDKA Pittsburgh, returns to station after second tour of duty with Navy.

WFIN Internship

SUMMER radio-journalism training has been instituted jointly by WFIN Findlay, Ohio, and Ohio U. of Athens (Ohio), the station notes. First person to take part in the program is Benjamin L. Mortan, who already has begun his internship at WFIN. This experience will make him eligible for special seminar study when he returns to Ohio U. next fall.

This Clock gives you correct time

STYLE 37-15" S. S.
Sweep Seconds
Self-winding

Can be Synchronized
Hourly

Unaffected by AC
Power Failures
(Self-Powered)

Install Anywhere
(AC Power Line Not Required)

One Clock or a Complete Synchronized Clock System

Independent broadcasting stations and the major networks rely on Self Winding Clocks for Dependable, Exact Time-keeping.

Western Union synchronization optional.*

Write today for full particulars and free estimate for recommended installation to meet your requirements.

*Naval Observatory Time

SELF WINDING CLOCK COMPANY, INC.

Manufacturers of Standard and Specially Designed Clocks
and Clock Systems for more than 65 Years

207 WILLOUGHBY AVENUE

BROOKLYN 5, NEW YORK



CAPT. BILL CALVERT (r), who was with WPAT Paterson, N. J., before recalled to active duty with the U. S. Army Ordnance Corps, tape records an "on the job" interview with Sgt. Alfred Ludwicki, Brooklyn, N. Y. Capt. Calvert, ordnance public information officer for the Eighth Army, is producing a series of special radio programs for the Far East Network in Korea.

Cecil Hind

FUNERAL services were conducted in Hollywood, June 15, for Cecil Hind, 54, night news editor of NBC radio, Hollywood. Mr. Hind died June 11 of a cerebral hemorrhage. Before he joined NBC seven years ago, he was news editor of *Seattle Post-Intelligencer*. Surviving are his wife, Bettie, and three children.

the player

Capitol's new,
low-cost open end
dramatic show

15 minute dramas—mystery,
comedy, adventure, westerns
—easier to program
—easier to sell!

Audition discs and
brochures available now!

CAPITOL RECORDS
Distributing Corp.

BROADCAST SALES DIVISION
1453 No. Vine, Hollywood 28, Calif.

the
player



RADIO 'FARMERS' Plow Program Furrows In Washington Meet

AGRICULTURAL programming on TV and information services provided by the government highlighted a two-day conference of the National Assn. of Radio Farm Directors at the U. S. Dept. of Agriculture in Washington last week.

Nearly 60 farm broadcasters, many of them representing combined AM-TV broadcast operations, met with Agriculture Dept. officials and Congressmen Monday and Tuesday.

Television at the station and government level dominated discussions, with government specialists sounding the theme that eventually farm broadcasters will occupy the same niche in television as in radio.

Problems in presenting video farm shows were thrashed out in a panel session led by Maynard Speece, Radio & TV Service, Dept. of Agriculture. Kenneth Gopen, assistant director of information for radio-TV, also participated.

Mr. Speece stressed the importance of variety and "idea presentations" in reaching both the consumer and the rural audience. He sounded out farm broadcasters on a kit (scripts, visual aids), which the Dept. of Agriculture proposes to distribute to the 100-plus TV outlets for use with agricultural shows.

Special Events Value

Value of agricultural programming lies in planned special events rather than in spot news coverage, Mr. Speece noted, citing the medium's continued search for new techniques in airing news. Additionally, station policy on target audiences—consumer vs. rural viewers—was reported as varying in different communities. Emphasis was placed on general programming until such time as TV penetrates rural areas and on the exchange of program material among TV stations as an economy measure.

Farm broadcasters were urged to take the initiative on programming consonant with community needs. The Dept. of Agriculture is severely limited by lack of funds, they were advised, with a budget pegged at \$34,000 covering radio-TV, lowest for any section in the department. The department was cut 25% for fiscal 1953, in addition to another 10% under the Byrd economy rider affecting numerous government agencies. As a result, all but network radio has been affected.

The agency has been active on one TV front—preparation of a series of five-minute films for distribution to TV outlets. Production costs run close to \$1,250 for the prints.

Suggestions for improvement of the government's information newsletter to NARFD members and other services were reviewed. R. L. Webster, director of the Office of Public Information, headed a panel that included Homer

Martz, KDKA Pittsburgh; Mal Hansen, WOW Omaha and others. The TV and information session capped formal discussions Tuesday morning. Later RFDs met with farm organizations with a luncheon at the Washington Hotel. Farm broadcasters made recordings for local station use.

Highlight Monday was a meeting with Agriculture Secretary Charles F. Brannan and with the Agriculture Committees in Congress. Panel talks with government research, production and marketing officials rounded out the agenda. A reception and dinner were held at the Mayflower Hotel Monday under NARFD auspices. Tuesday session opened with a Point Four progress report.

Registration at the meeting follows:

Alampi, Phil, WJZ New York; Andrews, Harry, Mr. & Mrs. WLW Cincinnati; Arnold, Burns, WHAS Louisville; Battles, Roy, WLW Cincinnati; Betts, Joe, Farm Bureau Federation, Washington; Bond, Al, Ext-RFD, Pullman, Wash.; Bradshaw, John, CRFB Toronto, Canada; Brenner, Bernard, UP Farm Radio, Washington; Calkins, C. F., Conklin Mann & Son, New York; Carroll, Chas., Mr. & Mrs., Carl Byor & Associates, Chicago; Chase, John, Mr. & Mrs., WHFB Benton Harbor, Mich.; Diamond, Bill, Chicago; Eagon, Bruce, KOIT (TV) Tulsa, Okla.; Eshbach, Chas., New England Mktg. Service, Boston; Enright, M. C., American Petroleum Institute, Pittsburgh; Evans, Phil, KMPC Kansas City; Fleming, Phil, PMA, New York; Freedland, Bayne, Chicago, Ill.; Galusha, Merl, WGY Schenectady; Gopen, Ken, U. S. D. A., Washington; Gifford, Claude, Farm Journal, Washington; Gray, Cliff, WSPA Spartanburg, S. C.; Gurley, Del, Swift & Company, Chicago; Haffert, Wm., Mr. & Mrs., WPTZ-TV Philadelphia; Hansen, Mal, WOW Omaha; Harper, Dix, WIBC Indianapolis; Hass, Howard, Mich. State College, E. Lansing; Heath, Howard, WPAG Ann Arbor, Mich.; Herzman, Carl, KJLZ Denver; Hughes, Charles, Armour Livestock Bureau, Chicago; Hunter, Geo. WGAN Portland, Me.; Haystead, Lad, Hyman, Theodore, Ext-RFD, Blacksburg, Va.; Jennings, Jack, Coop League, Washington; Kern, Lowell, Petroleum Institute, New York; King, Joseph, Grocery Mfg. of America, New York; Kraetz, Norman, Mr. & Mrs., WGN Chicago; Laden, Norman, Medical and Pharmaceutical Information Bureau, Lang-

fit, Merrill, KMA Shenandoah, Iowa; Lauster, Vern, Bert S. Gittins Ad Milwaukee; Lewis, Clem, Mr. & Mrs. Ext-RFD, New Brunswick, N. J.; McCarthy, Don, Mr. & Mrs., American Hereford Assoc., Kansas City, Mo.; McDonald, John, WSM Nashville; Martz, Homer, KDKA, Pittsburgh; Miller, Harv., Voice of America, New York; Miller, Bob, WRFD, Worthington, Ohio; Morrow, Keith, CBC Fall Supervisor, Toronto, Canada; Orr, E. V., KUT, Salt Lake City; Osborn, John, Broadcasting • Telecasting Washington; Peach, Don, KOA Denver; Paul, Bert S. Gittins Ad, Harrisonburg, Va.; Raymond, Frank & Sue, WDNV, Danville, Va.; Reiber, P. R., New York; Roegner, Geo., KTRH Houston; Ruthmann, Deut. H. Committee, Chicago; Ruhmann, "Doc," WBAP Ft. Worth; Reynolds, Dana, MSA, Washington; Saunders, Sandy, WKY Oklahoma City; Schultz, Harold, KFED, Joseph, Mo.; Seaman, Gerry, Bert S. Gittins, National Farm & Home News, New York; Seaman, Gerry, Ad Milwaukee; Seyler, Wes, WIEW Topka, Kan.; Slusarczyk, Ed, WIBX Utica, N. Y.; Smith, Bob, WGAR Cleveland; Snyke, D. R., Ralston, New York; Tait, Elton, Penn State College, State College; Tautkus, Alex, WPAG Ann Arbor, Mich.; Thompson, Dave, Grady, Mr. & Mrs., WJZ New York; Timmon, Jack, KTBS Shreveport, La.; True, Scott, WFTM Maysville, Ky.; Turro, W. S. D. A., Washington; Wells, Do, WHAI Greenfield, Mass.; Visser, Paul, NBC Chicago; Warner, Al, WFEF Syracuse, New York; Webster, R. L., U. S. D. A., Washington; Wells, Do, Buffalo, N. Y.; Winks, Don, Medical and Pharmaceutical Information Bureau, Zeis, Colo.; WHEC, Columbus, Ohio; Zipt, Bill, WBNS Columbus, Ohio.

ARBI SURVEYS

Joint Effort in Rochester

FOUR member stations of the Radio Broadcast Management Council of Rochester, N. Y., are taking part in Advertising Research Bureau Inc. surveys, it was announced last week.

WARC WHAM WRNY and WVET, all Rochester, are sponsoring four consecutive ARB surveys. Stores which are being tested are Sears Roebuck & Co., Projansky Inc., E. W. Edwards & Son and McFarlin Clothing Co.

The Rochester stations are dividing the cost of the surveys as well as dividing appropriation from the stores in this manner:

The lowest frequency discount Class B time rate of each station was added together. Each station's percentage of the total was then applied to the cost and appropriation of advertisers.

Jack Knabb, public relations counsel, RBMC, predicted this joint effort may set a pattern for other cities to follow.

GATES

QUINCY,
ILLINOIS

Your ONE SOURCE Supply for
ALL Broadcasting Equipment NEEDS

THESE OFFICES
TO SERVE YOU

QUINCY, ILL.

