# TELECASTING

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in our

year

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# TV BIDS PASS 500 MARK

tinued to pour into the FCC last week as the Commission on Tuesday (July 1) officially began "processing" of the first priority cities.

By the end of the week, some 500 new and amended applications were estimated to have been filed since April 14, when the Commission issued its Sixth Report and Order lifting the TV freeze and finalizing the revised allocation plan [BoT, April 14].

By Wednesday night (key Broadcast Bureau License Division staff members have been working overtime to accommodate reporters), 421 applications available which reported estimated construction costs disclosed that a total of more than \$157 million is planned for new station building. This is a per-station average of \$373,595.

Of these applicants, 413 reported they will spend a total of almost \$122 million in the first year on operating costs-a per-station average expenditure of almost \$295 .-000. A total of 394 of these applicants estimated revenue for the first year of operation in the aggregate of \$124.6 million, an average of \$316,200 for each station.

Five more existing stations, of the 30 which are required under the Sixth Report to change their channels to conform to the new allocation plan, have filed their requests for changes, boosting such pending applications to 22 and pushing the combined cost of changes to almost the \$6 million mark. This is a per-station cost of \$271,000.

The largest number of new applications hit FCC over the previous weekend, June 26-27 and June 30-July 1. On last Tuesday, the applications had piled up in the License Division awaiting initial clerical handling, which was not caught up until late Wednesday.

Commission spokesmen pointed out that the 500-odd new and amended applications should not technically be counted as the total actually on file. They explained that a majority of the approximately 535 applications on file at the issuance of Sixth Report continue in legal effect until they are either amended by the applicant or dismissed by the Commission.

FCC's spokesmen said the old unamended applications will not be dismissed until they are reached

under the temporary processing procedure [B•T, May 26]. It was estimated that roughly 300 of these continue in force, thus boosting the total of pending new station requests to around 800 as of last

The first noncommercial, educational television applications reached the Commission last week. These included five of 10 planned by the Regents of the U. of New York State. Others were Kansas State College, for reserved VHF Channel 8 at Manhattan, and the Lindsay Hopkins Vocational School, for reserved VHF Channel 2 at Kansas State College Miami. claims distinction as the first to file. It is licensee of the educational AM station, noncommercial

KSAC Manhattan.

Three educational institutions are involved so far in applications for commercial channels. Michigan State College, East Lansing, where it operates noncommercial WKAR. filed for commercial UHF Channel 60 there, but indicated it will operate noncommercially most of the time. The school told FCC that of regular network shows it will air, only about 6% will be commercial.

The Regents of the U. of Michigan, which operates WUOM (FM), noncommercial outlet at Ann Arbor, as 26% owner of W. S. Butterfield Theatres Inc., is party to the latter's application for commercial UHF, Channel 16 at Flint. The station will be operated commercially.

Earlier, St. Louis U. was party to an application for a commercial

### FCC Begins Processing

TV outlet at St. Louis on VHF Channel 11 [B•T, June 23]. Applicant is St. Louis Telecast Inc.

The New York State Board of Regents filed for UHF noncommercial, educational channels in New York City, Albany, Buffalo, Rochester and Syracuse. Additional requests are to be filed soon for channels reserved at Utica, Binghamton, Ithaca, Poughkeepsie and Malone. The outlets proposed will cost about a quarter-million dollars each to build.

A cost breakdown of the 421 applications reporting construction costs by last week disclosed 76 proposed stations costing less than \$200,000. A total of 103 will cost \$200,000-299,999; 80 will cost \$300,-000-399,999; 54, \$400,000-499,999;

(Continued on page 94)

# COLOR SETS

ment's ban on production of color television equipment, there appeared to be little alacrity on the part of manufacturers to apply for authority to turn out household color receivers for mass use [BoT, June 30].

the National Production Authority partially lifted its freeze on manufacture of home-type equipment, with firms required to meet a stiff set of standards for obtaining permission to use present quotas of materials.

As of last Wednesday, no standard monochrome set-makers had applied for approval, though it was conceded that applications may be slow in reaching NPA until their legal counsel has had an opportunity to study the amended order (M 90). Theatre TV is exempt from restrictions.

While no firms formally applied for such authority, at least two leading electronics companies-RCA and Philco-have requested appropriate application forms and copies of the modified directive from NPA's Electronics Div., it was learned. One other - Chromatic TV Labs. a subsidiary of Paramount Pictures Inc.—was understood to have sought clarification on behalf of proposed Lawrence tri-color tube.

Both RCA and Philco have

### Makers Slow to Apply With NPA

DESPITE easing of the governasked the FCC for authority to conduct extensive color TV tests. The Commission previously rejected the request of Philco and other firms, and held out hope for RCA by stating it would consider this and other requests "on a case to case basis.

This was apparent a week after RCA is seeking to conduct field experiments during regular broadcast hours with its "compatible color television system and tricolor tube." Commission policy at present is to prohibit on-the-air

tests during such hours. CBS Inc., on the other hand, has stated that the NPA order would have no effect on its "present operations or our plans for the future." CBS-Columbia Inc. will continue, however, "active research efforts.

CBS Inc. also took a dim view of the possibility of making color TV "a living reality . . . in the face of resistance or lack of cooperation from the majority of the indus-This inherent conflict over the CBS and RCA color systems is pointed up anew in continuing comments from manufacturers. Typical were these from Chicago

Ross D. Siragusa, President, Admiral Corp.-We believe the mechanical color system is not the solution. The electronic system is the most practical. So, until FCC approves a compatible system, the status is quo.

The relaxation of the ban against color set manufacture will have little or no effect on the TV industry, because all it does is give the go ahead to something 99% of the industry is not interested in.

William J. Halligan, President, Hallicrafters Co .- [The action] won't mean a thing until an all-electronic color TV system is adopted. Hallicrafters is working on compatible sets which will be ready for showing to the FCC in a reasonable time. We're within shooting distance of a good all-electronic color set.

Ernest Alschuler, President, Sentinel Radio-[The industry will have a big problem if] the present [CBS] system wins out and the 17 million black and white sets are thrown in the ash can. [The order does not mean color TV] is just around the corner. It's at least two years off, I'd guess.

John S. Meck, President, Scott Radio Labs.—[NPA] has done the logical thing in lifting the ban. The TV industry insisted right from the start there was no justification for the ban order either from the manpower or material standpoint. You will not have a lot of color sets until there is color programming, and you won't have comprehensive color programming until there are lots of sets. No one is in an economic position to take the initiative in creating a market for either sets or programs. We must first pass through a more or less lengthy adjustment period. Adoption of RCA's all-electronic system would be to the best interest of the public.

(Continued from page 57)

Post Office address: Suite 305, 122 West Washington Avenue. Studio location to be determined. Transmitter location: 4625 Nakoma Road, Madison. Geographic coordinates: Not available as of last Thursday. Transmitter RCA, antenna RCA. Legal counsel: Fisher, Wayland, Duvall & Southmayd, Washington. Consulting engineer: A. D. Ring & Company, Washington. Principals include President-Treasurer William E. Walker (20%), (president and 50% owner WMAM, Marinette, president and 36% owner KXGI Ft. Madison, Iowa); Vice President Bernhard Meyer Mautz (10%), (president and 55.3% owner Mautz Paint & Varnish Co.); Secretary Frank A. Jones (20%), (president and 98% owner Student Bank Exchange).

#### Late Applications

† MOBILE, Ala.—Giddens & Rester (WKRG), VHF Ch. 5 (76-82 mc); ERP 100 kw visual, 50 kw aural; antenna height above average terrain 527 ft., above ground 459 ft. Estimated construction cost \$224,000, first year operating cost \$212,298, revenue \$232,118. Post Office address: PO Box 1101, Downtown Theatre Bidg., 205 Government St., Mobile, Ala. Studio location: to be determined. Transmitter location: Cottage Hill Rd., 58 mi. W of Azaleo Rd., near Mobile. Geographic coordinates 30° 39′ 12″ N. Lat., 88° 08′ 59″ W. Long. Transmitter DuMont, antenna RCA. Legal counsel George O. Sutton, Wash-

ington. Consulting engineer Commercial Radio Equipment Co., Washington. Principals include Co-Partners Kenneth Rabb Giddens and Travis J. Res-

meth Rabb Giddens and Travis J. Rester.

MOBILE, Ala.—Pursley Bestg. Service (WKAB), UHF Ch. 48 (674-680 mc); ERP 22.60 kw visual, 12.08 kw aural; antenna height above average terrain 255 ft., above ground 305 ft. Estimated construction cost \$152,200, first year operating cost \$183,500, revenue \$210,000. Post Office address: Box 1306, Mobile 7, Ala. Studio location: Madison St. at Second, Mobile. Transmitter location: Same. Geographic coordinates 30° 42′ 26″ N. Lat., 88° 05′ 12″ W. Long. Transmitter GE, antenna GE. Legal counsel Haley & Doty, Washington. Consulting engineer George P. Adair, Washington. Principals include Louise Patterson Pursley (50%) and Claude L. Pursley (50%), co-partners in WKAB Mobile, 25% interest WAPO Chattanooga and 20% interest in Musicast Inc., Mobile. FT. SMITH, Ark.—George T. Hernreich, VHF Ch. 5 (76-82 mc); ERP 100 kw visual, 50 kw aural; antenna height above average terrain 489 ft., above ground 500 ft. Estimated construction cost \$348,993, first year operating cost \$276,000, revenue \$325,000. Post Office address: 601 Garrison Ave., Ft. Smith. Studio location: to be determined. Transmitter location: Cartwright Mtn. 2 mi. NE of Chester. Geographic coordinates 35° 22′ 00″ N. Lat., 94° 22′ 00″ W. Long. Transmitter DuMont, antenna GE. Legal counsel Welch, Mott & Morgan, Washington. Consulting engineer E. C. Page, Washington. Mr.

Hernreich owns Jorges Jewelers, Esquire Jewelers and Jales Jewelry Co., all Ft. Smith.

differ Seweirs and Jaies Jeweiry Co., all Ft. Smith.

† FORT SMITH, Ark.—Southwestern Publishing Co. (KFSA-AM-FM), VHF Ch. 5 (76-82 mc); ERP 100 kw visual, 50.1 kw aural; antenna height above average terrain 263 ft., above ground 349 ft. Estimated construction cost \$288,988, first year operating cost \$244.-400, revenue \$260,000. Post Office address: 920 Rogers Ave., Fort Smith, Ark. Studio and Transmitter location: 920 Rogers Ave. Geographic coordinates: 35° 23′ 02″ N. Lat., 94° 25′ 22″ W. Long. Transmitter DuMont, antenna RCA. Legal counsel Haley & Doty, Washington. Consulting engineer Craven, Lohnes & Culver, Washington. Principals include President Donald W. Reynolds, Southwestern Publishing Co. president, interest in WIKK Erie, Pa., KBRS Springdale, Ark., KHBG Okmulgee, Oklahoma., KAKE Wichita, Kan., KWRN Reno, Nev. (66%%), Secretary-Treasurer H. K. Seymour, Comptroller C. W. Parkinson, Edith R. Reynolds (33½%).

† PHOENIX, A r i z o n a — Maricopa Broadcasters, Inc. (KOOL), VHF Ch. 10 (192-198 mc); ERP 316 kw visual, 158 kw aural; antenna height above average terrain 1268 ft., above ground 174 ft. Estimated construction cost \$227,273, first year operating cost \$228,000, revenue \$300,000. Post Office address: Adams Hotel, Phoenix. Studio location: Adams St. & Central Avenue (Adams Hotel). Transmitter location: Salt River Mt. 7 mi. S. of Phoenix. Geographic coordinates 33° 20′ 49″ N. Lat., 112° 03′ 19″ W. Long. Transmitter DuMont, antenna GE. Legal counsel Maurice Barnes, Washington. Consulting Engineer E. C. Page, Washington. Princi

pals include President Gene O. Autry (85%), Vice President Frank Beer (5%), Secretary-Treasurer Charles H. Garland (5%), Asst. Secretary Thomas Chauncey (5%). (See Old Pueblo Bestg. Co., Tucson, for other interests.)

Chauncey (5%). (See Old Pueblo Bestg. Co., Tucson, for other interests.)

TUCSON, Arizona—Old Pueblo Bestg.
Co. (KOPO), VHF Ch. 13 (210-216 mc);
ERP 316 kw visual, 158 kw aural; antenna height above average terrain 281 ft., above ground 500 ft. Estimated construction cost \$369,773, first year operating cost \$300,000, revenue \$221,-000. Post Office address: 115 West Drachman, Tucson. Studio and transmitter location: 115 West Drachman St. Geographic coordinates 32° 14' 22" N. Lat., 110° 55' 32" W. Long. Transmitter DuMont, antenna GE. Legal counsel Maurice Barnes, Washington. Consulting engineer E. C. Page, Washington. Principals include President Harold C. Tovrea (10%), owner Tovrea Realty & Insurance Co., Vice President Tom Chauncey (20%), owner Tom Chauncey (20%), owner Tom Chauncey H. Garland (10%), general manager, secretary treasurer and 5% owner Maricopa Besters. Inc.; licensee of KOOL Phoenix; Gene Autry (48%), president and 85% owner of Maricopa Besters. Inc.

Besters. Inc.

BAKERSFIELD, Calif. — Bakersfield
Bestg. Co. (KAFY), UHF Ch 29 (560566 mc); ERP 20.42 kw visual, 10.21 kw
aural; antenna height above average
terrain 459 ft., above ground 297.75 ft.
Estimated construction cost \$210,083, first
year operating cost \$300,000, revenue
\$350,000. Post Office address: P.O. Box
1432, Bakersfield, Calif. Studio and
transmitter location: North end of
Sterling Rd. in East Bakersfield. Geographic coordinates: 35° 23′ 52″ N. Lat.,
118° 55′ 54″ W. Long. Transmitter RCA,

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antenna RCA. Legal counsel John P. Hearne, Hollywood, Calif. Consulting engineer Ron Oakley, La Canada, Calif. Principals include President George Crome (331/4%), Vice Presidents Geneva Anderson and Rosalie C. Anderson, executrices of the estate of Herman Anderson, deceased, (163/4%), Secretary-Treasurer R. F. Harlow (331/4%) and General Manager Sheldon Anderson (163/4%).

† FRESNO, Calif. — KARM, The George Harm Station (KARM), VHF Ch. 12 (204-210 mc); ERP 316 kw visual, 188 kw aural; antenna height above average terrain 500 ft., above ground 512 ft. Estimated construction cost \$398,533, first year operating cost \$300,000, revenue \$300,000. Post Office address: 1333 Van Ness Ave., Fresno. Studio location: to be determined. Transmitter location: 7½ mi. NW of Fresno. Geographic coordinates 36° 50′ 49″ N. Lat., 119° 50′ 18″ W. Long. Transmitter GE, antenna GE. Legal counsel Hogan & Hartson, Washington. Consulting engineer A. D. Ring & Co., Washington, Principals include President Hattle Harm (100%), president and 50% owner KROY Sacramento; Vice President-secretary Clyde F. Coombs, vice president-secretary and 50% owner KROY; Treasurer Gilbert H. Jertberg, treasurer KROY.

trer KROY.

† FRESNO, Calif. — McClatchy Bestg.
Co. (KMJ), UHF Ch. 24 (530-536 mc);
ERP 105.7 kw visual, 52.85 kw aural;
antenna height above average terrain
1,980.4 ft., above ground 248 ft. Estimated construction cost \$626,630, first
year operating cost \$394,829, revenue
\$295,000. Post Office address: 21st and
Q Sts., Sacramento. Studio location:
Stanislaus and Van Ness. Transmitter
location: 3 mi. SW of Auberry-Shaver
Lake Rd. at Meadow Lake Junction.
Geographic coordinates: 37° 04′ 41″ N.
Lat., 119° 25′ 46″ W. Long. Transmitter
RCA, antenna RCA. Legal counsel
Dow, Lohnes & Albertson, Washington,
Consulting engineer George C. Davis,
Washington. McClatchy Newspapers
own 100% of the Applicant. Principals
of the McClatchy Newspapers include
President Eleanor McClatchy (33½%),
Vice President and Secretary-Treasurer
Charlotte Maloney (33½%), Director
James B. McClatchy (11.11%). The Applicant is licensee for KWG Stockton,
Calif., KFBK Sacramento, KERN Bakersfield, Calif., and KOH Reno.

FRESNO, Calif.—Robert Schuler, et al. (KYNO), UHF Ch. 47 (668-674 mc); ERP 68.25 kw visual, 34.12 kw aural; antenna height above average terrain 414.1 ft., above ground 434 ft. Estimated construction cost \$190,698, first year operating cost \$280,000, revenue \$350,000. Post Office address: Hotel Fresno, Fresno. Studio and transmitter location: Olive & Fruit Aves. Fresno. Geographic coordinates: 36° 45′ 24″ N. Lat., 119° 49′ 01″ W. Long. Transmitter Dumont, antenna GE. Legal counsel John P. Hearne, Esq., San Francisco, Calif. Consulting engineer Berl Williamson (partner), Fresno. Principals include General partners Lester Eugene Chenault (15%), Robert M. Schuler (60%), Sheldon Anderson (15%) and Bert Williamson (10%).

Bert Williamson (10%).

LOS ANGELES, Calif.—John Poole
Bestg. Co. (KBIG), UHF Ch. 22 (518524 mc); ERP 540 kw visual, 334.5 kw
aural; antenna height above average
terrain 2,906 ft., above ground 127 ft.
Estimated construction cost \$392,000,
first year operating cost \$150,000, revenue \$100,000. Post Office address: Top
Floor, Security Bldg., Long Beach 2,
Calif. Studio location: 6540 Sunset
Blyd. Transmitter location on Mount
Wilson, Geographic coordinates: 34° 13'
36" N. Lat., 118° 03' 59" W. Long. Transmitter GE, antenna GE. Legal counsel
McKenna & Wilkinson, Washington.
Consulting engineer George P. Adair,
Washington. Sole owner is John H.
Poole, who also has investments, oil
and mining interests.

MONTEREY, Calif. — The Monterey Radio-Television Co. (KMBY), VHF Ch. 8 (180-186 mc); ERP 10 kw visual, 5 kw aural; antenna height above average terrain 2.631 ft., above ground 197 ft. Estimated construction cost \$190,296, first year operating cost \$150,000, revenue \$180,000. Post Office address: 468 Calle Principal, Monterey. Studio location: 468 Calle Principal, Monterey. Transmitter location: Baldy Peak, Monterey County, Calif. Geographic coordinates: 36° 32' 06" N. Lat., 121° 37' 10" W. Long. Transmitter RCA, antenna RCA. Legal counsel Francis McDonough (Dow, Lohnes & Albertson), Washington. Consulting engineer Earl Cullum, Dallas. Principals include President Kenyon Brown (30%), Vice President-Secretary George L. Coleman (30%), Vice President-Treasurer Harry L. Crosby Jr. (24%), S. M. Aston (10%) and William Morrow (6%).

SACRAMENTO, Calif—Harmco Inc. (KROY), VHF Ch. 3 (60-66 mc); ERP 100 kw visual, 50 kw aural; antenna height above average terrain 500 ft., above ground 530 ft. Estimated construction cost \$343,692, first year operating cost \$300,000, revenue \$300,000. Post Office address: Hotel Sacramento, Sacramento. Studio and transmitter location: 14th Ave. & 65th St. Geographic coordinates 38° 32' 36" N. Lat., 121° 25' 41" W. Long. Transmitter GE, antenna GE. Legal counsel Hogan & Hartson, Washington. Consulting engineer A. D. Ring & Co., Washington. Principals include President Hattie Harm (50%), who owns 100% of KARM-AM-FM-TV Fresno; Vice President and Secretary Clyde F. Coombs (50%).

SACRAMENTO, Calif. — McClatchy Bestg. Co. (KFBK-AM-FM), VHF Ch. 10 (192-198 mc); ERP 114.5 kw visual, 57.3 kw aural; antenna height above average terrain 1,439 ft., above ground 483.5 ft. Estimated construction cost \$769, 183, first year operating cost \$399,579, revenue \$316,000. Post Office address: 21st and Q Streets, Sacramento. Studio location: 22nd and Q Sts. Transmitter location: Pine Hill Lookout, Green Valley Road, 2.2 mi. NW of Rescue, Calif. Geographic coordinates 38° 43′ 05″ N. Lat., 120° 59′ 23″ W. Long. Transmitter RCA, antenna RCA. Legal counsel Dow, Lohnes & Albertson, Washington. Consulting engineer Geo. C. Davis, Washington. See application for Fresno, Calif., for principals.

SACRAMENTO, Calif. — Sacramento Broadcasters Inc. (KXOA-AM-FM), VHF Ch. 3 (60-66 mc); ERP 100 kw visual, 50 kw aural; antenna height above average terrain 542 ft., above ground 583 ft. Estimated construction cost \$350,613, first year operating cost \$480,-000, revenue \$500,000. Post Office address: P.O. Box 94, Sacramento 15, Studio location to be determined. Transmitter location: North Sacramento Freeway. Geographic coordinates: 38° Transmitter location: North Sacramento Freeway. Geographic coordinates: 38° 35′ 57″ N. Lat., 121° 26′ 54″ W. Long. Transmitter GE, antenna GE. Legal counsel Fly, Shuebruk & Blume, Washington. Consulting engineer McIntosh & Inglis, Washington. Principals include President and Executive Director Lincoln Dellar (100%), Vice President, Treasurer and General Manager Robert W. Dumm, Secretary Robert B. Gaylord Jr. Gaylord Jr.

† DENVER, Col.—KMYR Bestg. Co. (KMYR), VHF Ch. 4 (66-72 me); ERP 100 kw visual, 50 kw aural; antenna height above average terrain 504 ft., above ground 667 ft. Estimated construction cost \$440,963, first year operating cost \$562,000, revenue \$444,000. Post Office address: Security Life Bldg., Denver. Studio and transmitter location: 1601 W. Jewell Ave. Geographic coordinates: 39° 40′ 58″ N. Lat., 105° 00′ 25″ W. Long. Transmitter RCA, antenna RCA. Legal counsel Kirkland, Fleming, Green, Martin & Ellis, Washington. Consulting engineer George E. Gautney. Principals include President F. W. Meyer (25.3%), Vice President W. A. Alexander (0.1%) and Secretary-Treasurer A. G. Meyer (24.9%).

† NEW HAVEN, Conn.—Connecticut Radio Foundation Inc. (WELI), UHF Ch. 59 (740-746 mc); ERP 200 kw visual, 100 kw aural; antenna height above average terrain 560 ft., above ground—ft. Estimated construction cost \$320,000, first year operating cost \$110,000, revenue \$95,000. Post Office address: 221 Orange St., New Haven 10, Conn. Studio location: 221 Orange St., New Haven 10, Conn. Transmitter location: Baldwin Drive, on West Rock Ridge. Geographic coordinates: 41° 22′ 00″ N. Lat., 72° 58′ 24″ W. Long. Transmitter GE, antenna GE. Legal counsel Dow, Lohnes & Albertson, Washington. Consulting engineer Craven, Lohnes & Culver, Washington. Principals include President Harry C. Wilder (30.97%), Vice President Richard W. Davis (9.46%), Vice President Thomas W. Rourke (3.81%); The Colony Bestg. Corp. holds 12.59% of stock in applicant.

WASHINGTON, D. C.—Metropolitan Television Corp., UHF Ch. 20 (506-512 mc); ERP 187.5 kw visual, 93.75 kw aural; antenna height above average terrain 514 ft., above ground 400 ft. Estimated construction cost \$370,413, first year operating cost \$250,000, revenue not estimated. Post Office address: 1125 Vermont Ave. N.W., Washington. Studio location: 1121-25 Vermont Ave. N.W. Transmitter location: E. Broad St. and Wilson Blvd., Falls Church, Va. Geographic coordinates 38° 52′ 27″ N. Lat., 77° 99′ 19″ W. Long. Transmitter RCA, antenna RCA. Legal counsel Sher, Oppenheimer & Harris, Washington. Consulting engineer Robert M. Silliman, Washington. Principals include President M. Robert Ro-

gers, Chairman of the Board Morris Rodman, Vice President Irwin Geiger, Treasurer Pierson Underwood, Secre-tary William P. Bernton and Laurence M. C. Smith. The Good Music Station Inc., licensee of WGMS-AM-FM Wash-ington, holds 100% of voting stock.

ington, holds 100% of voting stock.

DAYTONA BEACH, Fla.—Telrad Inc. (WMFJ), VHF Ch. 2 (54-60 mc); ERP 1.44 kw visual, .72 kw aural; antenna height above average terrain 317 ft., above ground 349 ft. Estimated construction cost \$185,000, first year operating cost \$100,000, revenue \$100,000. Post Office address: 444 N. Beach St., Daytona Beach. Studio and transmitter location: 6th & Center St. Geographic coordinates: 29 13' 51" N. Lat., 81° 02' 40" W. Long. Transmitter RCA, antenna RCA. Legal counsel Louis Ossinsky Sr., Daytona Beach, and A. L. Stein, Washington. Consulting engineer Lynn Smeby, Washington. Principals include President and Treasurer W. Wright Esch (98.5%), Vice President Louis Ossinsky Sr. (0.5%), Secretary A. B. Esch (1%).

JACKSONVILLE, Fla.—Southern Radio & Equipment Co. (WOBS), UHF Ch. 30 (566-572 mc), ERP 18.7 kw visual, 9.35 kw aural; antenna height above average terrain 396 ft., above ground 428 ft. Estimated construction cost \$150,370, first year operating cost \$120,000, revenue \$130,000. Post Office address: 10 East Forsyth St., Jacksonville. Studio location: 1036 Mary St. Transmitter location: 247 Margaret St. Geographic coordinates 30° 19' 37" N. Lat., 81° 40' 53" W. Long. Transmitter RCA, antenna RCA. Legal counsel McKenna & Wilkinson, Washington. Consulting engineer W. J. Holey, Atlanta, Ga. Principals include President E. D. Rivers Sr. (60%), majority stockholder in WLBS Birmingham, and WMIE Miami, Fla.; Treasurer Jack R. Sharpe (10%), Secretary Carmen Macri (10%), Mrs. J. J. Mangham Jr. and Wyolene Rivers (10%).

Rivers (10%).

† MIAMI, Fla.—Lindsey Hopkins Vocation School of Dade County Board of Public Instruction, VHF Ch. 2\* (54-60 mc) ERP 16.37 kw visual, 8.18 kw aural; antenna height above average terrain 285 ft., above ground 309 ft. Estimated construction cost \$78,500 (transmitter to be leased for \$1 annually from WTVJ there), first year operating cost \$25,000. Post Office address: Vernon Bronson, 1410 N.E. 2d Ave. Miami 32, Fla. Studio location: 1410 N.E. 2d Ave. Transmitter location: 244 Biscayne Ave. Geographic coordinates 25\* 46' 35.5" N. Lat., 80° 11' 20.5" W. Long. Transmitter GE, antenna GE, Legal counsel Krieger & Jorgensen, Washington. Consulting engineer George P. Adair, Washington.

Washington. Consulting engineer (WMIE), UHF Ch. 27 (548-554 mc); ERP 98.86 kw visual, 49.43 kw aural; antenna height above average terrain 344 ft., above ground 366.5 ft. Estimated construction cost \$200,855, first year operating cost \$180,000, revenue \$216,-000. Post Office address: Hotel Everglades, Biscayne Blvd., at 3rd St., Miami. Studio location: Everglades, Biscayne Blvd., at 3rd St., Miami. Studio location: Everglades Hotel, 244 Biscayne Blvd. Transmitter location: 65 S. E. 5th St. Geographic coordinates: 25° 46° 09" N. Lat., 80° 11' 27" W. Long. Transmitter RCA, antenna RCA. Legal counsel McKenna & Wilkinson, Washington. Consulting engineer W. J. Holey, Atlanta, Ga. Principals include President E. D. Rivers Sr., director in Timm Inc. licensee of WGAA-AM-FM Cedartown, Ga., chairman of board in Southern Radio & Equip. Co. licensee of WOBS Jacksonville, an applicant for new TV station at Jacksonville (66.5%), Vice President Milton M. Ferrell (2.5%), Treasurer Robert M. Oliver (2.5%), Secretary Harold Young and G. G. Puett (20%).

Harold Young and G. G. Puett (20%).

ST. PETERSBURG, Florida—City of St. Petersburg (WSUN), UHF Ch. 38 (614-620 mc); ERP 84.3 kw visual, 42.2 kw aural; antenna height above average terrain 464 ft., above ground 492 ft. Estimated construction cost \$328,500, first year operating cost \$161,000, revenue \$200,000. Post Office address: P.O. Box 240, St. Petersburg. Studio location: Recreation Pier. Transmitter location: Near west end of Gandy Bridge. Geographic coordinates: 27° 52′ 38″ N. Lat., 82° 35′ 45″ W. Long. Transmitter RCA, antenna RCA. Legal counsel Loucks, Zias, Young & Jansky, Washington. Consulting engineer James C. McNary, Washington. Principals include Mayor Samuel G. Johnson, Vice Mayor Harold W. Reeves and City Manager Ross E. Windom. Applicant is municipal corporation.

WEST PALM BEACH, Fla.—Television Theatre of the Palm Beaches Inc., VHF Ch. 12 (204-210 mc); ERP 67 kw visual, 33.5 kw aural; antenna height

above average terrain 252 ft., above ground 267½ ft. Estimated construction cost \$183,134, first year operating cost \$168,000, revenue \$174,000. Post Office address: West Palm Beach, Fla. Studio and transmitter location: 224 Datura St., West Palm Beach. Geographic coordinates: 26° 42′ 43″ N. Lat., 80° .03′ .06″ W. Long. Transmitter RCA, antenna RCA. Legal counsel Andrew G. Haley, Washington. Consulting engineer E. C. Page. Consulting Radio Radio Engineers, Washington. Principals include President E. V. (Jack) Faircloth (2½%), owner of Faircloth Truck & Tractor Co., West Palm Beach, and owns large amount of stock and holds offices in a citrus growers and shippers firm and a golf instruction and practice range, both West Palm Beach; Secretary Harry W. Stewart Jr. (2½%), 50% partner in law firm of Wardlaw & Stewart, West Palm Beach; Vice President Russell O. Murrow (5%), lawyer with Morrow, Fulton & Sullivan, West Palm Beach; Treasurer Gene T. Dyer (25½%), 31% and 35% partners, respectively in WAIT Chicago, and 50-50 partners in Square D Ranches, Square D Packers, Big Ranch Store, West Palm Beach; Vice President Reginald B. Martin (10%), 33¼3% of Progressive Bestg. System, applicant for purchase of WTTTT Coral Gables, Fla.; consultant, Houck Adv., Miami; Lewis Evenden (10%), account executive and producer, WMBR-TV.

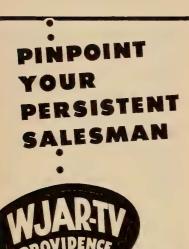
AUGUSTA, Ga.—Radio Augusta Inc. (WRDW), VHF Ch. 12 (204-210 mc); ERP 117 kw visual, 58 kw aural; antenna height above average terrain 653 ft., above ground 499 ft. Estimated construction cost \$257,896, first year operating cost \$240,000, revenue \$300,000. Post Office address: 8th and Broad Streets, Augusta, Ga. Studio location: Masonic Bidg. Transmitter location: Georgia Ave. at Observatory Ave. Geographic coordinates 33° 30′ 21″ N. Lat., 81° 57′ 43″ W. Long. Transmitter RCA, antenna RCA. Legal counsel Pierson & Ball, Washington. Consulting engineer George C. Davis, Washington. Principals include President Ernest D. Black (25%), Vice President Emmet G. Mc-Kenzie (25%), Vice President Allen M. Woodall (25%), and Secretary-Treasurer W. R. Ringson (25%).

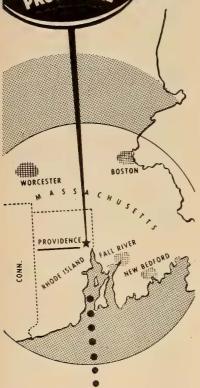
† COLUMBUS, Ga.—Georgia-Alabama
Bestg. Corp. (WGBA), VHF Ch. 4 (66-72
mc); ERP 100 kw visual, 50 kw aural;
antenna height above average terrain
83 ft., above ground 683 ft. Estimated
construction cost \$470,000, first year
operating cost \$463,500, revenue \$450,000. Post Office address: 1213½ Broadway, Columbus. Studio location: 1213½
Broadway. Transmitter location: Route
30, 3 mi. West of Phoenix City. Geographic coordinates 32° 27' 57" N. Lat.,
85° 03' 23" W. Long. Transmitter RCA,
antenna RCA. Legal counsel Dempsey
& Koplovitz, Washington. Consulting
engineer A. D. Ring & Co., Washington.
Principals include President A. H.
Chapman, Vice President M. R. Ashworth and Secretary-Treasurer W. E.
Page Jr. The R. W. Page Corp. owns
100% of stock of WGBA.

† COLUMBUS, Ga.—Martin Theatres of Georgia Inc. (WRBL), UHF Ch. 28 (554-560 mc); ERP 76 kw visual, 38 kw aural; antenna height above average terrain 388 ft., above ground 551 ft. Estimated construction cost \$297,500, first year operating cost \$250,000, revenue \$200,000. Post Office address: P.O. Box 391, Columbus, Ga. Transmitter location: Woodland Drive between 12th & 13th Ave., Phenix City, Ala. Geographic coordinates 32° 29° 41" N. Lat., 85° 00′ 32" W. Long. Transmitter Du-Mont, antenna RCA. Legal counsel Cohn & Marks, Washington. Consulting engineer Jansky & Bailey, Washington, Principals include President E. D. Martin (33½%); Vice President R. E. Martin Jr. (33½%); Secretary-Treasurer C. L. Patrick; Estate of R. E. Martin Sr. (33½%).

† SAVANNAH, Ga. — WJIV-TV, Inc. (WJIV), VHF Ch. 3 (60-66 mc); ERP 33.86 kw visual, 16.93 kw aural; antenna height above average terrain 360 ft., above ground 354 ft. Estimated construction cost \$208,500, first year operating cost \$180,000, revenue \$300,000. Post Office address: 128 W. Taylor St., Savannah, Ga. Studio and transmitter location: 128 W. Taylor St. Geographic coordinates 32° 04′ 20″ N. Lat., 81° 05′ 45.6″ W. Long. Transmitter RCA, antenna RCA. Legal counsel Philip M. Baker, Washington. Consulting engineer W. J. Holey, Atlanta, Ga. Principals include President E. D. Rivers Jr.

(Continued from page 63)





SELLING

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NEW

ENGLAND

with

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in

220,000

HOMES!

Represented Nationally by

Weed Television

In New England — Bertha Bannan

(99.98%), Vice President W. H. Keller Jr. (.01%), Secretary-Treasurer H. E. Ulmer (.01%).

NAMPA, Idaho—Frank E. Hurt & Son Inc. (KFXD), VHF Ch. 6 (82-88 mc); ERP 19.72 kw visual, 9.86 kw aural; antenna height above average terrain 2248 ft., above ground 198.8 ft. Estimated construction cost \$104.222, first year operating cost \$95.000, revenue \$105.000. Post Office address: 1024 12 Ave. S.—Box 891, Nampa, Ida. Studio location: 1024 12th Ave. S. Transmitter location: Deer Point Peak, 10 mi. NNE Boise. Geographic coordinates 43° 44' 37" N. Lat., 116° 06' 51" W. Long. Transmitter RCA, antenna RCA. Legal counsel Spearman & Roberson, Washington. Consulting engineer Grant R. Wrathall, Aptos, Calif. Principals include President E. E. Coleman (50%), stock held by E. E. Coleman as executor of estate of Frank E. Hurt, deceased; Secretary-Treasurer Edward P. Hurt (25%), Vice President Maxine M. Hurt (25%).

CHAMPAIGN, Illinois—Midwest Television Inc., VHF Ch. 3 (60-66 mc); ERP 100 kw visual, 50 kw aural; antenna height above average terrain 710 ft., above ground 700 ft. Estimated construction cost \$402.500, first year operating cost \$228,500, revenue \$256,140. Post Office address: 2501 S. Neil Street, Champaign. Studio location: South Neil Street. Transmitter location: 2.4 miles NW of Champaign business center. Geographic coordinates 40° 07' 36" N. Lat., 88° 17' 21" W. Long. Transmitter RCA, antenna RCA. Legal counsel Spearman & Roberson, Washington. Consulting engineer Paul Godley Co., Upper Montclair, N. J. Principals include President August C. Meyer (24.1%), Vice President M. S. Dyers (28%) 40% owner of Champaign News Gazette, licensee wDWS there; Secretary-Treasurer R. O. Derby (5%), C. R. Meyer (26%), Helen M. Stevick (13.7%) 40% owner of Champaign News Gazette.

CHICAGO, III.—WHFC Inc. (WHFC), UHF Ch. 20 (506-512 mc); ERP 223 kw visual, 111.5 kw aural; antenna height above average terrain 564 ft., above ground 589 ft. Estimated construction cost \$353,000, first year operating cost \$230,000, revenue \$300,000. Post Office address: 3350 S. Kedzie Ave., Chicago 23. Studio location: To be determined. Transmitter location: 105 W. Adams St. Geographic coordinates 41° 52′ 45″ N. Lat., 87° 37′ 51″ W. Long. Transmitter RCA, antenna RCA. Legal counsel Kirkland, Fleming, Green, Martin & Ellis, Washington. Consulting engineer Gillett & Bergquist, Washington. Principals include President Richard W. Hoffman (75.5%), Secretary Rose M. Hoffman (24.5%) and Vice President Marie E. Clifford.

Marie E. Clifford.

ROCKFORD, Ill.—Greater Rockford Television Inc., VHF Ch. 13 (210-216 mc); ERP 202 kw visual, 102 kw aural; antenna height above average terrain 605 ft., above ground 600 ft. Estimated construction cost \$329,700, first year operating cost \$250,000, revenue \$250,000. Post Office address: c/o Guyer & Smith, 815 Rockford Trust Bldg., Rockford. Studio location: 110 Chestnut St. Transmitter location: State Rt. 20, 3½ ml. E of center of Rockford. Geographic coordinates 32° 16′ 00″ N. Lat., 89° 01′ 20″ W. Long. Transmitter RCA, antenna RCA. Legal counsel Cohn & Marks, Washington. Consulting engineer Weldon & Carr, Washington. Principals include President L. E. Caster (15.5%), president, Keig-Stevens Baking Co., Rockford, board chairman and part owner (18.7% and 25.25%) of two other bakeries, vice president, 22½% owner of Wired Music Inc., Rockford, 662% owner of motor sales and service firm, 50% owner of dairy & hog farm; Vice President, 20% owner Forgings & Stampings Inc. (mfg.), Rockford, and treasurer. Wired Music Inc.; Treasurer Swan Hillman (15.5%), executive vice president, Rockford Screw Products Co. (mfg.), Rockford; Secretary R. Robert Funderburg (1.4%), president, Keen-Belvidere Canning Co., Belvidere, Ill., more than 25% owner State Bank of Kirkland, Kirkland, Ill.; Rolando Frederick Gran (22.4%), president, 60% of Gran Enterprises Co., Milwaukee, secretary treasurer, 50% of Badger Vending Machines Inc., part owner of two theatre operation firms.

†FORT WAYNE, Ind.—Northeastern Indiana Bestg. Co. (WFTW), UHF Ch. 33 (584-590 mc); ERP 203 kw visual, 107 kw aural; antenna height above average terrain 503 ft., above ground 523 ft. Estimated construction cost

\$292,000, first year operating cost \$244,-325, revenue \$225,000. Post Office address: 220 East Jefferson St., Fort Wayne 2, Ind. Studio location: 220 East Jefferson St. Transmitter location: Maples Road off Decatur Road. Geographic coordinates 41° 00′ 10″ N. Lat., 85° 05′ 50″ W. Long. Transmitter GE, antenna GE. Legal counsel Pierson & Ball, Washington. Consulting engineer George E. Gautney, Washington. Principals include President Clarence L. Schust (28.52%), Vice President and Treasurer H. Leslie Popp (28.52%), Vice President G. Thoms (18.76%) and Walter L. Thoms (18.76%).

L. Thoms (18.76%).

LOGANSPORT, Ind. — Logansport Broadcasting Corp (WSAL), VHF Ch. 10 (192-198 mc); ERP 11.04 kw visual, 5.57 kw aural; antenna height above average terrain 115 ft., above ground 205 ft. Estimated construction cost \$136,331, first year operating cost \$150,000, revenue \$150,000. Post Office address: P. O. Box 399, Logansport, Ind. Studio and transmitter location: S. side of Main St. about 0.3 mi. E. of Hamilton St. Geographic coordinates 40° 44′ 17″ N. Lat., 86° 21′ 03″ W. Long. Transmitter RCA, antenna RCA. Legal counsel Bingham, Collins, Porter & Kistler, Washington. Consulting engineer Millard M. Garrison, Washington. Principals include President John C. Cotner (21.12%), President of Hydraulic Press Mfg. Co.; Vice President William A. Porter (15.52%), attorney with Bingham, Collins, Porter & Kistler, Washington; Secretary and Treasurer Glenn L. Miller (21.12%), Logansport attorney; Assistant Secretary Robert M. Booth Jr. (21.12%), attorney with Bingham, Collins, Porter & Kistler, and Herbert M. Bingham (21.12%), attorney with Bingham, Collins, Porter, Bingham & Kistler, Washington.

†SOUTH BEND, Indiana—South Bend Tribune (WSBT), UHF Ch. 34 (590-596 mc); ERP 175 kw visual, 87.6 kw aural; antenna height above average terrain 536 ft., above ground 479 ft. Estimated construction cost \$300,000, first year operating cost \$473,120, revenue \$437,600. Post Office address: 225 West Colfax Av., South Bend 26, Ind. Studio location: 225 W. Colfax Av. Transmitter location: West side of Ironwood Rd. between Jackson and Kern Rds. Geographic coordinates 41° 37' 05.4" N. Lat., 86° 13' 09" W. Long. Transmitter RCA, antenna RCA. Legal counsel Hogan & Hartson, Washington. Consulting engineer Millard M. Garrison, Washington. Principals include President F. A. Miller (523% %), Vice President Flora D. Miller (7½%), Secretary-Treasurer Franklin D. Schurz.

† CEDAR RAPIDS, Iowa—American Broadcasting Stations Inc. (WMT), VHF Ch. 2 (54-60 mc); ERP 54.1 kw visual, 27.05 kw aural; antenna height above average terrain 670 ft., above ground 702 ft. Estimated construction cost \$509,765, first year operating cost and revenue not estimated. Post Office address: Paramount Theatre Bldg., Cedar Rapids. Studio and transmitter location: 501 Old Mason Road. Geographic coordinates 42° 01° 48" N. Lat., 91° 38' 27" W. Long. Transmitter RCA, antenna RCA. Legal counsel Bingham, Collins, Porter & Kistler, Washington. Consulting engineer Millard & Garrison, Washington. Principals include President Helen S. Mark (59.6%), Vice President William B. Dolph, Treasurer W. L. Shaffer, Secretary H. J. Jett (0.2%), Assistant Secretary Madeline E. Cronan and Assistant Treasurer G. B. McGowan.

CEDAR RAPIDS, Iowa—Davenport Broadcasting Co. (KSTT), VHF Ch. 2 (54-60 mc); ERP 26.18 kw visual, 13.09 kw aural; antenna height above average terrain 562.7 ft., above ground 600 ft. Estimated construction cost \$256,500, first year operating cost \$265,000, revenue \$350,000. Post Office address: 324 Main Street, Davenport, Iowa. Studio location to be determined. Transmitter location: 2.5 mi. North of Cedar Rapids and 0.5 mi. East of Hiawatha corners on Robbins Road. Geographic coordinates: 42° 02′ 49″ N. Lat., 91° 40′ 02″ W. Long. Transmitter GE, antenna GE. Legal counsel Loucks, Zias, Young & Jansky, Washington. Consulting engineer Walter F. Kean, Riverside, Ill. Principals include President Hugh R. Norman (51.75%), Vice President I. F. Whalen, Secretary-Treasurer A. M. McGregor (38.25%), and John M. McGregor (10%).

DES MOINES, Iowa—Central Bestg. Co. (WHO), VHF Ch. 13 (210-216 me), ERP 316 kw visual, 158 kw aural; antenna height above average terrain 779 ft., above ground 780 ft. Estimated construction cost \$676,120, first year operating cost \$450,000, revenue \$500,000, Post Office address: 1002 Brady St., Davenport, Iowa. Studio location: 1100 Walnut St., Des Moines. Transmitter location: Mitchellville, Iowa. Geographic coordinates 41° 39' 12" N. Lat., 13° 20' 56" W. Long. Transmitter RCA, antenna RCA. Legal counsel Dow, Lohnes & Albertson, Washington. Consulting engineer A. D. Ring & Co., Washington. Principals include President B. J. Palmer (8.5%), Vice President B. J. Palmer (8.5%), Vice President-Treasurer D. D. Palmer (57.8%), Executive Vice President Ralph Evans (1.5%), Vice President-Secretary P. A. Loyet (2.7%), Mabel H. Palmer Trust (7.6%), B. J. Palmer Trust (5%); Mabel H. Palmer Trust (5%).

† DES MOINES, Iowa—Murphy Bestg.
Co. (KSO-AM-FM), VHF Ch. 8 (180-186 mc); ERP 316 kw visual, 158 kw aural; antenna height above average terrain 226 ft., above ground 729 ft. Estimated construction cost \$421,000, first year operating cost \$544,629, revenue \$529,434. Post Office address: 800 Farm Bureau Bidg., 507 W. Tenth Street, Des Moines. Studio location: Tenth and Grand Avenue. Transmitter location: 8.5 miles NW of center of Des Moines. Geographic coordinates 41° 37′ 55.5″ N. Lat., 93° 46′ 20.5″ W. Long, Transmitter RCA, antenna RCA. Legal counsel Spearma & Roberson, Washington. Consulting engineer Jansky & Bailey, Washington. Sole owner is Kingsley H. Murphy.

SIOUX CITY, Iowa—Cowles Bestg. Co., VHF Ch. 9 (186-192 mc); ERP 28.95 kw visual, 15.6 kw aural; antenna height above average terrain 705 ft., above ground 500 ft. Estimated construction cost \$307,500, first year operating cost \$474,619, revenue \$577,598. Post Office address: Frances Bldg., Sioux City. Studio location: 5th & Pierce Sts. Transmitter location: 41st & Howard Sta. Geographic coordinates 42° 32' 33" N. Lat., 96° 23' 34" W. Long. Transmitter GE, antenna GE. Legal counsel Segal, Smith & Hennessey, Washington. Consulting engineer Craven, Lohnes & Culver, Washington. Applicant is licensee for following stations: KRNT-AM-FM Des Moines and WNAX Yankton, C. D. The Register and Tribune Co. Inc. owns all the stock in applicant.

TOPEKA, Kan.—Topeka Bestg. Assn. Inc. (WIBW), VHF Ch. 13 (210-216 mc); ERP 100 kw visual, 50 kw aural; antenna height above average terrain 697 ft., above ground 660 ft. Estimated construction cost \$523,662, first year operating cost \$288,418, revenue \$325,-000. Post Office address: 1035 Topeka Blvd., Topeka. Studio and transmitter location: 1.3 mi. W. of Topeka city limits. Geographic coordinates 39° 03′ 38″ N. Lat., 95° 45′ 36″ W. Long. Transmitter RCA, antenna RCA. Legal counsel Hogan & Hartson, Washington. Consulting engineer Millard M. Garrison, Washington. Principals include President H. S. Blake, Secretary Roy Vogel, Vice President-Treasurer L. H. Schenck; Capper Publications Inc. (100%).

WICHITA, Kan.—KFBI Inc. (KFBI), UHF Ch. 16 (482-488 mc); ERP 224 kw visual, 124 kw aural; antenna height above average terrain 962 ft., above ground 1,000 ft. Estimated construction cost \$472,159, first year operating cost \$425,000, revenue \$400,000. Post Office address: K. W. Pyle, 200 E. First St., Wichita. Studio location: 20 E. First St. Transmitter location: 20 E. First St. Transmitter location: 2 mi. E of Colwich on State Highway 96. Geographic coordinates 37° 46' 57" N. Lat., 97° 30' 07" W. Long. Transmitter DuMont, antenna RCA. Legal counsel Dow, Lohnes & Albertson, Washington. Consulting engineer Chambers & Garrison, Washington. Principals include Chairman of Board Robert J. Laubengayer (10%), 13% owner KSAL Salina, Kan.; President C. Howard Lane (23.8%), vice president of KOIN Portland, KJR Seattle and WJJD Chicago; Secretary J. Wirth Sargent (1%), attorney; Treasurer K.W. Pyle (3.8%), retail clothier; General Manager and Director Hale Bondurant (5%); Director John P. Harris (11.9%), each own 27% of Hutchinson Pub. Co., in turn 37.5% owner KSAL; Horace L. Lohnes (23.8%), Washington radio attorney and 14.9% owner KXEL Waterloo, Iowa 26.3% owner WDZ Decatur, Ill., and secretary of WNEW New York.

†WICHITA, Kan.—The Radio KFH Co. (KFH), VHF Ch. 3 (60-66 mc); ERP 100 kw visual, 50 kw aural; antenna height above average terrain 939 ft., above ground 995 ft. Estimated construction cost \$661.049, first year operating cost \$556,920, revenue \$200,000.

# Lady with a Reputation



That's Mary Landis . . . chief cook etc., on the "In The Kitchen with Mary Landis" show. Reputations aren't built overnight, you know. It took three years of "doin" for Mary to produce what is now recognized to be Baltimore's outstanding cooking show on Television.

And prominent local and national advertisers will gladly show sales success stories traceable directly to the Mary Landis show.

#### Here's good, Good News

Anita Conboy, our "Mary Landis" is soon to have a baby. She will continue to direct the show behind the scenes, and give personal guidance to her very capable assistant, Marsha Adams who will do the show 'til Mary returns . . . in person.

# "In the Kitchen with MARY LANDIS" now BIGGER and BETTER than ever

- A brand new, custom-built kitchen provides a new setting.
- The exclusive home kitchen-tested seal stamped on every advertiser's product.
- Mary Landis, two home economists, and a special announcer devote full time to this multiple feature program.

MON. THRU FRI. — 1:00 TO 1:45 P.M.

NATIONALLY REPRESENTED BY EDWARD PETRY & CO.

- A monthly recipe booklet available to viewers on request.
- Extra aids to make this a complete TV advertising-merchandising package.
- On-the-air and newspaper promotion give certainty to the reputation of this three-year success.

**Television Baltimore** 

WBAL-TV

**NBC** in Maryland

(Continued from page 64)

Post Office address: KFH Bldg., Wichita. Studio location: KFH Bldg., Transmitter location: S. side of Hwy. 96, 1½ mi. E. of Colwich, Kan. Geographic coordinates 37° 46′ 42″ N. Lat., 97° 30′ 38″ W. Long. Transmitter RCA, antenna RCA. Legal counsel Dempsey & Koplovitz, Washington. Consulting engineer Kear & Kennedy, Washington. Principals include President John Rigby (12.4%), Lola Rigby (12.5%), Exec. Vice President M. N. Murdock (0.1%), Vice President Frank V. Webb Jr., Secretary-Treasurer Howard T. Fleeson (0.1%), Winifred G. Wise (12.5%), Wichita Eagle Inc. (49.8%).

WICHITA, Kan.—Mid Continent Television Inc., VHF Ch. 3 (60-66 mc); ERP 100 kw visual, 60 kw aural; antenna height average terrain 310 ft., above ground 850 ft. Estimated construction cost \$600,000, first year operating cost \$528,000, revenue \$537,000. Post Office address: 400 Brown Bldg., Wichita, Kan. Studio location: To be determined. Transmitted location: On State Route 96, 12 mi. NW of Wichita. Geographic coordinates: 37° 47′ 08″ N. Lat., 97° 31′ 18″ W. Long. Transmitter RCA, antenna RCA. Legal counsel Cohn & Marks, Washington. Consulting engineer Weldon & Carr, Washington. Principals include President Theodore Gore (12%), Vice President George H. Bruce (4%), Vice President and Assistant Secretary Lloyd R. Pickrell (4%), Vice President Sam Bloomfield (4%), Secretary S. O. Beren (12%) and Albert H. Smith.

WICHITA, Kan.—WKY Radiophone Co. (WKY), VHF Ch. 10 (192-198 mc); ERP 316 kw visual, 158 kw aural; antenna height above average terrain 952 ft., above ground 1000 ft. Estimated construction cost \$847,274, first year operating cost \$565,527, revenue \$400,-000. Post Office address: Box 8668, Britton Station, Oklahoma City 14, Okla. Studio location: 1600 N. Rock Road. Transmitter location: 1600 N. Rock Road. Geographic coordinates 37° 46′ 57" N. Lat., 97° 30′ 07" W. Long. Transmitter RCA, antenna RCA. Legal counsel Pierson & Ball, Washington. Consulting engineer A. D. Ring & Co., Washington. Principals include President E. K. Gaylord, Executive Vice President P. A. Sugg, and Secretary-Treasurer Edward L. Gaylord; Oklahoma Pub. Co. owns 99.68% of stock.

PADUCAH, Ky.—Columbia Amusement Co., VHF Ch. 6 (82-88 mc); ERP 10.4 kw visual, 5.2 kw aural; antenna height above average terrain 618 ft, above ground 569 ft. Estimated construction cost \$304,837, first year operating cost \$160,000, revenue \$180,000. Post Office address: Arcade Theatre Bldg., Paducah, Ky. Studio location: 122 North 5th St. Transmitter location: 122 North 5th St. Transmitter location: 122 North 5th St. Transmitter location: 123 North 5th St. Transmitter location: 123 North 5th St. Transmitter location: 123 North 5th St. Transmitter location: 124 North 5th St. Transmitter location: 125 North 5th St. Transmitter location: 126 North 5th St. Transmitter location: 127 North 5th St. Transmitter location: 128 North 5th St. Transmitter location: 128 North 5th St. Transmitter location: 129 North 5th St. Transmitter location: 120 North 5th St. Transmitter location: 122 North 5th St. Transmitter location: 12

† PADUCAH, Ky. — W K Y B Inc. (WKYB), VHF Ch. 6 (82-88 mc); ERP 10.8 kw visual, 54 kw aural; antenna height above average terrain 363 ft., above ground 435 ft. Estimated construction cost \$191,067, first year operating cost \$120,000, revenue \$100,000. Post Office address: P.O. Box 931, Paducah, Ky. Studio location: 504 Kentucky Ave. Transmitter location: 504 Mayfield Rd. Geographic coordinates 37° 00′ 53″ N. Lat., 88° 36′ 46″ W. Long. Transmitter RCA, antenna RCA. Legal counsel Arthur W. Scharfeld, Washington. Consulting engineer A. D. Ring & Co., Washington, Principals include President E. J. Paxton Jr. (1834%), Vice President Frank R. Paxton (10%), Secretary-Treasurer Sam Livingston (5%) and Mrs. F. B. Paxton, Patricia A. Paxton and James F. Paxton, each 10%.

BATON ROUGE, La.—Air Waves Inc. (WLCS), VHF Ch. 10 (192-198 mc); ERP 106 kw visual, 56.6 kw aural; antenna height above average terrain 496 ft., above ground 510 ft. Estimated construction cost \$380,049, first year operating cost \$250,000, revenue \$200,-000. Post Office address: 204 North St., Baton Rouge, La. Studio and transmitter location: 3399 Broussard St. Geographic coordinates: 30° 26′ 25″ N. Lat. 91° 09′ 24″ W. Long. Transmitter GE, antenna GE. Legal counsel Cohn & Marks, Washington. Consulting engineer Robert M. Silliman, Washington. Principals include President E. Frank Cangelosi (17.5%), Vice President Earl H. Smith (13.3%). Secretary-Treasurer Percy Roberts (17.5%), A. M. Caldwell (17.5%), C. L. Pierson (16.6%) and Estate of Harry R. Nelson, Willis W. Nelson, executor (17.5%).

† BATON ROUGE, La.—Baton Rouge Bestg. Co. (WJBO), VHF Ch. 10 (192-198 mc); ERP 231 kw visual, 115.5 kw aural; antenna height above average terrain 438.6 ft., above ground 478 ft. Estimated construction cost \$369.555, first year operating cost \$239,063, revenue \$292,117. Post Office address: 444 Florida St., Baton Rouge. Studio and transmitter location: Roosevelt Rd. Geographic coordinates 30° 25' 25" N. Lat., 91° 10' 30" W. Long. Transmitter RCA, antenna RCA. Legal counsel Hogan & Hartson, Washington. Consulting engineer Millard M. Garrison, Washington. Principals include President Douglas L. Manship (35%), Secretary-Treasurer Charles P. Manship Jr. (35%), Vice President J. Roy Dabadie, and Douglas L. Manship Jr., Richard F. Manship, David C. Manship (each 10%).

SHREVEPORT, La. — International Bestg. Corp. (KWKH-AM-FM), VHF Ch. 3 (60-66 mc); ERP 100 kw visual, 50 kw aural; antenna height above average terrain 1,053 ft., above ground 1,000 ft. Estimated construction cost \$832,569, first year operating cost \$535,939, revenue \$497,621. Post Office address: PO Box 1387, Commercial Bldg., Shreveport. Studio location: Shreveport, street address not known. Transmitter location: approx. 2 mi. ESE of Mooringsport, Caddo Parrish, La. Transmitter RCA, antenna RCA. Legal counsel Dempsey & Koplovitz, Washington. Consulting engineer A. Earl Cullum Jr., Dallas, Tex. Principals include President William H. Bronson, Chairman of Board - Secretary - Treasurer Robert Ewing Jr., Vice President Wilson Ewing, Executive Vice President Henry R. Clay, Assistant Secretary Toulmin Brown, Times Pub. Co. (100%).

SHREVEPORT, La.—Radio Station KRMD (KRMD), VHF Ch. 12 (204-210 mc); ERP 316 kw visual, 158 kw aural; antenna height above average terrain 308 ft., above ground 824 ft. Estimated construction cost \$577,519, first year operating cost \$312,000, revenue \$330,-000. Post Office address: 901 Louisiana Ave. Transmitter location: 902 ft. 10" N. Lat., 93° 54′ 58" W. Long. Transmitter GE, antenna GE. Legal counsel Kirkland, Fleming, Green, Martin & Ellis, Washington: Consulting engineer Commercial Radio Equipment Co., Washington. Principals include Partner T. B. Lanford (48%) 33½% owner KPLC Lake Charles, La., 50% owner KRRV Sherman, Tex., 23% owner WSLI Jackson, Miss., 47.2% owner KALB Alexandria, La.; Partner R. M. Dean (25%), 16½% owner of KPLC; Viola Lipe Dean Trust (25%), 16%% owner of KPLC.

SHREVEPORT, La.—Shreveport Television Co., VHF Ch. 12 (204-210 mc); ERP 316 kw visual, 158 kw aural; antenna height above average terrain 1207 ft., above ground 1200 ft. Estimated construction cost \$379,184, first year operating cost \$350,256, revenue not estimated. Post Office address: 516 Crockett Street, Shreveport, La. Studio location: 3318 Line Avenue. Transmitter location: 2 miles E. of Mooringsport, La. Geographic coordinates 32° 40° 44" N. Lat., 93° 55′ 18" W. Long. Transmitter DuMont, antenna GE. Legal counsel Weaver & Glassie, Washington. Consulting engineer L. J. N. du Treil & Assoc. Principals include Manager Don George (44%), Ben Beckham (44%) and William C. Henderson (10%).

† PORTLAND, Maine — Congress Square Hotel Co. (WCSH), VHF Ch. 6 (82-88 mc); ERP 100 kw visual, 50 kw aural; antenna height above average terrain 590 ft., above ground 380 ft. Estimated construction cost \$375,800, first year operating cost \$220,560, revenue \$170,000. Post Office address: 157 High Street, Portland 3, Maine. Transmitter location: Blackstrap Road, Talmouth Twp. Geographic coordinates 43° 45′ N. Lat., 70° 19′ 30″ W. Long. Transmitter RCA, antenna RCA. Legal counsel Segal, Smith & Hennessey, Washington. Consulting engineer A. D. Ring & Co., Washington. Principals include President Adeline B. Rines, Trustee of the estate of Henry P. Rines, owns 5176 of 5179 issued common shares of stock of Congress Square Hotel Co. which operates WCSH Portland, 98% of WRDO Augusta, Maine and WLZB Bangor, Maine; Vice President Kenneth M. Peterson, also vice president Kenneth M. Peterson, also vice president of Congress Square Hotel Co.; William H. Rines, managing director WCSH; Treasurer Bessie M. Blake, stockholder in Congress Square Hotel Co.

BALTIMORE, Md.—Chesapeake Television Bestg. Inc., UHF Ch. 18 (494-500 mc); ERP 218 kw visual, 109 kw aural; antenna height above average terrain 505 ft., above ground 591 ft. Estimated construction cost \$600,000, frevenue \$100,000. Post Office address: 215 N. Calvert St., Baltimore 2. Studio and transmitter location: NW corner of Rockrose and Hooper Aves., Baltimore. Geographic coordinates 39° 20′ 10″ N. Lat., 76° 38′ 56″ W. Long. Transmitter GE, antenna GE. Legal counsel Pierson & Ball, Washington. Consulting engineer Craven, Lohnes & Culver, Washington. Principals include President George M. Englar (2.62%), head of various building and construction firms, apartment houses, parking lots and other interests; Treasurer Fred P. Close (4.19%), president and 50% stockholder in Westport Corp. (real estate), vice president and 50% owner Columbia Box Co. and Berwyn Corp. (real estate) and vice president of Maryland Container Co.; Secretary J. D. Hessenauer Jr. (0.18%), controller and 0.16% stockholder in American Brewery Inc., vice president Gunther Brewing Co.; Jacob H. Hoffberger (5.59%), president and 12% stockholder of Merchants Terminal Corp., vice president Real Estate Holding Co., Samuel H. Hoffberger (6.29%), president and 16% stockholder Caldwell Casting Co.; Leroy E. Hoffberger (6.08%), attorney and secretary-assistant treasurer Real Estate Holding Co., board chairman and 16% stockholder Merchants Terminal Co.; Eleanor Tydings (9.09%); Chairman of Board Millard E. Tydings (11.88%), former U. S. Senator from Maryland.

FREDERICK, Md.—Monocacy Bcstg. Co. (WFMD), UHF Ch. 62 (758-764 mc); ERP 115 kw visual, 57.5 kw aural; antenna height above average terrain 1,149 ft., above ground 237 ft. Estimated construction cost \$196,000, first year operating cost \$115,000, revenue \$85,000. Post Office address: E. Church St. Studio location, US Rt. 40, near Frederick. Transmitter location: 7.5 mi. NW of Frederick on Catoctin Mt. Geographic coordinates 39° 29° 57" N. Lat., 77° 29° 53" W. Long. Transmitter DuMont, antenna RCA. Legal counsel Hogan & Hartson, Washington. Consulting engineer George C. Davis, Washington. Principals include President-Treasurer Laurence Leonard (100%), Secretary-Vice President Evelyn Leonard.

BOSTON, Mass.—E. Anthony & Sons Inc, UHF Ch. 50 (686-692 mc); ERP 257 kw visual, 129 kw aural; antenna height above average terrain 542 ft., above ground 685 ft. Estimated construction cost \$434.665, first year operating cost \$258.100, revenue \$100,000. Post Office address: 555 Pleasant St., New Bedford, Mass. Studio and transmitter location: 200 Berkley St. Geographic coordinates 42° 20′ 59″ N. Lat., 71° 04′ 25″ W. Long. Transmitter GE, antenna GE. Legal counsel Loucks, Zias, Young & Jansky, Washington. Consulting engineer Jansky & Bailey, Washington. Principals include President Mayhew R. Hitch (0.1%), Vice President and Treasurer Basil Brewer (58.92%), Joseph P. Dunn (5.94%), Helen C. Dunn (5.94%), Helen C. Dunn (5.94%). Applicant is licensee of WOCB West Yarmouth and WNBH New Bedford, Mass.

BOSTON, Mass.—Hildreth & Rogers Co. (WLAW), VHF Ch. 5 (76-82 mc); ERP 100 kw visual, 50 kw aural; antenna height above average terrain 523 ft., above ground 358 ft. Estimated construction cost \$742,502, first year operating cost \$600,000, revenue \$550,000. Post Office address: Hotel Bradford, Boston. Studio location: 275 Tremont Street. Transmitter location: Zion Hill off Lexington Street. Geographic coordinates 42° 27' 20" N. Lat., 71° 10' 48" W. Long. Transmitter RCA, antenna RCA. Legal counsel Fly, Shuebruk & Blume, New York. Consulting engineer George C. Davis, Washington. Principals include President Irving E. Rogers (99%) and Vice-President Martha Rogers.

NEW BEDFORD, Mass.—E. Anthony & Sons, Inc. (WNBH), UHF Ch. 28 (554-560 mc); ERP 200 kw visual, 100 kw aural; antenna height above average terrain 488 ft., above ground 552 ft. Estimated construction cost \$396,790, first year operating cost \$152,400, revenue \$100,000. Post Office address: 555 Pleasant St., New Bedford. Studio location: 432 County St. Transmiter location: Crow Island in New Bedford Harbor. Geographic coordinates 41° 38′ 12″ N. Lat., 70° 54′ 40″ W. Long. Transmitter RCA, antenna RCA. Legal counsel Hogan & Hartson, Washington. Consulting engineer Jansky & Bailey, Washington. See Boston application.

†WORCESTER, Mass.—WTAG Inc. (WTAG), UHF Ch. 20 (506-512 mc); ERP 224 kw visual, 117 kw aural; antenna height above average terrain 1000 ft., above ground 511 ft. Estimated construction cost \$417,066, first year operating cost \$375,276, revenue \$340,-008. Post Office address: 18 Franklin St., Worcester. Studio location: 18 Franklin St. Transmitter location: Little Asnebumskit Hill, Paxton, Mass. Geographic coordinates 42° 18' 32.7" N. Lat., 71° 54' 09.6" W. Long. Transmitter GE, antenna GE. Legal counsel Hogan & Hartson, Washington. Consulting engineer Jansky & Bailey, Washington. Principals include President George F. Booth, Vice President Robert W. Booth, Vice President Treasurer Howard M. Booth, Assistant Treasurer Gordon A. O'Brien. Worcester Telegram Publ. Co. is sole owner.

BATTLE CREEK, Mich.—Michigan Pasts. Co. (WHCC). UHF Ch. 56 (724)

Treasurer Gordon A. O'Brien. Worcester Telegram Publ. Co. is sole owner.

BATTLE CREEK, Mich. — Michigan Bestg. Co. (WBCK), UHF Ch. 58 (734-740 mc); ERP 18.63 kw visual, 9.31 kw aural; antenna height above average terrain 479 ft., above ground 454 ft. Estimated construction cost \$161,000, first year operating cost \$120,000, revenue \$135,000. Post Office address: 402 Security National Bank Bldg., Battle Creek. Studio location: 402 Security National Bank Bldg., Transmitter location: 0.3 mi. East of Riverside Drive., Calhoun County. Geographic coordinates 42° 17' 40" N. Lat., 85° 11' 00" W. Long. Transmitter RCA, antenna RCA. Legal counsel Guilford S. Jameson, Washington. Consulting engineer Kear & Kennedy, Washington. Principals include President Robert H. Holmes (50%) and Secretary-Treasurer David N. Holmes (50%), who hold some shares in Battle Creek, Mich.

BAY CITY, Mich.—Bay Bestg. Co. (WBCM-AM-FM), VHF Ch. 5 (76-82 mc); ERP 57.5 kw visual, 28.8 kw aural; antenna height above average terrain 422 ft., above ground 447 ft. Estimated construction cost \$224,500, first year operating cost \$165,000, revenue \$185,000. Post Office address: 100 Center Avenue, Bay City. Studio and transmitter location: 700 St. S. of southern city limits of Bay City. Geographic coordinates 43° 35' 04" N. Lat. 83° 51' 36" W. Long. Transmitter RCA, antenna RCA. Legal counsel Dow, Lohnes & Albertson, Washington. Consulting engineer Jansky & Bailey, Washington. Principals include President Harley D. Peet (50.48%), Vice President M. L. Peet (10%), Vice President D. G. Peet (10%), Secretary-Treasurer H. A. Giesel (16.40%) and Ellen Mae Woodgate (6.54%).

COLDWATER, Mich. — Twin Valley Broadcasters Inc. (WTVB), UHF Ch. 24 (530-536 mc); ERP 2.1 kw visual, 1.12 kw aural; antenna height above average terrain 282 ft., above ground 188 ft. Estimated construction cost \$82,240, first year operating cost \$72,000, revenue \$80,000. Post Office address: Box 32, Coldwater, Mich. Studio and transmitter location: 1.3 mi. S. of Coldwater on US 27. Geographic coordinates 41° 54′ 50″ N. Lat., 85° 00′ 35″ W. Long. Transmiter GE, antenna GE. Legal counsel Neville Miller, Washington. Consulting engineer E. Harold Munn Jr., Coldwater, Mich. Principals include President George A. Hosek (1,650 sh), Treasurer Wilton T. Aiken (800 sh), Vice

(Continued on page 72)

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WAVE-TV\*

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Minneapolis-St. Paul WTCN-TV (DISPATCH-PIONEER PRESS)

New York
(THE NEWS)

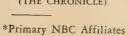
WPIX

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#### Tele-Census Surveys Theatre TV

(Report 223)

OF SET owners interviewed during the seventh semi-annual Tele-Census conducted by Woodbury College, Los Angeles, 73% would not pay \$1.00 to see a major sports event on theatre TV because it was not available on their home receivers. However, 55% said they would spend that money to see such an event at home through subscription TV.

Conversely, it was shown that 61% were willing to pay \$1.00 to see a first quality movie at home on a pay-as-you-see basis. Some 57% indicated, however, they wouldn't spend that amount of money per person at a theatre.

The survey covered more than 5,000 TV homes in Los Angeles, San Bernardino, San Francisco, Phoenix and Salt Lake City. It was conducted by college students in each area under supervision of Prof. Hal Evry of Woodbury.

When TV sets of those interviewed break down, according to the Tele-Census, 41% turn on their radio, 19% read, 6% watch a neighbor's video receiver and 5% go to the movies. Some 50% of the set owners watch TV daily, it was shown.

Favorite TV programs are (1) CBS-TV's I Love Lucy, (2) wrestling, (3) NBC-TV's Red Skelton Show, the survey found. Stations should be held responsible for moral

standards of TV programs said 61% of those interviewed.

#### Title Bout Leads Nielsen Top 10 Ratings

HEAVYWEIGHT championship bout between Jersey Joe Walcott and Ezzard Charles, telecast by NBC-TV, led the list of Nielsen's top 10 shows for the two weeks ending June 7. The title match took first place in both percentage rating and in the number of homes reached. I Love Lucy captured second niche in both categories. The ratings follow:

#### NUMBER OF TV HOMES REACHED

Rank	Program	Homes (000)
- 1	Walcott-Charles Fight (NBC)	10.190
3 4	I Love Lucy (CBS)	9,088
3	Red Skeleton (NBC)	6,921
4	Arthur Godfrey & Friends	-,,,
	(Liggett & Myers) (CBS)	6,845
5	Philco TV Playhouse (NBC)	5.964
5 6 7 8	Goodyear TV Playhouse (NBC)	
7	Pabst Blue Ribbon Bouts (CBS)	5.675
8	Arthur Godfrey & Friends	5,075
	(Pillsbury Mills, Inc) (CBS)	5,616
9	Your Show of Shows	0,010
	(R. J. Reynolds) (NBC)	5,598
10	Fireside Theatre (NBC)	5,556
	DED CENT OF TV HOMES DEACH	ED

#### IN PROGRAM STATION AREAS

Rank	Program	Homes %
1	Walcott-Charles Fight (NBC)	67.0
2	I Love Lucy (CBS)	53.9
3	Arthur Godfrey & Friends (Liggett & Myers) (CBS)	43.0
4	Red Skelton (NBC)	41.7
5	Arthur Godfrey's Scouts (CBS)	40.4
6	Pabst Blue Ribbon Bouts (CBS)	39.4

### Your Show of Shows (Participating) (NBC) 3 Jack Benny Show (CBS) 3 Your Show of Shows (R. J. Reynolds) (NBC) 3 Arthur Godfrey & Friends (Pillsbury Mills, Inc.) (CBS) 36 Copyright 1952 by A. C. Nielsen Co. 36.7 36.0

#### Walcott-Charles Fight Also High in ARB Rating

HIGHEST national television rating of any program thus far this year was chalked up by the Jersey Joe Walcott-Ezzard Charles heavyweight title fight.

Following is a list of the top 10 programs nationally in June, by ratings and by homes reached by American Research Bureau for viewing June 1-7:

Program	Kating
The second secon	70
1. Walcott-Charles Fight (NBC)	67.8
2. I Love Lucy (CBS)	65.6
3. Talent Scouts (CBS)	54.8
4. Red Skelton (NBC)	49.4
5. Blue Ribbon Bouts (CBS)	44.1
6. You Bet Your Life (NBC)	44.0
7. Godfrey & Friends (CBS)	43.7
8. Jack Benny (CBS)	40.8
9. What's My Line? (CBS)	39.8
10. Toast of the Town (CBS)	38.8
	Homes
Program	(000's)
1. I Love Lucy (CBS)	11,480
2. Walcott-Charles Fight (NBC)	10,600
3. Red Skelton (NBC)	8.240
4. You Bet Your Life (NBC)	7,450
5. Godfrey & Friends (CBS)	7,180
6. Star Theatre (NBC)	6,960
7. Blue Ribbon Bouts (CBS)	6,900
8. Robert Montgomery (NBC)	6,480
9. TV Playhouse (NBC)	6,400
10. Talent Scouts (CBS)	6,190

#### Weekly Television Summary—July 7, 1952—Telecasting Survey

City	Outlets On Air	Sets in Area	City	Outlets On Air	Sets in Area
			and the same of th		ALC 10 10 10 10 10 10 10 10 10 10 10 10 10
Albuquerque	KOB-TV	16,500	Louisville	WAVE-TV, WHAS-TV	174,143
Ames	WOI-TV	91,207	Matamoros (M	exico)-Brownsville, Tex.	
Atlanta	WAGA-TV, WSB-TV WLTV	185,000		XELD-TV	21,500
Baltimore	WAAM, WBAL-TV, WMAR-TV	390,914	Memphis	WMCT	136,784
Binghamton	WNBF-TV	70,000	Miami	MIA1	119,500
Birmingham	WAFM-TV, WBRC-TV	90,000	Milwaukee	WTMJ-TV	336,433
Bloomington	WTTV	150,000	MinnSt. Paul	KSTP-TV, WTCN-TV	322,900
Boston	WBZ-TV, WNAC-TV	904,185	Nashville	WSM-TV	71,399
Buffalo	WBEN-TV	271,057	New Haven	WNHC-TV	286,000
Charlotte	WBTV	227,271	New Orleans	WDSU-TV	97,912
Chicago	WBKB, WENR-TV, WGN-TV, WNBQ	1,145,984	New York-	WABD, WCBS-TV, WJZ-TV, WNBT	
Cincinnati	WCPO-TV, WKRC-TV, WLWT	354,000	Newark	WOR-TV, WPIX, WATV	3,059,400
Cleveland	WEWS, WNBK, WXEL	623,613	Norfolk	WTAR-TV	119,125
Columbus	WBNS-TV, WLWC, WTVN	234,000	Oklahoma City	WKY-TV	134,676
Dallas-			Omaha	KMTV. WOW-TV	130,313
Ft. Worth	KRLD-TV, WFAA-TV, WBAP-TV	176.861	Philadelphia Philadelphia	WCAU-TV, WFIL-TV, WPTZ	1,052,259
Davenport	WOC-TV	110,700	Phoenix	KPHO-TV	59,200
Owner City	a balada Barrara A. D. B. I. I.		Pittsburgh	WDTV	448,000
Quad Citie	es Include Davenport, Moline, Rock Ise.,	E. Moline	Providence	WJAR-TV	218,500
Dayton	WHIO-TV, WLWD	240,000	Richmond	WTVR	127,006
Detroit	WJBK-TV, WWJ-TV, WXYZ-TV	750,000	Rochester	WHAM-TV	149,000
Erie	WICU	165,100	Rock Island	WHFB-TV	110,700
Ft. Worth		,			
Dallas	WBAP-TV, KRLD-TV, WFAA-TV	176,861	Quaa Citi	es Include Davenport, Moline, Rock	ise., c. Monne
Grand Rapids	WOOD-TV	217,081	Salt Lake City	KDYL-TV, KSL-TV	77,813
Greensboro	WFMY-TV	116,415	San Antonio	KEYL, WOAI-TV	83,615
Houston	KPRC-TV	150,800	San Diego	KFMB-TV	137,750
Huntington-		,	San Francisco	KGO-TV, KPIX, KRON-TV	395,000
Charleston	WSAZ-TV	90.565	Schenectady-		
Indianapolis	WFBM-TV	240,000	Albany-Troy	WRGB	212,600
Jacksonville	WMBR-TV	58,000	Seattle	KING-TV	148,500
Johnstown	WJAC-TV	154,297	St. Louis	KSD-TV	402,000
Kalamazae	WKZO TV	002 002	Surgence	WHEN WCYP.TV	180 062

Total Markets on Air 64\*

Kalamazoo Kansas City Lancaster

Lansing Los Angeles WKZO-TV WDAF-TV WGAL-TV

WJIM-TV KECA-TV, KHJ-TV, KLAC-TV, KNBH KNXT, KTLA, KTTV

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

Syracuse Toledo Tulsa Utica-Rome Washington

Wilmington

240,000 58,000 154,297 223,992 210,105

150,093 100,000

1,272,568

Stations on Air 109\*

KSD-TV
WHEN, WSYR-TV
WSPD-TV
KOTV
WKTV
WMAL-TV, WNBW, WTOP-TV, WTTG
WDEL-TV

### BALLOT BALLOT BALLOT Keep Your 1ST BALLOT STASSEN WMAR-TV own count CHANNEL 2

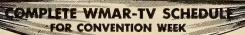
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#### **FOLLOW THE REPUBLICAN NATIONAL CONVENTION** AS IT'S CARRIED ON CHANNEL 2

TIME AND PLACE: International Amphitheater in Chicago; starting July 7, 12:30 P.M. NOMINATION: The states and territories vote in alphabetical order. During the first roll call each delegation nominates a candidate, passes, yields to another state or seconds an earlier nomination. BALLOTING: In the balloting, the chairman of each delegation announces the votes of the delegates from his state. You'll find the total number from each state and territory listed in the scorecard to the left.

DELEGATES: There are 1206 votes, in all, at the Republican National Convention; 604 needed to nominate the Republican candidate for the National election. Balloting will continue until some candidate achieves at least this total.

So clip out the scorecard, tune your TV set to Channel 2 and watch the Republican National Convention of 1952.



### CONVENTION TELECASTS IN BLACKFACE TYPE

Below is the complete schedule for the current week on WMAR-TV. Convention coverage is in blackface type. Additional features and last minute corrections will be announced as received, and reported during all Sunpapers



9.00 "Information Places". Cliffon Fadimen, Franklin P. Adams, John Kieron.
9.30 "Breek The Bank': Berr Parks, 10.00 Celebriy Time: Conced Rogal. 10.30 The Big Question.
10.31 The Big Question.
10.35 May News Special: Don Hollenback.
11.35 Sunpager Television News: Week In Review.
11.30 The World Today In Wirephalos

MONDAY, JULY 7

MONDAY, JULY 7

MONDAY, JULY 7

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104 The AI Pencer Show,
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109 The Woman's Angles Ann Mar.
100 Mile and Buff.
100 Western The Solies Court Show,
100 Western The Solies Co

6.50 Km1 Inland Estates.
2.00 Surposers Televisian News.
2.00 Surposers Televisian News.
2.10 Televisian News.
2.11 Televisian News.
2.12 Televisian News.
2.13 Televisian News.
2.14 Televisian News.
2.15 Televisian News.
2.15 Archive Galdreys Tolant Scaust.
2.16 Archive Galdreys Tolant Scaust.
2.17 Televisian News.
2.17 Televisi

MecArthur.

10.5 Sunpost Television News.

TURSDAY, JULY 8

10.00 Anthor Geoffey Time.

10.10 St. Mooning News.

10.10 The Rep Peter Show.

11.10 St. Mooning News.

12.10 St. Mooning News.

12.11 St. Mooning News.

12.12 St. Mooning News.

12.12 St. Mooning News.

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12.14 News. Hell.

12.15 St. Mooning News.

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WEDNESDAY, JULY 9

WIDNESDAY, JULY 9
10.00 Marining News,
10.15 GS- Marining News,
10.15 GS- Marining News,
10.15 GS- Marining News,
10.16 Marining News,
10.16 Marining News,
10.17 Marining News,

THURSDAY, JULY 10
10.00 Arihur Godfrey Time.
10.15 CBS Morning News.
10.30 Arihur Godfrey Time.
10.45 The Al Peorce Show.

11.15 bride and Groom.

11.20 The Is Rich Werren Mill.

12.00 The Isg go of I.

12.10 The Isg go of Is

12.00 Sunpaper Italysian News,

FRIDAY, JULY 11

10.00 CSS Morning News.
10.00 The All Peerse Show.
10.00 The All Peerse Show.
10.00 The All Peerse Show.
10.00 The San Tan Sa

1100 The Festiva Badge, Newer, 1100 Seek 1100

"Counter Fremium Ployhouse:
"Counterfeiters," Jon Chaney,
Jr., John Sutton, Daris Merrick
12.00 "It's Great To Be Alive."
12.05 Sunpapers Television News.

THE DEMOCRATIC STARTING JULY 21



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S.D. 20 TENN. 38 TEX. 14 UTAH 12 VT. 23 VA. 24 WASH. 16 SEE W.VA. 30 WISC. IT 12 WYO. 3 ALAS. ALL 6 D.C. HAWAII 8 ON P.R. &V.I. 4 \* 604 VOTES NEEDED TO NOMINATE \* Channel 2 **TOTAL 1206** 

YOUR STATION FOR FULL CONVENTION COVERAGE CHANNEL 2

"Your Convention Channel"

(Continued from page 66)

President E. Harold Munn Sr. (6,000 sh), Chairman of Board James W. Wilson (1,500 sh), Station Director E. Harold Munn Jr. (6,400 sh), Secretary Frederick G. Hodge (150 sh), A. J. Melbom (3,200 sh), Hugh E. Salway (3,300 sh). Total of 35,460 sh issued.

†FLINT, Mich.—Booth Radio and Television Stations Inc. (WBBC), VHF Ch. 12 (204-210 mc); ERP 316 kw visual; 158 kw aural; antenna height above average terrain 982 ft., above ground 1,020 ft. Estimated construction cost \$595,737, first year operating cost \$548,645, revenue \$634,400. Post Office address: John L. Booth, 700 Buhl Bldg., Detroit 28, Mich. Studio location: 112 W. Water St., Flint. Transmitter location: Near Montrose, Mich., on State Highway 13. Geographic coordinates 43° 12′ 36″ N. Lat., 83° 55′ 44″ W. Long. Transmitter DuMont, antenna RCA. Legal counsel Pierson & Ball, Washington. Engineer Edward H. Clark. Principals include President John L. Booth (84.3%); Mrs. John L. Booth (9.4%), and John L. Booth II (6.3%). Booth Radio and Television also is licensee of WJLB Detroit and WSGW Saginaw, Mich.

Mich.

FLINT, Mich.—W. S. Butterfield Theatres Inc. (WUOM), UHF Ch. 16 (482-488 mc): ERP 998.2 kw visual, 499.1 kw aural; antenna height above average terrain 1133 ft., above ground 1053 ft. Estimated construction cost \$820,-623, first year operating cost \$260,000, revenue \$290,000. Post Office address: 1492 National Bank Bldg., Detroit 26, Mich. Studio location: Strand Theatre, 515-521 S. Saginaw St. Transmitter location: 70 mi. N 80 degrees E of Holly. Geographic coordinates 42° 48° 21" N. Lat., 83° 29° 37" W. Long. Transmitter RCA, antenna RCA. Legal counsel Hogan & Hartson, Washington. Consulting engineer George P. Adair, Washington. Principals include President-Treasurer M. F. Gowthorpe, Vice President Paul W. Seippel, Vice President H. Edward Stuckey, Bijou Theatrical Enterprise Co., Detroit, sole stockholder class A. class C (100%), the Regents of the University of Michigan, sole stockholder class B (100%).

FLINT, Mich.—Trebit Corp. (WFDF), VHF Ch. 12 (204-210 mc), ERP 316 kw visual, 158 kw aural; antenna height above average terrain 1,000 ft., above ground 979.5 ft. Estimated construction cost \$551,418, first year operating cost \$443,000, revenue \$450,000. Post Office address: 503 S. Saginaw St., Flint, Mich. Studio location: 503 S. Saginaw St. Transmitter location: intersection of Bray & Frances Roads. Geographic coordinates 43° 08′ 09″ N. Lat., 83° 39′ 38″ W. Long. Transmitter RCA, antenna RCA. Legal counsel Dempsey & Koplovitz, Washington. Consulting engineer Gillett & Bergquist, Washington. WFBM Inc. Indianapolis owns 100% of stock. Principals include President Harry M. Bitner, Vice President H. M. Bitner Jr., Secretary Lester W. Lindow, Treasurer and Assistant Secretary Melvin C. Green. WFBM Inc. owns WFBM-AM-FM Indianapolis and WEOA Evansville, Ind., and controls WOOD Grand Rapids and WFDF Flint, both Mich.

DULUTH, Minn.—Head of the Lakes Bestg. Co. (WEBC), VHF Ch. 3 (60-66 mc); ERP 100 kw visual, 50 kw aural; antenna height above average terrain 677 ft., above ground 449 ft. Estimated construction cost \$297,633, first year operating cost \$240,000, revenue \$290,-000. Post Office address: WEBC Bldg., 4th Ave. W. and Superior St., Duluth. Studio and transmitter location: 4th Ave. W. and Superior St. Geographic coordinates 46° 47' 28" N. Lat., 92° 06' 52" W. Long. Transmitter RCA, antenna RCA. Legal counsel Arthur W. Scharfeld, Washington. Principals include President Morgan Murphy (20.125%), Vice President W. C. Bridges (10%), Secretary-Treasurer Clough Gates (0.125%), R. L. Griggs (5%), Evening Telegram Co. (32.125%), Northwest Paper Co. (32.375%), Northwest Paper Co. (32.375%)

JACKSON, Miss. — Standard Life Bestg. Co. (WSLI), VHF Ch. 12 (204-210 mc); ERP 216 kw visual, 108 kw aural; antenna height above average terrain 604 ft., above ground 577 ft. Estimated construction cost \$412,523, first year operating cost \$215,640, revenue \$226,850. Post Office address: P.O. Box 1847, Jackson, Miss. Studio

and transmitter location: West of Robinson Rd. extension about 0.3 mi. N of Route 18. Geographic coordinates: 32° 17′ 00″ N. Lat., 90° 15′ 49″ W. Long. Transmitter GE, antenna GE. Legal counsel Kirkland, Fleming, Green, Martin & Ellis, Washington. Consulting engineer Commercial Radio Equip, Co., Washington. Principals include President W. R. Newman (4%), Chairman of the Board Charles H. Russell (4%), Treasurer - Manager L. M. Sepaugh (23.2%), Secretary Stone M. Smith, T. B. Lanford (22.8%); Standard Life Ins. Co. has 52.8% interest.

† HANNIBAL, Mo.—Courier-Post Pub. Co. (KHMO), VHF Ch. 7 (174-180 mc); ERP 10.8 kw visual, 5.4 kw aural; antenna height above average terrain 618 ft., above ground 537 ft. Estimated construction cost \$206,218, first year operating cost \$84,000, revenue unknown. Post Office address: 102½ S. Main St., Hannibal. Studio and transmitter location: N. of intersection of US Hwy. 61 & Mark Twain Ave. on Hannibal-La Grange college tract. Geographic coordinates 39° 43° 56" N. Lat., 91° 23° 32" W. Long. Transmitter RCA, antenna RCA. Legal counsel Eliot C. Lovett, Esq., Washington. Consulting engineer Commercial Radio Equipment Co., Washington. Principals include President P. D. Adler (0.9%), Secretary-Treasurer E. L. Sparks (13.75%), Vice President J. G. Jeffries (3.82%), Laura Lee (41.8%), Mrs. J. F. Powell (9.32%), E. P. Adler estate (9.86%, stock voted by Philip D. Adler), Charles R. Munson (5.4%).

† KANSAS CITY, Mo.—WHB Bcstg. Co. (WHB), VHF Ch. 9 (186-192 mc); ERP 316 kw visual, 158 kw aural; antenna height above average terrain 832 ft., above ground 753 ft. Estimated construction cost \$1.472.924, first year operating cost \$982.137, revenue \$1,150,000\$. Post Office address: Scarritt Bldg., 9th & Grand Ave., Kansas City 6, Mo. Studio and transmitter location: 26 W. 31st St. Terrace, Kansas City, Mo. Geographic coordinates: 39 04 13" N. Lat., 94° 35' 09" W. Long. Transmitter RCA, antenna RCA. Legal counsel Spearman & Roberson, Washington. Consulting engineer A. Earl Cullum Jr., Dallas, Tex. Principals include President Donald D. Davis (0.2%), Vice President-Treasurer John F. Cash (0.2%), Vice President John T. Schilling,

Secretary R. B. Caldwell (0.2%), Lathrop G. Backstrom (99.4%), Beneficial owner of 100% of stock (500 shares) is Cook Paint and Varnish Co. (parent).

Cook Paint and Varnish Co. (parent).

ST. LOUIS, Mo.—St. Louis Amusement Co., VHF Ch. 11 (198-204 mc); ERP 316 kw visual, 158 kw aural; antenna height above average terrain 596.5 ft., above ground 573.5 ft. Estimated construction cost \$779,353, first year operating cost \$1,042,025, revenue \$1,338,000. Post Office address: 527 N. Grand St., St. Louis 3. Studio and transmitter location Grand Blvd. & Delmar Ave., St. Louis. Geographic coordinates 38° 38' 24" N. Lat., 90° 13' 47" W. Long. Transmitter RCA, antenna RCA. Legal counsel Clagett & Schilz, Washington. Consulting engineer William L. Foss Inc., Washington. Principals include President Edward B. Arthur (1 sh.), president Edward B. Arthur (1 sh.), president of Ambassador Investment Corp., 52% owner of applicant; Vice President David G. Arthur; Secretary-Treasurer James H. Arthur (1 sh.), secretary of Fanchon & Marco Inc.; Ambassador Investment Corp., St. Louis (52%); Fanchon & Marco Enterprises Inc. (42%).

GREAT FALLS, Mont. — Montana Farmer Inc. (KMON), VHF Ch. 3 (60-66 mc); ERP 1.7 kw visual, 0.85 kw aural; antenna height above average terrain 229 ft., above ground 399 ft. Estimated construction cost \$177,000, revenue \$165,000. Post Office address: 414 Second Ave., Great Falls. Studio and transmitter location: Tribune Bldg. Geographic coordinates 47° 30′ 24″ N. Lat., 111° 17′ 56″ W. Long. Transmitter RCA, antenna RCA. Legal counsel Haley & Doty, Washington. Consulting engineer Kear & Kennedy, Washington. Principals include President Alexander Warden (0.16%), Treasurer Eleanor C. Warden and Secretary Lester Cole (19.66%). The Great Falls Tribune owns 80% of stock.

† OMAHA, Neb.—KFAB Bestg. Co. (KFAB), VHF Ch. 7 (174-180 mc); ERP 316 kw visual, 158 kw aural; antenna height above average terrain 666 ft., above ground 650 ft. Estimated construction cost \$876,703, first year operating cost \$480,000, revenue \$550,000. Post Office address: 620 Farnam Bldg., Omaha. Studio and transmitter loca-

(Continued on page 74)

# Two Cooks Sell Better Than One!

"HOME COOKING" WITH MR. AND MRS. IS TELEVISED MONDAY THRU FRIDAY 11:00 TO 11:45 A.M. FROM THE MODERN WAAM KITCHEN . . . AND THE RESULTS ARE AMAZING!

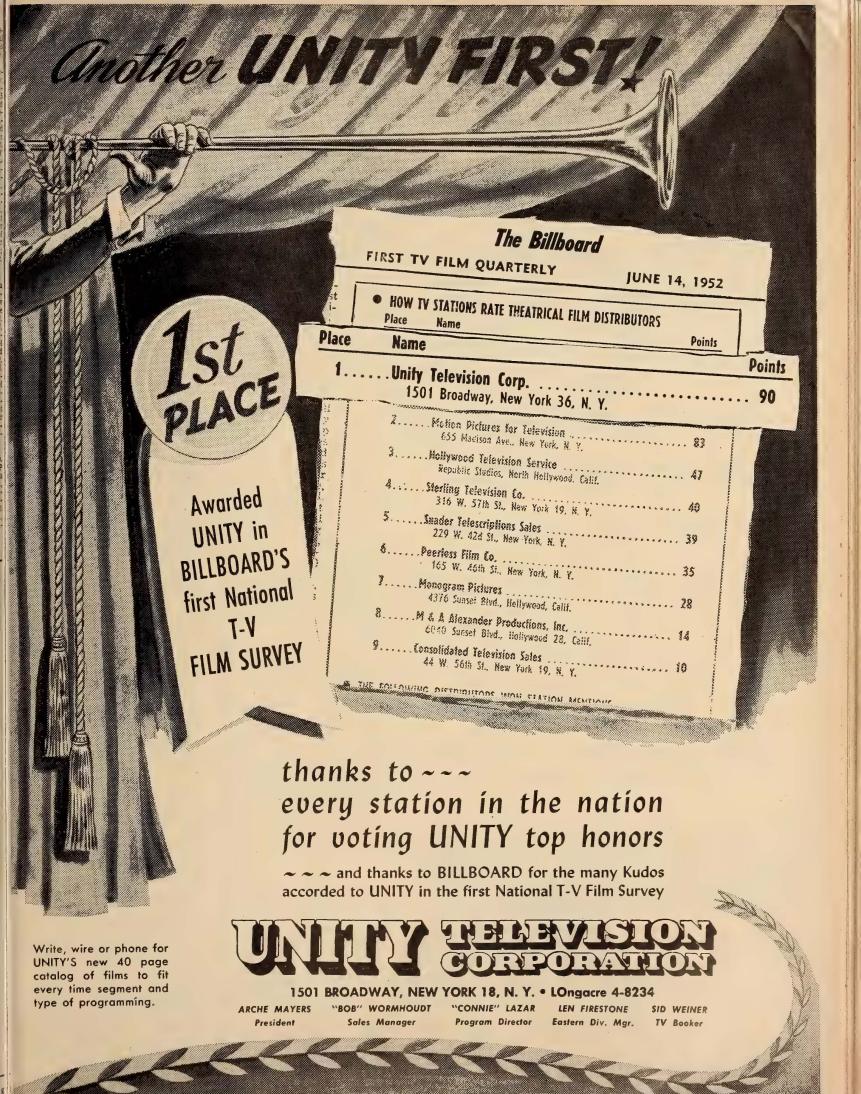


Every morning, Monday thru Friday, at eleven, Mr. and Mrs. get to work in a kitchen set up just for television. The WAAM cameras see everything that goes on in the oven, the pots and pans, the chopping board, the mixing bowls, etc. At home, thousands and thousands of Maryland housewives sit and watch while Mr. and Mrs. demonstrate how to prepare the most delicious meals in the most economical manner. The sponsored products are sold beautifully and solidly. THE COST IS LOW—\$48 per participation less frequencies—one of the sweetest buys in television. Look into it!

WAAM

TELEVISION . . . CHANNEL 13 . . . BALTIMORE Represented nationally by Harrington, Righter & Parsons, Inc.

DuMONT-ABC Affiliate



(Continued from page 72)

tion: 33rd & Farnam Sts. Geographic coordinates 44° 15′ 36″ N. Lat., 95° 57′ 36″ W. Long. Transmitter RCA, antenna RCA. Legal counsel Segal, Smith & Hennessey, Washington. Consulting engineer George C. Davis, Washington. Principals include Journal-Star Printing Co. (50%) and Sidles Co. (50%).

ing Co. (50%) and Sidles Co. (50%).

MANCHESTER, N. H.—New Hampshire Bestg. Inc. (WFEA), VHF Ch. 9 (186-192 mc); ERP 234.029 kw visual, 117.036 kw aural; antenna height above average terrain 1091.6 ft., above ground 290.5 ft. Estimated construction cost \$447,410, first year operating cost \$325,776, revenue \$398,000. Post Office address: 286 Franklin St., Manchester. Studio location: 286 Franklin Street. Transmitter location: on top of South Uncanoonuc Mountain. Geographic coordinates 42° 58' 59" N. Lat., 71° 35' 15.5" W. Long. Transmitter RCA, antenna RCA. Legal counsel McKenna and Wilkinson, Washington. Consulting engineer John H. Mullaney, Washington. Principals include Treasurer Samuel G. Camann (50%), President Morris Silver who own 50% each of One-Seventy-Seven Granite Street, Inc., which owns 50% of the Applicant. The Applicant is also licensee of WKXL Concord.

† ALBUQUERQUE, N. M.—Alvarado Bestg. Co. Inc. (KOAT), VHF Ch. 13 (210-216 mc); ERP 33.725 kw visual, 16.86 kw aural; antenna height above average terrain 4252 ft., above ground 137 ft. Estimated construction cost \$219,956, first year operating cost \$156,000, revenue \$208,000. Post Office address: 122 S. Tulane, Albuquerque. Studio location: 122 S. Tulane. Transmitter location: Sandia Crest. Geographic coordinates 35° 12′ 40″ N. Lat., 106° 27′ 02″ W. Long. Transmitter DuMont, antenna RCA. Legal counsel Dow, Lohnes & Albertson, Washington. Consulting engineer William H. Carman, Albuquerque. Principals include President Herbert Wimberly (49.5%); Vice-President and General Manager Albert M. Cadwell (49.5%) 171/4% owner of WCLS, Baton Rouge, La Applicant also is licensee of KTRC Santa Fe and lessee of KRSN Los Alamos.

ALBANY, N. Y.—Governor Dongan Bestg. Corp. (WOKO), UHF Ch. 23 (524-530 mc); ERP 216 kw visual, 115 kw aural; antenna height above average terrain 1,081 ft., above ground 191½ ft. Estimated construction cost \$400,-730, first year operating cost \$274,718, revenue \$375,000. Post Office address: Wellington Hotel, 136 State St., Albany. Studio location: rear of 1025 Central Ave., Albany. Transmitter location: 2.2 mi. W of New Salem, N. Y. on Camp Pinnacle Rd. Geographic coordinates; 42° 37′ 39″ N. Lat., 74° 00′ 38″

W. Long. Transmitter GE, antenna GE. Legal counsel Bingham, Collins, Porter & Kistler, Washington. Consulting engineer Millard M. Garrison, Washington. Principals include President James T. Hcaley (18.27%), Vice President Chester T. Hubbell (05.58%), Treasurer John Aiello (08.42%), Secretary Charles J. Tobin Jr. (02.13%), Ira Mendleson (06.39%), R. Murray Willard (06.09%), Charles A. Simmons Jr. (05.07%) and Joseph Aiello (09.13%).

ALBANY, N. Y.—U. of State of New York, State Education Dept., UHF Ch. 17\* (488-494 mc); ERP 202.5 kw visual, 105.3 kw aural; antenna height above average terrain 1,432 ft., above ground 541.8 ft. Estimated construction cost \$251,000. Post Office address: Dr. Lewis A. Wilson, U. of State of New York, State Education Dept., Albany. Studio and transmitter location: Albany. Geographic coordinates 42° 37' 54" N. Lat., 74° 00' 57" W. Long. Transmitter GE, antenna GE. Legal counsel Fischer, Willis & Panzer, Washington. Consulting engineer Francis E. Almstead. This is first of 10 noncommercial educational applications filed by N. Y. State Education Dept. Others already are filed for New York, Buffalo, Syracuse, Rochester.

BUFFALO, N. Y.—U. of State of New York, State Dept. of Education, UHF Ch. 23\* (524-530 mc); ERP 200 kw visual, 105 kw aural; antenna height above average terrain 647.8 ft., above ground 539 ft. Estimated construction cost \$251,500. Studio and transmitter location: Buffalo. Geographic coordinates 42° 42′ 51″ N. Lat., 78° 44′ 38″ W. Long.

Transmitter GE, antenna GE. See Albany application.

bany application.

† JAMESTOWN, N. Y.—James Bestg.
Co. (WJTN), UHF Ch. 58 (734-740 mc);
ERP 105 kw visual, 52.5 kw aural; antenna height above average terrain 722
ft., above ground 250 ft. Estimated construction cost \$251,589, first year operating cost \$93,500, revenue \$84,000. Post Office address: 110 West Third St., Jamestown, N. Y. Studio location: 110 W. Third St. Transmitter location: 0ak Hill Rd., Frewsburg, N. Y. Geographic coordinates 42° 02′ 40″ N. Lat., 79° 05′ 00″ W. Long. Transmitter DuMont, antenna GE. Legal counsel Dow, Lohnes & Albertson, Washington. Consulting engineer Jansky & Bailey, Washington. Principals include President-Treasurer Jay E. Mason (76.63%), Vice President Simon Goldman (17.97%), Secretary Hugh V. N. Bodine (.23%), Mabel Mason (4.59%).

NEW YORK—U. of State of New York, State Education Dept., UHF Ch. 25\* (536-542 mc); ERP 198 kw visual, 105 kw aural; antenna height above average terrain 498 4 ft., above ground 512.3 ft. Estimated construction cost \$251,500. Studio and transmitter location: New York. Geographic coordinates 40° 32' 51" N. Lat., 74° 00' 84" W. Long. Transmitter GE, antenna GE. See Albany application.

see Albany application.

† NIAGARA FALLS, New York—The Niagara Falls Gazette Pub. Co. (WHLD-AM-FM), VHF Ch. 2 (54-60 mc); ERP 100 kw visual, 50 kw aural; antenna height above average terrain 902 ft, above ground 935 ft. Estimated construction cost \$584,000, first year operating cost \$480,000, revenue \$650,000. Post Office address: 310 Niagara Street, Niagara Falls, N. Y. Studio: Hotel Niagara. Transmitter location: Stanley Road, 1435 ft. E. of W. River Rd. Geographic coordinates 43° 00′ 19″ N. Lat., 79° 00′ 53″ W. Long. Transmitter RCA, antenna RCA. Legal counsel Dow, Lohnes & Albertson, Washington. Consulting engineer Russell P. May, Washington. Principals include President A. C. Deuel (90.8%), Vice President Earl C. Hull, Vice President R. T. Harrold and Secretary-Treasurer Ray M. Van Wagner (2.4%).

Van Wagner (2.4%).

† PLATTSBURG, N. Y.—Plattsburg
Bestg. Corp. (WEAV), UHF Ch. 28 (554550 mc); ERP 7.78 kw visual, 4.23 kw
aural; antenna height above average
terrain 1186.2 ft., above ground 424.5 ft.
Estimated construction cost \$115,797,
first year operating cost \$110,359, revenue \$140,530. Post Office address: 153
Margaret St., Plattsburg, N. Y. Studio
location: 153 Margaret St. Tranmsitter
location: Rand Hill, Beckmantown
Twp., 9.5 mi. at N 302° E of city of
Plattsburg. Geographic coordinates 44°
46' 17" N. Lat., 73° 76' 49" W. Long,
Transmitter GE, antenna GE. Legal
counsel Frank Stollenwerck, Washington. Consulting engineer Russell P.
May, Washington. Principals include
President-Treasurer George F. Bissell
(54.15%), Vice President Bramon W.
Bissell (45.85%) and Secretary Marie
Bissell.

ROCHESTER, N. Y.—U. of State of

ROCHESTER, N. Y.—U. of State of New York, State Education Dept., UHF Ch. 21\* (512-518 mc); ERP 200 kw visual, 105.1 kw aural; antenna height above average terrain 721 ft., above ground 540 ft. Estimated construction cost \$251,500. Studio and transmitter location: Rochester. Geographic coordinates 43° 08' 23" N. Lat., 77° 34' 37" W. Long. Transmitter GE, antenna GE. See Albany application.

pany application.

†ROCHESTER, N. Y.—WHEC Inc. (WHEC), VHF Ch. 10 (192-198 mc); ERP 125 kw visual, 62.5 kw aural; antenna height above average terrain 449 ft., above ground 325 ft. Estimated construction cost \$648,719, first year operating cost \$935,000, revenue \$1,260,-000. Post Office address: 40 Franklin St., Rochester, N. Y. Studio location: 1850 Winton Road, South, Brighton, N. Y. Transmitter location: Pinnacle Hill, Brighton, N. Y. Geographic coordinates 43° 68′ 07″ N. Lat., 77° 35′ 02″ W. Long. Transmitter GE, antenna RCA. Legal counsel Dow, Lohnes & Albertson, Washington. Consulting engineer Bernard C. O'Brien, Rochester, N. Y. Principals include President Frank E. Gannett, Vice President Clarence Wheeler, Secretary-Treasurer H. W. Cruickshank and Francke P. Pickard (14.25%). Gannett Co. owns 85.75% of stock.

SYRACUSE, N. Y.—U. of State of New York, State Education Dept., VHF UHF Ch. 43\* (644-650 mc); ERP 198 kw visual, 105 kw aural; antenna height above average terrain 471.2 ft., above ground 531.9 ft. Estimated construction cost \$251,500. Studio and transmitter location: Syracuse. Geographic coordinates 43° 02° 04" N. Lat., 76° 07' 36" W. Long. Transmitter GE, antenna GE. See Albany application.

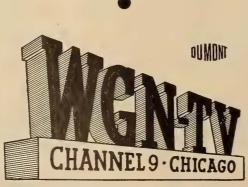
# HAPPY ADVERTISERS are our BUSINESS

In June an advertiser wrote WGN-TV:

"...our telecast exceeded our expectations as to returns. Our product is somewhat seasonal, and April and May are usually our dullest months in the year from the standpoint of sales. Orders received as a result of our telecast brought our cost per dollar order down to 14.2c. We also received an increase in sales during the last week in May which was attributable to the telecast."

Wes...happy advertisers are our business...

Buy WGN-TV in Chicago...you'll be happy you did



The Chicago Tribune Television Station

UTICA, New York — WIBX Inc. (WIBX), UHF Ch. 19 (500-506 mc); ERP 18.8 kw visual, 10.2 kw aural; antenna height above average terrain 885 ft., above ground 465 ft. Estimated construction cost \$269.901, first year operating cost \$148,000, revenue \$185,000. Post Office address: First National Bank Bldg. 187 Genesee St., Utica, N. Y. Studio location: First National Bank Bldg. Transmitter location: 4 mi. from Utica on top of Smith Hill. Geographic coordinates: 43° 08′ 41.5″ N. Lat., 75° 10′ 43.8″ W. Long. Transmitter GE, antenna GE. Legal counsel Loucks, Zias, Young & Jansky, Washington. Consulting engineer George F. Gautney, Washington. Principals include President and Treasurer Margaret Bowen Stevens, executor of estate of Scott H. Bowen (51%).

ASHEVILLE, N. C.—Community TV
Co., VHF Ch. 13 (210-216 mc); ERP 316
kw visual, 150 kw aural; antenna height
above average terrain 1191 ft., above
ground 549 ft. Estimated construction
cost \$422,000, first year operating cost
\$225,000, revenue \$250,000. Post Office
address: Scenic Bldg., Asheville, N. C.
Studio location: To be determined.
Transmitter location: Sunset Mt. Geographic coordinates 35° 37′ 44″ N. Lat.,
82° 31′ 55″ W. Long. Transmitter DuMont, antenna GE. Legal counsel McKenna & Wilkinson, Washington. Consulting engineer A. D. Ring & Co.,
Washington. Principals include President-Treasurer Earl R. Bamford
(86.8%), president and 33½ owner of
Radio Asheville Inc. (WSKY Asheville);
Vice President Zeb Lee (0.2%), secretary and 33½ owner Radio Asheville;
Secretary D. L. Graham (1%).

ASHEVILLE, N. C.—Radio Station WISE Inc. (WISE), UHF Ch. 62 (758-764 mc); ERP 22.9 kw visual, 12.9 kw aural; antenna height above average terrain 1,138 ft., above ground 154 ft. Estimated construction cost \$122,600, first year operating cost \$180,000, revenue \$180,000. Post Office address: 89 College St., Asheville. Studio location: Langren Hotel, Asheville on Spivey Mtn. Geographic coordinates 35° 36′ 04″ N. Lat., 82° 39′ 05″ W. Long. Transmitter DuMont, antenna GE. Consulting engineer George C. Davis, Washington. Principals include President-Treasurer Harold H. Thoms (over 99%), Secretary Meredith S. Thoms (less than 1%).

DURHAM, N. C.—Durham Radio Corp. (WDNC), VHF Ch. 11 (198-204 mc); ERP 316 kw visual, 158 kw aural; antenna height above average terrain 674 ft., above ground 674 ft. Estimated construction cost \$305,545, first year operating cost \$417,840, revenue \$429,004. Post Office address: 138½ East Chapel Hill St., Durham. Studio location: 138½ East Chapel Hill St. Transmitter location: U. S. Highway 70, 4.5 mi. NW of Durham. Geographic coordinates 36° 01′ 57" N. Lat., 78° 57′ 43" W. Long. Transmitter DuMont, antenna RCA. Legal counsel Dempsey & Koplovitz, Washington. Consulting engineer George C. Davis, Washington. Principals include President C.C. Council, president of Durham Herald Co.; Vice President J. Frank Jarman, vice president and general manager Durham Radio Corp.; Secretary-Treasurer Mrs. E. T. Rollins, vice president Durham Herald Co., and Assistant Secretary and Treasurer D. F. Germino, business manager Herald Co.

CANTON, Ohio—Stark Bestg. Corp. (WCMW), UHF Ch. 29 (560-566 mc); ERP 90.4 kw visual, 45.2 kw aural; antenna height above average terrain 659 ft., above ground 52234 ft. Estimated construction cost \$270,250, first year operating cost \$198,120, revenue \$224,640. Post Office address: Hills and Dales Rd., Canton, Ohio. Studio location: Rt. 30, Canton. Geographic coordinates 40° 47′ 06″ N. Lat., 81° 18′ 26″ W. Long. Transmitter RCA, antenna RCA. Legal counsel George O. Sutton, Washington. Consulting engineer James C. McNary, Washington. Principals include President S. L. Huffman (32%), Treasurer Kenneth B. Cope (32%), Secretary D. L. Buchanan and R. W. Loichot (32%).

CLEVELAND, Ohio — Cleveland Bests., Inc. (WERE-AM-FM), UHF Ch. 65 (776-782 mc); ERP 202.4 kw visual, 101.2 kw aural; antenna height above average terrain 665 ft., above ground 434 ft. Estimated construction cost \$406,735, first year operating cost \$330,000, revenue \$275,000. Post Office address: 1501 Euclid Ave., Cleveland. Studio location: 1501 Euclid Ave., Cleveland. Transmitter location: 9256 Ridge Road. Geographic coordinates: 41° 20′

28" N. Lat., 81° 44' 29" W. Long. Transmitter RCA, antenna RCA. Legal counsel Spearman & Roberson, Washington. Consulting engineer George P. Adair, Washington. Principal include President Ray T. Miller (14.6%), Vice President Paul C. Aiken (3.28%), Secretary Ray L. Lamb (2.2%) and Donald W. Horbeck (7.16%).

LIMA, Ohio — WLOK, Inc. (WLOK-AM-FM), UHF Ch. 41 (632-638 mc); ERP 19.10 kw visual, 9.55 kw aural; antenna height above average terrain 318 ft., above ground 320 ft. Estimated construction cost \$130,731, first year operating cost \$102,000, revenue \$109,900. Post Office address: 1101 National Bank Bldg, Studio location: 1424 Rice Avenue. Transmitter location: Same. Geographic coordinates 40° 44′ 53.5″ N. Lat., 84° 07′ 55.5″ W. Long. Transmitter DuMont, antenna RCA. Legal counsel Dow, Lohnes & Albertson, Washington. Consulting engineer Craven, Lohnes & Culver, Washington. Principals include President Lloyd A. Pixley (51%) has controlling interest. Lake Erie Bestg. Co. (WLGC-Sandusky, O.), Pixleys Inc. (WCOL-AM-FM Columbus, O.); Vice President-Treasurer W. Lyman Case Jr. (16.4%) principal in various realty firms; Secretary Thomas B. Runyan; Treasurer George N. Brown; Ward C. Case (16.4%); Robert B. Case (16.2%),

† YOUNGSTOWN, Ohio—Polan Industries, UHF Ch. 33 (584-590 mc); ERP 169 kw visual, 84.5 kw aural; antenna height above average terrain 678 ft., above ground 544 ft. Estimated construction cost \$326,000, first year operating cost \$200,000, revenue \$225,000. Post Office address: 321 8th St. (P.O. Box 1720), Huntington, W. Va. Transmitter location: 2.5 mi. NW of Hubbard, Ohio. Geographic coordinates 41° 11′ 23″ N. Lat., 80° 36′ 58″ W. Long. Transmitter RCA, antenna RCA. Legal counsel McKenna & Wilkinson, Washington. Consulting engineer A. D. Ring & Co., Washington. Principals include Albert S. Polan, E. G. Polan, Lincoln M. Polan, Charles M. Polan, Lake Polan Jr., a partnership d/b/a Polan Industries, each holds 20%.

†TULSA, Okla.—Southwestern Sales Corp. (KV00) VHF Ch. 2 (54-60 mc); ERP 100 kw visual, 50 kw aural; antenna height above average terrain 424 ft., above ground 443 ft. Estimated construction cost \$476,750, first year operating cost \$405,000, revenue \$485,000. Post Office address: Philtower Bidg., 423 South Boston Ave., Tulsa, Okla. Studio and transmitter location: Philtower Bidg., 423 S. Boston Ave. Geographic coordinates 36° 09' 08" N. Lat., 95° 59' 18" W. Long. Transmitter RCA, antenna RCA. Legal counsel Dow Lohnes & Albertson, Washington. Consulting engineer Jansky & Bailey, Washington. Principals include President P. Q. Proctor, Vice President William B. Way, Secretary C. F. Caldwell, Treasurer C. A. O'Donavan, W. G. Skelly (100%).

PORTLAND, Ore.—KXL Broadcasters (KXL), VHF Ch. 6 (82-88 mc); ERP 72 kw visual, 36 kw aural; antenna height above average terrain 1,088 ft., above ground 283 ft. Estimated construction cost \$234,800, first year operating cost \$330,000, revenue \$285,000. Post Office address: Orpheum Bldg. Portland. Studio location: Orpheum Bldg. Transmitter location: Mt. Scott, 7.6 mi. SE of center of city. Geographic coordinates 45° 27' 17" N. Lat., 122° 33' 01" W. Long. Transmitter RCA, antenna RCA. Legal counsel Wheeler & Wheeler, Washington. Consulting engineer George Adair, Washington. Principals include President H. S. Jacobson (3.4%), KXL manager; Vice President E. B. Craney (46.9%), 49.6% owner KXLY Spokane (see city for TV bid), 49.4% KXLF Butte, Mont., 42% KXLJ Helena, Mont., 30% KXLL Missoula, Mont., 49.6% KXLQ Bozeman, Mont., and Secretary-Treasurer Frances R. Symons (39.6%), 24.9% owner KXLF Butte, Mont.

PORTLAND, Ore.—Mt. Scott Telecasters Inc., (KGON), UHF ch. 21 (512-518 mc); ERP 215 kw visual, 110 kw aural; antenna height above average terrain 852 ft., above ground 190 ft. Estimated construction cost \$306,603, first year operating cost \$199,200, revenue \$234,000. Post Office address: P. O. Box 391, Oregon City, Ore. Studio and Transmitter location: East View Road at Mt. Scott summit. Geographic coordinates 45° 27' 14" N. Lat., 122° 33' 10" W. Long. Transmitter GE, antenna GE. Consulting engineer Dwight D. Loomis, Portland, Ore. Principals include President Irwin S. Adams (51%), general manager KGON; Vice President Or. John H. Fitzgibbon, president of KGON, and Secretary-Treasurer Priscilla K. Adams (24%), former vice president of KGON.

(Continued on page 77)

# Why is every major network timing the **Presidential Conventions**



Style 37-15" SS. Sweep Seconds; Self Winding

Yes, all the major radio and television networks (and most independents) covering the Republican and Democratic Conventions in Chicago for nation-wide audiences are relying on Self Winding Clocks for the timing and synchronization of their programs. This also holds true for other regularly scheduled local and national programs.

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# film report

Sales . .

Jerry Fairbanks Productions, Hollywood, has sold five TV film packages in 16 markets during the month of June. Front Page Detective has been set for WTCN-TV Minneapolis, WJAC-TV Johnstown, WBZ-TV Boston, WBAP-TV Fort Worth, KSD-TV St. Louis, KFMB-TV San Diego and WSAZ-TV Huntington, W. Va. Hollywood Half-Hour was purchased by KPRC-TV Houston. Ringside With the Rasslers will be telecast by KRON-TV San Francisco, KSL-TV Salt Lake City and KFMB-TV San Diego. Public Prosecutor is scheduled for WTCN-TV Minneapolis, WTVJ (TV) Miami and WSB-TV Atlanta. Crusade Rabbit is set for WCAU-TV Philadelphia.

Thrifty Drug Stores Inc., Los Angeles, has started *Holiday in Paris* on KNXT (TV) Hollywood, for 13 weeks from July 1. The half-hour musical variety series, starring Delores Gray, was filmed

#### CBS TV CITY

#### Construction 70% Complete

CONSTRUCTION of CBS Television City in Hollywood is 70% complete and is now moving into its final phase, CBS-TV President J. L. Van Volkenburg announced Saturday.

Barring interruptions, Mr. Van Volkenburg reported, the plant will be ready for operation on the October deadline established at the outset of the project. Major work to be performed on the initial unit includes plastering, interior mechanical work and landscaping.

Initial unit of CBS Television City will occupy 25 acres at Beverly Blvd. and Fairfax Ave. and will include four large studios and an administration building.

#### 'What's the Big Idea?'

HALF-HOUR philosophy show, What's the Big Idea, debuted yesterday (Sunday) on WBKB (TV) Chicago with Dr. Mortimer Adler of the U. of Chicago as the first guest. The show, packaged by Hamilton & O'Brien, Chicago, is being prepared as a live network feature. Each week a group of nationally-known thinkers, speakers and educators will discuss a provocative theme after it has been dramatized. Ideas will concern those of authors of "The Great Books of the Western World," a series published by Encyclopaedia Britannica.

in Paris by John Nasht Productions. The agency is Dan B. Miner Co., L. A.

Dudley Television Corp., Beverly Hills, is making three 90-second animated opening and three 90-second animated-live closing TV film commercials for Philip Morris & Co., New York, for CBS-TV I Love Lucy series.

Peerless Television Productions, N. Y., has added five television stations to 16 already receiving feature films. The new stations are: WKRC-TV Cincinnati, WTCN-TV Minneapolis, WNAC-TV Boston, KING-TV Seattle and the Ford Dealers Assn. of Greater St. Louis using KSD-TV St. Louis.

Lou Lilly Productions, Hollywood, is completing five 60-second live action TV film commercials for General Motors Corp. (Oldsmobile Division).

#### Production . . .

Chet L. Swital & Assoc., Beverly Hills, has packaged a live halfhour TV series, Tid-Bit Time, designed for late-evening viewing by adults. Freda Nelson, star of KTTV (TV) Hollywood Come to the Kitchen; Caesar Cardini, salad expert and creator of Caesar salad, and John (Barney) Anthony, owner of Barney's Beanery, make up the program which features a featured dish and salad. Miss Nelson then takes the dieter's side and suggests the elimination or substitution of highly caloric ingredients. Three-minute sketch pays tribute to one great American food. Charles Purnell directs.

Sterling Television Co., New York, has acquired exclusive TV rights to a package of seven film shorts produced by the Fortuna Film Corp. The group includes deep sea fishing, archery, painting and a film on New Orleans' Mardi Gras among its subjects.

Producer Adrian Weiss is cutting and dubbing the recently finished 13 Craig Kennedy Criminologist

(Continued on page 78)

### AFM 5% DEMAND

**May Slow Film Production** 

HOLLYWOOD'S major movie companies, stymied in their effort to circumvent the American Federation of Musicians' 5% demand for re-release of TV films, may slow down planned video production.

A two-year moratorium of the 5% payment plan, as proposed by top movie executives, reportedly has been turned down by letter June 20. The plan had been presented to AFM President James C. Petrillo and the AFM executive board June 19 [B•T, June 23].

The movie group, it was understood, told AFM executives that their studios were not interested in re-releasing old theatrical movies to TV "at this time" and that their primary purpose in meeting was to discuss royalty payments for music in TV films.

Independent Motion Picture Producers Assn. members meanwhile agreed to demand 5% payment of grosses realized from the sale of old movies to TV, but asked the AFM for "some relief on the reissue of old pictures." A revision of AFM policy on payment for rescoring those films was requested.

# CHARLOTTE SETS ARB Survey Shows 227,271

A NEW survey by American Research Bureau indicates there are 227,271 television sets in the WBTV (TV) Charlotte, N. C. area, the station has announced.

The ARB figures exceeded previous estimates, which the station had made by surveying dealers and distributors by 75 175 sets.

distributors, by 75,175 sets.

"In confirmation of our belief that we had been underestimating our sets," a station announcement said, "the ARB survey shows we have 45% more sets than we have been claiming."

The ARB estimate was based on 2,211 personal interviews in 36 North and South Carolina counties.

#### Films to WLWT (TV)

INTERNATIONAL News Service Television Dept. announced last week the sale of seven new Hal Roach TV films to WLWT (TV) Cincinnati. These half-hour films, now available for syndication and offered in all markets, are: "The Brown Family," "Sadie and Sally," "Botsford Beanery," "Too Young," "Puddle Patch Club," "Our Main Street" and "Myrt and Marge."

KORLA PANDIT, pianist-organist, stars in thrice-weekly half-hour program on KTTV (TV) Hollywood for Descanso Gardens, La Canada, Calif., starting July 6 for 52 weeks. Agency is Allied Adv., Los Angeles.



(Continued from page 75)

Continued f
PORTLAND, Ore.—Oregon Television,
Inc. VHF Ch. 12 (204-210 mc); ERP
316 kw visual, 158 kw aural; antenna
height above average terrain 940 ft.,
above ground 205 ft. Estimated construction cost \$413.579, first year operating cost \$250,000, revenue \$175,000.
Post Office address: 1003 Loyalty Bilds.,
Portland. Studio location: Block 92,
Holladay's Addition. Transmitter location: 4854 S. W. 19th St. Geographic
coordinates 45° 29' 19" N. Lat., 122° 41'
40" W. Long. Transmitter DuMont, antenna RCA. Legal counsel M. R. Barnes, Washington. Consulting engineer
John Mullaney, Washington. Principals
include President Henry A. White
(15.1%), former Executive Vice President and General Manager of Commercial Iron Works, foundry and ship
building firm; Vice-President-Treassurer Stephen Eberly Thompson (15.1%),
lumber executive; Secretary Robert L.
Sabin (7.6%), attorney; Director Julius
L. Meier Jr. (22.6%), divisional merchandise manager, Meier & Franks Co.,
department store; General Manager
Walter J. Styles, Jr. (1.9%), consulting
engineer, most recently with KECA-TV
Hollywood; William A. Healy (15.1%),
vice-president in charge of Sales, Doernbecher Mfg. Co.

† PORTLAND, Ore.—Pioneer Broadcasters Inc. (KGW-AM-FM), VHF Ch. 6

vice-president in charge of Sales, Doernbecher Mfg. Co.

† PORTLAND, Ore.—Pioneer Broadcasters Inc. (KGW-AM-FM), VHF Ch. 6 (82-88 mc); ERP 100 kw visual, 50 kw aural; antenna height above average terrain 987 ft., above ground 205 ft. Estimated construction cost \$530,568, first year operating cost \$550,000, revenue \$500,000. Post Office address: 1320 S.W. Broadway, Portland. Studio location: 1320 S.W. Broadway. Transmitter location: 4545 S.W. Council Crest Drive. Geographic coordinates 45° 29° 20" N. Lat., 122° 41′ 39" W. Long. Transmitter RCA, antenna RCA. Legal counsel Black, Kendall & Fain, Portland. Consulting engineer Harold C. Singleton, Portland. Principals include President H Quenton Cox, station manager KGW-AM-FM, Vice President Mitzi E. Newhouse (33½%), Vice President and Assistant Secretary-Treasurer Donald Newhouse, Secretary-Treasurer Samuel I. Newhouse Jr. (662%%).

Newhouse Jr. (66%).

SALEM, Ore.—Oregon Radio Inc. (KSLM), VHF Ch. 3 (60-66 mc); ERP 6.55 kw visual, 3.27 kw aural; antenna height above average terrain 984.37 ft., above ground 224 ft. Estimated construction cost \$203,907, first year operating cost \$200,000, revenue \$225,000. Post Office address: c/o Senator Hotel, Salem, Ore. Studio location: Senator Hotel, Salem. Transmitter location: 4.8 mi. NW of Salem. Geographic coordinates: 44° 58′ 36″ N. Lat., 123° 08′ 43″ W. Long. Transmitter RCA, antenna RCA. Legal counsel Black, Kendall & Fain, Portland, Ore. Consulting engineer Alvin H. Barnard, Portland, Ore. Principals include President Glenn E. McCormick (50%), Secretary-Treasurer Paul V. McElwain (50%) and Vice President John W. Kendall.

† ALLENTOWN, Pa.—B. Bryan Mus-

John W. Kendall.

† ALLENTOWN, Pa.—B. Bryan Musselman, et al. (WSAN-AM-FM), UHF Ch. 39 (620-626 mc); ERP 107 kw visual, 54 kw aural; antenna height above average terrain 100 ft., above ground 193 ft. Estimated construction cost \$256,817, first year operating cost \$250,000, revenue \$275,000. Post Office address: 39 N. Tenth St., Allentown, Pa. Studio location: 39 N. Tenth St. Transmitter location: Old Catasauqua Rd. Geographic coordinates 40° 38' 10" N. Lat.. 75° 29' 06" W. Long. Transmitter DuMont, antenna RCA. Legal counsel Arthur W. Scharfeld, Washington. Consulting engineer Robert E. L. Kennedy; Kear & Kennedy, Washington. Principals include B. Bryan Musselman (17%), Olivia P. Musselman (17%), Reuel H. Musselman (17%), Albert L. Wentz (24½%), all general partners.

ALLENTOWN, Pa.—Queen City TV

wentz (24½%) and Paul I. Wentz (24½%), all general partners.

ALLENTOWN, Pa.—Queen City TV Co., UHF Ch. 39 (620-626 mc); ERP 284 kw visual, 142 kw aural; antenna height above average terrain 746 ft. above ground 350 ft. Estimated construction cost \$332,378, first year operating cost \$240,000, revenue \$255.000. Post Office address: Box 689, Allentown. Studio and transmitter location: 403-7 Savercool Ave. Geographic coordinates: 40° 35′ 53″ N. Lat., 75° 25′ 11″ W. Long. Transmitter GE, antenna GE. Legal counsel Welch, Mott & Morgan, Washington. Principals include President Frank Hausman (15%), 60% owner of the General Paving Co., paving contractors; Vice President Max Cornfield (15%), 66%% owner of C&G, Emmaus. Pa., automobile sales, 66% owner of Fown Motor, Quakertown, Pa., automobile sales, and 66% owner of referred Finance, Emmaus, Pa., finance ousiness; Vice President Harold Stephens (10%) 99% owner (10%) 90%

ens Co., wholesale grocery business; Secretary Ogden R. Davies (7%), 33½% owner of Hanover Associates, a golf course, general manager and 4% owner of WKAP Allentown, general manager and 2.4% owner of WNAR Norristown, Pa.; Director Farris E. Rahall (34%), 25% owner of Raleigh Transit Co., Beckley, W. Va., city bus lines, secretary-assistant treasurer and 22% owner of WKAP Allentown, vice president and 25% owner of WNAR Norristown, Pa., secretary and 15% owner of WWNR Beckley, W. Va.

Beckley, W. Va.

† ALTOONA, Pa.—Gordon W. Levoy
and John C. Kahn, VHF Ch. 10 (192-198
mc); ERP 7.0 kw visual, 3.42 kw aural;
antenna height above, average terrain
1068 ft., above ground 207 ft. Estimated
construction cost \$254,100, first year
operating cost \$300,000, revenue \$450,
000. Post Office address: 6331 Hollywood Blvd., Hollywood, Calif. Studio
and transmitter location: approx. 7 mi.
nw of Altoona. Geographic coordinates
not determined. Transmitter RCA, antenna RCA. Legal counsel and consulting engineer Gordon W. Levoy,
Hollywood, Calif. Principals include
President Gordon W. Levoy (50%) and
Secretary - Treasurer John C. Kahn
(50%).

†ALTOONA, Pa.—The Gable Bestg. Co. (WFBG), VHF Ch. 10 (192-198 mc);

ERP 316 kw visual, 158 kw aural; antenna height above average terrain 990 ft., above ground 174 ft. Estimated construction cost \$336,132, first year operating cost \$182,499, revenue \$255,-863. Post Office address: 1320-22 11th Ave., Altoona, Pa. Studio location: 1321 11th Ave. Transmitter location: Wopsononock Mountain, 5 mi. NW of Altoona. Geographic coordinates 40° 34′ 01″ N. Lat., 78° 26′ 31″ W. Long. Transmitter GE, antenna GE. Legal counsel George O. Sutton, Washington. Consulting engineer Craven, Lohnes & Culver, Washington. Principals include President W. S. Truby (20%) and Secretary-Treasurer E. C. Callaway (20%).

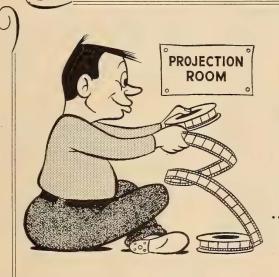
tary-Treasurer E. C. Callaway (20%).

† EASTON, Pa. — Easton Pub. Co. (WEEX-FM), UHF Ch. 57 (728-734 mc); ERP 103 kw visual, 51.5 kw aural; antenna height above average terrain 762 ft., above ground 167 ft. Estimated construction cost \$290,241, first year operating cost \$108,000, revenue unknown. Post Office address: 30 N. Fourth St., Easton, Pa. Studio location: WEEX Studios, State Hwy. 115, Easton. Transmitter location: Northampton Cty., Pa. Geographic coordinates 40° 37' 35" N. Lat., 75° 15' 19" W. Long. Transmitter DuMont, antenna RCA. Legal counsel Hanson, Lovett & Dale, Washington. Consulting engineer Paul Godley Co., Upper Montclair, N. J. Principals include President-Treasurer J. L. Stackhouse, Vice President-Secretary Adele S. Fretz, Vice President Anna M. Snyder.

† ERIE, Pa.—Great Lakes Television Co., UHF Ch. 35 (596-602 mc); ERP 66 kw visual, 35.5 kw aural; antenna height above average terrain 415 ft., above ground 400 ft. Estimated construction cost \$337,625, first year operating cost \$192,000, revenue \$180,000. Post Office address: G. Daniel Baldwin Bldg, Erie, Pa. Studio and transmitter location: Grandview and Parade Blvds. Geographic coordinates 42° 05′ 77″ N. Lat., 80° 03′ 14.5″ W. Long. Transmitter Du-Mont, antenna GE. Legal counsel Arthur W. Scharfeld, Washington. Consulting engineer Kear & Kennedy, Washington. Principals include President Jacob A. Young (23.6%), President Presque Isle Bcstg. Co. (WERC); Vice President A. R. Minadeo (20%), Vice President-General Manager Charles E. Denny (10.5%), general manager WERC; Treasurer B. Walker Sennett (10.5%), Secretary James A. Quisenberry (5%).

HARRISBURG, Pa. — Rossmoyne Corp. UHF Ch. 27 (548-554 mc); ERP 103.4 kw visual, 51.7 kw aural; antenna height above average terrain 680 ft., above ground 146 ft. Estimated construction cost \$183,315, first year operating cost \$200,000, revenue \$180,000. Post Office address: 322 Market St., Lemoyne, Pa. Studio location: not designated. Transmitter location Blue Mt., 1 mi. NE of Summerdale, Cumberland Co. Geographic coordinates 40° 19' 26" N. Lat., 76° 55' 35" W. Long. Transmit-

(Continued on page 85)



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the SAN DIEGO
MARKET . . . is
reflected in
the fact that,
in 1951 . . .
125 Companies
established
new wholesale
outlets!



#### Film Report

(Continued from page 76)

TV film series, making a total of 26, starring Donald Woods. Upon completion, Mr. Weiss will start lining up 13 more "Kennedy's" for fall shooting. Louis Weiss & Co., Los Angeles, distributes the series for Adrian Weiss Productions.

Teleradio Productions, Hollywood, headquartered at General Service Studios, has been organized by Wade Crosby and Edward B. Morris as general partners. Motion picture writer, Eddie Moran, will act as producer on series of 26 half-hour films titled The Role I'd Like to Play. Plans call for eight Hollywood names to be featured in each program, dramatic in content.

Sam Marx, producer for Columbia Pictures Corp., plans production on dramatic half-hour TV series with filming scheduled in England, France and Italy. Archie Mayo is set as the director.

Production on NBC-TV Hopalong Cassidy starts Aug. 4 at the Placeritos Ranch, Newhall, Calif., with each half-hour film's format similar to the re-issued motion pictures. Starring William Boyd under the banner William Boyd Productions, the first telecast will be Oct. 1. Derwin Abrams and Tommy Carr will direct the first 26 programs from scripts by Harrison Jacobs and Sherman Lowe. Glen Cook is production manager.

Negotiations have been concluded between Roland Reed Productions, Culver City, and Societa Radio Audizioni Italia, Rome (TV distributing firm), whereby 39 half-hour films from ABC-TV Trouble With Father series will be shown in Italy. This marks the first sale away from General Mills, which has exclusive domestic rights. Set for fall telecast, the films will be dubbed in Italian.

Johnny Maschio, head of Artists Ltd., Hollywood (talent agency), is producing two half-hour TV film series, the pilot films of which will be included in CBS-TV Schlitz Playhouse of Stars. The first program in I Want to Be a Star, featuring James Dunne and Eleanore Donohue, has been completed. Eddie Mann directed from a script by Katherine and Dale Eunson. Production is starting on the pilot film of Your Neighborhood, human interest series starring Pat O'Brien. TV scripts will be adapted by Bill Cox from his original short stories.

Edward Lewis is in charge of overall production on both series.

Louis D. Snader, president of Snader Telescriptions Corp., Beverly Hills, has acquired the TV distribution rights to "The Medium," feature film produced by Gian Carlo-Menotti now playing the art theatres.

Louis Weiss & Co., Los Angeles, will distribute Canine \*Comments, half-hour TV series being filmed by David Wade Productions, Dallas, 13 of which have been completed.

Maurice Kosloff Productions, Hollywood, has completed "Gypsy Flame," first in new half-hour TV film series, Evolution of the Dance. Remainder of the series, directed by George Moskov, will feature dances native to various countries.

#### Film People . . .

Phillip Sockett, head of Phillip Sockett Mfg. Co., Los Angeles (leather goods), has been named president of the recently incorporated Wilshire Television Productions.

Benton Paschall, vice president and West Coast manager of the recently suspended Liberty Broadcasting System, has been named general sales manager for Hal Roach Studios, Culver City. Under a new set-up, which he will head complete video film packages will be available to advertisers and agencies.

Harold J. Mulnix, formerly advertising and public relations director of Alexander Film Co., Colorado Springs, has transferred to the firm's California sales staff. He is being replaced by Robert H. Geddy Jr., house magazine editor.

#### CBS-TV at St Louis

CBS TELEVISION has optioned property in the Carondelet area near St. Louis on which to erect a new television transmitter to serve the city and surrounding area, Merle Jones, CBS-TV vice president, said June 26. He said the network would apply in the near future for a construction permit with the FCC and hopes to complete studio and transmitting facilities "within a reasonable length of time." CBS is licensee of KMOX St. Louis.

## POLITICAL SHOW KANS to Relay WKY-TV Sign!

KANS Wichita will present the Republican and Democratic conventions on television to an audience in the Wichita Forum as a public service to listeners. Announcement of the plan was made last week by Archie Taylor, KANS general manager [B•T, June 30].

The plan was worked out in spite of considerable technical difficulty by O. L. Ted Taylor, president of Taylor Radio & Television Corp., licensee of KANS; engineers W. G. Egerton, Ted Heithecker and Max Miller and the Southwestern Bell Telephone Co.

KANS will pick up the signal of WKY-TV Oklahoma City at Enid, Okla., and will transit it by radio relay from Enid to Renfro, Okla., to Wellington, Kan., to Wichita. About 60 sets will be set up at Wichita. Admissions will be by cards, which will be distributed without charge and which will entitle the holder to admission for two persons.

# FILM FIRMS MERGE Will Distribute Features

MERGER of Film Group, Hollywood, and Europe Films Inc., London, to be known as Film Group-Europe Films Worldwide Inc. was announced by Forrest Judd, head of the former firm and president of the new organization. Present offices are at 63 Wall St., New York.

Plans call for the distribution of foreign language feature films to American TV stations. George Gale is in charge of the English dubbing and re-editing, to be done by Film Group Color Productions Inc., Bombay.

First effort of the group will be "The Zoo," a German motion picture produced by Joachim Matthes who will release an additional 12 features to the firm.

#### **New Sports Quiz Show**

ETHYL Corp., New York, through BBDO, same city, sponsors Ask Me Another on NBC-TV from July 3, Thursday, 9:30 to 10 p.m. CT. The new sports quiz show is a package of Louis G. Cowan Inc. It moves into The Wayne King Show slot that was cancelled by Standard Oil of Indiana, Chicago, through McCann-Erickson, same city.



Omnibus' to Five Sponsors

FIVE advertisers will be able to co-sponsor Omnibus, 90 - minute weekly TV program which the Ford Foundation will present on CBS-TV as the Foundation's initial video offering of the 1952-53 season [CLOSED CIRCUIT, June 30], it was announced last week by Robert Saudek, director of the Foundation's TV-Radio Workshop, and J. L. Van Volkenburg, CBS Television president.

Move to offer Omnibus for commercial sponsorship is in line with the workshop's original concept, as outlined by its founder, James Webb Young, consultant on mass communications to the Ford Foundation, who said:

"The Workshop will use its funds to produce shows with a maximum of available skills, techniques and facilities. They will then be offered for sale to appropriate commercial sponsors. If sold, the networks will get their time revenue and the Workshop its production costs."

Arrangements for the CBS-TV presentation of Omnibus were made by Mr. Young and Frank Stanton, CBS president. planned for 26 weeks, will be telecast Sunday, 4:30-6 p.m., starting Nov. 9, first Sunday after the national election and selected as the series' starting date so as not to interfere with the final weeks of video campaigning by the Presidential candidates.

Describing the program, which will have Peabody Award winner Alistair Cooke as its master of ceremonies, Mr. Saudek said:

ceremonies, Mr. Saudek said:

Omnibus will present, within its 90 minute format, some five distinct features of unequal lengths in each program. These will be both live and filmed, and all will be edited especially for Omnibus.

A variety of features is now being produced, ranging from comedy through fact and fiction to modern living, and treated to popularize matters of vital interest and lasting value. Already under contract for the series are three original plays by Maxwell Anderson; five short French ballet features now being produced in Paris; a special television series by the distinguished musician, Leopold Stokowski; examples of remarkable uses of motion pictures in medical research and in industry and science; a series of plays by James Agee, co-author of the current motion picture success "The African Queen" and celebrated poet and critic; as well as occasional specially-edited films made by the American Museum of Natural History, the New York Zoolog-



#### 'Lucy' in New York

LUCILLE BALL's program, I Love Lucy (CBS), had a New York rating of 72.0 in June, higher than any other TV show in New York during the entire season, American Research Bureau has revealed. Presented over WCBS-TV New York, the program also led Gotham ratings for the fifth consecutive month.

ical Society, and other institutions both here and abroad.

Also associated with individual features now being prepared are Richard De Rochemont, formerly producer of the "March of Time," and Jean Benoit-Levy, award-winning producer of the famous French films, "Ballerina" and "La Maternelle." M. Benoit-Levy is now in Europe in connection with portions of Omnibus.

Permanent staff of Omnibus, in addition to Mr. Saudek, includes John Coburn Turner, assistant director of the Workshop, and Franklin Heller, executive associate, who is also director of What's My Line? Mr. Heller was producer of The Web until he went on leave from CBS-TV to join the Founda-

Mr. Young, who has resigned from the Foundation effective Aug. [B•T, June 30], commented:

[B•T, June 30], commented:

Onnibus represents in its content and execution a program which will fully implement the ideas behind the creation of the TV-Radio Workshop by the Ford Foundation. It will give maximum opportunity for professional talent of the highest type to develop the full potentialities of all kinds of television material. It will show how exciting, interesting, entertaining and rewarding every aspect of the human adventure is when brilliantly reported or re-enacted on the television screen. It will supply, I believe, what millions of Americans have been looking for on their screens and in doing so create an audience of prime value to advertisers.

Launched last September with an initial grant of \$1,200,000 for the production of video and radio programs designed to establish higher standards of commercial broadcasting, the Workshop last season produced a weekly video report on the UN General Assembly sessions in Paris, telecast Saturday, 7-7:30 p.m., on NBC-TV November to February, and a documentary radio program, The People Act, on CBS-Radio, Sunday, 10:05-10:30 p.m., January through

#### **Burns & Allen on Film**

FOLLOWING the recent trend among major TV shows toward film, The George Burns and Gracie Allen Show, to be sponsored alternately by the Carnation Co. and the B. F. Goodrich Co. starting early in October, will be filmed at General Service Studios, Hollywood. Filming started June 26. The comedy team will continue the current series live, originating in the East, under sponsorship of Carnation until September. The new fall series will be seen and heard every week instead of alternate weeks, on CBS-TV Thursday.



#### National Advertisers—Newspapers Gain in '51

(Continued from page 58)

		ditures in Newspapers		s in Network Radio		res in Network TV
Advertiser	1950	1951 % Change	1950	1951 % Change	1950	1951 % Change
Continental Baking Co.	1,142,096	1,147,228 + 0.4	771,534	733,677 — 4.9		
Sinclair Refining Co.	847,270	1,136,399 + 34.1	158,819	28,240 — 87.2		
Brown & Williamson Tobacco Cor		1,085,506 +207.9	1,057,626	536,118 — 49.2		
Campbell Soup Co.	578,615	1,049,041 + 81.3	5,733,819	5,055,179 — 11.8	168,000	590,070 + 251.2
Brown-Forman Distillers Corp.	1,198,206	1,038,624 — 13.3				
Leeming, Thomas, & Co.	767,220	1,032,472 + 34.6				
Zenith Radio Corp.	792,991	1,030,835 + 30.0				
California Fruit Growers Exchange	e 686,600	1,019,561 + 48.5				
National Biscuit Company	1,426,120	1,018,444 — 28.6	2,095,447	1,866,962 — 10.9		343,665
United States Rubber Co.	1,293,889	1,011,749 — 21.8				
Pacquin Inc.	507,901	980,239 + 93.0				pr.
Carnation Co.	918,649	979,194 + 6.6	1,434,096	1,342,419 — 6.4	75,630	438,165 + 479.5
Pan American World Airways	982,443	972,783 — 1.0				
Seven-Up Co.	957,421	938,443 — 2.0				
Plough Inc.	777,651	915,167 + 17.7				
Standard Oil Co. (Indiana)	882,898	905,787 + 2.6	907,166	1,342,613 + 48.0	84,360	205,485 + 143.5
Canada Dry Ginger Ale Inc.	769,305	896,515 + 16.5			323,542	637,897 + 97.0
Eastern Airlines	1,082,531	892,810 — 17.5				
Nestle Co.	621,415	885,628 + 42.5			64,155	204,780 + 219.0
Sun Oil Co.	610,102	883,925 + 44.9	1,043,736	993,241 — 4.9	199,416	— 100.0
Shell Oil Co.	1,318,971	882,786 — 33.1				
Lady Esther Ltd.	713,453	880,752 + 23.4				
Crowell-Collier Publishing Co.	651,938	876,056 + 34.4				
Corn Products Refining Co.	1,119,931	850,957 — 24.0				408,515
Block Drug Co.	911,762	845,176 7.3	541,265	386,865 — 28.5	118,050	552,855 + 368.5
International Cellucotton Prod. Co.	1,083,279	843,250 — 22.2				
Purex Corp. Ltd.	638,630	842,216 + 31.9				
Rubinstein, Helena, Inc.	440,736	836,894 + 89.9				
McKesson & Robbins	161,954	829,909 +412.4				318,229
Consolidated Cigar Corp.	357,184	824,726 +130.9				114,615
Vick Chemical Co.	647,671	823,033 + 27.1				
International Harvester Co.	347,634	814,343 +134.3	478,591	-100.0		
Wildroot Co.	386,247	805,139 +108.5	1,466,827	841,407 — 42.5	72,200	270,905 + 275.2
Sunshine Biscuits	765,503	793,319 + 3.6		13,100		580,658
Grove Labs. Inc.	559,143	790,834 + 41.4				
Phillips Petroleum Co.	704,320	790,710 + 12.3	443,700	-100.0		97,650
Time Inc.	1,360,668	780,617 — 42.6	392,682	324,401 — 17.4		
Squibb, E. R., & Sons	327,205	765,460 +133.9		149,439		
Standard Oil Co. of California	723,946	761,878 + 5.2	278,676	262,373 — 5.8		

\* SOURCE: Newspaper expenditures from Bureau of Advertising, ANPA; radio and TV network expenditures from Publishers Information Bureau.



# Washington

Here's news for you . . . 1951 total retail sales for the Washington Metropolitan area are estimated at \$1,745,-500,000 . . . and the population estimate is 1,512,100. TV sets in operation have climbed to 369,579 . . . your sales can climb too, when you're on WNBW.



Represented by **NBC** Spot Sales

### TIPS TO POLITICOS

NARTB Offers TV Booklet

TV TIPS for political candidates are offered in an 18-page bulletin completed by the NARTB Public Affairs Dept. The document, titled Campaigning on TV, is replete with practical aids for video users. It is a TV projection of the radio booklet, Is Your Hat in the Ring?

Copies of the TV bulletin can be obtained from NARTB's Washington headquarters at 10 cents each.

Separate chapters cover such topics as hat-tossing, television talks, preparation of talks, delivery, appearance, various forms of TV programming plus appropriate excerpts from the Communications Act of 1934. Partisan issues are strictly avoided.

After explaining how a candidate can use TV effectively, NARTB sums up its tips with this conclusion, "No matter what technique you may use in presenting your message by television, rememberyou are speaking to people at home. Be relaxed, be friendly, be sincere. Nothing is more convincing. That is television at its best."

#### TV Identification

PROPOSAL of TV committee of NARTSR for standardization of TV station identification requirements [BoT, June 16] has been adopted, with no turndowns, by enough stations to put the new standards into practice, the station representatives association reported

# SYMONS-CROSBY

FORMATION of a partnership between Symons Broadcasting Co. and Bing Crosby was announced last week coincident with the filing of an application by KXLY-TV (a company) for Channel 4 in Spokane. KXLY (AM) is a CBS affiliate, and is owned by a partnership comprising Ed Craney, managing director of the XL Stations and Pacific Northwest Broadcasters; John Wheeler, Los Angeles attorney, and, until recently, Saul Haas, president of KIRO Seattle.

Mr. Crosby and three minority associates have committed \$250,-000 to KXLY-TV, and a like amount has been allocated by Symons. Symons, according to the application, will be general partner, and the Crosby group limited partners. Mr. Crosby is a native of Spokane as is Mr. Craney. Mr. Haas lately sold his interest in KXLY to the remaining stockholders.

Mr. Crosby, before the 1948 TV freeze, had filed for stations in Spokane, Tacoma and Yakima. He withdrawing his applications for the latter two cities, to concentrate with Mr. Craney on Channel 4 in Spokane. KXLY is the key station of a group of seven serving the Pacific Northwest. Mr. Crosby, in addition to his performing activities, also is a TV producer and heads Crosby Enterprises.

Associated with Mr. Crosby in the KXLY-TV partnership are Robert P. Porter, Mahlon Rucker and Dr. Joseph Lynch, all of Spo-

#### VIDEO INSTITUTE Fosters Consumer TV Use

NATIONAL headquarters has been set up in Washington by the newly formed American Institute of Television Mfrs. Directing the office, located in the Sheraton Bldg., is W. F. Robichaud, former president of International Industrial Research Corp., Chicago.

The institute proposes to foster increased consumer use of TV through market and industrial research, as well as the developing and leasing of patents, processes and new TV devices for re-licensing to the industry. A code of ethics for the TV service industry is planned.

AITM is promoting an electronic previewer for use in hotelmotel rooms, with four minutes of free previewing given tenants desiring to use a coin-operated TV set. Preview TV Corp., Chicago, is installing 10,000 such receivers in 400 hotels and motels, according to AITM.

Officers of AITM, described as "independent of all TV industry fac-tions," are John Ponsaing, Park Ridge, Ill., president; Frank J. O'Neill, Chicago, vice president and general counsel; B. A. Murrell, Mem-phis, treasurer. Board members are Bruce Hanover, president of Preview TV Corp.; E. C. McReady, inventer of the previewer, and L. D. Filler, Chicago businessman.

# **VOA FUNDS**

#### Mundt Proposal Cites Transoceanic TV

LEGISLATION clearly spelling out authority for the State Dept. to "explore further the activities and potentialities" of transoceanic television has been promulgated on Capitol Hill.

An amendment recognizing TV's possible role in the U.S. international information program was adopted by the Senate during debate on the department's fiscal 1953 budget appropriations. Funds measure subsequently was referred to joint Senate-House conference committee last week as the Senate Foreign Relations Committee moved to study the U.S. information program, with stress on VOA's efficacy.

The TV proposal was offered by Sen. Karl Mundt (R-S. D.), coauthor of the Smith-Mundt Act, under which VOA operates, and an avid proponent of global television. The amendment inserted the word "television" along with radio in the 1953 State Dept. funds bill (HR 7289).

The Senate passed the omnibus State-Justice-Commerce-Judiciary measure June 26 and sent it to a conference group for resolving differences. The upper chamber allotted \$88,556,516 to VOA—or nearly \$2 million more than the sum allowed by the House and the Senate Appropriations Committee. Late Thursday the House recommitted the bill to conference.

Introducing the amendment, Sen. Mundt said he felt authority to include video is now provided under the Smith-Mundt Act but ex-

. . . If there is any doubt about it and since the world of television is moving so rapidly and the opportunity for conveying ideas is so great . . . I feel that it would be wise to make certain that the Voice of America has the authority to explore further the activities and potentialities of television

The TV-minded Republican also believes that "the President or our Dept. of State might want to create a committee of television experts to counsel with other countries on the techniques of expanding television for transoceanic purposes."

Such a movement already has been under way among U.S. private citizens and studied by the State Dept. Japan has adopted U. S. TV standards, under American guidance, while other countries have indicated interest. Sen. Mundt first revealed the possibilities on Capitol Hill last year, with his proposed Vision of America.

Included in the \$88.5 million voted by the Senate are funds for carrying on broadcast work in Japan formerly handled by the

Perhaps \$20 million will be earmarked for radio broadcast operations, exclusive of new language programs and construction facili-

The Senate also, in effect, lopped off 25% in funds by attaching a rider on compensation paid to any "radio and television expert" or information specialist engaged in dissemination of releases, scripts, articles and other material. Similar provisos have been attached to monies for other government agencies, including the Defense and Treasury Depts.

The VOA inquiry was voted by the Senate (S Res 74) with \$50,-000 for the study approved by the Senate Committee. There was no immediate indication that any hearings would be held. The resolution was co-sponsored by Sens. William Benton, leading watchdog, and Alexander Wiley (R-Wis.). It was understood that a subcommittee would be named to set up a staff and analyze the Voice program during the Congressional adjournment period.

Most serious setback suffered by the Voice was its projected "Ring Plan" for radio broadcast facilities overseas and for additional seaborne transmitters. An estimated \$36 million for five new overseas stations in critical target areas and two floating VOA vessels was lopped off by the Senate Appropriations Committee. Consensus of Senate was that funds for the existing Coast Guard ship Courier would have to be sustained from

present funds.

International Information Administration authorities already have conceded that paring of new relay station monies could mean that two of seven stations slated for completion this year will not be able to begin operation. Exact cut was \$36,727,086.

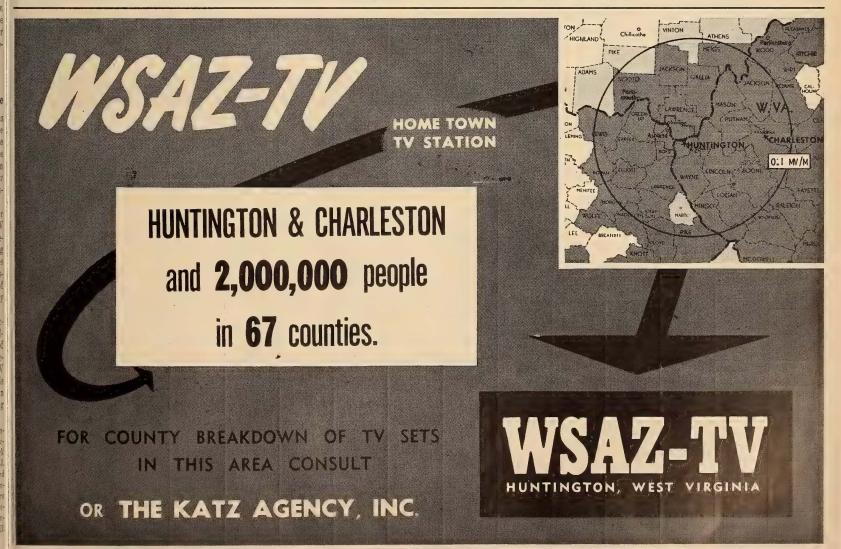
The committee urged-and the Senate sustained—a prosposal setting aside \$200,000 of the overall figure for use by private broadcast licenses for "developing and broadcasting radio programs to Western Europe and Latin America."

#### Lemmon's Suggestion

The committee's decision to earmark monies for private firms stemmed from a suggestion offered during Senate hearings by Walter S. Lemmon, president of World Wide Broadcasting Corp. (WRUL Boston). Congress in 1950 allotted \$100,000 for such a purpose on a optional basis, with World Wide receiving only \$575 for such broadcasts, Mr. Lemmon said.

Testifying before the committee Dr. Compton suggested that IIA should press new relay facilities into action as soon as completed.
One of the highlights of the

hearing was a request by Sen. Joseph McCarthy (R-Wis.) for the names of radio, television and newspaper personnel who received money from the department for services and who were named to advisory groups [CLOSED CIRCUIT, June 30].



	an Street All All Annual Street	COMP	RATIVI	E NETW	ORK S	HOWSH	EET								E V E
1		ABC	SUN	IDAY	NBC	ARC	MON	DAY	NRC	ABC	TUES	DAY	NBC	ARC	WEDN
	6:00 PM	77.77	Man of		Bill Stern's										
	6:15	Film	Man of the Week L		Sports Quiz L										
	6:30	Film	Alcoa It's News	The Week	Once Upon	Kellogg Space Cadet L								Kellogg Space Cadet L	
	6:45		To Me	in Religion	A Fence						э				
	7:00	Skippy Peanut Butter You Asked	Wrigley Gene Autry	Georgelown U. Forum	Fearless Fosdick	424		General Foods	Summer Showcase			General Foods	Convention News		
	7:15	For It L	Show	O. Por unt	F		GM-	Capt. Video	TBA P&G		Amer. Cig.	Capt. Video		Bendix	GM-
	7:30	Film	American Tobacco Your Lucky Clue		Revere Meet the Press	Film	Oldsmobile News L Chesterfield		Those Two L Camel	P&G Beulah F	& Cig. Co. News L Lever		Liberace L Camel	Swanson (alt. wks.) The Name's	Oldsmobile News Chesterfield
	7:45		L		L		Eddy Arnold St. 7/14 L Lever	-	News Caravan L Quiz Kids	F	Pepsodent Shadow Wave Music Hall	I ifa is	News Caravan L	The Same	Eddy Arnold Pillsbury
	8:00 8:15		Lincoln- Mercury		Colonto D.D.	Film	Lux Video Theatre	Pentagon Washington	Crosley Masquerade Party* Speidel	On Trial L		Life is Worth Living Bishop Fulton J.	Youth Wants to Know	The	Toni (alt.) Godfrey & His Friends L
	8:30	King's Crossroads F	Dealers Toast of the		Colgate-P-P The Big Payoff L		L Lever- Lipton	Johns	(alt. wks.)	United—	(Co-op) Feature Film	Sheen Curtis	L	Paul Dixon Show L	
1	8:45		Town L				Godfrey's Talent Scouts	Hopkins Science Review	Voice of Firestone L	Or Not?	*	Publishing Co. Keep Posted	Juvenile Jury L	2	Liggett & Myers Godfrey & His Friends
	9:00		General Electric	Clorets		Washday Theatre F	Philip Morris		Pearson		Schick Crime			Bayuk Cigara	L Colgate
Ŧ Ì	9:15	Film	Information	Chlorophyll Gum King Detect.	Goodyear Corp. (alt. with)		My Little Margie F		Pharm. Lights Out L		Syndicated (alt.) L Carter Prod.	Serutan Battle of the Ages	Boss Lady F	Cigars Ellery Queen L	Strike It Rich L
1	9:30		Bristol Myers	Larus &	Philco Corp. TV		Gen. Foods Instant*		Johnson	Stock Car Racing	City Hosptl. Electric* Auto-	(uick on	Armstrong		R. J. Reynolds
E	9:45	Film	Break the Bank L	Bro. Co. Plainclothes Man	Playhouse		Maxwell Coffee L Swansdown Who's There	Coop	Johnson Wax alt. with	L L	Lite Suspense L	the Draw with Bob Dunn	Circle Theatre L	Film	The Hunter L
L	10:00		B.F. Goodrich		Hallmark	Film	WHO B THEIR	Co-op Boxing from Eastern	American Tobacco Co. Robert Montgomery		Block Drug	(TDA)	P. Lorillard		Pabst
E	10:15		Celebrity Time L	Crawford Clothes	Hall of Fame L	B. Graham Hour of De- cision F	Westing- house Summer	Parkway	Presents		Danger L	(TBA)	Original Amateur		Sales Co. Blue Ribbon Bouts
C /s	10:30	Film	Jules Montenier What's	They Stand Accused	Bohn Alum. American		Theatre L		Co-op Who Said			DuMont Labs. What's	Hour L	Co-op Wrestling L	L
	10:45	C-1-0-1	My Line L		Forum				That L			the Story Walter Kiernan	Considine Mutual of Omaha	(10 to Midnite)	General Cigar Sports Spot Longines
	11:00	Carter Prods Drew Pearson L	Norwich Sunday News Spec.				Longines Chrono- scope								Chrono- scope
<u>.</u>	11:15 PM			Carlonny ( ) ( ) ( ) ( )			- Stemmer has any and set warm to a be a			denotes the second second			The Residence of the Control of the		
1			SHN	DAY			MONDAY	- FRIDAY			SATI	IRDAY			DAY
	0.00 444	ARC	CRS	DIMONT	NBC .	ABC	CBS	DUMONT	NBC	ABC	CBS	DUMONT	NBC	1.00.011	ABC
N	9:00 AM 9:15													1:30 PM	
G	9:30													1:45 2:00	
• · · · · · · · · · · · · · · · · · · ·	9:45													2:15	
St. or other land	10:00						Gen. Motors Frigidaire Godfrey Tu&Th		Prologue to					2:30	
	10:15						Godfrey Tu&Th News* Tu&Th		Prologue to the Future F					2:45	
	10:30						Lever-Rinso (M.thruTh) Godfrey		Breakfast					3:00	
	10:45					-	The Al		Party L					3:15	
	11:00					7-1-1-	Pearce Show		Mrs. U.S.A.	Ralston- Purina (Alt. wks.	The Whistling			3:30	
	11:15						Gen. Mills Hudson Bride & Gr'm		F	sponsorship) Space Patrol F	Wizard			3:45	1
	11:30						C-P-P (MWF) Strike		It's A Problem	Fleers Pud's Prize Party	Brown Shoe Smilin' Ed			4:00	
	11:45	Papa Bear's					It Rich L	We		L	McConnell F			4:15	
	12:00 N 12:15 PM	F Sweets Co.	In The Park L				The Egg & I L M-F Amer. Home	Woman's Club	Prtcpting. Sponsors Ruth Lyons' 50 Club L		National		100	4:30	TV Tot's
	12:15 PM	Tootsie Hip- podrome L					Amer. Home All Products Love of Life P&G	News with Walter Raney	L		Dairy The Big Top L			4:45 5:00	TV Tot's Time F
	12.00	Voice of Prophecy	M&M Ltd. Candy				Search for Tomorrow	Take the Break with Don Russell			Ľ				Canada Dry
	12:45	Faith For	Carnival					TOIL TEMPOREE						5:15	(alt en)
	12:45 1:00	Faith For Today L	Carnival L				* See Note	Premier						5:15 5:30	Super Circus (alt. sp.) (5-5:30) L
		Faith For Today L	Carnival L				* See Note							5:15 5:30 5:45 PM	(alt. sp.) (5-5:30) L Co-op (5:30-6)

IN A	N G		and the same of th							×	FO	R JUL	Y 19	52
DUMON	IT NBC	THURSDAY ABC CBS DUMONT NBC			FRIDAY ABC CBS DUMONT NBC			SATURDAY ABC CBS DUMONT NBC						
						Kellogg Space Cadet L								6:00 PM 6:15 6:30 6:45
General Foods Capt. Video	Summer Showcase		Amer. Cig.	General Foods Capt. Video	Three L			General Foods Capt. Video	Summer Showcase	Saddle Pal	Lambert Kaye Show L Slork Club (st. 7/26)		Mr. Wizard	7:00 7:15
le :	P&G Those Two L Camel News Caravan L	General Mills Lone Ranger F	& Cig. Co. News Lever Pepsodent Shadow Wave		Liberace L Camel News Caravan L	General Mills Stu Erwin F	GM- Oldsmobile News Chesterfield Eddy Arnold		P&G Those Two L Camel News Caravan L	Club F	Sylvania Beat The Clock L	Pet Shop	Bob and Ray Miles Labs (alt. wks.) L	7:30 7:45
Midway ith Don Russell	Midwestern Hayride L	Film (except WJZ-TV)	Music Hall Carnation Burns Allen (alt.) L Al Pearce Blatz	) This Is Music	DeSoto- Plymouth Groucho Marx F	The Hot Seat L	Gen. Foods Maxwell House Coffee A. Murray Show L	Mennen Co. Twenty Questions	Curtain Call L	Nash- Kelvinator Whiteman TV Teen Club L			Pet Milk Kellogg All Star	8:00 8:15
Straw- tters wi	th	Lorillard Chance of a Lifetime L	Brewing Amos 'n' Andy (alt. wks.) F	Tydol Headline Clues Broadway to Hollywood	Convention News Conference Fatima	Film	R. J. Reynolds Pantomime Quiz	Life Begins at Eighty	Gulf Oil We, The People L		Songs for Sale L		Summer Revue L	8:30 8:45
	Krafts Foods Television Theatre	Film	Westing-house Pick the Winner (st. 8/14)	Gruen Playhouse (alt. wks.)	Dragnet F (alt. wks.) Gangbusters Chesterfield F	Packard Rebound (5 owned stations) F	Schlitz Playhouse of Stars L General	Old Gold Down You Go	American Cig. & Cig. Doorway to Danger L	Feature Playhouse F			Amm-I- Dent Blind Date L	9:00 9:15
s lerus	L	Film	Rinso Big Town F Philip	Wine Corp.	Mister Peepers Ford L	Kreisler, Masland (alt. sp.) Tales of Tomorrow	Foods Sanka Foot Light Theatre		Campbell Playhouse F		Feature Films	Со-ор	Dance Party	9:30 9:45
	Where the People Stand L		Morris Racket Squad F Carter	of America Charlie Wild Private Detective	U.S. Tobacco Martin Kane		Pearson Pharmacal Police Story L	Drug Store TV Prod. Cavalcade	Summer Sports Reel Greatest Fights of			Wrestling from Chicago Jack Brickhouse	Participating Sponsors L Assignment	10:00
<u>-</u>  -			Toni (alt.) I've Got A Secret L	Meets the Critics			Longines	of Stars 1	he Century F Nature of Things L		Serutan Co. Battle of The Ages (st. 9/6)		Manhunt American Tobacco L	10:30
							Chrono- scope				Market and the second second	Boyle- Midway Sports Showcase	- North Againment on the	11:00 11:15 PM
SI	INDAY			MONDAY	FRIDAY			SATU	RDAY			CONTRACTOR OF THE SAME		
CBS		NBC Religious Hour Frontiers of Faith L Hats In The Ring L	ABC	Garry Moore Show (See footnote)  P&G Guiding Light L	DUMONT	NBC	ABC	CBS	DUMONT	NBC	Explanation: Programs in Italics, sustaining; Time, EDT. L, Live; F, film; K, kinescopic recording; E, Eastern network; M, Midwestern; NI, non-interconnected stations.  CBS—1:30-2:30 p.m., Best Foods, General Electric, Qkr. Oats, Reynolds, Stokley-Van Camp, Garry Moore Show.  **10-10:30 a.m., Fri., CBS News is half hour instead of 15 min.  Gen. Mills sponsors The Bride & Groom MTuW at 11:15-30 a.m. and Fri. 11-11:30 a.m. Hudson Paper on Thurs, at 11:15-11:30 a.m.  11:30-12 n, Tu. & Th., Strike It Rich, sustaining.			

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\*As scheduled week of July 7, Republican National Convention.
As scheduled week of July 21, Democratic National Convention.
Sponsored by Westinghouse Electric Corp.

NBC—Mon. thru Fri. "Today" 7-9 a.m., EDT & CDT, 7:15-20 Wed.—Fla. Citrus, 7:20-25 Wed.—Kenwill, 7:45-50 Mon.—Fla. Citrus Tu.-Wed.—Thurs.—Riggio, 8:15-20 Wed.—Mystic. Tu.-Thurs.—Fla. Citrus, Fri.—Doeskin, 8:20-25 Mon.—Pure-Pak, Thurs.—'Time," Fri.—Fla. Citrus 8:45-50 Wed.—Jackson-Perkins, 8:45-55 Mon.—Knox.

\*Quaker Oats-Mon. & Fri.

5:30-6 p.m., M-F, Firms listed sponsor Howdy Doody in 15 min. segments.

\*Saturdays, 7:30-8 p.m., EDT, "Bob and Ray" sponsored by Miles Lab, alternate weeks. Sustaining other Saturdays.



July 7, 1952 Copyright 1952

#### KSTN PETITION Asks CP Change for KMYC

PETITION asking the FCC to change construction permit of KMYC Marysville, Calif., has been filed with the Commission by KSTN Stockton, Calif. on grounds of interference to each other's service areas.

KSTN is licensed to San Joaquin Broadcasting Co. on 1420 kc with 1 kw, directional day and night. FCC last November granted application of Marysville - Yuba City Broadcasters Inc., to change KMYC from 1450 kc 250 w unlimited to 1410 kc 1 kw directional night.

The Stockton outlet asked the Commission to make it party to any hearing on KMYC's request for program tests and station license and to deny them "until the objectionable interference to KSTN has been removed or the Commission determines that the gain in area and population of KMYC outweighs the loss to KSTN."

Evidence was tendered purporting to show that the proposed operation of KMYC would reduce KSTN daytime coverage by 696 square miles in which 34,673 persons reside-or an estimated 11.2% of the daytime area and 5.85% of the KSTN population. Conversely, KSTN said it would cause objectionable interference to 16.2% of KMYC's proposed service area and 11.8% of its daytime population.

Moreover, its ability to continue local programming and provide public service programs would be "substantially adversely affected,"

KSTN contended.

### **NEWS** on KMBC-KFRM is TOPS...

... because KMBC-KFRM stays on 'top' of the NEWS!



And there is no greater value today

KMBC-KFRM news programs are the most-listened-to newscasts in the heart of America. They enjoy their high ratings because of the reputation for accuracy and immediacy built by the KMBC-KFRM News Department.

Here is a tremendous sales potential in one of the nation's richest markets...the great Kansas City Primary trade area.
Call KMBC-KFRM or ask your nearest Free & Peters' colonel for complete details on the mighty voice of the KMBC-KFRM Team and for newscast availabilities.



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# allied arts



DWARD L. LLOYD, executive vice president, A. C. Nielsen Co., to Amsterdam, The Netherlands, to head Nielsen Food & Index Service established there.

CHARLES W. PRITCHARD, credit manager, Stromberg - Carlson Rochester, and DANIEL G. SCHU-MAN, who has been reorganizing methods and procedures for the company, elected assistant treasurers.

AL GOODMAN, KECA-TV Los Angeles, named to board of directors of Society of Motion Picture Art Directors, Beverly Hills. New Los Angeles members in the television section include ROBERT LEE, CBS-TV; ROB-ERT DAHLQUIST, KTLA (TV); FRANK SWIG and TED RICHE, NBC-TV

H. I. ROMNES, director of operations for Long Lines Dept., American Telephone & Telegraph Co., appointed chief engineer, AT&T, effective Aug. 31 succeeding DR. HAROLD S. OS-BORNE. A. F. JACOBSON, vice president in charge of operations, Illinois Bell Telephone Co., replaces Mr.

HERSCHEL GILBERT re-elected president of American Society of Music Arrangers, Hollywood, for fourth term. Named vice presidents were JOE MULLENDORE, JEFF ALEXANDER and ROBERT BALLARD.

EDWARD STANKO, RCA engineer, appointed manager of engineering, Technical Products Div., RCA Service Co., Camden, N. J.

JOHN GUEDEL, head of John Guedel Productions, Hollywood, will chairman third annual Radio-Television-Recording-Advertising Charities drive, Sept. 18-Dec. 15. MICHAEL J. ROCKFORD, vice president of MCA, will head committee to solicit special

ZENITH RADIO Corp. has opened new plant at 1500 N. Kostner Ave., Chicago, to be used for production of speakers, coils, transformers and other radio-TV components.

WALLY GOULD, ABC producer, to Robert Lawrence Productions Inc., N. Y., film production and distribution firm, as producer and account executive.

GRANT SHAFFER appointed by Ward Products Corp., Cleveland, to represent company in Michigan. Headquarters will be in Detroit.

JERRY SHERMAN, publicity department of Lippert Pictures, Hollywood, to North American Airlines, Burbank, as director of exploitation.

WILLIAM SIMON and GUY T. GUN-TER Jr., to Majestic Radio & Television Div., Wilcox-Gay Corp., N. Y., as district sales managers in Ohio and Georgia, respectively. Mr. Simon will be headquartered in Shaker Heights, Ohio, and Mr. Gunter in

DAVIS ELECTRONICS, L. A., moves to 4313 W. Magnolia Blvd., Burbank, Calif. Telephone is Charleston 0-3032.

LEONARD B. KAUFMAN, Rogers & Cowan, Beverly Hills (public relations firm), has opened publicity offices at 8272 Sunset Blvd., Hollywood. Telephone is Granite 2454.

INDUSTRIAL SURVEYS nounces change in name to MARKET RESEARCH Corp. of America. Company also has established client servdivision, headed by ARDEN B. CRAWFORD, vice president. JAMES D. NORTH joins firm as vice president in charge of San Francisco office.

ADOLPH L. GROSS Assoc., N. Y., appointed exclusive sales representative by Pilot Radio Corp., Long Island City, N. Y., for new line of high-fidelity AM-FM radio tuners and amplifiers.

STACKPOLE CARBON Corp., Marys, Pa., has published bulletin describing fixed composition resistors designed for JAN-R-11 use. Types covered by the bulletin are RC10, RC20, RC21, RC30, RC31, RC41 and

DAVEN Co., Newark, has issued pamphlet on RF equipment covering types of radio frequency and video attenuators made by company.

FRANK L. MARTIN appointed regional representative of American Cable & Radio System for Texas, with headquarters in Houston in temporary offices at 1507 Smallwood Ave.

R. J. McNEELY, sales director, Hoffman Radio Corp., L. A.; WALTER J. EPSTEIN, San Francisco branch manager, and J. H. CLIPPINGER, board member and consultant, have formed McNEELY, EPSTEIN, CLIPPINGER Assoc., Beverly Hills, to handle sales and promotion for Belmont Radio Corp., Chicago (Raytheon radio-TV sets). Firm is headquartered at 251 S. Robertson Blvd. Telephone is Crestview 6-4883.

RODNEY GILLIAM Co., Hollywood (producers of commercial and feature films), has moved to 957 N. La Cienega Blvd. Telephone is Crestview 6-6918.

TECHNICAL APPLIANCE Corp., Sherburne, N. Y., announces availability of 1953 edition of Taco's antenna catalog No. 38 covering technical data on 80 antennas. Catalog also lists complete Taco accessory and hardware line with section devoted to preview of company's UHF antennas.

JOHN C. OTTINGER Jr., director of sales development, bureau of advertising, American Newspaper Publishers Assn., appointed general sales manager of the bureau, succeeded by WILLIAM W. SMITH, associate director of sales development.

FRANK NEWMAN, advertising manager, TV Transmitter Div., Allen B. DuMont Labs., father of girl, Sharon Ann, June 13.

#### Equipment . . .

RCA, Camden, N. J., announces development of first VHF transistors which oscillate at frequencies as high as

GENERAL ELECTRIC Co., Syracuse, N. Y., announces development of new audio console for AM, FM and TV studios featuring all plug-in construction. Unit is equipped for single program control operation, but may be adapted for dual channel output.

PLASTOID Corp., Long Island City, N. Y., announces production of radiation-proof coaxial cable especially engineered for community installa-

DAVEN Co., Newark, announces availability of new Type 286 program line equalizer consisting of parallel network and calibrated step type series control designed to improve frequency response of communications circuits.

FEDERAL TELEPHONE & RADIO Corp. has redesigned broadcast tubes F-891 and F-892, replacing the conventional hairpin structure double helix filament, designed to minimize filament - to - grid shorts, primary cause of premature vacuum tube failure. Of three-electrode type, two tubes are for use as modulator, amplifier and oscillator.

#### Technical . . .

NEAL McNAUGHTEN, NARTB engineering director, licensed by District of Columbia as professional engineer.

ROSS MURRAY, soundman, KNX Hollywood, father of boy, Frederick, June 25.

JOHN NEAL, engineer, ABC Holly-wood, father of girl, Cammie Joy, June 12.

#### BAN DANGERS

#### Cited by Fellows at Memphis

BARRING of radio and TV from public hearings provides the "first step toward decay of free speech,' Harold E. Fellows, NARTB president, told the Memphis Rotary Club last Tuesday.

Reminding that such action is taken against "the medium that has the capacity to report most accurately and impartially," Mr. Fellows suggested there are "some who would prefer not to suffer the pangs of accurate reporting.'

Businessmen should oppose such bans by legislators and law-making bodies, Mr. Fellows said, adding, "Whatever the motives behind such ventures into censorship, and whatever the good character of their authors, the citizens of this nation must righteously and determinedly oppose them."

He declared that government must be confined to the necessities of government and its unreasonable growth arrested. "The sovereignty of the individual and the servitude of the state is a basic be-lief among Americans," he said, "but it is disintegrating and you need but look around you to see the evidence.

"It is crumbling because we are sacrificing the objectives of this noblest estate of all to the convenience of dependence, rather than to the responsibility of interdependence. The business structure of some of our greatest enterprises today rests upon the decisions of government-decisions made by an interminable list of bureaus and commissions and regulatory bodies.'

The answer to these problems can be supplied by the citizenry, Mr. Fellows said, calling on all to vote and to challenge unjust legislation and regulation.

(Continued from page 77)

ter DuMont, antenna RCA. Legal counsel McKenna & Wilkinson, Washington. Consulting engineer McIntosh & Inglis, Washington. Principals include President Edgar T. Shepard Jr. (66%3%) 51% owner Rossmoyne Processing Corp., Camp Hill, Pa. (animal feed supplements); Vice President Edgar K. Smith (331%4), ½ owner, vice president and general manager, WCMB Lemoyne, Pa., licensed by applicant; Secretary-Treasurer David H. Young, secretary-treasurer of Rossmoyne Processing Corp.

urer of Rossmoyne Processing Corp.

LEBANON, Pa.—Lebanon Television
Corp. UHF Ch. 15 (476-482 mc); ERP 96.6
kw visual, 55 kw aural; antenna height
above average terrain 328 ft., above
ground 253 ft. Estimated construction
cost \$211,000, first year operating cost
\$98,000, revenue \$84,000. Post Office address: Lester P. Etter, 8th and Cumberland Sts., Lebanon, Studio location 8th
and Cumberland Sts. Transmitter location about 2 mi. N. of city. Geographic
coordinates 40° 22′ 07″ N. Lat., 76° 25′
33″ W. Long, Transmitter DuMont, antenna RCA. Legal counsel Miller &
Schroeder, Washington, Consulting engineer A. D. Ring & Co., Washington,
Principals include Lebanon Bestg. Co.
(87.5%), licensee WLBR there; Julian
F. Skinnell (5%), WLBR operations
manager; Philip J Reilly (2.5%), WLBR
commerical manager; W. Leonard
Savage (5%), WLBR chief engineer;
President H. Raymond Stadiem; Secretary-Treasurer Lester P. Etter, and
Vice President Eugene Silverstein,
Latter three are co-owners of WLBR.

† LOCK HAVEN, Pa.—Lock Haven Bests. Co. (WBPZ), UHF Ch. 32 (578-584); ERP 92.6 kw visual, 46.3 kw aural; antenna height above average terrain 315 ft., above ground 344 ft. Estimated construction cost, operating cost and revenue not given. Post Office address: 132½ E. Main St., Lock Haven, Pa. Studio location: 132½ E. Main St. Transmitter location: Glen Rd., near Lock Haven. Geographic coordinates 41° 08′ 43″ N. Lat., 77° 29′ 18″ W. Long, Transmitter DuMont, antenna RCA. Consulting engineer George C. Davis, Washingmitter location: 132½ E. Mam St. Transmitter location: Glen Rd., near Lock Haven. Geographic coordinates 41° 08′ 43″ N. Lat., 77° 29′ 18″ W. Long. Transmitter DuMont, antenna RCA. Consulting engineer George C. Davis, Washington. Principals include President Donald C. Welch (10%), Vice President Harry Shaffer (5%), Treasurer Paul Breon (3%), Secretary-Manager Harris Lipez (.6%), A. H. Lipez (10%).

PITTSBURGH, Pa. — WWSW Inc. (WWSW-AM-FM), VHF Ch. 11 (198-204 mc); ERP 308 kw visual, 154 kw aural; antenna height above average terrain 855 ft., above ground 700 ft. Estimated construction cost \$547,000, first year operating cost \$620,000, revenue \$850,000. Post Office address: Hotel Sheraton, Pittsburgh. Studio and transmitter location: 341 Rising Main St., Pittsburgh. Geographic coordinates 40° 27' 47" N. Lat., 80° 00' 17" W. Long. Transmitter RCA, antenna GE. Legal counsel Segal, Smith & Hennessey, Washington. Consulting engineer WWSW Inc., Pittsburgh. Principals include President Oscar M. Schloss, Vice President William Block, Secretary-Treasurer Paul Bauman. Sole owner of applicant is P-G Pub. Co., Pittsburgh, which in turn is wholly owned by the Toledo Blade Co., Toledo, Ohio.

\*\*READING\*\*, Pa.—Hawley Bcstg. Co. (WEEU-AM-FM), UHF Ch. 61 (752-758 mc); ERP 222 kw visual, aural ERP not given; antenna height above average terrain 1,035 ft., above ground 400 ft. Estimated construction cost \$440,-922, first year operating cost \$200,000, revenue \$150,000. Post Office address: 433 Penn St., Reading. Studio location: 2 mi. NE of Reading atop Mt. Penn. Geographic coordinates: 40° 21′ 08″ N. Lat., 75° 53′ 55″ W. Long. Transmitter GE, antenna GE. Legal counsel Cohn & Marks. Washington. Consulting engineer Commercial Radio Equipment Co., Washington. Principals include President Hawley Quier, Executive Vice-President James E. Keller, Vice-President Harrison F. Flippin, Secretary William J. Rohn, General Manager Thomas E. Martin. Reading Eagle Co. owns 99% of stock which is voted by Mr. Quier.

† SCRANTON, Pa.—Scranton Bestrs.
Inc. (WGBI), UHF Ch. 22 (518-524 mc);
ERP 285 kw visual, 150 kw aural; antenna height above average terrain 1,170 ft., above ground 150 ft. Estimated construction cost \$336,298, first year operating cost \$100,000, revenue \$75,000. Post Office address: 1000 Wyoming Ave., Scranton, Pa. Studio location: 1000 Wyoming Ave., Scranton, Pa. Transmitter location: near top of Bald Mountain. Geographic coordinates 41° 25′ 38″ N. Lat. 75° 44′ 58″ W. Long. Transmitter GE, antenna GE. Legal

counsel Dow, Lohnes & Albertson, Washington. Consulting engineer George C. Davis, Washington. Principals include President and Treasurer M. E. Megargee (12%), Vice President Marcella Megargee Holcomb and Secretary K. A. Megargee (6%).

SCRANTON, Pa.—Union Bestg. Co. (WARM), UHF Ch. 16 (482-488 mc); ERP 257 kw visual, 129 kw aural; antenna height above average terrain 1244 ft., above ground 277 ft. Estimated construction cost \$300,559, first year operating cost \$372,867, revenue \$456,-040. Post Office address: Bowman Bidg., Scranton. Studio location: Bowman Bidg. Transmitter location: Mt. Dewey. Geographic coordinates: 41° 25′ 59″ N. Lat., 75° 43′ 54″ W. Long. Transmitter GE, antenna GE. Legal counsel Loucks, Zias, Young and Jansky, Washington. Consulting engineer Jansky and Bailey, Washington. Principals include President Martin F. Memolo (70%), Vice President John J. Memolo (70%), Vice President John J. Memolo (0.57%), Secretary-Treasurer William M. Dawson, William W. Scranton (28.3%) and James S. Scandale (1.13%).

CHARLESTON, S. C.—Atlantic Coast Bestg. Co. (WTMA), VHF Ch. 2 (54-60 mc); ERP 46 kw visual, 23 kw aural; antenna height above average terrain 382 ft., above ground 433 ft. Estimated construction cost \$228,996, first year operating cost \$154,460, revenue \$160,965. Post Office address: 133 Church St., Charleston. Studio location: 135 Church St., Charleston. Transmitter location: 0.6 mi. E of Old Town Rd., near Charleston. Geographic coordinates 32° 49′ 20°. 0.6 mi. E of Old Town Rd., near Charleston. Geographic coordinates 32° 49′ 20′ N. Lat., 79° 58′ 44″ W. Long. Transmitter RCA, antenna RCA. Legal counsel Arthur Scharfeld, Washington. Consulting engineer Commercial Radio Equipment Co., Washington. Principals include President Edward Manigault (0.2%), Vice President Hall T. McGee (0.2%), Treasurer Hall T. McGee Jr. (0.2%), Evening Post Pub. Co. (99.2%).

† CHARLESTON, S. C.—WCSC Inc. (WCSC-AM-FM), VHF Ch. 5 (76-82 mc); ERP 100 kw visual, 50 kw aural; antenna height above average terrain 313 ft., above ground 360 ft. Estimated construction cost \$290,000, first year operating cost \$275,000, revenue \$350,-000. Post Office address: Radio Station WCSC, Francis Marion Hotel, Charleston. Studio location: corner of Charlotte & E. Bay Sts., Charleston. Transmitter location: 1 mi. E of Ashley Hall plantation, St. Andrews Twp., Charleston Co. Geographic coordinates: 32° 49′ 26″ N. Lat., 80° 00′ 06″ W. Long. Transmitter DuMont, antenna RCA. Legal counsel Dow, Lohnes & Albertson, Washington. Consulting engineer Craven, Lohnes & Culver, Washington. Principals include President-Treasurer John M. Rivers (100%), Vice President G. L. B. Rivers and Secretary Martha R. Rivers.

GREENVILLE, S. C.—Carolina TV Inc., VHF Ch. 4 (66-72 mc); ERP 100 kw visual, 50 kw aural; antenna height above average terrain 1216 ft., above ground 604 ft. Estimated construction cost \$439,900, first year operating cost \$235,000, revenue \$208,000. Post Office address: Box 120, Greenville. Studio location: 300 N. Main St. Transmitter location: Paris Mt. Geographic coordinates 34° 54′ 53″ N. Lat., 82° 23′ 44″ W. Long. Transmitter RCA. antenna RCA. Legal counsel Neville Miller. Washington. Consulting engineer Millard Garrison, Washington. Principals include President Alester G. Furman Jr. (10%), 24% owner WESC Greenville; Vice President Clement F. Haynsworth Jr. (4.5%); Secretary-Treasurer Roy F. McCall (4%); Chairman of the Board Charles E. Daniel (10%). Charles E. Daniel (10%

GREENVILLE, S. C.—Textile Bcstg.
Co. (WMRC), VHF Ch. 4 (66-72 mc);
ERP 54 kw visual. 27 kw aural; antenna height above average terrain 1500 ft., above ground 520 ft. Estimated construction cost \$475,000, first year operating cost \$275,000, revenue \$275,000. Post Office address: R. A. Jolley, 3 College St., Greenville, S. C. Studio location: to be determined. Transmitter location: on peak of Paris Mountain. Geographic coordinates 35° 56′ 26″ N. Lat., 82° 24′ 34′ W. Long. Transmitter RCA, antenna RCA. Legal counsel Glen A. Wilkinson, Washington, D. C. Consulting engineer Vandivere, Cohen & Wearn, Washington. Principals include President-Treasurer and Director Robert A. Jolley (22.13%) Vice President and Director James C. Poag (10.33%).

CHATTANOOGA, Tenn. — Chattanooga TV Inc. (WMFS), UHF Ch. 49

(680-686 mc); ERP 21.4 kw visual 10.7 kw aural; antenna height above average terrain 456 ft., above ground 442 ft. Estimated construction cost \$205,320, first year operating cost \$170.050, revenue \$175,000. Post Office address: 1024 James Bidg., Chattanooga, Tenn. Studio and transmitter location: White Oak Rd., Chattanooga. Geographic coordinates 35° 05° 21.4" N. Lat., 85° 18′ 10′ W. Long. Transmitter RCA, antenna RCA. Legal counsel McKenna & Wilkinson, Washington. Consulting engineer W. J. Holey, Atlanta, Ga. Principals include President J. Glen Stone (16.7%), Vice President J. E. Summers (16.6%), Secretary C. W. Hoffman (16.7%), Vice President J. Chattanooga owns 50% of stock of applicant.)

KNOXVILLE, Tenn.—Radio Station WBIR Inc. (WBIR), VHF Ch. 10 (192-198 mc); ERP 316 kw visual, 158 kw aural; antenna height above average terrain 925 ft., above ground 604 ft. Estimated construction cost \$411,483, first year operating cost \$330,000, revenue not estimated. Post Office address: 618 S. Gay St. Knoxville. Studio location: 618 S. Gay St. Transmitter location: Sharp Ridge Memorial Rd. Geographic coordinates: 36° 00′ 20″ N. Lat., 83° 56′ 22″ W. Long. Transmitter GE, antenna GE. Legal counsel Dow, Lohnes & Albertson, Washington. Consulting engineer E. Earl Cullum Jr., Dallas, Tex. Principals include Chairman of the Board J. Lindsay Nunn (23%), President Gilmore N. Nunn (52%). WKRC-AM-FM-TV Cincinnati holds 20%.

KNOXVILLE, Tenn.—Tennessee Television Inc., VHF Ch. 10 (192-198 mc); ERP 316 kw visual, 138 kw aural; antenna height above average terrain 906 ft., above ground 705 ft. Estimated construction cost \$559,720, first year operating cost \$400,000, revenue \$425,000. Post Office address: Guilford Glazer, 3341 Kenilworth Dr., Knoxville. Studio and transmitter location: Knoxville. Geographic coordinates 36° 00′ 40″ N. Lat., 83° 55′ 52″ W. Long. Transmitter RCA, antenna RCA. Legal counsel McKenna & Wilkinson, Washington. Consulting engineer A. D. Ring Co., Washington. Principals include President Guilford Glazer (30.83%), president and 30% owner Glazer Steel Corp., also real estate and other interests; Vice President Louis A. Glazer (25%), 25% owner Glazer Steel Corp.; Treasurer Jerome S. Glazer (25%), 25% Glazer Steel Corp.; Secretary I. B. Cohen (19.17%), 19% owner Glazer Steel Corp. owner Glazer Steel Corp.

CORPUS CHRISTI, Tex.—KEYS-TV Inc. (KEYS), VHF Ch. 10 (192-198 mc); ERP 55 kw visual, 27.5 kw aural; antenna height above average terrain 464 ft., above ground 500 ft. Estimated construction cost \$320,500, first year operating cost \$195,000, revenue \$222,612. Post Office address: P. O. Box 1460, Corpus Christi, Tex. Transmitter location: Mesquite and Hughes Streets. Geographic coordinates 27° 48′ 27″ N. Lat., 97° 23′ 46″ W. Long. Transmitter RCA, antenna RCA. Legal counsel Pierson & Ball. Washington. Consulting engineer A. D. Ring & Co., Washington. Principals include President E. C. Hughes (81½%), Vice President Bruce L. Collins (33½%), Vice President Charles W. Rossi (81½%). Treasurer Earl C. Dunn (81½%) and Secretary H. B. Lockhart (81½%).

AMARILLO, Tex. — Amarillo Bestg. Co., VHF Ch. 10 (192-198 mc); ERP 56.4 kw visual, 30.4 kw aural; antenna height above average terrain 547 ft., above ground 465 ft. Estimated construction cost \$312,215, first year operating cost \$180,000, revenue \$210,000. Post Office address: 800 Hawkins St., Brownwood, Tex. Studio location: to be determined. Transmitter location: N. Ong St. & W. Cherry Ave. Geographic coordinates 35° 17' 33" N. Lat., 101° 50' 48" W. Long. Transmitter GE, antenna GE, Legal counsel Eugene L. Burke, Wash. Consulting engineer Commercial Radio Equipment Co., Wash. Principals include (each 25%) President Wendell Mayes, chief owner of KBWD Brownwood and KNOW Austin, Tex., and officer in Amarillo Bestg. Corp., licensee of KFDA Amarillo; Vice President C. C. Woodson, oil, gas and publishing interests and KFDA officer; Secretary-Treasurer. Charles B. Vordan, KFDA officer, vice president and assistant general manager Texas State Network and vice president of KABC San Antonio, WACO Waco, KRIO McAllen, KFJZ Ft. Worth; Director Gene L. Cagle, President and General Manager and 34% owner Texas State Netwk., president-general manager. of KFJZ. KABC, WACO and KRIO; he owns 20% of KSTB Big Spring. Tex., is director of KFDA and is officer in Waco TV Corp., TV applicant at Waco.

FORT WORTH, Tex.—Lechner Television Co., VHF Ch. 10 (192-198 mc); ERP 316 kw visual, 158 kw aural; antenna height above average terrain 272.8 ft., above ground 394 ft. Estimated construction cost \$487,000, first year operating cost \$356,000, revenue \$360,000. Post Office address: Kirby Bldg., Dallas. Studio and transmitter location: The Fair Bldg., W. 7th Street & Throckmorton. Geographic coordinates: 32'45' 10" N. Lat., 97' 19' 48" W. Long. Transmitter Ge, antenna RCA. Legal counsel Ross K. Prescott, Dallas. Consulting engineer Guy C. Hutcheson, Arlington, Tex. Sole owner is W. W. Lechner. He is engaged in oil and gas exploration and production.

SAN ANTONIO, Tex.—Bexar County Television Corp. (KABC), VHF Ch. 12 (204-210 mc); ERP 226 kw visual, 113 kw aural; antenna height above average terrain 500 ft. above ground 596 ft. Estimated construction cost \$574,935. first year operating cost \$240,000, revenue \$300,000. Post Office address: c/o KABC, Milam Bldg. Studio and transmitter location: 811 E. Myrtle St. Geographic coordinates: 29° 26' 37" N. Lat., 98° 28' 58" W. Long. Transmitter RCA, antenna RCA. Legal counsel Eugene L. Burke, Washington. Consulting engineer Commercial Radio Equipment Co., Washington. Principals include President Bill Michaels (15%), Vice President J. R. Straus (15%), vice President J. R. Straus (15%) and Secretary-Treasurer Alton E. Robertson (15%). Treasurer Alton E. Robertson (159

SAN ANTONIO, Tex.—Sunshine Bestg. Co. (KTSA), VHF Ch. 12 (204-210 mc); ERP 316 kw visual. 158 kw aural; antenna height above average terrain 1.034 ft., above ground 1.084 ft. Estimated construction cost \$863,302, first year operating cost \$812,000, revenue \$850,000. Post Office address: Avenue \$850,000. Post Office address: Avenue E at 3d St., San Antonio. Tex. Strudio location: Ave E at 3d St. Transmitter location: Ave E at 3d St. Transmitter location: Near SW corner Old Seguin Rd. & Artesia Ave. Geographic coordinates 29° 26' 22" N. Lat., 98° 26' 24" W. Long. Transmitter GE, antenna GE. Legal counsel Loucks, Zias, Young & Jansky, Washington. Consulting engineer Jansky & Bailey, Washington. Principals include Board Chairman Frank G. Huntress Jr., Vice President Mrs. Carrie S. Frost, Vice President Mrs. Carrie S. Frost, Vice President Secretary Leroy G. Denman Jr., all less than 1% each, and Express Pub. Co. (more than 99%).

TYLER, Tex.—Lucille Ross Buford (KGKB), VHF Ch. 7 (174-180 me); ERP 21.25 kw visual, 10.625 kw aural; antenna height above average terrain 533 ft., above ground 470 ft. Estimated construction cost \$284,357, first year operating cost \$142,610, revenue \$130,000. Post Office address: Box 548, Tyler, Tex. Studio and transmitter location: S. Beckham & Lake Sts., Tyler, Geographic coordinates 32° 20′ 08″ N. Lat., 95° 17′ 32″ W. Long. Transmitter RCA, antenna RCA. Legal counsel Haley & Doty, Washington. Consulting engineer Craven, Lohnes & Culver, Washington. Principals include Lucille Ross Buford, individual owner and managing director (100%). (100%)

† LYNCHBURG, Va. — Lynchburg Bestg. Corp. (WLVA-AM-FM), VHF Ch. 13 (210-216 mc); ERP 28.8 kw visual, 14.1 kw aural; antenna height above average terrain 2092 ft., above ground 117 ft. Estimated construction cost \$161,920, first year operating cost \$90,600, revenue \$93.987. Post Office address: 925 Church St., Lynchburg, Va. Studio location: 925 Church St. Transmitter location: Tobacco Row Mountain, 11 mi. N of Lynchburg. Geographic coordinates 37° 33′ 54″ N. Lat., 79° 11′ 31″ W. Long. Transmitter DuMont, antenna RCA. Legal counsel George O. Sutton, Washington. Consulting engineer Washington. Consulting engineer Craven, Lohnes & Culver, Washington. Principals include President Edward A. Allen (27.77%), Vice President-General Manager Philip P. Allen (27.77%), Secretary-Treasurer J. P. Read Jr. (4.16%).

PETERSBURG, Va.—Lee Broadcasting Corp., VHF Ch. 8 (180-186 mc); ERP 200 kw visual, 100 kw aural; antenna height above average terrain 538 ft., above ground 608 ft. Estimated construction cost \$363,500. first year operating cost \$250,000. revenue \$300,000. Post Office address: Broad-Grace Arcade Bldg., Richmond 19. Va. Studio location: 25 E. Washington St. Transmitter location: Hundred Rd., 7.5 mi. E. of Chester, Va. Geographic coordinates: 37° 20° 33" N. Lat., 77° 18' 17' W. Long. Transmitter RCA, antenna RCA. Legal counsel Bingham, Collins, Porter & Kistler, Washington. Consulting engineer Kear & Kennedy, Washington. Principal owner is Thomas G.

(Continued on page 94)

# KSTN PETITION Asks CP Change for KMYC

PETITION asking the FCC to change construction permit of KMYC Marysville, Calif., has been filed with the Commission by KSTN Stockton, Calif. on grounds of interference to each other's service areas.

KSTN is licensed to San Joaquin Broadcasting Co. on 1420 kc with 1 kw, directional day and night. FCC last November granted application of Marysville - Yuba City Broadcasters Inc., to change KMYC from 1450 kc 250 w unlimited to 1410 kc 1 kw directional night.

The Stockton outlet asked the Commission to make it party to any hearing on KMYC's request for program tests and station license and to deny them "until the objectionable interference to KSTN has been removed or the Commission determines that the gain in area and population of KMYC outweighs the loss to KSTN."

Evidence was tendered purporting to show that the proposed operation of KMYC would reduce KSTN daytime coverage by 696 square miles in which 34,673 persons reside—or an estimated 11.2% of the daytime area and 5.85% of the KSTN population. Conversely, KSTN said it would cause objectionable interference to 16.2% of KMYC's proposed service area and 11.8% of its daytime population.

Moreover, its ability to continue local programming and provide public service programs would be "substantially adversely affected," KSTN contended.

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# allied arts



POWARD L. LLOYD, executive vice president, A. C. Nielsen Co., to Amsterdam, The Netherlands, to head Nielsen Food & Index Service established there.

CHARLES W. PRITCHARD, credit manager, Stromberg-Carlson Co., Rochester, and DANIEL G. SCHU-MAN, who has been reorganizing methods and procedures for the company, elected assistant treasurers.

AL GOODMAN, KECA-TV Los Angeles, named to board of directors of Society of Motion Picture Art Directors, Beverly Hills. New Los Angeles members in the television section include ROBERT LEE, CBS-TV; ROBERT DAHLQUIST, KTLA (TV); FRANK SWIG and TED RICHE, NBC-TV.

H. I. ROMNES, director of operations for Long Lines Dept., American Telephone & Telegraph Co., appointed chief engineer, AT&T, effective Aug. 31 succeeding DR. HAROLD S. OSBORNE. A. F. JACOBSON, vice president in charge of operations, Illinois Bell Telephone Co., replaces Mr. Romnes.

HERSCHEL GILBERT re-elected president of American Society of Music Arrangers, Hollywood, for fourth term. Named vice presidents were JOE MULLENDORE, JEFF ALEXANDER and ROBERT BALLARD.

EDWARD STANKO, RCA engineer, appointed manager of engineering, Technical Products Div., RCA Service Co., Camden, N. J.

JOHN GUEDEL, head of John Guedel Productions, Hollywood, will chairman third annual Radio-Television-Recording-Advertising Charities drive, Sept. 18-Dec. 15. MICHAEL J. ROCKFORD, vice president of MCA, will head committee to solicit special gifts.

ZENITH RADIO Corp. has opened new plant at 1500 N. Kostner Ave., Chicago, to be used for production of speakers, coils, transformers and other radio-TV components.

WALLY GOULD, ABC producer, to Robert Lawrence Productions Inc., N. Y., film production and distribution firm, as producer and account executive.

GRANT SHAFFER appointed by Ward Products Corp., Cleveland, to represent company in Michigan. Headquarters will be in Detroit.

JERRY SHERMAN, publicity department of Lippert Pictures, Hollywood, to North American Airlines, Burbank, as director of exploitation.

WILLIAM SIMON and GUY T. GUNTER Jr., to Majestic Radio & Television Div., Wilcox-Gay Corp., N. Y., as district sales managers in Ohio and Georgia, respectively. Mr. Simon will be headquartered in Shaker Heights, Ohio, and Mr. Gunter in Atlanta.

DAVIS ELECTRONICS, L. A., moves to 4313 W. Magnolia Blvd., Burbank, Calif. Telephone is Charleston 0-3032.

LEONARD B. KAUFMAN, Rogers & Cowan, Beverly Hills (public relations firm), has opened publicity offices at 8272 Sunset Blvd., Hollywood. Telephone is Granite 2454.

INDUSTRIAL SURVEYS Co. announces change in name to MARKET RESEARCH Corp. of America. Company also has established client service division, headed by ARDEN B. CRAWFORD, vice president. JAMES D. NORTH joins firm as vice president in charge of San Francisco office.

ADOLPH L. GROSS Assoc., N. Y., appointed exclusive sales representative by Pilot Radio Corp., Long Island City, N. Y., for new line of high-fidelity AM-FM radio tuners and amplifiers.

STACKPOLE CARBON Corp., St. Marys, Pa., has published bulletin describing fixed composition resistors designed for JAN-R-11 use. Types covered by the bulletin are RC10, RC20, RC21, RC30, RC31, RC41 and RC42.

DAVEN Co., Newark, has issued pamphlet on RF equipment covering types of radio frequency and video attenuators made by company.

FRANK L. MARTIN appointed regional representative of American Cable & Radio System for Texas, with headquarters in Houston in temporary offices at 1507 Smallwood Ave.

R. J. McNEELY, sales director, Hoffman Radio Corp., L. A.; WALTER J. EPSTEIN, San Francisco branch manager, and J. H. CLIPPINGER, board member and consultant, have formed McNEELY, EPSTEIN, CLIPPINGER Assoc., Beverly Hills, to handle sales and promotion for Belmont Radio Corp., Chicago (Raytheon radio-TV sets). Firm is headquartered at 251 S. Robertson Blvd. Telephone is Crestview 6-4883.

RODNEY GILLIAM Co., Hollywood (producers of commercial and feature films), has moved to 957 N. La Cienega Blvd. Telephone is Crestview 6-6918.

TECHNICAL APPLIANCE Corp., Sherburne, N. Y., announces availability of 1953 edition of Taco's antenna catalog No. 38 covering technical data on 80 antennas. Catalog also lists complete Taco accessory and hardware line with section-devoted to preview of company's UHF antennas.

JOHN C. OTTINGER Jr., director of sales development, bureau of advertising, American Newspaper Publishers Assn., appointed general sales manager of the bureau, succeeded by WILLIAM W. SMITH, associate director of sales development.

FRANK NEWMAN, advertising manager, TV Transmitter Div., Allen B. DuMont Labs., father of girl, Sharon Ann, June 13.

### Equipment . . .

RCA, Camden, N. J., announces development of first VHF transistors which oscillate at frequencies as high as 225 mc.

GENERAL ELECTRIC Co., Syracuse, N. Y., announces development of new audio console for AM, FM and TV studios featuring all plug-in construction. Unit is equipped for single program control operation, but may be adapted for dual channel output.

PLASTOID Corp., Long Island City, N. Y., announces production of radiation-proof coaxial cable especially engineered for community installation.

DAVEN Co., Newark, announces availability of new Type 286 program line equalizer consisting of parallel network and calibrated step type series control designed to improve frequency response of communications circuits,

FEDERAL TELEPHONE & RADIO Corp. has redesigned broadcast tubes F-891 and F-892, replacing the conventional hairpin structure with double helix filament, designed to minimize filament - to -grid shorts, primary cause of premature vacuum tube failure. Of three - electrode type, two tubes are for use as modulator, amplifier and oscillator.

#### Technical . . .

NEAL McNAUGHTEN, NARTB engineering director, licensed by District of Columbia as professional engineer.

ROSS MURRAY, soundman, KNX Hollywood, father of boy, Frederick, June 25.

JOHN NEAL, engineer, ABC Hollywood, father of girl, Cammie Joy, June 12.

#### BAN DANGERS

#### Cited by Fellows at Memphis

BARRING of radio and TV from public hearings provides the "first step toward decay of free speech," Harold E. Fellows, NARTB president, told the Memphis Rotary Club last Tuesday.

Reminding that such action is taken against "the medium that has the capacity to report most accurately and impartially," Mr. Fellows suggested there are "some who would prefer not to suffer the pangs of accurate reporting."

Businessmen should oppose such bans by legislators and law-making bodies, Mr. Fellows said, adding, "Whatever the motives behind such ventures into censorship, and whatever the good character of their authors, the citizens of this nation must righteously and determinedly oppose them."

He declared that government must be confined to the necessities of government and its unreasonable growth arrested. "The sovereignty of the individual and the servitude of the state is a basic belief among Americans," he said, "but it is disintegrating and you need but look around you to see the evidence.

"It is crumbling because we are sacrificing the objectives of this noblest estate of all to the convenience of dependence, rather than to the responsibility of interdependence. The business structure of some of our greatest enterprises today rests upon the decisions of government—decisions made by an interminable list of bureaus and commissions and regulatory bodies."

The answer to these problems can be supplied by the citizenry, Mr. Fellows said, calling on all to vote and to challenge unjust legislation and regulation.

(Continued from page 77)

ter DuMont, antenna RCA. Legal counsel McKenna & Wilkinson, Washington. Consulting engineer McIntosh & Inglis, Washington. Principals include President Edgar T. Shepard Jr. (663%) 51% owner Rossmoyne Processing Corp., Camp Hill, Pa. (animal feed supplements); Vice President Edgar K. Smith (331%), 1/3 owner, vice president and general manager, WCMB Lemoyne, Pa., licensed by applicant; Secretary-Treasurer David H. Young, secretary-treasurer of Rossmoyne Processing Corp.

LEBANON, Pa.—Lebanon Television Corp. UHF Ch. 15 (476-482 mc); ERP 96.6 kw visual, 55 kw aural; antenna height above average terrain 328 ft., above ground 253 ft. Estimated construction cost \$211,000, first year operating cost \$89,000, revenue \$84,000. Post Office address: Lester P. Etter, 8th and Cumberland Sts. Transmitter location about 2 mi. N. of city. Geographic coordinates 40° 22′ 07″ N. Lat., 76° 25′ 33″ W. Long. Transmitter DuMont, antenna RCA. Legal counsel Miller & Schroeder, Washington. Consulting engineer A. D. Ring & Co., Washington. Principals include Lebanon Bcstg. Co. (87.5%), licensee WLBR there; Julian F. Skinnell (5%), WLBR operations manager; Philip J. Reilly (2.5%), WLBR commerical manager; W. Leonard Savage (5%), WLBR chief engineer; President H. Raymond Stadiem; Secretary-Treasurer Lester P. Etter, and Vice President Eugene Silverstein. Latter three are co-owners of WLBR.

†LOCK HAVEN, Pa.—Lock Haven Bestg. Co. (WBPZ), UHF Ch. 32 (578-584); ERP 92.6 kw visual, 46.3 kw aural; antenna height above average terrain 315 ft., above ground 344 ft. Estimated construction cost, operating cost and revenue not given. Post Office address; 132½ E. Main St. Lock Haven, Pa. Studio location: 132½ E. Main St. Transmitter location: Glen Rd., near Lock Haven. Geographic coordinates 41° 08′ 43″ N. Lat., 77° 29′ 18″ W. Long. Transmitter DuMont, antenna RCA. Consulting engineer George C. Davis, Washington. Principals include President Donald C. Welch (10%), Vice President Harry Shaffer (5%), Treasurer Paul Breon (3%), Secretary-Manager Harris Lipez (.6%), A. H. Lipez (10%).

PITTSBURGH. Pa. — WWSW Inc. (WWSW-AM-FM), VHF Ch. 11 (198-204 mc); ERP 308 kw visual, 154 kw aural; antenna height above average terrain 855 ft., above ground 700 ft. Estimated construction cost \$547,000, first year operating cost \$620,000, revenue \$850,000. Post Office address: Hotel Sheraton, Pittsburgh. Studio and transmitter location: 341 Rising Main St., Pittsburgh. Geographic coordinates 40° 27′ 47″ N. Lat., 80° 00′ 17″ W. Long. Transmitter RCA, antenna GE. Legal counsel Segal, Smith & Hennessey, Washington. Consulting engineer WWSW Inc., Pittsburgh. Principals include President Oscar M. Schloss, Vice President William Block, Secretary-Treasurer Paul Bauman. Sole owner of applicant is P-G Pub. Co., Pittsburgh, which in turn is wholly owned by the Toledo Blade Co., Toledo, Ohio. Blade Co., Toledo, Ohio,

†READING, Pa.—Hawley Bcstg. Co. (WEEU-AM-FM), UHF Ch. 61 (752-758 mc); ERP 222 kw visual, aural ERP not given; antenna height above average terrain 1,035 ft., above ground 400 ft. Estimated construction cost \$440,922, first year operating cost \$200,000, revenue \$150,000. Post Office address: 433 Penn St., Reading. Studio location: 2 mi. NE of Reading atop Mt. Penn. Geographic coordinates: 40° 21′ 08″ N. Lat., 75° 53′ 55″ W. Long. Transmitter GE, antenna GE. Legal counsel Cohn & Marks. Washington. Consulting engineer Commercial Radio Equipment Co., Washington. Principals include President Hawley Quier, Executive Vice-President James E. Keller, Vice-President Harrison F. Flippin, Secretary William J. Rohn, General Manager Thomas E. Martin. Reading Eagle Co. owns 99% of stock which is voted by Mr. Quier.

† SCRANTON, Pa.—Scranton Bestrs. Inc. (WGBI), UHF Ch. 22 (518-524 mc); ERP 285 kw visual, 150 kw aural; an-tenna height above average terrain 1,170 ft., above ground 150 ft. Esti-EMP 285 kW visual, 150 kw aural; antenna height above average terrain 1,170 ft., above ground 150 ft. Estimated construction cost \$336,298, first year operating cost \$100,000, revenue \$75,000. Post Office address: 1000 Wyoming Ave., Scranton, Pa. Studio location: 1000 Wyoming Ave., Scranton, Pa. Transmitter location: near top of Bald Mountain. Geographic coordinates 41° 25′ 38″ N. Lat., 75° 44′ 58″ W. Long. Transmitter GE, antenna GE. Legal counsel Dow, Lohnes & Albertson, Washington. Consulting engineer George C. Davis, Washington. Principals include President and Treasurer M. E. Megargee (12%), Vice President Marcella Megargee Holcomb and Secretary K. A. Megargee (6%).

SCRANTON, Pa.—Union Bcstg. Co. (WARM), UHF Ch. 16 (482-488 mc); ERP 257 kw visual, 129 kw aural; antenna height above average terrain 1244 ft., above ground 277 ft. Estimated construction cost \$300,559, first year operating cost \$372,867, revenue \$456,-040. Post Office address: Bowman Bldg. Scranton. Studio location: Bowman Bldg. Transmitter location: Mt. Dewey. Geographic coordinates: 41° Dewey. Geographic coordinates: 41° Long. 040. Post Office address: Bowman Bldg., Scranton. Studio location: Bowman Bldg. Transmitter location: Mt. Dewey. Geographic coordinates: 41° 25′ 59″ N. Lat., 75° 43′ 54″ W. Long. Transmitter GE, antenna GE. Legal counsel Loucks, Zias, Young and Jansky, Washington. Consulting engineer Jansky and Bailey, Washington. Principals include President John J. Memolo (0.57%), Secretary-Treasurer William M. Dawson, William W. Scranton (28.3%) and James S. Scandale (1.13%).

CHARLESTON, S. C.—Atlantic Coast Bcstg. Co. (WTMA), VHF Ch. 2 (54-60 mc); ERP 46 kw visual, 23 kw aural; antenna height above average terrain 382 ft., above ground 433 ft. Estimated construction cost \$228,996, first year operating cost \$154,460, revenue \$160,965. Post Office address: 133 Church St., Charleston. Studio location: 135 Church St., Charleston. Transmitter location: 0.6 mi. E of Old Town Rd., near Charleston. Geographic coordinates 32° 49° 20" N. Lat., 79° 58′ 44" W. Long. Transmitter RCA, antenna RCA. Legal counsel Arthur Scharfeld, Washington. Consulting engineer Commercial Radio Equipment Co., Washington. Principals include President Edward Manigault (0.2%), Vice President Hall T. McGee (0.2%), Treasurer Hall T. McGee Jr. (0.2%), Evening Post Pub. Co. (99.2%).

†CHARLESTON, S. C.—WCSC Inc. (WCSC-AM-FM), VHF Ch. 5 (76-82 mc); ERP 100 kw visual, 50 kw aural; antenna height above average terrain 313 ft., above ground 360 ft. Estimated construction cost \$290,000, first year operating cost \$275,000, revenue \$350,-000. Post Office address: Radio Station WCSC, Francis Marion Hotel, Charleston. Studio location: corner of Charlotte & E. Bay Sts., Charleston. Transmitter location: 1 mi. E of Ashley Hall plantation, St. Andrews Twp., Charleston Co. Geographic coordinates: 32° 49° 26" N. Lat., 80° 00° 06" W. Long. Transmitter DuMont, antenna RCA. Legal counsel Dow, Lohnes & Albertson, Washington. Consulting engineer Craven, Lohnes & Culver, Washington. Principals include President-Treasurer John M. Rivers (100%), Vice President G. L. B. Rivers and Secretary Martha R. Rivers.

GREENVILLE, S. C.—Carolina TV Inc., VHF Ch. 4 (66-72 mc); ERP 100 kw visual, 50 kw aural; antenna height above average terrain 1216 ft., above ground 604 ft. Estimated construction cost \$439,900, first year operating cost \$235,000, revenue \$208,000. Post Office address: Box 120, Greenville. Studio location: 300 N. Main St. Transmitter location: Paris Mt. Geographic coordinates 34° 54′ 53″ N. Lat., 82° 23′ 44″ W. Long. Transmitter RCA, antenna RCA. Legal counsel Neville Miller, Washington. Consulting engineer Millard Garrison, Washington. Principals include President Alester G. Furman Jr. (10%), 24% owner WESC Greenville; Vice President Clement F. Haynsworth Jr. (4.5%); Secretary-Treasurer Roy F. McCall (4%); Chairman of the Board Charles E. Daniel (10%).

GREENVILLE, S. C.—Textile Bcstg.
Co. (WMRC), VHF Ch. 4 (66-72 mc);
ERP 54 kw visual. 27 kw aural; antenna height above average terrain 1500 ft., above ground 520 ft. Estimated construction cost \$475,000, first year operating cost \$275,000, revenue \$275,000. Post Office address: R. A. Jolley, 3 College St., Greenville, S. C. Studio location: to be determined. Transmitter location: on peak of Paris Mountain. Geographic coordinates 35° 56′ 26″ N. Lat., 82° 24′ 34″ W. Long. Transmitter RCA, antenna RCA. Legal counsel Glen A. Wilkinson, Washington, D. C. Consulting engineer Vandivere, Cohen & Wearn, Washington. Principals include President-Treasurer and Director Robert A. Jolley (22.13%) Vice President and Director James C. Poag (10.33%).

CHATTANOOGA, Tenn. — Chattanooga TV Inc. (WMFS), UHF Ch. 49

(680-686 mc); ERP 21.4 kw visual 10.7 kw aural; antenna height above average terrain 456 ft., above ground 442 ft. Estimated construction cost \$205,320, first year operating cost \$170,050, revenue \$175,000. Post Office address: 1024 James Bidg., Chattanooga, Tenn. Studio and transmitter location: White Oak Rd., Chattanooga. Geographic coordinates 35° 65° 21.4" N. Lat., 85° 18′ 10′ W. Long. Transmitter RCA, antenna RCA. Legal counsel McKenna & Wilkinson, Washington. Consulting engineer W. J. Holey, Atlanta, Ga. Principals include President J. Glen Stone (16.7%), Vice President J. E. Summers (16.6%), Secretary C. W. Hoffman (16.7%), WMFS Inc. (50%). (WMFS Chattanooga owns 50% of stock of applicant.)

KNOXVILLE, Tenn.—Radio Station WBIR Inc. (WBIR), VHF Ch. 10 (192-198 mc); ERP 316 kw visual, 158 kw aural; antenna height above average terrain 925 ft., above ground 604 ft. Estimated construction cost \$411,483, first year operating cost \$330,000, revenue not estimated. Post Office address: 618 S. Gay St., Knoxville. Studio location: 618 S. Gay St. Transmitter location: Sharp Ridge Memorial Rd. Geographic coordinates: 36° 00′ 20″ N. Lat., 83° 56′ 22″ W. Long. Transmitter GE, antenna GE. Legal counsel Dow. Lohnes & Al-22" W. Long. Transmitter GE, antenna GE. Legal counsel Dow, Lohnes & Albertson, Washington. Consulting engineer E. Earl Cullum Jr., Dallas, Tex. Principals include Chairman of the Board J. Lindsay Nunn (23%), President Gilmore N. Nunn (52%). WKRC-AM-FM-TV Cincinnati holds 20%.

KNOXVILLE, Tenn.—Tennessee Television Inc., VHF Ch. 10 (192-198 mc); ERP 316 kw visual, 188 kw aural; antenna height above average terrain 906 ft., above ground 705 ft. Estimated construction cost \$559,720, first year operating cost \$400,000, revenue \$425,000. Post Office address: Guilford Glazer, 3341 Kenilworth Dr., Knoxville. Studio and transmitter location: Knoxville. Geographic coordinates 36° 00′ 40″ N. Lat., 83° 55′ 52″ W. Long. Transmitter RCA, antenna RCA. Legal counsel McKenna & Wilkinson, Washington. Consulting engineer A. D. Ring Co., Washington Principals include President Guilford Glazer (30.83%), president and 30% owner Glazer Steel Corp., also real estate and other interests; Vice President Louis A. Glazer (25%), 25% owner Glazer Steel Corp.; Treasurer Jerome S. Glazer (25%), 25% Glazer Steel Corp.; Secretary T. B. Cohen (19.17%), 19% owner Glazer Steel Corp.

CORPUS CHRISTI, Tex.—KEYS-TV Inc. (KEYS), VHF Ch. 10 (192-198 mc); ERP 55 kw visual, 27.5 kw aural; antenna height above average terrain 464 ft., above ground 500 ft. Estimated construction cost \$320,500, first year operating cost \$195,000. revenue \$222,612. Post Office address: P. O. Box 1460. Corpus Christi, Tex. Transmitter location: Mesquite and Hughes Streets. Geographic coordinates 27° 48′ 27″ N. Lat., 97° 23′ 46″ W. Long. Transmitter RCA, antenna RCA. Legal counsel Pierson & Ball. Washington. Consulting engineer A. D. Ring & Co., Washington. Principals include President E. C. Hughes (81/4 %), Vice President Bruce L. Collins (331/4 %), Vice President Charles W. Rossi (81/4 %). Treasurer Earl C. Dunn (81/4 %) and Secretary H. B. Lockhart (81/4 %).

AMARILLO, Tex. — Amarillo Bestg. Co., VHF Ch. 10 (192-198 mc); ERP 56.4 kw visual, 30.4 kw aural; antenna height above average terrain 547 ft., above ground 465 ft. Estimated construction cost \$312,215, first year operating cost \$180,000, revenue \$210,000. Post Office address: 800 Hawkins St., Brownwood, Tex. Studio location: to be determined. Transmitter location: N. Ong St. & W. Cherry Ave. Geographic coordinates \$3° 17' 33" N. Lat., 101° 50' 48" W. Long, Transmitter GE, antenna GE, Legal counsel Eugene L. Burke, Wash. Consulting engineer Commercial Radio Equipment Co., Wash. Principals include (each 25%) President Wendell Mayes, chief owner of KBWD Brownwood and KNOW Austin, Tex., and officer in Amarillo Bestg. Corp., licensee of KFDA Amarillo; Vice President C. C. Woodson, oil, gas and publishing interests and KFDA officer; Secretary-Treasurer. Charles B. Vordan, KFDA officer, vice president and assistant general manager Texas State Network and vice president of KABC San Antonio, WACO Waco, KRIO McAllen, KFJZ Ft. Worth; Director Gene L. Cagle, President and General Manager and 34% owner Texas State Netwk., president-general manager. of KFJZ, KABC, WACO and KRIO; he owns 20% of KSTB Big Spring. Tex., is director of KFDA and is officer in Waco TV Corp., TV applicant at Waco.

FORT WORTH, Tex.—Lechner Television Co., VHF Ch. 10 (192-198 mc); ERP 316 kw visual, 158 kw aural; antenna height above average terrain 272.8 ft., above ground 394 ft. Estimated construction cost \$487,000, first year operating cost \$356,000, revenue \$360,000. Post Office address: Kirby Bldg., Dallas. Studio and transmitter location: The Fair Bldg., W. 7th Street & Throckmorton. Geographic coordinates: 32° 45′ 10″ N. Lat., 97° 19′ 48″ W. Long. Transmitter GE, antenna RCA. Legal counsel Ross K. Prescott, Dallas. Consulting engineer Guy C. Hutcheson, Arlington, Tex. Sole owner is W. W. Lechner. He is engaged in oil and gas exploration and production.

SAN ANTONIO, Tex.—Bexar County Television Corp. (KABC), VHF Ch. 12 (204-210 mc); ERP 226 kw visual, 113 kw aural; antenna height above average terrain 500 ft., above ground 596 ft. Estimated construction cost \$574,935, first year operating cost \$240,000, revenue \$300,000. Post Office address: c/o KABC, Milam Bldg. Studio and transmitter location: 811 E. Myrtle St. Geographic coordinates: 29° 26′ 37″ N. Lat., 98° 28′ 58″ W. Long. Transmitter RCA, antenna RCA. Legal counsel Eugene L. Burke, Washington. Consulting engineer Commercial Radio Equipment Co., Washington. Principals include Presi-Washington. Principals include President Bill Michaels (15%), Vice President J. R. Straus (15%), Vice President L. A. Douglas (15%) and Secretary-Treasurer Alton E. Robertson (15%).

SAN ANTONIO, Tex.—Sunshine Bestg. Co. (KTSA), VHF Ch. 12 (204-210 mc); ERP 316 kw visual, 158 kw aural; antenna height above average terrain 1,034 ft., above ground 1,084 ft. Estimated construction cost \$863,302, first year operating cost \$812,000, revenue \$850,000. Post Office address: Avenue \$850,000. Post Office address: Avenue E at 3d St., San Antonio. Tex. Studio location: Ave E at 3d St. Transmitter location; Near SW corner Old Seguin Rd. & Artesia Ave. Geographic coordinates 29° 26° 22" N. Lat., 98° 26' 24" W. Long. Transmitter GE, antenna GE. Legal counsel Loueks, Zias, Young & Jansky, Washington. Consulting engineer Jansky & Bailey, Washington. Principals include Board Chairman Frank G. Huntress Jr., Vice President Mrs. Carrie S. Frost, Vice President Mrs. W. Dorsey Brown, Vice President Secretary Leroy G. Denman Jr., all less than 1% each, and Express Pub. Co. (more than 99%).

TYLER, Tex.—Lucille Ross Buford (KGKB), VHF Ch. 7 (174-180 mc); ERP 21.25 kw visual, 10.625 kw aural; antenna height above average terrain 533 ft., above ground 470 ft. Estimated construction cost \$284,357, first year operating cost \$142,610, revenue \$130,000. Post Office address: Box 548, Tyler, Tex. Studio and transmitter location: S. Beckham & Lake Sts., Tyler. Geographic coordinates 32° 20′ 08″ N. Lat., 95° 17′ 32″ W. Long. Transmitter RCA, antenna RCA. Legal counsel Haley & Doty, Washington. Consulting engineer Craven, Lohnes & Culver, Washington. Principals include Lucille Ross Buford, individual owner and managing director (100%).

† LYNCHBURG, Va. — Lynchburg Bestg. Corp. (WLVA-AM-FM), VHF Ch. 13 (210-216 mc); ERP 28.8 kw visual, 14.1 kw aural; antenna height above average terrain 2092 ft., above ground 117 ft. Estimated construction cost \$161,920, first year operating cost \$90,600, revenue \$93,987. Post Office address: 925 Church St., Lynchburg, Va. Studio location: 925 Church St. Transmitter location: Tobacco Row Mountain, 11 mi. N of Lynchburg. Geographic coordinates 37° 33′ 54″ N. Lat., 79° 11′ 31″ W. Long. Transmitter DuMont, antenna RCA. Legal counsel George O. Sutton, Washington. Consulting engineer Craven, Lohnes & Culver, Washington. Principals include President Edward A. Allcn (27.77%), Vice President-General Manager Philip P. Allen (27.77%), Secretary-Treasurer J. P. Read Jr. (4.16%).

PETERSBURG, Va.—Lee Broadcasting Corp., VHF Ch. 8 (180-186 mc); ERP 200 kw visual, 100 kw aural; antenna height above average terrain 538 ft., above ground 608 ft. Estimated construction cost \$363,500, first year operating cost \$250,000, revenue \$300,000. Post Office address: Broad-Grace Arcade Bldg., Richmond 19, Va. Studio location: 25 E. Washington St. Transmitter location: Hundred Rd., 7.5 mi. E. of Chester, Va. Geographic coordinates: 37° 20′ 33″ N. Lat., 77° 18′ 17′ W. Long. Transmitter RCA, antenna RCA. Legal counsel Bingham, Collins, Porter & Kistler, Washington. Consulting engineer Kear & Kennedy, Washington. Principal owner is Thomas G.

(Continued on page 94)

SUCCESS of radio campaign conducted by Pomeroy's Dept. Store, an Allied Stores affiliate in Pottsville, Pa., is now obtainable in form of a monthly release of the Pottsville Studies prepared by Sam Cuff, radio - TV consultant to Allied Stores. Studies are complete radio packages with accent on the local department store market. Included are a description of merchandise advertised, sales gimmicks used, examples of continuity and a break down of sales results.

#### SPOT WELL WORTH IT

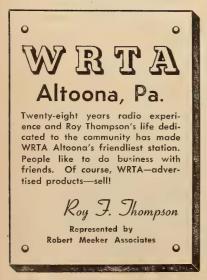
ONE \$18 spot announcement on KBIG Avalon, Calif., paid off with \$600 worth of direct business for Clyde Davenport, owner-manager of the Catalina Inn, that city. The 60-second announcement offered free boat tickets from the Los Angeles mainland to anyone making reservations at the Inn for a week. Five reservations came in that afternoon, and Mr. Davenport estimates his mail has doubled and telephone reservations have quadrupled.

#### PUZZLE ON TV

WEEKLY program TV Crossword Puzzle, featuring Margaret Farrar, New York Times crossword puzzle editor, as panelist and editor-adviser, made its debut on WPIX (TV) New York, yesterday (Sunday), 10-10:30 p.m. EDT. Format of show includes large-scale puzzle with visual cues performed by actors. Panel features actress Anne Burr, New York Herald Tribune book critic Gouverneur Paulding and screen writer John Duff Stradley. Larry Stevens is producer-m.c.

#### TELEVISION EXHIBIT

RESIDENTS of Duluth, Minn., were treated to a TV preview by KDAL there, at the city's sixth annual Home Show. Station used RCA television equipment and constructed a TV studio within the Home Show area. Continuous entertainment was piped to commercial sets being exhibited through the building by local distributors. Multi-colored brochures distributed at the exhibit explained FCC action on TV grants as well as other pertinent facts on the Duluth television future.



# programs promotion premiums



#### RADIO HELPS CAMP

TESTIFYING to the effectiveness of radio, a one-man campaign over WDRC Hartford, has brought in more than \$1,000 for the children's summer camp operated by the Hartford Courant. Jack Zaiman, president of the Needle Club, program on WDRC, raised the amount from political personages throughout Connecticut.

#### AMUSES LEUKEMIA VICTIM

WBTV (TV) Charlotte, N. C., cowboy singing star Fred Kirby was brought by chartered plane June 15 to the bedside of one of his admirers, young Beverly Fincher, a leukemia victim, of Charlotte, whose condition had suddenly worsened. Since it was Mr. Kirby's day off, he was visiting his wife, a patient in an Asheville hospital, WBT and WBTV (TV) notified Charlotte police, who contacted Mecklenburg county, state, and Asheville police to look for Mr. Kirby, and then broadcast messages, which finally reached him. It was the third time he had visited the stricken girl within a week.

#### TALENT HUNT

TALENT hunt is being conducted by WLS Chicago, WMIX Mount Vernon and WSOY Decatur, all Ill., for the state's outstanding girl folk singer. She will be named queen of the Illinois State Fair Barn Dance Aug. 9. Winner of the contest will appear on the WLS National Barn Dance broadcast from the fair and will receive \$300.

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#### CONTEST AT KNXT (TV)

THREE week contest which will pay off at three marketing levels is being conducted by KNXT (TV) Hollywood. For Philip Morris Co. (Dunhill cigarettes), the station is asking viewers to complete "I switched to Dunhill . . . because . . ." A Hawaiian vacation is planned for the writer of the best letter with similar prizes going to the winner's Los Angeles dealer and three local Dunhill salesmen showing the largest sales increase during the contest period. Winner will be announced July 18.

#### SPECIAL TV KITCHEN

CUSTOM-BUILT kitchen designed to provide the utmost in convenience of use, appearance on camera and economy of space on the set was seen for the first time last week on WBAL-TV Baltimore. Unit was constructed for In the Kitchen With Landis, show

seen daily on WBAL. Reverse side of the bulkheads has been turned into storage space for props and products.

#### SCHEDULE EXTENDED

RELEASE on time change at WHDH Boston states "curfew bell may ring for Boston's streets and pubs but no more for WHDH." Station has begun 24-hour-a-day operation with All Through the Night, show featuring light classical music from 1 to 6 a.m.

#### SPONSORS CONCERTS

COMMUNITY band made up of 75 local musicians will present a series of three concerts sponsored by WFIN Findlay, Ohio, to promote community good will "through service plus stimulation of interest in musical entertainment." Two staff members, Allen Dudley, program director, and Dick Daugherty, disc jockey, play in the orchestra. Portions of each concert will be taped for rebroadcast at WFIN.

#### TV PROMOTES MOVIES

TOWN Theatre, Baltimore, has purchased time on WAAM (TV) in that city for showing of *The Riddle of Robin Hood*, according to Ken Carter, station's manager. Program was specially prepared by Walt Disney for TV to promote his latest release which opened in Baltimore last week. Intention is to so interest the televiewer by the TV "preview" that he will go to the theatre to see the actual production.

### RADIO'S 'CHAIN LETTER'

SOMETHING new in radio programming has been initiated on Canadian airwaves. Show, Telo-Chain, is similar in format to the "chain letter" idea. Announcers draw names from mail bags, and call the person whose name is listed. Listeners identify a "mystery voice" which is aired several times daily. Each person called supplies the name and phone number of the next contestant. First station to buy Telo-Chain whose copyright is owned by Rolly Ford, is CKNW Vancouver. Mr. Ford is a member of the station's staff.

#### SPOTLIGHT ON POLITICS

NEW show featuring pick-ups from four or five different stations in all sections of the country, has been inaugurated at KXYZ Houston. Crossroads U. S. A. is station's answer to the public's demand for "more political information." Weekly half-hour programs present newscasters from all over the nation giving their observations on the political scene in respective state or city.

#### WEEK'S ROUNDUP

WEEKLY half-hour documentary titled *This Week* is being presented at WSMI Litchfield, Ill. Show features five minutes each of sports news, women's news, music and farm information. Segments provide a summary of the highlights of the week with emphasis on local happenings.

#### FOOTBALL BROADCASTS

EXCLUSIVE 1952 radio broadcast rights to the U. of Miami's nine home games in Miami, Fla., have been given to WGBS that city. Rights include local broadcasting and such additional territory as the station arranges to cover through other stations. None of the university's games will be telecast locally.

#### "WGH DIGEST"

FOUR-hour daily music and information show covering "all sorts of information in many, many fields," was begun June 30 at WGH Norfolk, Va. In addition to popular music and local and national news roundups, WGH Digest will feature "The Corny Theatre," dramatization of a joke submitted by a listener with a prize going each day to the winner who sends in the best joke.

#### THIRD DIMENSION PROGRAM

BINAURAL reception, the new third dimension in listening, will be available to WJR Detroit listeners every Wednesday and Friday evening. City's Symphony Pop Concerts, sponsored by the Pfeiffer Brewing Co., will be broadcast simultaneously over station's separate AM and FM outlets. To receive binaural reception listeners must tune in both AM and FM sets at the same time and adjust volumes and tone controls on both sets at the same hearing levels.

#### FREE COMMERCIALS

OFFER of free commercials for all businessmen under 10 years of age who operate lemonade stands is being made by Little Ernie, star of Story Time With Little Ernie heard daily on WGAY Silver Spring, Md. Commercials will be aired each day throughout the summer months.

#### WTOP NEWS LUNCHEON

NEWS luncheon was held by WTOP-CBS Washington June 26 for Claude Mahoney, farm director, who recently returned from a month's trip to Europe under Mutual Security Agency auspices. Mr. Mahoney gathered material for tape-recordings used on his daily Once Over Lightly on WTOP, 7:30-45 a.m. His junket took him to Germany, Italy, France and other points, where he studied farm techniques and radio-TV progress. Other broadcasters who made the trip were Sam Schneider, KVOO Tulsa; Larry Haeg, WCCO Minneapolis-St. Paul and C. W. Jackson, KCMO Kansas City, Mo.

Strictly Business

(Continued from page 18)

goaded him into becoming a successful film producer.

His family moved to Manhattan shortly after his birth in Far Rockaway, Long Island, on Jan. 20, 1921, and he attended De Witt Clinton High School, City College and the U. of Chicago. In 1940. while working as a button salesman, Mr. Turell took a course in 16mm films at City College and, he says, "was bitten by the bug."

After serving in the U.S. Army from 1942 to 1946, part of the time in the Southwest Pacific, Mr. Turell returned to New York. He set his sights on a film production job, repudiated a \$100-a-week button salesman offer and finally wangled a spot in the film distribution section of Official Film Co.

"Four months later, in June 1946, I was a wiser man," Mr. Turell confides. "But I was still making 40 bucks a week. So I decided to take a flyer on my own."

He found an ideal partner in Mr. Rhoades, a former Wall Street brokerage worker. Their initial effort was directed toward procuring and selling 16mm films for school and home use.

For several months Messrs. Turell and Rhoades operated out of their hats, as it were, without an office and "with no films and no place to sell them." But early in 1947 they secured office space in an 18x6 hotel room.

#### Regular Prodding

It was at this point that Mr. Turell's father started to apply his series of systematic "hotfoots." The younger Turell likes to recall that his father would say: "You have an office, but no phone. You're not a businessman." When they got home, he would pointedly remark that the firm had no business. When the business started to roll in, Bernard Turell would insist, "You're not a businessman until you're grossing \$10,000 a month"and so on, ad infinitum.

The elder Turell, who died a few years ago, would be proud of the presently-organized Sterling Films. It now has 27 employes and occupies a 16-room office suite.

The beginnings of television distribution started in 1948 when Mr. Turell and his associates saw the home-movie market dwindling. By this time the firm had acquired a large source of film supply from such widely diverse places as Canada, New Zealand, India, U. S. colleges and United Nations.

Sterling reports that it now distributes some 4,000 films to 108 of the 109 television stations.

At the start, the films were used to fill the empty hours of early TV-time on stations that "had to keep them on the air." Sterling can give a station a film of Spain's great bull-fighter, Manolete, as he was gored to death; one on the growth of a new volcano and another on a battle between a shark and an octopus, to name a few.

Sterling offers its films of all

kinds and all lengths as TV series. It can take several sports films, edit them, insert an opening and a closing, give it a title, and as Mr. Turell says, with hard work "you've got yourself a series." One of the best known series is King's Crossroads (ABC-TV, Sunday, 8-9 p.m. EDT).

Sterling has now entered the field of original productions and has sold its first offering, Meet the Victim, a mystery show, to 15 markets in the past few weeks. Other projected originals are a History of Famous Buildings series and a United Nations series.

Mr. Turell lives with his wife, the former Renee Kraus of New York, in New Rochelle with their two children, Michael, 4, and Jane, He belongs to the Colony Club in New Rochelle but confesses that he "doesn't quite feel comfortable in the country club atmosphere.'

Bridge is the rapid-rising executive's favorite pastime but politics is his life-long love. He is a registered Democrat, a member of the Americans for Democratic Action and will attend the Democratic Convention in Chicago this month.

But as father Turell would say, these things don't make a man a politician. And young Turell is now taking steady aim for the future when he hopes to win election to some post-either in New York or his home community of New Rochelle.

#### APPEAL FOR IKE

Club Denounces as Fraud

UNAUTHORIZED political appeal on behalf of Gen. Dwight Eisenhower which reputedly came from the offices of the Chicago Federated Advertising Club was denounced by the club last week as a fraud. A bulletin signed by a person identified as Calhoun Norton was mailed to CFAC members, although not to officers, advocating that they join Eisenhower backers to welcome convention delegates to Chi-

The letter — headed "Special CFAC Bulletin" — asked volunteers to return a post card to Mr. Norton at what is believed to be only a mailing address. The Chicago and suburban telephone directories have no listing for the name. The letter was not printed on a CFAC letterhead, but the return address bore the CFAC let-

Club President P. J. Morrison said Mr. Norton, "whoever he may be, has never at any time requested official permission to use the club's name. Had he done so, it would have been flatly refused." Mr. Morrison, who referred the matter to the state's attorney's office, said the club "carefully maintains a tradition of refusal to engage in political activity or to make any effort whatsoever to influence its membership for or against any candidate.'

#### E. S. BAMBERGER

WOR Founder Dies in N. J.

EDGAR S. BAMBERGER. founder and first president of WOR, once located in Newark and now in New York, died at his home at Avon, N. J., last Monday after a year of ill health. A widely known retired merchant, he was

Mr. Bamberger, for 26 years an executive of L. Bamberger & Co. department store in Newark, was delegated in 1922 to establish a radio station to advertise and promote the store. WOR took the air Feb. 22, 1922, operating from studios approximately 12x12 feet in a corner of the store's sporting goods department.

Installation of equipment, hiring of personnel, and programming were handled under Mr. Bamberger, who was president of the station, a position he held for about three years. When WOR was moved to New York in 1925, he elected to remain in the merchandising field of the Bamberger operations. The station was sold to R. H. Macy & Co., along with the Newark store, in 1929, and is now owned by General Tire & Rubber Co.

Mr. Bamberger was born in Baltimore in 1883 and was graduated from Johns Hopkins U. there in 1903. He was associated with John Wanamaker store and with Hutzler Bros. in Baltimore before joining, in 1907, the Newark store founded by his uncle. Louis Bamberger. He progressed from cashier to buyer to merchandise manager, secretary and finally executive vice president. and remained with the organization for three years after its purchase by Macy's. He took an active part in civic affairs both before and after his retirement.

Survivors include his wife, Mrs. Mabel Bing Bamberger; three daughters, a stepdaughter, and a stepson. Funeral services were held Tuesday at East Orange, N. J.

### **GUEDEL BUILDING**

**Construction Underway** 

GROUP, composed of John Guedel, head of John Guedel Radio Productions, Hollywood; Irvin Atkins, director with the firm; and Art Linkletter, star of CBS Radio-TV's House Party and CBS Radio's People Are Funny, has started construction on a new two-story building at Beverly Blvd. and Fairfax Ave., Los Angeles.

Production units for Mr. Linkletter's programs and NBC Radio-TV's You Bet Your Life will be housed on the site, chosen for its proximity to CBS Television City, now being completed. Occupancy is planned for Nov. 1.

THOMAS B. MORGAN, WOV New York director of special events, is author of book, Faith Is a Weapon, published June 13 by G. P. Putnam Sons, N. Y. Book deals with action of Catholic church against Communist infiltration in Iron-Curtain coun-

#### 'Small World'

IT'S a small world in Paris these days, what with three ex-Cowles employes working side by side in the radio branch of the office of the U. S. Special Representative in Europe, Latest arrival was Chris Mack, on leave from WNAX Yankton, S. D., who joined Gene King and Frank McDonald, formerly with WCOP Boston. Mr. King was WCOP program manager before he became director of European radio last fall. Mr. McDonald was an announcer at the Cowles Boston outlet. "Communists aren't the only people to have cells," an office dispatch muses.

#### CBC SURPLUS

With Aid of Govt. Grant

WITH AID of a grant from the Canadian government of \$6,250,000, the Canadian Broadcasting Corp. has announced a net operating surplus for the fiscal year ending March 31, 1952, of \$3,322,000. In the annual report tabled in the House of Commons on June 26, A. D. Dunton, CBC chairman, stated that the surplus would be used to carry out "to the fullest extent" the recommendations of the Massey Royal Commission, which called for expansion of CBC services. The government's grant is the first of four annual grants recommended by the Massey Commission.

CBC revenues in addition to the \$6,250,000 from the government, included \$5,800,000 from annual listener and private broadcast transmitter license fees, and \$2,-456,000 from commercial broad-Expenditures included casting. \$5,774,000 for programs, \$2,193,000 for engineering, and \$1,270,000 for station networks. Salaries totalled \$667,000, performers' fee \$383.000. and \$369,000 was spent on pre-

liminary TV operations.

RADIO PIONEERS CLUB has issued its 1951-52 membership roster, containing some 800 names, indicating the organization's growth since 1947 when the last previous roster was published, with 270 names.





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#### AD WORKSHOP

Opens July 14 in L.A.

SPEAKERS for the Los Angeles Advertising Workshop for teachers, to be held at Fairfax High School, July 14-25, have been announced by John Kemp, vice president of the Advertisers Assn. of the West. The seminar, also offered at U. of Redlands during the twoweek period, will feature the same speakers on subsequent days.

Speakers are:

Don Belding, president, Foote, Cone & Belding Inc.; Russell Z. Eller, advertising manager, Sunkist Growers Inc.; Robert Coleson, West Coast director, Advertising Council; Robert McAndrews, commercial manager, KBIG Avalon; Ralph Yambert, president, Yambert-Prochnow Inc.; Robert Sample, vice president, Better Business Bureau of Los Angeles.

Jack O'Mara, partner, John I. Edwards & Assoc.; Sam Eastman, partwards & Assoc.; Sam Eastman, partner, Dozier, Eastman & Co.; and Charles Porter, art director, Foote, Cone & Belding Inc.; Herb Beaven, vice president, Mogge-Privett Inc.; John D. Roche, president, John D. Roche Inc., and Frances Corey, advertising responsers. The Most Co. vertising manager, The May Co.

Donn Tatum, director of television, ABC Western Div.; George Moskovics, manager of television development, KNXT (TV); Syd Gaynor, sales manager, KFWB; Myra Clark, continuity acceptance director, KFI; Rodney Coulson, director of publicity, KHJ; and Mark Haas, vice president and program director, KMPC; J. Neil Reagan, vice president of McCann-Erickson Inc.

Sponsors are Los Angeles Advertising Women Inc., Hollywood Ad Club, Advertising Club of Los Angeles, and Advertising Assn. of the West in cooperation with Los Angeles Board of Education.

#### STUDENT GRANTS

SDBA Helps Radio Study

FOUR STUDENTS have been awarded radio engineering scholarships to the U. of South Dakota at Vermillion, two of them getting grants from the South Dakota Broadcasters Assn.

Winners, and their scholarships. include Harlan Peterson, Hereford, \$100 from SDBA; Jaron Zastrow, Columbia, \$100, SDBA; William Tosch, Madison, \$100, South Dakota Health Organization, and Gary Plankinton, \$50, Radio Guild. Altman,

Members of the scholarship committee of the broadcasters' group include George Rohn, KSOO Sioux Falls; Ray Eppel, KORN Mitchell; Max Staley, KIJV Huron, and Henry Schmitt, publisher of the Aberdeen American News. Radio Guild is a university group comprised of students interested in radio and the school station, KUSD.

#### Coverage Analysis

ANALYSIS of radio-TV production at the national political conventions, of speaking styles and of broadcast reporting is being conducted by the School of Speech at Northwestern U. and some 40 graduate students. All radio and TV network broadcasts are being monitored during both Republican and Democratic conclaves, with results analyzed after data is compiled.

# fCC actions



JUNE 27 THROUGH JULY 2

CP-construction permit DA-directional antenna ERP-effective radiated power STL-studio-transmitter link synch. amp.-synchronous amplifier vis.-visual

ant.-antenna D-day N-night aur.-aural

cond.-conditional LS-local sunset mod.-modification trans,-transmitter unl.-unlimited hours

CG-conditional grant STA-special temporary authorization SSA-special service authorization

Grants authorizing new stations and transfers, accompanied by a roundup of new station and transfer applications, begin on page 83.

#### June 30 Applications . . .

ACCEPTED FOR FILING AM-1280 kc

AM—1280 kc

KTLN Denver—CP to change from 1150 kc 1 kw D to 1280 kc 5 kw unl.; install new trans. and DA-DN; change trans. location from 3000 S. Platte River Dr., 5.5 mi. south from center of Denver to 0.4 mi. east of Route 245, 0.7 mi. south of Route 87, south of Englewood, Col. AMENDED to change name to KTLN Inc.

Renewal of License

Following stations request renewal

of license:
WTCJ Tell City, Ind.; WGRM Greenwood, Miss.; WFAH (FM) Alliance,
Ohio; WATG - FM Ashland, Ohio;
WCOL-FM Columbus, Ohio; WVKOFM Fostoria, Ohio; WFOB (FM) Fos-

AM-990 kc

KECC Pittsburg, Calif.—CP to increase power from 1 kw DA-N to 5 kw-N, 10 kw-D, DA-DN.

License for CP

KHJ-FM Hollywood, Calif.—License for CP which authorized changes in existing FM.

Extension of Completion Date WTTV (TV) Bloomington, Ind.— Mod. CP which authorized new TV for extension of completion date to 1-30-53.

Change ERP

WTVN (TV) Columbus, Ohio—CP to increase ERP from 6 kw vis. 3.25 kw aur. to 100 kw vis. 50 kw aur. WTVR (TV) Richmond, Va.—Mod. CP to change ERP from 2.3 kw vis. 1.15 kw aur. to 2.04 kw vis. 1.02 kw aur.

#### July 1 Applications . . .

ACCEPTED FOR FILING

License for CP
WROS Scottsboro, Ala.—License for
P which authorized new AM.
WLEF Little Falls, N. Y.—License for
P which authorized new AM.

License Renewal
KWLC Decorah, Iowa—Filed application for renewal of license.

APPLICATION RETURNED KPOC Pocahontas, Ark.—RETURNED

license for CP which authorized mounting FM ant. on side of AM tower.

#### July 1 Decisions . . .

BY BROADCAST BUREAU To Remain Silent

KFGQ-AM-TV Boone, Iowa—Granted request for authority to remain silent July 4, July 30, 1952 and September 1, 1952 to have staff picnics.

Regular Sign-Off

WRAG Carrollton, Ala.—Granted request for authority to have regular sign-off period at 6:00 p.m. CST, for period ending in no event later than August 31.

Install DA

KYW Philadelphia—Granted license covering installation of new DA.

Cancellation of License
KSYL Alexandria, La.—Granted request for cancellation of license and deletion of call letters, effective May 31, 1952.

KURV-FM Edinburg, Tex.—Granted request to cancel license and delete FM.

AM-1230 kc

WIVI Christiansted, V. I.—Granted license for AM 1230 kc 250 w unl.

Change Transmitter Location

WELC Welch, W. Va.—Granted CP to install new trans. and move trans. and studio location. Extension of Completion Date

KDEF Albuquerque, N. M.—Granted mod. CP for extension of completion date to 11-1-52.

FM-92.9 mcs (Ch. 225)

KDKA-FM Pittsburgh, Pa.—Granted license covering changes in FM: 92.9 mcs, Ch. 225, 9.2 kw, 670 ft.
FM—93.7 mcs (Ch. 229)

WMVO Mt. Vernon, Ohio—Granted license for FM: 93.7 mcs, Ch. 229, 3.2 kw, 310 ft.

FM-105.1 mc (Ch. 286)

WARL-FM Arlington, Va. — Granted license covering changes in existing FM: 105.1 mc, Ch. 286, 2.05 kw, 500 ft.

FM-96.6 mc (Ch. 245) KFBK-FM Sacramento, Calif.-Grant-

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

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Hollywood, Calif. NOrmandy 2-6715

#### Cohen & Wearn Consulting Electronic Engineers

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

ignation of trans. location.

Cancellation of License
WISE Asheville, N. C.—Granted consent to cancellation of license for alter-

ways Charlotte, N. C.—Granted license covering changes in DA.
Change ERP
KSD-TV St. Louis—Granted CP to

(Continued on page 93)

#### HARRY R. LUBCKE

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

#### WALTER J. STILES

Consulting Television Engineer

1003 Loyalty Building, Portland, Oregon ATwater 4282

Washington, D. C.—REpublic 6160

ed license for FM: 96.9 mc, Ch. 245, 1.2 kw, 260 ft. (BLH-838).

Extension of Completion Date KOMA-FM Oklahoma City, Okla.—

Granted mod. CP for extension of completion date to 1-1-53.

WRCM New Orleans—Granted mod. CP for extension of completion date o 9-18-52.

License for CP
WKZO-TV Kalamazoo, Mich.—Granted license to cover CP for TV and des-

# Vandivere,

#### JAMES R. BIRD

**Consulting Radio Engineer** 

Fairment Hotel, KYA, San Francisco 8, Calif. DOuglas 2-2536



33 Elm Ave. Mill Valley, Calif. DUnlap 8-4871

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

No charge for blind box number. Send box replies to Broadcasting • Telecasting, 870 National Press Bldg., Washington 4, D. C.

APPLICANTS: If transcriptions or bulk packages submitted, \$1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc. sent to box numbers are sent at owner's risk. Broadcasting • Transcring expressly repudiates any liability or responsibility for their custody or return.

#### Help Wanted

#### Salesmen

Mountain area network affiliate in a sales management "preferred" area wants experienced salesman capable of wants experienced salesman capable of being commercial manager and assum-ing additional responsibilities. Perma-nent. Established organization desires to advance the man selected. Include picture, references in letter to Box 538P, BROADCASTING • TELECAST-ING.

Young, experienced salesman with production ideas for 10 kw southwestern network affiliate; \$45 week plus commission and car allowance. Submit photo with reply. Box 550P, BROAD-CASTING • TELECASTING.

Salesman-announcer. Old Dominion station offers fine opportunity for man in early 30's who is capable and experienced in radio sales and announcing. Seventy-five weekly to start. Box 552P, BROADCASTING. • TELECASTING.

CBS station in highly competitive southeastern city will add one salesman to present staff. Rumuneration on commission basis with adequate draw. Write in full giving references and experience. Box 553P, BROADCASTING.

Texas Gulf Coast station needs time salesman of proven ability and good habits. Permanent position for right man. Box 591P, BROADCASTING • TELECASTING.

Aggressive man, thoroughly familiar with all phases of successful radio selling. Regional accounts, manufacturers and top retail accounts. Generous guarantee against 15% commission. #1 Hooper station in a three station market, tops in sports and news. Real opportunity to establish home in rich middle west with continued future earnings. Box 601P, BROADCASTING.

We have openings for two district sales managers—one east of the Mississippi, the other west. Good for 5 to 10 thousand a year. These are newly created sales positions in our merchandising division. Single men with cars preferred because of extensive traveling. Contact F. P. Kendall, Executive Vice President, National Research Bureau, Inc., Chicago 10, Illinois.

If you can sell we need you. Send full particulars to KSIL, Silver City, New Mexico.

Radio Station KWFC, Hot Springs, Arkansas, has opening for good local salesman. Guarantee and drawing account against commissions. Exclusive list of prospects. Good living and working conditions. Contact Manager.

Experienced salesman: 15 percent commission. \$50 weekly guarantee for first 60 days. Unrestricted, protected prospects. Must have car. Angus D. Pfaff, WNMP, Evanston, Illinois.

#### Announcers

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

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

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

Two announcers needed, no ticket necessary. One now, one September 1st. Midwest station—prettiest east of Mississippi. Will train beginner. Send details of experience, background, picture and tape to Box 592P, BROADCAST-ING • TELECASTING.

#### Help Wanted (Cont'd)

Announcer with well-rounded experience, deep voice, to run livewire morning hillbilly and pop DJ show for Pennsylvania independent daytimer. Send complete information and disc. Box 598P, BROADCASTING • TELE-CASTING.

Wanted: Staff announcer who can also do good newscast. Please send all in-formation, including salary require-ments to KFBB, Great Falls, Montana.

3 experienced engineer-announcers, heavy on announcing. \$75 per week, permanent to right men. Commercial manager. For north Louisiana station. Radio Station KLIC, Monroe, La.

Announcer with first class ticket. \$65.00 for 40 hours. WEBJ, Brewton, Alabama.

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

First class combination man needed at once. Starting salary \$55 for 40 hours. Contact Radio Station WNVA, Norton, Va.

Announcer-engineer wanted. South Georgia Mutual network station wants experienced announcer-engineer who can operate board and tables. \$70.00 a week. WVOP, Telephone 327, Vidalia, Georgia Georgia.

#### Technical

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

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

Engineer diligent and dependable, South Texas city. Box 486P, BROAD-CASTING • TELECASTING.

Chief engineer wanted by South Carolina 1000 watt daytime station. Must be able to do some announcing. Good salary. Box 523P, BROADCASTING. TELECASTING.

Combination man - Good working conditions in AM-FM installation North Carolina. Box 568P, BROADCASTING TELECASTING.

First class engineer wanted immediately. Experience not necessary. Good working conditions. Augusta, Ga. Box 611P. BROADCASTING • TELECAST-

Nebraska. First class engineer-an-nouncer wanted for combination job at KCOW, Alliance, Nebraska. Salary depends on experience and ability. Can also use announcer-copywriter.

Chicago suburban. First phone. No experience necessary. \$60 for 48 hours. All details first letter. WEAW, Evanston, Ill.

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

Two permanent engineering positions open. Starting salary \$62 per 40 hour week. Contact Chief Engineer, Radio Station WKAP, Allentown, Pa.

#### Help Wanted (Cont'd)

First class engineer. Control board and recorder experience necessary. WKRM, Columbia, Tennessee.

Immediate opening experienced first class ticket holder. \$60,00 per week. 40-hour week. Time and a half over-time. WLAD, Danbury, Conn.

First phone transmitter operator. WSYB, Rutland, Vermont.

Engineer-announcer for 250 watt Mutual station in Statesboro, Georgia. Nice college town, living conditions reasonable, good salary, job open August 1st. Want man who would the to settle in town, not a drifter. Write full particulars to R. H. Thompson, WWNS, Statesboro, Georgia.

#### Production-Programming, others

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

#### Situations Wanted

#### Managerial

Manager-chief engineer wishes contact with persons building or buying station. Can buy interest in station. Broadcasting experience of 26 years. References exchanged. Box 509P, BROADCASTING • TELECASTING.

Seeking step-up to general managership. Thoroughly familiar with all phases of successful radio, program and saleswise, plus accounting and business background. Box 563P, BROADCASTING • TELECASTING.

Manager: Desires to change. Successful small town operator. Sell. Announce. Civic minded. Age 32. Single. Local programming experience. Can make money for you. Box 603P, BROADCASTING.

General manager. A-1 record, desires change. All replies answered. Box 607P, BROADCASTING • TELECAST-ING.

Stop! Do you need a good executive? One who can handle personnel, supervise contractual detail, office management. full charge bookkeeper, correspondence, secretarial skills, etc. Presently employed by small agency, but wishes change after 8 years. Box 620P, BROADCASTING • TELECASTING.

#### . Salesmen

Ten years radio sales and production experience. Will answer all good sound radio or agency offers. Family and col-lege man. Box 589P, BROADCASTING • TELECASTING.

Sales consultant available. Fifteen years broadcasting, electronics background, contract negotiator, familiar with government procedure. Will represent you in Washington area on commission or salary basis. Professional service at practical prices. Box 608P, BROADCASTING • TELECASTING.

#### Announcers

20 years radio. Year television. Have announced and produced top network shows. No prima donna or drifter. News, MC, disc jockey. Seeking permanent position. Best references. Tape, letter and picture on request. Available within two weeks. Box 526P, BROADCASTING • TELECASTING.

Top announcer. Can sell anything and everything. Authoritative news and sportscasts. Friendly, relaxed disc shows. Ad-lib artist. Minimum \$90. Have first ticket. Box 590P, BROAD-CASTING • TELECASTING.

Experienced announcer. No drifter, Desire security, permanence, with future. State approximate salary. Box 594P, BROADCASTING • TELECASTING.

Disc jockey-special events. 31, draft exempt. Six years experience. Superior voice. Desires permanent location with future as marriage is planned next year! Box 595P, BROADCASTING • TELECASTING.

#### Situations Wanted (Cont'd)

Announcer: 2 years' experience, all phases, versatile, reliable. Accept first immediate offer. Available immediately. Tell me your salary and phone number, and it's a deal. Box 600P, BROAD-CASTING • TELECASTING.

Announcer, experienced, sells, on and off air. Good background, married, available August 18. Box 602P, BROAD-CASTING • TELECASTING.

Radio-journalist, voice, single, veteran, 23, BS Journalism. Year's experience announcing, news writing. Desires midwest. Box 604P, BROADCASTING TELECASTING TELECASTING.

Announcer-engineer. Single, veteran, some news and disc jockey experience. Now ready for offer where young man (age 20) can build future on sincere effort and faithful service. Have car. Available July First with first phone. Box 605P, BROADCASTING • TELE-CASTING.

Announcer-salesman. One year on air, 3 years selling. Family, veteran, 28. Have edited news, done remote sports. Will relocate. Can sell. Box 609P, BROADCASTING • TELECASTING.

Versatile experienced staff announcer (2 years), with news and disc jockeying as specialties. Location anywhere in U. S. if opportunity for advancement. Box 612P, BROADCASTING.

Sports announcer available. 5 years experience all sports. Employed. Desire settle down with year-round sports minded station. Emphasis on baseball, football. State minimum salary. Box 616P, BROADCASTING • TELECASTING.

Announcer: DJ and special events man, Eight years. Character, to say the least. News, boards. Base, \$75. Box 617P, BROADCASTING • TELECASTING.

Announcer, excellent newscaster, four years experience largest markets. Seek position good future, decent salary. Box 623P, BROADCASTING • TELE-CASTING.

Box 623P, BROADCASTING • TELE-CASTING.

Adaptable! Salable! Available! Desires congenial regional station in not-too-large city. 27, Fan.ily man, sober and conscientious. Thoroughly experienced—all announcing assignments. Personal interview necessary. Lance Jensen, 229 Columbus Avenue, New York City, TRafalgar 3-2469.

Korean veteran, 3½ years experience. DJ afternoon and/or evening. Desire position in good steady station. \$80 minimum. Don Keating, 2419 St. Paul Blvd., Rochester, N. Y.

To manager seeking top announcer, round out highly competent staff. His station's position in sizeable market demands minimum 5 years varied experience, excellent voice, smoothness, high program, production sense, dependability, congeniality, permanence, station asset working or away. Contact Harvey D. Murphey, 153 Mount Joy Pl., New Rochelle, N. Y. Locate anywhere. anywhere.

#### Technical

Chief engineer, commercial manager, Experienced construction and maintenance engineer, successful time salesman and station manager can furnish best of references. Prefer south or southwest. Box 610P, BROADCAST-ING • TELECASTING.

Engineer with first phone. Inexperienced. 3 years in radio repair. Box 613P, BROADCASTING • TELECASTING.

Radio operator, first class license. No experience. 3 years schooling, including TV-radio service and repairs. Desires position with broadcasting station. Box 614P, BROADCASTING TELECASTING.

Radio operator, first class license. No experience. 3 years schooling, including TV-radio service and repairs. Desires position with radio broadcasting station. Box 615P, BROADCASTING • TELECASTING.

Engineer, first phone. No station experience. Technical school graduate. Married. West preferred. Veteran. Box 618P, BROADCASTING • TELE-CASTING.

Radio operator, first class license. No experience. 3 years schooling including TV/radio service and repair. Desires position with radio broadcasting station. Box 621P, BROADCASTING. TELECASTING.

Veteran, 25, married. First phone. Five years technical, five months broadcasting experience. Interested in television. Box 622P, BROADCASTING • TELE-CASTING.

#### Situations Wanted (Cont'd)

First class licensed engineer, can learn announcing. North Carolina only. Write "Engineer", P.O. Box 416, Fuquay Springs, N. C.

Veteran, first class license wishes permanent position, 6 months broadcast station experience. Karl Vann, 672 Park Place, Brooklyn, New York.

#### Production-Programming, Others

Girl continuity writer, office work, announcing. Excellent references. Box 527P, BROADCASTING • TELECASTING.

Experienced continuity woman, librarian, women's director, program director, seeking advancement. Midwest only. Available by September First. College graduate, Phi Beta Kappa. Box 606P, BROADCASTING • TELECASTING.

Attention: eastern New York, Connecticut, Massachusetts, Vermont, New Hampshire, News and sports director, one kw indie, complete board and remote equipment. Experienced, capable staff man, all phases. Wife's illness forces change of positions. Excellent references. Box 619P, BROADCASTING • TELECASTING.

University professor, 30, with proven television experience, desires opportunity in long-range educational programming. Box 625P, BROADCAST-ING • TELECASTING.

#### Television

#### Production-Programming, others

Young man with 18 months excellent TV production training needs actual experience anywhere. Box 559P. experience anywhere. Box 559 BROADCASTING • TELECASTING.

#### For Sale

#### Stations

Southwest: 250 watt unlimited. \$6,000 monthly potential. No competition. \$42,000. Box 593P, BROADCASTING • TELECASTING.

Completely equipped radio & TV school & recording studio. Building now leased moderately. 4306 N. Central Ave., Phoenix, Arizona.

Western stations. Independents, affiliates. Priced from \$18,000 to \$750,000. Jack L. Stoll & Associates, 4958 Melrose Ave., Los Angeles 29, Calif.

#### Equipment, etc.

Ideco 255' heavy duty self-supporting tower; 30,000 feet ground wire; 22 sections %" transmission line: one 1 kw tuning unit; RCA BT 250 L transmitter. Box 597P, BROADCASTING • TELECASTING.

Collins 1 kw transmitter. Excellent condition. Now operating 18 hours a day. Available soon. Box 624P, BROADCASTING: TELECASTING:

Stainless 200 foot tower. \$1200 prepaid. Excellent condition, two years use. WPAW, Pawtucket, R. I.

Used radio towers, two-200 foot guyed radio towers fully equipped with guy lines and lights in accordance with C.A.A. regulations. Can be made any length up to 400 feet. White Construction & Engineering Company, Inc., 300—22nd Street South, St. Petersburg, Florida. Phone 75970.

#### Wanted to Buy

#### Stations

Manager and chief engineer want to buy 250 watt or 1000 watt station, pref-erably in south. Can operate. Box 596P, BROADCASTING • TELECAST-

#### Equipment, etc.

Used G-R 916-A RF bridge and accessories. Advise condition and price. Rollins Broadcasting, Inc., Rehoboth, Delaware.

Used 23-20' sections 15'/6" 51.5 ohm coax. 4-90° elbows, gas stop, dehydrator, and expansion hangers. WCNT, Centralia,

#### Wanted to Buy (Cont'd)

Wanted, used FM equipment in good shape. Send information to Radio Sta-tion WFRC, P. O. Box 990, Reidsville, N. C.

Used equipment: Frequency monitor, modulation monitor, limiting amplifier, pickups, turntables, coax line. WMAM, Marinette, Wisconsin.

#### Miscellaneous

FCC first-phone in 6 weeks. Both residence and correspondence courses available. Grantham Radio License School, 6064 Hollywood Blvd., Hollywood California School, 6064 Hollyw wood 28, California.

#### Help Wanted

Salesmen

#### LIVEWIRE TIME SALESMAN

If you are a young livewire time salesman how would you like to join up with a progressive organization now owning two highly successful AM stations with applications pending for another AM plus TV. We are interested in an aggressive man who is a real competitor and wants to get ahead by hard work. We will put you to work as assistant to the commercial manager of our station in a market with the highest income per capita in Louisiana. We will guarantee you \$300 monthly, expenses and a percentage of your sales, if you do a good job you will have an opportunity to move up in our rapidly expanding organization. Unless you are a real salesman additional control of the control

#### Technical

Operating engineers wanted for defense radio project. Four station ohief engineers, four transmitter supervisors, four receiver supervisors. 16 transmitter operators. 16 receiver operators. Radio telegraph, radio telephone or advanced amateur license desired but not necessary. Salary, \$6,000 to \$5,000, per diem, travel expenses. E. C. Page. Consulting Radio Engineers, 600 Bond Building, Washington, D. C.

#### For Sale

Portable transcription playbacks. \$37.75 F.O.B. Chicago. 8' er, 3 tube amplifier full range tone control. Astatic "400" pickup arm. Plays 33, 45 and 78 RPM. All sizes including 16" disc. Carrying weight 28 pounds. Richard Alan Company, 3618 Milwaukee Avenue, Chicago 41, Illinois. Avenue, Chie Spring 7-7100.

#### Schools



531 S. W. 12th Ave., Portland 5, Ore.

#### **NFL SUIT**

#### Pre-Trial Conference Aug. 6

PRE-TRIAL conference of attorneys in the government's anti-trust suit against the National Football League has been set for Aug. 6, with the trial date to be fixed then probably for sometime in the fall.

Suit originally was scheduled to begin June 16, but was postponed due to the pre-occupation of Judge Allan K. Grim of the U.S. District Court in Philadelphia with another

Suit, brought by the Dept. of Justice last October, charges that the National Football League engaged in a conspiracy in restraint of trade by restricting member teams from selling radio and TV rights freely [B•T, Oct. 5, 1951]. Basis of conspiracy charges is Article X of NFL's constitution and by-laws. This provides among other things for a radio or TV "blackout" when the home team is playing at home.

Motion to dismiss, made by NFL, was denied by Judge Grim early this year [B.T, Jan. 15].

In its answer to the complaint, NFL alleged that it is not engaged in interstate commerce, therefore not liable under the Sherman Act. It also declared that its principal business was staging football games and that radio and TV broadcasts are incidental [B.T, March 31.

Suit also named the 12 members of the National Football League as defendants.

#### Berding Sworn In

ANDREW H. BERDING, previously with the Mutual Security Agency and Office of Defense Mobilization, was sworn in last Tuesday as director of public information for the Dept. of Defense. He succeeds Clayton B. Fritchey, who resigned in late May to become administrative assistant to the President [BoT, June 2]. Mr. Berding left ODM shortly after the resignation of Charles E. Wilson as mobilization director last March 31 to head up public information for MSA.

#### Miscellaneous

Sales & Distribution TELEVISION FILMS 15% FEE CHARGE CONTACT MCCONKEY ARTISTS-HOLLYWOOD 28 7000 HOLLYWOOD BLVD. SIX OFFICES U. S. A. PLUS SOUTH AMERICA

**Employment Service** 

#### EXECUTIVE PLACEMENT SERVICE

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

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

### **EXPERIENCED BROADCASTERS** NOW AVAILABLE



LOU NELSON:
When your morning shows need zip and your PULSE rating needs a lift call on Lou for the zaniest and most salable type of morning DJ work. Formerly morning man at WJEH, WBEX, and WKBS, Lou is strong on witty impersonaside, he's terrif as a newscaster and staff announcer. AVAILABLE.
MATT HUBER: A

AVAILABLE.

MATT HUBER: A lot of education comes with this boy. An M.A. from NYU, Matt has played, coached and officiated in 3 major sports. An expert with play-by-play, he's adept at special events musical shows and newscasting. TAPE or DISCAVAILABLE.



DON COLE: An-nouncer - newscast-er, DJ. Don's not a specialist but is despecialist but is definitely an all 'round staff man with emphasis on good commercial delivery. Hails from New England and would like to settle there. Good on musical shows and news. Excellent ABLE.

ERV FISCHER: Excellent on play-byplay. Erv's college background in basefootball basketball makes him an authority on sports reporting. Strong on news, commercials and music shows. TAPE or DISC AVAIL-ABLE.



When not writing continuity for his two favorite music shows "Memories of Yesteryear," and "Hawaii Calls," Steve does his best job in the sports arena and on manin-the-street interin-the-street inter-views. You'll like views. You'll like
his response to responsibility. Good
or DISC AVAILABLE.

BILL ROSEN: Here is your ideal program creator. An announcer - writer of network calibre for any local station. Excellent at for any local station. Excellent at continuity and production, Bill's forte is concocting recorded musical shows that are in expensive and saleable. You'll like his original called "Looney Lyrics." OK on news, interviews and commercials. TAPE or DISC AVAILABLE.



Write or Wire **Dexter Hall** 

### SRT

SCHOOL OF RADIO TECHNIQUE R.K.O. Bldg. Radio City, N.Y. 20, N.Y. PLaza 7-3211

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

#### WFDF BENEFIT

Finances Children's Camp

BENEFIT show presented by WFDF Flint, Mich., made possible a summer camping trip for 27 underprivileged Flint children with listeners calling in to pledge \$1,100,

oversubscribing the goal of \$900. The WFDF show, originally scheduled for an hour and a half, grew into three and a half hours when it was aired June 28, with appeals by leaders of Flint social service organizations and Mayor Paul Lovergrove. The children live at the Whaley Home for children from broken families.

WFDF Chief Announcer Bud Haggart, assisted by staff an-nouncers, emceed the show, and a six-piece orchestra was provided by the Flint Federation of Musicians. Mr. Haggart's and Lee Driscoll's singing was featured.

Idea for the benefit came from the Flint Civitan Club, which in previous years had financed the camping trips, but which this year found financial help necessary.

#### **UN Position Open**

POSITION for a "telecommunication engineering professor" to serve with the UN Technical Assistance Administration is now available, according to the Secretary General of the International Telecommunication Union. ITU has asked the State Dept.'s Telecommunications Policy Staff for assistance in obtaining suitable candidates. Applicants should list, not only technical knowledge but also administration and operations experience. Assignment is for one year to advise India on formation of a training course in the Dept. of Telecommunication Engineering in Madras. Qualifications: A topranking professor with long experience in a U. S. university. Applicants should file curriculums and references with Telecommunications Policy Staff, Dept. of State, Washington 25, D. C.

NET profit of Standard Radio Ltd., Toronto, owners of CFRB Toronto, for fiscal year ending March 31, 1952, amounted to \$85,035, compared with \$87,909 in previous year.

#### Carolina Network Station \$55.000.00

The only station in an attractive smaller Carolina market. A combined installation makes possible a very economical operation and opportunity for sizable profits. This is an ideal property for two active partners. Financing arranged.

#### Appraisals • Negotiations • Financing BLACKBURN-HAMILTON COMPANY

RADIO STATION AND NEWSPAPER BROKERS

WASHINGTON, D. C.

CHICAGO

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

James W. Blackburn Washington Bldg. Sterling 4341-2

Ray V: Hamilton Tribune Tower Delaware 7-2755-6

\*

# I WANT TO BUY A RADIO STATION

Already own and operate one station and now I'm looking for another. Would consider any part of the country except New England and deep south. Metropolitan area population between 250,000 and 1,000,000 preferred. Most interested in low frequency daytime operation that has not reached its full potential. Others might be considered. Prepared to pay all cash. Your reply will be treated with utmost confidence. I am not a broker, and am not looking for a station that has been "shopped around." If station is what I am looking for I am prepared to close sale immediately.

Box 627P, BROADCASTING • TELECASTING

#### **New Business**

(Continued from page 20)

olives & maraschino cherries), names Jimmy Fritz & Assoc., Hollywood.

MAIER BREWING Co., L. A., appoints Factor-Breyer Inc., that city. Advertising budget is estimated at half million dollars annually.

H. A. CHURCH Co., Chicago, distributor of Metallic X household mending cement, appoints Buchanan & Co., that city.

OXY-CATALYST Mfg. Co., Wayne, Pa., appoints Gray & Rogers, Phila.

TWISTO CONTAINER Corp., L. A. (toothpaste-dispensing toothbrush), appoints W. B. Geissinger & Co., that city. Radio-TV will be used.

A. E. STALEY Mfg. Co., Decatur, Ill., appoints Fuller & Smith & Ross, Chicago, for soybean division.

RPM MFG. Co., Lamar, Mo. (rotary power lawn mower), appoints Charles Blum Adv., Phila.

JERCLAYDON Inc., N. Y. (Glamorene carpet cleaner), appoints J. Walter Thompson Co., same city.

SILVERTEX Co., Phila. (men's suits), appoints Leonard F. Fellman & Assoc., that city.

CONNECTICUT GENERAL LIFE INSURANCE Co., Hartford, Conn., appoints Cunningham & Walsh, N. Y.

LEE TIRE & RUBBER Co. of New York Inc., Conshohocken, Pa., appoints Gray & Rogers, Phila.

GLOBAL MARKETING SERVICE, Oakland, Calif., appoints Ad Fried Adv., that city. Radio-TV schedule will be announced later.

THRIVO Co., Phila. (dog food), names Gray & Rogers, that city.

#### Adpeople . . .

J. C. (LARRY) DOYLE named sales and advertising manager of Ford Motor Co., Detroit.

E. GRAYSON WEYMOUTH Jr., Kudner agency, N. Y., to Colgate-Palmolive-Peet Co. advertising staff to work with RALPH ROBERTSON, assistant advertising manager in charge of media for Colgate.

WILLIAM KALAN, vice president in charge of client relations, Schwerin Research Foundation, N. Y., to Toni Co., Chicago, as manager of plans and creative activities. He and JACK R. GREEN, Toni's media staff, appointed associate advertising managers.

JAMES L. DORR appointed assistant advertising manager, Scott-Atwater Mfg. Co., Minneapolis.

ROLAND P. S. CAMPBELL, product manager in charge of sales and advertising, Post Cereal Div., General Foods Corp., to Andrew Jergens Co., Cincinnati, as vice president in charge of advertising.

H. CHANDLER HOLMES, production manager of advertising and public relations department, Monsanto Chemical Co., St. Louis, named advertising manager.

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.

17 East 48th Street, New York 17, New York E. C. Lobdell, Licensee

#### FCC Actions

(Continued from page 89)

decrease ERP 16 kw vis. to 15 kw vis., change type of ant.

Change Transmitter Location

wMou Berlin, N. H.—Granted CP to change trans. location and to make changes in ant. system.

WBHP Huntsville, Ala.—Granted CP to change trans. location, studio location and type trans.

Extension of Completion Date KNBR North Platte, Neb.—Granted mod. CP for extension of completion date to 8-15-52.

#### July 2 Decisions . . .

#### ACTIONS ON MOTION

B. & C. Radio Co. Inc., Rockford, Ill.—Granted petition insofar as it requests dismissal of application, application dismissed with prejudice.

LaFollette Bestg Co. Inc., LaFollette, Tenn.—Granted petition for acceptance of late notice of intention to participate in oral argument on exceptions to Initial Decision in proceeding re application.

Easton Publishing Co., Easton, Pa.—Granted petition for extension of time to August 15, 1952, to file exceptions to the Initial Decision issued in proceeding re application and that of Allentown Broadcasting Corp., Allentown Pa

By Hearing Examiner Basil P. Cooper

By Hearing Examiner Basil P. Cooper WELS Kinston, N. C.—By memorandum opinion and order denied motion insofar as it requests a continuance of hearing for period of 45 days beyond July 8, 1952, but granted insofar as it requests continuance for one week, and the hearing now scheduled in refor transfer of control of WELS and for renewal of license for July 8, 1952 is continued to July 15, 1952, at Kinston, N. C. Granted motion to accept late appearance of counsel for Farmers Broadcasting Service Inc.

#### AIR DROP

#### IN WBSM Promotion

FAST PROMOTION of a speech rebroadcast over WBSM New Bedford, Mass., included dropping of leaflets in that city to inform citizens of the impending airing of a talk made earlier during the day before the Rotary, Lions and Ki-wanis clubs of that city.

When the Rev. Alexander St. Ivanyi, an exile from communist Hungary, made a talk before the New Bedford civic clubs, Harry Moore Jr., WBSM commercial representative, taped the address. Then Mr. Moore decided the talk was significant enough to promote its rebroadcast on the air that night.

Kiwanis President Earl DeWalt's printing plant printed 25,000 flyers in 40 minutes and in two hours the bills had been dropped over the city by a seaplane operated by another Kiwanis member, Robert Tinay. It was necessary to get permission for the flight via twoway radio from an airport official then aloft in a heliocopter.

WBSM plugged the scheduled airing through the day and the rebroadcast was termed a success. The Hungarian cleric warned of "freedom in danger," subject of the flyers, and described his experiences behind the Iron Curtain.

GENERAL rate card No. 3 has been issued by WBBZ Ponca City, Okla. Station reports this is second such change since 1949.

# fCC roundup

New Grants, Transfers, Changes, Applications



### box score

#### SUMMARY THROUGH JULY 3

			On Air	Licensed	CPs	Appls. Pending	Hearing
AM	Stations	******	2,353	2,332	88	328	211
FM	Stations		635	582	70	11	8
TV	Stations .		108	97	11	586	7

(Also see Actions of the FCC, page 88)

#### Docket Actions . . .

INITIAL DECISION

KCOG Centerville, Iowa—Centerville
Bestg. Co. Hearing Examiner J. D.
Bond issued initial decision looking
towards denial of application to increase power from 100 w to 250 w on
1400 kc, fulltime. Decision July 2.
Brownwood, Tex.—Lyman Brown Enterprises. Hearing Examiner Elizabeth
C. Smith issued initial decision looking

towards grant of application for 1240 kc with 250 w fulltime; engineering conditions. Decision July 1.

#### Non-Docket Actions . . .

#### AM GRANTS

Chanute, Kan.—Cecil W. Roberts. Granted 1460 kc, 1 kw daytime. Estimated construction cost \$11,425, first year operating cost \$52,000, revenue \$65,000. Mr. Roberts also is licensee of KREI Farmington, Mo., KNEM Nevada,

#### DEEM F. RAHALL

#### Killed in Air Collision

DEEM F. RAHALL, 35, of Charleston, W. Va., well known broadcaster, was among five persons killed when two planes collided over Nitro, W. Va.

Mr. Rahall was in a four-passenger airplane, which was coming in for a landing. A Piper Cub, also preparing to land, collided with the Stinson only 600 yards from the airport. Crash occurred June 6. The plane in which Mr. Rahall was riding crashed into shallow backwaters of the Kanawha River.

Among broadcasting posts held by Mr. Rahall were those of vice president of WKAP Inc. (WKAP). Allentown, Pa.; vice president of Rahall Bestg. Co. Inc. (WWNR), Beckley, W. Va.; secretary of Norristown Bestg. Co. Inc. (WNAR), Norristown, Pa., and secretary of Charleston TV Inc.

Surviving are his wife, Mrs. Gloria Rahall, two children, Deem F. Jr., 3, and Gayson, 5; his parents and three brothers.

#### **WOAX SUED** Wolff Asks \$200,000

CIVIL SUIT asking \$200,000 damages from WOAX Inc. (WTNJ) Trenton, N. J., along with three of its principals, was filed last week in Superior Court of New Jersey, Mercer County, by Franklyn J. Wolff, former vice president and treasurer. The principals named in the suit were Erling C. Olsen, described in the suit as attorney for the other two, Charles E. and Julie V. Loew.

Mr. Wolff charges the defendants "conspired" to remove him from his job as well as to destroy his character and reputation as well as prevent him from getting other radio employment or a station grant. He was named manager of WTNJ in 1937, Mr. Wolff states. WTNJ has been involved in revocation proceedings under an order issued Dec. 20, 1950.

#### Canada Ad Agencies

SIXTY-FOUR advertising agencies with offices throughout Canada have been enfranchised for the year ending May 31, 1953, by the Canadian Assn. of Broadcasters. Included are Canadian branches of 13 U. S. agencies, with offices at Toronto or Montreal, or in both cities. American agencies having Canadian branches are Atherton & Currier, Inc.; Benton & Bowles Inc.; Dancer - Fitzgerald - Sample (Canada) Ltd.; Ellis Adv. Co.; Mc., and KCHI Chillicothe, Mo. Granted July 2.

ed July 2.

Chapel Hill, N. C.—Village Bestg. Co. Granted 1360 kc, 1 kw daytime. Estimated construction cost \$16,275. Partners are Roland McClamroch Jr. (51%), field representative for Specialties Corp.; Roy E. Fullen (24½%), chief engineer for WTIK Durham, N. C., and L. T. Dark (24½%), attorney and partner in law firm of Dixon & Dark, Siler City, N. C. Granted July 2.

FM GRANTS

Loksonville Fig. WWW Lee Count

Jacksonville, Fla.—WIVY Inc. Granted 93.7 mc (Ch. 229), 3.3 kw, antenna height above average terrain 215 ft.; Class B station. Estimated construction cost \$5,000, first year operating cost \$4,800, revenue \$5,000. Granted July 2.

Emporia, Kan.—Kansas State Teachers College of Emporia. Granted 88.7 mc (Ch. 204), 350 w, antenna height above average terrain 105 ft. Noncommercial educational station. Estimated mated construction cost \$1,800. Granted

Logan, Utah—Utah State Agricultural College. Granted 88.1 mc (Ch. 201), 10 w. Non-commercial educational station. Estimated construction cost \$4,000. Granted July 1.

#### TRANSFER GRANT

TRANSFER GRANT
WLCS-AM-FM Baton Rouge, La.—
Granted relinquishment of control by
A. M. Cadwell, et al., original stockholders, to Lewis Gottlieb and Roland
Kizer through transfer of 17.15% of
stock for \$21,580; Willis W. Wilson, coadministrator of estate of Harry B.
Nelson will transfer 17.5% to them for
\$25,000. Mr. Kizer is senior partner in
Baton Rouge law firm of Kizer, Heaton
& Craig, Mr. Gottlieb is owner and & Craig. Mr. Gottlieb is owner and manager of Standard Motor Car Co., Baton Rouge. Granted July 3.

Erwin, Wasey of Canada Ltd.; Grant Adv. (of Canada) Ltd.; Hutchins Adv. Co.; Kenyon & Eckhardt Ltd.; O'Neil, Larson & McMahon; Ruthrauff & Ryan Inc.; J. Walter Thompson Co. Ltd.; Armand S. Weill Co.; and Young & Rubicam



#### TV Bids Pass 500 Mark

(Continued from page 61)

38, \$500,000-599,999; 20, \$600,000-699,999; 8, \$700,000-799,999; 9. \$800,000-899,999; 3, \$900,000-999,-999; 8, \$1 million and over.

There were four more applications last week for stations costing more than \$1 million to construct. These include WHB Kansas City, to spend \$1,472,240 for its proposed Channel 9 station; WPRO Providence, \$1,012,991, Channel 12; WGBS Miami, \$1,253,672, Channel 10; and WWVA Wheeling, W. Va., \$1,232,312, Channel 9.

FCC already has granted an existing station a change of facility pursuant to provisions of the Sixth Report, WXEL (TV) Cleveland, from Channel 9 to Channel 8 [B•T, June 30]. Others are understood to be forthcoming since these requests are top priority under the temporary processing procedure.

The Commission earlier also denied the request of Westinghouse Radio Stations Inc. for modification of the temporary processing procedure to employ a "television service factor" of population divided by services available. Similarly, FCC has explained it will handle on a case-by-case method those applications for a television station jointly proposed by separate, competitive AM stations in the same area. FCC denied the petition of KFBI Wichita for declaratory ruling on this policy.

The Commission, in a letter to WDRC Hartford, similarly clarified its rule on main studio location, explaining Sec. 3.613 of its rules means within the city limits, not the metropolitan district.

FCC last week, in reply to Consulting Engineer A. Earl Cullum, Dallas, Tex., clarified the proper method for determining effective radiated powers. FCC wrote:

radiated powers. FCC wrote:

This is with reference to your letter of May 16, 1952, in which you request information as to whether the FCC "in determining effective radiated power will consider the RMS field of the horizontal pattern as giving the effective radiated power or whether some other criterion should be used." You refer particularly to two possible antennas for television use, both of which were designed to have a nominal circular azimuthal radiation pattern but one of which is circular with-

in plus or minus  $1\frac{1}{2}$  decibels and the other of which is circular within plus or minus 3 decibels.

or minus 3 decibels.

Where a television antenna is determined to have a nominally circular azimuthal radiation pattern and is, therefore, for purposes of the Commission's Rules nondirectional, the effective radiated power is based upon the average antenna power gain for each horizontal direction. In determining the effective radiated power of a non-directional antenna, more than the maximum radiated power may be transmitted in one or more horizontal plane directions so long as the rootmean-square or average of all horizontal plane directions does not exceed the maximum permitted by the Rules.

In this connection, however, your

the maximum permitted by the Rules. In this connection, however, your attention is directed to Sec. 3.685(e) with respect to directional antennas. A directional antenna is considered to be an antenna that is designed or altered for the purpose of obtaining a noncircular radiation pattern. In determining whether or not any specific antenna pattern has been designed or altered for the purpose of obtaining a noncircular radiation pattern, the effect of the design, especially the ratio of maximum to minimum radiation in the horizontal or vertical planes and the extent of the deviation from the average radiation will be considered by the Commission on a cases to case basis. the extent of the deviation from the average radiation will be considered by the Commission on a cases to case basis. In view of the foregoing, the two antennas you describe are considered to be nondirectional. Where a television antenna is found to be directional, in accordance with Sec. 3.685(e)(3), the maximum effective radiated power in any horizontal or vertical direction may not exceed the maximum values permitted by Sec. 3.614 and Appendix C, Figures 2(a) and 2(b). Therefore, in the case of any television antenna found to be a directional antenna, the average power of the horizontal pattern will determine the effective radiated power in any direction will not be permitted to exceed the maximum values provided in the Commission's Rules.

Respecting KFBI's petition for

Respecting KFBI's petition for a declaratory ruling, FCC's memorandum opinion and order denying the request noted the station wished answers to these questions:

1. Can the officers, directors, or stockholders of two or more AM radio stations serving the same city be granted a license to operate a TV station, and be permitted to retain their holdings in their individual radio stations if the radio stations continue to be operated as separate entities?

2. If two AM stations licensed to serve the same city join in an application for a television station, would such an application be at any disadvantage either by rule or Commission policy as against an application by parties not engaged in radio station operation?

3. Would there be any prejudice on the part of the Commission against the granting of such a joint appli-cation?

4. Would a joint application of two or more AM radio stations per se be in conflict with the public interest provided that the operation of said

radio stations will continue to be operated as separate entities?

"As we understand the basic question presented here," FCC said in its opinion, "it is whether grant of an application for authority to construct and operate a televison station would be precluded because the applicant consists of the officers, directors or stockholders of two AM stations operating in the principal community to be served by the television station."

FCC said "this question arises (1) because of those provisions of our 'multiple ownership rules' limiting the extent to which AM stations with overlapping service areas may be under common control, and (2) because of the policy which we have followed with respect to common ownership, management, or other interests in AM stations in the same community even though such interests would not amount to control of two stations in the same community."

The order continued to explain that "in addition to the foregoing requirements we have, as a general policy, required that there be a complete divorcement of management, ownership and other interests between stations in the same class in the same community or serving substantially the same

"In our view," FCC concluded, "the questions posed in the KFBI Inc. petition can only be answered in the light of the circumstances presented by a specific application. Accordingly, no determination can be made with respect to these questions at this time."

In reply to Westinghouse Radio Stations' proposal to modify the temporary processing procedure on the basis of using a "television service factor" of population di-vided by available services, FCC pointed out that incorrect use was made of the four priority principles of allocation set forth in the Third Notice and the final Sixth Report.

"It is important to point out," FCC said, "that in both of said documents it was clearly indicated that said priorities were proposals as a basis for promulgating a table of assignments. At no time was it inferred that they were to be considered as the basis for a processing

FCC's letter to Westinghouse continued:

continued:

The Commission believes that the public interest, convenience, and necessity would, in the long run, be better served by adherence to the procedural priorities established in its temporary processing procedure rather than through the adoption of a formula of the nature suggested in your comments. The application of your formula, as you will appreciate, would eliminate to a substantial degree the precedence the Commission has given to the early and firm establishment of a UHF television service in ail of the cities in the Group B(2) category. The Commission believes that the elimination of such precedence would be undesirable. As we stated in the Sixth Report, the precedence given to UHF in Groups B(1) and (2) "will help enable the younger service to make a firm start, a matter of great importance to the development of the assignment pattern provided for in the able of assignments."

#### TV Applications

(Continued from page 85)

Tinsley Jr. (99.6%), licensee of WLEE Richmond and president and 14% stockholder of WITH Baltimore.

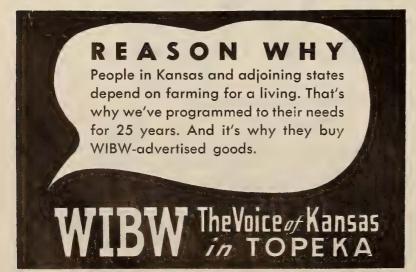
ROANOKE, Va.—Times-World Corp. (WDBJ), VHF Ch. 7 (174-180 mc); ERP 316 kw visual, 158 kw aural; antenna height above average terrain 1936 ft., above ground 573.5 ft. Estimated construction cost \$525,064, first year operating cost \$238,450, revenue \$191,400. Post Office address: 201-203 W. Campbell Ave., Roanoke. Studio location: 124 W. Kirk Ave. Transmitter location: Ft. Lewis Mt. Geographic coordinates 37° 20′ 37" N. Lat., 80° 04′ 14" W. Long. Transmitter DuMont, antenna RCA. Legal counsel George O. Sutton, Washington. Consulting engineer George C. Davis, Washington. Principals include President J. P. Fishburn (49%), Vice President J. B. Fishburn (49%), Vice President and General Manager Shields Johnson; Vice President and Associate Publisher M. W. Armistead III; Treasurer R. H. Wills and Secretary Barton W. Morris Jr.

ROANOKE, Va.—Roanoke Broadcasting Corp. (WSLS), VHF Ch. 10 (192-198 mc); ERP 248 kw visual, 124 kw aural; antenna height above average terrain 1,973 ft., above ground 174 ft. Estimated construction cost \$320,000, first year operating cost \$150,000, revenue not estimated. Post Office address: Shenandoah Bldg., 301 First St. S. W., Roanoke, Va. Studio location: 301 First St., S. W., Roanoke, Va. Studio location: 301 First St., S. W., Roanoke Transmitter location West side of U. S. 221, Poor Mt., Va. Geographic coordinates: 37° 11′ 51″ N. Lat., 80° 09′ 10″ W. Long. Transmitter RCA, antenna RCA. Legal counsel Hanson, Lovett & Dale, Washington. Consulting engineer George C. Davis, Washington. Principals include President Paul C. Breford, Executive Vice President James H. Moore, and Vice President and Secretary Henry E. Thomas.

SPOKANE, Wash.—KXLY-TV, 315 W. Sprague, Spokane, VHF Ch. 4 (66-72 mc); ERP 100 kw visual, 54.95 kw aural; antenna height above average terrain 840 ft., above ground 781 ft. Estimated construction cost \$377,800, first year operating cost \$380,000, revenue \$285,000. Post Office address: E. B. Craney, 315 W. Sprague, Spokane, Wash. Studio location: 315 W. Sprague, Spokane, Wash. Transmitter location: 41st & Regal Streets. Geographic coordinates: 47° 38′ 56″ N. Lat., 117° 22′ 66″ W. Long. Transmitter RCA, antenna RCA. Legal counsel Wheeler & Wheeler, Washington, D. C. Consulting engineer George P. Adair, Washington. Principals include Symons Broadcasting Co. (50%), licensee KXLY, Spokane; Harry L. (Bing) Crosby Jr. (47.6%), minority stockholder KMPC Hollywood, 24% owner KMBY Monterey, Calif. Symons Broadcasting Co. owned by E. B. Craney (49.6%), John L. Wheeler (16.3%) and Lulu M. Wheeler (33.23%).

YAKIMA, Wash.—KIT Inc. (KIT), UHF Ch. 23 (524-530 mc); ERP 22 kw visual, 11 kw aural; antenna height above average terrain 959 ft., above ground 150 ft. Estimated construction cost \$233,467, first year operating cost \$200,000, revenue not estimated. Post Office address: 914½ Broadway, P. O. Box 1651, Tacoma, Wash. Studio location: 414½ East Yakima Ave. Transmitter location: Ahthanum Ridge Road. Geographic coordinates: 46° 31′ 56″ N. Lat., 120° 30′ 30″ W. Long. Transmitter RCA, antenna RCA. Legal counsel Bingham, Collins, Porter & Kistler, Washington. Consulting engineer Millard M. Garrison, Washington. Principals include President Carl E. Haymond (97.64%), and Vice President Carl D. Haymond (2.36%).

†BECKLEY, W. Va.,—Southern W. Va., Television Inc., VHF Ch. 6 (82-88 mc); ERP 100 kw visual, 50 kw aural; antenna height above average terrain 1,280 ft., above ground 503 ft. Estimated construction cost \$314,215, first year operating cost \$264,000, revenue \$300,000. Post Office address: Raleigh County Bank, Beckley, W. Va. Studio location: 1565 Harper Road. Transmitter location: about 14 mi. SSW of Beckley atop Indian Grave Mt. Geographic coordinates 37° 35′ 30″ N. Lat., 81° 09′ 00″ W. Long. Transmitter DuMont, antenna GE. Legal counsel Welch, Mott & Morgan, Washington. Consulting engineer E. C. Page Consulting Engineers, Washington. Principals include President and Treasurer Grover C. Hedrick (10%), Vice President N. Joe Rahall,



president and director WKAP Allentown, Pa. (27.5%), and Secretary Oppie F. Hedrick (5%).

CHARLESTON, W. Va.—Capitol Television Inc. VHF Ch. 8 (180-186 mc); ERP 316 kw visual, 152 kw aural; antenna height above average terrain 745 ft., above ground 500 ft. Estimated construction cost \$413.077, first year operating cost \$300.000, revenue \$350.000. Post Office address: Security Bldg., Charleston, W. Va. Studio location: To be determined. Transmitter location: 1.6 mi. from junction of U. S. 21 and W. Va. 25. Geographic coordinates: 38° 23′ 07″ N. Lat., 81° 41′ 33″ W. Long. Transmitter DuMont, antenna DuMont. Legal counsel Welch, Mott and Morgan, Washington. Consulting engineer E. C. Page Consulting Engineers, Washington. Principals include President C. W. Meadows (10%), Vice President W. T. Lively (10%), Treasurer Saul Cohen (10%), Secretary Sam G. Rahall (34%), Hugh Stewart (9%), and G. Lester Hash (8%).

CHARLESTON, W. Va.—Chemical City Bestg. Co. (WTIP), UHF Ch. 49 (680-686 mc); ERP 18.63 kw visual, 9.31 kw aural; antenna height above average terrain 340 ft., above ground 323 ft. Estimated construction cost \$195,500, first year operating cost \$132.000, revenue \$132.000. Post Office address: Box 3032, Charleston. Studio location: Fife St. Transmitter location: Wilkie Drive. Geographic coordinates 38° 20′ 44.4″ N. Lat.. 81° 39′ 30.5″ W. Long. Transmitter RCA, antenna RCA. Legal counsel J. A. K. Donovan, Falls Church. Va. Consulting engineer Gus Zaharis, Charleston, W. Va. Principals include President Gus Zaharis (50.1%), Vice President-Secretary A. G. Thompson (2%). Treasurer Penelope Zaharis (25%), J. K. Zaharis (22.9%).

CHARLESTON, W. Va.—Tierney Co. (WCHS), VHF Ch. 8 (180-186 mc); ERP 316 kw visual, 200 kw aural; antenna height above average terrain 661 ft., above ground 500 ft. Estimated construction cost \$654,521, first year operating cost \$576,520, revenue \$545,505. Post Office address: 1111 Virginia St., E., Charleston. Studio location: 1111 Virginia St., E., Charleston. Transmitter location: 7½ mi. W of center of Charleston. Geographic coordinates: 38° 21' 43" N. Lat., 81° 45' 57" W. Long. Transmitter RCA. antenna RCA. Legal counsel Cohn & Marks, Washington. Consulting engineer Weldon & Carr, Washington. Principals include President-Treasurer Lewis C. Tierney (61.27%), Vice President-General Manager John T. Gelder Ir. (0.33%), Assistant Treasurer Mrs. Laurence E. Tierney (38.1%). Secretary Laurence E. Tierney Jr. and Vice President-Assistant Secretary Albert S. Kemper Jr. own shares which are mrned over to President Lewis C. Fierney as record holder and voting rustee: Estate of John L. Tierney (Mrs. Margaret Bell Tierney, adminstratrix (5.42%).

† CLARKSBURG, W. Va.—Clarksburg
3estg. Co. (WPDX-AM-FM), VHF Ch.
2 (204-210 mc): ERP 50 kw visual.
5 kw aural: antenna height above
iverage terrain 1000 ft., above ground
47 ft. Estimated construction cost
3255,255, first year operating cost \$200,00. revenue \$250,000. Post Office adtress: 339 West Main Street, Clarksburg, W. Va. Studio location: 339 W.
19in St. Transmitter location outside
of Clarksburg citv limits nr Lodgeville,
16 mi. N. of US 50. Geographic coordinates 30° 17' 16" N. Lat., 80° 17' 34"
V. Long. Transmitter Ge, antenna GE.
Legal counsel Sidney V. Smith, Washngton. Consulting engineer John J.
Ceel, Washington. Principals include
President O. L. Billingsley (22.1%),
'Irea Surer R. C. Warden (22.1%),
'reasurer R. C. Warden (22.1%), Secetary G. B. Hamilton (22.1%) and
t. H. Morgan (8.8%).

† EAU CLAIRE, Wis.—Central Bestg. to. (WEAU), VHF Ch. 13 (210-216 mc); ERP 52.2 kw visual 26.6 kw aural; anenna height above average terrain 840

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ft., above ground 837 ft. Estimated construction cost \$309,445, first year operating cost \$236,000, revenue \$290,000. Post Office address: 203 Barstow Street, Eau Claire. Studio and transmitter location: Clairemont Avenue & Trimble. Geographic coordinates 44° 47° 41" N. Lat., 91° 28′ 55" W. Long. Transmitter RCA, antenna RCA. Legal counsel Arthur W. Scharfeld, Washington. Consulting engineer None. Principals include President-Director W. C. Bridges (18%%), Vice President Marshall Atkinson (%%), Secretary-Treasurer Morgan Murphy (14%%), Elizabeth Murphy (40%), Eau Claire Press Co. (24½%).

GREEN BAY, Wis.—Norbertine Fathers (WBAY), VHF Ch. 2 (54-60 mc); ERP 100 kw visual, 50 kw aural; antenna height above average terrain 453 ft., above ground 383 ft. Estimated construction cost \$463,700, first year operating cost \$180,000, revenue \$120,000. Post Office address: P. O. Box 633, Green Bay, Wis. Studio location: Columbus Club Bidg., 115 South Jefferson St. Transmission location: Glenmore Road, East of De Pere, Wis. Geographic coordinates: 44° 24′ 20″ N. Lat., 87° 58′ 10″ W. Long. Transmitter RCA, antenna RCA. Legal counsel Hogan & Hartson, Washington. Consulting engineer George C. Davis, Washington. Principals include President S. M. Kolleen, Vice President D. M. Burke, Treasurer M. J. Beemster and R. D. Mulroy. Applicant is non-profit, non-stock corporation.

La CROSSE, Wis.—WKBH Tclevision Inc. (WKBH), VHF Ch. 8 (180-186 mc); ERP 107 kw visual, 54 kw aural; antenna height above average terrain 825 ft., above ground 579 ft. Estimated construction cost \$239,500, first year operating cost \$90,000, revenue 575,000. Post Office address: 409 Main St., La Crosse, Wis. Studio location: 409 Main St. Transmitter location: Town Road and School Section Road. Geographic coordinates 43° 41' 44" N. Lat., 91° 12' 09" W. Long. Transmitter RCA, antenna RCA. Legal counsel Dow, Lohnes & Albertson, Washington. Consulting engineer Jansky & Bailey, Washington. Principals include President Howard Dahl, Vice President Harry Dahl and Secretary-Treasurer Kenneth Dahl.

† MADISON, Wis.—Radio Wisconsin, Inc. (WISC-AM-FM), VHF Ch. 3 (60-66 mm); ERP 60.7 kw visual, 30.35 kw aural; antenna height above average terrain 471 ft., above ground 500 ft. Estimated construction cost \$266,411, first year operating cost \$240,000, revenue \$290,000. Post Office address: 114 North Carroll Street, Madison. Studio and transmitter location: Hwy. PD 4½ miles SW of capital bldg. Geographic coordinates 43° 00′ 59″ N. Lat., 89° 25′ 22″ W. Long. Transmitter RCA, antenna RCA. Legal counsel Arthur W. Scharfeld, Washington. Principals include President Morgan Murphy (15.2%), Vice President Harry Sauthoff (25.0%), Secretary Elizabeth B. Murphy (0.2%). Treasurer W. C. Bridges (11.6%). The Evening Telegram Co. Inc. of Superior, Wisc. owns 48% of the Applicant.

MADISON, Wis.—Badger Bestg. Co. (WIBA-AM-FM), VHF Ch. 3 (60-66 mc); ERP 100 kw visual, 50 kw aural; antenna height above average terrain 753 ft., above ground 750 ft. Estimated construction cost \$485,772, first year operating cost \$206,400, revenue \$175,000. Post Office address: 3800 Regent Street, Madison, Wisc. Studio location: 3800 Regent Street, Madison, Wisc. Transmitter location: Glenway & Regent Sts. Geographic coordinates 43° 04′ 01″ N. Lat., 89° 26′ 18″ W. Long. Transmitter RCA, antenna RCA. Legal counsel Thomas Wilson (Dow, Lohnes & Albertson), Washington. Consulting engineer George C. Davis, Washington. Frincipals include President William T. Evjue, Vice President Don Anderson, Secretary H. D. Sage, Treasurer Tom C. Bowden. The Capital Times Co. (Madison) own majority of stock.

† MARINETTE, Wis. — M&M Bcstg. Co. (WMAM), VHF Ch. 11 (198-204 mc); ERP 115 kw visual, 57.5 kw aural; antenna height above average terrain 444 ft., above ground 574 ft. Estimated construction cost \$308,978, first year operating cost \$150,000, revenue \$170,000. Post Office address: Radio Park, Marinette, Wis. Transmitter location: Near Oconto, Wis. Geographic coordinates 44° 57' 20" N. Lat., 87° 50′ 00" W. Long. Transmitter RCA, antenna RCA. Legal counsel Fisher, Wayland, Duvall & Southmayd, Washington. Consulting engineer A. D. Ring & Co., Washington. Principals include President William E. Walker (50%), president of Beaver Dam

Bestg. Co. (WBEV-Beaver Dam, Wis.), KXGI Inc. (KXGI Fort Madison, Iowa); Secretary-Treasurer Joseph D. Mackin (23.33%), Vice President Frank Lauerman Jr. (3.33%).

man Jr. (3.33%).

† MILWAUKEE, Wis. — Hearst Corp. (WISN-AM-FM), VHF Ch. 10 (192-198 mc); ERP 28 kw visual, 14 kw aural; antenna height above average terrain 439 ft., above ground 535 ft. Estimated construction cost \$460,483, first year operating cost \$1,000,000, revenue \$900,-000. Post Office address: 959 Eighth, Ave., New York 19. Studio location: 1900 W. Wisconsin Ave., Milwaukee, Wis. Transmitter location: Wisconsin Tower Bldg., 606 W. Wisconsin Ave., Milwaukee. Geographic coordinates 43° 02′ 19″ N. Lat., 87° 55′ 11″ W. Long. Transmitter RCA, antenna RCA. Legal counsel Dempsey & Koplovitz, Washington. Consulting engineer A. Earl Cullum Jr., Dallas, Tex. Principals include Chairman of Board M. F. Huberth, President R. E. Berlin, Vice Presidents W. R. Hearst Jr., John R. Hearst, H. S. MacKay Jr., and H. G. Kern, R. A. Carrington Jr., W. M. Baskervill and Randolph A. Hearst are trustees and vote stock jointly.

† MILWAUKEE, Wis. — Wisconsin Bestg. Co. (WFOX), VHF Ch. 12 (204-210 mc); ERP 28.9 kw visual, 14.5 kw aural; antenna height above average terrain 480 ft., above ground 434 ft. Estimated construction cost \$192,511, first year operating cost \$750,000, revenue \$1,000,000. Post Office address: 208 E. Wisconsin Ave., Milwaukee 2, Wis. Studio and transmitter location: 208 E. Wisconsin Ave. Geographic coordinates 43° 02' 20" N. Lat., 87° 54' 17" W. Long. Transmitter GE, antenna GE. Legal counsel McKenna & Wilkinson, Washington. Consulting engineer E. C. Page, Washington. Principals include President Charles J. Lanphier (50.4%), Vice President Thad F. Wasielewski (13.9%), Treasurer Robert E. Tehan (10%), Secretary Stanley H. Nastal (12.9%) and Helen Nastal (7.1%).

† WAUSAU, Wis.—Rib Mountain Radio Inc., VHF Ch. 7 (174-180 mc); ERP 48.6 kw visual, 24.3 kw aural; antenna height above average terrain 814 ft., above ground 337 ft. Estimated construction cost \$240,445, first year operating cost \$263,350, revenue \$304,500. Post Office address: Charles B. Persons, WEBC Bldg., Duluth, Minn. Studio location: to be determined. Transmitter location: near Wausau. Geographic coordinates 44° 55′ 20″ N. Lat., 89° 40′ 45″ W. Long. Transmitter RCA, antenna RCA. Legal counsel Arthur W. Scharfeld, Washington, D. C. Consulting engineer Charles B. Persons, Duluth, Minn. Principals include Central Broadcasting Co. (60%), Record-Herald Co. (40%) Parties to application also have interest in WEAU, Eau Claire, Wis., WEBC Duluth, Minn., WMFG Hibbing, Minn., WISC, Madison, Wis., KVOL Lafayette, Louisiana, WJMC Rice Lake, Wis.

HONOLULU, Hawaii—Pacific Frontier Broadcasting Co. (KULA), VHF Ch. 2 (54-60 mc); ERP 48 kw visual, 24 kw aural; antenna height above average terrain 1,750 ft., above ground 200 ft. Estimated construction cost \$371,623, first year operating cost \$374,245, revenue \$425,000. Post Office address: Jack A. Burnett, P.O. Box 1479, 4617 Kalanianaole Highway, Honolulu. Studio location: 1080 Ala Moana, Honolulu. Transmitter location: Mt. Tantalus, 0.4 mi. N. of Tantalus Dr. Geographic coordinates 21° 20′ 22″ N. Lat., 157° 48′ 56″ W. Long. Transmitter RCA, antenna

RCA. Legal counsel Haley & Doty. Washington. Consulting engineer Kear & Kennedy, Washington. Principals include Interstate Broadcasting Corp. (39.875%), licensee of KLO Ogden, Utah; President A. L. Glassmann, chairman of board and 62% owner Interstate Broadcasting; Vice President Jack A. Burnett (16.26%), KULA manager; Robert H. Hinckley (32.865%), director of ABC and owner of auto and appliance distributing firm in Ogden, and Director Alice P. Mayo (9%), 70% owner KROC Rochester, Minn.

HONOLULU, Hawaii—Radio Honolulu Ltd., VHF Ch. 11 (198-204 mc); ERP 117.49 kw visual, 58.75 kw aural; antenna height above average terrain 20.8 ft., above ground 337 ft. Estimated construction cost \$335,950, first year operating cost \$156,800, revenue \$156,800. Post Office address: PO Box 2727, Honolulu. Studio location: To be determined. Transmitter location: Sheridan and Kapiolani Sts., Honolulu. Geographic coordinates 21° 17′ 55.1″ N. Lat., 157° 50′ 53.22″ W. Long. Transmitter RCA, antenna RCA. Legal counsel Barnes & Neilson, Washington. Consulting engineer Bernard Assoc., Hollywood, Calif. Principals include President Walter H. Dillingham (500 sh), independent real estate broker; Vice President Arthur E. Varner (1,000 sh), president, general manager and owner of 58% of Western Roofing Co.; Secretary William A. Cottrell (1,000 sh), U. S. Veterans employment representative for Hawaii; Executive Vice President Herbert M. Richards (15,000 sh), secretary of Kahua Ranch Ltd., assistant secretary of Waialua Water Co., special partner of Weaver & Co., director in several firms such as newspaper publishers, electric and telephone companies, insurance and trust firms. All subscribed stock is non-voting, except that of Mr. Richards.

† SAN JUAN, Puerto Rico—El Mundo Bestg. Corp. (WKAQ), VHF Ch. 2 (54-60 mc); ERP 100 kw visual, 50 kw aural; antenna height above average terrain 1279 ft., above ground 300 ft. Estimated construction cost \$463,355, first year operating cost \$300,000, revenue \$200,000. Post Office address: Box 1072, San Juan, Puerto Rico. Studio location: Stop 11, Ponce de Leon Ave. Transmitter location: Cerro Marqueso Mt., 12 mi. S. of San Juan. Geographic coordinates 18° 16' 53" N. Lat., 66° 06' 46" W. Long. Transmitter GE, antenna GE. Legal counsel Segal, Smith & Hennessy, Washington. Consulting engineer George C. Davis, Washington. Principals include President Angel Ramos (99.9%), Secretary Jose G. Gonzalez (less than 1%), Treasurer Ramos Arandes (less than 1%).

#### EXISTING STATIONS—

#### CHANGE OF CHANNELS

WHAM-TV Rochester N. Y. Stromberg-Carlson Co., VHF Ch. 5 (76-82 mc); ERP 100 kw visual, 50 kw aural; antenna height above average terrain 497 ft., above ground 325 ft. Estimated cost of change \$112.313. Transmitter RCA, antenna RCA. Change from Ch. 6 (82-88 mc.), ERP 23.4 kw visual, 11.7 kw aural.

WSYR-TV Syracuse, N. Y.—Central New York Bestg. Corp., VHF Ch. 3 (60-66 mc); ERP 100 kw visual, 50 kw aural; antenna height above average terrain 1000 ft., above ground 580 ft. Estimated cost of change \$212,018. Transmitter CE, antenna GE. Change from Ch. 5 (75-82 mc); ERP 23 kw visual and aural.





#### 51 MORE APPLICATIONS FILED FOR TELEVISION

ADDITIONAL applications for new TV stations available Thursday at FCC totaled 51, augmenting requests available earlier in week (see page 62). Applicants and channels asked:

(see page 62). Applicants and channels asked:

KPOA Honolulu, T. H., Ch. 4, ERP 54 kw, antenna 173.38 ft., construction cost \$245,224, operating cost \$300,000. revenue \$300,000.

RIVERSIDE, Calif., California Telecasters, Ch. 40, ERP 21.186 kw, antenna 724.9 ft., construction cost \$136,523, operating cost \$150,000, revenue \$150,000. General partnership Joel J. Bourdon (10%), Bernard F. Malkin (30%), Joel Prescott II (20%), Robert W. Davidson (10%), William C. Wallace (30%).

KSBR (FM) Stockton, Calif., Ch. 13, ERP 158 kw, antenna 3118 ft., construction cost \$405,000, operating cost \$280,000, revenue \$410,000.

DENVER, Col.—Denver Television Co., Ch. 7, ERP 316 kw, antenna 791 ft., construction cost \$545,422, operating cost \$600,000, revenue \$500,000. Principals: President John M. Wolfberg (33.96%), Vice President F. Kirk Johnson (19.62%), Treasurer Max G. Brooks.

principals: President John M. Wolfberg (33.96%). Vice President F. Kirk Johnson (19.62%), Treasurer Max G. Brooks.

WPDQ Jacksonville, Fla., Ch. 12, ERP 316 kw, antenna 623 ft., construction cost \$30,500, operating cost \$230,000, revenue \$325,000.

† WTOC-AM-FM Savannah, Ga., Ch. 11, ERP 228 kw, antenna 478.5 ft., construction cost \$446,757, operating cost \$188,896.

WRBL, Columbus, Ga., Ch. 4, ERP 15.2 kw, antenna 442 ft., construction cost \$220.054, operating cost \$120,000, revenue \$150,000.

† WIND Chicago, Ill., Ch. 26, ERP 1000 kw, antenna 518 ft., construction cost \$502,197, operating cost \$935,000, revenue \$1362,400.

JOLIET, Ill.—Sanders Bros., UHF Ch. 48.

† WIRL Peoria, Ill., Ch. 8, ERP 92.4 kw, antenna 483 ft., construction cost \$305,000, operating cost \$305,000, revenue \$346,000.

† WIRL Indianapolis, Ind., Ch. 13, ERP 316 kw, antenna 694 ft., construction cost \$566,622, operating cost \$350,000, revenue \$450,000.

† KXEL Waterloo, Iowa, Ch. 7, ERP 24.32 kw, antenna 522 ft., construction cost \$125,769, operating cost \$120,000, revenue \$250,000.

† KJAY Topeka, Kan., Ch. 13, ERP 25.2 kw, antenna 534 ft., construction cost \$174,231, operating cost \$402,000, revenue \$250,000.

KAKE Wichita, Kan., VHF Ch. 10, ERP 316 kw, antenna 443 ft., construction cost \$71,802, operating cost \$402,000, revenue \$405,756.

† KFH Wichita, Kan., Ch. 3, ERP 100 kw, antenna 939 ft., construction cost \$571,802, operating cost \$566,920, revenue \$200,000.

† WICHTTA, Kans.—Sunflower Television Co., Ch. 3, ERP 100 kw, antenna 939 ft., construction cost \$661,049, operating cost \$556,920, revenue \$200,000.

\$556,920, revenue \$200,000.

† WICHITA, Kans.—Sunflower Television Co., Ch.
3, ERP 100 kw, antenna 939 ft., construction cost
\$658,500, operating cost \$444,200, revenue \$427,648.
Principals: E. V. Yingling (25%), stockholder in
Yingling Chevrolet Co.; W. L. Hartman (25%), independent oil operator; Virgil S. Browne (25%),
stockholder, Coca Cola Bottling Co.; George P.
Hollingbery (12½%), owner George P. Hollingbery
Co., station representative; and John D. Montgomery (12½%), publisher Miami Beach Florida Sun.
NORTH ADAMS, Mass.—Greylock Bestg Co.,
UHF Ch. 15, ERP 9.24 kw, antenna 263.2 ft., construction cost \$163,000, operating cost \$160,000, revenue \$170,000. Applicant licensee WBRK Pittsfield,
Mass.

WSPR Springfield, Mass., Ch. 61, ERP 116 kw, antenna 976 ft., construction cost \$265,000, operating cost \$250,000, revenue \$225,000.

antenna 976 ft., construction cost \$265,000, operating cost \$250,000, revenue \$225,000.

WHFB Benton Harbor, Mich., Ch. 42, ERP 17.4 kw, antenna 478 ft., construction cost \$301,204, operating cost \$240,000, revenue \$50,000.

DULUTH, Minn.—Lakehead Telecasters Inc., Ch. 6, ERP 55 kw, antenna 805 ft., construction cost \$354,500, operating cost \$300,000, revenue \$300,000. Principals: President William B. Fryberger (5%), Vice President Frank E. Mahon (7%), Secretary Arthur M. Clure (3%). Some stockholders of applicant also stockholders WREX Duluth.

† MINNEAPOLIS, Minn.—Upper Midwest TV Co., Ch. 9, ERP 316 kw, antenna 512 ft., construction cost \$566,340, operating cost \$678,880, revenue \$797,534. Principals: Cowles Bestg Co. (72.3%); President John Cowles; Vice President Stanley Hawks, Secretary-Treasurer Harold E. Wood.

WXKW Albany, N. Y., Ch. 35, ERP 26.8 kw, antenna 818 ft., costs not given.

SCHENECTADY, N. Y.—Champlain Valley Bestg. Corp., UHF Ch. 35, ERP 26.8 kw, antenna 818 ft., costs not given.

SCHENECTADY, N. Y.—Champlain Valley Bestg. Corp., UHF Ch. 35, ERP 26.8 kw, antenna 818 ft. † \$CHENECTADY, N. Y.—Champlain Valley Bestg. Corp., Ch. 35, ERP 12 kw, antenna 1,520 ft., construction cost \$400,000, operating cost \$300,000, revenue \$225,000. Principals: President Simon H. Fabian (25%)) president of Fabian Theatres Corp.; Vice President Samuel Rosen (25%); Vice President Eleanor Fabiah Rosen (25%) and Secretary Edward L. Fabian (25%).

† WIMA Lima Ohio, Ch. 35, ERP 101 kw, antenna 331 ft., construction cost \$227,564, operating cost \$180,000, revenue \$220,000.

MANSFIELD, Ohio, Fergum Theatres Inc., Ch. 36,

MANSFIELD, Ohio, Fergum Theatres Inc., Ch. 36,

Editor's Note: Applications appearing on this page were delayed in processing by July 1st rush at FCC. More complete summary will appear BoT July 14.

#### RWG WIRES NETWORKS

RADIO WRITERS Guild sent telegrams to ABC, CBS Radio and NBC Thursday requesting broadcast time to tell their side of story to public. Union claimed networks had broadcast news of strike of radio news writers that did not give "fair and accurate" picture of issues involved (see story page 38). Networks had not replied late Thursday.

ERP 17 kw, antenna 700 ft., construction cost \$236,-360, operating cost \$200,000, revenue \$180,000. Principals: President William N. Skirball (40.7%), theatre and retail candy interests; Vice President Jack H. Skirball (40.7%), independent motion picture producer, and Secretary-Treasurer Joseph Lissauer, general manager of applicant.

MANSFIELD, Ohio, Mansfield Journal Co., Ch. 36, ERP 94.0 kw, antenna 517 ft., construction cost \$350,-300, operating cost \$295,000, revenue \$315,000. Principal: President and Treasurer I. Horvitz (99.6%).

† TOLEDO, Ohio, Toledo Blade Co., Ch. 11, ERP 316 kw, antenna 445 ft., construction cost \$400,441, first year operating cost \$620,000, revenue \$850,000.

OKLAHOMA CITY, Okla., Oklahoma Television Corp., Ch. 9, ERP 316 kw, antenna 1544 ft., construction cost \$1,350,000, operating cost \$600,000, revenue \$300,000. President Roy J. Turner (20%) oil business executive; Vice President F. E. Harper (10%) oil business executive; Secretary Henry S. Griffing; Treasurer Luther T. Dulaney (30%) appliance distributor.

tributor.

KORE Eugene, Ore., Ch. 13, ERP 11.5 kw, antenna 555.2 ft., construction cost \$223,790, operating cost \$175,000, revenue \$185,000.

KFJI Klamath Falls, Ore., Ch. 2, ERP 15.04 kw, antenna 458 ft., construction cost \$156,200, operating cost \$175,000, revenue \$175,000.

WHAN Charleston, S. C., Ch. 2, ERP 54.96 kw, antenna 351.2 ft., construction cost \$224,293, operating cost \$150,000, revenue \$175,000.

WSPA Spartanburg, S. C., Ch. 7, ERP 288 kw, antenna 769 ft., construction cost \$540,192, operating cost \$400,000, revenue \$250,000.

WOPI-AM-FM Bristol, Tenn., Ch. 5, ERP 100 kw, antenna 807 ft., construction cost \$318,756, operating cost \$100,000, revenue \$115,000.

†WKPT Kingsport, Tenn., Ch. 28, ERP 22.2 kw,

cost \$100,000, revenue \$115,000.

† WKPT Kingsport, Tenn., Ch. 28, ERP 22.2 kw, antenna 962 ft., construction cost \$193,200, operating cost \$100,000, revenue \$125,000.

† WKDA Nashville, Tenn., Ch. 5, ERP 16.40 kw, antenna 855 ft., construction cost \$407,210, operating cost \$583,668, revenue \$720,871.

† KFDM Beaumont, Tex., Ch. 6, ERP 100 kw, antenna 500 ft., construction cost \$317,450, operating cost \$200,000, revenue \$350,000.

† EL PASO, Tex.—Franklin Bestg. Co., Ch. 9, ERP 12.052 kw, antenna 1756.0 ft., construction cost \$233,-785.

12.052 kw, antenna 1756.0 ft., construction cost \$233,-785.

† KFJZ Ft. Worth, Tex., Ch. 10, ERP 222 kw, antenna 587 ft., construction cost \$535,935, operating cost \$375,000, revenue \$450,000.

† KXYZ Houston, Tex., Ch. 13, ERP 316 kw, antenna 674 ft., construction cost \$550,153, operating cost \$485,000, revenue \$600,000.

† HOUSTON, Tex.—Lechner Television Co., Ch. 13, ERP 316 kw, antenna 444 ft., construction cost \$542,-000, operating cost \$386,000, revenue \$460,000. W. W. Lechner, sole owner, owns 100% of W. W. Lechner Inc., Dallas, (oil and gas exploration and production), and is 50% owner of Hamack Oil Co., Dallas.

† HOUSTON, Tex.—South Texas Television Co., Ch. 13, ERP 316 kw, antenna 500 ft., construction cost. \$1,002,6,25, operating cost \$800,000, revenue \$1,000,000. President John Paul Goodwin (33\fmathcal{1}\fmathcal{1}\sqrt{1}\smrthar{1}\sqrt{1}\

T. Tellepsen (331/3%) president, Tellepsen Construction Co.

LUBBOCK, Tex., Texas Telecasting Inc., Ch. 13, ERP 31.0 kw, antenna 982 ft., construction cost \$459, 676, operating cost \$180,000, revenue not estimated. President W. D. Rogers Jr. (22.19%), Vice President Vernice Ford (23.0%), Secretary-Treasurer W. W. Conley (11.0%), Roger L. Kuykendall (23.0%), † KPAC Port Arthur, Tex., Ch. 4, ERP 100 kw, antenna 498 ft., construction cost \$289,128, operating cost \$250,000, revenue \$222,000.

† WESLACO, Tex.—Rio Grande Television Corp., Ch. 5, ERP 100 kw, antenna 804 ft., construction cost \$290,000, operating cost \$225,000, revenue \$225,000. President and sole owner Thomas O. Payne, Secretary-Treasurer H. C. Cockburn.

† WHYU Newport News, Va., Ch. 33, ERP 21.6 kw, antenna 303 ft., construction cost \$152,050, operating cost \$130,000, revenue \$170,000.

WDBJ Roanoke, Va., Ch. 7, ERP 316 kw, antenna 1,936 ft., construction cost \$525,063, operating cost \$238,450, revenue \$191,400.

† WROV Roanoke, Va., Ch. 7, ERP 59 kw, antenna 670 ft., construction cost \$259,576, operating

# PEOPLE

WILLIAM WREN, J. Walter Thompson Co., N. Y., to media staff, Dancer-Fitzgerald-Sample, that city, as timebuyer.

JAMES ROGER WOLLENBERG has been appointed by FCC to be Assistant General Counsel in Charge of Litigation [CLOSED CIRCUIT, June 30]. Mr. Wollenberg leaves Dept. of Justice where he has been Assistant Chief of the Appeals Section, Anti-Trust Div.

MEL ALLEN, sports announcer, signed by Washington Redskins pro football team, to broadcast and telecast 1952 games, succeeding Harry Wismer. Jim Gibbons continues to handle color for Redskins.

PERCEY L. SCHOENEN, executive vice president and secretary of Olympic Radio & Television Inc., set manufacturer, Long Island City, has been elected president succeeding Adolphe A. Juviler, now board chairman.

ALFRED G. DiGIOVANNI, account research manager of marketing research department of Sullivan, Stauffer, Colwell & Bayles, New York, joins CBS Television Spot Sales as assistant research manager, effective immedi-

#### PARAMOUNT HEARING

THURSDAY session of Paramount hearing at FCC (one issue of which is merger of ABC with United Paramount Theatres) saw Paul Porter, ex-FCC chairman and now Paramount counsel, continue his protracted cross-examination of Arthur Levey, president of Skiatron Electronic & Television Corp. Decade ago Mr. Levey, then heading American operations for Scophony Ltd., British firm holding various TV patents including that to dark trace (Skiatron) tube, was carrying on what Mr. Porter described as "aggressive" promotion tactics [BoT, June 30]. Last week Mr. Porter was criticized for extensive cross-examination of Mr. Levey; he replied:

Commission counsel have undertaken to de-. . . Commission counsel have undertaken to develop [that Scophony] . . . was a proven type of development . . [that it] was a company that Paramount and GPE could invest in and come along and develop a competitive force in the television industry in this country.

I am merely undertaking to show here the grandiose schemes that are attempted to be shown through the Commission's case, what the reality of the situation was at that time, the fact that there were these small and minor items. . . .

there had been diligent efforts by Mr. Levey and Mr. Sagall [another representative of Scophony Ltd. in U. S.] to interest others [in investing in Scophony]... They [Scophony] were in desperate condition... Mr. Levey states that there is some kind of responsibility on the part of Paramount and GPE to continue to pour money into this development and to bring it up to a level of an international, world-wide kind of enterprise.

Mr. Porter said that ex-FCC Commissioner Ewell K. Jett would be subpensed to appear at the hearing.

cost \$165,504, revenue \$160,000.

ROANOKE, Va., Polan Industries, Ch. 10, ERP 119 kw, antenna 1,391 ft., construction cost \$290,-000, operating cost \$205,000, revenue \$225,000. Principals: Albert S. Polan, E. G. Polan, Lincoln M. Polan, Dr. Charles M. Polan, Lake Polan, each 20%. † WVWW Fairmont, W. Va. (Resubmitted), Ch. 35, ERP 17.4 kw, antenna 237 ft., construction cost \$176,780, operating cost \$60,000, revenue \$75,000. † WHTN Huntington, W. Va., Ch. 13, ERP 242 kw antenna 466.5 ft., construction cost \$324,806, operating cost \$260,000, revenue \$300,965.





# You, too, can still catch the "BANDWAGON" on KYW!

Even if this is the second week of July, you still have time to get *your* grocery product on the KYW "Summer Bandwagon".. the plan that brings *bonus merchandising* for advertisers in more than 3,000 better stores and supermarkets throughout the Philadelphia metropolitan area.

This hot-weather promotion and merchandising plan is boosting sales right now for some 22 KYW advertisers. It assures effective and plentiful retail cooperation, both in-store and via the

stores' own advertising. The "Bandwagon" promotion will continue through the middle of September.. and it is offered without charge to grocery product advertisers who buy time on KYW, in accordance with this plan, for a period of four weeks or more.

Here's an economical, sure-fire hypo for summer sales in this important market. Reach for your telephone now to call KYW (LOcust 4-3700) or any Free & Peters office.



### PHILADELPHIA

50,000 WATTS



WESTINGHOUSE RADIO STATIONS Inc

WBZ·WBZA·KDKA·WOWO·KEX·KYW·WBZ-TV

National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales