

# TELECASTING

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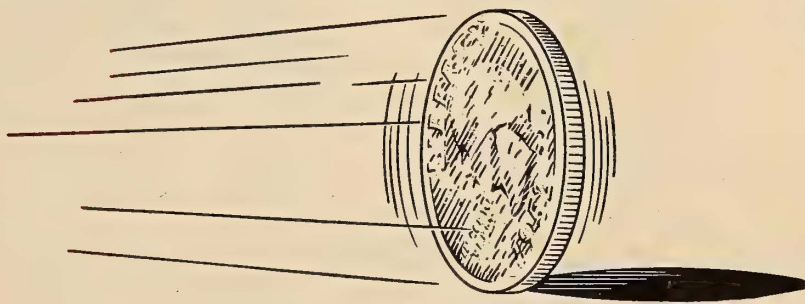
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in our  
**7<sup>th</sup>**  
year

You would be amazed...



how far your budget can go in television

*Most stores weigh steak before trimming. A few trim first—then weigh. The steak's the same. But the value's not. If you're paying for the trimmings in television, you, too, will find that Dollars Do More on Du Mont.*

## DU MONT

TELEVISION NETWORK

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# TELEQUIPMENT NEWS

Published by the General Electric Company, Electronics Park, Syracuse, N. Y.

## G.E. SAVES CUSTOMERS \$1200 A YEAR

### New Filament Doubles Tube Life



Good news for all TV stations using G-E low and high channel transmitters was announced this week by Frank P. Barnes, sales manager of

General Electric broadcast equipment. The company is making available at moderate cost a modification kit for conversion of the final video stage to permit use of thoriated filament GL-6039 tubes.

#### Multiple Advantages

With an *expected* life of 6,000 hours or more, better than twice that of the 9C-24 it replaces, the new tube makes possible annual user savings of approximately \$1260. "Based on a 15-hour operating day," Mr. Barnes said, "the conversion saves in one year more than twice the cost of the modification kit itself. Components of the kit can be installed by a station engineer in less than 4 hours."

#### Still Operating After 3 Years

Two experimental tubes installed at WRGB, Schenectady in 1949 have given over 14,000 hours of satisfactory service to date, Mr. Barnes reported. In addition, WKTV Utica has operated these tubes on Channel 13 for more than 6300 hours without evidence of deterioration. This product improvement reflects the G-E engineering principle of continuing service to broadcast customers.

## KPIX GETS NEW ANTENNA BY AIRLIFT

### G.E. Ships Pre-tested Unit From Electronics Park

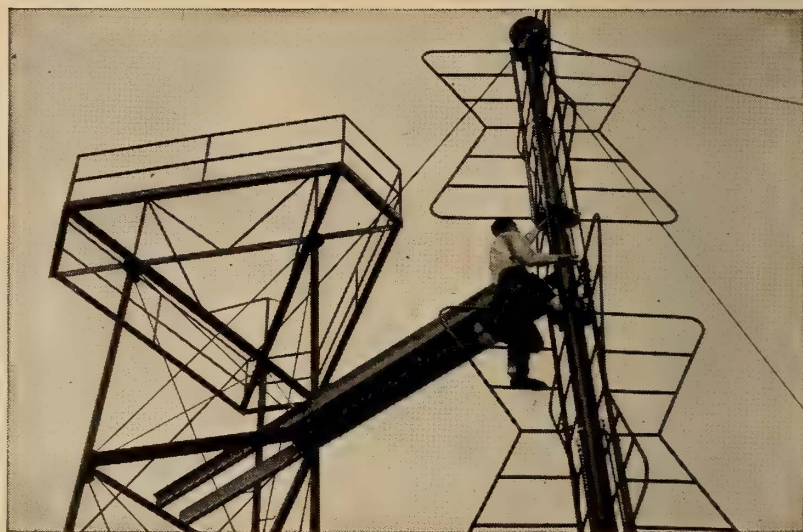
Pending FCC authorization to boost its effective radiated power to 100 kilowatts, KPIX San Francisco has purchased advanced-design General Electric equipment. A special side-mounted, 3-bay, low channel VHF antenna, rushed by air freight from Syracuse recently, will be placed atop Mount Sutro, in the heart of San Francisco. The antenna will be mounted on a tower shared with KGO-TV.

#### Order includes amplifier

In moving from its present location, KPIX will replace existing transmitting facilities with a complete General Electric installation. This will include an air-cooled 5 kw transmitter, already installed, and a 35 kw amplifier to be added when authorized.

#### On the air July 1

KPIX will be on the air with its



Performance-engineered antenna is run through rigorous G-E checks at factory. To simulate operating conditions, special tower at Syracuse was rigged to run exhaustive in-service tests before antenna was flown to customer.

new equipment by July 1. Similar unusual antenna problems solved by General Electric engineers prior to the KPIX installation include those at WHAS Louisville, and WBZ Boston.

### Binary Scalars in G-E Sync Generators

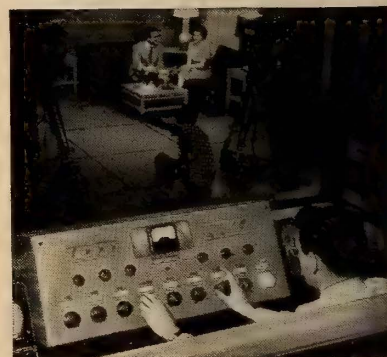
Because Cal Ellis, design engineer at Electronics Park, had seen them in action on gunfire computers in World War II, he incorporated binary scalars in this popular new pulse generator, 45 of which are now in use in TV stations.

These tiny scalars provide the most accurate known method of counting electronically. Twelve neon lamps are built into each sync generator to indicate proper tube operation. The stability of binary scalars minimizes the necessity for adjustment of the G-E unit at the station.

### TV Advisory Service Set Up in Washington

Broadcast officials visiting attorneys or consulting engineers in the nation's capital are invited to make use of General Electric's new TV Advisory Service at 777 14th St. NW, phone Executive 3600.

Established to save time and provide fast, accurate answers on equipment and operating problems, the service is staffed by G-E specialists. On hand to welcome your inquiries are Bob Brown, Jack Painter, Ralph Yeandle, Sam Morse and "Sheriff" Prescott. These men have had broad TV experience in engineering, field service, and applications.



### All Plug-in Audio Console Announced

The "pay as you go" policy will trim equipment costs for TV or radio broadcasters who install G. E.'s unique plug-in audio console. Buy only the amplifiers you need; add more as station requirements grow—these are the big reasons behind a predicted runaway success for this new unit.

Nine mixers and seven input preamplifiers provide all combinations for normal production needs. Dual channel output facilities and ready made plug-in mounting connections are built in at the factory. Color coded control knobs permit swift, simple operation.

GENERAL  ELECTRIC



JULY 14, 1952

# PROCESSING RUSHED

By LARRY CHRISTOPHER

NEW and amended television applications reached the 550 mark last Thursday as FCC rushed processing of top priority city applications looking toward initial post-thaw new station grants.

The Commission had scheduled a special meeting for last Friday and as of late Thursday night it was predicted as many as a score or so new station authorizations might follow.

Earlier in the week FCC authorized six more existing TV stations to change their channels in accordance with the final allocation of the Sixth Report and Order [B•T, April 14].

On Thursday, the Commission also issued its order to specify offset carrier operation for substantial number of existing stations, giving them until April 1 of next year to make the technical modifications. The order included a modification of the table of city-by-city channel assignments (see below). FCC explained that pending applicants will not have to modify their bids if the channel they seek is offset (10 kc above or below normal carrier frequency), since the modification will be set forth by the Commission when a construction permit for a channel is granted or a license is renewed.

Purpose of the offset operation is to further reduce chances of co-channel interference. About two-thirds of the channels allocated are now offset, FCC estimated.

The channel changes authorized for existing stations under the Sixth Report included:

**WLTV (TV) Atlanta**—Granted change from Ch. 8 to Ch. 11, effective radiated power boost from 23.8 kw to 316 kw, increase in antenna height above average terrain from 456 ft. to 1,330 ft.

**WCPO-TV Cincinnati**—From Ch. 7 to Ch. 9, ERP from 24 kw to 316 kw, antenna 660 ft. Estimated cost, \$206,687.

**WKRC-TV Cincinnati**—From Ch. 11 to Ch. 12, ERP from 24.5 kw to 316 kw, antenna 610 ft. Estimated cost, \$178,500.

**WSAZ-TV Huntington, W. Va.**—From Ch. 5 to Ch. 3, ERP from 16.8 kw to 84 kw, antenna 590 ft. Estimated cost, \$91,000.

**WDTV (TV) Pittsburgh**—From Ch. 3 to Ch. 2, ERP from 16.6 kw to 100 kw, antenna 810 ft.

**WJAR-TV Providence, R. I.**—From

Ch. 11 to Ch. 10, ERP from 30 kw to 316 kw, antenna 600 ft. Estimated cost, \$260,000.

FCC earlier approved change of Empire Coil Co.'s WXEL (TV) Cleveland from Ch. 9 to Ch. 8, with power boost to 316 kw [B•T, June 30].

Under provisions of last year's Fifth Report and Order, FCC also approved the long-pending applications of KDYL-TV and KSL-TV Salt Lake City for switch of their antenna sites to nearby mountain tops.

KDYL-TV was granted switch to summit of Mt. Nelson, with antenna height above average terrain 3,700 ft. Effective radiated power is specified to be reduced from 4 kw to 0.004 kw, but a request is pending for special temporary authority to use full transmitter power of 5 kw to produce about 50 kw ERP, in accord with the Fifth Report.

KSL-TV was granted move to Coon Peak, antenna height above

average terrain 3,840 ft., with ERP change to 0.002 kw. Request for an STA for 50 kw ERP is expected to be filed.

Proposed new station construction now totals nearly \$208 million, a per station average of almost \$378,000. Estimated first year revenue, for 516 applicants reporting, now totals \$164 million or a \$318,000 station average. First year operating costs, for 542 applicants reporting, totals about \$159 million, or a \$293,000 station average.

All week FCC staff members were pushing processing of initial applications for the first dozen cities in Group A-2 (no existing service) and Group B-1 (less than 40 miles from service, only UHF available) lists under the temporary processing procedure [B•T, May 26]. Both Groups A-2 and B are being processed concurrently.

Topping the city priority list is Denver, which has three applicants whose bids are unopposed. They are

KFEL, for Channel 2; Empire Coil Co., UHF Channel 26 (amended from Channel 9), and Colorado Television Corp., Channel 9. KMYR and Metropolitan Television both have filed for Channel 4 and Aladdin Radio and Television Corp. and Denver Television Corp. both seek Channel 7.

At Portland, Ore., number two on the A-2 list, all three commercial VHF channels are each sought by more than a single applicant. However, Empire Coil is lone applicant for UHF Channel 27 there.

Similarly, all allocated channels are sought by more than one applicant each in Tampa-St. Petersburg, third place on the A-2 list.

Springfield-Holyoke, Mass., fourth on the A-2 list, has one application pending for each of two UHF channels there. Next on the A-2 list, Youngstown, Ohio, with three UHF channels, has only two applications pending.

(Continued on page 101)

## Modified City Allocations to Specify Offset Carrier Operation

FOLLOWING is the modified table of city-by-city assignments of TV channels issued by FCC last week to provide for offset carrier operation to further reduce co-channel interference. The table is the basic city-by-city allocation provided in the Sixth Report and Order [B•T, April 14], but with the offset channels specified.

Ch. No.	Ch. No.	Ch. No.	Ch. No.
ALABAMA	ARIZONA	CALIFORNIA	COLORADO
Andalusia 29	Ajo 14	Harrison 24	Oakland (see San Francisco) 32
Anniston 37	Bisbee 15	Helena 54	Oxnard 32
Auburn 56	Casa Grande 18	Hope 15	Petaluma 56
Bessemer 54	Cifton 25	Hot Springs 9+, 52+	Port Chicago 15
Birmingham 6-, *10-, 13-, 42+, 48	Coolidge 30+	Jonesboro 8, 39+	Red Bluff 16-
Brewton 23+	Douglas 3-	Little Rock 2-, 4, 11+, 17-, 23+	Redding 7
Clanton 14	Eloy 24	Magnolia 28+	Riverside 40, 46
Cullman 60+	Flagstaff 9, 13	Malvern 46	Sacramento 3, *6, 10, 40-, 46+
Decatur 23-	Globe 34+	Morrilton 43-	Salinas-Monterey 8+, 28-
Demopolis 18	Holbrook 14	Newport 28	San Bernardino 18, *24-, 30
Dothan 9+, 19	Kingman 6	Paragould 44	San Buenaventura 38-
Enterprise 40+	Mesa 12	Pine Bluff 7-, 36	San Diego 8, 10, *15+, 21-, 27, 33, 39
Eufaula 44	Miami 28+	Russellville 19	San Francisco-Oakland 2+, 4-, 5-, 7-, *9+, 20-, 26-, 32+, 38, 44-
Florence 41	Morenci 31	Searcy 33	San Jose 11+, 48, *54, 60
Fort Payne 19	Nogales 17-	Springdale 35-	San Luis Obispo 6+
Gadsden 15+, 21+	Phoenix 3+, 5-, *8+, 10-	Stuttgart 14+	Santa Barbara 3-, 20, 26
Greenville 49	Prescott 15		Santa Cruz 16
Guntersville 40-	Safford 21		Santa Maria 44
Huntsville 31+	Tucson 4-, *6+, 9-, 13-		Santa Paula 16+
Jasper 17	Williams 25		Santa Rosa 50
Mobile 5+, 8, *42, 48+	Winslow 16-		Stockton 13+, 36, *42
Montgomery 12, 20, *26+, 32	Yuma 11-, 13+		Tulare 27+
Opelika 22			Ukiah 18
Selma 58+	ARKANSAS		Visalia 43, 49
Sheffield 47-	Arkadelphia 34+		Watsonville 22-
Sylacauga 24-	Batesville 30-		Yreka City 11
Talladega 64	Benton 40		Yuba City 52-
Thomasville 27-	Blytheville 64+, 74		
Troy 38-	Camden 50		
Tuscaloosa 45, 51-	Conway 49+		
Tuskegee 16-	El Dorado 10-, 26-		
University *7	Fayetteville *13-, 41-		
	Forrest City 22+		
	Fort Smith 5-, *16, 22		

The offset identifications will apply immediately to all new stations, FCC said, and existing stations have until April 1, 1953, to adjust to the new offsets but may do so as soon as they wish.

(Channels followed by (+) marks will operate offset 10 kc above normal carrier frequency. Those followed by (-) marks will operate 10 kc below. Channels marked by asterisk (\*) are reserved for educational stations.)

Ch. No.	Ch. No.	Ch. No.	Ch. No.
CALIFORNIA	COLORADO	COLORADO	COLORADO
Alturas 9	Alamosa 19+	Alamosa 19+	Alamosa 19+
Bakersfield 10-, 29	Boulder *12, 22+	Boulder *12, 22+	Boulder *12, 22+
Brawley 25+			
Chico 12-			
Corona 52			
Delano 33+			
El Centro 16			
Eureka 3-, 13-			
Fresno 12+, *18-, 24, 47, 53			
Hanford 21			
Los Angeles 2, 4, 5, 7, 9, 11, 13, 22, *28, 34			
Madera 30+			
Merced 34-			
Modesto 14+			
Monterey (see Salinas) 62			
Napa 62			



# Television Applications Filed at FCC

(Continued from page 65)

Roe (6.3%) and Treasurer Wellwood M. Nesbit (6.3%). Mid-Continent Radio-TV Inc., licensee of WTCN-AM-FM-TV Indianapolis, owns 40% of applicant.

**HONOLULU, Hawaii—Island Bestg. Co. (KPOA), VHF Ch. 4 (66-72 mc);** ERP 53.7 kw visual, 26.91 kw aural; antenna height above average terrain 173 ft., above ground 390 ft. Estimated construction cost \$245,224, first year operating cost \$300,000, revenue \$300,000. Post Office address: P. O. Box 3499, Honolulu 11, Hawaii. Studio and transmitter location: 575 Kamoku St. Geographic coordinates: 21° 17' 20" N. Lat., 157° 49' 35" W. Long. Transmitter and antenna RCA. Legal counsel St. Clair, Connolly & Cerini, San Francisco. Consulting engineer James R. Bird, San Francisco. Principals include equal partners John D. Keating and J. Elroy McCaw.

## LATE APPLICATIONS

**MOBILE, Ala.—The Mobile Television Corp.—VHF Ch. 5 (76-82 mc);** ERP 100 kw visual, 50 kw aural; antenna height above average terrain 395 ft., above ground 500 ft. Estimated construction cost \$798,000, first year operating cost \$319,285, revenue \$220,798. Post Office address: 2110 American Bank Bldg., New Orleans. Studio location to be determined. Transmitter location: 300 St. Joseph St. Geographic coordinates: 30° 41' 49" N. Lat., 88° 02' 39" W. Long. Transmitter and antenna RCA. Legal counsel Pierson and Ball, Washington. Consulting engineer E. C. Page, Washington. Principals include Chairman of the Board Edgar B. Stern Jr. (16½%), 33½% owner of Royal St. Louis Realty Co., president and 67% owner of WDSU-AM-FM-TV New Orleans; President Ralph B. Chandler, president of Mobile Press Register Inc., which publishes *Mobile Register* and *Mobile Press* and which owns 50% of applicant; Executive Vice President Robert D. Swezey (8%), former vice president and general manager of MBS and executive vice president and 20% owner of WDSU; Vice President and Secretary-Assistant Treasurer William J. Hearin Jr., executive vice president and general manager of Mobile Press Register Inc.; Assistant Secretary-Treasurer Lester E. Kabacoff (1½%), secretary-treasurer and 3% owner of WDSU; Audrey Stern Hess (10%), 33½% owner of Royal St. Louis Realty Co.; Philip

M. Stern (10%) 33½% owner of Royal St. Louis Realty Co. and secretary to Sen. Paul Douglas (D-Ill.).

† **MOBILE, Ala.—Pape Bestg. Co. (WALA), VHF Ch. 8 (180-185 mc);** ERP 316 kw visual, 158 kw aural; antenna height above average terrain 460 ft., above ground 500 ft. Estimated construction cost \$450,650, first year operating cost \$250,000, revenue \$300,000. Post Office address: P. O. Box 1548, Mobile, Ala. Studio and transmitter location: 210 Government St. Geographic coordinates: 30° 41' 23" N. Lat., 88° 02' 36" W. Long. Transmitter and antenna RCA. Legal counsel Dow, Lohnes & Albertson, Washington. Consulting engineer L. J. N. du Treil & Assoc., New Orleans, La. Principals include President W. O. Pape (99.5%), Vice President H. K. Martin (0.25%), general manager of WALA, and Secretary W. B. Pape (0.25%), national sales manager of WALA.

**LITTLE ROCK, Ark.—Arkansas Television Co., VHF Ch. 4 (66-72 mc);** ERP 10 kw visual, 5 kw aural; antenna height above average terrain 1,530 ft., above ground 1,000 ft. Estimated construction cost \$830,637, first year operating cost \$535,716, revenue \$594,116. Post Office address: 119 E. Capitol, Little Rock. Studio location: 1216-1224 West Markham St., Little Rock. Transmitter location: Shinnall Mountain, Ark. Geographic coordinates 34° 48' 04" N. Lat., 92° 30' 00" W. Long. Transmitter RCA, antenna RCA. Legal counsel Dempsey & Koplovitz, Washington. Consulting engineer A. Earl Cullum Jr., Dallas, Tex. Principals include Radio Bestg. Inc. (42%), Arkansas Democrat Co. (32%) and National Equity Life Insurance (16%). President August Engle (10%), president and 86% owner of Arkansas Democrat Co.; Chairman of the Board William H. Bronson, president of Times Pub. Co. Ltd., licensee of KWKH-AM-FM Shreveport, La.; Executive Vice President Henry B. Clay, general manager of KWKH Shreveport and supervising executive of KTHS Hot Springs, Ark.; Secretary B. G. Robertson, general manager of KTHS Hot Springs and assistant manager of KWKH Shreveport, and Treasurer C. E. Lowry, chairman of the board and 29% owner of National Equity Life Insurance, Little Rock.

**CHICO, Calif.—Golden Empire Co. (KHSL), VHF Ch. 12 (204-210 mc);** ERP 12.28 kw visual, 6.14 kw aural; antenna

height above average terrain 481 ft., above ground 177' 3". Estimated construction cost \$177,697, first year operating cost \$120,000, revenue \$120,000. Post Office address: P. O. Box 717, Merced, Calif. Studio location: 336 Broadway. Transmitter location: Corner of Skyway and Neal Road. Geographic coordinates: 39° 44' 38" N. Lat., 121° 37' 49" W. Long. Transmitter and antenna RCA. Legal counsel Haley & Doty, Washington, D. C. Consulting engineer Kear & Kennedy, Washington, D. C. Principals include President Mickey (Ruth) McClung (92.5%), president and stockholder of Merced Bestg. Co., licensee of KYOS and KUMW Merced, Calif.; Vice President Martha McClung Roberts (62.5%); Secretary Ellsworth Peck; Treasurer Hugh McClung Jr. (5%).

† **SAN DIEGO, Calif.—Airfan Radio Corp. Ltd. (KFSD), VHF Ch. 10 (192-198 mc);** ERP 316 kw visual, 416 kw aural; antenna height above average terrain 420.5 ft., above ground 416 ft. Estimated construction cost \$729,885, first year operating cost \$475,000, revenue \$525,000. Post Office address: 326 Broadway, San Diego 12, Calif. Studio and transmitter location: On Emerald Hills Golf course 5 mi. East of 5th & Broadway. Geographic coordinates: 32° 43' 13" N. Lat., 117° 04' 14" W. Long. Transmitter and antenna RCA. Legal counsel Hogan & Hartson, Washington, D. C. Consulting engineer George C. Davis, Washington, D. C. Principals include President and Director Thomas E. Sharp, (99.75%), Vice President and Assistant Secretary A. C. Blacksmith, and Secretary-Treasurer and Director Amy Dickson, (0.25%).

**SAN JOSE, Calif.—FM Radio & Television Corp., VHF Ch. 11 (198-204 mc);** ERP not specified on application; antenna height not specified on application. Estimated construction cost \$169,750, first year operating cost \$360,000, revenue \$480,000. Post Office address: 6578 Palm Ave., Riverside, Calif. Studio location, transmitter location, geographic coordinates, transmitter and antenna make, legal counsel and consulting engineer not indicated on application. [Application submitted on obsolete forms and incomplete.] Principals include President W. L. Gleason, sole owner of W. L. Gleason & Co. (advertising agency), controlling stockholder in Bestg. Corp. of America, Riverside, Calif., and 20% stockholder in Worth Bestg. Co., Fort Worth, Tex.; G. R. Pollock, sole owner of Pollock & Brown, contractors, Los Angeles, and Glenn D. Gillett, consulting engineer, Washington.

**STOCKTON, Calif.—E. F. Peffer**

# COLOR TESTS

Initiated by RCA-NBC

RCA-NBC last week initiated a series of three field tests of the RCA compatible all-electronic color television system over NBC's Channel 4 in New York.

The first test was run off last Wednesday between 9:45 a.m. and 10 a.m. (EDT) and another was held last Friday. A third test is set for tomorrow (Tuesday) in the same time slot.

Dr. C. B. Jolliffe, vice president and technical director of RCA, said the FCC had granted authorization to RCA to conduct the three television tests during regular broadcasting hours.

Set owners in the New York area can receive the test signals in black and white. Viewers are being asked to submit reports on their observations and the data received will be analyzed.

**(KGDM), VHF Ch. 13 (210-216 mc);** ERP 60 kw visual, 30 kw aural; antenna height above average terrain 465 ft., above ground 487 ft. Estimated construction cost \$337,255, first year operating cost \$304,993, revenue \$329,251. Post Office address: 519 E. Market St., Stockton. Studio and transmitter: 519 E. Market St. Geographic coordinates: 37° 57' 12" N. Lat., 121° 16' 57" W. Long. Transmitter RCA, antenna RCA. Legal counsel Fisher, Wayland, Duvall & Southmayd, Washington. Consulting engineer Kear & Kennedy, Washington. Sole owner is E. F. Peffer, who also owns Peffer Furniture in Stockton.

† **TULARE, Calif.—Sheldon Anderson (KCOK), UHF Ch. 27 (548-554 mc);** ERP 96.2 kw visual, 48.1 kw aural; antenna height above average terrain 1,234 ft., above ground 273 ft. Estimated construction cost \$211,070, first year operating cost \$300,000, revenue

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# EDUCATORS' TV

## Walker, Hennock Renew Fight

(See editorial page 56)

"PRESIDENT Truman expressed his willingness to go before the public and speak on behalf of this movement. It was made quite plain . . . that educational television has no better friend in the United States than the Chief Executive."

Those were the closing remarks of FCC Chairman Paul A. Walker in an address at Pennsylvania State College last Wednesday. Chairman Walker spoke at the college's fifth annual Radio and Television Institute on "Education's Year of Decision."

Meanwhile, Comr. Frieda B. Hennock carried the cudgels for educational TV to Emerson Radio & Phonograph Corp.'s 30th anniversary convention for distributors in New York City. She spoke Thursday on opportunities for set manufacturers in supporting that medium.

The addresses of the two leading FCC exponents of educational telecasting were liberally flavored with references to President Truman's avowed support, the outright \$100,000 grant from Emerson and the possibility of similar donations from other manufacturers and philanthropic organizations like the Ford Foundation.

"I trust that other philanthropic foundations will study the unprecedented opportunity that lies in these reservations and will discover their own ways of speeding the construction and operation of stations . . . time is of the essence," Chairman Walker asserted.

"There are increasing indications that American education does not intend to lose these [242] assignments by default," he added, noting that starting June 3, 1953, requests may be filed for change of reservations to commercial assignments.

### Eight Have Applied

The FCC Chairman said that of more than 500 applications filed for CPs, eight are for educational stations, with perhaps 200 for UHF channels. Educational institutions propose stations in Berkeley, Calif.; Miami, Fla.; Manhattan, Kan.; and Albany, Buffalo, New York City, Rochester and Syracuse, N. Y.

Turning to so-called "minority tastes," Chairman Walker held that "when proper attention is given . . . there will be a lessening of criticism of some aspects of our commercial broadcasting system." Educational outlets, he added, "will provide a missing ingredient in our national system." He continued:

It is short-sighted to suggest, as a few have, that these stations will mean unfair competition to commercial operation. On the contrary, the educational stations and the commercial stations throughout the land should complement each other.

I am glad to note that various leading broadcasters recognize this and they are assisting the educators in

their communities in their plans for stations. Of course, I do not overlook the fact that these broadcasters are also motivated by the spirit of good citizenship in helping to give the children and the adults of their communities the very best educational service of the times.

I am sure that other broadcasters, after viewing this matter in broad perspective, will likewise contribute their knowledge and experience to this greatest advance in education in modern times.

Chairman Walker described the educators' goal as a "large-screen television receiving set in every one of our million classrooms within range of a television station," and said the medium "will pay for itself in efficiency and economy."

Chairman Walker lauded the Emerson firm for its \$100,000 gift, to be divided equally among the first 10 non-commercial, educational stations, and the company's reminder to other manufacturers of the potential new markets for sets. He also traced the fight by the Joint Committee on Educational Television, praising both JCET and the Ford Foundation, which this year has set aside \$145,000 for educational TV.

He also alluded to the June meeting [B•T, June 30] of FCC members with the Chief Executive and told institute members that the movement has the President's "hearty endorsement."

Comr. Hennock told Emerson distributors that "almost overnight the 18 million sets now in the hands of the public could become 18 million of our finest and best-equipped classrooms, not to speak of the more than 50 million sets that will be sold in the next few years." Support of the manufacturing industry would be "an important addition to the constantly growing and widening support behind educational television," she added, commending Emerson and its president, Benjamin Abrams, for its educational grant.

Aside from the eight educational station applications already on hand, Comr. Hennock said the New York Board of Regents (which filed for five New York State stations) plans to apply for additional outlets in Binghamton, Ithaca, Malone, Poughkeepsie and Utica to complete a proposed state-wide network. Other groups are expected to file within "weeks or months," she added.

Emerson's plan to make outright gifts of \$10,000 to each of the first ten educational TV station licensees to begin regular telecasting also was hailed by Comr. Hennock as "the most important step the industry has taken in the past 30 years."

Guest speaker at the Emerson anniversary dinner at the Waldorf-Astoria, New York, Comr. Hennock said that she expected the

number of commercial applications to reach 1,000 by the year's end.

"In essence," she said, "the situation today approximates a log jam, made up in varying quantities of lack of information, inertia, vague educational fears about entering a new field, the resistance of vested interests, the pressures of those selfish interests who would profit by education's failure and, let us not forget, obstinacy of time itself."

"It is this log jam which must be broken, and once it is, educators can proceed forcefully and rapidly towards the full-scale development of educational television. Actions such as those taken by Emerson are precisely what the lumberjack ordered."

### Manufacturers Should Lead

Turning again to the receiver-producing market, Comr. Hennock asserted that educational TV "means increased sales and it can mean such sales immediately—or at least as soon as these stations are built and put into operation." The FCC Commissioner explained:

With an opportunity to help lead the way into new and uncharted fields, the set manufacturing industry should be among the forefront of those working to realize the vast public benefit inherent in television's use for educational purposes. Nor will its actions in this direction be without practical benefit to the industry itself. Here is an unprecedented opportunity to combine the public and the self-interest, to accomplish increased sales and a fine public service at one and the same stroke. For, manifestly, educational television operations will allow for a more rounded television service by providing programs that are in whole or in part unavailable on commercial stations.

They will thus be responsible for the sale of tens of thousands of receivers—making set buyers, for example, out of the many parents who look for something more constructive for their children over television and who may heretofore have refrained from purchasing sets because of the relative absence of an alternative programming directed toward the beneficial development of our young people.

Furthermore, educational stations being non-commercial may soon be built in many areas in which commercial stations will be delayed through intense competition and the resulting necessity for long and complicated hearings before the FCC; or where commercial stations will never be forthcoming due to the relative smallness of the population or the inadequacy of an economic base to support them. Educational stations would also be of benefit to the industry by helping to open the ultra-high (UHF) portion of the spectrum to full and regular operation.

Moreover, greater educational participation in television will mean large sales of sets to classrooms themselves (of which there are more than a million in our elementary and secondary schools alone)—for the classroom of the future will no more be without its TV set than it would its blackboard . . .

### CBS TV City Model

AN ESTIMATED 150,000 persons viewed the model of CBS' television City (scheduled to start operations in Hollywood Oct. 1) which was on display at R. H. Macy, New York, for two weeks ending last Friday, CBS-TV spokesmen reported. The model will be placed on exhibit at Kaufmann's department store in Pittsburgh for the week of July 21 and at Jordan Marsh's in Boston for the week of July 28.

## I. E. SHOWERMAN

### Heads TelePrompter Sales

I. E. (CHICK) SHOWERMAN, veteran broadcast executive, has been appointed vice president in charge of sales by TelePrompter National Sales Corp., organization newly formed to handle sales of TelePrompter equipment to TV stations in the United States and Canada.

New company is a separate organization and not a subsidiary of TelePrompter Corp., which holds the patents and manufacturing rights for this TV cueing service. TelePrompter Corp. also retains the TV network and motion picture sales rights and all foreign sales rights except in Canada.

TelePrompters are licensed instead of being sold. CBS-TV was the first video network to secure the equipment under a \$1 million five-year contract of which the first three years are firm at \$200,000 a year. The other TV networks all have used the equipment on one or more occasions.

Station license fees will be based on the TV stations' own rate cards, with payment of one-fourth of the one-time evening hour Class A rate per week giving the station unlimited use of the instruments. A station set-up consists of four TelePrompters mounted on floor stands and a fifth attached to the camera. All five units are synchronized electrically so no actor can get ahead of his fellows. Copy to be read appears on glare-free yellow paper in letters just under an inch high.

Saving in rehearsal time, one of the major expenses of TV dramatic productions, was cited by Mr. Showerman as a primary advantage of the TelePrompter. He said a leading network TV dramatic series had cut rehearsal time from four to two days a week using this equipment. It also provides users with performances free from embarrassing fluff, he said, noting that because of the compact size and ease of locating the individual TelePrompters, use of these aids to memory usually is not revealed to the viewing audience.

Use of the TelePrompter at the Republican National Convention last week in Chicago, however, made this device familiar to every TV set owner in the land and, Mr. Showerman happily noted, to TV station owners, managers and program directors on his prospect list.

TelePrompter National Sales Corp. has established New York offices at 270 Park Ave. Telephone is Plaza 3-3846.

Mr. Showerman resigned from NBC in late 1950, after 22 years with the network, where he was vice president heading the Central Div., to join Free & Peters as vice president in charge of TV sales.



Mr. Showerman



# Television Applications Filed at FCC

(Continued from page 70)

**\$350,000.** Post Office address: P. O. Box 119, Tulare. Studio location: 1/2 mi. North of Tulare-Lindsay Highway on Visalia-Mooney Blvd. Transmitter location: 3.5 mi. NE of center of Porterville, Calif. Geographic coordinates: 35° 05' 02" N. Lat., 118° 57' 32" W. Long. Transmitter DuMont, antenna GE. Studio equipment: DuMont. Legal counsel John P. Hearne, Hollywood. Consulting engineer Ron Oakley, La Canada, Calif. Sole owner is Sheldon Anderson, general manager of KCOK, KAFY Bakersfield and 15% owner of KYNO Fresno.

**HARTFORD, Conn.—General Teleradio Inc.,** UHF Ch. 18 (494-500 mc); ERP 199.52 kw visual, 99.76 kw aural; antenna height above average terrain 1,154 ft., above ground 792 ft. Estimated construction cost \$476,400, first year operating cost \$370,370, revenue \$437,746. Post Office address: 1440 Broadway, New York 18. Studio location: 54 Pratt St., Hartford. Transmitter location: Dercliff Rd., Hartford. Geographic coordinates: 41° 46' 52" N. Lat., 72° 48' 8" W. Long. Transmitter and antenna RCA. Legal counsel Pierson & Ball, Washington. Consulting engineer Cyrus D. Samuelson, New York. Applicant operates WOR-AM-FM-TV New York. Principals include President Thomas F. O'Neil, vice president-director General Tire & Rubber Co. and chairman of board, MBS; Executive Vice President Ward Ingram, vice president Don Lee Division of General Teleradio Inc.; Vice President H. Linus Travers, director of MBS; Vice President Willet H. Brown, director MBS; Vice President Theodore C. Streibert, vice president of WOR Division; Rufus C. Maddux, and Vice President William H. Fineshriber. Stockholders in General Teleradio Inc. are General Tire & Rubber Co., Akron, (90.01%), and R. H. Macy & Co., New York, (9.99%).

**TAMPA, Fla.—Orange Television Bestg. Co.,** VHF Ch. 13 (210-216 mc); ERP 316 kw visual, 175 kw aural; antenna height above average terrain 750 ft., above ground 774 ft. Estimated construction cost \$591,600, first year operating cost \$436,200, revenue \$424,000. Post Office address: P. O. Box 2940, Tampa, Fla. Studio location: Columbus Drive and 16th St. Transmitter location: U. S. Route 41 at Bloomingdale Road 7 1/2 mi. SE of Tampa. Geographic coordinates: 27° 53' 43" N. Lat., 82° 20' 28" W. Long. Transmitter and antenna GE. Legal counsel Cohn & Marks, Washington. Consulting engineer Weidon & Carr, Washington. Principals include President David A. Falk (45%), Vice President James W. Warren (5%), Treasurer Jack D. Peters (5%), Secretary Cody Fowler (8%), and Frank E. Mandel (30%).

**WEST PALM BEACH, Fla.—Palm Beach Television Inc.,** VHF Ch. 5 (76-82 mc); ERP 65.7 kw visual, 32.8 kw aural; antenna height above average terrain 313 ft., above ground 350 ft. Estimated construction cost \$366,591, first year operating cost \$250,000, revenue \$275,000. Post Office address: 1301 Harvey Bldg., West Palm Beach. Transmitter location: East side of Rt. 809, 2.84 mi. North of Okeechobee Road. Geographic coordinates: 26° 44' 53" N. Lat., 80° 06' 32" W. Long. Transmitter RCA, antenna RCA. Legal counsel Cohn & Marks, Washington. Consulting engineer Commercial Radio Equipment Co., Washington. Principals include President William H. Cook (20%); Vice President James Robert Meachem (9%), owner of WEAT Lake Worth, Fla., and WELM Elmina, N. Y.; Secretary-Treasurer Jeanne F. Cook, and Theodore Granik (20%), owner of Bilmar Corp. (investments).

**MACON, Ga.—Middle Georgia Bestg. Co. (WBML-AM-FM),** UHF Ch. 47 (668-674 mc); ERP 98.8 kw visual, 94.4 kw aural; antenna height above average terrain 496 ft., above ground 437 ft. Estimated construction cost \$255,300, first year operating cost \$340,000, revenue \$300,000. Post Office address: 230 Second Street, Macon. Studio location: 230 Second Street, Macon. Transmitter location: 2300 Block of Pio Nono Ave. Geographic coordinates: 32° 49' 03" N. Lat., 83° 39' 53" W. Long. Transmitter and antenna RCA. Legal counsel Pierson & Ball, Washington. Consulting engineer Craven Lohnes & Culver, Washington. Principals include President Ernest D. Black (33 1/3%), Vice President, Secretary-Treasurer Emmett G. McKenzie (33 1/3%), Executive Vice President Allen M. Woodall (33 1/3%). Each of above is 25% stockholder in Radio Augusta Inc., licensee of WRDW Augusta, which has filed for UHF Channel 28 at Augusta [B.T., July 7].