HOUSTON, TEXAS

WASHINGTON, D. C.

MONTREAL, QUE.

NEW YORK CITY

TEL. 8202

TEL. ATWOOD 8536

TEL. METROPOLITAN 0522

TEL. ATLANTIC 9441

TEL. MURRAY HILL 9-0200

FTC ACTIONS

On Tobacco, Pass Book Firms

ALLEGED advertising misrepresentations in radio, television as well as in printed media figured in actions taken by the Federal Trade Commission last week. Involved were manufacturers of two name-brand cigarettes and a firm handling pass book advertising.

An FTC trial examiner, in an initial decision, recommended that a false advertising complaint against American Cigarette & Cigar Co., New York, (Pall Mall cigarettes) be dismissed "for want of prosecution." Decision becomes final next month unless docketed for commission review.

Examiner Earl J. Kolb observed that the firm has discontinued some of its advertising claims and that other charges "are not sustainable by proof." While the media in which the ads appeared were not specified, the company has used radio-TV broadcasting in late years. Claims were made for protection of the throat against irritation.

In a second cigarette case, FTC held oral argument last Tuesday on a similar complaint involving Philip Morris & Co. Firm had appealed an initial decision by a hearing examiner.

Similar complaint was directed by FTC at respondents trading as Metropolitan Pass Book Co., New York. They were accused of misrepresentations in radio and TV commercials involving a "pass book advertising scheme."

According to the complaint, the co-partners represented that purchasers of the books would receive \$175.50 worth of guaranteed "passes" entitling them to admission to theatres, bowling alleys and skating rinks—all without extra cost beyond the \$1.98 charge for the book.

PHIL DAVIS Musical Enterprises, N. Y., has been commissioned by Arizona Brewing Co., through Advertising Counselors of Arizona, to write 30 and 60 second musical commercials for A-1 Pilsner beer. Spots will be used in Arizona and New Mexico.

1880 Thomas C. Gooch 1952

FUNERAL SERVICES for Thomas Caraby (Tom) Gooch, 72, board chairman of KRLD-AM-FM-TV Dallas and publisher of Dallas' *The Daily Times Herald*, were held June 14. Burial was in Greenwood Cemetery, Dallas.

Mr. Gooch died June 13 at his home after an illness of nine weeks [B•T, June 15].

One of the nation's leading newspaper men, Mr. Gooch served on the staff of the *Times Herald* for more than 50 years. This half century spanned the development of the Southwest, in which the *Times Herald* and Mr. Gooch played a prominent part.

Born in Bonham, Tex., Mr. Gooch was a son of Harold Gooch, who had been born in England. The family included an ancestor who had won the title of knight as an officer under the first Duke of Marlborough. The elder Mr. Gooch had come to the West to seek his fortune in buffalo hides.

Tom Gooch's mother, the former Mattie Ravel Taylor, was a granddaughter of Mrs. Mabel Gilbert, who belonged to one of the first U. S. families to settle in what was then the Mexican-Spanish region.

As a boy, Tom Gooch moved with his family to Chicago where he attended the Chicago Art Institute. He abandoned his art career to become a reporter on the *Fort Wayne* (Ind.) *News*. His next job was with the *Fort Worth* (Tex.) *Record*, but when a better opportunity arose, he went to Dallas, 30 miles east. His rise with the *Times Herald* was meteoric, thanks largely to the interest of the late *Times Herald* owner, E. J. Kiest.

Mr. Kiest had exhibited an early interest in radio, and had founded WRR, one of the first municipal stations. In 1926, Messrs. Gooch and Kiest opened KRLD. One of the highlights of Mr. Gooch's life was the birth of KRLD-TV. First telecast of the station was the Southern Methodist U. - Notre Dame football game in December 1949.

Mr. Gooch had decided against a special dedicatory program. He



said simply, "If we do a good job, the people will support us. If we don't do a good job, it won't make any difference what kind of a dedication you have had. It's what comes after the dedication which counts."

During the closing months of his life, Mr. Gooch repelled all suggestions that he take things easier. Until the day he went home for the last time, he arrived at his office by 9 a. m. to confer with business and newsroom executives.

Mr. Gooch married the former Lulu Plateau Nov. 12, 1908. She is his only survivor.

RUNYON ELECTED

Is Tom Gooch Successor

JOHN W. RUNYON last week was elected board chairman of *The Daily Times Herald*, Dallas, succeeding the late Thomas C. Gooch.



Mr. Runyon

Mr. Runyon previously had been first vice president of the *Times Herald*, chairman of its executive committee, and president of KRLD-AM-FM-TV, the newspaper's broadcast affiliate.

His new post comes in Mr. Runyon's 42d year with the *Times Herald*. He began in 1910 as a collector in the display advertising department. Since World War II, he has supervised an expansion program of *Times Herald* properties which cost more than \$2½ million.

He was elected vice president of KRLD in 1937, and president in 1941.

STANDARD Radio Transcription Services Inc. has added KXOA Sacramento, Calif., KFAL Fulton, Mo., and CKTB St. Catharines, Ont., to stations subscribing to Standard Program Library.

SET SHIPMENTS

RTMA Gives 1st Quarter 1952

SET shipments to dealers during the first quarter of 1952, according to Radio-TV Mfrs. Assn. were as follows:

State	Radio Sets	TV Sets
Alabama	26,952	19,367
Arizona	9,734	4,077
Arkansas	12,662	4,786
California	99,649	146,434
Colorado	14,996	799
Connecticut	13,370	39,722
Delaware	3,764	5,573
District of Columbia	18,770	14,153
Florida	37,583	21,144
Georgia	35,471	33,313
Idaho	8,514	27
Illinois	85,939	87,577
Indiana	32,344	66,806
Iowa	22,411	30,773
Kansas	21,216	10,336
Kentucky	25,960	23,085
Louisiana	23,725	14,479
Maine	15,118	2,379
Maryland	22,905	26,324
Massachusetts	36,294	69,692
Michigan	52,328	67,387
Minnesota	23,731	23,742
Mississippi	12,776	3,943
Missouri	37,123	42,526
Montana	6,316	18
Nebraska	15,664	13,728
Nevada	2,833	6
New Hampshire	4,288	6,517
New Jersey	52,700	62,331
New Mexico	7,572	2,005
New York	172,096	185,820
North Carolina	38,995	33,790
North Dakota	8,577	26
Ohio	93,434	130,357
Oklahoma	21,792	21,729
Oregon	16,541	79
Pennsylvania	110,664	149,649
Rhode Island	3,652	11,228
South Carolina	15,935	7,960
South Dakota	9,527	139
Tennessee	25,525	21,896
Texas	86,449	56,071
Utah	7,176	9,086
Vermont	3,709	1,579
Virginia	25,793	29,121
Washington	23,944	18,389
West Virginia	18,117	17,806
Wisconsin	27,834	25,920
Wyoming	3,767	52
Totals	1,495,925	1,564,516

There's More SELL

on . .

WRNL

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VIRGINIA

910 KC — 5 KW
ABC
AFFILIATE

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REP.—
EDWARD
PETRY
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Prefer WIBW because we've served their interests for 25 years. WIBW is the farm station for Kansas and adjoining states.

WIBW

The Voice of Kansas
in TOPEKA

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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.

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fcc actions



JUNE 13 THROUGH JUNE 19

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

Grants authorizing new stations and transfers, accompanied by a roundup of new station and transfer applications, begin on page 95.

June 16 Applications . . .

ACCEPTED FOR FILING

Extension of Completion Date

KECC Pittsburg, Calif.—Mod. CP which authorized change in operation for extension of completion date.
WPRT Prestonsburg, Ky.—Mod. CP which authorized new AM for extension of completion date.
KNBR North Platte, Neb.—Mod. CP which authorized new AM for extension of completion date.
KDEF Albuquerque, N. M.—Mod. CP which authorized new AM for extension of completion date.
WJEF-FM Grand Rapids, Mich.—Mod. CP which authorized new FM for extension of completion date.

License for CP

WVVI Christiansburg, Virgin Islands—License for CP which authorized new AM.
WVOG Logan, W. Va.—License for CP which authorized new AM.
KFBE-FM Sacramento, Calif.—License for CP which authorized new FM.
WRL-FM Arlington, Va.—License for FM which authorized changes in existing FM.

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-1390 kc

KYAK Yakima, Wash.—CP to change from 1300 kc 250 w to 1390 kc 1 kw, install new trans. and DA-DN.

Change ERP

KNTT (FM) Tacoma, Wash.—CP to change ERP from 10 to 20.2 kw, ant. height above average terrain from 425 to 395.5 ft.

WBEN-TV Buffalo—Mod. CP which authorized change in station to change ERP from 0.88 kw vis. 0.44 kw aur. to 53.70 kw vis. 26.85 kw aur.

TENDERED FOR FILING

AM-1380 kc

WACB Kittanning, Pa.—Mod. license to increase power from 50 w to 1 kw.

June 17 Decisions . . .

BY BROADCAST BUREAU

Extension of Completion Date

WBUD Trenton, N. J.—Granted mod. CP for extension of completion date to 9-1-52.
WBEN-FM Buffalo, New York—Granted mod. CP for extension of completion date to 10-1-52.
KSRT Beverly Hills, Calif.—Granted mod. CP for extension of completion date to 12-12-52.
WKWK Muskegon, Mich.—Granted mod. CP for extension of completion date to 1-3-53.

AM-1410 kc

WTIM Taylorville, Ill.—Granted license for new AM 1410 kc 1 kw DA-DN.

Change Transmitter Location

KBNY Billings, Mont.—Granted mod. CP to change trans. and studio location.

FM-103.5 mcs (Ch. 278)

WGMS-FM Washington, D. C.—Granted license for FM 103.5 mcs (Ch. 278) 19 kw 510 ft.

June 18 Applications . . .

ACCEPTED FOR FILING

Extension of Completion Date

KPOO San Francisco—Mod. CP

which authorized new AM for extension of completion date.

WJM Marquette, Mich.—Mod. CP which authorized change in power and frequency for extension of completion date.

License for CP

KLOK San Jose, Calif.—License for CP which authorized change in hours of operation, installation of DA-N, change of trans. location.

AM-1430 kc

KSID Sidney, Neb.—License for CP which authorized new AM.

AM-1430 kc

KGAE Salem, Ore.—License for CP which authorized new AM.

Change Studio Location

WFOS Fostoria, Ohio—Mod. CP which authorized new AM to change studio location and mount FM antenna on top of center tower of directional array.

AM-1150 kc

KRSC Seattle, Wash.—CP to increase power from 1 to 5 kw and install new trans.

License Renewal

Following stations request renewal of license:

WCSI-FM Columbus, Ind.; WCMJ-FM Ashland, Ky.; WKBN-FM Youngstown, Ohio; WBIR-FM Knoxville, Tenn.

Change ERP

KSTP-TV St. Paul—AMENDED to change ERP from 99.7 kw vis. 54.3 kw aur. to 100 kw vis. 60 kw aur.

Change Antenna System

KEYL (TV) San Antonio—Mod. CP authorizing changes in facilities to request change in ant. system.

TENDERED FOR FILING

Change in DA

KGNO Dodge City, Kan.—Mod. CP to change from DA-DN to DA-N.

(Continued on page 95)

HOLDING telegrams from well-wishers for WNAW North Adams, Mass. debut June 6, are (l to r) Carmo Tubby, program manager; Cecil Clifton, owner-manager and Budd E. Starcher, director and national representative. Mr. Starcher also is manager of WMBM Miami Beach, Fla., and is head of a just-opened Miami office of Walter F. Bennett & Co., advertising agency.

UCLA-NBC WORKSHOP

Begins in L.A. Today

TENTH annual UCLA-NBC radio workshop conducted jointly by network and U. of California at Los Angeles, starts today, Thomas C. McCray, director of radio network operations for NBC Western Division, has announced.

Western division members who will participate in the six-week workshop session include Mr. McCray; Harry Bubeck, manager of programs and public affairs, who will coordinate activities for the network; Frank Berend, director of network sales; Roger Sprague, director, news and special events; Helen Murray Hall, manager, advertising and promotion; Leslie Raddatz, manager, press department; Paul Gale, manager, station relations traffic; Andrew C. Loye and Warren Lewis, producer-director.

NATIONWIDE contest for all radio and TV service dealers with entries based on service promotion campaigns conducted by these dealers between June 15 and Aug. 15 of this year has been announced by Tube Dept. General Electric Co.

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

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DOuglas 8-8538 DUNlap 8-1871



Member AFCEC*

AMERICAN Federation of Radio Artists and Television Forecasts, fan-program listing magazine, last week contributed \$500 each to Chicago Unlimited, group organized to collect \$25,000 as yearly budget for promotion of city as radio TV production center. In first 10 days of drive, cash collections were about \$3,000.

INTERNATIONAL Telephone & Telegraph Corp. and subsidiaries had consolidated net income of \$4,735,255 for first quarter of 1952, compared with \$4,136,256 for like period of 1951. Board, on May 29 declared cash dividend of 20 cents a share, payable July 16 to stockholders of record June 13.

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, and other items 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.

Salesmen

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

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

Salesman for 1 kw in three station New York market of 350,000. Good proposition. Draw with bank accounts. Box 456P, BROADCASTING • TELECASTING.

Sales engineer under 35 for broadcast equipment sales. National organization. Excellent products. Middle west. Some travel. TV experience desirable but not necessary. Referrals confidential. Box 474P, 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 60 days. Unrestricted. Product line perfect. Must have car. Angus D. Pfaff, WNMP, Evanston, Illinois.

Several mature men who have successfully sold advertising to retailers. Same basic approach as radio. Earn \$50 per day on the average. Sound organization. 38 years old. You must travel. Several midwest and eastern territories open. Three men have been with this house over 20 years. Some clients over 30 years. I have known radio and advertising many years as manager and commercial manager (WGST, WSMB, WBW, VWL, WEW). This deal is right. If you have been successful selling retailers radio, you can make money the first day, everyday. Call, write or wire A.S. (Al) Foster, c/o Syndicate Window Service, 1330 West Van Buren, Chicago 7, Ill.

Announcers

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

Announcer-engineer. \$75.00 for forty-hour week. Emphasis on announcing. 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 389P, 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.

Copywriter-announcer. Must write copy that sells. Send audition, sample copy and full particulars. Box 438P, BROADCASTING • TELECASTING.

Announcer-engineer first phone. Emphasis on announcing. Small market. congenial staff. Ideal southern community. Box 492P, BROADCASTING • TELECASTING.

Help Wanted (Cont'd)

Announcer with superior voice, interviewing ability, for station in important Texas market. Box 485P, BROADCASTING • TELECASTING.

Good announcer with first ticket. \$65. to start—fast ups. Inland California net affiliate. Box 489P, BROADCASTING • TELECASTING.

Wanted: Staff announcer who can also do good news stories. 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 KPNB, Hereford, Texas.

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

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

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

Technical

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

Chief engineer for both AM and currently operating TV properties in mid-sized midwestern city. Good immediate opportunity for top quality engineering executive. TV experience required but not absolutely necessary. Send all information to Box 296P, BROADCASTING • TELECASTING.

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

First class engineer wanted immediately. Experience not necessary. Good pay and good working conditions. WBWP and WBWP-FM, Forest City, North Carolina.

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 week, 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 large metropolitan area in Illinois. Write full details Box 398P, BROADCASTING • TELECASTING.

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 453P, BROADCASTING • TELECASTING.

Immediate opportunity—Experienced transmitter and studio engineer with supervisory qualifications. South Texas AEC outlet. Box 483P, BROADCASTING • TELECASTING.

Engineer diligent and dependable. South Texas city. Box 486P, BROADCASTING • TELECASTING.

Help Wanted (Cont'd)

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

Immediate opening for first class engineer. No experience necessary, no announcing. KVOP, Plainview, Texas.

First class engineer needed immediately for daytime station, WAFB, McComb, Miss.

Immediate opening for first phone operator. Regular and 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 WASL, Annapolis, Maryland.

Engineer-announcer. Immediate opening for experienced hard worker. Small town independent. Permanent position. WATM, Atmore, Alabama.

Immediate opening for first class man who can do some announcing. Wire or phone WDOR, Sturgeon Bay, Wisconsin.

Engineer with first class license. First opening in five years. Top organization, best equipment. Every employee benefit including retirement plan. TV applicant. Contact Chief engineer, WENY, Elmira, New York.

Transmitter operator wanted immediately for 1000 watt directional. Contact WGSN, Huntington, Long Island, New York.

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

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

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

Production/Programming, others

Opportunity make copywriters. Some announcing. Submit samples. Box 363P, BROADCASTING • TELECASTING.

Newsman—Gather, edit, write news. Some announcing. \$300.00 per month, plus mileage. Photo, audition, resume. Box 494P, BROADCASTING • TELECASTING.

Experienced radio bookkeeper needed by Texas station in beautiful resort city. Box 484P, BROADCASTING • TELECASTING.

Newsman. Must have experience in gathering and writing local news to join topnotch news staff. Top 5 kw Mutual station. Send full background, photo, tape. Box 502P, BROADCASTING • TELECASTING.

Experienced copywriter. Excellent opportunity. Please send samples, salary required, full resume in first letter. KENT, Shreveport, Louisiana.

Program director—farm operation under new ownership. Pays well for man who produces listenable shows, handles talent and supervises announcers. KMMO, Marshall, Missouri.

Situations Wanted

Managerial

Station or sales manager: Midwest A or TV. Outstanding sales record. References. Experienced in competitive market. Now employed. Desire permanency on salary, profit-sharing basis. Box 355P, BROADCASTING • TELECASTING.

Manager. Network and independent experience. Good salesman, announcer. First class license. Employed, available any day. Prefer city over 30,000 population. Box 416P, BROADCASTING • TELECASTING.

Manager. Prefer local midwestern station with or without network. Twenty three years of experience in all phases. Proven managerial record. Desire permanency on salary, profit-sharing basis. All opportunities considered. Box 471P, BROADCASTING • TELECASTING.

Manager-chief engineer wishes contact with persons building or buying station. Excellent sales record. Broadcast experience of 26 years. References exchanged. Box 509P, BROADCASTING • TELECASTING.

Young (35), aggressive man, thorough familiar with all phases of successful program and saleswise, plus a counting and business background. Step up to general managership. Box 1386, Norfolk, Virginia.

Salesmen

Sales consultant available in Washington area. Free lance or salary. Limited number select clientele. Fifteen years broadcasting background. Two year government. Box 501P, BROADCASTING • TELECASTING.

Experienced salesman available July 1. Have had radio sales experience. Two years account executive with Chicago agency. Able to invest. Under college graduate, single veteran with car, willing to travel. Box 510P, BROADCASTING • TELECASTING.

Announcers

Qualified staff announcer with terrific sports delivery. Excellent opportunity to learn play-by-play. College man, radio school graduate, one year experience. Box 401P, BROADCASTING • TELECASTING.

Hillbilly DJ. Single 26 years. Old radio school graduate. One and one-half years experience as staff announcer. Want change to hillbilly DJ. Play vicariously with hillbilly group. Under employer will accommodate. Prefer south or southwest. \$75 minimum. Box 408P, BROADCASTING • TELECASTING.

Capable announcer with year's experience. Veteran, single. Prefer upper midwest. Write Box 422P, BROADCASTING • TELECASTING.

Experienced hillbilly DJ, guitarist, 2nd single, clean living, control man, futurist engineer. Want better opportunities presently employed. Box 423P, BROADCASTING • TELECASTING.

Versatile announcer. Single, excellent references. Available immediately. Prefer south. Box 431P, BROADCASTING • TELECASTING.

Announcer, first phone. School trained. Desires combo job southwest. Goal experience. Write Box 432P, BROADCASTING • TELECASTING.

For a treat instead of the usual crude treatment, listen to my audition record. Announcer with 3 years experience in radio and TV. Write Box 433P, BROADCASTING • TELECASTING.

Announcer, better than average. First class license. Three years experience. 29, married. University graduate. West only. Available August. Aspirations settle down, be happy. Box 481P, BROADCASTING • TELECASTING.

Good staff, news, DJ, console. Cartoonist and radio. Recently employed. 11 years experience. Married. Ref. exempt. Prefer midwest. Box 488P, BROADCASTING • TELECASTING.

Dependable, capable, six years announcing experience. Selling experience—now chief. Desires permanent position with future. Box 490P, BROADCASTING • TELECASTING.

Commercial manager who is self-starter. Has six-figure annual personal sales record; ability to train staff; spark entire organization with sound ideas. Eleven years present position. Box 491P, BROADCASTING • TELECASTING.

Situations Wanted (Cont'd)

Experienced announcer, 24, single, draft exempt. Five years as DJ, newscaster, C. Currently employed. Box 460P, BROADCASTING • TELECASTING.

Announcer with first class license. Two years experience. Wants position in the west or southeast. Tops in news and sports. Box 460P, BROADCASTING • TELECASTING.

Staff announcer with thorough experience, major markets. Emphasis on news. Seeks spot with solid station. Good nature. Box 500P, BROADCASTING • TELECASTING.

Top hillbilly man desires change. Have originality, humor, personal touch to common folk, showmanship, good club and can bid and maintain good thing. Am wide awake with keen, fresh approach. Play and know hillbilly music and can work personals. Looking for opportunity, freedom to express responsibility. Good education, six years mike work. Have waiting list on present shows. Draft exempt. Please state all first conditions. Box 503P, BROADCASTING • TELECASTING.

Incompetent staff announcer; board and 11 phases; DJ and news; 11 years experience; married. Write or Wire Phil Smith, 620 W. Broadway, Somerset, Penna.

College graduate with LLB wants staff experience. TV actor on Studio One. Ex Video. Trained singer. Legal experience. Draft exempt. \$75.00 per minimum. Apartment 8C, 1192 Park Avenue, New York City.

Technical

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

Chief engineer with 12 years experience in construction and maintenance of 250 to 5000 watt AM-FM transmitting equipment. Also on all types studio and recording equipment. Married, 35. Permanent position desired. Will relocate anywhere. References and interview furnished. Available immediately. Box 475P, BROADCASTING • TELECASTING.

Transmitter engineer wishes to relocate to upstate New York. Union station preferred. At present working combo. Box 467P, BROADCASTING • TELECASTING.

Engineer with first phone, inexperienced. Five years in radio. Prefer Midwest. Available August. Box 498P, BROADCASTING • TELECASTING.

First phone. Transmitter position. Hundred mile radius of San Francisco. Hyde Cook, age 35, 190 Magnolia Ave., Hilbrac, California. Phone Oxford 4239.

Experienced transmitter operator available. Requirements? Lewis Schick, General Delivery, Denver, Colorado.

Production-Programming, Others

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

News director available immediately. Top local news reporting, special events, documentaries. Box 472P, BROADCASTING • TELECASTING.

Experienced girl. Radio and TV. Box 47P, BROADCASTING • TELECASTING.

Program director who came up the way by advancing from one station position to another. It's habit to produce selling ideas for sales department, to hold and increase audience. Box 411P, BROADCASTING • TELECASTING.

Available now: program director/morning man. P. O. Box 1366, Norfolk, Virginia.

Television

Technical

Recent SRT graduate desiring position in TV station as studio technician. Knowledge of TV servicing. Some knowledge of film and movie cameras. Veteran, age 28, photos on request. Recent Testa, 32-32 84th St., Jackson Heights, N. Y.

Production-Programming, others

Scholar of Science in Radio-Television in midwestern university desires to work in television production working in experienced people. Drawn anywhere, any task. Full particulars upon request. Box 494P, BROADCASTING • TELECASTING.

Situations Wanted (Cont'd)

TV newsreel pioneer is looking for major connection market. Comprehensive background includes five years TV camera work with leading TV network station. Also supervise all phases of producing TV news show. Have won several awards in TV field. Excellent references from industry tycoons. Try Box 504P, BROADCASTING • TELECASTING.

BA Degree in Motion Picture and Television Production. Presently employed. Four years experience film negative cutter. Desire opportunity anywhere. Veteran. Resume on request. Hal Bernard, 560 Eastern Parkway, Brooklyn 25, New York. Telephone HYacinth 3-0081.

For Sale

Stations

Midwest station, 500 watts. Good dial position. Agricultural area. \$52,500. Very reasonable. Box 394P, BROADCASTING • TELECASTING.

Camden, New Jersey successful kilowatt daytimer. 3 1/2 percent interest. Best offer. Box 478P, BROADCASTING • TELECASTING.

250 watt daytime. Only station in growing Texas agricultural market. Earns \$12,000. Price \$31,500. One half down. Replies confidential. No brokers. Write Box 463P, BROADCASTING • TELECASTING.

West coast FM now on air. Ideally situated for regular or special service broadcasting. Box 508P, BROADCASTING • TELECASTING.

Western stations. Independents, affiliates. All prices. Jack L. Stoll and Associates, 4958 Melrose Avenue, Los Angeles 29, California.

Equipment, etc.

Two new GE 3 kw FM amplifiers; one GE 250 watt exciter. All export packed. Very reasonable. Box 394P, BROADCASTING • TELECASTING.

Two Radio Music VL-1D vertical pickup assemblies complete with spare head. Never been used. Price, EK-403 tape recorder Lingo antenna 194" 9" complete with guys, lighting equipment, and tuning unit. Box 448P, BROADCASTING • TELECASTING.

Collins model 20-C one kilowatt AM broadcast transmitter, completely reconditioned and fully guaranteed. Box 487P, BROADCASTING • TELECASTING.

Gates 250 watt FM transmitter. Slightly used in New York area. First \$825 check takes it from Box 499P, BROADCASTING • TELECASTING.

Radio transmitting towers (2)—152' high self-supporting—Mid by Dominion Bridge Company. Suitable for FM-TV, taxi radio, police, utility services, etc. Ready for shipment. Contact Radio Station CFXY, Charlottetown, P.E.I., Canada.

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

One 640AA condenser microphone and RA-1095 amplifier equipped with plug cable and suspension ring—\$350.00. WJR, Detroit.

RCA 368A field intensity meter with portable power supply. ex on recall—priced. Very reasonable. Ray Osterbusch & Son, Wheaton, Illinois.

Model V Presto recorder with IC head. Complete \$333.00. Sanford, 5641 Kenmore Ave., Chicago.

Wanted to Buy

Stations

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

Want to buy station in medium or small market. Coastal state preferred. No brokers. Box 491P, BROADCASTING • TELECASTING.

Is there a profitable station for sale, preferably in the southwest? One with TV available? Tell the details, in confidence, to Box 506P, BROADCASTING • TELECASTING.

Wanted to Buy (Cont'd)

Equipment, etc.

REL model 646-B FM receiver. Also one GE 250 watt FM transmitter. Model BT-1-B. Box 389P, BROADCASTING • TELECASTING.

250 watt transmitter. Must be in good shape. Give complete details and price to Box 476P, BROADCASTING • TELECASTING.

Help Wanted

Technical

Operating engineers wanted for defense radio project. Four station chief engineers, four transmitter supervisors, four receiver supervisors, 16 transmitter operators, 16 receiver operators. Radio telephone, radio telephone or advanced amateur license desired but not necessary. Salary, \$6,000 to \$9,000 per annum, travel expenses. E. C. Page, Consulting Radio Engineers, 600 Bond Building, Washington, D. C.

For Sale

Equipment, etc.

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 \$2,230, most brand new. Complete operating records available. For engineer's opinion, see George Lobbes, Munroe 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.

Schools

FIRST PHONE IN 6 WEEKS

Residence and correspondence courses available. Large enrollment necessitates larger quarters.

Our New Address
GRANTHAM RADIO LICENSE SCHOOL
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On Hollywood, 3 blocks east of Vine

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EXECUTIVE PLACEMENT SERVICE

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

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

TEXAS CITY FIRE

KTSA Airls Full Coverage

JOHN RASCO, newsmen of KTSA San Antonio, was credited with an outstanding performance in covering a fire at Corpus Christi, Tex.

In all, KTSA reported the fire with some 12 hours of recordings. KTSA claims to have "even scooped the Corpus Christi stations on this one."

After having aired two telephone interviews with police workers and Corpus Christi radio newsmen, Mr. Rasco was dispatched to the Gulf city, 150 miles south. KTSA remained on the air to take Mr. Rasco's reports from the scene. Both that night and the following day, Mr. Rasco brought KTSA listeners practically every tense episode.

A total of 11 live broadcasts were aired by KTSA during the fire fighting. In addition, follow-up features and news developments were broadcast.



Mr. Rasco (extreme left) interviewing fire workers.

Ad Council Appoints

ADVERTISING COUNCIL has announced that Kenyon & Eckhardt, New York, will serve as the volunteer agency next fall for the council's new "Engineers Wanted Campaign," to be headed by George T. C. Fry, K&E vice president. Staff for the campaign to encourage high school students to train for engineering careers will include Chester H. Lang, General Electric Co. vice president in charge of public relations, who will act as volunteer coordinator, and Grant Harper serving as the council's account executive on the project.

Wanted to Buy:

Profitable Radio Station

One with TV available. Preferably in the southwest. Answer giving complete details in confidence. Write or wire:

Box 505P, BROADCASTING • TELECASTING

CITY NEWS COVERAGE

Municipal Officials Urged to Cooperate

LOCAL radio stations and municipal governments would greatly improve their services to the public if they banded together in a closer working relationship and took advantage of radio's effectiveness as a news and public relations tool.

These thoughts were raised by Rex Howell, president of KFXXJ Grand Junction, Col., at a conference of mayors and city councilmen in that city June 12. The session was devoted to a discussion of public information problems. Mr. Howell stressed the role of radio in news coverage and emergencies, and emphasized the growing threats of censorship.

Scoring the belief of a "surprising number of people" that radio is exclusively an entertainment service, Mr. Howell said that local stations "need some help from the city in order to adequately cover the news of interest." He noted that many news sources are bypassed "simply because there is not a strong liaison between the city hall and the station."

Mr. Howell ascribed a tendency to ignore radio on news tips to lack of a central source from which it can get necessary information on all city activities. He pledged support of the Colorado Broadcasters Assn., of which he is past president, behind a move for the creation of a liaison committee to help coordinate maximum use of the medium.

"In spite of the seeming apathy toward radio coverage of the day to day news of municipal government, there seems to be ready recognition of radio's importance in time of emergency," Mr. Howell observed. He cited examples involving fire, explosions and other tragedies.

The KFXXJ president also emphasized current incidents in some Colorado cities whereby broadcasters have been barred from court rooms and council chambers. Such censorship has been based on "mistaken notions" in most instances and broadcasters

"are most willing to cooperate thoroughly" on proper broadcast safeguards, he added. Mr. Howell suggested a committee, representing the council, to assist the station in preparation of the final broadcast production.

"Modern methods of recording make possible a completely uninhibited discussion, with objectionable sections removed from the final broadcast," Mr. Howell explained, referring to editing techniques.

SCHOOL RADIO

Theme of U. of Ill. Seminar

SEMINAR on "Public School Broadcasting" was begun June 15 and will continue through Wednesday at the U. of Illinois' Allerton Park. Representatives of 21 school systems were expected to attend.

Problems to be considered are the place of broadcasting in the public school curriculum, the nature of public school broadcasting, the validity of the use of broadcasting as an aid to instruction, the goal educational broadcasting can reasonably be expected to reach, and the distinctive responsibility and opportunities of public school broadcasting.

'Raccolta Fede'

RICHARD E. O'DEA, president of WOV New York, English and Italian-language independent, last week was granted a special audience with Pope Pius XII during which Mr. O'Dea presented His Holiness with a check for \$1,737.10 to be used toward reconstruction of Italian churches and religious properties. Entire sum was contributed to WOV's "Raccolta Fede" (Faith Fund) by station listeners and was offered to the Pope in their name.



NEWLY-FORMED six-station Texas Coast Network's officers indicate point of coverage on map. L to r are Gould Beech, KSOX Harlingen, TCN public relations director; A. C. Lloyd Jr., KBKI Alice, secretary; Bill Burks, KV Victoria, vice president; Bill Bennett, KTHT Houston, director of sales; R. Hofheinz, KTHT Houston, president; Ben F. Blackman Jr., KUNO Corpus Christi, vice president, and Vernon Townsend, KIOX Bay City, treasurer.

'VOICE' PULL

Listenership Mounting

DESPITE "gag" laws enacted in many Soviet satellite countries, radio listening behind the Iron Curtain has mounted steadily and mail pull of the State Dept.'s Voice of America has jumped three-fold in the past three years, with a daily average of 1,000 letters.

This estimate is given by Howland H. Sargeant, assistant secretary for public affairs, in a current report on the State Dept.'s international information program.

"Radio... is our primary means of hammering holes through the Iron Curtain to carry messages of truth to those peoples," Secretary Sargeant emphasized.

The report made these significant points:

- Reception is about 25% inside Moscow and Leningrad and between 75% and 80% in many outlying areas.
- About 98% of radio listeners in western Berlin are regular VOA listeners and 9 out of every 10 listeners in the Soviet zone of Germany are Voice fans. Listenership in the U. S. zone has increased from four to six million.

- Listeners caught "warmongering" are subject to imprisonment in Czechoslovakia and other satellite countries under "defense of peace" laws. This would apply to listeners caught repeating what they hear over VOA or BBC.
- Licensing and tax levying of all persons in possession of radio equip-

ment are common practices in the Soviet satellite area. Owners are under constant scrutiny.

- The communists have taken turning off electric power in some towns and villages during hours when American broadcasts are coming through.

- A great percentage of Soviet officers in eastern Germany listen to the Voice.

MEAT STRIKE DISPUTE

Aired by WTAM, WNBK (TV)

COMMENDATION went to Hamilton Shea, general manager NBC's WTAM and WNBK (TV) Cleveland last week from the city council for "noteworthy interest in public affairs" during a strike of 1,000 butchers in some 300 community meat shops.

Mr. Shea had persuaded Mayor Thomas A. Burke, International Meatcutters, AFL Vice President Harry Poole and Food Industry Committee Chairman Howard English to meet at the studios for simulcast airing grievances on both sides. After the discussion the principals agreed to further discussion which after six hours settled the strike.

SIGNALIZING the tenth anniversary of its weekly ACI survey of songs most heard on the air, the office of research has released a list of the top tunes of each year 1942 to 1951, based on the number of station broadcasts each received.

**Small Market
Calif. Independent
\$20,000.00**

250 watt fulltime station providing only radio facility in area. Far removed from TV. Ideal for owner-operator.

**Southwest
Network Affiliate
\$40,000.00**

250 watt fulltime, combined operation in an attractive small market. Now operating under absentee ownership. Liberal financing.

Appraisals • Negotiations • Financing

BLACKBURN-HAMILTON COMPANY

RADIO STATION AND NEWSPAPER BROKERS

WASHINGTON, D. C.

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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

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

Docket Actions . . .

INITIAL DECISIONS

WKYE Covington, Va.—James Cullen FCC Hearing Examiner. Hugh B. Hutchison issued initial decision looking toward grant of application for CP to change transmitter location and make changes in antenna; engineering conditions. (WKYE on 1340 kc with 250 w fulltime.) Decision June 17.

KURV Edinburg, Tex.—James Cullen FCC Hearing Examiner. Initial decision D. Cunningham issued initial decision looking toward denial of application for CP to change from 250 w to 1 kw D, 250 w N, DA, on 710 kc. Decision June 17.

Non-Docket Actions . . .

AM GRANT

Blackwell, Okla.—Star Bestg. Co. Granted 126.0 kc, revenue daytime; engineering condition. Estimated construction cost \$14,870. Principals include President A. Reid (33%), contractor: Vice President Randall L. McCarroll (33%), formerly general manager of KMMO Marshall, Mo., and Secretary: President J. H. H. (33%), on staff of Arkansas Polytechnic College. Granted June 19.

FM GRANTS

McComb, Miss.—Southwestern Bestg. Co. of Mississippi. Granted 100.1 mc (Ch. 65), ERP 29 w (Ch. 222), above average terrain 178 ft., above ground 223 ft.; engineering conditions. Estimated construction cost \$2,575, first year operating cost \$5,000, revenue \$7,500. Applicant is licensee of WAFB McComb. Granted June 19.

Duluth, Minn.—Head of the Lakes Bestg. Co. Granted 92.3 mc (Ch. 222), ERP 64 kw; antenna height above average terrain 750 ft. Applicant is licensee of WEBC Duluth. Granted June 19.

New Applications . . .

AM APPLICATIONS

Lebanon, Ky.—Lebanon-Springfield Bestg. Co. Granted 147.0 kc daytime. Estimated construction cost \$14,620, first year operating cost \$28,800, revenue \$36,000. Equal partners are Charles R. Shuffett, announcer for WKLF Lexington, Ky., and Clarence H. Hulse Jr., chief engineer for WKAY Glasgow, Ky. Filed June 17.

Indianola, Miss.—W. W. Chapman, 900 kc, 250 w daytime. Estimated construction cost \$12,475, first year operating cost \$4,000, revenue \$6,000. Chapman is manager and 50% owner of Indianapolis Enterprise and owner of Sunflower Tocsin. Filed June 18.

FM APPLICATION

Clemson, S. C.—Clemson Bestg. Co., 163.3 mc (Ch. 287), ERP 53.4 kw; antenna height above average terrain 376 ft., above ground 354 ft. Estimated construction cost \$35,400, first year operating cost \$50,000, revenue \$60,000. Principals include: President S. Haske Lusk (25%), president and 80% stockholder of Pendleton Lumber Co.; Vice President, Secretary: Vice President John W. Gillespie (25%), chemist at Clemson A & M College; Vice President Charles V. Boyd (25%), announcer-salesman at WBSW Seneca, S. C., and Vice President Fred C. Shealy (25%), salesman at BSNW. Filed June 11.

TRANSFER REQUESTS

WCUE Akron, Ohio—Transfer of negative control from Akron Bestg. Co. to Herberich-Harter Co. through sale of 50% interest (B. H. George, C. Stroupe and Dorothy P. Stroupe, husband and wife) for \$30,000. Transferee dec. in mortgage loan and real estate. Principals in transferee are President Walter Herberich (2.91%), Vice President Alfred Herberich (2.91%), Vice President Charles G. Herberich (27.76%), J. D. Crawfis (15.48%), Mary Herberich (22.63%) and eight others with minority interest. KWKH-AM-FM Shreveport, La.—Transfer of control from Times Pub. Co. to William H. Bronson, voting trustee, to replace John D. Ewing, president of KWKH, former voting trustee now deceased. No monetary consideration.

SALESMAN WANTED

Leading radio station representative. Send full details with photo.

BOX 513P

BROADCASTING • TELECASTING

BROADCASTING • Telecasting

FCC Sound and

New Grants, Transfers, Changes, Applications

box score

	On Air	Licensed	CPs	Appls. Pending	In Hearing
AM Stations	2,352	2,332	86	328	211
FM Stations	582	582	11	11	8
TV Stations	108	97	11	622	7

(Also see Actions of the FCC, page 90.)

TRANSFER REQUESTS

KCSB San Bernardino, Calif.—Assignment of license from Essie Binkley West to F. P. D'Angelo for \$50,000. Mr. D'Angelo is owner of F. P. D'Angelo Adv. Agency, North Hollywood, Calif.

KVEC San Luis Obispo, Calif.—Assignment of license from Christina M. Jacobson to herself and Leslie H. Hacker, new partnership as The Valley Electric Co. Mr. Hacker will have 1/3 interest, for which he pays \$25,000, and Mrs. Jacobson will have 2/3 interest. Mr. Hacker has been general manager of KVEC since 1937 and is former licensee of KPRL Paso Robles, Calif.

WIVY Jacksonville, Fla.—Assignment of license from WIVY Inc. to Edward Oberle. Mr. Oberle is sole stockholder and assignment is from corporation to sole proprietorship. No actual change of ownership or control; no monetary consideration.

WJCM Sebring, Fla.—Assignment of license from The Highlands Bestg. Co. to Clearfield Bests. Inc. for \$37,000. Assignee is licensee of WJCM Sebring field, Pa., WAKU Latrobe, Pa., and publisher of Clearfield (Pa.) Progress.

WCLX Baton Rouge, La.—Assignment of license from William H. Young, trustee in bankruptcy, to Hilltop Bestg. Co. for \$17,050 cash to liquidate bankruptcy estate. Principals in assignee include President Hugh R. Norman (50%), president and majority stockholder of KSTT Baton Rouge, La., and Treasurer Walter F. Kean (50%), consulting radio engineer, Riverside, Ill., and Vice President E. C. Schoede, partner with his father in Rock Island, Ill., law firm.

WLCS Baton Rouge, La.—Transfer of control from A. M. Cadwell and Willis B. Nelson, co-administrators of estate of Harry R. Nelson, deceased, to Lewis Gottlieb and Roland C. Kizer through sale of about 50% of estate. Mr. Kizer is senior partner in Baton Rouge law firm of Kizer, Heaton & Craig. Mr. Gottlieb is owner and manager of Standard Motor Car Co., Baton Rouge.

WIHL Hammond, La.—Assignment of license from Sidney E. Ewing, voting trustee, to Forest E. Curnutt, partnership d/b as WIHL Bestg. Co., to Mr. Rosenblum through his purchase of Mr. Curnutt's 1/2 interest for \$10,000 cash.

KMLB Monroe, La.—Involuntary acquisition of control by Melba Liner Gaston, individually and as administratrix of estate of C. Liner, deceased. Melba Liner Gaston now holds 4,996 shares of stock out of 10,000 shares; after transfer she will hold 7,500 shares. C. Liner III holds 2,500 shares. No monetary consideration.

KTHS Hot Springs, Ark.—Transfer of control from John D. Ewing, voting trustee, to William H. Bronson, voting trustee, due to death of Mr. Ewing. No monetary consideration.

WLDN Detroit, Mich.—Transfer of control from old partnership of Ellis C. Thompson, Harold I. Tanner and John A. Ross to new partnership consisting of Messrs. Tanner and Ross through sale to them by Mr. Thompson of his 1/2 interest for \$15,000. Mr. Tanner will become general manager, retaining his present title and responsibility of program director. Mr. Ross will continue to serve as controller.

WSB Stillwater, Minn.—Transfer of control from William F. Johns Jr. and Penrose H. Johns d/b as St. Croix Bestg. Co., a partnership, to St. Croix Bestg. Co., a corporation. William F. Johns Jr. will continue to hold 95% interest and Penrose H. Johns will continue to hold 5% interest. Change from partnership to corporation only; no actual change of ownership or control. No monetary consideration.

WBRM Marion, N. C.—Transfer of control Lake City Bestg. Corp. through sale of 21 shares of stock (10.4%) from Mrs. Bessie P. Hunt to W. P. Erwin

SUMMARY THROUGH JUNE 19

	On Air	Licensed	CPs	Appls. Pending	In Hearing
AM Stations	2,352	2,332	86	328	211
FM Stations	582	582	11	11	8
TV Stations	108	97	11	622	7

(who now already holds 39.9%) for \$2,100. After transfer, Mr. Erwin will have 102 shares of stock (50.2%).

KGW-AM-FM Portland, Ore.—Transfer of control from Donald E. Newhouse to Samuel J. Newhouse Jr. through transfer of 233 1/2 shares of stock (out of 700 shares) for \$116,666.67. Samuel J. Newhouse Jr. now already holds 233 1/2 shares and after transfer will hold 466 1/2 shares.

KOZ2 Laredo, Tex.—Assignment of license from E. J. Harpole and W. J. Harpole, d/b as Uvalde Bests., a partnership, to Border Bests. Inc., a corporation controlled by them. No actual change of ownership or control; no monetary consideration.

WRJN-AM-FM Racine, Wis.—Transfer of control from First National Bank & Trust Co. of Racine, as executors under will of Frank R. Starbuck, deceased, and Harry R. LePiedvin, to The Journal-Times Co., through transfer of 197 shares of stock out of 200 shares for \$157,600. Transfer will produce 100% control. Mr. Starbuck but will recognize interest of the Starbuck family in its control of The Journal-Times Co. and the Racine Bestg. Corp.

PHILCO SALES

All Time Record Seen

PREDICTION That "Philco Corp. . . will celebrate the 60th anniversary of the founding of the company by setting an all-time sales record . . . in 1952," was made by William Balderston, president of the company.

Mr. Balderston spoke before the Philco Distributing Organization at a June 20-21 meeting at the Waldorf-Astoria, N. Y. Previous sales record was \$335,318,054 in 1950. Occasion of the meeting was announcement of the new 1953 radio-TV line.

Mr. Balderston said "there will be 40 million TV sets in use within the next four or five years and that television continues to be the great-

FCC Actions

(Continued from page 90)

June 19 Applications . . .

ACCEPTED FOR FILING

Extension of Completion Date

WILD Birmingham, Ala.—Mod. CP which authorized change in power and frequency for extension of completion date.

WQAM-FM Miami—Mod. CP which authorized changes in existing FM for extension of completion date.

WRCM (FM) New Orleans—Mod. CP which replaced expired CP which authorized new FM for extension of completion date.

KOMA-FM Oklahoma City—Mod. CP which authorized new FM for extension of completion date.

AM-1550 kc

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

Change ERP

WNOW-FM York, Pa.—CP to change ERP from 13 to 16.74 kw; ant. height above average terrain from 500 to 450 ft.; overall height above ground from 208 ft. to 199 ft. 10 inches.

Renewal of license

WPTZ-TV Philadelphia—Requests renewal of license AMENDED to change name of applicant to Philco Corp.

TENDERED FOR FILING

AM-1230 kc

WSBB New Smyrna Beach, Fla.—Mod. license to increase power from 100 to 250 w.

June 19 Decisions . . .

BY COMMISSION EN BANC

Designated for Hearing

KTRM Beaumont, Tex.—Designated for hearing application for extension of time to complete construction under CP to determine action taken and accomplishments, if any, in furthering construction of station under CP, as modified.

KJCF Festus, Mo. and Cecil W. Roberts, Chester, Ill.—Designated for hearing in consolidated proceeding application to change facilities from 1010 kc 250 w D to 1450 kc 250 w unil., and application of Roberts for new station to operate on 1450 kc 250 w unil., made WPAD Paducah, Ky., a party to proceeding with respect to Chester, Ill. application only, and WIL St. Louis, Mo., a party with respect to the Festus, Mo. application only.

Request Denied

WBUD Morrisville, Pa.—Denied request for permission to originate less than majority of programs from main studios located in Morrisville pending final decision on application for mod. CP to change trans. location to Trenton, N. J.

est of all growth industries." The speaker pointed out that over 10 million small screen TV sets will soon be obsolete. This will make the replacement market a substantial factor in the growth of the industry, he added.

When It's BMI It's Yours

Another BMI "Pin Up" Hit—Published by Pemora

CUBAN NIGHTINGALE
(Sun Sun Babae)

On Records: Mitch Miller—Col.; Tutti Camarata—Dec.; Tropicana Boys—Vic.; Trio Yara—Vic.; Sonora Mancera—Seco; Billy Taylor—Roost; DeCairo Sisters—Tito Puente—Tico; Tito Rodriguez—Tico; Ralph Font—SMC.

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WDAF-AM-TV

\$1.5 Million Plant Formally Opened

NEW \$1.5 million plant housing WDAF-AM-TV Kansas City was opened formally Monday, giving the stations greatly expanded facilities and improved equipment.

Dwarfing the original TV station home adds 21,000 square feet to the original 7,000. It is designed to anticipate needs of the stations for years to come.

WDAF is being transferred from present quarters in the *Kansas City Star* building on a piecemeal basis. The new center, completely modern in conception, is located at 31st and Summit Sts.

Leading local and national figures participated in the formal ceremony, among them Niles Trammell, NBC board chairman; Roy A. Roberts, publisher of the *Star*; Dean Fitzner, managing director of the radio and TV stations, and Ed Sullivan, m.c. of CBS Television's *Toast of the Town*.

Mr. Roberts predicted TV will have a revolutionary effect on American politics, ending smoke-filled room decisions in both parties. He predicted the nation will have "fewer whistlestop campaigns and more television." Televised news conferences will become routine and accepted as part of the political life of the nation, he continued.

Radio Given Attention

Tracing the growth of WDAF-TV from a garage plant servicing a few thousand sets, he said the service area is nearing a quarter-million sets.

Radio has been given careful attention in the WDAF development, Mr. Roberts said, adding, "Our faith in the future of radio is best exemplified by the fact we have installed entirely new radio equipment both at the transmitter plant out in Johnson County and in the controls in this new building."

Introducing Mr. Trammell, Mr. Roberts recalled that WDAF was one of the five stations that constituted the first radio network. NBC's board chairman said he believed the building was "the most modern, best-equipped and most

erected in 1949, the new radio-TV

efficiently arranged I have seen, and I have seen almost all of them in this country." He recollected the old Nighthawks radio show and said he hoped the quarter-century NBC-WDAF association, pleasant and profitable, would continue many more decades.

Mr. Fitzner was praised by Mr. Roberts as the guiding force in establishing the *Star* in the television and radio fields in the last 25 years. In turn, Mr. Fitzner commended the work of the radio-TV station staffs along with that of Arthur C. Wahlstedt, first president of the *Star*, and Joseph Flaherty, technical engineer for both stations.

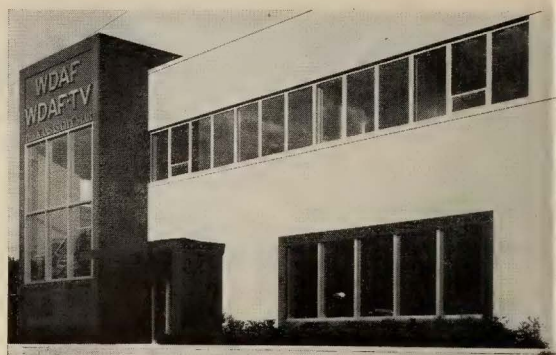
The stations were complimented for their service to the area by Gov. Edward F. Arn, of Kansas, and Lt. Gov. James T. Blair Jr., of Missouri, along with municipal officials.

Randall Jessee, news and special events director of the stations, took the listening and viewing audiences on a tour of the new building. Mr. Sullivan praised the new project. He produced a *Kansas City Toast of the Town* Tuesday night.

Other guests included Henry I. Christal, Henry I. Christal Co., New York; James Thompson, of the Christal Chicago office; John Harrington and V. F. Righter, New York, and Carroll Layman, Chicago, all of Harrington-Righter-Parsons; and Sol Taishoff, editor and publisher of BROADCASTING • TELECASTING.

WDAF-TV's original 18 x 20-foot studio will be used for interviews and similar programs, with major productions being staged in the new 40 x 60 studio. Smaller studios are available. The second floor of the center is devoted to radio with the main studio 30 x 40 feet, supplemented by 20 x 30 and 10 x 16 studios.

Back of the building is the 724-



FRONT VIEW of WDAF's new TV-Radio Center, representing about \$1,500,000 investment in plant and structure alone.

foot tower. The main building is of contemporary design featuring metal, stone, crystal and light color tones. The two-story stair tower has an exterior trim of polished dark red marble, furnishing background for two-foot cast aluminum call letters. The free-standing stairway seems to float but actually is supported by hidden steel beams.

The center was designed by Everett L. Peterson, architect, and built by Winn-Senter Construction Co.

NEWSPRINT MEET

Increased Output Weighed

NEWSPRINT problems were aired before the National Production Authority last Wednesday, emphasizing high investment and production costs, but with relatively low returns.

Conference was called by the agency's Pulp, Paper and Paperboard Div. to explore the question of increasing newsprint output in the U. S. by using wood as a basic raw material. Newsprint has been under steady scrutiny in various committee quarters on Capitol Hill in view of skyrocketing prices and possible effects on national and local advertising budgets.

NPA indicated a possible inquiry into the feasibility of installing new facilities in areas where newsprint is not now produced.

NEWS CENSORSHIP

Moody Picks Advisory Unit

SEN. BLAIR MOODY (D-Mich.) chairman of the Senate Anti-Censorship subcommittee, has appointed an advisory committee of Washington newsmen to aid him in his investigation of the President's security order. Object of the investigation, proposed by the former Washington correspondent for the *Detroit News*, is to uncover an unjustified barriers by government agencies to legitimate public information [B•T, May 26].

Roscoe Drummond, chief of the Washington Bureau of the *Christian Science Monitor*, is chairman of the advisory committee. Other members are: Elmer Davis, ABC; George Cullen, Bureau of National Affairs; Sterling F. Green, AP; Clark R. Milnehoff, *Des Moines Register and Tribune*; John G. Norris, *Washington Post*, and James Reston, *New York Times*.

Mr. Drummond asked all Washington newsmen to let the committee know of any case in which a government agency has attempted to distort the President's security order to suppress legitimate public information.

Members of Sen. Moody's subcommittee are Sens. A. S. Mike Monroney (D-Okla.), John L. McClellan (D-Ark.), Andrew F. Schoepel (R-Kan.) and Richard M. Nixon (R-Calif.).



PRINCIPAL participants in last Monday's ceremonies dedicating the new modern WDAF-AM-TV facilities: (l to r) Niles Trammell, NBC board chairman; H. Dean Fitzner, managing director of the *Kansas City Star* stations; Roy A. Roberts, president of the *Star*.



ARCHITECTS of the new WDAF properties: (l to r) E. Manne Russo, commercial manager of WDAF-AM-TV; J. A. Flaherty, chief engineer; H. Dean Fitzner, managing director; Bill Bates, manager of WDAF-TV.

Democrats Buying Time

(Continued from page 23)

tributions—no matter how large or small—because “to reach all voters . . . we must have more radio time and more TV time.”

Mr. McKinney is signing and mailing out certificates to all contributors to the committee's fund. Plans for other media are to be revealed later, he added.

Adhering to past procedure, the Republicans are keeping mum on plans for fall campaign time purchases until after the conventions next month. GOP practice is for the nominee's campaign manager to select the advertising agency and map program schedules.

Preliminary forays into these problems have been taken by Edward Ingle, radio-TV chairman, Republican National Committee.

While time purchases were not disclosed, figures were made available which cast light on the depth of the respective treasuries of each national committee. They were filed with the Clerk of the House in Capitol Hill.

As of June 1, the Democrats had

a \$267,391 balance. During the three-month period, March-June, the national committee took in \$529,490 and spent \$551,805, shrinking funds from a previous level of \$289,705.

Whether this \$550,000-plus sum included money expended on radio or television was not immediately known. The breakdown covered the period immediately preceding the kick-off of the Victory Chest radio-TV fund.

As of the same date, the Republican National Committee showed a balance of \$228,790. GOP reported that it received \$361,097 in contributions during the three-month period.

Sarnoff Honored

BRIG. GEN. DAVID SARNOFF, RCA board chairman, was awarded an honorary degree June 18 at the 196th commencement exercises of the U. of Pennsylvania. Gen. Sarnoff received the degree Doctor of Laws.

REBROADCAST RIGHTS CBS Says FCC 'Legislating'

FCC last week was told by CBS that in issuing its ruling on rebroadcast rights, the Commission was placing an interpretation on Sec. 325 (a) of the Communications Act that is “not justified by its clear language. It is, in effect, legislating.”

The CBS petition last Monday was another in the widespread series of protests that followed the May 15 report and order of the Commission that would put any station on the carpet if it refused permission to rebroadcast its programs to another station [B•T, June 16, May 19].

FCC's new rule requires a station, when it denies a rebroadcast request, to report the facts to FCC.

CBS noted that “while an administrative agency may, by adoption of rules in a rule-making proceeding, fill in details where a statute is in general terms and Congress has left to the agency this task of implementation, it may not amend a statute or alter its purpose by the device of issuing rules deemed by it to be desirable or in the public interest.”

The petition further held that rules promulgated by the FCC may not supersede explicit Congressional language “merely on the grounds that, in general, the business of broadcasting today is different from what it was, when Sec. 325 (a) was enacted.”

Accordingly, CBS held, since the FCC lacks such authority, the report and order should be amended by deleting “any inference” that such refusal by a licensee to per-

mit a rebroadcast would place his license in jeopardy.

CBS also said that the reporting requirement set forth is “inconsistent with declared Congressional policy, and imposes an intolerable burden on broadcasters.” Citing the Federal Reports Act of 1942, the petition held that unless the submission of such information is essential for a “desirable and lawful” purpose, it should not be sought.

CBS also pointed out that in a great majority of cases, consent to rebroadcast is so conditioned as to render it useless. This referred to the necessity to obtain clearance of music, labor and other type of contracts commonly entered into by networks, a point which the FCC mentioned in its report and order.

Among other assertions in CBS' petition were that one station could be given power to “harass” others by utilization of the amendments; the FCC has not imposed any burden on the party seeking rebroadcast and that there is nothing to discourage indiscriminate requests for permission with the hope that fear of a drastic penalty may induce consent where it otherwise might not have been given.

In its conclusion, CBS said the report and order should be amended to delete any inference that a license would be jeopardized by refusal of rebroadcast rights; that such reporting requirement is not essential; FCC should postpone effective date of the new rules (July 1), pending further opportunity for comments.

540 KC RULE

RULE-MAKING proceeding to add 540 kc to the standard (AM) band of broadcast channels in the U. S. was proposed by FCC last week. If adopted, the rule would permit Class II stations to be constructed on 540 kc in a few parts of the country. The AM band now ranges from 550 kc to 1600 kc.

The proposal, considered in industry quarters a long-sought victory for Arthur B. Church, owner of KMBC Kansas City, Mo., would permit KMBC to prosecute its application for 540 kc at Concordia, Mo., where the station's licensee, Midland Broadcasting Co., now operates KFRM on 550 kc, daytime only, with 5 kw directional. KFRM duplicates KMBC programs.

The rule-making proceeding was initiated by FCC in conformity with the provisions of the 1947 Atlantic City convention, as supplemented by the 1951 Geneva agreement. The latter specifies Dec. 1, 1952, as the date for bringing the 540 kc provision into effect.

U. S. and Canadian broadcasters sought for years to extend the broadcast band into the more desirable lower frequency area just above 500 kc, the international distress call channel. First effort was at the Madrid telecommunications

FCC Would Add To AM Band

conference in 1932. The Canadian delegation, supported by U. S. broadcasters, sought the broadcast use of 520, 530 and 540 kc in addition to the present band. The U. S. delegation, however, opposed this proposal.

Extension of the broadcast band to 540 finally was approved at the Atlantic City conference in 1947.

Comments on FCC's proposed rule change are requested by July 28. Replies are due 10 days thereafter.

The Commission notice observed that 540 kc “is close to the frequencies used in other radio services, such as the government and marine services. Consequently, the action announced by the Commission . . . will have interest even beyond the broadcasting field. In that connection, it may be noted that the marine services have been on notice since 1947 that 540 kc was intended for broadcast purposes and the Safety of Life at Sea Convention, which came into force next November, provides higher standards for new types of auto-alarms used on shipboard.”

The latter are automatic monitoring devices which sound when a call is intercepted on the 500 kc distress channel.

Under the North American Regional Broadcasting Agreement, 540 kc is designated as a Canadian clear channel, hence its Class II status in the U. S. In 1938, by executive agreement, the U. S. conceded to Canada the use of 540 kc in the province of Saskatchewan. It has been used since 1939, with full 50 kw power, by the Canadian Broadcasting Corp., CBK Watrous.

In 1948, Mexico filed formal notice that it planned to employ 540 kc with 150 kw power. XEWA San Luis Potosi now is operating on 540 kc, but it is not believed full 150 kw is used. The State Dept. strongly protested the Mexican action, reportedly at the instance of the military which uses the contingent 410-535 mc band, but no relief was obtained.

Midland Broadcasting Co. first filed for 540 kc at Kansas City (for KMBC) in May 1944. The application was dismissed by the Commission in 1946.

Radio-TV Sells Best

(Continued from page 26)

and devise an effective system of measuring total in-home and out-of-home listening, Robert E. Dunville, president of Crosley Broadcasting Corp., told the AMA.

Some efforts have been made toward better research, Mr. Dunville said, but the task ahead should serve as a “great challenge to research-minded and marketing-minded people.”

Mr. Dunville asserted that a horizontal reduction in radio rates is unsound and unwarranted. Radio, he said, has the ability to offer advertisers circulation at a low enough cost-per-impression to make it a profitable and usable medium.

Conceding that radio currently is in a period of readjustment, the Crosley executive noted that the medium survived “the greatest watering down period that any industry had to take” from 1940 to 1950 when the number of stations jumped from 814 to 2,234. That decade was one of inflation which, together with the advent of television, led to today's state of readjustment, Mr. Dunville said.

“Radio tomorrow will consist of a fewer number of stations and, I believe, one outstanding network of 50 to 65 stations with reduced talent and production costs. Radio of the future will continue to grow but on a sounder basis right alongside television,” he predicted.

Mr. Dunville was introduced by Dr. Charles Sandage, U. of Illinois faculty member and the meeting chairman. Cincinnati chapter of the association was host to the three-day conference at the Netherland Plaza Hotel.

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at deadline

ADDITIONAL APPLICATIONS FOR TV STATIONS

FOURTEEN new and amended television station applications filed Friday at FCC, raising total filed during week to 49 (see early story, page 64). New applications were:

† KIDO Boise, Idaho, Ch. 7, ERP 52.4 kw visual, antenna height above average terrain 80 ft., construction cost \$189,018, operating cost first year \$1,300, revenue \$120,000.

WTAX-AM-FM Springfield, Ill., Ch. 2, ERP 100 kw visual, antenna height 521 ft., construction cost \$331,275, operating cost \$325,000, revenue \$370,000.

KGLO-AM-FM Mason City, Iowa, Ch. 3, ERP 100 kw visual, antenna height 464 ft., construction cost \$348,540, operating cost \$237,600, revenue \$240,396.

† New Orleans Television Co., New Orleans, La., UHF Ch. 20, ERP 182 kw visual, antenna height 505 ft., construction cost \$441,500, operating cost \$365,000, revenue \$420,000 (applicant made up of R. L. Wheelock, W. L. Pickens and H. H. Coffield, equal partners, each independent Texas oil operator).

† WLOS-AM-FM Asheville, N. C., Ch. 13, ERP 200 kw visual, antenna height 2,087 ft., construction cost \$323,450, operating cost \$60,000, revenue \$60,000.

† WHUM Reading, Pa., UHF Ch. 55, ERP 261 kw visual, antenna height 1,784 ft., construction cost \$614,339, operating cost \$570,000, revenue \$630,000.

WCOS Columbia, S. C., UHF Ch. 25, ERP 90 kw visual, antenna height 649 ft., construction cost \$247,117, operating cost \$244,630, revenue \$355,476.

Southern Television Inc., Chattanooga, Tenn., Ch. 12, ERP 63.54 kw visual, antenna height 831 ft., construction cost \$449,409, operating cost \$350,000, revenue \$375,000 (applicant made up of President Moses Levowitz, 37.5%; Vice President Z. Carter Patten, 12.5%; Secretary-Treasurer J. H. Hardy; Joel W. Solomon, 12.5%; Felix Diamond, 12.5%; Manuel Russ, 12.5%, and William C. Hudlow, 12.5% [B•T, June 16]).

† Corpus Christi Television Co., Corpus Christi, Tex., Ch. 10, ERP 251 kw visual, antenna height 393 ft., construction cost \$434,000, operating cost \$374,000, revenue \$370,000 (applicant made up of R. L. Wheelock, W. L. Pickens and H. H. Coffield, equal partners, each independent Texas oil operator).

† UHF Television Co., Dallas, Tex., UHF Ch. 23, ERP 222 kw visual, antenna height 515 ft., construction cost \$424,500, operating cost \$381,000, revenue \$240,000 (applicant made up of R. L. Wheelock, W. L. Pickens and H. H. Coffield, equal partners, each independent Texas oil operator).

† KRDD El Paso, Tex., Ch. 4, ERP 56.3 kw visual, antenna height 1,052 ft., construction cost \$336,400, operating cost \$132,000, revenue \$120,000.

† UHF Television Co., Houston, Tex., UHF Ch. 23, ERP 176 kw visual, antenna height 510 ft., construction cost \$430,500, operating cost \$376,000, revenue \$300,000 (applicant made up of R. L. Wheelock, W. L. Pickens and H. H. Coffield, equal partners, each independent Texas oil operator).

† KFDX Wichita Falls, Tex., Ch. 3, ERP 58 kw visual, antenna height 510 ft., construction cost \$308,493, operating cost \$120,000, revenue \$150,000.

† WSAU Wausau, Wis., Ch. 7, ERP 210 kw visual, antenna height 436 ft., construction cost \$298,927, operating cost \$240,000, revenue \$230,000.

(† Indicates pre-thaw application received.)

DISTRICT 14 MEETING

SITE for NARTB District 14 meeting Sept. 11-13 will be Cosmopolitan Hotel, Denver, according to William C. Grove, KFBC Cheyenne, Wyo., district director (see full meeting list, B•T, June 16). District 14 adds extra day of workshop sessions to regular NARTB schedule.

ALL-STAR COVERAGE

NBC-TV coverage of All-Star baseball game, July 8, will be extended to include four TV stations of MBS—WOR-TV New York, WGN-TV Chicago, WNAC-TV Boston and KHJ-TV Los Angeles. Gillette Co., Boston, sponsoring both telecasts on NBC-TV and broadcast on MBS, through Maxon Inc., N. Y.

107 TV STATIONS TO AIR LIVE CONVENTION COVERAGE

ONLY 1% of nation's TV sets will not be able to receive live coverage of national political conventions from Chicago, according to AT&T, which reported Friday that 107 out of 108 stations in 65 cities will carry live proceedings. New cities on network will be Miami, New Orleans, Dallas, Fort Worth, Houston, San Antonio, Oklahoma City, Tulsa, Phoenix and Seattle. Non-TV areas, Portland, Denver and Fresno, will see closed circuit telecasts in theatres and hotels. In addition, more than 1,200 network radio affiliates will be serviced. Five thousand miles of radio relay and coaxial cable have been added.

WLAC SALE GRANTED

CONSENT was granted Friday by FCC to assignment of license of WLAC Nashville from J. T. Ward, trading as WLAC Broadcasting Service, to Life & Casualty Insurance Co. of Tennessee in transaction involving \$1,250,000 [B•T, April 21]. In other actions, FCC granted assignment of license of WBGE-AM-FM Atlanta to General Broadcasting Co. (Edgar B. Pool, 20%; Robert N. Pinkerton, 80%) for \$90,000 and granted consent to George H. Thomas to sell 10% interest in KANE New Iberia, La., to Dierrell Hamm for \$12,000. Mr. Thomas retains 50% interest.

N. C. Group Asks Free Radio-TV Planks

PLATFORM COMMITTEES of Republican and Democrat National Conventions in Chicago were urged last Friday by North Carolina Assn. of Broadcasters to "re-affirm their convictions that radio and television should be accorded all of the privileges traditionally granted the press."

At closing session of two-day meeting at Nags Head, N. C., NCAB unanimously adopted resolution for free radio planks in platforms of each party. Association petitioned state delegations to each convention to seek action by platform committees. Resolution recited that Senate and House by arbitrary action had excluded microphones, recorders and TV cameras from Congressional hearings, contrary to privileges heretofore accorded broadcast reporting "as counterpart of the pencil and paper in the hands of the reporter for the printed media."

With about 100 present, NCAB also adopted resolution expressing appreciation to FCC for its recognition of technical manpower shortage through interim authorization of less-than-first-class operators for transmitters. It thanked NARTB for its follow-through, and pledged to conform to requirement as to first-class operators when manpower situation changes and permits compliance without undue hardship.

Principal speakers were Richard P. Doherty,

PEOPLE...

RAY VIR DEN, recently resigned president of Lennen & Mitchell, N. Y., opening own agency at 270 Park Ave., N. Y.

WILLIAM E. JOHN JR., Ruthrauff & Ryan N. Y., to Grant Adv., N. Y., as account executive and supervisor of five regions handled by agency's New York office for Dodge Division of Chrysler Corp.

GERALD W. JOHNSON, political analyst and author of many books, signed by WAAM (TV) Baltimore for campaign commentary series.

NARTB, NBC OPPOSE FCC REBROADCAST RULE

DANGER that FCC's rebroadcast rule may put Commission into position of regulating charges was advanced by NARTB as one reason for vacating or at least suspending July 1 effective date of order until fuller hearings are held, according to petition filed Friday.

On same day, NBC, also asking for revocation or suspension of rule, observed, "The rules put the shoe on the wrong foot," declared that asking station should be required to report to FCC why it considered refusal of rebroadcast rights unreasonable."

Both petitions question FCC's legal right to require stations refusing permission of rebroadcast rights to justify refusals to Commission, with implied threat that unless such are reasonable FCC may question fitness of station to be licensee. (Earlier in week, CBS also expressed doubt that FCC had such power; see story on page 97.)

WESTINGHOUSE SPONSOR

WESTINGHOUSE Electric Corp. to sponsor Pick the Winner on CBS-TV for 13 weeks starting Aug. 14 (Thurs., 9-9:30 p.m. EDT) as part of its sponsorship of get-out-the-vote campaign and political convention coverage on CBS networks. Agency: Ketchum, MacLeod & Grove, Pittsburgh.

NARTB employee-employer-relations director and John H. Smith, Jr., NARTB FM director (see story page 26).

Ed Ruggles, director of North Carolina State College, explained plan for establishment this September of technical school in Gastonia to ease shortage of first-class operators. School expected to turn out 25 during first year.

E. Z. Jones, WBBB Burlington, state director of civilian defense, urged cooperation of broadcasters on big job immediately ahead. He said he had just returned from Washington indoctrination and that world situation is "very tense." In North Carolina, he added 8,000 volunteers will be needed for new air detection operation.

Successful litigation against 3% tax on transmissions imposed by state was outlined by Allen Wannamaker, WGTW Wilson, with State Supreme Court upholding broadcasters Assessment, however, construed to apply to towers but this is not recurring item.

Two-day session was presided over by T. H. Patterson, general manager of WRRS Washington, N. C. Other officers are Cecil B. Hoskins, WWCN Asheville, vice president, and Jack S. Younts, WEEB Southern Pines, secretary-treasurer.

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