**THOMASVILLE, Ga.—E. D. Rivers Sr.,** VHF Ch. 6 (82-88 mc); ERP 1.92 kw visual, 0.96 kw aural; antenna height above average terrain 335 ft., above ground 355 ft. Estimated construction cost \$110,335, first year operating cost \$60,000, revenue \$75,000. Post Office address: E. D. Rivers Sr., Lakeland, Ga. Studio location: Bank of Thomas County Bldg. Transmitter location about 1 mi. NE of center of Thomasville. Geographic coordinates: 30° 50' 55" N. Lat., 80° 57' 12" W. Long. Transmitter RCA, antenna RCA. Legal counsel McKenna & Wilkinson, Washington. Consulting engineer W. J. Holey, Atlanta, Ga. Sole owner is Eurith Dickinson Rivers Sr., president and majority stockholder of WOBS Jacksonville, Fla., chairman of board and majority stockholder of WLBS Birmingham, Ala., and president and majority stockholder of WMIE Miami, Fla.

**VALDOSTA, Ga.—WGOV-TV Inc. (WGOV),** UHF Ch. 37 (608-614 mc); ERP 97.9 kw visual, 48.9 kw aural; antenna height above average terrain 321 ft., above ground 342 ft. Estimated construction cost \$167,000, first year operating cost \$75,000, revenue \$125,000. Post Office address: Daniel Ashley Hotel, Valdosta. Studio and transmitter location: Near Kinderlou, Ga. Geographic coordinates: 30° 48' 07" N. Lat., 83° 21' 36" W. Long. Transmitter RCA, antenna RCA. Legal counsel Philip M. Baker, Washington. Consulting engineer W. J. Holey, Atlanta. Principals include President E. D. Rivers Jr. (99.97%), president of WEAS Decatur, Ill., WJIV Savannah, Ga., KWEM West Memphis, Ark., and WGOV; Vice President W. H. Keller Jr. (0.01%); Vice President A. B. Smith (0.01%); and Secretary-Treasurer H. E. Ulmer (0.01%).

**ROCKFORD, Ill.—Winnebago Television Corp.,** UHF Ch. 39 (620-626 mc); ERP 15.3 kw visual, 7.65 kw aural; antenna height above average terrain 641.6 ft., above ground 691.2 ft. Estimated construction cost \$180,000, first year operating cost \$75,000, revenue \$80,000. Post Office address: 190 North State St., Chicago. Studio location to be determined. Transmitter location: On U. S. 20, 2.2 miles W. of Rockford. Geographic coordinates: 42° 16' 56" N. Lat., 89° 10' 15" W. Long. Transmitter and antenna RCA. Legal counsel Krooth & Altman, Washington. Consulting engineer Walter F. Kean, Riverside, Ill. Principals include President Harry Balaban and Assistant Secretary-Treasurer Elmer Balaban, who jointly own the H&E Balaban Corp., motion picture theatre and exhibition concern, which owns 50% of applicant. Both have identical interests in Esquire Theatre; Assistant Treasurer Irwin Dubinsky (18.75%), 75% owner of River Lane Amusement Corp., drive-in theatre; Rosalind Dubinsky (18.75%) (wife of Irwin Dubinsky); and H. W. Dubinsky (12.5%).

**FORT WAYNE, Ind.—Fort Wayne Television Corp.,** UHF Ch. 33 (584-590 mc); ERP 282 kw visual, 141 kw aural; antenna height above average terrain 479 ft., above ground 500 ft. Estimated construction cost \$392,378, first year operating cost \$300,000, revenue \$325,000. Post Office address: 231 South LaSalle St., Chicago. Studio and transmitter location: 121 W. Jefferson St. Geographic coordinates: 41° 04' 30" N. Lat., 85° 08' 24" W. Long. Transmitter GE, antenna GE. Legal counsel Cohn and Marks, Washington. Consulting engineer E. C. Page, Washington. Principals include President P. J. Dee, president and 8% owner of Alliance Theatres Corp., which owns 100% of applicant; Vice President S. J. Gregory, vice president of Alliance Theatres; Secretary William J. Friedman, 1.1% owner of Independent Bestg. Co., licensee of KOIA Des Moines and WLWL Minneapolis and assistant secretary and 3% owner of Alliance Theatres; Treasurer Herbert L. Stern Sr., treasurer and 14% owner of Alliance Theatres.

**INDIANAPOLIS, Ind.—Television Indianapolis Inc.,** VHF Ch. 8 (180-186 mc); ERP 316 kw visual, 158 kw aural; antenna height above average terrain 1,003 ft., above ground 1,035 ft. Estimated construction cost \$699,345, first year operating cost \$567,000, revenue \$585,000. Post Office address 810 Fletcher Trust Bldg., Indianapolis. Studio location 3003 Kessler Bldg. Transmitter location Prospect St. and County Line Road. 11 mi. East of Indianapolis, 1.2 mi. North of Julietta. Geographic coordinates 39° 45' 15" N. Lat., 85° 57' 24" W. Long. Transmitter, RCA, antenna, RCA. Legal counsel,

Bernard Koteen, Washington. Consulting engineer, Jansky & Bailey, Washington. Principals include President J. E. Cain (5.6%), president of P. R. Mallory Inc. (electrical manufacturing), Indianapolis; Vice President Hulbert Taft Jr., executive vice president of WKRC-AM-FM-TV Cincinnati; Treasurer James A. Gloin, executive vice president of L. S. Ayres & Co. (department store), Indianapolis; Secretary Lyman S. Ayres (3.2%), president of WXLW Indianapolis and vice president of L. S. Ayres & Co.; Samuel R. Sutphin (6.6%), vice president of WXLW and vice president of Beveridge Paper Co., Indianapolis; Dudley V. Sutphin (6.2%), treasurer of WXLW and president of Toledo Paper Stock Co., Toledo, Ohio, and vice president of American Paper Stock Co., Indianapolis, and Stephen A. Cislser (1.4%), president of KEAR San Mateo, Calif., and KKKX San Francisco, and vice president of WKYV, Louisville. WXGI Richmond, Va., and WLB Williamsburg, Va. P. R. Mallory & Co., WXLW and WKRC each have 20% interest in applicant.

**INDIANAPOLIS, Ind.—WIBC Inc.,** VHF Ch. 13 (210-216 mc); ERP 50 kw visual, 25 kw aural; antenna height above average terrain 1,016 ft., above ground 950 ft. Estimated construction cost \$739,547, first year operating cost \$779,677, revenue \$950,929. Post Office address: 30 W. Washington St., Indianapolis 6, Ind. Studio location: 30 W. Washington St., Indianapolis 6, Ind. Transmitter location on W. side of S. Franklin Rd. between E. Raymond St. & Hwy. No. 52. Geographic coordinates: 39° 44' 39" N. Lat., 86° 01' 40" W. Long. Transmitter and antenna RCA. Legal counsel Dow, Lohnes & Albertson, Washington. Consulting engineer A. Earl Cullum Jr., Dallas, Tex. Principals include President and General Manager Richard M. Fairbanks (51%), Vice President Mary C. Fairbanks, Secretary-Treasurer M. H. Geiger, and Directors Charles W. Fairbanks (8.1%), Adelaide F. Causey (16.3%) and Cornelia F. Ericourt, (8.1%).

**WATERLOO, Iowa—Black Hawk Bestg. Co. (KWWL),** VHF Ch. 7 (174-180 mc); ERP 26.60 kw visual, 14.30 kw aural; antenna height above average terrain 493 ft., above ground 587 ft. Estimated construction cost \$259,384, first year operating cost \$214,718, revenue \$250,000. Post Office address: Hotel Russell Lamson, Waterloo. Studio and transmitter location: Westfield Avenue, Waterloo. Geographic coordinates: 42° 30' 14" N. Lat., 92° 21' 51" W. Long. Transmitter GE, antenna GE. Legal counsel Roberts & McInnis, Washington. Consulting engineer McIntosh & Inglis, Washington. Principals include President Ralph J. McElroy, (50%); Vice President Donald M. Graham (2%); Directors Robert Buckmaster (6%), Vivian Johnson, (2%), Robert Dunkelberg, (2%), and C. K. Cropper, (3%), Treasurer E. Harslund, (3%), and Secretary Glen B. Beers, (1%).

**KANSAS CITY, Kan.—The KCKN Bestg. Co. (KCKN),** VHF Ch. 5 (76-82 mc); ERP 100 kw visual, 50 kw aural; antenna height above average terrain 875 ft., above ground 804 ft. Estimated construction cost \$962,357, first year operating cost \$447,839, revenue \$561,781. Post Office address: 901 North 8th St., Kansas City. Studio location: 901 North 8th St. Transmitter location: 79th and Delmar. Geographic coordinates: 38° 59' 12" N. Lat., 94° 38' 09" W. Long. Transmitter and antenna RCA. Legal counsel Hogan & Hartson, Washington. Consulting engineer Millard M. Garrison, Washington. Principals include President Joseph H. Storey Jr. (1%), Secretary-Treasurer Leona Nichols (1%), Capper Publications Inc., publisher of Kansas City Kansan of which Mr. Bailey is editor and manager, owns 94% of applicant and of Topeka Bestg. Assn., licensee of WIBW Topeka.

**WICHITA, Kan.—The C. W. C. Co.,** UHF Ch. 16 (482-488 mc); ERP 198 kw visual, 105 kw aural; antenna height above average terrain 666 ft., above ground 642 ft. Estimated construction cost \$379,245, first year operating cost \$180,000, revenue \$120,000. Post Office address: 1806 Baltimore Ave., Kansas City 8, Mo. Studio and transmitter location: 1701 E. 61st St., Wichita, Kans. Geographic coordinates 37° 47' 40" N. Lat., 97° 18' 55" W. Long. Transmitter GE, antenna GE. Legal counsel Hogan & Hartson, Washington. Consulting engineer George P. Adair, Washington. Principals include President Stanley H. Durwood (100%), theatre operator in Kansas and Missouri, and Vice President Henry S. Ungerleider, 50% owner of Ungerleider & McGhan, theatre ticket equipment company.

**WICHITA, Kan.—Wichita Beacon Bestg. Co. (KWBB),** UHF Ch. 16 (482-488 mc); ERP 174 kw visual, 87 kw aural; antenna height above average terrain 448 ft., above ground 490 ft. Estimated construction cost \$321,785, first year operating cost \$225,000, revenue \$240,000. Post Office address: 2829 Salina Ave., P. O. Box 486, Wichita. Studio and transmitter location: 2829 Salina Ave. Geographic coordinates: 27° 44' 15" N. Lat., 97° 21' 15" W. Long. Transmitter and antenna RCA. Legal counsel McKenna & Wilkinson, Washington. Consulting engineer E. C. Page, Consulting Radio Engineers, Washington. Principals include Beacon Publishing Co., Wichita, 33 1/3%; Vice President John M. Hall, vice president and general manager of KWBB, 33 1/3%. President Lovis Levand owns 40% of Beacon Publishing Co., Max Levand owns 40% of Beacon Publishing Co., and John R. Levand owns 20% of Beacon Publishing Co.

**WICHITA, Kan.—Wichita Television Corp. Inc.,** VHF Ch. 3 (60-66 mc); ERP 100 kw visual, 50 kw aural; antenna height above average terrain 676 ft., above ground 752 ft. Estimated construction cost \$460,626.89, first year operating cost \$371,891.80, revenue \$473,845.80. Post Office address: Suite 520, Fourth National Bank Bldg., Wichita. Studio location: 1700 E. Douglas Ave., Wichita. Transmitter location: Hydraulic Ave. & Victor St. (rear of studio). Geographic coordinates: 37° 41' 11" N. Lat., 97° 18' 58" W. Long. Transmitter and antenna RCA. Legal counsel Miller & Schroeder, Washington. Consulting engineer George C. Davis, Washington. Principals include President George M. Brown (24.9%), president-general manager, Wichita Ice & Cold Store Co.; Vice President William J. Moyer (6.8%), former Lt. Comdr., U. S. Navy; Secretary-Treasurer Daniel M. Moyer (1.8%), lawyer; Helen P. Brown (22.6%), director and owner of 45% interest in the Crystal Ice & Fuel Co., Wichita; Capt. Charles L. Brown (10%), U. S. Air Force Reserve on extended active duty.

**ASHLAND, Ky.—Polan Industries, UHF Ch. 59 (740-746 mc);** ERP 250 kw visual, 125 kw aural; antenna height above average terrain 468 ft., above ground 224 ft. Estimated construction cost \$311,000, first year operating cost \$150,000, revenue \$160,000. Post Office address: 321 8th St., P. O. Box 1720, Huntington, W. Va. Studio location Ashland, Ky. Transmitter location North Kenova, Ky. Geographic coordinates 38° 24' 40" N. Lat., 82° 33' 54" W. Long. Transmitter GE, antenna GE. Legal counsel, McKenna & Wilkinson, Washington. Consulting engineer, A. D. Ring & Co., Washington. Principals include equal partners Albert S. Polan, E. G. Polan, Lincoln M. Polan Jr., Charles M. Polan M.D. and Lake Polan Jr. all of Huntington. E. G. Polan is 20% stockholder in Huntington Bestg. Co. (WPLH-AM-FM).

**LEXINGTON, Ky.—American Bestg. Corp. (WLAP),** UHF Ch. 27 (548-554 mc); ERP 247 kw visual, 129 kw aural; antenna height above average terrain 623 ft., above ground 525 ft. Estimated construction cost \$394,406, first year operating cost \$240,000, revenue not estimated. Post Office address: Radio Bldg., Lexington. Studio and transmitter location: Northern Belt Line and Liberty Road. Geographic coordinates: 38° 01' 50" N. Lat., 84° 26' 59" W. Long. Transmitter, and antenna GE. Legal counsel Dow, Lohnes & Albertson, Washington. Consulting engineer A. Earl Cullum Jr., Dallas, Tex. Principals include Board Chairman J. Lindsay Nunn (50.23%), 23% owner of WBIR Knoxville, 50% owner of WCMI Ashland, Ky., and former 33.5% owner of KFDA Amarillo (sold June 1952); President Gilmore N. Nunn (40.77%), 52% owner of WBIR, 50% owner of WCMI and former 59% owner of KFDA, and Vice President J. Ed Willis (4.8%), general manager of WLAP.

**BOGALUSA, La.—Enterprise Pub. Co. (WIKC),** UHF Ch. 39 (620-626 mc); ERP 19.5 kw visual, 10.5 kw aural; antenna height above average terrain 284 ft., above ground 346 ft. Estimated construction cost \$240,500, first year operating cost \$50,000, revenue \$75,000. Post Office address: Bogalusa, La. Studio and transmitter location: On Highway 35, Bogalusa. Geographic coordinates 30° 47' 30" N. Lat., 89° 49' 39" W. Long. Transmitter GE, antenna GE. Consulting engineer Jansky & Bailey, Washington. Principals include General Partners William C. Moss (50%) and Dorothy Moss Siegelin (50%).

(Continued on page 74)





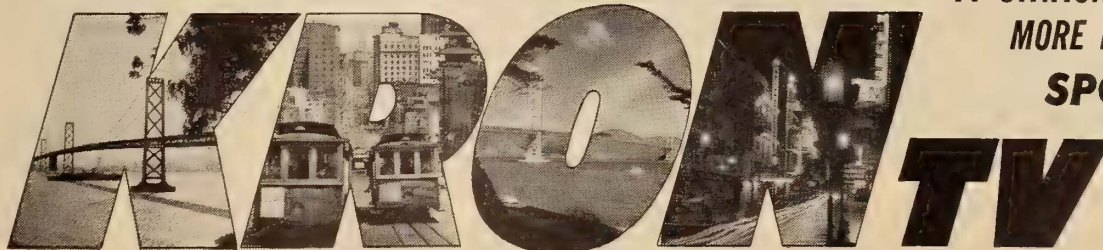
San Francisco has 3 TV stations. These stations give primary coverage of the San Francisco Bay Area and secondary coverage throughout Northern and Central California.

The leading San Francisco TV station is KRON-TV. This leadership is clear-cut month after month because . . .

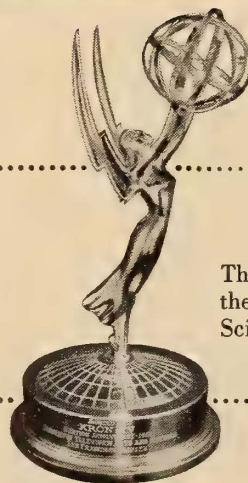
- KRON-TV offers the greatest percentage of audience . . . both day and night, and throughout the week\* (*Pulse*)
- KRON-TV serves the largest number of advertisers (*Rorabaugh*)
- KRON-TV presents the largest number of top-rated shows—more than the other two stations combined (*Pulse*)
- With the market's highest TV antenna, KRON-TV provides unparalleled "Clear Sweep" coverage

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#### *For Station Achievement*

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**THE SAN FRANCISCO  
TV STATION THAT PUTS  
MORE EYES ON  
SPOTS**



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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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## Television Applications Filed at FCC

(Continued from page 72)

† LAKE CHARLES, La. — Calcasieu Bestg. Co. (KPLC) VHF Ch. 7 (174-180 mc); ERP 45.5 kw visual, 22.25 kw aural; antenna height above average terrain 538 ft., above ground 577 ft. Estimated construction cost \$250,820 first year operating cost \$175,000, revenue \$175,000. Post Office address P.O. Box 1521, Lake Charles. Studio location 333 Pubjo St. Transmitter location Maplewood Rd. at Columbia Southern Rd. 4.3 mi. W. of Lake Charles. Geographic coordinates 30° 13' 43" N. Lat., 93° 17' 16" W. Long. Transmitter and antenna GE. Legal counsel Bingham, Collins, Porter & Kistler, Washington. Consulting engineer Commercial Radio Equipment Co., Washington. Principals include the following partners: T. B. Lanford (33 1/3%), 50% owner of Red River Valley Bestg. Corp., licensee of KRRV Sherman, Tex., 50% owner of Standard Life Bestg. Corp., licensee of WSLI Jackson, Miss., 47.2% owner of Alexandria Bestg. Corp., licensee of KALB Alexandria, La., and 48% owner of Radio Station KRMD, licensee of KRMD Shreveport, La.; L. M. Sepaugh (33 1/3%), 24% owner of the Standard Life Bestg. Corp.; R. M. Dean (16 2/3%), 48% owner of Radio Station KRMD; and Viola Lipe Dean Trust (16 2/3%) by R. M. Dean.

LAKE CHARLES La.—Sowela TV Inc. (KLOU), VHF Ch. 7 (174-180 mc); ERP 108 kw visual, 54 kw aural; antenna height above average terrain 459 ft., above ground 500 ft. Estimated construction cost \$351,440, first year operating cost \$200,000, revenue \$150,000. Post Office address P. O. Box 288, Lake Charles, La. Studio and transmitter location 1212 Third St. Geographic coordinates 30° 13' 27" N. Lat., 93° 12' 07" W. Long. Transmitter RCA, antenna RCA. Legal counsel Hogan & Hartson, Washington. Consulting engineer Mildard M. Garrison, Washington. Principals include President Charles Ray Grein, Vice President John L. Vath and Secretary-Treasurer Sara M. Anderson. Southern Construction Corp. holds 75% interest in applicant and The Pelican Bestg. Co., licensee of KLOU, holds remaining 25%.

SHREVEPORT, La.—Southland Television Co. (KCIJ) VHF Ch. 12 (204-210 mc); ERP 100 kw visual, 50 kw aural; antenna height above average terrain 581 ft., above ground 573 ft. Estimated construction cost \$274,247, first year operating cost \$250,000, revenue \$280,000. Post Office address % Radio Station KCIJ, 710 Milam St., Shreveport. Studio location 2 mi East of Morningsport, La. Geographic coordinates 32° 41' 29" N. Lat., 93° 55' 42" W. Long. Transmitter and antenna RCA. Legal counsel Abe Stein, Washington, D. C. Consulting engineer Lynne C. Smeby, Washington, D. C. Principals include President Lester Kamin, sole owner of Kamin Advertising Agency, Houston, Tex., (25%), Vice President John H. Pace, general manager KCIJ, Shreveport, (25%), Vice President Pat Coon, partner in Clark, Coon, Holt, & Fisher, attorneys in Dallas, Tex., (25%), and Secretary Billy B. Goldberg, Dallas, Tex., attorney, (25%).

SPRINGFIELD, Mass. — Springfield Television Bestg. Corp., UHF Ch. 61 (752-758 mc); ERP 116 kw visual, 58 kw aural; antenna height above average terrain 976 ft., above ground 122 ft. Estimated construction cost \$265,000, first year operating cost \$250,000, revenue \$225,000. Post Office address 1387 Main St., Springfield. Transmitter location on Mt. Tom, 1.75 mi. NW of Holyoke. Geographic coordinates 42° 14' 32" N. Lat., 72° 38' 56" W. Long. Transmitter DuMont, antenna RCA. Legal counsel McKenna & Wilkinson, Washington. Consulting engineer McIntosh & Inglis, Washington. Principals include President Roger L. Putnam (18.3%), chairman of board package Machinery Co., East Longmeadow; Treasurer William L. Putnam (5.7%), manager Springfield Chamber of Commerce, and Dr. Charles L. Furcolo (14.6%), M. D. WSPR Springfield owns 19.2% of applicant.

COLUMBIA, Mo. — KMMO Inc. (KMMO), VHF Ch. 8 (180-186 mc); ERP 316 kw visual, 158 kw aural; antenna height above average terrain 1,107 ft., above ground 1,074 ft. Estimated construction cost \$596,500, first year operating cost \$213,220, revenue \$152,500. Post Office address 201 S. 7th St., Columbia. Studio location not specified. Transmitter location on Highway 63, 7 mi. SE of Columbia near Deer Park. Geographic coordinates 38° 52' 10" N.

Lat., 92° 15' 25" W. Long. Transmitter and antenna RCA. Legal counsel William W. Beckett, Columbia, Mo. Consulting engineer A. D. Ring & Co., Washington. Principals include President F. V. Heinkel (5%), 1st Vice President B. M. Seaman (5%), 2d Vice President and General Manager J. M. Silvey (50%), 3d Vice President A. D. Sappington (5%) and Treasurer Paul Keithly (5%).

GREAT FALLS, Mont. — Buttery Bestg. Inc. (KFBB), VHF Ch. 5 (76-82 mc); ERP 9.4 kw visual, 4.7 kw aural; antenna height above average terrain 105 ft., above ground 285 ft. Estimated construction cost \$178,800, first year operating cost \$150,000, revenue \$75,000. Post Office address First National Bank Bldg., Great Falls, Mont. Studio and transmitter location 300 Central Ave. Geographic coordinates 47° 30' 29" N. Lat., 111° 17' 28" W. Long. Transmitter RCA, antenna RCA. Legal counsel Wheeler & Wheeler, Washington. Consulting engineer Archer S. Taylor, Missoula, Mont. Principals include President Fred Birch (58.8%), Vice President E. F. Galt (1.7%) and Secretary-Treasurer Lee M. Ford (1.7%). The Fairmont Corp. owns 23.8% of applicant.

OMAHA, Nebr.—Inland Bestg. Co. (KBON) VHF Ch. 7 (174-180 mc); ERP 228 kw visual, 114 kw aural; antenna height above average terrain 600 ft. above ground 498 ft. Estimated construction cost \$343,223, first year operating cost \$440,000 revenue \$600,000. Post Office address World Insurance Bldg., Omaha. Studio and transmitter location 39th and Oak Sts. Geographic coordinates 41° 13' 57" N. Lat., 95° 58' 05" W. Long. Transmitter and antenna RCA. Legal Counsel Fisher, Wayland, Duvall and Southmayd, Washington. Consulting engineer Commercial Radio Equipment Co., Washington. Principals include Chairman of the Board John K. Morrison (44%), President Paul R. Fry (18%), Vice President Arthur Baldwin (26%), Secretary-Treasurer Emory H. Dahlgard (3%). Applicant is also licensee of KOLN Lincoln, Neb.

† LAS VEGAS, Nev. — Desert Television Co. (KRAM), VHF Ch. 13 (210-216 mc); ERP 2.48 kw visual, 1.24 kw aural; antenna height above average terrain 203 ft., above ground 357 ft. Estimated construction cost \$146,615, first year operating cost \$131,533, revenue \$175,000. Post Office address: P. O. Box 1712, Studio and transmitter location: 1516 Fremont St., Las Vegas. Geographic coordinates 36° 09' 49" N. Lat., 115° 07' 40" W. Long. Transmitter RCA, antenna RCA. Legal counsel Segal, Smith & Hennessey, Washington. Consulting engineer Robert M. Silliman, Washington. Principals include President Edward J. Jansen and/or Edith Jansen (9.92%), president of KRAM Las Vegas; Vice President Otto Stoehr (0.15%); Secretary-Treasurer Truman B. Hinckle (0.05%), general manager of KRAM, and Huntridge Theatres Inc. (real estate and theatre development), Las Vegas, (88.82%).

RENO, Nev.—Nevada Radio-TV Inc. (KWRM), VHF Ch. 8 (180-186 mc); ERP 3.04 kw visual, 1.56 kw aural; antenna height above average terrain —455 ft., above ground 217 ft. Estimated construction cost \$160,720, first year operating cost \$104,400, revenue \$132,000. Post Office address Riverside Hotel, Reno. Studio location 19 S. Virginia St. Transmitter location East 2nd St. 1/4 mi. E. of Kistoke Lake. Geographic coordinates 39° 31' 45" N. Lat., 119° 47' 03" W. Long. Transmitter DuMont, antenna RCA. Legal counsel Haley & Doty, Washington, D. C. Consulting engineer Craven, Lohnes & Culver, Washington, D. C. Principals include President Kenyon Brown (50%), 20% owner of the Rowley-Brown Bestg. Co., licensee of KEPO, El Paso, Texas, KWFT-AM-FM, Wichita Falls, Tex., Secretary-Treasurer Donald W. Reynolds (50%), president and 66 2/3% owner of Southwest Publishing Co., licensee of KFSA-AM-FM Fort Smith, Ark.

ROSWELL, N. M.—John A. Barnett, VHF Ch. 8 (180-186 mc); ERP 110 kw visual, 55 kw aural; antenna height above average terrain 903 ft., above ground 783 ft. Estimated construction cost \$314,722, first year operating cost \$100,000, revenue \$110,000. Post Office address: Box 670, Roswell, N. M. Studio location: 1719 West 2nd St., Roswell. Transmitter location: On Comanche Hill. Geographic coordinates 33° 24'

(Continued on page 81)



# Good TV installations deserve this

MODEL 105-507  
**AUTO-DRYAIR®  
DEHYDRATOR**

**SPECIFICATIONS:**

- Fully automatic—dry air available without interruption. Capacity 3 CFM
- Dewpoints below —40° F.
- Floor model—26" W x 22" D x 66 7/8" H
- Operating pressure adjustable up to 50 PSI
- Serves up to:  
40,000 ft. 1 5/8" Transmission Line.  
10,000 ft. 3 1/8" Transmission Line.  
3,500 ft. 6 1/8" Transmission Line.

## **AUTO-DRYAIR® DEHYDRATOR**

Model 105-507 Autodryaire® Dehydrator, illustrated here, is a proper companion for the well engineered TV transmitting installation. It is highly efficient for purging and maintaining gas filled transmission lines. It has sufficient capacity to do the job and do it well for years. Operation is automatic. Clean air, at lowest dewpoints, is supplied continuously.



\*REGISTERED  
TRADE MARK

**CHECK NOW!** on the complete family of Auto-Dryaire® Dehydrators. Standard models with deliveries from .15 CFM to 3.0 CFM; larger capacities to specifications.



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## telestatus



## ANA Charts Cost Of Spot Placing

(Report 224)

COST of putting a 20-second film spot within reach of 1,000 viewing families during Class A time last January ranged from a maximum of \$1.54 (calculated at the one-time rate before any discount) to a minimum of \$0.04 (after all discounts), according to a table published last week by the Assn. of National Advertisers.

Prepared by the ANA Radio and Television Steering Committee for the use of ANA members, the table shows, for each TV station, the maximum and minimum costs per 20-second Class A spot and the cost per thousand sets, as of Jan. 1, 1951, and Jan. 1, 1952. Stations are grouped by seven-station, four-station, three-station, two-station and single-station cities.

A foreword points out committee recognition that "advertisers are primarily concerned with delivered circulation, which varies with the number and character of programs, including those adjoining and competing; and other factors. It was the Committee's opinion, however, that a study of this type based on actual audiences was impractical—both because of these variables and because comparable and projectable audience data were not uniformly available.

"This compilation, therefore, is based on potential circulation as measured by the number of sets in each station area—the only generally accepted and common standard obtainable for all stations. Members will need to keep this in mind in judging the significance of the cost differences shown by the table."

The 20-second film spot was chosen for the unit as "the most common type used by national advertisers," the Committee states, with evening time chosen for the same reason. Wide variations in the discounts offered by TV stations led to the inclusion of both maximum and minimum costs in the tabulation.

Copies of the study have been mailed to all ANA members. Non-members can get them for \$1 a copy from ANA headquarters, 285 Madison Ave., New York 17.

\* \* \*

### Emory U. Reports TV Impact in Atlanta

SOCIAL IMPACT of TV on Atlanta homes was the subject of a \$2,000 study completed by the journalism division of Emory U. there in which 200 families were

questioned about the effect of television on their daily lives.

The study indicated newspaper reading has increased among all Atlanta families, 40% of which owned TV sets in 1951, although the increase had not been as great in TV homes as in non-TV homes. Television families read more books and magazines and own more radios than do others, but they read less books and attended less movies than they did before TV, the report said.

Children go to bed later in TV homes, and although they do less home study, they get as good grades in school, as much exercise as before TV and their general attentiveness has increased, parents said.

Raymond Stewart, who directed the research, said the TV set owner still is active socially, especially after the initial period of ownership. Other Atlantans said TV "makes us stay home more," and cuts down on family conversation, Mr. Stewart reported.

The study was supervised by Dr. Raymond B. Nixon, then head of Emory's journalism division, and now a journalism professor at the U. of Minnesota.

## Weekly Television Summary—JULY 14, 1952—TELECASTING SURVEY

City	Outlets On Air	Sets in Area	City	Outlets On Air	Sets in Area
Albuquerque	KOB-TV	16,500	Matamoros (Mexico)	Brownsville, Tex.	
Ames	WOI-TV	91,207	XELD-TV	21,500	
Atlanta	WAGA-TV, WSB-TV, WLTV	185,000	Memphis	WMCT	136,784
Baltimore	WAAM, WBAL-TV, WMAR-TV	390,914	Miami	WTVJ	119,500
Binghamton	WNBF-TV	78,000	Milwaukee	WTMJ-TV	336,433
Birmingham	WAFM-TV, WBRC-TV	90,000	Minn.-St. Paul	KSTP-TV, WTCN-TV	323,500
Bloomington	WTTV	150,000	Nashville	WSM-TV	73,758
Boston	WBZ-TV, WNAC-TV	904,185	New Haven	WNHC-TV	286,000
Buffalo	WBEN-TV	271,057	New Orleans	WDSU-TV	97,912
Charlotte	WBTV	227,271	New York	WABD, WCBS-TV, WJZ-TV, WNBC	
Chicago	WBKB, WENR-TV, WGN-TV, WNBO	1,157,337	Newark	WOR-TV, WPIX, WATV	3,059,400
Cincinnati	WCPO-TV, WKRC-TV, WLWT	354,000	Norfolk		
Cleveland	WEWS, WNBK, WXEL	628,540	Portsmouth		
Columbus	WBNS-TV, WLWC, WTVN	234,900	Newport News	WTAR-TV	122,313
Dallas			Oklahoma City	WKY-TV	134,676
Ft. Worth	KRLD-TV, WFAA-TV, WBAP-TV	176,861	Omaha	KMTV, WOW-TV	130,313
Davenport	WOC-TV	110,700	Philadelphia	WCAU-TV, WFIL-TV, WPTZ	1,052,259
Quad Cities Include Davenport, Moline, Rock Is., E. Moline			Phoenix	KPHO-TV	59,200
Dayton	WHIO-TV, WLWD	240,000	Pittsburgh	WDTV	448,000
Detroit	WJBK-TV, WWJ-TV, WXYZ-TV	750,000	Providence	WJAR-TV	218,500
Erie	WICU	165,100	Richmond	WTVR	127,006
Ft. Worth			Rochester	WHAM-TV	149,000
Dallas	WBAF-TV, KRLD-TV, WFAA-TV	176,861	Rock Island	WHFB-TV	110,700
Grand Rapids	WOOD-TV	217,381	Quad Cities Include Davenport, Moline, Rock Is., E. Moline		
Greensboro	WFMY-TV	118,459	Salt Lake City	KDYL-TV, KSL-TV	80,206
Houston	KPRC-TV	160,000	San Antonio	KEYL, WOAI-TV	84,730
Huntington-			San Diego	KFMB-TV	137,750
Charleston	WSAZ-TV	95,637	San Francisco	KGO-TV, KPIX, KRON-TV	395,000
Indianapolis	WFBM-TV	240,000	Schenectady-		
Jacksonville	WMBR-TV	60,000	Albany-Troy	WRGB	215,000
Johnstown	WJAC-TV	154,297	Seattle	KING-TV	148,500
Kalamazoo	WKZO-TV	223,992	St. Louis	KSD-TV	402,000
Kansas City	WDAF-TV	210,105	Syracuse	WHEN, WSYR-TV	180,062
Lancaster	WGAL-TV	154,733	Toledo	WSPD-TV	186,000
Lansing	WJIM-TV	100,000	Tulsa	KOTV	119,800
Los Angeles	KECA-TV, KHJ-TV, KLCB-TV, KNBH		Utica-Rome	WKTV	71,500
Louisville	KNXT, KTLA, KTTV	1,272,568	Washington	WMAL-TV, WNBW, WTOP-TV, WTTG	369,579
	WAVE-TV, WHAS-TV	174,143	Wilmington	WDEL-TV	110,153

Total Markets on Air 64\*

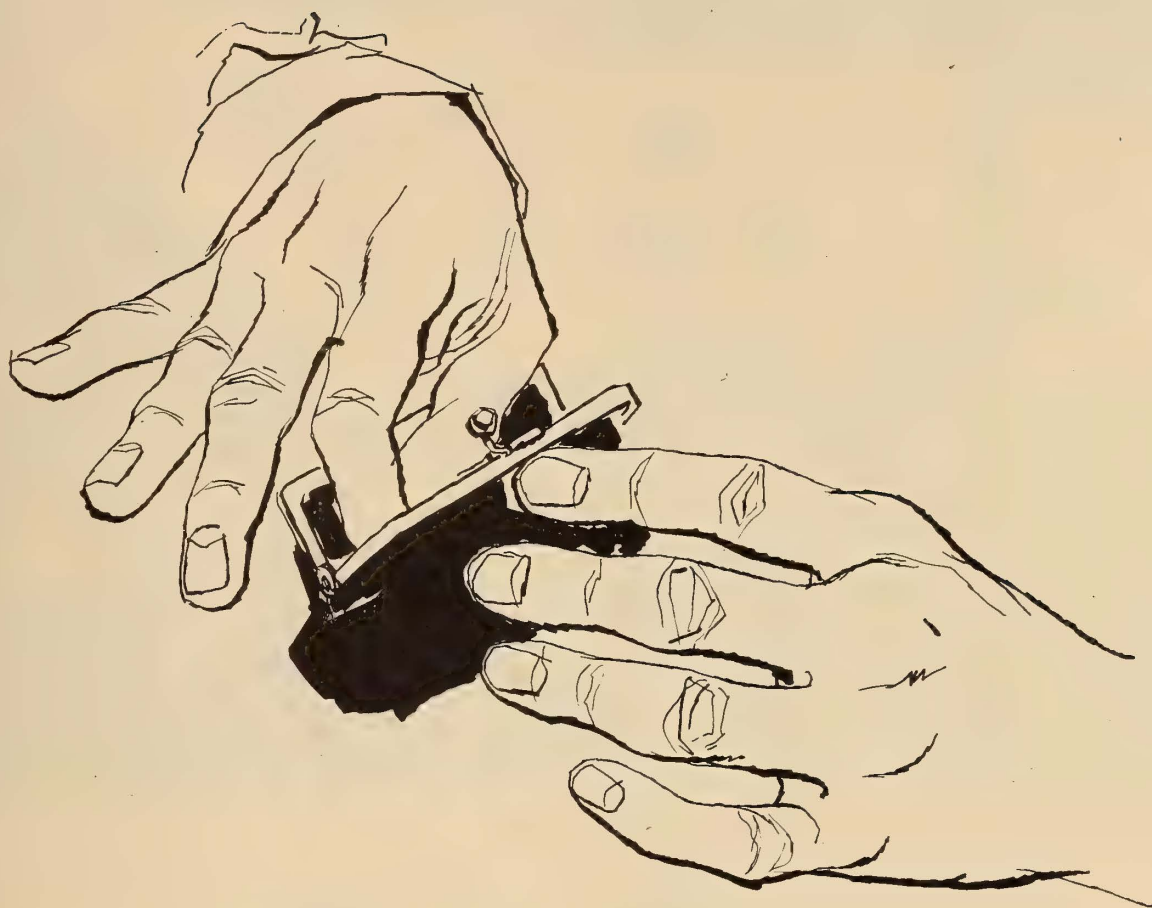
Stations on Air 109\*

Estimated Sets in Use 17,668,717

\* 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.





**SO YOU WANT MORE FOR YOUR MONEY...**

Telepulse Report for the first week in June shows WSB-TV carrying 7 out of the top 10 once-a-week shows and 9 out of the top 10 multi-weekly shows. This report covers metropolitan Atlanta only.

So for a more accurate evaluation of the advertising dollar being invested in Atlanta television there is an additional consideration.

Telecasting with 50,000 watts from a 1,062-foot tower over Channel 2, WSB-TV takes you into thousands of homes no other station in this area can touch. You get more for your money on WSB-TV... *far more.*

**wsb-tv**  
ATLANTA, GEORGIA

*Affiliated with The Atlanta  
Journal and Constitution.  
Represented by Petry*



# Modified City Allocations

(Continued from page 69)

Ch. No.		Ch. No.	
Canon City	36	Burley	15-
Colorado Springs	11, 13, *17+, 23+	Caldwell	2
Craig	19	Coeur d'Alene	12-
Delta	24	Emmett	26-
Denver	2, 4-, *6-, 7, 9-, 20, 26+	Gooding	23
Durango	6+, 15	Idaho Falls	3, 8+
Fort Collins	44+	Jerome	17
Fort Morgan	15+	Kellogg	33-
Grand Junction	5-, 21+	Lewiston	3-
Greeley	50	Moscow	*15
La Junta	24	Nampa	6, 12+
Lamar	18-	Payette	14+
Leadville	14+	Pocatello	6-, 10
Longmont	32	Preston	41
Loveland	38	Rexburg	27+
Montrose	10+, 18	Rupert	21
Pueblo	3-, 5, *8, 28-, 34-	Sandpoint	9+
Salida	25	Twin Falls	11, 13-
Sterling	25-	Wallace	27-
Trinidad	21-	Weiser	20-
Walsenburg	30-		
CONNECTICUT			
Bridgeport	43-, 49-, *71	Alton	48
Hartford	3+, 18-, *24	Aurora	16
Meriden	65-	Belleville	54+
New Britain	30+	Bloomington	15-
New Haven	8+, 59+	Cairo	24
New London	26+, 81	Carbondale	34, *61-
Norwalk (see Stamford)		Centralla	32+, 59+
Norwich	57+, *63-	Champaign-Urbana	3+, *12-, 21, 27, 33
Stamford-Norwalk	27-	Chicago	2-, 5, 7, 9+, *11, 20
Waterbury	53	Danville	26, 32, 38, 44
DELAWARE			
Dover	40	Decatur	17, 23+
Wilmington	12, 53-, *59-	De Kalb	*67
DISTRICT OF COLUMBIA			
Washington	4+, 5, 7+, 9-, 20+, *26-	Dixon	47+
FLORIDA			
Belle Glade	25-	Elgin	28+
Bradenton	28-	Freeport	23
Clearwater	32+	Galesburg	40-
Daytona Beach	2-	Harrisburg	22
De Land	44+	Jacksonville	29
Fort Lauderdale	17-, 23-	Joliet	48+
Fort Myers	11+	Kankakee	14
Fort Pierce	19	Kewanee	60-
Gainesville	*5+, 20+	La Salle	35
Jacksonville	4+, 7, 12-, 30+, 36-	Lincoln	53+
Key West	14+, 20	Macomb	61+
Lake City	33+	Marion	40
Lakeland	16+, 22+	Mattoon	46-
Lake Wales	14	Moline (see Davenport, Iowa)	
Leesburg	26-	Mt. Vernon	38-
Marianna	17+	Olney	16-
Miami	*2, 4, 7-, 10+, 27+, 33	Pekin	49+
Ocala	15+	Peoria	8, 19, *37-, 43
Orlando	6-, 9, 18, *24	Quincy	10-, 21+
Palatka	17	Rockford	13+, 39+, *45+
Panama City	7+, *30, 36+	Rock Island (see Davenport, Iowa)	
Pensacola	3+, 15-, *21, 46	Springfield	2+, 20+, *26-
Quincy	54+	Stear	65-
St. Augustine	25+	Urbana (see Champaign)	
St. Petersburg (see Tampa)		Vandalia	28-
Sanford	35+	Waukegan	22+
Sarasota	34	INDIANA	
Tallahassee	*11-, 24+, 51	Anderson	61
Tampa-St. Petersburg	*3, 8-, 13-, 38	Angola	15+
West Palm Beach	5, 12, *15, 21+	Bedford	39
GEORGIA			
Albany	10, 25	Bloomington	4, *30-
Americus	31	Columbus	42-
Athens	*8, 60-	Connersville	38+
Atlanta	2, 5-, 11+, *30, 36	Elkhart	52
Augusta	6+, 12+	Evansville	7, 50-, *56, 62
Bainbridge	35-	Fort Wayne	21+, *27+, 33-
Brunswick	28+, 34	Gary	50, *66
Cairo	45+	Hammond	56-
Carrollton	33	Indianapolis	6, 8-, 13-, *20-, 26+, 67-
Cartersville	63-	Jasper	19+
Cedartown	53	Kokomo	31
Columbus	4, 28, *34	Lafayette	*47, 59
Cordele	43	Lebanon	18
Dalton	25+	Logansport	51
Douglas	32-	Madison	25-
Dublin	15	Marion	29+
Elberton	16+	Michigan City	62+
Fitzgerald	23	Muncie	49, 55+, *71
Fort Valley	18+	Richmond	32-
Gainesville	52	Shelbyville	58+
Griffin	39+	South Bend	34-, *40+, 46
La Grange	50	Tell City	31-
Macon	13+, *41+, 47+	Terre Haute	10, *57+, 63+
Marietta	57+	Vincennes	44-
Milledgeville	51+	Washington	60+
Moultrie	48-	IOWA	
Newnan	61+	Algona	37+
Rome	9, 59	Ames	5, 25-
Savannah	3-, *9-, 11	Atlantic	45-
Statesboro	22	Boone	19-
Swainsboro	20-	Burlington	32-, 38+
Thomasville	6, 27	Carroll	39
Tifton	14-	Cedar Rapids	2, 9-, 20-, *26+
Toccoa	35	Centerville	31-
Valdosta	37+	Charles City	18-
Vidalia	26	Cherokee	14
Waycross	16	Clinton	64
IDAHO			
Blackfoot	33	Creston	43
Boise	*4+, 7, 9-	Davenport-Rock Island-Moline, Illinois	4+, 6+, *30+, 36+, 42-
		Decorah	44+
		Des Moines	8-, *11+, 13-, 17+, 23-
		Dubuque	56+, 62-
		Estherville	24+
		Fairfield	54

Ch. No.		Ch. No.	
Fort Dodge	21	Abilene	31+
Fort Madison	50+	Arkansas City	49
Grinnell	46+	Atchison	60+
Iowa City	*12+, 24-	Chanute	50-
Keokuk	44-	Coffeyville	33-
Knoxville	33-	Colby	22-
Marshalltown	14+	Concordia	47-
Mason City	3+, 35-	Dodge City	6+, 23
Muscatine	58	El Dorado	55+
Newton	29-	Emporia	39-
Oelwein	28	Fort Scott	27
Oskaloosa	52+	Garden City	9, 11+
Ottumwa	15+	Goodland	31
Red Oak	32+	Great Bend	2, 28
Shenandoah	20+	Hays	7-, 20-
Sioux City	4-, 9, *30, 36-	Hutchinson	12, 18
Spencer	42+	Independence	20
Storm Lake	34+	Iola	44+
Waterloo	7+, 16-, *22-	Junction City	29+
Webster City	27	Larned	15-
KANSAS			
Lawrence	*11, 17-	Leavenworth	54
Liberal	14	McPherson	26-
Manhattan	*8, 23+	Manhattan	26
Newton	14+	Battle Creek	58-, 64
Olathe	52-	Bay City	5-, 63-, *73+
Ottawa	21-	Benton Harbor	42
Parsons	46-	Big Rapids	39
Pittsburg	7+, 38-	Cadillac	13-, 45
Pratt	36+	Calumet	13+
Salina	34	Cheboygan	4+, 36+
Topeka	13+, 42, *48+	Coldwater	24-
Wellington	24	Detroit	2+, 4, 7-, 50-, *56, 62
Wichita	3-, 10-, 16-, *22+	East Lansing	60+
Winfield	43+	East Tawas	25
KENTUCKY			
Ashland	59-	Escanaba	3+
Bowling Green	3, 17+	Flint	12-, 16-, *22-, 28
Campbellsville	40+	Gladstone	40-
Corbin	16	Grand Rapids	8+, *17+, 23
Danville	35+	Hancock	10-
Elizabethtown	23	Houghton	19
Frankfort	43-	Iron Mountain	9, 27
Glasgow	28+	Iron River	12-
Harlan	36-	Ironwood	31-
Hazard	19-	Jackson	48
Hopkinsville	20	Kalamazoo	3-, 36-
Lexington	27-, 33+	Lansing	6-, 54
Louisville	3-, 11+, *15, 21-, 41-, 51-	Ludington	18+
Madisonville	26	Manistee	15
Mayfield	49-	Manistique	14+
Maysville	24+	Marquette	5+, 17
Middlesborough	57, 63+	Midland	19+
Murray	33-	Mount Pleasant	47-
Owensboro	14-	Muskegon	29-, 35+
Paducah	6+, 43	Petoskey	31
Pikeville	14-	Pontiac	44+
Princeton	45-	Port Huron	34+
Richmond	60	Rogers City	24
Somerset	22-	Saginaw	51-, 57-
Winchester	37+	Sault Ste. Marie	8, 10+, 28-, *34
LOUISIANA			
Abbeville	42-	Traverse City	7+, 20-, *26+
Alexandria	5, 62+	West Branch	21
Bastrop	53+	MINNESOTA	
Baton Rouge	10, 28, *34, 40	Albert Lea	57-
Bogalusa	39	Alexandria	36
Crowley	21+	Austin	6-, 51+
De Ridder	14	Bemidji	24-
Eunice	64	Brainerd	12
Franklin	46+	Cloquet	44
Hammond	51+	Crookston	21-
Houma	30+	Detroit Lakes	18+
Jackson	18-	Duluth-Superior, Wisc.	3, 6+, *8-, 32, 38
Jennings	48	Ely	16
Lafayette	38-, 67-	Fairmont	40+
Lake Charles	7-, *19, 25	Faribault	20
Minden	30	Fergus Falls	16-
Monroe	8+, 43+	Grand Rapids	20-
Morgan City	36+	Hastings	29+
Natchitoches	17+	Hibbing	10+
New Iberia	15+	International Falls	11
New Orleans	*2, 4+, 6+, 20-, 26, 32+, 61	Little Falls	14
Oakdale	54+	Mankato	15-
Opelousas	58	Marshall	22+
Ruston	20	Minneapolis-St. Paul	*2-, 4, 5-, 9+, 11-, 17, 23+
Shreveport	3-, 12	Montevideo	19
Thibodaux	24	New Ulm	43-
Winnfield	22-	Northfield	26
MAINE			
Auburn	23+	Owatonna	45
Augusta	10-, 29+	Red Wing	63
Bangor	2-, 5-, *16-	Rochester	10, 55-
Bar Harbor	22-	St. Cloud	7, 33
Bath	65	St. Paul (see Minneapolis)	
Belfast	41-	Stillwater	39-
Biddeford	59	Thief River Falls	15
		Virginia	26+
		Wadena	27+
		Willmar	31+

Calais	7, 20-	Ch. No.
Dover-Foxcroft	18+	
Fort Kent	17+	
Houlton	24	
Lewiston	8-, 17	
Millinocket	14+	
Orono	*12-	
Portland 6+, 13+, *47-, 53+		
Presque Isle	8, 19	
Rockland	25-	
Rumford	55-	
Van Buren	15-	
Waterville	35+	
MARYLAND		
Annapolis	14-	
Baltimore	2+, 11-, 13+, 18, *24+, 30-	
Cambridge	22+	
Cumberland	17+	
Frederick	62	
Hagerstown	52	
Salisbury	16+	
MASSACHUSETTS		
Barnstable	52	
Boston	*2+, 4-, 5, 7+, 44+, 50-, 56	
Brockton	62	
Fall River	40+, 46-	
Greenfield	42+	
Holyoke (see Springfield)		
Lawrence	38+	
Lowell	32+	
New Bedford	28-, 34+	
North Adams	15	
Northampton	36+	
Pittsfield	64+	
Springfield-Holyoke	55, 61	
Worcester	14, 20	
MICHIGAN		
Alma	41+	
Alpena	9+, 30-	
Ann Arbor	20+, *26-	
Bad Axe	46-	
Battle Creek	58-, 64	
Bay City	5-, 63-, *73+	
Benton Harbor	42	
Big Rapids	39	
Cadillac	13-, 45	
Calumet	13+	
Cheboygan	4+, 36+	
Coldwater	24-	
Detroit	2+, 4, 7-, 50-, *56, 62	
East Lansing	60+	
East Tawas	25-	
Escanaba	3+	
Flint	12-, 16-, *22-, 28	
Gladstone	40	
Grand Rapids 8+, *17+, 23		
Hancock	10-	
Houghton	19	
Iron Mountain	9, 27	
Iron River	12-	
Ironwood	31-	
Jackson	48	
Kalamazoo	3-, 36-	
Lansing	6-, 54	
Ludington	18+	
Manistee	15	
Manistique	14+	
Marquette	5+, 17	
Midland	19+	
Mount Pleasant	47-	
Muskegon	29-, 35+	
Petoskey	31	
Pontiac	44+	
Port Huron	34+	
Rogers City	24	
Saginaw	51-, 57-	
Sault Ste. Marie	8, 10+, 28-, *34	
Traverse City 7+, 20-, *26		
West Branch	21	
MINNESOTA		
Albert Lea	57-	
Alexandria	36	
Austin	6-, 51+	
Bemidji	24-	
Brainerd	12	
Cloquet	44	
Crookston	21-	
Detroit Lakes	18+	
Duluth-Superior, Wisc.	3, 6+, *8-, 32, 38	
Ely	16	
Fairmont	40+	
Faribault	20	
Fergus Falls	16-	
Grand Rapids	20-	
Hastings	29+	
Hibbing	10+	
International Falls	11	
Little Falls	14+	
Mankato	15-	
Marshall	22+	
Minneapolis-St. Paul	*2-, 4, 5-, 9+, 11-, 17, 23+	
Montevideo	19	
New Ulm	43-	
Northfield	26	
Owatonna	45	
Red Wing	63	
Rochester	10, 55-	
St. Cloud	7, 33	
St. Paul (see Minneapolis)		
Stillwater	39-	
Thief River Falls	15	
Virginia	26+	
Wadena	27+	
Willmar	31+	

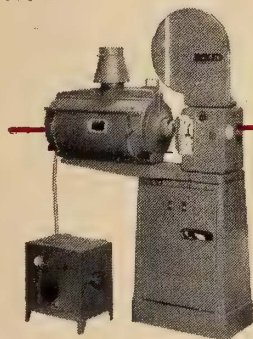


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# BACKGROUND PROJECTION

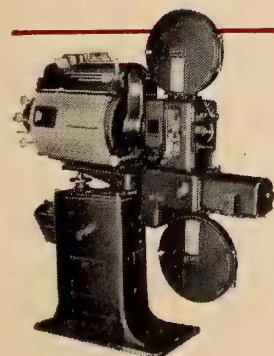


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46 ampere arc lamp, f/1.5  
20 mm lens, air-cooled  
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mittent that ends film  
wear and holds old film  
steady.



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

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

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



# Modified City Allocations

(Continued from page 78)

	Ch. No.		Ch. No.		Ch. No.		Ch. No.		Ch. No.
Goldfield	5-	Elizabeth City	31+	Oklahoma City	4-, 9-, *13, 19+, 25-	Clarksville	53	Mineral Wells	38
Hawthorne	31	Fayetteville	18-	Okmulgee	26	Cleveland	38+	Mission	14
Henderson	2-	Gastonia	48	Pauls Valley	61	Columbia	39-	Monahans	9-
Las Vegas	8-, *10+, 13-	Goldsboro	34	Ponca City	40-	Cookeville	24	Mount Pleasant	35
Lovelock	18+	Greensboro	2-, *51-, 57-	Pryor Creek	54	Covington	19-	Nacogdoches	40+
McGill	8+	Greenville	52-	Sapulpa	42-	Dyersburg	46+	New Braunfels	62-
Reno	4, 8, *21+, 27-	Henderson	27	Seminole	59	Elizabethton	40	Odesa	7-, 24-
Tonopah	9-	Hendersonville	30-	Shawnee	53-	Fayetteville	27+	Orange	43-
Winnemucca	7+	Hickory	15+	Stillwater	29-, *69	Gallatin	48+	Pampa	17-
Yerington	33	High Point	16	Tulsa	2+, 6, *11-, 17+, 23	Harriman	67	Paris	33+
NEW HAMPSHIRE				Vinita	28-	Humboldt	25	Pearsall	31
Berlin	26	Jacksonville	15+	Woodward	8+	Jackson	9-, 16+	Pecos	16+
Claremont	37	Kannapolis	59+	OREGON		Johnson City	11-, 34+	Perryton	22
Concord	27+	Kinston	45	Albany	55+	Kingsport	28	Plainville	29+
Durham	*11	Laurinburg	41-	Ashland	14-	Knoxville	6, 10+, *20+, 26-	Port Arthur	(see Beaumont)
Hanover	*21+	Lumberton	21+	Lebanon	50+	Lawrenceburg	50+	Quannah	42
Keene	45-	Mount Airy	55	Baker	37+	Lebanon	58	Raymondville	42
Laconia	43	New Bern	13-	Bend	15-	McMinnville	46	Rosenberg	17-
Littleton	24-	Raleigh	5-, *22-, 28-	Burns	16	Maryville	51	San Angelo	6, 8+, 17+, *23-
Manchester	9-, 48+	Roanoke Rapids	30+	Corvallis	*7-, 49-	Memphis	3, 5+, *10+, 13+, 42-, 48-	San Antonio	4, 5, *9-, 12+, 35+, 41+
Nashua	54	Rocky Mount	50	Eugene	*9+, 13, 20+, 26	Morristown	54+	San Benito	48
Portsmouth	19+	Salisbury	53+	Grants Pass	30	Murfreesboro	18-	San Marcos	53+
Rochester	51	Sanford	38	Klamath Falls	2-	Nashville	*2-, 4+, 5, 8+, 30+, 36+	Seguin	14-
NEW JERSEY				La Grande	13+	Oak Ridge	32+	Seymour	24+
Andover	*69	Shelby	39	Lebanon	43+	Paris	51+	Sherman	46+
Asbury Park	58	Southern Pines	49	McMinnville	46-	Pulaski	51+	Snyder	30-
Atlantic City	46, 52+	Statesville	64-	Medford	4+, 5	Shelbyville	62-	Stephenville	32+
Bridgeton	64	Washington	7	North Bend	16+	Springfield	62+	Sulphur Springs	41
Camden	*80	Wilmington	6, 29-, *35+	Pendleton	28	Tullahoma	65+	Sweetwater	12
Freehold	*74	Wilson	56	Portland	28	Union City	55	Taylor	58+
Hammonton	*70	Winston-Salem	12, 26+, *32-	Roseburg	6+, 8-, *10, 12, 21-, 27+	TEXAS		Temple	16, 22+
Montclair	*77	NORTH DAKOTA		Salem	3+, *18-, 24+	Abilene	9+, 33-	Terrell	53
Newark	13-	Bismarck	5, 12-, 18, *24	Springfield	37-	Alice	34+	Texarkana	6+, *18, 24+
New Brunswick	*19-, 47+	Bottineau	16+	The Dalles	32	Alpine	12-	Tyler	7, 19-
Paterson	37+	Carrington	26-	PENNSYLVANIA		Amarillo	*2-, 4, 7, 10	Uvalde	20
Trenton	41-	Devils Lake	8+, 14-	Allentown	39, 45	Athens	25+	Vernon	18
Wildwood	48-	Dickinson	2+, 4, *17	Altoona	10-, 19-, 25-	Austin	7+, 18-, 24, *30-	Victoria	19+
NEW MEXICO				Bethlehem	51-	Ballinger	25	Waco	11-, *28-, 34
Alamogordo	17	Farro	6, 13-, *34-, 40	Bradford	48+	Bay City	33	Waxahachie	45-
Albuquerque	4+, *5+, 7+, 13+	Grafton	17	Butler	43	Beaumont-Port Arthur	4-, 6, 31+, *37	Weatherford	51
Artesia	21+	Grand Forks	*2, 10	Chambersburg	46-	Beeville	38-	Weslaco (see Brownsville-Harlingen-Weslaco)	
Atrisco-Five Points	18-	Harvey	22+	Du Bois	31+	Big Spring	4-	Wichita Falls	3, 6- *16+, 22-
Belen	24-	Jamestown	7-, 42	Easton	57-	Bonham	43	UTAH	
Carlsbad	6-, 23	Lisbon	23	Emporium	42-	Borger	33	Brigham	36-
Clayton	27-	Minot	*6+, 10-, 13+	Erie	12, 35+, *41-, 66+	Brady	15-	Cedar City	5
Clovis	12+, 35	New Rockford	20+	Harrisburg	27-, *33+, 71	Breckenridge	14+	Logan	12-, 30, *46
Deming	14+	Rugby	38-	Hazleton	63	Brenham	52-	Oden	9+, *18-, 24
Farmington	17-	Valley City	4-, 32-	Johnstown	6, 56	Brownfield	15	Price	6
Gallup	3, *8-, 10	Wahpeton	45+	Lancaster	8-, 21+	Brownsville (also see Brownsville-Harlingen-Weslaco)	36	Provo	11+, 22, *28
Hobbs	46	Williston	8-, 11-, *34+	Lebanon	15+	Brownsville-Harlingen-Weslaco	4+, 5-	Richfield	13+
Hot Springs	19	OHIO		Lewistown	38	Brownsville-Harlingen-Weslaco (1)	4+, 5-	St. George	18+
Las Cruces	22-	Akron	49+, *55-, 61+	Lock Haven	32-	(1) These assignments may be utilized in any community lying within the area of the triangle formed by Brownsville, Harlingen and Weslaco.		Salt Lake City	2-, 4-, 5+, *7-, 20+, 26
Las Vegas	14	Ashtabula	65+	Meadville	37	Brownwood	19	Tooele	44
Lordsburg	23+	Athens	62-	New Castle	45-	Bryan	54-	Vernal	3+
Los Alamos	20-	Bellefontaine	63	Oil City	64	Childress	40	VERMONT	
Lovington	27	Cambridge	26	Philadelphia	3, 6-, 10, 17-, 23+, 29, *35-	Cleburne	57	Bennington	33
Portales	22+	Canton	29	Pittsburgh	2-, 11, *13-, 16, 47-, 53+	Coleman	21-	Brattleboro	58
Raton	46-, *52	Chillicothe	56+	Reading	55-, 61-	College Station	*3+, 48-	Burlington	*16+, 22+
Roswell	*3+, 8, 10	Cincinnati	5-, 9, 12, *48-, 54-, 74-	Scranton	16-, 22-, 73	Conroe	20+	Montpelier	3, 40
Santa Fe	2+, *9+, 11-	Cleveland	3, 5+, 8, 19, *25+, 65+	Sharon	39+	Corpus Christi	6-, 10-, *16+, 22	Newport	46
Silver City	*10+, 12	Columbus	4+, 6+, 10+, *34, 40-	State College	*44	Corsicana	47+	Rutland	49+
Socorro	15+	Coshocton	20	Sunbury	65	Crockett	56	St. Albans	34-
Tucumcari	25+	Dayton	2, 7+, *16+, 22+	Uniontown	14	Crystal City	28+	St. Johnsbury	30
NEW YORK				Washington	63+	Cuero	25-	VIRGINIA	
Albany-Schenectady-Troy	6, *17+, 23- 41	Defiance	43	Wilkes-Barre	28, 34	Dalhart	16	Blacksburg	*60+
Amsterdam	52-	Findlay	53	Williamsport	36-	Dallas	4+, 8, *13+, 23, 29, 73	Bristol (see Bristol, Tenn.)	
Auburn	37-	Gallipolis	18+	York	43, 49	Del Rio	16-	Charlottesville	*45+, 64+
Batavia	33-	Hamilton-Middletown	65	RHODE ISLAND		Denison	52	Covington	44+
Binghamton	12-, 40-, *46+	Lancaster	28-	Providence	10+, 12+, 16, *22	Denton	*2, 17	Danville	24-
Buffalo (also see Buffalo-Niagara Falls)	17, *23	Lima	35-, 41	SOUTH CAROLINA		Eagle Pass	26	Emporia	25+
Buffalo-Niagara Falls	2, 4-, 7+, 59	Lorain	31-	Aiken	54-	Edinburg	26-	Farmville	19
Cortland	56+	Mansfield	36+	Anderson	58-	El Campo	27	Fredericksburg	47
Dunkirk	46	Marion	17-	Camden	14	El Paso	4, *7, 9, 13, 20+, 26+	Front Royal	39-
Elmira	18+, 24	Massillon	23+	Charleston	2+, 5, *13	Falfurrias	52	Harrisonburg	3-, 34
Glens Falls	39+	Middletown (see Hamilton)	58	Clemson	*68	Floydada	45	Lexington	54
Gloversville	29	Mount Vernon	60-	Columbia	10-, *19+, 25-, 67+	Fort Stockton	22	Lynchburg	13, 16-
Hornell	50	Newark	*14+	Conway	23-	Fort Worth	5+, 10+, 20-, *26+	Marion	50-
Ithaca	*14+, 20	Oxford	44-	Florence	8-	Gainesville	49-	Martinsville	35-
Jamestown	58+	Piqua	44-	Georgetown	27-	Galveston	11+, 35-, 41-, *47-	Newport News (see Norfolk-Portsmouth-Newport News)	
Kingston	66-	Portsmouth	30	Greenville	4-, 23+, *29	Gonzales	64+	Norfolk-Portsmouth (also see Norfolk-Portsmouth-Newport News)	27
Malone	20+, *66	Springfield	46+, 52-	Greenwood	21-	Greenville	62	Norfolk-Portsmouth-Newport News (also see Norfolk-Portsmouth-Newport News)	
Massena	14-	Steubenville (see Wheeling, W. Va.)		Lake City	55+	Harlingen (also see Brownsville-Harlingen-Weslaco)	23	Norton	3+, 10+, 15, *21, 33
Middletown	60	Tiffin	11-, 13, *30+	Lancaster	31-	Hebronville	58	Petersburg	8, 41
New York	2-, 4, 5+, 7, 9+, 11+, *25, 31-	Toledo	21	Laurens	45-	Henderson	42+	Portsmouth (see Norfolk-Portsmouth and also see Norfolk-Portsmouth-Newport News)	
Niagara Falls (see Buffalo-Niagara Falls)		Warren	27, 23, 73-	Marion	43-	Hillsboro	63	Pulaski	37-
Ogdensburg	24+	Zanesville	50+	Newberry	37	Houston	2-, *8-, 13-, 23+, 29-, 39-	Richmond	6+, 12-, *23, 29+
Olean	54+	OKLAHOMA		Orangeburg	47	Huntsville	15	Roanoke	7-, 10, 27+, *33-
Oneonta	31	Ada	50+	Rock Hill	61-	Jacksonville	36-	South Boston	14+
Oswego	28+	Altus	36	Spartanburg	7+, 17-	Jasper	49+	Staunton	36
Plattsburg	28+	Alva	30	Sumter	65-	Kermit	14	Waynesboro	42
Poughkeepsie	21-, *83	Anadarko	58-	SOUTH DAKOTA		Kingsville	40	Williamsburg	17
Rochester	5-, 10+, 15-, *21, 27+	Ardmore	55-	Aberdeen	9-, 17+	Lamesa	28	Winchester	28+
Rome (see Utica)	18	Bartlesville	62-	Belle Fourche	*8, 25	Laredo	8, 13, *15+	WASHINGTON	
Schenectady (also see Albany)	35	Blackwell	51-	Brookings	17+	Levelland	38-	Aberdeen	58
Syracuse	3-, 8, *43+	Chickasha	64	Hot Springs	17+	Littlefield	32	Anacortes	34
Troy (see Albany)	13, 19, *25+	Claremore	15	Huron	12+, 15+	Longview	32, 38+	Bellingham	12+, 18+, 24-
Utica-Rome	13, 19, *25+	Clinton	39	Lead	5-, 26	Lubbock	5-, 11, 13-, *20, 26+	Bremerton	44, 50
Watertown	48	Duncan	27-	Madison	46	Lufkin	9, 46	Centralia	17
NORTH CAROLINA				Mitchell	5+, 20-	McAllen	20-	Ellensburg	49, *65
Ahoskie	53	Durant	27-	Morbridge	6-, 10+, *22+	McKinney	65-	Ephrata	43
Albemarle	20	Elk City	12-, 15+	Rapid City	7+, 15-	Marfa	19+	Everett	22-, 28-
Asheville	13-, *56-, 62+	El Reno	56+	Sioux Falls	11, 13+, 38+, *44-	Marshall	16-	Grand Coulee	37
Burlington	63	Enid	5, 21, *27+	Sturgis	20	Mercedes	32	Hoquiam	52
Chapel Hill	*4	Frederick	44	Vermillion	*2+, 41	Mexia	50-	Keelo	39
Charlotte	3, 9+, 36+, *42+	Guthrie	48	Watertown	3-, 35+	Midland	2+, 18		
Durham	11+, *40-, 46+	Guymon	20+	Winner	18-				
		Hobart	23+	Yankton	17-				
		Holdenville	14-						
		Hugo	21+						
		Lawton	7+, *28+, 34-						
		McAlester	47						
		Miami	58+						
		Muskogee	8-, *45+, 66+						
		Norman	31-, *37-						



# Television Applications Filed at FCC

(Continued from page 74)

05° N. Lat., 104° 22' 45" W. Long. Transmitter RCA, antenna RCA. Legal counsel A. L. Stein, Washington. Consulting engineer Gauthney & Ray, Washington. Sole owner is John A. Burnett, oil producer in Midland and Upton counties, Tex., and a consulting geologist.

†SCHENECTADY, N. Y.—Van Curler Bestg. Corp. UHF Ch. 35 (596-602 mc); ERP 246 kw visual, 123 kw aural; antenna height above average terrain 1,520 ft., above ground 543 ft. Estimated construction cost \$400,000, first year operating cost \$300,000, revenue \$225,000. Post Office address Proctor's Theatre Bldg., 432 State St., Schenectady. Studio location 432 State St. Transmitter location off Camp Pinnacle Road, 2.2 mi. W. of New Salem. Geographic coordinates 42° 37' 39" N. Lat., 74° 00' 40" W. Long. Transmitter GE, antenna GE. Legal counsel Arnold, Fortas & Porter, Washington. Consulting engineer George P. Adair, Washington. Principals include President Simon H. Fabian (25%), president of Fabian Theatres Inc.; Vice President Eleanor Fabian Rosen (25%); Treasurer Samuel Rosen (25%), vice president of Royal Diamond Watch Co. and Secretary Edward L. Fabian (25%), assistant secretary of Fabian Theatres.

†RALEIGH, N. C.—Capitol Bestg. Co. (WRAL), VHF Ch. 5 (76-82 mc); ERP 100 kw visual, 50 kw aural; antenna height above average terrain 492 ft., above ground 536 ft. Estimated construction cost \$380,902, first year operating cost \$240,000, revenue \$300,000. Post Office address 130 S. Salisbury St., Raleigh. Studio location 130 S. Salisbury St. Transmitter location on Bart St., 0.1 mi. East of Raleigh city limits at rear of Federal Memorial Park. Geographic coordinates 35° 46' 24" N. Lat., 78° 37' 10" W. Long. Transmitter DuMont, antenna RCA, studio equipment DuMont. Legal counsel Frank U. Fletcher, Washington. Consulting engineer Kear & Kennedy, Washington. Principals include President and Treasurer A. J. Fletcher (91%), Manager Fred Fletcher (5%) and Vice President Ray Reeve (2.5%).

SANDUSKY, Ohio—Lake Erie Bestg. Co. (WLEC), UHF Ch. 42 (638-644 mc); ERP 18.2 kw visual, 9.1 kw aural; antenna height above average terrain 265 ft., above ground 340 ft. Estimated construction cost \$176,259, first year operating cost \$105,600, revenue \$55,000. Post Office address Cleveland Road at Huntington Ave., Sandusky, Ohio. Studio and transmitter location Cleveland Highway and Huntington Ave. Geographic coordinates 41° 26' 19" N. Lat., 82° 41' 10" W. Long. Transmitter GE, antenna GE. Legal counsel Dow, Lohnes & Albertson, Washington. Consulting engineer George C. Davis, Washington. Principals include President and General Manager A. E. Heiser (22.8%), Vice President and Assistant Manager Jay E. Wagner Jr. (4%), Treasurer John R. Kahler (3.6%) and Secretary Elmer A. Pimsner (3.6%).

STEUBENVILLE, Ohio—WSTV Inc. (WSTV), VHF Ch. 9 (186-192 mc); ERP 200 kw visual, 100 kw aural; antenna height above average terrain 992 ft., above ground 874 ft. Estimated construction cost \$500,000, first year operating cost \$300,000, revenue \$400,000. Post Office address Exchange Realty Bldg., Steubenville. Studio location Exchange Realty Bldg. Transmitter location Altamont Hill. Geographic coordinates 40° 20' 35" N. Lat., 80° 37' 10" W. Long. Transmitter and antenna RCA. Legal counsel Kirkland, Fleming, Green, Martin & Ellis, Washington. Consulting engineer George C. Davis, Washington. Principals include President Jack N. Berkman (11.3%), Executive Vice President John J. Laux (5.7%), First Vice President Louis Berkman (11.3%), Treasurer and Assistant Secretary Richard Teitlebaum (11.3%) and Secretary and Assistant Treasurer Carl A. Weinman (2.8%).

ENID, Okla.—Enid Radiophone Co. (KCRC), VHF Ch. 5 (76-82 mc); ERP 26.8 kw visual, 13.2 kw aural; antenna height above average terrain 536 ft., above ground 569 ft. Estimated construction cost \$202,620, first year operating cost \$81,500, revenue \$90,000. Post Office address: P. O. Box 952, Enid, Okla. Studio location to be determined. Transmitter location: 3 mi. North of Enid city limits on Highway 81. Geographic coordinates: 36° 30' 00" N. Lat., 97° 52' 07" W. Long. Transmitter GE, antenna GE. Legal counsel not indicated on application. Consulting engineer Walter F. Kean, Riverside, Ill. Ownership not reported.

†OKLAHOMA CITY, Okla.—Oklahoma Television Corp. VHF Ch. 9 (186-192 mc); ERP 316 kw visual, 158 kw aural; antenna height above average terrain 1544 ft., above ground 1585 ft. Estimated construction cost \$1,350,000, first year operating cost \$600,000, revenue \$600,000. Post Office address 2701 First National Bldg., Oklahoma City. Studio and Transmitter location Lincoln Blvd., Oklahoma City. Geographic coordinates 35° 35' 00" N. Lat., 97° 29' 26" W. Long. Transmitter RCA, antenna RCA. Legal counsel Dempsey & Koplovitz, Washington. Consulting engineer George C. Davis, Washington. Principals include President Roy J. Turner (20%), partner in Harper-Turner Oil Co., and Harper-Turner Drilling Co.; Executive Vice President Edgar T. Bell (10%), general manager KTOK Inc.; Vice President F. E. Harper (10%), partner in Harper-Turner Oil Co. and Harper-Turner Drilling Co.; Treasurer Arthur T. Dulaney (30%), managing partner in Luther T. Dulaney Co., Oklahoma City, RCA appliance distributor and furniture manufacturer; Secretary Henry S. Griffing, president of Video Independent Theatres, which owns 30% interest in applicant. Mr. Griffing acts as trustee for Video Independent Theatres.

EUGENE, Ore.—Eugene Television Inc. UHF Ch. 13 (210-216 mc); ERP 120 kw visual, 60 kw aural; antenna height above average terrain 943 ft., above ground 303 ft. Estimated construction cost \$237,600, first year operating cost \$200,000, revenue \$250,000. Post Office address P. O. Box 112, Eugene, Ore. Studio location 245 E. Broadway, Eugene, Ore. Transmitter location Blanton Road. Geographic coordinates 44° 00' 05" N. Lat., 123° 06' 37" W. Long. Transmitter and antenna RCA. Legal counsel Loucks, Zias, Young & Jansky, Washington, D. C. Consulting engineer A. D. Ring & Co., Washington, D. C. Principals include President C. H. Fisher, president and 50% stockholder in KUGN, Ore., 30%, Vice President S. W. McCready, general manager KUGN, 1%, Treasurer C. O. Fisher, 50% partnership owner of Oregon-Washington Bcstrs. (KIHRR) 21%, Secretary Thomas Winn, partner in Winn, Achinn, Snyder & Co., (certified public accountants) 24%, and Director Robert P. Booth, 50% partnership interest in C. P. Tillman & Co., wholesale plumbing and electrical jobbers.

EUGENE, Ore.—Lane Bestg. Co. (KORE) VHF Ch. 13 (210-216 mc); ERP 11.5 kw visual, 5.76 kw aural; antenna height above average terrain 555.2 ft., above ground 217.3 ft. Estimated construction cost \$223,790, first year operating cost \$175,000, revenue \$185,000. Post Office address 2598 S. Williamette, P. O. Box 1032, Eugene, Ore. Studio location 2598 S. Williamette. Transmitter location Capitol Drive. Geographic coordinates 44° 01' 99" N. Lat., 123° 03' 38" W. Long. Transmitter and antenna RCA. Legal counsel Black, Kendall & Fain, Portland, Ore. Consulting engineer Alvin H. Barnard, Portland, Ore. Principals include President Paul V. McElwain (38.33%), 50% owner of KLSM-AM-FM Salem, Ore., and 50% owner of the Mid State Bestg. Co., Chehalis, Wash.; Vice President Dorothea E. McElwain (38.33%), Secretary-Treasurer Glen E. McCormick (23.33%). Mr. McCormick has the same interests as Mr. McElwain.

†PORTLAND, Ore.—Columbia Empire Telecasters Inc. VHF Ch. 12 (204-210 mc); ERP 316 kw visual, 158 kw aural; antenna height above average terrain 1123.5 ft., above ground 436 ft. Estimated construction cost \$504,400 first year operating cost \$525,000 revenue \$575,000. Post Office address 1019 S. W. 10th Ave., Portland, Ore. Studio location 1019 S. W. 10th Ave. Transmitter location Near intersection of Eastview Dr. and Ridgeway Dr., Portland. Geographic coordinates 45° 27' 15" N. Lat., 122° 32' 53" W. Long. Transmitter DuMont, antenna GE. Legal counsel Fly, Shuebruk & Blume, New York City. Consulting engineer A. E. Towne, San Francisco. Principals include Chairman of the Board Philip L. Jackson; President Wesley I. Dumm (60%); Vice President William W. Knight; Vice President Stanley S. Langendorf; Secretary-Treasurer Frank C. McCulloch; KPOJ Inc., Portland (26.67%); Journal Pub. Co., Portland (13.33%); Treasurer W. R. Rodbury. Mr. Dumm operates

(Continued on page 82)

**KFMB**  
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Channel-8

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**TELEVISION STATION**  
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**THIRD MARKET**

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Channel-8

**KFMB-AM**

550-K.C.

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

Ch. No.	
Kennebec (also see Kennebec-Richland-Pasco) . . . . .	25
Kennebec-Richland-Pasco . . . . .	*41
Longview . . . . .	33
Olympia . . . . .	60
Omak-Okanogan . . . . .	*35-
Okanogan (see Omak) . . . . .	
Pasco (also see Kennebec-Richland-Pasco) . . . . .	19-
Port Angeles . . . . .	16-
Pullman . . . . .	*10-, 24
Richland (also see Kennebec-Richland-Pasco) . . . . .	31
Seattle . . . . .	4, 5+, 7, *9, 20, 26+
Spokane . . . . .	2-, 4-, 6-, *7+
Tacoma . . . . .	11+, 13-, *56, 62
Walla Walla . . . . .	5-, 8, *22
Wenatchee . . . . .	*45, 55
Yakima . . . . .	23+, 29+, *47
<b>WEST VIRGINIA</b>	
Beckley . . . . .	6-, 21
Bluefield . . . . .	41+
Charleston . . . . .	8+, *43+, 49-
Clarksburg . . . . .	12-, 22
Elkins . . . . .	40+
Fairmont . . . . .	35
Hinton . . . . .	31
Huntington . . . . .	3+, 13+, *53-
Logan . . . . .	23-
Martinsburg . . . . .	58-

Ch. No.	
Morgantown . . . . .	*24
Parkersburg . . . . .	15-
Welch . . . . .	25
Weston . . . . .	32
Wheeling (also see Wheeling-Steubenville, Ohio) . . . . .	*57+
Wheeling-Steubenville, Ohio . . . . .	7, 9+, 51+
Williamson . . . . .	17
<b>WISCONSIN</b>	
Adams . . . . .	*58+
Appleton . . . . .	42+
Ashland . . . . .	15+
Beaver Dam . . . . .	37
Beloit . . . . .	57
Chilton . . . . .	*24+
Eau Claire . . . . .	13, *19+, 25+
Fond du Lac . . . . .	54+
Green Bay . . . . .	2+, 6
Janesville . . . . .	63+
Kenosha . . . . .	61-
La Crosse . . . . .	8+, *32+ 38-
Madison . . . . .	3, *21-, 27-, 33+
Manitowoc . . . . .	65
Marinette . . . . .	11+, 32-, *38+
Milwaukee . . . . .	4-, *10+, 12, 19-, 25, 31+
Oshkosh . . . . .	48-
Park Falls . . . . .	*18
Portage . . . . .	17-
Prairie du Chien . . . . .	34
Racine . . . . .	49-, 55
Rhineland . . . . .	22
Rice Lake . . . . .	21+

Ch. No.	
Richland Center . . . . .	15, *66-
Sheboygan . . . . .	59-
Shell Lake . . . . .	*30-
Sparta . . . . .	50-
Stevens Point . . . . .	20+, 26-
Sturgeon Bay . . . . .	44-
Superior (see Duluth, Minn.) . . . . .	
Wausau . . . . .	7-, 16+, *46-
Wisconsin Rapids . . . . .	14-
<b>WYOMING</b>	
Buffalo . . . . .	29
Casper . . . . .	2+, 6+
Cheyenne . . . . .	3, 5+
Cody . . . . .	24-
Douglas . . . . .	14
Evanston . . . . .	14-
Gillette . . . . .	31-
Green River . . . . .	16
Greybull . . . . .	40
Lander . . . . .	17-
Laramie . . . . .	*8+, 18+
Lovell . . . . .	36+
Lusk . . . . .	19-
Newcastle . . . . .	28+
Powell . . . . .	30+
Rawlins . . . . .	11-
Riverton . . . . .	10+
Rock Springs . . . . .	13
Sheridan . . . . .	9-, 12+
Thermopolis . . . . .	15
Torrington . . . . .	27
Wheatland . . . . .	24+
Worland . . . . .	34

Ch. No.	
<b>U. S. TERRITORIES AND POSSESSIONS</b>	
<b>ALASKA</b>	
Anchorage 2-, *7-, 11-, 13-	
Fairbanks . . . . .	2+, 4+, 7+, *9+, 11+, 13+
Juneau . . . . .	*3, 8, 10
Ketchikan . . . . .	2, 4, *9
Seward . . . . .	4-, 9-
Sitka . . . . .	13
<b>HAWAIIAN ISLANDS</b>	
Hilo, Hawaii . . . . .	2, *4, 7, 9, 11, 13
Honolulu, Oahu . . . . .	2+, 4-, *7+, 9-, 11+, 13-
Lihue, Kauai . . . . .	3+, *8-, 10+, 12-
Wailuku, Maui . . . . .	3, 8, *10, 12
<b>PUERTO RICO</b>	
Arecibo . . . . .	13+
Caguas . . . . .	11-
Mayaguez . . . . .	3+, 5-
Ponce . . . . .	7+, 9-
San Juan . . . . .	2+, 4-, *6+
<b>VIRGIN ISLANDS</b>	
Charlotte Amalie . . . . .	10-, 12+
Christiansted . . . . .	8+



# Television Applications Filed at FCC

(Continued from page 81)

private investment business in Pasadena, Calif. He is president, sole stockholder and director of KSFO San Francisco, licensed to the Assoc. Broadcasters Inc., which also is majority stockholder of KPIX (TV) San Francisco. Mr. Dumm is president of KPIX (TV) and is president and 27 1/2% stockholder of KXA Inc., licensee of KXMA Seattle. Application noted Mr. Dumm may assign some of his stock to others.

**PORTLAND, Ore.**—Portland Television Inc., VHF Ch. 8 (180-186 mc); ERP 316 kw visual, 158 kw aural; antenna height above average terrain 1,231 ft., above ground 499 ft. Estimated construction cost \$538,749, first year operating cost \$675,000, revenue \$650,000. Post Office address United States National Bank Bldg. Studio location 6th and Stark. Transmitter location 4700 S. 19th Ave. Geographic coordinates 45° 29' 20" N. Lat., 122° 41' 40" W. Long. Transmitter and antenna RCA. Legal counsel Arnold, Fortas & Porter, Washington. Consulting engineer George C. Davis, Washington. Principals include President **Ralph E. Williams Jr.** (24%), director First National Bank, Portland; Vice President **Robert F. Johnson** (24%), president C. D. Johnson Lumber Corp., Portland; Vice President **Thomas Kerr** (8%), president Kerr-Gifford Co. (grain), Portland; Vice President **Caroline Burke** (19%), 25% owner of Charles F. Berg Inc. (department store), Portland; Secretary **Forrest Berg** (8%), president and 50% owner of Charles F. Berg Inc., and Treasurer **William Crooks** (16%), partner in Crooks Bros (construction), Portland.

**NEW CASTLE, Pa.**—WKST Inc. (WKST), UHF Ch. 45 (656-662 mc); ERP 20.8 kw visual, 10.4 kw aural; antenna height above average terrain 365 ft., above ground 218 ft. Estimated construction cost \$152,623, first year operating cost \$11,856, revenue \$146,000. Post Office address Cathedral Bldg., E. Lincoln Ave., New Castle, Pa. Studio and transmitter location 3 1/2 mi. SE of New Castle at Savannah Center Church and Old Pittsburg Roads. Geographic coordinates 40° 57' 15" N. Lat., 80° 19' 03" W. Long. Transmitter RCA, antenna RCA. Legal counsel Pierson & Ball, Washington. Consulting engineer Millard M. Garrison, Washington. Principals include President and Treasurer **S. W. Townsend** (41%), Vice President **Wanda E. Townsend** (37%), **Marjorie Clipp** (14%) and Secretary **A. W. Graham** (8%).

**PITTSBURGH, Pa.**—Pittsburgh Radio Supply House Inc. (WJAS), VHF Ch. 11 (198-204 mc); ERP 316 kw visual, 158 kw aural; antenna height above average terrain 858 ft., above ground 585 ft. Estimated construction cost \$1,170,038, first year operating cost \$700,000, revenue \$900,000. Post Office address: 1406 Chamber of Commerce Bldg., Pittsburgh. Studio location: 1459 Crane Road. Transmitter location: Troy Hill Road. Geographic coordinates: 40° 29' 52" N. Lat., 80° 00' 08" W. Long. Transmitter RCA, antenna RCA. Legal counsel Bingham, Collins, Porter & Kistler, Washington. Consulting engineer Millard M. Garrison, Washington. Principals include President **H. Kenneth Brennen** (5%), president and 25% stockholder of Radio Adv. Co. of Pittsburgh; Vice President and Secretary **H. H. Stehman**; Treasurer **Margaret M. Brennen** (5%), treasurer and 25% stockholder of Radio Adv. Co.; **Sara A. Brennen** (17%) and **Mary J. Klein** (10%). H. K. Brennen and Margaret M. Brennen, as executors of estate of H. J. Brennen, control 68% of applicant.

**SUNBURY, Pa.**—Sunbury Bestg. Corp. (WKOK) UHF Ch. 65 (776-782 mc); ERP 251 kw visual, 125.5 kw aural; antenna height above average terrain 835 ft., above ground 334 ft. Estimated construction cost \$225,589 first year operating cost \$72,000, revenue \$72,000. Post Office address 1150 North Front St., Sunbury. Studio location 1150 North Front St. Transmitter location 7 miles SE of Sunbury on Pa. Rt. 890. Geographic coordinates 40° 47' 07" N. Lat., 76° 41' 51" W. Long. Transmitter RCA antenna RCA. Legal counsel Dow, Lohnes & Albertson, Washington. Consulting engineer George C. Davis, Washington. Principals include President **Harry H. Haddon** (37 1/2%) and Secretary-Treasurer **Basse A. Beck** (37 1/2%). The George W. Beck estate owns 25% of applicant.

**KINGSFORD, Tenn.**—Kingsport Bestg. Co. (WKPT), UHF Ch. 28 (554-560 mc); ERP 22.2 kw visual, 11.1 kw aural; antenna height above average terrain 962 ft., above ground 144 ft.

Estimated construction cost \$193,200, first year operating cost \$100,000, revenue \$125,000. Post Office address P. O. Box 870, Kingsport, Tenn. Studio location 222 Commerce St. Transmitter location atop Bay's Knob, 2 mi. SW of Kingsport. Geographic coordinates 36° 31' 37" N. Lat., 82° 35' 12" W. Long. Transmitter and antenna RCA. Legal counsel Fisher, Wayland, Duvall & Southmayd, Washington. Consulting engineer George C. Davis, Washington. Principals include President **C. P. Edwards** (29%), president Kingsport Pub. Co.; Vice President **Howard Long** (22%), Kingsport postmaster and vice president of Kingsport Pub. Co.; Treasurer **A. D. Brockman** (3%), president First National Bank of Kingsport, and Secretary **H. J. Shivel** (2%), real estate. Kingsl Theatre Inc. also owns 8% of applicant.

**NASHVILLE, Tenn.**—Capitol Bestg. Co. (WKDA), VHF Ch. 5 (76-82 mc); ERP 100 kw visual, 50 kw aural; antenna height above average terrain 855 ft., above ground 489 ft. Estimated construction cost \$407,210, first year operating cost \$583,668, revenue \$720,871. Post Office address First American National Bank Bldg., Nashville. Studio location 4th and Union Sts. Transmitter location Vaughns Lane Road. Geographic coordinates 36° 02' 59" N. Lat., 86° 50' 00" W. Long. Transmitter RCA, antenna RCA. Legal counsel Segal, Smith & Hennessy, Washington. Consulting engineer Millard M. Garrison, Washington. Principals include equal partners **A. G. Beaman**, 45% owner of WCOP Boston, and **T. B. Baker Jr.**, 45% owner of WCOP.

**BEAUMONT, Tex.**—KTRM Inc. (KTRM), VHF Ch. 6 (82-86 mc); ERP 100 kw visual, 50 kw aural; antenna height above average terrain 592 ft., above ground 667 ft. Estimated construction cost \$367,740, first year operating cost \$270,000, revenue \$310,000. Post Office address P. O. Box 152, Beaumont. Studio and transmitter location Crow Road at Odum St., Beaumont. Geographic coordinates 30° 07' 19" N. Lat., 94° 09' 31" W. Long. Transmitter and antenna RCA. Legal counsel Miller & Schroeder, Washington. Consulting engineer George E. Gautney, Washington. Principals include President **Jack Neil** (43.72%), Vice President **Joseph S. Trum** (18.18%), Secretary-Treasurer **Ben F. Hughes**, (14.83%), and Directors **Roy D. Shotts**, (7.4%), **Bill McRae**, (7.4%), **Alto V. Watson**, (7.4%) and **Virginia Moon**, (1.07%).

**FORT WORTH, Tex.**—Texas State Network, Inc. (KFJZ) VHF Ch. 10 (192-198 mc); ERP 222 kw visual, 111 kw aural; antenna height above average terrain 587 ft., above ground 574 ft. Estimated construction cost \$539,935, first year operating cost \$375,000, revenue \$450,000. Post Office address 1201 W. Lancaster Ave., Fort Worth. Studio and Transmitter location West side of Carl St. just south of Kemble St., Fort Worth. Geographic coordinates 32° 45' 10.8" N. Lat., 97° 15' 31.9" W. Long. Transmitter and antenna RCA. Legal counsel Eugene L. Burke, Washington. Consulting engineer Commercial Radio Equipment Co., Washington. Principals include President **Gene L. Cagle**, (34.5%), Vice Presidents **R. K. Hanger** and **Charles B. Jordan**, Secretary Treasurer **D. C. Hornburg** and Director **Sid W. Richardson**, (62%).

**HOUSTON, Tex.**—Shamrock Bestg. Co. (KXYZ), VHF Ch. 13 (210-216 mc); ERP 316 kw visual, 158 kw aural; antenna height above average terrain 674 ft., above ground 699 ft. Estimated construction cost \$560,154, first year operating cost \$485,000, revenue \$600,000. Post Office address: 5th Floor, Gulf Bldg., Houston 2. Studio and transmitter location on Cullen Blvd., about 1200 ft. south of Wheeler Ave. Geographic coordinates 29° 43' 53" N. Lat., 95° 20' 54" W. Long. Transmitter GE, antenna GE. Legal counsel McKenna & Wilkinson, Washington. Consulting engineer Craven, Lohnes & Culver, Washington. Principals include President **Glenn H. McCarthy** (86 2/3%), Executive Vice President **Fred J. Nahas** and Secretary-Treasurer **Katherine J. Conley**.

**HOUSTON, Tex.**—South Texas Television Co. VHF Ch. 13 (210-216 mc); ERP 316 kw visual, 158 kw aural; antenna height above average terrain 500 ft., above ground 503 ft. Estimated construction cost \$1,026,825, first year operating cost \$800,000, revenue \$1,000,000. Post Office address: 1403 Southmore Blvd., Houston 4. Studio location: University of Houston, Cullen Blvd., 0.25 mi. South of Wheeler Ave. Transmitter location: Post Oak Road, 1/2 mi.

South of Westheimer Road. Geographic coordinates: 29° 44' 00" N. Lat., 95° 27' 41" W. Long. Transmitter GE, antenna GE. Legal counsel Segal, Smith & Hennessy, Washington. Consulting engineer A. Earl Cullum Jr., Dallas, Tex. Principals include President **John Paul Goodwin** (33%), owner of Goodwin-Donnenbaum Adv., Houston, and instructor of radio and television at U. of Houston; Vice President **C. P. Simpson** (33%) partner and general manager Simpson-Gillman Pontiac Co., and Secretary-Treasurer **Howard T. Tellepsen** (33%), president of Tellepsen Construction Co.

**HOUSTON, Tex.**—Houston Area Television Co. VHF Ch. 13 (210-216 mc); ERP 316 kw visual, 158 kw aural; antenna height above average terrain 1019 ft., above ground 1049 ft. Estimated construction cost \$829,425, first year operating cost \$890,080, revenue \$951,305. Post Office address Esperson Bldg., Houston. Studio and Transmitter location Post Oak Rd., between Westheimer and Brasonet. Geographic coordinates 29° 44' 02" N. Lat., 95° 27' 50" W. Long. Transmitter RCA, antenna GE. Legal counsel Lester Cohen, Hogan & Hartson, Washington. Consulting engineer Frank G. Kear, Kear and Kennedy, Washington. Principals include President **Dudley O. Sharp** (11.88%), president and 25% owner of Mission Manufacturing Co., manufacturer of oil field & industrial equipment, 10% owner of Bradchamp & Co. and Texas Fund Research & Management Associates, both investment firms; Vice President **Wilson G. Saville** (5.94%), 25% owner of Gravity Meter Exploration Co., consulting geophysicists; Secretary **James O. Winston Jr.** (5.94%), vice president and 20% owner of Rowles Winston Co., investment banking, 100% owner of Lockston Builders, Inc., construction firm; Treasurer **William A. Kirkland** (3%), executive vice president and 12% owner of the First National Bank in Houston, Tex., director and 33 1/3% owner of the Port City State Bank; **Aaron J. Parfel** (11.9%), vice president of the Pyramid Rubber Co., plastic products, (he and his wife own 30%), treasurer and 10% owner of Harcot Mfg. Co., plastic products, Texas and 25% owner of Tork Distributing Co., wine and liquor wholesalers, treasurer of Rexware Inc., N. Y. distributors of prescription bottles (he and his wife own 25%).

**HOUSTON, Tex.**—KTRH Bestg. Co. (KTRH) VHF Ch. 13 (210-216 mc); ERP 316 kw visual, 158 kw aural; antenna height above average terrain 662 ft., above ground 700 ft. Estimated construction cost \$1,221,000, first year operating cost \$800,000, revenue \$900,000. Post Office address Main and Texas Ave., Houston 1, Tex. Studio and transmitter location on U. of Houston Campus, 2500 Cullen Blvd. Geographic coordinates 29° 42' 53" N. Lat., 95° 20' 54" W. Long. Transmitter and antenna RCA. Legal counsel Dow, Lohnes & Albertson, Washington. Consulting engineer George C. Davis, Washington. Principals include President **B. F. Orr** (10%), Vice President **J. H. Butler** (10%), and Secretary-Treasurer **G. L. Mims** (10%). Houston Chronicle Pub. Co. owns 70% of stock.

**WESLACO, Tex.**—Taylor Radio and Television Corp. (KRGV) VHF Ch. 5 (76-82 mc); ERP 100 kw visual, 50 kw aural; antenna height above average terrain 756 ft., above ground 750 ft. Estimated construction cost \$401,165, first year operating cost \$371,300, revenue \$395,000. Post Office address 201 Border, Weslaco. Studio location 201 Border St. Transmitter location Kansas City Dr. N. of Rt. 83, Cameron County. Geographic coordinates 26° 09' 54" N. Lat., 97° 48' 45" W. Long. Transmitter and antenna RCA. Legal counsel Dow, Lohnes & Albertson, Washington. Consulting engineer A. Earl Cullum Jr., Dallas. Principals include President **O. L. Taylor** (70.25%) president and 100% owner of O. L. Taylor Co., New York, radio station representative, president and 100% owner of KTOK Oklahoma City, vice president and 50% owner KFMB San Diego; Vice President **Archie J. Taylor** (10.04%), 25% owner of Wichita (Kan.) Quartz Cutters, crystal blank mfrs.; Vice President **Byron W. Ogle** (4.64%); and Secretary-Treasurer **Fred A. Teed**, secretary-treasurer of KTOK Inc.

**WACO, Tex.**—KWTX Bestg. Co. (KWTX), VHF Ch. 11 (198-204 mc); ERP 9.9 kw visual, 4.9 kw aural; antenna height above average terrain 590 ft., above ground 500 ft. Estimated construction cost \$229,475, first year operating cost \$114,600, revenue \$125,000. Post Office address Box 3128, Waco, Tex. Studio and transmitter location 46th St. and Bosque Blvd. Geographic coordinates 31° 32' 10" N. Lat., 97° 11' 03" W. Long. Transmitter and

antenna RCA. Legal counsel Loucks, Zias, Young & Jansky, Washington. Consulting engineer A. Earl Cullum Jr., Washington. Principals include Mrs. **Mabel B. Morris** (39%), **W. W. Naman** (11%), **Hilton Emory Howell** (8%), **Ross M. Sams** (8%), **Robert E. Levy** (7%), **Milford N. Bostick** (7%), **Thomas D. Stribling** (5%) and **Mrs. Ellender S. Chase** (3%).

**WICHITA FALLS, Tex.**—Texoma Bestg. Co. (KTRN), VHF Ch. 6 (82-88 mc); ERP 22.3 kw visual, 11.3 kw aural; antenna height above average terrain 495 ft., above ground 495 ft. Estimated construction cost \$167,000, first year operating cost \$180,000, revenue \$180,000. Post Office address 917 1/2 Scott St., Wichita Falls. Studio location to be determined. Transmitter location 2.5 miles W. of the center of Wichita Falls. Geographic coordinates 33° 54' 00" N. Lat., 98° 32' 25" W. Long. Transmitter GE, antenna GE. Legal counsel Dempsey & Kopolowitz, Washington. Consulting engineer Commercial Radio Equipment Co., Washington. Principals include President **Boyd Kelley** (2.6%); Vice President **Walter Cline** (7.6%); Secretary **Rhea Howard** representing the Times Pub. Co. which owns 49% of Applicant; **Houston Harte** (20.4%); **Mrs. Eva Mae Hanks** (10.2%).

**ARLINGTON, Va.**—Arlington-Fairfax Bestg. Co. (WEAM), UHF Ch. 20 (506-512 mc); ERP 104 kw visual, 60 kw aural; antenna height above average terrain 393 ft., above ground 250 ft. Estimated construction cost \$177,635, first year operating cost \$194,000, revenue \$230,000. Post Office address: 2030 N. 16th St., Arlington, Va. Studio and transmitter location: 5064 Lee Highway, Arlington. Geographic coordinates: 38° 53' 46" N. Lat., 77° 07' 55" W. Long. Transmitter DuMont, antenna GE. Legal counsel Krieger & Jorgensen, Washington. Consulting engineer A. D. Ring & Co., Washington. Principals include President and Treasurer **Harold H. Thoms** and Secretary **Meredith S. Thoms** (71% held jointly), and Vice President **Robert R. Reynolds** (28%).

**SEATTLE, Wash.**—Totem Bestrs. Inc. (KJR), VHF Ch. 7 (174-180 mc); ERP 316 kw visual, 158 kw aural; antenna height above average terrain 1,291 ft., above ground 374 ft. Estimated construction cost \$645,675, first year operating cost \$460,000, revenue \$500,000. Post Office address Skinner Bldg., Seattle. Studio location 320 Second Ave., Transmitter location 3.5 mi from Issaquah, Wash. Geographic coordinates 47° 32' 22" N. Lat., 122° 06' 31" W. Long. Transmitter and antenna GE. Legal counsel Dow, Lohnes & Albertson, Washington. Consulting engineer E. C. Page Consulting Radio Engineers, Washington. Principals include President **Marshall Field**, Vice President **C. Howard Lane**, Secretary-Treasurer **Carl J. Weitzel** and **J. Arch Morton**. Field Enterprises Inc., also licensee of WJJD Chicago and KOIN Portland, owns 100% of stock of KJR. (See KJR and KOIN sale story this issue.)

**CLARKSBURG, W. Va.**—Ohio Valley Bestg. Corp. (WBLK), VHF Ch. 12 (204-210 mc); ERP 50.6 kw visual, 25.3 kw aural; antenna height above average terrain 741 ft., above ground 420 ft. Estimated construction cost \$312,141, first year operating cost \$200,000, revenue \$250,000. Post Office address 21 1/2 Fifth St., Parkersburg, W. Va. Studio location Robinson Grand Theatre Bldg., Pike St. Transmitter location 1 mi. north of Clarksburg atop Pinnickinnick Mt. Geographic coordinates 39° 17' 02" N. Lat., 80° 19' 47" W. Long. Transmitter RCA, antenna RCA. Legal counsel Cohn & Marks, Washington. Consulting engineer Vilah G. Brooks, Parkersburg, W. Va. Principals include President **Austin V. Wood**, Vice President **George H. Clinton** and Secretary-Treasurer **Louis F. Committee**. News Pub. Co., Wheeling, W. Va., is sole stockholder in WBLK; Mr. Wood votes all stock.

**FAIRMONT, W. Va.**—Fairmont Bestg. Co. (WVVW) [re-submitted], UHF Ch. 35 (596-602 mc); ERP 17.4 kw visual, 8.7 kw aural; antenna height above average terrain 237 ft., above ground 222 ft. Estimated construction cost \$176,780, first year operating cost \$60,000, revenue \$75,000. Post Office address 119 Fairmont Ave., Fairmont. Studio and Transmitter location Leonard Ave. S. of Fairmont. Geographic coordinates 39° 28' 19" N. Lat., 80° 08' 27" W. Long. Transmitter and antenna RCA. Legal counsel A. R. Putnam, Fairmont. Consulting engineer A. D. Ring & Co., Washington, D. C. Principals

(Continued on page 100)



# FILM PAY PACT

## SAG, Producers Agree

ALLIANCE of TV Film Producers and Screen Actors Guild, after months of negotiations, reached agreement July 2 on a new collective bargaining contract.

It covers the controversial additional payments to actors for re-runs of TV films and also sets higher salary minimums for those who work in more than one video picture in a week.

Three year contract, effective July 21, provides that the actor's original salary covers first and second showing of a TV film in the same market area. The actor receives 50% of his applicable minimum salary for third and fourth re-showings in the same area; 25% for fifth re-telecast; one payment of 25% covers sixth and all subsequent re-runs.

In addition, the new contract calls for daily minimum of \$70 for single role in single picture and \$175 for guaranteed three consecutive days; weekly minimum of \$250 for single role in single picture; \$320 for two films per week; \$375 for three films per week.

Separate minimums and conditions will be negotiated for filmed commercial spots. Producers who agreed to contract produce approximately 80% of all such TV film made in the United States, according to SAG.

Besides ATFP members, they include Roland Reed Productions, Hal Roach Productions, Cascade Productions and Dancer-Fitzgerald-Sample, who also participated in negotiations. Throughout the entire negotiations the TV film producers strenuously opposed SAG's stand on additional payment to actors on re-runs.

Resistance reportedly weakened however when it was learned that major motion picture studios, now producing TV film, were nearing an agreement with SAG on the same issue.

## ATAS Awards Group

AWARDS committee of the Academy of Television Arts & Sciences, Hollywood, is composed of Norman Blackburn, director of TV network operations, NBC Hollywood; Fred Henry, program director, KLAC-TV; Gil Ralston, head of Screen Televideo Productions; Cathy Lewis, who portrays Jane on CBS Radio-TV's *My Friend Irma*; and Richard A. Moore, vice-president and general manager, KTTV (TV). Hal Hudson, manager of CBS Hollywood television department, is committee chairman.

NEW 5 kw DuMont TV transmitter has been flown to Cuba where it is being used to cover a series of events planned by the government in honor of Cuba's 50th year of independence. Transmitter will operate on Channel 7 for Radio Universal in Havana.

## COMMUNITY TV

### Laconia Gets Firm Signal

FIRST clear, stable TV pictures came into the mountain-locked city of Laconia, N. H., June 25 when Community T-V Corp. opened up its community TV system. Ceremonies were highlighted by an address by New Hampshire Gov. Sherman Adams.

Antenaplex system, which encompasses a high-gain, directional receiving antenna atop 2,400-ft. Mt. Belknap, six miles east of the city, was engineered by RCA Service Co., which also supervised its construction. More than 30,000 ft. of coaxial cable runs down the mountain side on 40 telegraph poles. Five amplifiers boost the TV signals—received from Boston's two stations 120 miles away—before they reach the first subscriber in the city of 12,000 families.

Directors of Community T-V Corp. are Richard F. Cooper, New Hampshire State Republican chairman; Thomas J. McIntyre, attorney and former Democratic Mayor of Laconia; Albin Malin, owner of WWNH Rochester, N. H.; Mrs. Anna Belinsky, Rochester, N. H.; Mrs. Myrtle C. McIntyre, Democratic National Committeewoman for New Hampshire.

During the ceremonies, two large-screen TV receivers were installed on the speaker's platform. One was fed from a standard rooftop antenna, the other was connected with the community TV cable. Laconia has about 300 TV sets at the present time, each with its own outdoor array.

## CAPITOL STUDIO

### Two Added to TV Staff

CONGRESSMEN no less than other people like to appear on TV. That's why the Joint Recording Facility, which operates radio and TV recording studios in the Capitol, was given two extra men last week in the appropriation bill for the legislative branch (HR 7313).

Bill, which was signed by the President last week, approved the hiring of a \$3,600 a year TV cameraman and a \$3,300 a year film laboratory technician for the Congressional recording studio. The TV cameraman was hired three months ago, with his salary approved in the fiscal 1952 supplemental appropriation.

This brings to eight the number of personnel in the Joint Recording Facility, which is under the direction of Co-ordinator Robert J. Coar. Annual budget runs about \$26,000 a year and since 1949 the operation has been self-supporting, it is reported. The facility makes tape recordings and transcriptions as well as motion pictures and film strips for Senators and Congressmen. These are shipped to their home stations as public service fare. Users of the facility are charged a fee, which is turned in to the Treasury Dept.

## Synchroslide Method

NEW method for accurately and automatically synchronizing recorded commentary with projection slides has been developed by Synchromatic Products Co., Bayonne, N. J. System, termed Synchroslide, makes it possible for taped commentary to be cued for slide changing using white "cueing patches" applied to the back of the magnetic tape. When "cued" portion passes through an electric eye mechanism, the slide projector's changing apparatus is triggered electronically to change slides.

## DOMINICAN PLANS

### RCA Supplies TV Unit

FIRST mobile television unit for use in Dominican Republic has been purchased from RCA by "La Voz Dominicana," broadcast and television organization owned by Gen. J. Arismendi Trujillo under the government auspices.

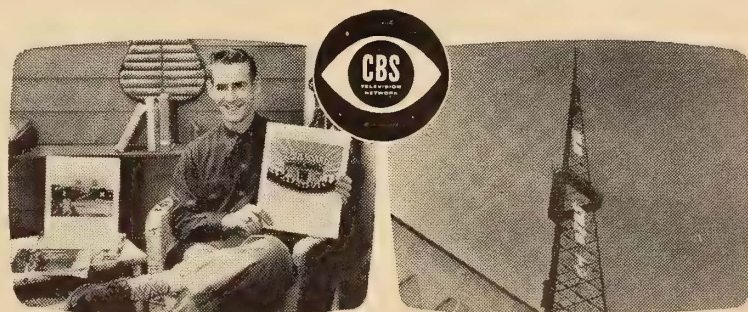
The unit includes field cameras, monitors, microwave relay equipment and other remote TV facilities.

Present plans call for operations to begin in August.



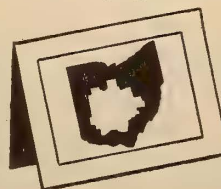
## you can see the difference on WBNS-TV

A beautiful 3 acre plot is the site of WBNS-TV, where a 15,000 sq. ft. 2 story building houses an ultra-modern air-conditioned television station with up-to-the-minute facilities and a staff of 28 engineers who maintain and produce top-quality programming. WBNS-TV is one of the few stations with a stand-by transmitter and antenna system, assuring continuity of service.



"Buck Eyes Sports" . . . 6:15 to 6:30 Monday thru Friday . . . with Jack Buck reporting intricate sports side-lights and featuring United-foto scoreboards, films, slides, flips and personal interviews for another top-rated WBNS-TV program.

WBNS-TV's radiated power is 25,000 watts. The antenna, 595 feet above the ground, radiates clear, sharp pictures to over 200,000 families in the heart of Ohio, bringing top-rated programs over Channel 10, where you can SEE the difference.



# wbns-tv

COLUMBUS, OHIO  
CHANNEL 10

CBS-TV NETWORK • Affiliated with Columbus Dispatch and WBNS-AM • General Sales Office: 33 North High Street REPRESENTED BY BLAIR TV





## film report

### Production . . .

Television Screen Productions Inc., New York, is starting production of six additional episodes of *Jim and Judy in Tele-Land*, children's animated cartoon package, in addition to the 39 episodes already completed.

\* \* \*

Tony London, producer of the *Frank Merriwell* TV film series, has acquired TV film rights to 352 story properties by Craig Rice, mystery writer. Series of 13 half-hour films, to be titled *Craig Rice Theatre*, starts production in August with Sam Neuman, motion picture writer, adapting the scripts and directing. Mr. London will produce at Eagle-Lion Studios, Hollywood.

\* \* \*

Ann Sothorn, radio-film actress, has been signed by Jack Chertok Television Productions Inc., Hollywood, to star in a new half-hour situation comedy TV film series, *Private Secretary*. Production starts Aug. 1 at the General Service Studios.

*How To Stop Worrying and Start Living* will be produced by Mr. Chertok and feature Dale Carnegie in the introduction to each half-hour film. The remainder of each program will consist of the before and after of situations as already established by Mr. Carnegie. Actors for this portion have not been signed.

\* \* \*

Snader Productions Inc., Beverly Hills, has been formed as a subsidiary of Snader Telescriptions Corp., that city, for the purpose of acquiring and financing outside television film productions. Headed by Louis D. Snader, the parent firm's president, the board of directors includes Robert Snader, vice president, Jess Corello, production manager, Jack Snader, now on military leave, and Mrs. Sue Reinecke. Officers of the new firm will be elected from the board members.

\* \* \*

Jan Productions Inc., Hollywood, instead of Filmcraft Productions, [B.T., May 12] under changed plans, will film the TV version of *It's the Bickersons*. Lou Parker and Virginia Grey will portray title roles. William Rapp, package

owner-writer-director of the former NBC radio program of the same name, will adapt and direct the half-hour films with Jack Denove producing.

\* \* \*

VIP Productions Inc., Hollywood, TV film commercial firm using the Hoge Universal Focus Camera, has taken a year's lease on Stage 7 at Motion Picture Center. Production starts immediately using the firm's newly developed process for shooting inserts without grain. Ralph Hoge, Lee Garmes and Robert Smith are partners in company.

### Sales . . .

Major Television Productions Inc., Culver City, which handles the distribution of *Thrilling Bible Dramas*, produced by Cathedral Films, North Hollywood, has sold the TV film series in five markets. They include WNBW (TV) Washington, KRON-TV San Francisco, KLAG-TV Los Angeles, WTAR-TV Norfolk and WMCT (TV) Memphis. Programs, based on the "Life of Christ" and "Life of St. Paul," make up 26 half-hours but can be combined as hour-long shows or divided into quarter-hour segments.

\* \* \*

CBS-TV Film Sales announced last week three sales of TV film packages. *Cases of Eddie Drake* and *Holiday in Paris*, starring Dolores Gray, have been set for WSM-TV Nashville. *Strange Adventure* was purchased by WFAA-TV Dallas. The three programs are to begin this month.

\* \* \*

Voglin Corp., Hollywood, has completed four 80-second live action TV film commercials for General Foods Corp., New York, for showing on CBS-TV *Our Miss Brooks*. Two commercials are for Maxwell House Div. (Sanka) and two are for Iglehart Bros. Div. (Swans Down Cake Flour). Agency is Young & Rubicam Inc., Hollywood.

\* \* \*

Guild Films Inc., headed by Reub Kaufman, has opened two new sales offices. Robert DeVinny, mid-west sales representative of Harry Goodman Productions, Chicago, has joined the firm with offices at 20 East Jackson Blvd., that city. Headquartered at 1900 Euclid Ave.,

Cleveland, is Robert F. Blair, formerly representative in that city for Snader Telescriptions Sales Inc. Nat Donato, general sales manager in New York for C. P. MacGregor (radio program packagers), named eastern sales manager with headquarters at 510 Madison Ave., N. Y.

Firm is making available to TV stations *The Guild Sports Library*, group of 30-second film clips of 400 sports personalities. Contracts include unlimited use and receipt of 10 additional film clips per month. To enable local sportscasters to illustrate their programs, no sound track is included.

*The Guild News Library* is now being prepared which will use the same treatment on national and international news personalities and events.

### Availabilities . . .

Lewis & Clark Inc., Chicago, producer of television and radio package shows, is now offering for sale a new television quiz, *What's Your Eye-Q?* The program combines tested elements of the local telephone quiz program with an unusual visual element, the firm claims. Informative rhymed jingles accompanied by caricatures flashed on the screen form the body of the show.

Production of a series of 26 fifteen-minute western musical programs now is under way at Lewis & Clark and is expected to be ready

(Continued on page 98)

## TV PACKAGE SALE

### UTP's 'Big Town' to Italy

UNITED Television Programs announced last week the sale of the TV film package *Big Town* to Societa Radio Audizioni Italia (R.A.I.), Italy.

*Big Town* is now distributed by UTP in 29 markets not covered by Lever Bros., which converted the show from live to film early in April. Mr. Beckwith said the ARB rating for the show rose from 31.3 live to 36.7 on film.

Other sales by UTP include: "Double Play with Durocher and Day" for KOTV Tulsa and WKY-TV Oklahoma City, starting Aug. 1, to Hart Auto Sales; "Hollywood Off-Beat," for WDAF-TV Kansas City, starting July 10, to Field Chevrolet through Merritt Owens Adv. Agency, and "Old American Barn Dance" for WTAR-TV Norfolk, starting July 5.

## Telenews on West Coast

ORGANIZATION of West Coast newsreel delivery service by Telenews Productions Inc., New York, has been announced by Ted Genock, Telenews editor-in-chief. "As soon as operations permit," Los Angeles bureau of Telenews-INS will begin servicing footage of regional news to West Coast TV stations, with all processing and shipping to be handled by special laboratory facilities soon to be set up in Los Angeles, it was reported.

## REPUBLIC DROPS

### TV Film Production Plans

DROPPING all TV film production plans for the time being, but making facilities available to outside independent producers, Republic Pictures, through its subsidiary Hollywood Television Service Inc., will concentrate on selling its stockpile of old theatrical movies to video.

This was revealed last week when Republic withdrew from talks with Screen Actors Guild for a contract covering actors in television and gave the explanation that it was cancelling all present video film production plans. RKO Radio Pictures withdrew from those talks, too, informing SAG that it had decided to temporarily by-pass TV film production.

Columbia Pictures, with subsidiary Screen Gems Inc., and Universal-International for United World Films Inc. remain the lone negotiators with SAG. However, all major studios have been represented during SAG talks through presence of Charles Horen, labor representative of the Assn. of Motion Picture Producers.

### Announcement Soon

Reporting negotiations as "progressing satisfactorily," John Dale Jr., executive secretary of SAG, said an agreement announcement was expected to be made "within a few days." He said the guild was not negotiating with other major studios at this time because of their announcement that "they have no present plans for making any television entertainment films."

The deal worked out with Columbia and U-I will set the pattern for other major producers to follow.

SAG also is negotiating with Jack Chertok Television Productions and MCA, whose subsidiary Revue Productions makes video films. Contracts are identical to those signed by Alliance of Television Film Producers and several unaffiliated independent TV production companies July 2.

## DENVER 'TELECAST'

### KMTV (TV) Claims Assist

GLENN HARRIS, program manager, KMTV (TV) Omaha, is claiming a strong assist in Denver's "pioneer telecast" of Gen. Dwight D. Eisenhower's address June 23. Mr. Harris said KMTV aided the "first telecast ever to emanate from America's largest non-television city, Denver. . ."

The telecast was carried on a coaxial cable from Denver's Brown Palace Hotel to the local telephone company, where it joined the network relay system. From Omaha, the program was split and fed to the East and West Coasts. Mr. Harris added that only a few persons in Denver were able to see the telecast through a closed-circuit relay.

**RANGERTONE**  
BEST FOR TV FILMS  
USED BY

Boy Scouts of  
America  
New York City

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



## BRITISH VIDEO

### Commercial Activity Seen

BRITISH advertising—and British capital—is already embarking on anticipatory activities for the advent of commercial television in the United Kingdom, following the action of the House of Commons in authorizing the introduction of broadcast video advertising at such time as the national defense program will permit [B•T, June 16].

A new corporation, reported by the London *Daily Herald* to be backed by more than \$250 million, is being formed with the objective of "technical and program development of television and sound radio throughout the world." Principals of the as yet unnamed organization are said to include Sir Alexander Aikman, chairman, Electric & Musical Industries; Norman Collins, chairman, High Definition Films and former TV head of the BBC; Viscount Duncannon, of the London financial house of Robert Benson, Lonsdale & Co.; Sir Alexander Korda of London Film Productions; Sir Robert Renwick, director, Associated Electrical Industries and president, Television Society, and C. O. Stanley, chairman, Pye Radio, set manufacturer.

British Vitamin Products Ltd., through its advertising agency, Auger & Turner, has applied to the British Postmaster General "for time in the first sponsored television program," according to a letter quoted in *Advertiser's Weekly*.

## TV IN PEORIA

### Store Uses Closed Circuit

REPORT on use of closed circuit TV for a department store on a 13-week basis—the first demonstration of commercial television in Peoria, Ill.—is circulated by Arbingast, Becht & Assoc., agency for Block & Kuhl Co. in that city.

The agency noted that it capitalized on the high interest in TV in a non-television market and said the store still reports "increased, directly-traceable sales" to the series which ended June 13.

Last March AB&A Radio-TV Director George Cremeens conceived the idea for *Block Party* with product demonstrations and public service features. Within six weeks, the store reported that TV receiver sales had multiplied. Program was produced each weekday from the store's Skyline restaurant and telecast over closed circuit to 57 TV sets in the store. Show was aired on radio by WMBD-AM-FM, which supplied equipment and personnel.

TOTAL of 38½ hours per week was allocated to NBC-TV and WOAI TV San Antonio, network affiliate there, when direct connection with NBC by cable and microwave relay became effective July 1. This represents 68.3% of total air time allocated to the city on the network link.

## CANADA TV

INDEFINITE delay of privately-owned TV stations in Canada was implied July 4 in the Canadian government's announcement that its Canadian Broadcasting Corp. must open a TV station in each province before any private TV station is allowed to go on the air.

The government loaned CBC \$2 million to finance the first year's operations of CBC video outlets at Toronto and Montreal, scheduled to open in September. Construction of the stations also is being financed by a \$6 million federal loan.

In a report also on July 4 a joint committee of the Assn. of Canadian Advertisers and the Canadian Assn. of Advertising Agencies gave advertisers an idea of what to expect during the first few years of television.

Highlight of the report: Enthusiasm is not high for commercial TV in Canada, mainly because of high costs, few sets, and limitations placed on commercially sponsored video by CBC.

Unless advertisers increase budgets to take care of TV in the two major markets, radio and other media will suffer in order for the sponsors to use video at current high costs, it was pointed out.

The report also points out that advertisers should be aware of the long term implications of the CBC TV policy. The committee recalls to advertisers that A. D. Dunton, CBC chairman, at the recent annual meeting of the ACA stated that while advertisers were invited to participate in the development of the new medium, it was implied that their position was one of suffering rather than participation on a partnership basis.

CBC policy on production of commercial shows also does not appeal to advertisers, the report shows. The CBC has decided, over the protests and objection of the joint ACA and CAAA committee, to produce and direct all TV programs which originate in their studios. This policy may well result in a situation where advertisers will be forced to bear the brunt of responsibility for mistakes in the eyes of

## TV TRANSMITTER

### RCA Ships to WSAZ-TV

FIRST major high-power TV transmitter unit since the thaw was shipped last week from the RCA Victor plant at Camden, N. J., to WSAZ-TV Huntington, W. Va., according to W. W. Watts, vice president in charge of the engineering products department. WSAZ-TV is now operating on Channel 5 with a standard 5 kw transmitter.

Mr. Watts said a new TV era is marked by resumption of deliveries. He turned over the equipment to Leroy E. Kilpatrick, WSAZ-TV chief engineer, explaining it is the first of many high-power transmitter-amplifiers to be delivered by RCA Victor. WSAZ-TV is applicant for a CP to operate on Channel 3 with 83.4 kw ERP.

## CBC Priority to Delay Privately-Owned Video

★ the public. It will also mean that the advertiser who is dissatisfied with the production of his TV program can no longer hold his advertising agency responsible for the quality of program, but must rely on the good intentions of the CBC.

The committee reported that by the end of April 1952, a total of 91,404 TV sets had been sold in Canada, and that the Radio-Television Mfrs. Assn. of Canada estimated 70,000 sets would be sold in Canada in 1952. This estimate was prior to consumer credit restrictions being lifted and may be conservative. Based on growth in comparable U. S. cities it is anticipated that the 60,000 sets now in the Toronto area will grow to 112,000 within the first year of telecasting from a local station, and to 250,000 by the end of the third year. In Montreal it is estimated that there will be 15,000 sets by the end of September 1953, and 225,000 by the end of the third year.

The committee, headed by J. A. Lawrence, Borden Co. Ltd., Toronto, and G. C. Clarke, Standard Brands Ltd., Montreal, plans to continue its studies and to present them to members of the ACA and CAAA.

## CBS-TV CASTING

### Split Into Two Sections

DIVISION of CBS-TV's casting department into two sections—one for booking variety-musical attractions and another for auditioning and casting dramatic talent—was announced last Tuesday by Hubbell Robinson Jr., vice president in charge of network programs.

Both divisions will be headed by Robert M. Banker, who was appointed CBS-TV casting director last month. Mr. Banker's present department personnel will handle dramatic show auditions and castings.

Bookings for variety-musical shows will be supervised by Helen Keane, formerly with Music Corp. of America's booking department.

## WATV (TV) Sender

ANNOUNCEMENT of the sale of a 50 kw and a 5 kw VHF TV transmitter to WATV (TV) Newark was made July 1 by the Television Transmitter Div. of Allen B. Dumont Labs. Inc., Clifton, N. J. WATV bought the 5 kw transmitter for use when the station moves to its new site at the Empire State Building in the near future and the 50 kw transmitter in anticipation of expansion to higher power at a later date.

## TV UNBIASED

### Swayze Tells Ad Clubs

TELEVISION is the most unbiased medium of news reporting because the viewer sees events as they happen, according to John Cameron Swayze, NBC-TV *Camel News Caravan* commentator, speaking before a combined Los Angeles and Hollywood Ad Clubs meeting at the Biltmore Hotel last week.

Each news medium—radio, TV or the newspaper—has its place, Mr. Swayze noted because newspapers give "the complete story" and radio with its elasticity gives "a fast, up-to-the-minute picture of the news." While TV has neither of these attributes, he said, "it has the extra dimension of the pictorial to aid it in telling a news story."

No matter how much the newspaper or radio reporter-newscaster attempts to keep out editorializing, "the story is still clothed in his words, and is his interpretation which goes to the public," he said. Television, the perfect reporter, records what is happening, and transmits it to the consumer without processing, he concluded. Mr. Swayze was on the West Coast for the transcontinental premiere of *Caravan* June 30.

PLANS for raising memorial fund of \$1,500 for a TV receiving station in new Journalism Bldg., U. of Texas, Austin, have been announced. Station is intended as a memorial to school's journalism students who were killed in World War II.

## OPERATION



Winter profits melt into  
Summer excuses except on

## WLW-Television

So put starch into  
those wilting sales with

## OPERATION SUNBURST

and the

\$50,000

"IF I WERE PRESIDENT"

Contest

Exclusive on





# N.Y. FILM SITE

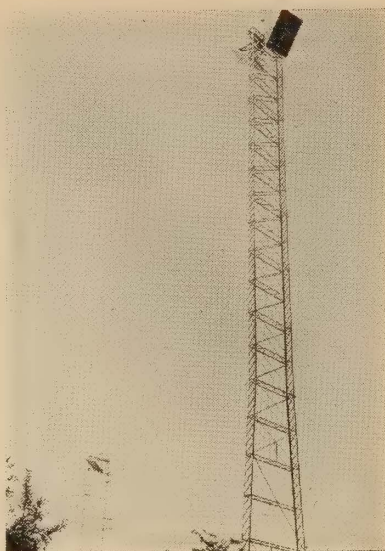
## NTEFC Hears City Plans

COOPERATION in establishing a TV film center in New York [B•T, June 23] was pledged Wednesday by Walter T. Shirley, commissioner of commerce and motion picture and television coordinator for the city.

Mr. Shirley told 75 persons attending the National Television Film Council's fourth anniversary luncheon that New York should have a Manhattan site available at all times for producers. He said facilities should be so attractive that New York business will not "be lured away to Hollywood."

Mr. Shirley said he had formed a committee to work with the film industry to secure a site, and urged the council to cooperate with other film trade groups to insure the project's success. He made no direct mention of how the project could be financed, but in a question-and-answer period suggested the industry itself might arrange for proper financing, either from within, or by interesting other private backers.

Mr. Shirley said he has conferred with other film groups in the city and that all agree the need for a TV-film center is the paramount issue in the New York-Hollywood tussle. He said his committee has worked with one from another trade group (apparently referring to the Film Producers Assn. of New York), and both now are con-



**THIS** is new two-tower array of the Bell microwave relay system completed for WJIM-TV Lansing, Mich., and part of the \$250,000 Bell system completed by AT&T. Signal is beamed from Detroit to 274-ft. tower at Milford, to a second tower at Danville, to receiver in Lansing and then to the WJIM-TV tower.

sidering several mid-Manhattan sites. He called on the council to "iron out differences" with other trade groups and to "get behind the TV-film center idea 100%."

Melvin L. Gold, council president, told Mr. Shirley his recommendations would be considered at a meeting of the executive board.

# MT. SUTRO

## KPIX (TV) Gets Lease

ABC announced last week it had granted a 10-year lease to KPIX (TV) San Francisco for re-location of its television transmitter atop the ABC-owned Sutro Mansion facilities in San Francisco.

In making the announcement, Frank Marx, ABC vice president in charge of engineering, said that "it is anticipated that Mt. Sutro will become another 'Empire State' site for Bay Area television stations due to its ideally situated location in that city."

He explained that Mt. Sutro "is almost the geographic center of San Francisco and makes one of the most perfect natural locations in the country for the transmission of television signals, without interference from surrounding terrain or man-made obstacles."

Mr. Marx noted that FCC's TV allocations allotted 10 channels to the San Francisco area and said he believed that virtually all new stations would want transmitter facilities at the ABC-TV transmitter site.

KPIX becomes the second San Francisco video outlet to originate its transmissions from this location. ABC-TV's owned station KGO-TV has been operating from the Mt. Sutro site since May 5, 1949. KPIX is expected to begin transmitting programs from its new site sometime this month. The ABC-TV tower measures 530 feet and Sutro Mansion is located some 830 feet above sea level.

# WOMEN VIEWERS

## Lawrence Cites N. Y. Survey

WOMEN in the greater New York area spend nearly 15 million hours a week watching daytime television, Craig Lawrence, general manager of WCBS-TV New York, told a news luncheon at New York's Blair House Thursday.

Quoting from the findings of a survey made by Advertest in May, Mr. Lawrence said that while the percentage of women watching daytime TV had declined slightly in the preceding year, from 39.5% in May 1951 to 38.4% in May 1952, those women who do watch daytime TV had increased their hours of viewing from 10 to 13 a week. This fact, coupled with the increased number of homes with TV, means that the total number of daytime hours New York women spend in front of their TV receivers now totals 14,936,064 a week, a rise of 60.9% in the past year.

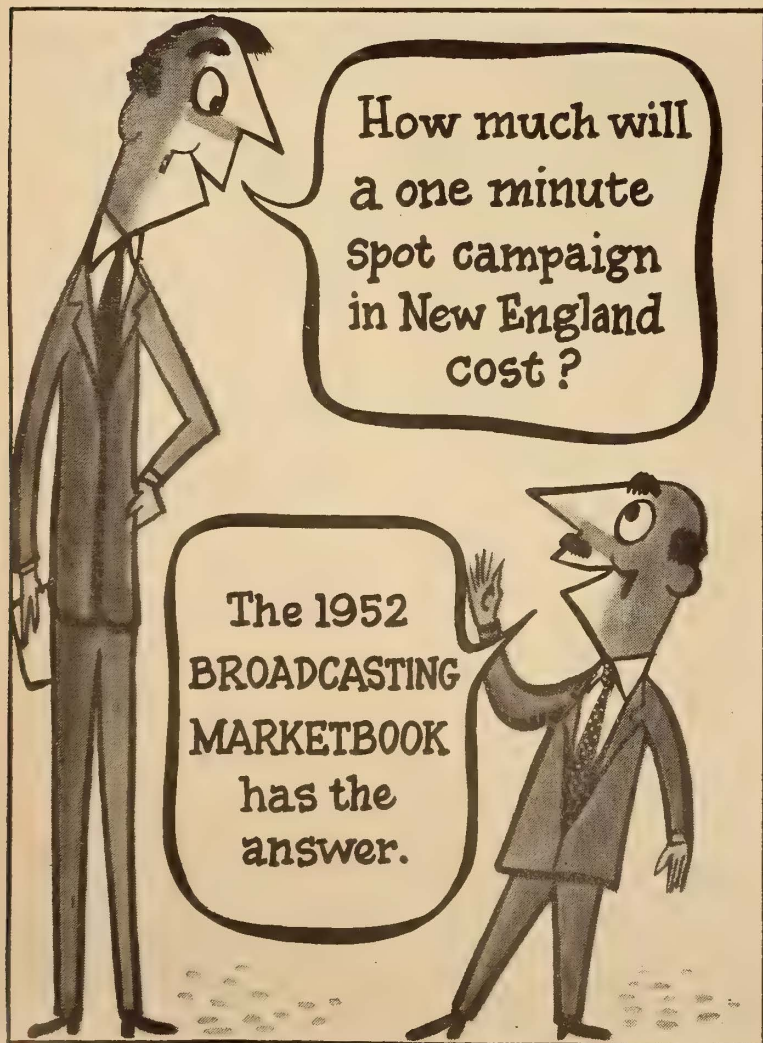
WCBS-TV fared even better, Mr. Lawrence reported, with a rise of 100% in average daytime quarter-hour rating and a gain of 154.6% in the number of viewing homes per average quarter-hour. Although the station's rates have risen, he pointed out that the new "daytime dozen" package which offers a 45% discount to advertisers using 12 or more spots a week on WCBS-TV lowers the rate for them to 21% less than a year ago.

"This plan was evolved," he said, "to encourage spot advertisers to make more use of daytime television and to do it on a basis of greater frequency and repetition." Although introduced only about a month ago, the 12-a-week plan has already added four sponsors, he reported: Best Foods for Nucoa and Hellman's Mayonnaise, General Foods for Maxwell House Coffee, Loew's Theatres and Rival Dog Food.

Facts and figures discussed by Mr. Lawrence are contained in a new brochure—"In the Daytime, too, It's Channel 2"—issued by WCBS-TV, which occupies that channel.

Mr. Abrams, honored at the dinner for his 30 years as Emerson's president, announced that the board of the Radio Television Mfrs. Assn. has authorized its chairman to appoint a committee to study ways and means of furthering the development of educational TV stations. Mr. Abrams had proposed that the manufacturers of radio and TV receivers should spearhead a drive to raise a \$5 million fund to achieve this purpose. Announcement of the committee members will be made shortly.

Plans for the third part of the Emerson project—formation of an educational council composed of statesmen, educators and business executives to guide the development of educational TV—are also progressing, Mr. Abrams said. He reported an enthusiastic response to the complete program from educators and public and industry leaders and said that an important announcement may soon be made.



# SAFETY KITS

## Distributed by Ad Council

SOLICITING the help of television in preventing traffic deaths for the vacation months ahead, the Advertising Council sent a new kit of public service advertising material on safety to every TV station in the country, plus the four TV networks.

Accompanying letter from Wesley I. Nunn, advertising manager of Standard Oil Co. (Indiana), and voluntary coordinator of the year-round council "stop accidents" campaign, stated that "television could become a tremendous factor in helping to prevent accidents."

Prepared without charge by the campaign's volunteer agency, Young & Rubicam, Chicago, the TV kit also contains film spots, posters and announcements.

# Morris Forms Film Firm

NELSON MORRIS, formerly advertising photo consultant for Grant Adv., McCann-Erickson, Young & Rubicam and other advertising agencies, has formed Nelson Morris Productions, TV motion picture company, with headquarters at 538 Fifth Ave., New York. All production will be staged in Mexico, Mr. Morris said.



## AFL FILM GROUP Hints Advertiser Boycott

PROTESTING foreign TV film production and intimating a boycott of advertisers who use such shows, Hollywood AFL Film Council Tuesday asked all labor organizations to fight the "current practice."

The increasing number of producers and advertising agencies making TV films abroad deprives many U. S. citizens of employment and causes loss of taxes on salaries and wages, a resolution declared.

The AFL Council charged that these TV film productions abroad are for "tax-saving purposes or to take advantage of cheap production and labor costs."

The council asserted it was unfair to go outside the U. S. to make films to be used to sell American products to American citizens, and in asking labor's support, threatened to disseminate to other labor organizations and groups the "identities of such products and the advertising agency, manufacturers and distributors" involved.

## TELENEWS STAFF

### Appointments Announced

TELENEWS Productions has announced the appointment of four new staffers in its expanding news operation, three in the New York headquarters newsroom and the other in Dallas.

Gordon Yoder, newsreel cameraman, will work out of Dallas, covering the Southwest. Additions to the New York staff were Robert Leckie, formerly of the New York *Journal-American* and the Buffalo *Courier-Express*, as a writer, and Jules Siegel and Van Kardisch as assistant editors. Mr. Siegel was formerly on the news desk at WNYC New York and Mr. Kardisch was with the Levittown, L. I. community newspaper.

CARS used by camera crews of Telenews Productions Inc., N. Y. have been equipped with two-way high-frequency radios in order to increase operating speed. Radios are used for direct contact between home office and camera crews and for car-to-car communication.

## STATE DEPT. FUNDS

A RECOMMENDATION that television be included on an equal basis with radio broadcasting in the State Dept.'s 1953 appropriations budget was rejected by Senate-House conferees in an 11th hour move over the July 4 weekend.

The Senate receded on its own adopted amendment at House urging, thus defeating a suggestion by Sen. Karl Mundt (R-S.D.), avid proponent of trans-oceanic television [B•T, June 30].

Other significant changes in the 1953 funds measure (HR 7289) as both chambers cleared it July 5 for the President's signature:

● The overall international information program was sliced to \$87,325,000—a compromise between Senate and House figures—with perhaps proportionately less for Voice of America shortwave broadcasting operations than originally estimated.

● Monies to be "made available to one or more private international broadcasting licensees for . . . developing and broadcasting" special programs were pared from \$200,000 to \$100,000.

The decision to delete any reference to television reportedly stemmed from the reluctance of conferees to take such a "far-reaching step" without sufficient study by members of Congress, according to committee authorities. It was pointed out that the subject had not been raised during hearings by the Senate Appropriations Committee before Sen. Mundt offered his amendment on the floor.

The Mundt recommendation would have provided that the State Dept. could use money this new fiscal year for TV as well as radio broadcasting. It is Sen. Mundt's conviction that authority for this is contained in the Smith-Mundt Act of which he was co-author.

Conferees' action on voting international information funds was a compromise between the \$86,575,000 allotted by the House and the \$88,556,516 given by the Senate. It was estimated earlier that perhaps \$20 million would be earmarked for radio broadcast operations.

Out of the \$87 million-plus will have to come money to enable two radio relay stations to begin opera-

tion later this year. But expenditures for five new stations and two additional floating transmitters, plus proposed language projects, were categorically turned down.

The feeling of the International Information Administration and its administrator, Dr. Wilson Compton, is that new facilities already constructed should be pressed into action as soon as practicable. Dr. Compton also has suggested the transfer of some VOA programming to overseas locations, with greater stress on use of local facilities in Europe [CLOSED CIRCUIT, June 30].

Senate and House conferees were in sharp disagreement over making money available to private firms (such as World Wide Broadcasting Corp., WRUL Boston). Finally, Senators suggested \$100,000 be set aside for this purpose to which the House members agreed.

## OLYMPIC BAN

### TV-Newsreel Protest Made

SPOKESMEN for combined American TV-newsreel agencies revealed last Wednesday—and simultaneously registered a protest—that the Olympic Committee will ban U. S. TV newsreel coverage of the international games.

They said they had information that the committee plans to "commercialize" the Olympics by making a feature film of the contests for "profitable distribution."

In a cable to E. Von Frenckell, Olympic committee chairman, Francis McCall, news director NBC-TV; Jack Haney of UP-Movietone News, and E. P. Gennock, Telenews editor-in-chief, urged a reversal of the action.

## VFW POSES SUIT

### If 'Medal' Series Is Filmed

LEGAL action was threatened by the Veterans of Foreign Wars after the group's ultimatum to W. R. Frank to cease further announcements and production on a proposed *Medal of Honor* TV film series. The VFW has engaged Al Rogell Productions Inc., Hollywood, to film the television version of its similar existing radio series [B•T, June 23].

Mr. Frank, a Minneapolis motion picture exhibitor now in Hollywood, said he believed highlights in the lives of Congressional Medal of Honor winners are in the public domain. The half-hour scripts in the VFW sponsored series are titled *Beyond the Call*. Jon Yost, radio-TV director, Russell C. Comer Co., producer of the radio version, is preparing the TV series.

## TV Request Fails

"Put your ideas..."



on

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Good program ideas and top talent deserve RCA Victor transcription quality and service. Your material—spot announcements to full-length shows—should get the benefit of RCA's technical experience and research.

Your order, LARGE or SMALL, is recorded, processed and pressed in the country's best-equipped studios and plants . . . receives world-famous RCA Victor engineering. Complete transcribed radio production and script-writing facilities are available.

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NEW YORK CITY	TEL. MURRAY HILL 9-0200



# PETRY PEOPLE AT WORK

Picture Book Tells Story to Stations

WHAT happens when the candid camera catches 108 people at work, just the way they are—with no poses or touchups?

Edward Petry Co., national station representative, has come up with one answer—a graphic picture story which it has just presented to its station clients. And back of this picture story is another: How it all started from a random remark by a station manager.

The plan was developed last November when the company's officers decided to let stations see its 108 employees at work. Nothing novel in that, perhaps. But Edward Petry wanted a completely realistic approach. Said the firm's president:

"I want this story of our company to be real all the way through. None of the pictures is going to be touched up. If a man is working in shirtsleeves, or if a girl wears glasses when she types, let's make sure the photographer takes the pictures just that way."

While not aiming for the candid approach of major picture weeklies, the Petry firm used the unposed picture technique to achieve the utmost in realism. After seeing the book, one West Coast station manager commented: "I've always been very conscious of all the Petry

salesmen I correspond with all the time but I never realized that you have two people in the office for every salesman out on the street."

As a result, the 88-page picture book has station men talking about the story of people "who make it possible for Petry salesmen to spend more time selling." The book comprises 156 photographs and only two pages of copy.

Putting the story together was a complex production. The job was set out with hand-set type and hand-mounted photographic blow-ups in each of the reproductions. Separate radio-TV organization charts were bound into the book, and a four-color silk screen process was used to set apart major job functions of all employees. Remaining pages were done in two colors—black and terra cotta on buff board.

The Petry Production Dept. also busied itself, digging out personnel biographies, going out on "location" with photographers and preparing copy. Production employees helped catch subjects in unposed and at work at Petry offices, at the agencies and at advertisers.

Actual shooting lasted about a month, with a national picture service handling photography in New York and six other Petry offices. A team of seven photographers took more than 2,400 candid shots, from which the company selected 156.

One hurdle was to get "workaday" shots of some 70 secretaries, chartists, switchboard girls, bookkeepers, messengers, etc. Each employee received the same amount of time and film, regardless of his or her position. As a result, the bound copy contained pictures and thumbnail sketches from president to the mimeograph boy.

Key to the feeling and purpose is given by Mr. Petry in his introduction:

This picture story of the Petry Co. was not born of any special inspiration. It came into being when a station manager said, "I wish all the other people at my station could meet each one of you and get to know exactly what you do."

This is the result of that random remark. Not the way we aim to be or not the way clever camera work could make us look. All the Petry people are here—doing actual things for stations that we do every day of our business lives.

## Texas Meet Sept. 17

SEMI-ANNUAL meeting of the Texas Assn. of Broadcasters will be held Sept. 17 at Fort Worth, it was announced last week by Richman Lewin of TAB. The date precedes by a day the NARTB District 13 meeting in the same city.



Photographer was on the spot at the Compton Agency snapping this "workaday" picture of (l to r) Hanque Ringgold, Petry's eastern manager; Guy Richards, Compton media chief, and Bill Maillefert, Petry radio salesman. This was one of 156 shots used by firm in its picture story sent to station clients.

## IIA STRUCTURE

Advisory Group Analyzes

PRESENT semi-autonomous position of the International Information Administration is preferable to separation from the State Dept., the U. S. Advisory Commission on Information has advised Congress.

Commission reiterated its earlier views on organizational structure covering the Voice of America and other information activities, but reserved final opinions until all proposed changes are put into effect. Its position was outlined in a sixth annual report to Congress.

The advisory body, headed by Mark A. May, director of Institute of Human Relations at Yale U., also endorsed recent Senate action approving an inquiry into the overseas program [B • T, July 7]. Resolution was co-sponsored by Sens. William Benton (D-Conn.) and Alexander Wiley (R-Wis.), with the former favoring a study of possible separation of IIA.

The report was signed by all but one of the five commission members, Justin Miller, NARTB board chairman and general counsel. Judge Miller has been on leave of absence from the group since he was named chairman of the Salary Stabilization Board last November.

## WOV REVENUE

Weil Cites Steady Rise

REVENUE at WOV New York for the first half of 1952 rose 130% over the same period 10 years ago.

Figures released last Tuesday by Executive Vice President Ralph N. Weil reveal the station has had a steady growth since 1942. Mr. Weil said that sales figures for the first half of 1952 were, in fact, 26% greater than the station's revenue for the entire year of 1942. Analysis of revenue also showed that the first half of 1952 ended with an increase of 14% over a year ago and 43% over five years ago for the same period.

## Form Hand and Myse

NEW law partnership of Hand and Myse, Transportation Bldg., Washington, D. C., has been announced. Frank B. Hand is a former examiner of the Interstate Commerce Commission. Daryal A. Myse is a former FCC and Federal Power Commission attorney and counsel for the Wisconsin Public Service Commission.

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

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



And there is no greater value today than radio news!

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.

**KMBC**  
of Kansas City  
**KFRM**  
for Rural Kansas

... 6th oldest CBS Affiliate ...

**IN CINCINNATI  
IN NORTH CAROLINA  
IN THE SOLID SOUTH**

→ See Centerspread This Issue ←

**ON THE AIR EVERYWHERE 24 HOURS A DAY**

**50,000 WATTS  
OF  
SELLING POWER**





# FCDA STATUS

## Hurt by Capitol Hill Budget Cuts

AT LEAST two vital government civil defense functions are facing a recession of activity because of lack of funds, it was learned last week.

At the Federal Civil Defense Administration, authorities are reciting an oft-told story bearing on the action of an economy-minded 82d Congress, which pared agency funds to the bone before it adjourned.

The two projects most immediately affected by axe-wielding on Capitol Hill are these:

- Overall public education and information activity in radio, television and other media.

- Closed circuit theatre TV demonstrations and other public training devices.

Both the Senate and House took a dim view of national civil defense efforts and the intent of the agency to alert and prepare the nation for possible attack by lopping off upwards of 90% from its requested '53 budget. The cuts will be felt all down the line, in communications, public affairs and other operations.

Conelrad (control of electromagnetic radiations) is perhaps only an incidental victim in this instance, although the question of who shall pay for sequential lines to hook up clusters of stations is still unresolved. Stations themselves are bearing the cost of changing their equipment as a prerequisite to participation in the plan.

More severe cutbacks will be felt by FCDA's Office of Public Affairs and its Audio-Visual Division, which prepares public education and information data. Audio-Visual also has produced three closed circuit theatre TV demonstrations to recruit and train volunteer personnel. So successful are the programs, they no longer are "experiments" and are, in fact, under study by other government agencies. The most recent was that evolved to train policemen over a 10-city theatre TV network [B•T, June 23].

### Far-Reaching Effects Seen

FCDA had sought \$600 million for the new fiscal year. Congress allotted only \$43 million of which \$8 million is earmarked for over-all operations. The last-named two figures are substantially below fiscal 1952 outlays.

FCDA authorities said they are unable to ascertain where the cuts would be made, but asserted that these vital programs would be adversely affected this fiscal year. Congress did not specify where any decreases should be made. But it is known that the emergency agency has taken its appeal to the Budget Bureau in a bid to scrape up more money for all functions.

With respect to public information work—apprising the citizenry by radio-TV and other media of protective measures—these activities are certain to suffer. As in previous fiscal hearings, time donated in the public interest by stations and networks, some through arrangements with the Advertising Council, drew generous praise from

★ FCDA Administrator Millard F. Caldwell Jr. Public Affairs office had asked \$5,375,000 and the House gave \$1.6 million.

The agency's ventures in theatre television were, perhaps unfortunately, not mentioned by its officials during hearings before Senate and House Appropriations subcommittees, although this project has proved itself an economical training medium. It was revealed, however, that FCDA anticipates contractual services totaling \$8,807,520 for radio-TV and other activities—a figure now destined for a downward revision.

According to the breakdown, \$343,600 would be spent for TV shows, audio-visual aids, motion pictures and other devices; \$59,000 for radio transcriptions; \$100,000 for video spot films; and \$39,000 for production of television programs.

### Radio-TV Lauded

Administrator Caldwell praised radio-TV press for "magnificent support at no cost to us" and said that over 7,000 hours of broadcast time have been donated by networks and stations.

Aside from preparing scripts and furnishing speakers for public interest programs and working generally with radio-TV broadcasters, FCDA's Audio-Visual Div. also is charged with formulating emergency program schedules to be aired by broadcasters in the FCC-Air Force alert plan.

Late last May, Jesse Butcher, Audio-Visual chief, and FCC personnel conferred with New York State broadcasters and civil defense authorities on technical and programming phases of Conelrad [B•T, June 2]. Government officials also promised to meet periodically with NARTB, networks and stations—all industry segments—to work out this vital operation.

Again, while other factors are present, the lack of funds could result in curtailment of Conelrad personnel at both FCDA and FCC levels. FCDA authorities have awaited Congressional budget action before drafting a Conelrad program blueprint and meeting with broadcasters. Concurrence of key emergency agencies like the National Security Resources Board also is needed under the President's Executive Order of last year.

FCDA already has agreed to pay for certain telephone lines at local CD points. It was held probable that the Air Force would shoulder the cost burden for installing sequential lines connecting stations participating in Conelrad. This implies, of course, compensation to AT&T and relative priorities for lines to be used by CD personnel and those hooking up stations. Com-



Mr. Bell wearing the winning peanut-squirrel chapeau. ➤

munications monies also would be pared in the amended budget.

Slicing of federal FCDA outlays each year has been a constant cause of concern to Administrator Caldwell, former governor of Florida, to the degree that he has appealed to President Truman to choose a successor. It is deemed unlikely that Mr. Truman will replace him during in these political "lame duck" days, despite Mr. Caldwell's obvious dissatisfaction with lack of Congressional cooperation on budget requests.

## KRNT'S ZANY HATS

### Bell Cures 'Hatsafrania'

KRNT Des Moines doesn't attempt to keep its promotion successes under the hat. Rather it took hats—ladies' hats—to give KRNT's Don Bell, disc jockey, a stunt idea.

Mr. Bell originated the "Don Bell Zany Hats Contest," by feigning a post-Easter illness that was "diagnosed" as "Hatsafrania" brought on by the female sex's insatiable delight for unpardonable hats.

The remedy, supposedly, was for Mr. Bell to surround himself with outstanding samples of women's headdress. Mr. Bell then appealed to his listeners to help out his case. They did and the winning couples were presented with two-week vacation trips. When the contest got into full swing, choice chapeaux poured in and filled a vacant candy store.

A few samples of the "hats" turned in: Winner—peanut and squirrel theme, second place—miniature wigwam made of chamois and tiny golf sticks with a waiting red convertible (all Mr. Bell's trademarks), and third place—Johnny Ray recording as the brim decorated with a little white cloud of cotton with a crying face that actually dripped tears with the squeezing of a tiny syringe.

## PERFECT TRACKING

..without tone arm resonance

- That's what you get with the versatile Gray Transcription Arms. Take your pick: There's the new specially designed—viscous damped—Gray 108-B Arm for all speed, all size records. There's the Gray 106-B Arm assuring fidelity of tone for every speed record. Both use GE or Pickering Cartridges.
- For highest tonal quality and new record reproduction from old records, use Gray Equalizers—preferred by leading broadcast stations.
- Remember — for professional broadcast equipment, Gray shows the way. Write for bulletins describing the above equipment.

## GRAY RESEARCH

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





## NBC's KOA Sale Filed

(Continued from page 25)

(1.36%), attorney and director of Denver National Bank; Director Thomas P. Campbell (3.62%), Denver manager of improvements and parks; William J. Ahern (2.7%), merchandise manager, May Dept. Store, Denver; George B. Berger Jr. (0.97%), director-vice president of Colorado National Bank; Hugh R. Catherwood (1.62%), Denver director of budget and personnel; Myron B. Emrich (1.36%), president and one-third owner Denver Agency Co., real estate and insurance firm; Arnold B. Gurtler Jr. (2.7%), treasurer of Elitch Gardens Co., Elitch Amusements Inc. and Elitch Greenhouses Inc., amusement park, summer stock theatre and greenhouses; Robert S. Kohn (2.16%), president of American Furniture Co., Denver; Morrison Shafroth (1.08%), attorney; Walter M. Simon (1.36%), attorney; Henry W. Toll (1.35%), attorney; David S. Touff (1.08%), general merchandise manager of May Co. and vice president of May Dept. Stores Co. Messrs. Emrich and Simon respectively are also president and secretary-treasurer of Yellow Cab Co., Checker Cab Co. and Airport Limousine Inc.

A 14.05% interest in the applicant is held by Hendrie & Bolthoff Co., Denver, which holds debentures of about \$175,000 also. The firm for 75 years has been a manufacturer and distributor of mining machinery and industrial equipment. With the advent of electricity, the automobile and radio, Hendrie & Bolthoff pioneered dis-

tribution of supplies and equipment for these industries in the Denver and Rocky Mountain areas.

The purchase agreement for KOA calls for \$1 million cash, of which \$100,000 has been paid as down payment, and a promissory note in the amount of \$1.25 million by Hope Productions to NBC. The note is for five years at 4 1/2%.

The Denver group is putting up \$875,000 cash, based upon loans to their accounts by the Denver and Colorado National Banks, while Mr. Hope and his associates as individuals are putting up \$125,000 cash and Hope Productions the note for \$1.25 million.

In addition, each group is providing \$50,000 working capital for KOA. To finance the television operation, each group will purchase \$200,000 in additional debentures.

The Hope group and the Denver group each will have right to elect an equal number of directors. In addition, the application explained, the class of stock to be held by the Denver group will give it the right to elect an additional director "who shall be a disinterested non-stockholder resident of Denver, subject to approval of the class of stock held by Hope Productions"

KOA assets to be acquired by Metropolitan Television includes cash of \$25,000 and total current assets over current liabilities, exclusive of cash, is warranted to be not less than \$50,000 at the closing date.

NBC reported net sales of \$1,112,763 for KOA-AM-FM in 1951 and earnings before federal taxes of \$239,450. Net sales and earnings for 1950 were \$983,447 and \$232,739, while for 1949, net sales totaled \$959,141 and earnings \$203,738.

### Depreciated Cost Report

As of May 31, NBC reported the depreciated cost of all KOA property as \$72,546 and KOA-AM \$36,018. Original property cost for KOA was cited as \$327,447 and KOA-FM \$85,057 (technical equipment only for FM).

As of the same date, the KOA assets to be transferred were carried on the NBC books at about \$225,000, FCC was informed, and liabilities to be assumed by Metropolitan Television were carried at about \$13,500.

NBC's balance sheet, as of May 31, reported total assets and liabilities of \$45.6 million. Current assets were nearly \$25.2 million and current liabilities nearly \$18.5 million (including almost \$8.6 million accrued federal taxes). Plant and equipment was listed at almost \$31 million, less \$14.2 million reserves. Capital stock was listed at \$6.5 million and earned surplus almost \$19.9 million.

Bob and Dolores Hope, as of May 29, reported current assets of almost \$3.8 million, of which \$2



**WELCOME** to Charles Douglas (r), new account executive at WCKY Cincinnati, comes from Charles H. Topmiller, station manager. Mr. Douglas was Indianapolis-Cincinnati assistant regional manager for Real Silk Hosiery Mills.

million is market value of oil lease investments. Miscellaneous liabilities of about \$590,000 were listed, giving them capital of \$3 million plus. Mr. Hope and Bing Crosby are associated in oil ventures at Fort Worth with W. A. Moncreif and C. E. Hyde.

Mr. Hope also is president and 56.25% owner of Hope Enterprises Inc., organized in 1946. The talent and package firm has 21 stockholders and is owned 25% by NBC.

The James L. Saphier Agency listed net worth in excess of \$110,000 as of May 31, the application reported.

Hope Productions reported total assets and liabilities of about \$25,000.

Current contracts of KOA, as of June 23, were reported to total 182. These included 92 for 52 weeks, 11 for 39 weeks, 19 for 26 weeks, 17 for 13 weeks and 37 for less than 13 weeks. KOA in addition has an oral agreement with Standard Oil of Indiana to air the entire 1952 U. of Colorado football schedule. This pact involves \$10,000, of which \$3,200 represents time charges and the rest program costs.

KOA also reported oral agreements for time or announcements with Bluehill Foods Inc. for supplying certain products in December, Yellow Cab Co. for display advertising, Orpheum Theatre-RKO for screen trailers and Rocky Mountain Jewish News for advertising space.

NBC's portion of the transfer application was handled by Gustav B. Margraf, vice president and general attorney, and Joseph V. Heffernan, financial vice president. Metropolitan Television's application was prepared chiefly by Mr. Radetsky and by Mr. Davis. Washington counsel for the assignee is Pogue & Neal and McKenna & Wilkinson.

OPPORTUNITIES for a career in TV are outlined in new brochure, "Your Future in Television," published by SRT Television Studios, 316 W. 57th St., N. Y., branch of one of country's oldest broadcasting schools. Booklet is available on request.

## EASLEY OPENS

New Offices in D. C.

CONSULTING radio engineer Robert L. Easley, against whom mail fraud charges were dismissed, has announced the opening of new consulting engineering offices at 1311 G Street, N.W., Washington, D. C.

Dismissal of the Dept. of Justice complaint against Mr. Easley, for which he was indicted by a federal grand jury early this year [B•T, Jan. 21], was made on the government's motion. It was granted June 9 by Chief Justice Bolitha M. Laws of the District of Columbia U. S. District Court. The dismissal motion was made because of the inability of the chief government witness to travel to Washington due to his physical disability, the U. S. District Attorney's office reported. The witness was H. N. Lee of the Opp (Ala.) Chamber of Commerce.

Mr. Easley previously has been named or involved in law suits filed by WHAR Clarksburg, W. Va.; WLIL Lenoir City, Tenn.; WRNO Orangeburg, S. C.; and WNOK Columbia, S. C. [B•T, Nov. 27, 6; July 17; May 1, 1950].

BUSINESS volume by WKBV Richmond, Ind., for first six months of 1952 was 20% ahead of same period last year, station reported Thursday.

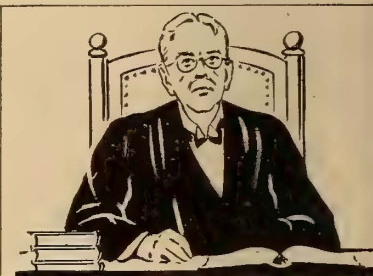


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- OVER 4000 MUSICAL SELECTIONS
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You'll find KWK's LOW—low cost  
per thousand radio homes  
delivered makes...

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

Your Katz man has the entire  
St. Louis case in brief—with  
evidence based on Pulse reports.

Globe-Democrat Tower Bldg.  
Saint Louis



Representative  
**The KATZ AGENCY**



SET SALES  
RTMA to Compile for Sept.

MONTHLY figures showing retail sales of radio and TV sets will be compiled on a nationwide basis by Radio-Television Mfrs. Assn., with first reports to be available in September. The plan was proposed by President Glen McDaniel at the June RTMA board meeting and is financed on a voluntary subscription basis.

Frank W. Mansfield, Sylvania Electric Products, developed the statistical plan in cooperation with William F. E. Long, RTMA statistical director.

A panel of representative radio-TV dealers will provide monthly data on radio and TV set sales and inventories. Electric League offices also are taking part. Individual dealer reports are on a confidential basis.

Three-week test run conducted in Maryland, Virginia and the District of Columbia was described as highly successful. The new plan, a broadened version of surveys conducted for a year by Dun & Bradstreet under RTMA sponsorship, will show for the first time the sales and inventory data at the dealer level by regions, TV screen sizes and radio receiver types.

RTMA last week announced it had arranged three technical sessions covering TV and including UHF and color techniques as features of the 1952 Radio Fall Meeting to be held at the Hotel Syracuse, Syracuse, N. Y., Oct. 20-22. The preliminary program announced by Virgil M. Graham, associate director of the RTMA Engineering Dept. and chairman of the meeting committee, includes a UHF session sponsored by the Institute of Radio Engineers group; quality control session sponsored by the IRE group handling this activity; color TV sessions sponsored by the receiver group, and a session sponsored by the electronic devices group. A general session on TV will close the meeting.

ADMIRAL Corp., Chicago, is stressing sale of TV sets in areas between 25 and 200 miles from transmitters in fringe areas.

NATIONAL NIELSEN RATINGS TOP RADIO PROGRAMS		
(Total U. S. Area, Including Small-Town, Farm and Urban Homes—and Including Telephone and Non-Telephone Homes)		
EXTRA-WEEK May 25-31, 1952		
EVENING, ONCE-A-WEEK		
Current Rank	Program	Current Rating Homes %
1	You Bet Your Life (NBC)	9.7
2	Lux Radio Theatre (CBS)	9.3
3	Amos 'n' Andy (CBS)	8.9
4	Jack Benny (CBS)	8.6
5	Great Gildersleeve (NBC)	8.6
6	Charlie McCarthy Show (CBS)	8.4
7	Big Story (NBC)	8.0
8	Fibber McGee & Molly (NBC)	8.0
9	Bob Hope (NBC)	7.6
10	Big Town (CBS)	7.2
Homes reached during all or any part of the program, except for homes listening only 1 to 5 minutes.		
Copyright 1952 by A. C. Nielsen Co.		

NARTB SURVEYS  
Transcription Rule Use

SURVEY of radio and TV experience with the FCC's rule requiring identification of transcribed and filmed programs is being conducted by a special NARTB committee headed by Michael R. Hanna, WHCU Ithaca, N. Y.

NARTB has asked FCC to remove its rule requiring identification of recorded programs and spots, contending the rule is outmoded and that the cumbersome announcements no longer are reasonable in view of extensive use of recorded techniques and progress in quality. Exception would be made in the case of news and commentary programs.

The NARTB action grew out of the February board meeting at Mr. Hanna's suggestion. Serving on the special board committee with him are William Fay, WHAM Rochester and Walter Compton, WTTG (TV) Washington.

New Sterling Div.

STERLING Adv., specializing in fashion and soft goods accounts, has established a new industrial division under joint direction of Donald M. Martin, former advertising manager of General Dye-stuffs Corp., and Paul B. Slawter Jr., formerly of the House of J. Hayden Twiss Adv., New York.

McFARLAND BILL  
On President's Desk

PRESIDENTIAL signature on the McFarland Bill (S 658) was expected this week as the White House reviewed comments from the FCC, Dept. of Justice, Budget Bureau and other interested agencies.

FCC comments were submitted Thursday, when the Commission drafted a statement listing objections but endorsed no strong recommendation to veto the measure.

Staff report raking the bill from stem to stern was turned down by the Commissioners in favor of a more reasonable statement of their position.

Commission has objected right along to some parts of the procedural and review provisions, with particular opposition to the separation of staff from Commissioners.

Requests for comments from interested agencies is routine by the White House on all bills affecting the executive department.

To drum up support for the President's signature, NARTB last Wednesday wired key members asking that they express support of the bill in communications to the White House so that the President would know broadcasters favor the legislation.

Two Choices

President Truman has two choices for vetoing the bill if he should choose to do so. One is to veto it outright, and since Congress is now adjourned and is not expected to return until after the elections, there would be no chance of over-riding the veto. The other method is to not sign the bill. Since Congress is adjourned, this pocket veto would become effective 10 days after the close of Congress. Congress adjourned July 7.

Meanwhile, the President last week signed the Independent Offices Appropriation Bill (HR 7072). This appropriates \$6,408,460 for 1953 fiscal FCC operations [B•T, June 30]. He also signed the District of Columbia Boxing Commission Bill (HR 5768), which requires boxing promoters to give up 10% of their income—including that from sale of rights to radio-TV and newsreels—to the Boxing Commission [B•T, July 7].

NBC Signs Shore

SIGNING of singer Dinah Shore to a long-term NBC contract was announced by the network last Thursday. Miss Shore is the star of the Dinah Shore Show (NBC-TV, Tues. & Thurs., 7:30-7:45 p.m. EDT) which went off the air June 26 for eight weeks. The program will return to the network from Hollywood on Tuesday, Aug. 26, in the same time period. Chevrolet dealers will again sponsor the program in the 1952-53 season.

# WSAZ


HUNTINGTON, W. VA.  
SERVING 3 STATES

## HUNTINGTON IS A HIGH SPOT CITY\* IN JULY FOR THE 4th CONSECUTIVE MONTH

\* "SALES MANAGEMENT," JULY 1952

National Representative:  
THE KATZ COMPANY


5000 WATTS DAY  
1000 WATTS NIGHT  
930 KC



RADIO STATION  
**WSAZ**

# People Started Asking for Them!

(see inside front cover)



CHICAGO 7

**CLEAR CHANNEL** Home of the NATIONAL Barn Dance



**F**IVE Cincinnati stations and two northern Kentucky stations have joined in a concerted effort to promote annual presentations of the Cincinnati Summer Opera Assn. in its season of five weeks. WLW WCPO WKRC WCKY and WSAI Cincinnati, WNOP Newport and WZIP Covington, Ky., are supplying announcers to read the story line at each performance. In addition, the stations are using spot announcements and special programs to promote the opera season.

#### RECORD-BREAKING

WGAY Silver Spring, Md., has begun a new record show in which the platters less liked by listeners are, literally, smash hits. New releases are played on *Make or Break* with listeners deciding whether record should be retained for the station library, or "broken" on the air. Majority of first five calls decides.

#### REPEAT BROADCAST RATED

WGAR Cleveland's earlier plea for traffic safety over the Independence Day weekend, *Unwanted First*, rated a repeat broadcast July 3. The show was inspired by Ohio's record of the highest traffic death rate per capita on 1952's Decoration Day weekend. Show was specially prepared by Charles Day and Jack Dooley, WGAR newsmen.

## the player

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

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

Audition discs and  
brochures available now!

**CAPITOL RECORDS**  
Distributing Corp.

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

the  
player



## programs promotion premiums



#### CHILD'S DREAM

WTOP-TV Washington's *Ask-It Basket*, Saturday morning childrens show, featured a local fire department hook-and-ladder truck July 5. Cameras were trained on the hook-and-ladder as it pulled up to its home fire company, sirens wailing. Six children, chosen from 173 who wrote asking to appear on the program, swarmed over the huge red truck. A fire department lieutenant explained the equipment on the vehicle.

#### 'TELO-CHAIN' PROGRAM

ON chain-letter pattern, *Telo-Chain* quiz program launched in Canada with CKNW Vancouver, where staff member Rolly Ford is reported to hold copyright. Letter is drawn from mailbag on each 10-minute show. Listener, who is required to register name and phone number each week with box-top or label enclosed, must identify "mystery voice" and supplies name and phone number of next contestant until five successive phone calls are completed.

#### WCAU CONTEST

WCAU Philadelphia airing The American Stores Co.'s promotion, "Mrs. American Stores of 1952." Contest, which starts today (Monday) and runs for eight weeks, is being plugged via the 1,200 stores in the Philadelphia area and by WCAU on its *American Stores Rings Your Bell* 10:15-30 a.m., Mon.-Fri., featuring Gladys Webster. Winner who best describes why she likes to shop at The American Stores and why she would like a "second honeymoon" gets two-week trip to Bermuda. Runner-ups to grand prize get home freezer, TV and radio set or watch. Daily winners receive merchandise certificates.

#### KFAB JUMBO CARD

BREEZY "jumbo" postcard sent to trade by KFAB Omaha utilizes theme "It's Summertime and the Listening Is Easy..." Cards are in varied colors, show, via eye-catching cartoons, use of radio from farmer at tractor to steelworker on skyscraper. Series of nine, cards are mailed at three-day intervals.

#### KSTP AWARD STATION

IN folder featuring circle cut out of smiling face with legend: "One Man Show," KSTP-AM-TV Minneapolis highlights yearly awards received from trade magazines, *Billboard* and *Variety*. Competition at former was in promotion, the latter for news coverage.

#### WRC's 'MR. ECHO'

CONTEST started last Monday on WRC Washington and precedes "WRC Day" to be held Aug. 2 at local Glen Echo Amusement Park. "Mr. Echo" is well-known Washington performer whose voice must be identified by listener with a jackpot prize including week-end trip for two to Atlantic City the feature. Voice is aired intermittently during day. Replies must give in 50 words or less why WRC is favorite Washington outlet.

#### 'OL' PROSPECTOR

WTVN (TV) Columbus' promotion built around a station personality, "The Ol' Prospector," drew thousands to Ohio's largest amusement park, Buckeye Lake Park. Every concession in the park carried cards listing the station's call letters and "The Ol' Prospector." In addition, Bosco, sponsor of "The Ol' Prospector," was promoted through use of a huge banner on a stage in the midway.

#### MUSIC STEPPING STONES

KOIL Omaha has just completed the 4th series of a unique radio program entitled, *Stepping Stones To Stardom*. Latest series was climaxed when 12-year-old boy pianist was awarded a \$1,000 piano by a local music company. Another company awarded five runners-up a \$50 study award each. Program has been on the air since April, 1949. In that period, 773 amateur musicians have competed.

#### WHBC COVERS 'BOMBING'

WHBC Canton, Ohio, covered a simulated bombing attack of that city. From atop a tall building in downtown Canton, news announcer Al Francis, reported the "bombing" into a tape-recorder for re-broadcast later. A B-25 bomber,

accompanied by jet fighter protection, dropped 10,000 leaflets. The leaflets read, "This could have been a bomb! Your life and your children's lives can be saved by being warned of an enemy attack." Sponsored by the Canton Air Defense Filter Center, the "bombing" was designed to induce residents to join the Filter Center in "Operation Skywatch" to guard against surprise enemy attacks.

#### CALL LETTERS DISPLAY

WTVJ (TV) Miami has made arrangements with Illustrated Current News to place 100 display pieces bearing the station call letters in business windows throughout the area. Charles E. Silver, southern representative for ICN, is supervising the campaign.

#### WXEL's 'BARGAIN BAR'

WXEL (TV) Cleveland, *Bargain Bar*, Mon.-Fri., 4-4:30 p.m., acts as clearing house for household articles put up for second-hand sale and features Rena and Bob Ledyard, husband and wife team. Televiewers invited to appear with item or to write about the article for sale. Those who wish to buy, telephone the station. Program received among others 20 offers for turtle aquarium, 55 requests for bird cage and 15 offers for demolished auto sold for junk.

#### INDEPENDENCE OBSERVANCE

WGY Schenectady observed the 176th anniversary of the nation's birth through a series of transcribed one-minute announcements, written and spoken by area residents on the subject, "I Speak for Democracy." Announcements were spread over five day period.

#### 'TUNES AND CARTUNES'

WNBK (TV) Cleveland's *Tunes and Cartunes*, aired Mon.-Fri. 6:30-6:35 p.m., has invited viewers to send photographs to Dick Dugan, station cartoonist. Mr. Dugan will make a caricature of the photograph and will feature it on the show along with a drawing of the most newsworthy local or national figure. Program also fea-

## Pinning it down!

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

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

WBBW serves you best in Youngstown with its . . .

ABC

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





ures Cynthia Parker, club and concert pianist, and Tom Field, WTAM-WNBK announcer.

## MRS. AMERICA

WOR-TV New York is telecasting Mrs. America, 8:30-9 p.m. Sunday, toward selection of "Mrs. New York City" to represent that metropolis in "Mrs. America" finals. Show is produced by Mrs. America Inc., originators and owners of "Mrs. America" title. Among participating advertisers are P. Balentine & Sons and Levy Bread. On TV show, contestants are interviewed by Barbara Welles, women's commentator, and Dan McCullough. Viewers are asked to vote for favorite on basis of 50% for beauty and 50% for homemaking ability.

## WINDOW ON MAINE

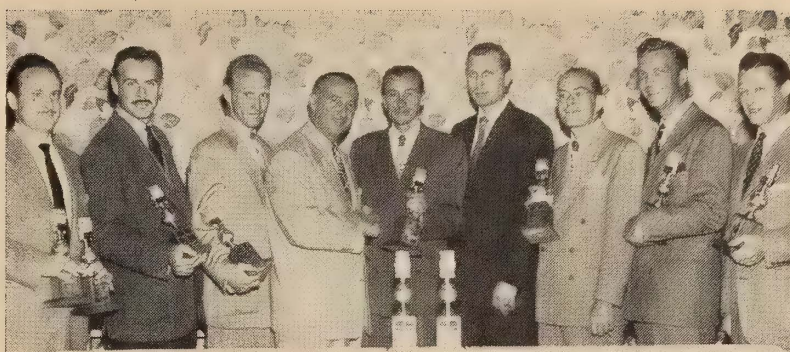
MAINE Bcstg. System, composed of WCSH Portland, WLBZ Bangor and WRDO Augusta, presented a window display at the State of Maine Information Bureau, 30 Rockefeller Plaza, in Radio City, New York. Window was arranged through the cooperation of Weed & Co., national sales representative for the Maine Bcstg. System.

## WORC KID'S PARTY

WORC Worcester, Mass., promotion for its WORC Kid's Party brought more than 7,500 children to White City, a local amusement park, June 27. Rides for the youngsters were free through the courtesy of the station. WORC said that the local mothers who had a "day off" were especially appreciative.

## Degree to Brunet

MEADE BRUNET, a vice president of RCA and managing director of RCA International Div., has been elected a trustee of Union College, Schenectady, N. Y. He received a Bachelor of Engineering degree from Union in 1916 and is chairman of the college's public relations council.



**TROPHY awards for radio-TV news coverage in 1951 presented by Radio & Television News Club of Southern California to (l to r) Jack Beck, director of news broadcasts, CBS Pacific Network, who accepted for Cameron Cornell (special events coverage) and Ed Murrow (trans-continental news reporting); Clete Roberts, KLAC-TV, world coverage; J. C. Haskell, branch merchandiser, Southern Div., Richfield Oil Corp., for firm's Japanese Peace Treaty coverage; Sam Balter, KLAC, sports reporting; Leo Wilhelm, Los Angeles district manager, Bing Crosby Minute Maid Corp., whose firm donated trophies; Dave Anderson, NBC radio Hollywood newscaster and club president; Al Gordon, KFVB, news commentary; Chet Huntley, ABC radio, Hollywood, news commentary; and Jim McCulla, KMPC, news presentation. They were among 15 winners [B•T, June 30].**

## Strictly Business

(Continued from page 14)

and a definite place, and, needless to say, he plans to continue in both.

Modern broadcasters will well understand why Mr. Rocca was first attracted to radio. On the old WJSV Washington (now WTOP-AM-FM-TV), he was able to buy six spots daily for five days, at the rate of \$150 per week. What's more, he had Arthur Godfrey to deliver the commercials. That was when Mr. Godfrey was a local personality.

"Godfrey was a wonderful salesman even in those days," Mr. Rocca said. "I still stick with him whenever I can. You know, with station breaks, and the like."

After Mr. Godfrey, there followed a series of other arrangements, none of which were satisfactory to Mr. Rocca. In 1940, in addition to writing all his commercials, he began using his own voice.

How much of that was vanity? "None," replied Mr. Rocca. "I find that by the time I would get thru working with a professional copy writer, and announcer, it would

take me longer to get what I want than if I did it myself.

"Besides," he added, "I know exactly what I want to say, and how I want to say it. I like to sell my cars to the radio and television audiences exactly like I would if I were talking to a man face to face. I don't like the detail work but it's really much simpler for me this way."

On the score of his recalcitrant attitude toward detail work, Mr. Rocca said that he hasn't personally sold a car in 10 years, despite his agency's outstanding sales record.

Writing his commercials doesn't always come easy, Mr. Rocca explained. "Sometimes, I spend as much as five hours on a one-minute spot. I know my stuff is corny, and so is my voice, but we sell cars." Although Mr. Rocca knows his delivery is not up to professional announcing standards, he knows also that there is no arguing with a balance sheet—and his "corny" efforts produce results.

### Leo Jr. Lends Hand

There apparently is relief from the detail work of broadcasting for Mr. Rocca. His son, Leo Rocca Jr., has expressed an interest in broadcasting. Young Leo Rocca already has transcribed several spot commercials.

Two things about Mr. Rocca's commercials have remained unchanged—his salutation and his sign-off. Mr. Rocca opens with—"This is Leo Rocca speaking, your Dodge and Plymouth dealer in Washington," and closes with, "This is Leo Rocca saying thank you." His whole pitch has the air of friendly conversation.

One of Mr. Rocca's strongest selling points is his guarantee of two years or 25,000 miles on every new Dodge or new Plymouth sold. The pushing of this guarantee is one of several themes into which he

brackets his series.

Mr. Rocca, at 54, can reflect with warm satisfaction that he made his mark in his home town. He was born in the nation's capital, Feb. 28, 1898, and schooled there. The lure of business—he has always been in the automobile or auto accessory business—was stronger than the desire to get a college degree so he left George Washington U. after completing two years.

He is not a joiner and resists most offers to speak at luncheons or dinners, or even to serve on committees.

"I'd rather spend the time on the farm with my family," he commented. The farm to which he referred is a 225-acre estate called "Hollybrook" in nearby Herndon, Va. On the farm, he breeds Black Angus cattle and has a lake stocked with bass. Other than just being with his family, and selling cars of course, fishing is his main hobby.

His family, in addition to 17-year-old Leo Jr., is composed of a daughter, Leonora, 14, and his wife, the former Leonora Worley of Washington, whom he married in 1930.

"I don't feel free to tell you how much I spend on radio and television advertising," Mr. Rocca said, "But you can put down that I spend a whole lot more than that \$150 I began with in 1935." Agency for Leo Rocca Inc. is Harwood Martin Adv., Washington.

# WJPG

THE RADIO SERVICE OF THE  
GREEN BAY PRESS-GAZETTE

**GIVING  
MORE PEOPLE  
MORE REASONS  
TO LISTEN  
MORE OFTEN**

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

**PLUS  
MUTUAL'S  
HEADLINERS**

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

GREEN BAY IS A FAVORITE TEST-MARKET

WJPG Green Bay, Wisconsin

McGILLVRA, Rep.

New York . . . . . Chicago

July 14, 1952 • Page 93

**KGW** *THE People's Choice* **IN PORTLAND, OREGON**

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

**REPRESENTED NATIONALLY BY EDWARD PETRY & CO., INC.**



## N. Y. STATE CD

### Plans 'Hams' Training

NEW YORK STATE Civil Defense Commission has begun an Amateur Radio recruitment program, aimed at a goal of 40,000 volunteers—with or without technical background—to train in assisting operators working with emergency New York state Amateur Radio Networks. Latter are maintained on a 24-hour basis.

Lieut. Gen. C. R. Heubner, director of the state CD Commission, explained that Amateur Networks, now employing about 2,000 expert "hams," may well provide one of the few available channels of communication in any atomic attack.

## Crosby Negotiations

BING CROSBY and the Coca-Cola Co., New York, have terminated their negotiations by mutual agreement, it was announced last week. The singing star had been negotiating with the soft drink firm for sponsorship of a half-hour series on radio and TV [B•T, July 7, June 25]. With Mr. Crosby planning to finance an ice cream company, it was considered in the nature of competition to Coca-Cola. Meanwhile, it was reported that General Electric is now negotiating with Mr. Crosby.

# FCC actions



JULY 3 THROUGH JULY 10

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

Grants authorizing new stations and transfers, accompanied by a roundup of new station and transfer applications, begin on page 99.

### July 3 Applications . . .

#### ACCEPTED FOR FILING Renewal of License

Following stations request renewal of license:  
WFRS-FM Grand Rapids, Mich.; WTRF-FM Bellaire, Ohio; WHBC-FM Canton, Ohio; WLWA (FM) Lima, Ohio; WCLT-FM Newark, Ohio.

### July 3 Decisions . . .

#### BY COMMISSION EN BANC Renewal of License

Following stations granted renewal of license on regular basis:  
KHLB Plainview, Tex.; WKSU-FM Kent, Ohio; KAGH Crossett, Ark.; KAKE Wichita, Kan.; KANE New Iberia, La.; KASA Elk City, Okla.; KBIZ Ottumwa, Iowa; KBMY Billings, Mont.; KELK Elko, Nev.; KJRL Pocatello, Ida.; KFBC Cheyenne, Wyo.; KFMO Flat River, Mo.; KFOR Lincoln, Neb.; KGBS Harlingen, Tex.; KGY Olympia, Wash.; KHBG Okmulgee, Okla.; KHOZ Harrison, Ark.; KHUM Eureka, Calif.; KIUL Garden City, Kan.; KMBY Monterey, Calif.; KODY North Platte, Neb.; KRDO Colorado Springs, Col.; KRDU Dinuba, Calif.; KRNO San Bernardino, Calif.; KROY Sacramento, Calif.; KRXL Roseburg, Ore.; KVLV Alpine, Tex.; KVNI Coeur D'Alene, Ida.; KWAK Stuttgart, Ark.; KWIL Albany, Ore.; KWOS Jefferson City, Mo.; KWRC Pendleton, Ore.; KXLE Ellensburg, Wash.; KXLJ Helena, Mont.; WAIN Columbia, Ky.; WATN Watertown, N. Y.; WATT Cadillac, Mich.; WBAX Wilkes-Barre, Pa.; WBBW Youngstown, Ohio; WBEJ Elizabeth, Tenn.; WCEM Cambridge, Md.; WDXB Chattanooga, Tenn.; WGVA Geneva, N. Y.; WHIZ Zanesville, Ohio; WIBU Poyntette, Wis.; WJIM Lansing, Mich.; WJMC Rice Lake, Wis.; WJON St. Cloud, Minn.;

### Radio Builds Library

REX DALE, disc jockey for WCKY Cincinnati, received a suggestion from a listener in December 1951 that an appeal be made for educational books to be sent to children of Nagasaki, one of two Japanese cities A-bombed toward the close of World War II. Mr. Dale made daily appeals over his *Make Believe Ballroom*. Another listener became sole collecting agency for the books. As a result of this concerted effort, more than 400 books were sent to Nagasaki. This fall, a new library will be opened in Nagasaki, containing the books from WCKY's listening area. WCKY commented, "This is another instance where radio, acting in the interest of public service influenced a number of people in such a manner, where no other media could have succeeded so well."

which authorized new AM station, for extension of completion date.

#### Requests Name Change

WQAN Scranton, Pa.—Mod. license to change name of licensee to The Scranton Times.

#### Seeks Site Approval

WSSC Sumter, S. C.—Mod. CP, which authorized new AM station, for approval of main studio and trans. site at Oswego Road at Sumter City Limits.

#### License Renewal

Following stations requests renewal of license:

WHOP Hopkinsville, Ky.; WLOU Louisville, Ky.; WMMT McMinnville, Tenn.; and WREC Memphis, Tenn.

#### TENDERED FOR FILING

Seeks Frequency Change to 1240 kc  
WDUN Gainesville, Ga.—CP to change frequency from 1400 kc to 1240 kc.

#### APPLICATIONS RETURNED

KTHS Hot Springs, Ark., and KWKH Shreveport, La.—RETURNED application for transfer of control of Times Pub. Co., parent corp. of licensee, from John D. Ewing to William H. Bronson, both voting trustees.  
KTXJ Jasper, Tex.—Returned application for renewal of license.

### July 8 Decisions . . .

#### BY FCC BROADCAST BUREAU Set Aside Grant Which

Approved Change in Locations  
KBMY Billings, Mont.—FCC set aside action of June 10 granted mod. CP to change studio and transmitter locations and for extension of commencement and completion dates, pending "clarification of nature of application."

#### Granted Change Name

WAGA-AM-FM-TV Atlanta, WGBS-AM-FM Miami, WJBK-AM-FM-TV Detroit, WSPD-AM-FM-TV Toledo, WWA-AM-FM Wheeling, W. Va., and WMMN Fairmont, W. Va.—Granted mod. licenses to change name from The Fort Industry Co. to Storer Bcstg. Co.

### July 8 Applications . . .

#### ACCEPTED FOR FILING

#### Requests Name Change

KHJ-AM-FM-TV Hollywood, Calif.; KGB San Diego, Calif.; KFRC San Francisco; WONS Hartford, Conn.; WNAC-AM-TV Boston; WEAN Providence, R. I.; and WOR-AM-FM-TV New York—Request mod. license to change name from Thomas S. Lee Enterprises Inc. to General Teleradio Inc.

#### License Renewal

Following stations request renewal of licenses:

WHIR Danville, Ky.; WGRS Louisville, Ky.; WMFS Chattanooga, Tenn.; and WHBT Harriman, Tenn.

Seeks Completion Date Extension  
KNXT (TV) Hollywood, Calif.—Mod. CP for extension of completion date.

### July 9 Applications . . .

#### ACCEPTED FOR FILING

#### License for CP

WJAT-FM Swainsboro, Ga.—License for CP, as mod., which authorized new FM station.

KISS (FM) San Antonio, Tex.—License for CP, as mod., which authorized new FM station.

#### License Renewals

Following stations request renewal of license:

WHIN Harland, Ky.; WSIP Paintsville, Ky.

(Continued on page 99)

FOR FINEST TAPE RECORDING

# WJAX

Jacksonville, Fla.

USES  
*Magne recorder*

—FIRST CHOICE OF ENGINEERS!

Only Magne recorder offers all the flexibility, high fidelity and features you require—at a price you want to pay!

FITS EVERY PURPOSE—EVERY PURSE!

PORTABLE — LIGHTWEIGHT  
Recorder in one case —  
Amplifier in the other. Easy  
handling — compact!

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

CONSOLE OR CONSOLETTTE  
Operation available by combining  
units in rich Magne-  
recorder cabinets.

For new catalog — write:

# Magne record, INC.

Magne record, Inc., 360 N. Michigan Ave., Chicago 1, Ill.

### July 7 Applications . . .

#### ACCEPTED FOR FILING

Seeks Completion Date Extension

KALM Alton, Mo.—Mod. CP, as mod.

## SERVICE DIRECTORY

### Custom-Built Equipment U. S. RECORDING CO.

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

### . TOWERS .

AM • FM • TV •  
Complete Installations

### TOWER SALES & ERECTING CO.

6100 N. E. Columbia Blvd.  
Portland 11, Oregon

### COMMERCIAL RADIO MONITORING COMPANY

PRECISION FREQUENCY MEASUREMENTS

Engineer on duty all night every night

JACKSON 5302

P. O. Box 7037 Kansas City, Mo.

### DAVID & BARBEAU

TELEVISION PROJECT CONSULTANTS

STATION PLANNING AND OVERALL GUIDANCE

P. O. BOX 996 SCHENECTADY, NEW YORK



# CONSULTING RADIO & TELEVISION ENGINEERS

## JANSKY & BAILEY

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

## JAMES C. McNARY

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

—Established 1926—

## PAUL GODLEY CO.

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

## GEORGE C. DAVIS

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

## Commercial Radio Equip. Co.

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

## A. D. RING & CO.

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

There is no substitute for experience

## GILLETT & BERGQUIST

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

## GEORGE E. GAUTNEY

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

## Craven, Lohnes & Culver

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

## McINTOSH & INGLIS

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

## RUSSELL P. MAY

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

## WELDON & CARR

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

## E. C. PAGE

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

## MILLARD M. GARRISON

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

## KEAR & KENNEDY

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

## A. EARL CULLUM, JR.

CONSULTING RADIO ENGINEERS  
HIGHLAND PARK VILLAGE  
DALLAS 5, TEXAS  
JUSTIN 6108  
Member AFCCE \*

## WILLIAM L. FOSS, Inc.

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

## JOHN CREUTZ

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

## GUY C. HUTCHESON

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

## ROBERT M. SILLIMAN

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

## LYNNE C. SMEBY

"Registered Professional Engineer"  
1311 G St., N. W. EX. 8073  
Washington 5, D. C.

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## agencies Hear Nielsen

ETAILED outline of the Nielsen  
verage service was presented by  
C. Nielsen, president of the  
icago market research firm of

that name, to agency and client  
representatives in the Hotel Sher-  
man there Tuesday morning. The  
graph and chart discussion was  
presented in New York at two ses-  
sions late last month.

## JAMES R. BIRD

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# CLASSIFIED ADVERTISEMENTS

Payable in advance. Checks and money orders only.

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

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

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

## Help Wanted

### Managerial

**Ohio daytimer** single station market needs manager. Advise minimum salary requirements. Box 643P, BROADCASTING • TELECASTING.

**Manager** for 1 kw station. Must have good reference. Box 664P, BROADCASTING • TELECASTING.

**General manager** with successful record in small market for similar position in larger metropolitan market. Unusual opportunity for advancement for man with ambition, sales ability and executive experience. Box 695P, BROADCASTING • TELECASTING.

**Need a working partner** with management-sales experience to take over management. Will need \$15-20,000. Regional-northeast-important market within first fifty metropolitan districts. Independent. Box 709P, BROADCASTING • TELECASTING.

**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.

### Salesman

**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, BROADCASTING • TELECASTING.

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

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

**Progressive salesman** wanted immediately by 5000 watt non-directional daytime 1000 watt directional nighttime station with network affiliation in large southeastern city. Exceptional opportunity for aggressive man with good radio background and a proven sales record. State full particulars and submit photo with reply Box 656P, BROADCASTING • TELECASTING.

**Salesman.** Progressive 1000 watt. One station city—100,000 population—north of Boston. Send information on experience and financial requirements. Don't want desk pilot. Must make calls. Good man will get good deal. Box 660P, BROADCASTING • TELECASTING.

**Network affiliate** seeking commercial manager. Further opportunity will be extended after on-the-job experience merits. Consistently "preferred" rated Rocky Mountain market. Established station. Submit photo, references in letter to Box 688P, BROADCASTING • TELECASTING.

**Sales manager.** Aggressive man with good sales record. Possibility promotion to manager. Fine opportunity for man in early thirties. Box 694P, BROADCASTING • TELECASTING.

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

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

## Help Wanted (Cont'd)

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

### Announcers

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

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

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

**Experienced announcer** for staff work on 1000 watt independent in Chicago area. Forty hour week with overtime for authorized hours. Double time for holidays. Free insurance and paid vacations from first year. This station owned and operated by radiomen exclusively. Write in full and send tape or record to Box 642P, BROADCASTING • TELECASTING.

**Morning man** for 5 kw NBC New England coast. We need experience, friendliness, capability in early riser to augment good staff and sell early farm and urban audience. Photo, tape/disc, detailed background and salary first letter. Box 648P, BROADCASTING • TELECASTING.

**\$80.00 per week** for good announcer at midsouth station. Good market. TV future. Replies confidential. Box 654P, BROADCASTING • TELECASTING.

**Announcer-engineer**—First phone, emphasis announcing. Excellent opportunity progressive Michigan station in friendly, pleasant town where good radio man can get good pay, enjoy work and enjoy life. Box 659P, BROADCASTING • TELECASTING.

**Experienced staff announcer** for good steady job net affiliate smaller city upper midwest. \$70.00 start. Box 672P, BROADCASTING • TELECASTING.

**Pennsylvania**—Fulltime independent, needs morning man. Only experienced, deep voiced, personality man need apply. Voice and originality are more important than experience. Box 673P, BROADCASTING • TELECASTING.

**Immediate opening** at growing central Florida independent for announcer with first phone, opportunity to do selling too. Send complete details on background. Box 702P, BROADCASTING • TELECASTING.

**Announcer.** Straight staff. Experience preferred. Established 250 watt ABC. Only station midwest market 30,000. Send complete resume. We will request tape or disc if interested your application. Box 718P, BROADCASTING • TELECASTING.

**Announcer/engineers** needed now. \$280 month. Tape/disc, photo. WMTE, Manistee, Michigan.

## Help Wanted (Cont'd)

**We want a good staff announcer** with at least two years experience for 5000 watt network station in market of half million. We're planning for TV so send a picture with your application. Reply to: Joe Salsburg, WARM, Scranton, Pa.

**Announcer ambitions** become manager 1000 watt station. Best small town Georgia, near Atlanta. Must have age, experience, over 35. Don't apply unless want make your home here. No high pressure, good character, plugger with personality and ability make friends. Work three months announcer, then satisfactory, make manager. Willing pay 1/3 profits, living wage start. Apply, giving qualifications. WMOC, Covington, Georgia.

**Wanted:** Good experienced announcer for permanent position. Send tape and complete information to Radio Station WRRF, Washington, N. C.

**5000 watt operations** start this month. We would like to talk with you if you are a) announcer with first class license, or b) announcer with interest in news or sports, or c) first class engineer with talent. WTVB, Coldwater, Michigan. A future for family men.

**Wanted:** An experienced announcer. Start \$60.00 per week. Excellent working conditions. Contact Charlie Dowdy, Commercial Manager, Bainbridge, Georgia.

### Technical

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

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

**Wanted:** Combination engineer-announcer. Southwest, \$65.00 for 48 hours. 250 daytimer. Everyone answered. Box 650P, BROADCASTING • TELECASTING.

**Wanted—Radio maintenance engineer**—holder first class radio license—two to three years experience. Station is TV applicant located in northeastern Pennsylvania. Write Box 653P, BROADCASTING • TELECASTING.

**Wanted:** Experienced chief engineer for five kilowatt directional station. Western Electric equipment. Located in southeast. Box 661P, BROADCASTING • TELECASTING.

**Wanted:** Engineer with first class ticket. Immediate opening—update New York! Box 669P, BROADCASTING • TELECASTING.

**Wanted—First class engineer** for midwest 250 watt station. Box 696P, BROADCASTING • TELECASTING.

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

**Need engineer** before September First. Transmitter, tapes, remotes, no announcing. \$60 for 46 hours, company insurance. Experience not necessary. Chief Engineer, WCNB, Connorsville, Ind.

**Needed immediately** two engineers, first phone. Car necessary. Contact Chief Engineer, WEOL, Elyria, Ohio.

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

**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 overtime. WLAD, Danbury, Conn.

## Help Wanted (Con't)

**Engineer-announcer** for 1000 watt, daytime, independent in central Alabama. Send photo audition disc, and salary requirement to Erle Hanna, WJAM Marion, Alabama.

**First class engineer** wanted. Experience not necessary. Good working conditions. Apply Fred L. Hart, WLPW Suffolk, Va.

**Announcer/engineers** needed now. \$280 month. Tape/disc, photo. WMTE Manistee, Michigan.

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

**Engineer, immediately.** Wire or write Don Bowdish, C.E., WPAG, Ann Arbor, Michigan.

**First class engineer-announcer** needed \$60.00 weekly. WSON, Henderson, Kentucky.

**First phone transmitter operator.** WSYB, Rutland, Vermont.

### Production-Programming, Others

**Wanted:** An experienced traffic girl who is willing to assume responsibility as traffic manager of a Pacific Northwest AM station. This is a progressive 4-station operation with TV plans and plenty of opportunity for a capable girl to progress. Immediate opening. Send resume, picture, salary to Box 640P, BROADCASTING • TELECASTING.

**Midwest 50 kw station,** metropolitan area wants experienced continuity writer. Pleasant working conditions in new air conditioned building. Send picture, samples, complete background and salary requirements. Box 716P, BROADCASTING • TELECASTING.

**Local news writer** wanted immediately. Advise details and minimum salary required. Contact Manager, WEOK, Poughkeepsie, New York.

**Commercial copywriter** wanted for 1000 watt daytime independent in northern Illinois. No air work, no program copy, but lots of good, simple selling commercial needed. Please send full information and samples of copy to Dave Taylor, WFRL, Freeport, Illinois.

## Television

### Announcers

**Pitchman-type TV announcer.** Wanted by national advertiser. Fine opportunity for big money in leading TV city. Permanent. Some TV production experience desirable but not essential. For audition, write full particulars and send recent photo. Box 711P, BROADCASTING • TELECASTING.

### Situations Wanted

#### Managerial

**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 • TELECASTING.

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

**Experienced manager** available for interview August. 13 years station engineering, sales, management, ownership. Married, family, exceptionally dependable. Desire affiliation small station with future. Box 665P, BROADCASTING • TELECASTING.

**General-commercial manager.** Over 20 years experience, 2 years of television. Capable of handling management, sales and programming. Best of references. Box 685P, BROADCASTING • TELECASTING.

**Manager-program director.** Proven ability. 29, married, college graduate. Request sound proposition AM or TV. Box 713P, BROADCASTING • TELECASTING.

**General manager.** Fine radio experience desires position with small fulltimer. Box 721P, BROADCASTING • TELECASTING.

### Salesman

**Salesman** with know-how. College graduate. Imaginative. Energetic. Excellent sales record. Car. Box 644P, BROADCASTING • TELECASTING.

**Alert young man,** good radio background, desires sales-programming combination. Box 645P, BROADCASTING • TELECASTING.

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



## Situations Wanted (Cont'd)

### Announcers

**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 516P, BROADCASTING • TELECASTING.

**Versatile announcer**, excellent background with major market stations. Please state salary scale. Box 637P, BROADCASTING • TELECASTING.

**Announcer** with six years experience, network and local production and writing. A proven salesman in both large and small markets. Best references. Prefer west. Currently 50 kw. Box 339P, BROADCASTING • TELECASTING.

**Solid staff**, console. 5 years experience. Minimum \$65. Available immediately. Box 655P, BROADCASTING • TELECASTING.

**Announcer**, single. Draft exempt. Some experience on N. Y. stations. Strong on news, capable DJ. Commercials that sell. Disc available. Box 367P, BROADCASTING • TELECASTING.

**Ten years experience**, everything. Prefer Michigan. Months notice. Box 371P, BROADCASTING • TELECASTING.

**Announcer-engineer**. First phone. Experienced most phases radio. Clear bass voice. Draft exempt. Will travel. Tape available. Box 674P, BROADCASTING • TELECASTING.

**Top Boston DJ** wants change. South preferred. In radio 12 years. Has successful four hour daily informal show on regional net. Well known in music field. Trade paper listings. Some TV. Married, reliable, versatile, good appearance. Warm, friendly ad-lib style, not comedian. Has produced-MC'd shows for stage and nite clubs. Personal interview preferred. Opportunity important, salary open. Box 681P, BROADCASTING • TELECASTING.

**Announcer-DJ** and news, 25, 4 years experience. Single, veteran, some TV work. Box 682P, BROADCASTING • TELECASTING.

**Topnotch** combo man; mature, married, college grad; Arizona, California, Oregon. Box 683P, BROADCASTING • TELECASTING.

**DJ specialist-negro**. Light experience N.Y.C. Vet, 27, single. Excellent ideas. Available immediately. Resume, disc upon request. Box 691P, BROADCASTING • TELECASTING.

**Personality disc jockey**. Hard worker, conscientious. Early morning, late night program background. Special events, audience participation shows, etc. Seven years experience. Box 693P, BROADCASTING • TELECASTING.

**Announcer**, experienced all phases. Continuity, board, traffic. Married veteran. Box 697P, BROADCASTING • TELECASTING.

**Announcer**, 3 years, natural approach. Employed. Needs fill-in September First-Fifteenth, or part. Eastern U. S. Box 698P, BROADCASTING • TELECASTING.

**Announcer**. DJ, interviews, news, color. B.S. Degree, 3 years educational FM station. Box 699P, BROADCASTING • TELECASTING.

**Attractive femme announcer**, 21, all phases. Operate board, strong on DJ and women's shows; warm, friendly, charming personality. Interest in music, write copy, secretarial work; dependable. Disc, resume, references. Free to travel. Box 704P, BROADCASTING • TELECASTING.

**Announcer**. First phone. Veteran, married, age 30. Have car. Will travel. Recent radio school graduate. Box 705P, BROADCASTING • TELECASTING.

**Newsman - announcer**. Army officer completing two years service August. University graduate journalism. Prior recall Army four years experience heavy news gathering, writing, editing. Excellent Army background public relations. Top references including former employer prior Army recall. Available personal interview August. Box 707P, BROADCASTING • TELECASTING.

**Announcer**, staff, 8 years CBS experience, board, copy, remote, etc. Box 710P, BROADCASTING • TELECASTING.

**Want experienced sportscaster**; smooth, colorful, salable delivery? References, staff, board, employed. Available September. Box 712P, BROADCASTING • TELECASTING.

## Situations Wanted (Cont'd)

**Topnotch** announcer vacationing mid-west and northwest shortly. Available personal interview. Eight years radio—news, music, sports, special events, programming, writing, selling. BA Degree. Serious, stable, married. Desire TV future. Finest recommendations. Sincerely interested advancing. West coast also acceptable. Box 717P, BROADCASTING • TELECASTING.

**Announcer**: 2 years experience, college graduate, veteran, DJ specialty, news. Tape available. Prefer mid-west. 1505 North Grant, Indianapolis, Blackstone 4595.

**Selling voice**, clear, mature. Three years university, announcing school, some commercial board and mike experience. Single, 30, veteran. Prefer mainly announcing, in midwest. Charles May, 4001 Bell, Kansas City, Mo.

**5 years experience**. PD-staff announcer, intelligent delivery. All phases radio and board. DJ, news, children's shows. Veteran, married. Ed Nix, 4323 Luther, Riverside, California.

**Announcer-DJ**, 26, staff, ten years radio, TV. CBS experience. Bob Story, 119 West Princess Anne Rd., Norfolk, Va.

### Technical

**Engineer**, first phone. 5 years experience 250 to 50 kw. Transmitter, control, remotes. Desire progressive station. Single. Veteran. Box 641P, BROADCASTING • TELECASTING.

**First phone**. No experience, 3 years technical school, including radio, TV service-repair. Box 646P, BROADCASTING • TELECASTING.

**First phone**. 3 years technical training in AM, FM, and TV. No experience. Box 647P, BROADCASTING • TELECASTING.

**Chief engineer**—22 years experience. 4 as chief. Strong on maintenance and purchasing. Some construction. Very reliable. Age 45. Married. Excellent references. Salary requirements \$5200 starting. Box 652P, BROADCASTING • TELECASTING.

**1st phone**—no station experience. Technical school graduate. TV training. Married, vet. Box 657P, BROADCASTING • TELECASTING.

**First class engineer** with some experience. Formerly held radio mechanics license. Available now. Box 663P, BROADCASTING • TELECASTING.

**Executive type chief engineer** available in August. College RE-EE, 13 years experience thru directionals. Married, 30, family. Desire permanent position progressive station with TV plans. Box 666P, BROADCASTING • TELECASTING.

**Radio operator**, first class license. No experience. Three years schooling radio and television. Box 668P, BROADCASTING • TELECASTING.

**Two years experience** as engineer in both transmitter and studio, also one year combo. Available immediately. Box 675P, BROADCASTING • TELECASTING.

**Thoroughly experienced chief engineer** desires to relocate with progressive station in south. Box 687P, BROADCASTING • TELECASTING.

**1st class license**. No experience. Available immediately. Radio school graduate. Box 692P, BROADCASTING • TELECASTING.

**Engineer** 5 years experience all phases, 1 year combination. Permanent position lower midwest. Box 701P, BROADCASTING • TELECASTING.

**Radio operator** 1st class license. No experience. 3 years schooling including TV and radio service and repair. Desires position with radio broadcasting station. Walter Masik, 15 64th Street, West New York, New Jersey.

### Production-Programming, Others

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

**Young male copywriter** with two years experience desires change. Also traffic and announcing experience. Box 649P, BROADCASTING • TELECASTING.

**Yankee Lady** in Dixie wants change. Writes copy like crazy, scripts like a storm, sales letters that sell! Mike experience. Box 677P, BROADCASTING • TELECASTING.

**Sales-conscious PD**. Supervise complete programming operation. Experienced radio, television. Box 678P, BROADCASTING • TELECASTING.

## Situations Wanted (Cont'd)

**PD with proven record** available August 1st. Experienced all phases indie, net. Southwest only. Personal interview preferred. Box 679P, BROADCASTING • TELECASTING.

**Writer**—4 years experience documentary, music, continuity. Some news. Draft exempt. Box 689P, BROADCASTING • TELECASTING.

**Capable woman** experienced small station program, traffic, administration, mike, account service, commercial writing. Box 690P, BROADCASTING • TELECASTING.

**Copy**—continuity—news—promotion man. Heavy, outstanding, print experience; now desires radio-TV career. Journalism graduate. 31. Also sell, announce. Box 700P, BROADCASTING • TELECASTING.

**Sports director**, experienced DJ, staff, presently employed. Draft exempt. Prefer east. Box 703P, BROADCASTING • TELECASTING.

**Experienced program director**. Six years radio experience. BA speech-radio, English. Former promotion manager, women's commentator, continuity. Tape available. Box 706P, BROADCASTING • TELECASTING.

**California and Pacific coast stations**: 7 years radio-programming-production-announcing-sales-copy. Desire program director or ? Young, married, willing to work. Have first-phone. Presently employed 5000 watts. Box 719P, BROADCASTING • TELECASTING.

## Television

### Salesmen

**Television salesman**—Change desired. Leadership in sales, church and community activities. Will consider applicants. Family; therefore, any move will be permanent. Box 676P, BROADCASTING • TELECASTING.

### Production-Programming, Others

**New TV station?** My 4 years experience can help you set up production, program, film and news departments. Box 720P, BROADCASTING • TELECASTING.

## For Sale

### Stations

**For sale or lease**—Completely equipped FM radio station of 5000 watts radiated power. Station covers a much above average retail trading area, is located within 30 miles of state capital and within 15 miles of metropolitan area. After 4 years of operation, station suspended broadcasting first of this year due to other interests of owner. Can be purchased and moved or operated in present location. License is still active. Reply by letter to Box 686P, BROADCASTING • TELECASTING.

**Rocky Mountain station**. No competition. Affiliated. 250 w. Ideal town to live. Bargain at \$65,000. Box 638P, BROADCASTING • TELECASTING.

**Regional independent station** located in northeast. Important city within first 50 metropolitan districts. Liberal terms. Box 708P, BROADCASTING • TELECASTING.

### Equipment, etc.

**Esterline Angus 5 mill recorder** with spare parts. Daven VU panel, etc. Send for complete list. Box 651P, BROADCASTING • TELECASTING.

**1 kw 20 V Collins transmitter**, new, never been uncrated. Two sets of tubes—lost frequency. Box 658P, BROADCASTING • TELECASTING.

**Transmitter**, new Raytheon 250 watt AM with spare tubes and crystal. Can be tuned to any frequency. Packed for export, original crating. Sacrifice price. Available immediately. Box 670P, BROADCASTING • TELECASTING.

**Two 165 foot self-supporting rectangular towers**. Make offer. For information contact Chief Engineer, KFRU, Columbia, Missouri.

**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.

(Continued on next page)

# SALESMAN WANTED

**Major radio-station representative is seeking account executive for New York Office. Prefer successful sales experience with network-affiliated station, including sales contacts with local distributors, brokers, manufacturers' representatives, etc. Please include full resume, snapshot or photograph, and salary requirement. All applications will be held in strictest confidence. Our staff has been advised of this advertisement. Address Box 715P, Broadcasting • Telecasting.**



## Wanted to Buy

### Stations

Manager and chief engineer want to buy 250 watt or 1000 watt station, preferably in south. Can operate. Box 596P, BROADCASTING • TELECASTING.

Long experienced successful operator desires to lease radio station. Here is opportunity for guaranteed return plus percentage of profits attractive for absentee owners. Replies confidential. Write Box 680P, BROADCASTING • TELECASTING.

Controlling or total interest. Medium size market. Ohio, Pennsylvania, New York area. Daytimer. Box 662P, BROADCASTING • TELECASTING.

### Equipment, etc.

Wanted: Small console suitable for recording studio. Two microphones and turntable. WGGA, Gainesville, Ga.

Wanted: Everything. 5000 watt directional installation, 300 foot towers. Field strength meter. WGGA, Gainesville, Ga.

### Miscellaneous

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

### Help Wanted

### Announcers

## WANTED

Combination engineer-announcer. Must know engineering and be heavy on announcing. \$85.00.

Radio Station KLIC  
Monroe, Louisiana

## COMBO MAN

Must have above-the-average announcing ability. First class license. Outstanding independent station. Send audition to

WNOR  
Norfolk, Virginia

## Help Wanted (Con't)

### Technical

## LEGAL and ENGINEERING

### COUNSEL WANTED BY NEW TV APPLICANT IN NEW ENGLAND AREA

Terms are as important as fee. All replies are strictly confidential.

BOX 684P,

BROADCASTING • TELECASTING

Operating engineers wanted for defense radio project. Four station chief 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 \$9,000, per diem, travel expenses. E. C. Page, Consulting Radio Engineers, 600 Bond Building, Washington, D. C.

## Television

### Production-Programming, Others

WANTED—Experienced man to head film operations of leading TV station

starting about September 1

Will be responsible for production of commercials and program films as well as supervision of film program department. State all qualifications in first letter. Box 714P, BROADCASTING • TELECASTING.

### 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

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

HOWARD S. FRAZIER

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

## Film Report

(Continued from page 84)

for distribution late this summer. The program stars a western trio and features folk tunes as well as westerns.

### Film People . . .

Robert Klaeger has been appointed vice president in charge of production by Transfilm Inc., New York. He previously supervised motion picture production for Transfilm and in this capacity is said to have worked on more than a thousand television commercials and a score of documentary motion pictures.

\* \* \*

Buck Houghton, literary department of MCA, Beverly Hills, shifts to Revue Productions, subsidiary of the agency, with supervision of story department.

\* \* \*

Robert Stevenson, director of Columbia Pictures feature film "To the Ends of the Earth," to the studio's subsidiary, Screen Gems Inc., Hollywood, for "John Honeyman" in NBC-TV *Cavalcade of America* TV film series.

\* \* \*

Burton Rowles Jr., after a leave of absence, has returned to Transfilm Inc. as director of creative planning for industrial and documentary motion pictures. In his previous association, Mr. Rowles wrote the Ford Motor Co.'s first three "Americans at Home" documentaries, directed "Conway Boy" for the State Dept. and produced six 15-minute TV films for the A. C. Gilbert Co. (TV).

\* \* \*

Lou Gray, producer of *Range Rider* TV film series for Flying A Television Pictures, Hollywood, named assistant to Armand Schaefer, firm's president. Mr. Gray will supervise overall production for firm in addition to producing *Gene Autry* TV film series. Assigned to *Range Rider* is Hugh McCollum, short subjects producer at Columbia Pictures.

\* \* \*

Gene Lockhart and Charles Chaplin Jr. were signed by Pennant Tele-

vision Productions Inc., Hollywood, to respectively star in "A Matter of Circumstance" and "Three Minutes" in *Date With Destiny* TV film series. Ed Woodworth, firm's president, is in New York for conferences with ad agencies.

\* \* \*

John Shanks, comptroller, Snader Telescriptions Sales Inc., Beverly Hills, joins Pennant Television Productions Inc., Hollywood, as treasurer and comptroller.

\* \* \*

Robin Blink, daughter of Milt Blink, executive vice president of United Television Programs, Chicago, married July 1 to Larry Gordon of Kansas City, in Chicago.

\* \* \*

Reavis Winckler, publicity-promotion director of Jerry Fairbanks Productions, Hollywood, to Filmcraft Productions, that city, in a similar capacity.

\* \* \*

Paul Gordon, assistant to Edward Lewis, producer of CBS-TV *Schultz Playhouse of Stars*, father of girl, Cathy, June 21.

### Miscellany . . .

Guild Films Inc., Hollywood, will handle the national distribution of a quarter-hour TV film series, *Lash of the West*, produced by Ron Ormond. The programs, 13 of which have been completed, star Lash La Rue and are already being shown on KNBH (TV) Hollywood under the title *Tales of Famous Outlaws*.

\* \* \*

Ellis Dungan, technical advisor on CBS-TV *Smilin' Ed McConnell* and *His Buster Brown Gang*, is en route to India to film additional background and animal footage for the TV series. Producer Frank Ferrin, packager-producer of the taped NBC radio version, signed a five-year contract with Brown Shoe Co., St. Louis (makes Buster Brown shoes) [B•T, April 21].

## Top Network Station

**\$90,000.00**

A well established top network property—the only station in an attractive southern market with retail sales in excess of \$25,000,000.00. Due to favorable position we can arrange very liberal financing.

### Appraisals • Negotiations • Financing

## BLACKBURN-HAMILTON COMPANY

RADIO STATION AND NEWSPAPER BROKERS

WASHINGTON, D. C.

James W. Blackburn  
Washington Bldg.  
Sterling 4341-2

CHICAGO

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

SAN FRANCISCO

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

### Employment Agency

### Employment Agency

## STATIONS

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

## COMBINATION ANNOUNCER-ENGINEERS:

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

*Broadcast Management Services Co.*  
AGENCY

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

PL 5-1127

E. C. Lobdell, Licensee



Docket Actions . . .

INITIAL DECISIONS

WVOP Vidalia, Ga.—Vidalia Bestg. Co. Hearing Examiner Elizabeth C. Smith issued initial decision looking towards grant of application to change facilities from 1450 kc, 250 w unl., to 970 kc, 1 kw daytime; condition. Decision July 10.

WSOC Charlotte, N. C.—WSOC Inc. Hearing Examiner Elizabeth C. Smith issued initial decision looking towards denial of application to install new antenna, retaining present frequency of 1240 kc with 250 w unl. Decision July 7.

Non-Docket Actions . . .

AM GRANTS

Hawkinsville, Ga.—Tri-County Bestg. Co. Granted 610 kc, 500 w daytime; engineering conditions. Estimated construction cost \$25,880, first year operating cost \$36,000, revenue \$48,000. Principals include President Robert Timothy Ragan (30%), owner of International Minerals & Chemical Corp., Eastman, Ga.; Vice President William Henry Griffin (30%), lumber dealer, and Secretary-Treasurer Dallam Rivers Jackson (40%), attorney. Granted July 10.

Estherville, Iowa—Estherville Bestg. Corp. Granted 1340 kc, 100 w unl. Estimated construction cost \$15,062, first year operating cost \$40,000, revenue \$50,000. Principals include President William E. Schons (25%), outdoor advertising salesman; Vice President Theodore L. Cook (25%), 1/4 owner of James David Co., St. Paul, Minn.; Secretary Dr. Edward Schons (25%), physician, and Treasurer Charles S. Harris (25%), part owner of B. W. Harris Co., St. Paul. Granted July 10.

Eunice, La.—Tri-Parish Bestg. Co. Granted 1490 kc, 250 w unl.; engineering conditions. Estimated construction cost \$18,888, first year operating cost \$32,000. Principals include President Vincent L. Riehl (20%), managing partner and 52% owner of Riehl Building Supply Co.; Vice President Joseph A. Riehl (10%), dean of administration, Southwestern Louisiana Institute; Vice President Paul H. DeClouet (25%), 25% owner of KLFY Lafayette, La.; Vice President Thomas A. DeClouet (25%), 25% owner of KLFY; Secretary-Treasurer Roland Riehl (20%), 22% owner of Riehl Building Supply. Granted July 10.

Rockland, Maine—Knox Bestg. Co. Granted 1450 kc, 250 w unl.; engineering conditions. Estimated construction cost \$35,000 (purchased all equipment from WMTW Portland, Me., for \$25,000), first year operating cost \$35,000, revenue \$40,000. Principals include President Carleton D. Brown (28%), president, general manager and 76% owner of WTVL Waterville, Me.; Treasurer Kennedy Crane (8.3%), controlling interest in Senter Crane Dept. store; Charles H. Berry (8.3%), president and majority stockholder in Fireproof Garage Co.; William D. Talbot

fcc roundup

New Grants, Transfers, Changes, Applications



box score

SUMMARY THROUGH JULY 10

	On Air	Licensed	CPs	Appls. Pending	In Hearing
AM Stations	2,353	2,332	97	320	211
FM Stations	635	582	70	11	8
TV Stations	108	97	11	550*	62

\* Filed since April 14.

(Also see Actions of the FCC, page 94)

(8.3%), part owner of First National Bank of Rockland; Roland G. Ware (8.3%), owner of Maritime Oil Co., and 11 other Maine businessmen. Granted July 10.

Canton, Miss.—Madison County Bestg. Co. Granted 1370 kc, 500 w daytime; engineering conditions. Estimated construction cost \$12,397, first year operating cost \$25,000, revenue \$32,000. Principals include J. Dige Bishop (40%), Mrs. Annie Dee Davis (20%), and James T. Ownby (40%). Messrs. Bishop and Ownby are joint owners of 1/6 interest in WCTA-AM-FM Andalusia, Ala., WVIM Vicksburg, Miss., and WJXN Jackson, Miss., and 1/5 interest in WULA Eufaula, Ala. Granted July 10.

Eldon, Mo.—Robert M. Smith. Granted 1150 kc, 1 kw daytime; engineering conditions. Estimated construction cost \$18,000, first year operating cost \$48,000, revenue \$50,000. Sole owner of grantee is Robert M. Smith, radio parts distributor and owner of Radiolab, Kansas City, Mo. Granted July 10.

Norwich, N. Y.—Radio Norwich Inc. Granted 970 kc, 500 w daytime; engineering conditions, including acceptance of interference which may be received as result of operation presently proposed in pending application of WATS Sayre, Pa. Principals include President William J. Hall (39%), manager of WKRT-AM-FM Cortland, N. Y.; Secretary-Treasurer Marian S. Mayer (51%), wife of J. Gerald Mayer, attorney and former president of WKRT, and Margaret C. Hall (0.1%), wife of Mr. Hall. Remaining 10% is divided among 30 other stockholders. Granted July 10.

Kings Mountain, N. C.—Kings Mountain Radiocasting Co. Granted 1220 kc, 500 w daytime; engineering conditions. Estimated construction cost \$17,800, first year operating cost \$24,000, revenue \$36,000. Principals include Vernon T.

Fox, program director of WEAB Greer, S. C.; Marshall T. Pack, manager of WFGV Fuquay Springs, N. C., and Auburn C. Hayes, advertising manager of WFGV. Granted July 10.

Cottage Grove, Ore.—Granted 1400 kc, 250 w unl.; engineering conditions. Estimated construction cost \$10,000, first year operating cost \$24,000, revenue \$30,000. Sole owner is Philip S. Holt, owner of Creswell, Ore., radio and electrical sales and service firm. Granted July 10.

TRANSFER GRANTS

KXOB Stockton, Calif.—Granted assignment of license from Valley Bestg. Co. to Hotel Stockton for \$200,000. Lincoln Deller was sole owner of KXOB. Transferee is composed of President Clem J. Randau (54%), director and minority stockholder of WNEW New York; Secretary-Treasurer Sherrill C. Corwin (15%), Corwin Theatre Corp., Los Angeles; Ralph E. Stoklin (15%), president of Empire Industries, Chicago, and vice president and 25% owner of National Video Corp., Chicago (television tube mfr.); Edward G. Burke Jr., partner in Ryan, Hayes & Burke, oil operators, and Beatrice M. Randau (1%). Granted July 10.

WJCM Sebring, Fla.—The Highlands Bestg. Co. Granted assignment of license to Clearfield Bestrs. Inc. for \$37,000. Clearfield Bestrs. is owned by Clearfield Progressive Pub. Co., Clearfield, Pa., and is licensee of WCPA Clearfield and WAKU Latrobe, Pa. Granted July 10.

WWXL Peoria, Ill.—William H. Young, trustee in bankruptcy. Granted assignment of license to Hilltop Bestg. Co. for \$17,050 cash to liquidate bankruptcy estate. Principals in assignee include President Hugh R. Norman (50%), president and majority stockholder of KSTT Davenport, Iowa, and Secretary-Treasurer Walter F. Kean (50%), consulting radio engineer, Riverside, Ill. Grantee is applicant for television station for Peoria; see page 6. Granted July 10.

WJDX Jackson, Miss.—Lamar Life Insurance Co. Granted assignment of license to Rebel Bestg. Co. of Mississippi for \$100,000, subject to condition that stockholders in Rebel Bestg. Co.

of Mississippi divest themselves of their interest in Rebel Bestg. Co. Inc., licensee of WRBC Jackson, Miss. Granted July 10.

WRBC Jackson, Miss.—Rebel Bestg. Co. Granted transfer of control to Lamar Life Insurance Co., licensee of WJDX, for \$250,000, subject to condition that transfer not be consummated until transfer diverts itself of its interest in WJDX. Granted July 10.

WTTM Trenton, N. J.—Trent Bestg. Corp. Granted consent to S. Carl Mark to acquire positive control (50%) from Elmer H. Wene for \$80,000. Mr. Mark, who already holds 50%, is general manager of WTTM. Granted July 10.

WBRM Marion, N. C.—Lake City Bestg. Corp. Granted consent to Bessie P. Hunt to transfer 21 shares of stock (10.4%) to W. P. Erwin (who already holds 39.9%), so Mr. Erwin will have control (50.2%). Granted July 10.

New Applications . . .

AM APPLICATION

Woodland, Calif.—Wagner Bestg. Co., 780 kc, 1 kw daytime. Estimated construction cost \$21,217.04, first year operating cost \$36,000, revenue \$38,000. Applicant is composed of John Andrew Wagner (60%), San Jose, Calif., contractor and rancher; John Russell Wagner (20%), co-manager of KRON Napa, Calif., and Carrie Helen Wagner (20%), housewife. Filed July 1.

TRANSFER REQUEST

KFH-AM-FM Wichita, Kan.—The Radio Station KFH Co. Requests approval of plan providing for the relinquishment of negative control contingent upon grant of licensee's application for television station [see story this issue]. Upon grant of television application, 25 persons would purchase 7,000 shares of stock in corporation for \$50 per share (total of \$350,000 new capital). Wichita Eagle Co. is owner of 10,956 out of 22,000 shares (49.8%), but beneficially owns total of 11,000 shares (50%). If proposed plan is approved and television grant made, new stock would reduce percentage now held by Wichita Eagle to slightly less than 38%. Filed July 7.

FCC Actions

(Continued from page 94)

July 10 Decisions . . .

COMMISSION EN BANC

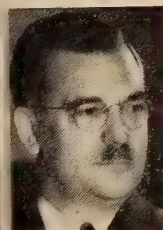
License Renewal

Following stations granted renewal of licenses for regular period:

KRKD-FM Los Angeles; WBNY-FM Buffalo, N. Y.; WFME Chicago; WKJF Pittsburg; WLDL Oak Park, Mich.; WLRD Miami Beach, Fla.; WMMW-FM Meriden, Conn.; WGHE New York; WNAV-FM Annapolis, Md.; WEAW Evanston, Ill.; KCMO-FM Kansas City, Mo.; KXOK-FM St. Louis, Mo.; WGTR Paxton, Mass.; WKRC-FM Cincinnati, Ohio; WLYN-FM Lynn, Mass.; WTOA Trenton, N. J., and WWDC-FM Washington.

1888 Dr. Augustin Frigon 1952

DR. AUGUSTIN FRIGON, 64, director of planning of Canadian Broadcasting Corp., died suddenly



Dr. Frigon

Wednesday night in the Laurentian resort town of Sixteen Islands, north of Montreal. He had been ill for some time.

Dr. Frigon was appointed assistant general manager of CBC at its inception in 1936 and became general manager in 1944. Last December he was appointed director of planning, CBC Chairman A. D. Dunton moving him into the senior post to relieve him of strain of administrative duties.

Known internationally for his electrical and electronic achieve-

ments, Dr. Frigon was a junior member of the original Royal Commission that recommended a nationalized broadcasting system in 1929. He held a scientific doctorate from the U. of Paris, and degrees from Montreal Polytechnic Institute, Massachusetts Institute of Technology and Paris School of Higher Electricity.

He became a professor at the Montreal institute in 1910 and then set up a consulting service. He was instrumental in installing four 50 kw stations in Canada as well as low power repeating stations in remote communities. He held many engineering honors and belonged to leading engineering societies. At one time he was president of Quebec Electrical Commission and the Montreal branch of the Engineering Institute of Canada.



In Altoona it's **WVAM**:

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

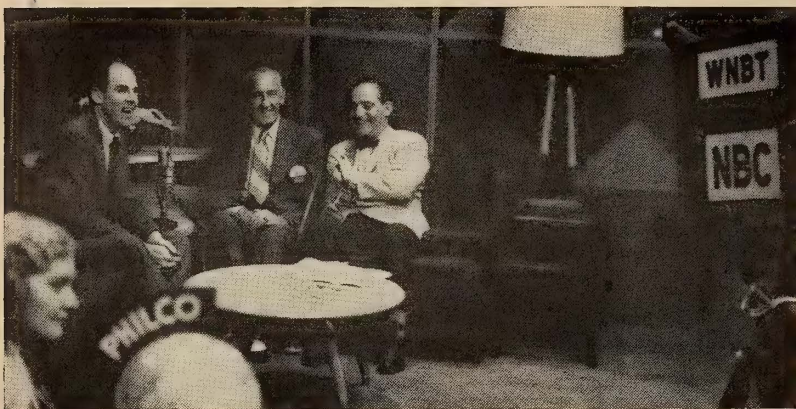
"Most Powerful—Most Popular"

first with the finest  
DAY AND NIGHT

Weed & Co. representatives







WLWT (TV) Cincinnati claimed the only independent television origination directly from the Republican National Convention in Chicago with this program July 6, eve of the big political rally. The camera is that of WNBTV (TV)-NBC New York, but the program was WLWT's with Crosley's veteran newsmen, Peter Grant. L to r: Mr. Grant, news commentator Bill Henry and announcer Ben Grauer. Woman in picture is unidentified.

## Peak Station Coverage at Chicago

(Continued from page 38)

city's civic auditorium, and planned to follow suit when the Democratic convention meets the week of July 21. With no TV station yet licensed in the state, spokesmen for the O. L. (Ted) Taylor outlet reported, the closed circuit provided the only means for Kansans in that area to witness the proceedings direct. Admittance to the auditorium was free.

TV-less Denver also saw thousands of people crowding into the exhibition rooms of the Shirley-Savoy Hotel to watch convention proceedings on closed circuit video made available by KOA and KLZ there. The stations, cooperating with 17 local set distributors, also placed sets in 50 individual rooms for use by the press, radio clients, agencies and guests of the distributors.

Standing-room-only accommodations and a waiting line required many viewers to watch in shifts the complete pool coverage and special programs from CBS and NBC. Weeks of preparation and thousands of dollars in equipment, including a mile of cable in the hotel, made the showing possible, according to the stations.

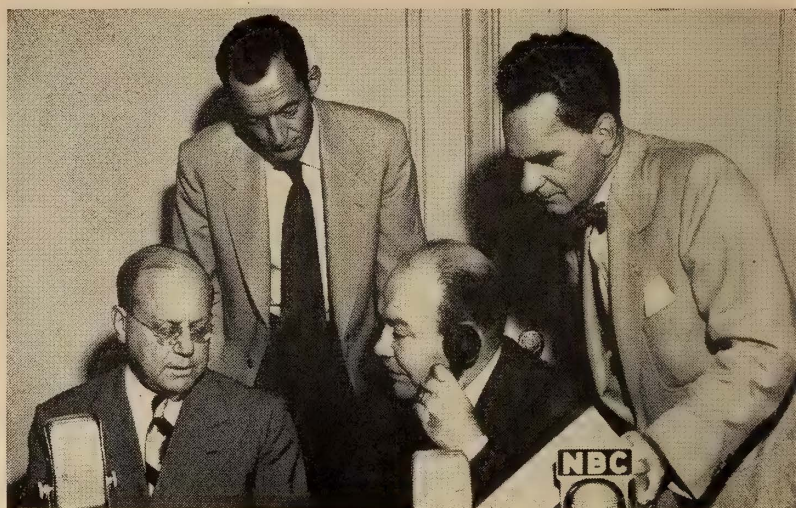
Radio coverage of the evening sessions was beamed to the West

Indies, Central and South America by international shortwave station WRUL under the sponsorship of Philco International Corp., according to Ovid Riso, vice president of Philco International.

WPIX (TV) New York and its owner, the *New York News*, cap-sulated coverage of the conclave, presenting newsreels, still pictures, and last-minute news in half-hour highlight productions at 2, 8, and 11 p.m. daily. WPIX News Director Walter Engels headed the station's Chicago staff while newsreel photographer Frank Hurley supervised filming operations. Newscaster John Tillman coordinated in New York.

Waco, Tex., had its own front seat at the convention when KWTX that city set up a TV convention party. The radio outlet placed 50 video receivers on display in front of its studios and viewers pulled up chairs to witness CBS-TV and NBC-TV coverage. The local Junior Chamber of Commerce served up cold drinks, ice cream and pop corn. Located in a TV-less town, KWTX has applied for VHF Channel 11.

KTHT Houston laid claim to exclusives on actual broadcast cov-



KSD-AM-TV St. Louis originated special direct pickups from Chicago each day of the Republican convention last week. Working on the series were: (l to r) Seated, George M. Burbach, general manager of the stations, and Frank Eschen, special news events director; standing, Austin Bridgman of the stations' news staff and Arch King, staff member of the *Post-Dispatch*, licensee of KSD-AM-TV.

erage of proceedings before both the GOP National Committee and its Credentials Committee, although they were barred for a time to radio-TV. Station owner Roy Hofheinz led the KTHT news staff, smuggling microphones into the sessions. Edited broadcasts on the contested delegates were aired July 3 and 4, and later fed to Texas Coast Network stations.

As a result of its battle for radio freedom, KTHT claimed, the Credentials Committee finally opened the sessions to the broadcast media last Tuesday after the station aired closed proceedings the previous evening.

WCBM Baltimore sent local correspondents John Fulton Lewis and Greg Halpin to Chicago to report activities of the Maryland delegation to the station's estimated 2.5 million listeners.

WEEB Southern Pines, N. C., boasted that it was "probably the smallest station in the U. S. that is sending a man to cover the convention." According to Jack Younts, WEEB president, Arch Coleman tape-recorded a 15-minute segment each day for WEEB, WEWO Laurinburg and WGWR Asheville, all North Carolina.

WLWC (TV) Columbus, Ohio, in addition to its network pickups from Chicago, telecast a special convention preview of the city's GOP delegates, with Richard Mall presiding over a panel of officials and newspaper experts.

Debut of the first live network TV program in the Pacific Northwest featured Vice President Alben Barkley and Sen. Warren Magnuson (D-Wash.) on film in a special dedication on KING-TV and Seattle.

KNBC San Francisco, whose newsmen assisted last week with NBC coverage of the Republican meeting, mapped plans for special broadcasts this week in advance of the Democratic National Convention starting next Monday.

## Television Applications

(Continued from page 82)

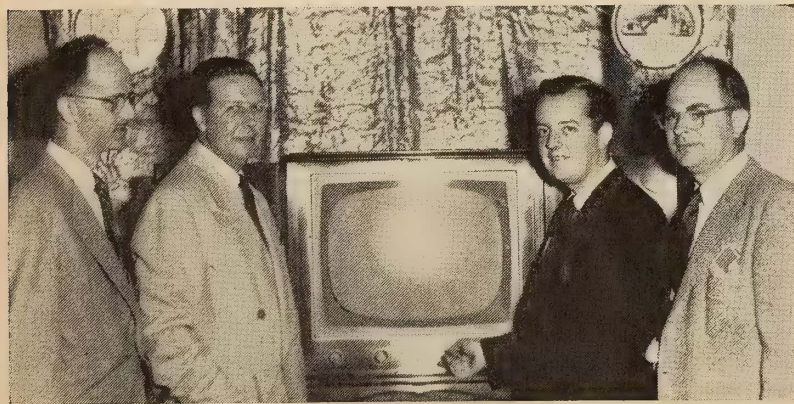
pals include President-Treasurer J. B. Beacom (96%), Jennings Randolph (4%) and Vice President and Secretary Numa Fabre Jr.

**WHEELING, W. Va.—Polan Industries, VHF Ch. 7 (174-180 mc);** ERP 107 kw visual, 54 kw aural; antenna height above average terrain 773 ft., above ground 574 ft. Estimated construction cost \$305,000, first year operating cost \$210,000, revenue \$240,000. Post Office address 321 8th St., Huntington, W. Va. Studio location not specified. Transmitter location 3 mi. NE of Wheeling. Geographic coordinates 40° 05' 49" N. Lat., 80° 42' 06" W. Long. Transmitter and antenna RCA Legal counsel McKenna & Wilkinson, Washington. Consulting engineer A. D. Ring & Co., Washington. Principals include general partners Albert S. Polan (20%), E. G. Polan (20%), Lincoln M. Polan (20%), Dr. Charles M. Polan, M.D. (20%) and Lake Polan Jr. (20%).

**WHEELING, W. Va.—Tri-City Bestg. Co. Ch. 7 (174-180 mc);** ERP 316 kw visual, 158 kw aural; antenna height above average terrain 584 ft., above ground 358.5 ft. Estimated construction cost \$842,100, first year operating cost \$365,270, revenue \$225,000. Post Office address P. O. Box 567, Bellaire, Ohio. Studio location 400 Water St. Transmitter location 1.7 miles due E. of Wheeling. Geographic coordinates 40° 03' 41" N. Lat., 80° 45' 08" W. Long. Transmitter and antenna RCA. Legal counsel Maurice R. Barnes, Washington. Consulting engineer W. L. Foss (J. A. Moffet), Washington. Principals include President Thomas M. Bloch (6.7%), Vice President Albert V. Dix (32%), 10% owner of WWST-AM-FM Wooster, Ohio; Secretary-Treasurer Gordon C. Dix (16.6%), 10% owner of WWST-AM-FM. The Jesse A. Bloch estate (executed by T. M. Bloch and Betty Bloch Harris) owns 35.3% of the applicant which is licensee of WTRF-AM-FM Bellaire, Ohio.

**\*GREEN BAY, Wis.—Green Bay Newspaper Co. (WJPG), VHF Ch. 6 (82-88 mc);** ERP 100 kw visual, 50 kw aural; antenna height above average terrain 470 ft., above ground 408 ft. Estimated construction cost \$320,000, first year operating cost \$200,000, revenue \$210,000. Post Office address Walnut and Madison Ave., Green Bay, Wis. Studio location 428 Cherry St. Transmitter location Scray's Hill, 4 mi. east of De Pere, Wis. Geographic coordinates 44° 24' 40" N. Lat., 87° 58' 19" W. Long. Transmitter DuMont, antenna RCA. Legal counsel Roberts & McInnis, Washington. Consulting engineer Jansky & Bailey, Washington. Principals include President Victor I. Minahan (12.1%), Treasurer Andrew B. Turnbull (22.9%), Secretary Joseph Horner Jr. (6.2%), Harriet K. Roethke (19.2%) and Anne K. Conar (5.8%).

**GREEN BAY, Wis.—Valley Telecasting Corp., VHF Ch. 6 (82-88 mc);** ERP 55 kw visual, 30 kw aural; antenna height above average terrain 626 ft.,



DENVER closed circuit TV convention coverage was made possible by KOA and KLZ and set distributors there. At this set are (l to r) William Walker, KOA producer; Charles C. Bevis Jr., KOA general manager; Clayton Brace, KLZ television research director, and Hugh Terry, KLZ vice president-general manager.



above ground 500 ft. Estimated construction cost \$318,400, first year operating cost \$250,000, revenue \$250,000. Post Office address % Meyer M. Cohen, 203 Northern Bldg., Green Bay. Studio location 111½ South Washington. Transmitter location on State Rt. 32, 8½ mi. S. of Green Bay. Geographic coordinates 44° 23' 10" N. Lat., 88° 01' 13" W. Long. Transmitter and antenna RCA. Legal counsel Cohen & Marks, Washington, D. C. Consulting engineer Weldon & Carr, Washington, D. C. Principals include President **George Nau Burridge** (9%), 30% owner of the Hoberg Paper Mills, president-treasurer and 50% owner of Naus Inc., department store; Vice President **Elmer Reed Brennan** (14%) Northern district manager of Standard Theatres, Secretary **Meyer M. Cohen** (5%), 100% owner of Cohen, Parins & Cherney law firm, 50% owner of Fox River Realty Co., a real estate concern; Treasurer **Clayton Ewing** (9%), president 50% owner Falls Paper and Power Co., Oconto Falls, Wisc., paper and pulp manufacturers; **Rolando Frederick Gran** (14%) 45% owner of Milwaukee Area Bstg. Co., and 19% owner of Lakehead Bstgs. Inc. Mr. Gran also has multiple interests in motion picture theatres.

†**MILWAUKEE, Wisconsin**—**Bartell Bstgs. Inc. (WOKY)** UHF Ch. 19 (500-506mc); ERP 17.28 kw visual, 8.64 aural; antenna height above average terrain 500 ft., above ground 550 ft. Estimated construction cost \$196,350, first year operating cost \$180,000, revenue \$180,000. Post Office address 710 N. Plankinton Ave., Milwaukee 3. Studio and Transmitter location 2439 West Hopkins St., Milwaukee. Geographic coordinates 43° 4' 43" N. Lat., 87° 56' 33" W. Long. Transmitter and antenna RCA. Legal counsel Lee K. Beznor, Milwaukee. Consulting engineer Ralph E. Evans, Milwaukee. Principals include President **Gerald A. Bartell** (16.667%), Vice President **Melvin M. Bartell** (0.4%), Secretary-Treasurer **Lee K. Beznor** (41.266%) and **David Beznor** (41.667%).

†**SUPERIOR, Wis.**—**Ridson Inc. VHF Ch. 6** (82-88 mc); ERP 100 kw visual, 50 kw aural; antenna height above average terrain 747 ft., above ground 584 ft. Estimated construction cost \$406,021.75, first year operating cost \$330,000 revenue \$396,000. Post Office address 921 Tower Ave., Superior, Wis. Studio location 921 Tower Ave. Transmitter location 5th Ave. W. & 10th St., Duluth, Minn. Geographic coordinates 43° 47' 20" N. Lat. 92° 06' 51" W. Long. Transmitter and antenna GE. Legal counsel Fly, Shuebruk & Blume, New York City. Consulting engineer John M. Sherman, Minneapolis. Principals include President **Robert B. Ridder**, officer and director of various Ridder companies; Vice President **Herman H. Ridder**, publisher of *St. Paul Dispatch Pioneer Press*; Vice President **Rodney A. Quick**; Vice President **Joseph B. Ridder**, officer and director of various Ridder companies; Vice President **Daniel H. Ridder**, officer and director in various Ridder companies; Vice President **Walter T. Ridder**, officer and director in Ridder companies; Secretary-Treasurer **Bernard H. Ridder Jr.**, officer-director in various Ridder companies. All 800 issued and outstanding shares of the common stock of Ridson Inc. are owned by Northwest Publications Inc., which in turn, is 69.4% owned by Ridder Publications Inc. Ridder Publications Inc. controls the *Aberdeen News Co. Inc.* (60%), licensee of *KSDN Aberdeen, S. D.*; *Grand Forks Herald Inc.* (60%), licensee of *KILO Grand Forks, N. D.*; *Mid Continent Radio-Television Inc.* (50%), licensee of *WTCN-AM-FM-TV Minneapolis*.

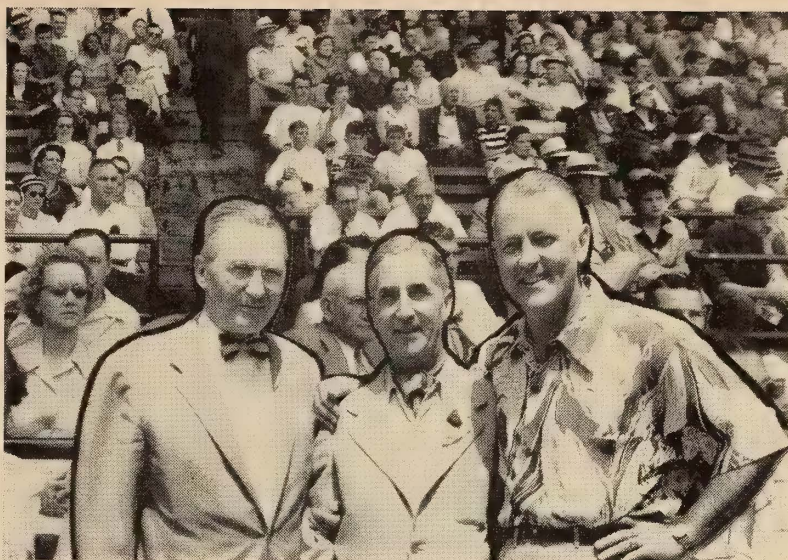
#### Existing Stations

#### Change in Channels

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

**WNBK (TV) Cleveland, Ohio**—National Bstg. Co., VHF Ch. 3 (60-66 mc), ERP 100 kw visual, 50 kw aural, antenna height above average terrain 965 ft., above ground 905 ft. Estimated cost of change \$785,000. Transmitter location at intersection of Chestnut Road and Broadview Road in Parma. Change from Ch. 4 (66-72 mc), ERP 15 kw visual, 9 kw aural, antenna height above average terrain 619. Transmitter now located at Snowville Road, Brecksville Village, Ohio.

**WTTV (TV) Bloomington, Ind.**—Sarkes Tarzian Inc., VHF Ch. 4 (76-82 mc), ERP 100 kw visual, 50 kw aural, antenna height above average terrain 1,000 ft., above ground 953 ft. Estimated cost of change \$297,000.



**KSTL, WTMV and WEW, members of the Greater St. Louis Broadcasting System, were hosts on BC Headache Powder Day at Sportsman's Park, St. Louis, to more than 300 members of the wholesale and retail druggist groups of the area and their families. Among those present were the officers of the Missouri Pharmaceutical Assn., and of the Retail Druggist's Assn. of St. Louis. Shown standing in front of one of the sections of the park where their guests were seated are: (l to r) Frank J. Prendergast, WTMV; George Volz, WEW and Wm. E. Ware, KSTL.**

## FCC Rushes Processing

(Continued from page 69)

Wichita, Kan., sixth on the A-2 list, has the most applicants of any city in the U. S. There are 10 requests pending for three commercial channels.

Of the first dozen cities on the B-1 listing, there are about a half dozen which have applications unopposed by others. These include Bridgeport and New Britain, Conn., New Bedford, Mass., and York, Pa. Fall River, Mass., and Racine, Wis., have no bids pending for double UHF channels available in each.

There are applications pending in only two of the territories, Hawaii and Puerto Rico, which are not subject to the city priority system of the temporary processing procedure. In San Juan there are three applicants for two VHF channels. Empire Coil Co. and WKAQ San Juan both seek Channel 2 while WAPA San Juan is sole applicant for Channel 4.

At Honolulu, where five VHF channels are assigned, two applicants seek Channel 2, two pend for Channel 4 and one seeks Channel 11. The latter is the bid of Royaltel, composed of Herman B. Rosen and associates, identified with Royal Amusements Ltd., movie distributor and exhibitor. Meanwhile, KGMB Honolulu last week notified FCC it is preparing an application for Channel 9, which leaves Channel 13 still open.

Texas leads the states in number of pending applicants, having more than 50. There have been no new bids or amendments filed since April 14 for Delaware, Vermont, Utah and Wyoming.

Some 200 of the pending applicants seek UHF facilities, according to an informal check by FCC, with some 35 of these for VHF

markets.

The majority of the new station requests, it is indicated, are from established broadcasters, while the next largest representation is newspapers.

Prominent personalities are identified with a number of new station requests, including Gov. Adlai Stevenson of Illinois and actors Bing Crosby, Bob Hope, James Stewart, Jack Benny and Mary Pickford Rogers.

Bob Hope and Hope Productions are 50% owner of Metropolitan Television Co., Channel 4 applicant at Denver and purchaser of KOA there from NBC for \$2.25 million, subject to FCC consent (see story page 25).

Bing Crosby is 48% owner of KXLY-TV, 315 W. Sprague, applicant for Channel 4 at Spokane. KXLY Spokane is 50% owner of the new firm.

James Stewart is interested in

# ALA BACKS RWG

## Offers Strike Support

**AUTHORS** League of America announced late Thursday it would throw its "full support" behind a strike of 67 members of the Radio Writers Guild (an ALA affiliate) against ABC, CBS and NBC in New York. The strike began July 2.

ALA Vice President John Hersey pledged his group's backing after a meeting at the Hotel Shelburne with three representatives of the RWG Thursday afternoon. Mr. Hersey said plans are being formulated to set up a "strike fund" to help the involved writers and added that a letter is being drafted to some 7,000 ALA members outlining suggestions that can help the strikers.

One recommendation to be included in the letter is the formation of picket lines to be manned by some of the well-known members of ALA, if and when they are available.

Mr. Hersey conferred with a strike strategy committee consisting of Jack McGiffert (CBS), Graham Grove (NBC) and Vince Dempsey (ABC). Also representing the ALA at the conference was Evelyn Burkey, assistant executive secretary.

One of the subjects discussed at the meeting was the feasibility of withholding all TV and radio material from the networks by members of ALA who are said to include 90% of the authors, dramatists and screen, TV and radio writers in the country.

The main issue in the strike is over the guild's demand for extra fees for news and other programs if they are sponsored [B•T, July 7].

Denver Television Co., Channel 7 applicant at Denver.

Mary Pickford Rogers has been a long-time applicant at Winston-Salem, N. C., seeking Channel 12.

Gov. Stevenson is minority stockholder in Sangamon Valley Television Corp., seeking Channel 2 at Springfield, Ill. Applicant is 32.5% owned by WTAX Springfield and 27.5% owned by WSOY Decatur, Ill.

*When It's **BMI** It's Yours*

Another BMI "Pin Up" Hit

## TAKE MY HEART

**On Records:** Al Martino—Capitol; Vic Damone—Mercury; Toni Arden—Columbia; Dennis Day—Victor.

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**BROADCAST MUSIC INC.** 580 FIFTH AVENUE  
NEW YORK • CHICAGO • HOLLYWOOD NEW YORK 19, N. Y.





# at deadline

## FCC New TV Grants

(Continued from page 5)

### Group B-1 listing:

**Bridgeport, Conn.**—Southern Connecticut and Long Island Television Co. (WICC), UHF Ch. 43, ERP 81 kw visual, 46 kw aural; antenna 700 ft. Estimated cost \$223,900. [B•T, July 7].

**New Britain, Conn.**—New Britain Bestg. Co. (WKNB), UHF Ch. 30; ERP 180 kw visual, 90 kw aural; antenna 920 ft. Estimated cost \$323,800. [B•T, July 7].

**New Bedford, Mass.**—E. Anthony & Sons (WNBH), UHF Ch. 28; ERP 200 kw visual, 100 kw aural; antenna 490 ft. Estimated cost \$396,800. [B•T, July 7].

**York, Pa.**—Helm Coal Co. (WNOW), UHF Ch. 49; ERP 96 kw visual, 54 kw aural; antenna 470 ft. Estimated cost \$176,500. [B•T, June 23].

**York, Pa.**—Susquehanna Bestg. Co. (WSBA), UHF Ch. 43; ERP 170 kw visual, 86 kw aural; antenna 530 ft. Estimated cost \$305,500. [B•T, June 9].

### Other action by Commission included:

**Denver**—Ordered hearing for KMYR Bestg. Co. (KMYR) and Metropolitan Television Co. (also applicant to buy KOA, see page 25), both seeking Ch. 4; and Aladdin Radio and Television Inc. (KLZ) and Denver Television Corp., both seeking Ch. 7. Dismissed applications of Edward Lasker, Landon Television Broadcast Co., Daniels and Fisher Stores Co. and Denver Television Co. which had not been amended since Sixth Report was issued April 14.

**Portland, Ore.**—Ordered hearing for KOIN Inc. (KOIN), Pioneer Broadcasters Inc. (KGW) and KXL Broadcasters (KXL), all seeking Ch. 6; Westinghouse Radio Stations Inc. (KEX) and Portland Television Inc., both seeking Ch. 8; Oregon Television Inc. and Columbia Empire Telecasters Inc. (KPOJ owns 40%), all for Ch. 12; Mt. Scott Telecasters Inc. (KGON Oregon City) and Vancouver Radio Corp. (KVAN Vancouver, Wash.), both seeking Ch. 21. Dismissed unamended applications of KPOJ Inc. (KPOJ) and Edward Lasker.

**Tampa-St. Petersburg, Fla.**—Ordered hearing for Pinellas Bestg. Co. (WTSP), Tampa Bay Area Telecasting Corp. and Tribune Co. (WFLA), all seeking Ch. 8; Tampa Times Co. (WDAE), Orange Television Bestg. Co. and Tampa Bestg. Co. (WALT), all seeking Ch. 13; Empire Coil Co. and City of St. Petersburg (WSUN), both seeking Ch. 38. Dismissed unamended application of Gulf Theatres Inc.

**Springfield-Holyoke, Mass.**—Dismissed unamended application of New England Television Co.

**Youngstown, Ohio**—Dismissed unamended application of Mansfield Radio Co.

**Wichita, Kan.**—Ordered hearing for Radio Station KFH Co. (KFH), Taylor Radio and Television Corp. (KANS), Sunflower Television Co., Mid-Continent Television Inc. and Wichita Television Corp., all seeking Ch. 3; WKY Radiophone Co. (WKY-AM-TV Oklahoma City) and KAKE Bestg. Co. (KAKE), both seeking Ch. 10; Wichita Beacon Bestg. Co. (KWBB) and KFBI Inc. (KFBI), both seeking Ch. 16. Dismissed incomplete application of The C.W.C. Co. for Ch. 16 and dismissed unamended application OkKan Television Chain Inc.

**Flint, Mich.**—Ordered hearing for Booth Radio and Television Stations Inc. (WBBC), Trebit Corp. (WFDF) and WJR, Goodwill Station Inc. (WJR Detroit), all seeking Ch. 12; W. S. Butterfield Theatres Inc. (WUOM), and Trendle-Campbell Bestg. Co. (WTAC), both seeking Ch. 16. Dismissed unamended application of Advertisers Press Inc. (WAJL-FM).

**Bridgeport, Conn.**—Ordered dismissal of incomplete application of Empire Coil Co. for Ch. 49.

## BOSS'S BOSS

**JOSEPH H. McCONNELL**, NBC president, found himself ensconced as "super director of operations" of NBC's convention coverage in Chicago last week. It said so on his chair, located in master control at amphitheatre headquarters. Attending his first convention, Mr. McConnell had planned to take quick-look and go home. But he stayed until sign-off Friday. He sat beside William R. McAndrew, in charge of convention coverage.

**Canton, Ohio**—Ordered hearing for Brush-Moore Newspapers Inc. (WHBC) and Stark Bestg. Co. (WCMW), both seeking Ch. 29.

**Fall River, Mass.**—Dismissed unamended application of New England Television Co.

**Reading, Pa.**—Ordered hearing for Eastern Radio Corp. (WHUM) and Hawley Bestg. Co. (WEEU), both seeking Ch. 61.

**Allentown, Pa.**—Ordered dismissal of defective application of Queen City Television Co. for Ch. 39 and dismissed unamended applications of Lehigh Valley Television Inc. and Associated Broadcasters Inc. (WEST Easton).

**Waterbury, Conn.**—Ordered hearing for American Republican Inc. (WBRY) and WATR Inc. (WATR), both seeking Ch. 53.

**Harrisburg, Pa.**—Ordered hearing for Kendrick Bestg. Co. (WHGB) and Rossmoyne Corp. (WCMB Lemoyne), both seeking Ch. 27; and WABX Inc. and Harrisburg Broadcasters Inc., both seeking Ch. 71.

**Jackson, Mich.**—Ordered hearing for WIBM Inc. (WIBM) and Jackson Broadcasting and Television Corp. (WKHM), both seeking Ch. 48.

**Beaumont-Port Arthur, Tex.**—Ordered hearing for Port Arthur College (KPAC), Port Arthur, and Lufkin Amusement Co., Beaumont, both seeking Ch. 4; and Enterprise Co. (KRIC) and KTRM Inc. (KTRM), both seeking Ch. 6 at Beaumont. Dismissed unamended applications of Sabine Television Co. and Beaumont Television Co.

**Duluth, Minn.-Superior, Wis.**—Ordered hearing for Red River Bestg. Co. (KDAL), Head of Lakes Bestg. Co. (WEBC) and Lakehead Telecasters Inc. (principals with WREX), all Duluth, and Ridson Inc. (WDSM), Superior, all seeking Ch. 6.

**Sacramento, Calif.**—Ordered hearing for KCRA Inc. (KCRA), Sacramento Broadcasters Inc. (KXOA) and Harmco Inc. (KROY), all seeking Ch. 3; and McClatchy Bestg. Co. (KFBK) and Sacramento Telecasters, both seeking Ch. 10.

**Fort Wayne, Ind.**—Ordered hearing for Northeastern Indiana Bestg. Co. (WFTW), News-Sentinel Bestg. Co. (WGL) and Fort Wayne Television Corp., all seeking Ch. 33. Dismissed as incomplete applications of Westinghouse Radio Stations Inc. (WOWO) and Radio Fort Wayne (WANE), both seeking Ch. 21. Dismissed unamended application of Farnsworth Radio and Television Co.

**Spokane, Wash.**—Dismissed unamended application of Bing Crosby as individual. See grant of KXLY-TV above.

**Austin, Tex.**—Dismissed unamended application of Texas Telenet System Inc.

Set manufacturers will be ready with dual-channel models as well as UHF types and converters by time new stations go on air, according to James D. Secrest, RTMA general manager. Some dual-channel receivers are already on market, he noted.

New TV application for Channel 2 granted KFEL Denver was filed at FCC 11:10 a.m. Friday, just minutes after Commission acted on Denver authorizations. It was noted, however, new bid of Knox LaRue would have been out of running even if filed earlier in morning since 24-hour rule precluded its consideration.

## PEOPLE...

**WILLIAM D. FISHER**, radio-TV director at Gardner Adv., St. Louis, named vice president. He is former associate radio-TV director Young & Rubicam, Chicago. Other new Gardner vice presidents are **WILLIAM L. SPENCER**, copy chief there for six years; **GEORGE HOWELL SHIELDS**, formerly of Leo Burnett, Chicago, now account executive on Ralston Cereals, and **PAUL LEHNER**, with Gardner 17 years, account executive.

**TOM TOYE**, account executive WINS New York, transferred to New York sales office of WLW Cincinnati as sales representative for WLW and WINS. Both stations are owned and operated by Crosley Broadcasting Corp.

**THOMAS F. McANDREWS Jr.** to Ted Bates & Co., N. Y., as film producer in television commercial department. He formerly was with Kenyon & Eckhardt, CBS, and Republic Pictures Corp.

**JOE SABIA**, program director WHOB Gardner, Mass., to announcing staff of WKNE Keene, N. H.

**ERNEST W. TURNER**, executive art director, Minneapolis office, and **PHELPS JOHNSTON**, creative director, Chicago office, elected vice presidents of Campbell-Minthon Inc.

**THOMAS R. BROWN** has been named treasurer of Rand Adv., N. Y. He has been with Compton Adv. and Kudner Agency, both N. Y., and was former assistant general manager of Anahist Co.

## RADIO AND TV PUT GEN. EISENHOWER OVER

**NOMINATION** of Gen. Eisenhower as Republican candidate for presidency was widely applauded by broadcasters attending Chicago convention, on ground that he believes in medium, and will foster course of minimum regulation and no censorship in normal times.

Broadcasters pointed out that it was because of radio and TV that Gen. Ike was enabled in four months to overcome four years of planning and organization by his chief opponent, Sen. Robert A. Taft.

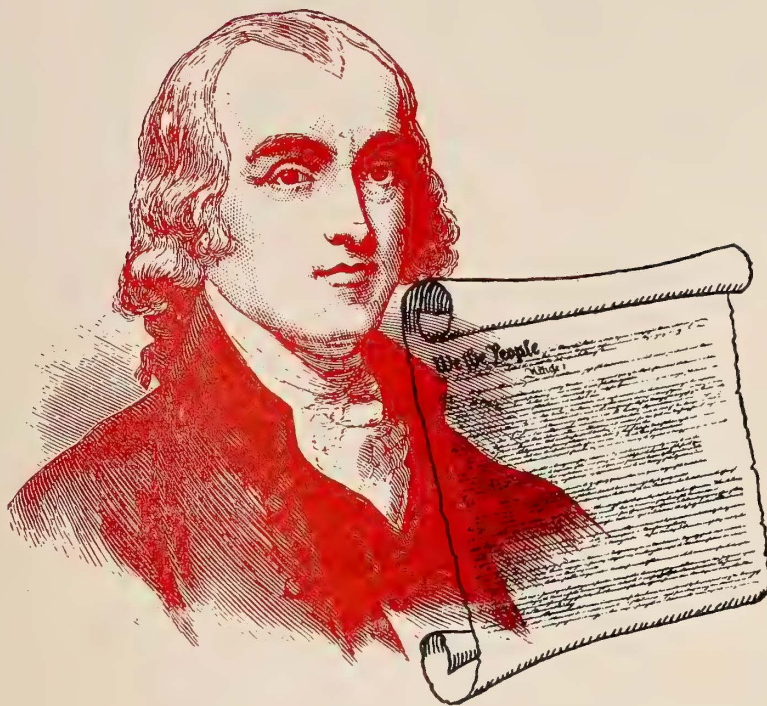
There was rancor and bitterness evident before Ike's nomination was wrapped up Friday. Broadcasters were not spared. Charges were made that 90% of radio and TV commentators on networks supported Ike and were biased. This, of course, was promptly denied, with statements generally that commentators were as objective as they could be under circumstances.

Gen. Ike is no neophyte in radio. His brother, Dr. Milton S. Eisenhower, president of Penn State, is old-timer in radio, having served as radio director and then information director of Agriculture Dept. under Secretary Jardine in Hoover administration. Gen. Ike's naval aide during World War II was Capt. Harry C. Butcher, former CBS Washington vice president and now owner of KIST Santa Barbara.

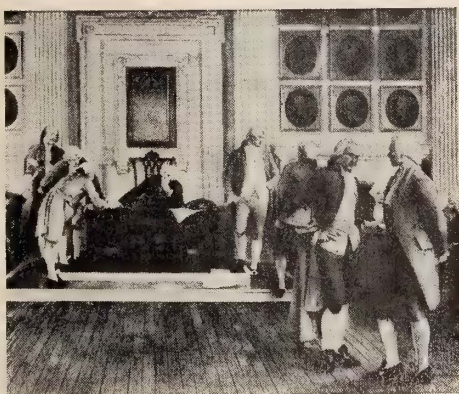
Where Taft organization was hard to get along with during convention, Eisenhower staff cooperated all down line with radio and television. There was some feeling that Taft group would be disposed to make it tough for broadcasters at next Congress.

This threat, however, appeared to evaporate following Gen. Ike's call on Sen. Taft immediately after nomination, at which Taft pledged to do everything possible to assist in Eisenhower campaign.





## JAMES MADISON's "era of good feeling"



Signing of the Constitution

James Madison's second term as President of the United States was marked by a tranquility and growth that labeled it "the era of good feeling." But it was not complacency or do-nothingness on the part of this great Virginian that brought it about. To the contrary, Madison's record (for example, his stirring essays in the Federalist which spurred the ratification of the Constitution and earned him the title "Father of the Constitution") is one of aggressiveness and selfless service.

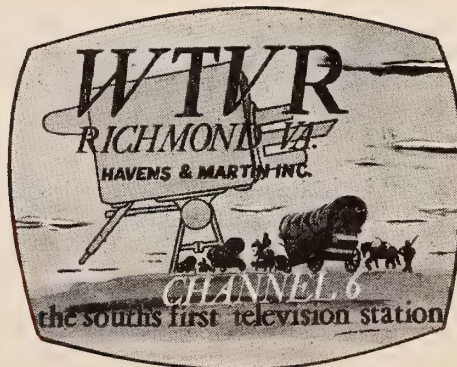
Havens and Martin Stations, The First Stations of Virginia, believe that "good feeling" and service go hand-in-hand. In and around Richmond they demonstrate this daily to the advantage of numerous blue-ribbon radio and TV advertisers.

**WMBG AM WCOD FM**

Havens & Martin Stations are the only complete broadcasting institution in Richmond  
Pioneer NBC outlets for Virginia's first market

**WTVR** Represented nationally by Blair TV, Inc.

**WMBG** Represented nationally by The Bolling Co.



**WTVR TV**

**FIRST STATIONS OF VIRGINIA**



**50,000 WATTS  
OF  
POWER-PACKED**

# KEX — traordinary ADVERTISING ACTION

Advertisers get fast, action-packed results when they use KEX, Oregon's only 50,000 watt station.

## ✓ CHECK THESE CURRENT CAMPAIGNS



### ARMOUR & COMPANY

A special Portland promotion featuring KEX Kiddie Star, Uncle Bob, has the sale of Star Brand Frankfurters and Pork Sausages soaring!

Uncle Bob makes personal appearances at supermarkets and auditions young talent. Winners are presented weekly at a Saturday morning theatre party which is broadcast over KEX.

### KEX SUMMER BANDWAGON

A combination promotion between KEX and seven grocery groups (representing over a hundred retail outlets) has resulted in the greatest direct selling campaign ever in action in the Portland area.

KEX provides a saturation radio campaign — and the stores feature "Bandwagon" products in their advertising. These sixteen food advertisers are currently riding the KEX Bandwagon:

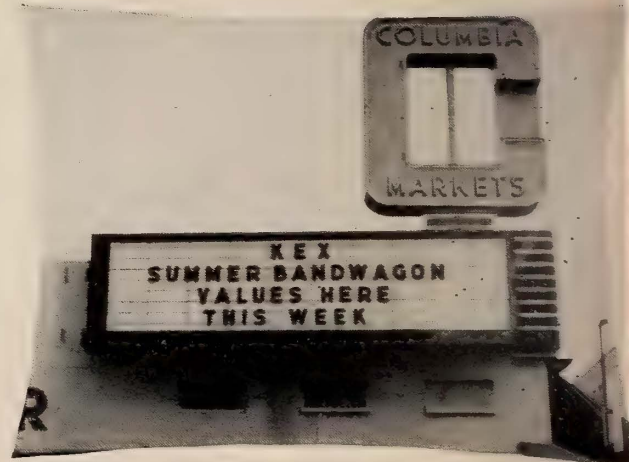
AMAZO Desserts  
ARMOUR Star Brand Products  
BLUE BELL Chips  
BLUEBONNET Margarine  
FAB

CROWN Flour  
PEPSI-COLA  
POST'S Corn-fetti  
CUTICURA Soap & Ointment  
FRANZ Bread

WELCH'S Grape Juice

CAVALIER Cigarettes

General Mills WHEATIES  
GRANDMA COOKIES  
JUNKET Sherbets  
KELLOGG Variety Pack  
NALLEY'S Tang and Chips



## MORE ACTION FOR THESE ADVERTISERS

**FISHEL'S** • Portland outdoor furniture retailer celebrated 30th anniversary with KEX spot "saturation" campaign and special "Kay West Festive Thursday" broadcast. Result: sales climb.

**SAVINGS & LOAN ASSOCIATION**  
Attributes \$50,000 individual deposit to 50,000 watt KEX newscast.

**LUCKY LAGER BREWING COMPANY** • Sponsors late evening "Dance Time." Top records of the week are tabulated from the enthusiastic response of dealers and music operators.

Here's proof of KEX coverage. During the last six months KEX received mail from 99 of the total 121 Pacific Coast counties, plus Alaska, British Columbia, Alberta, and eight other states. For additional information, contact KEX Sales or Free & Peters.

# KEX

Oregon's *Only* 50,000 Watt Station  
ABC AFFILIATE IN PORTLAND



WESTINGHOUSE RADIO STATIONS Inc • KEX • KYW • KDKA • WBZ • WBZA • WOWO • WBZ-TV

National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales