

TELECASTING

IN THIS ISSUE

another
FIRST
for
WOR-TV

all night television -live

FOR THE FIRST TIME IN THE U.S.!

It's another pace-setting innovation, right on the heels of "Broadway TV Theatre."

Saturday, July 19, all-night, live television had its world premiere in the world's richest market... continuing six nights every week.

With fully a third of all New York families—2,225,000 people—regularly listening to *radio* between 12 and 6 a.m....think what this pioneer *television* project will deliver. A new low in mass-sales costs, that's what!

WOR-tv CHANNEL **9** for NEW YORK

in our
7th
year

Fast-Thaw Operations
Being Rushed
Page 69

Latest Set Count
By Markets
Page 80

Report on TV Film
Sales, Production
Page 88

KTLA CHANNEL 5

THE BEST ADVERTISING BUY IN LOS ANGELES



Third Consecutive Year

**Ina Ray
HUTTON**
All Girl Show

This solidly established, high rated, local-live program is now available for participating sponsorship in twenty minute segments. Commercial time per segment includes two minutes plus opening and closing billboards.

TUESDAY — 9:00 TO 10:00 P. M.

MAY, 1952

Hooper	15.1
ARB	15.0
Videodex	...	21.2



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

PAUL H. RAYMER COMPANY • NATIONAL REPRESENTATIVE

ALWAYS IN FRONT BY AN OVERWHELMING MARGIN

JULY 21, 1952

POST-THAW OPERATION

By LARRY CHRISTOPHER

HOW SOON will the 18 newly-granted television stations be on the air?

KFEL-TV Denver—thanks to RCA's "operation airlift" and FCC approval Friday of interim operation—was expected to put a test pattern on the air over the weekend and today is expected to commence program operation by carrying the dedicatory ceremonies of the Democratic National Convention in Chicago. Sen. Edwin C. Johnson (D-Col.), chairman of the Senate Interstate and Foreign Commerce Committee which regulates communications matters, is to participate.

The Commission, in special meeting Friday afternoon, authorized KFEL-TV to "operate commercially on an interim basis for a period of 60 days" on Channel 2 using a 500 w transmitter and special composite antenna.

But the majority of new grantees (see TV roundup, page 32), most facing UHF equipment delivery bottlenecks, are predicting it will be Christmas or New Year's before they can get into operation, although holding out that they can get a signal out in time for election coverage.

Among early hopefuls are KVID-TV Denver; Empire Coil Co. at Denver and Portland, Ore.; KXLY-TV Spokane, Wash.; WSBA-TV York, Pa.; and Trans-American Television Corp., Flint, Mich.

Of note is the fact that all of the grantees are eager to get under way and putting forth every effort to begin operation as soon as possible. Several emphasized that of first importance is a quality signal rather than speed of initial operation. They feared the greatest harm that might occur to UHF would be to put forth too weak a signal at first by which UHF would be judged unfavorably.

Meanwhile, FCC's staff pressed further processing last week on applications for additional top priority cities in Groups A-2 and B-1, plus the territories and some non-commercial educational bids not subject to city priority, with a view toward Commission action this Wednesday or Thursday.

The pace of processing and Commission action can be expected to continue through the summer, according to FCC sources, but no one

will estimate how many grants this could mean.

The Commission's television staff has been bolstered with additional engineers, attorneys and accountants from other divisions. Several new attorneys are to be acquired.

FCC last week announced it has granted seven more existing stations' requests to change frequency (see page 32) in accord with the final allocation plan of the Sixth Report and Order which specified that 30 stations must change channels [B•T, April 14]. A total of 14 channel changes has been approved so far.

Two experimental station authorizations were made by FCC last week. WSM-TV Nashville was granted a permit for a "booster" station on its own Channel 4 but to be located at Lawrenceburg, Tenn., with power of 5 w visual and 2.5 w aural. Antenna height may not exceed 100 ft. The booster may re-transmit WSM-TV's signal only between midnight and 7 a.m.

Sylvania Permit

Sylvania Electric Products Inc., Emporium, Pa., was given a permit to test a UHF "satellite" station on Channel 82, to re-transmit the signal of WJAC-TV Johnstown, Pa., or other stations subject to certain time and engineering conditions.

FCC at the same time removed certain conditions in the license of Sylvania's experimental TV outlet KG2XDU with respect to operator requirements and to permit transmission on UHF Channel 22 of the programs of WJAC-TV and such other stations as may be available. Visual call sign identification also was waived.

Protest of FCC's failure to grant an uncontested application in Allentown, Pa., was filed with the Commission last week by B. Bryan Musselman and associates, applicant for Channel 39 there. Allentown is No. 6 on priority list B-1.

Asking for immediate grant of its bid, the Musselman group pointed out the Commission on July 11 went through the first 13 cities in Group B-1, dismissing the competitive bid of Queen City Television Co. for Channel 39 at Allentown as defective. While applications in all other cities were either granted, set for hearing or dismissed, no action was taken on the Musselman bid even though it

was in proper order, the petition contended. Queen City Television refiled for Channel 39 last Monday.

Philco Corp., in behalf of WPTZ (TV) Philadelphia, last week asked FCC to designate for hearing the new TV bid of WIP Philadelphia for Channel 29 there because the proposed TV tower of WIP would be located within 350 ft. of the WPTZ tower and adversely deflect the signal of the existing station.

Philco also seeks modification of Sec. 3.685 of the Commission rules to preclude the construction of new antennas near existing towers when service would be deteriorated.

New applications continued to arrive at the Commission during the week, pushing the total of new and amended requests since April 14 to more than 600. Grand total of new station construction expenditures, for 611 applicants reporting, now stands at nearly \$227 million. This is a per-station average of \$371,000.

Estimated operating costs for the first year for 603 stations reporting now total \$172.5 million, or a per-station average of \$286,000, and total estimated revenue for 575 stations reporting is \$178.4 million, a per-station average of \$310,000.

KFEL's effort to be the first on the air in Denver and the first post-thaw TV grantee to commence operation was disclosed last week by



GRANTING of the three construction permits for TV stations in Denver [B•T, July 14] set in motion an RCA Victor industrial airlift. Thousands of pounds of equipment were flown into the Colorado capital, 48 hours after the channel grant. Above, a cargo of the TV equipment is being unloaded.

KFEL-TV Ready; Others Prepare

Frank L. Bishop, assistant general manager. Using equipment on loan from RCA for initial operation, KFEL-TV proposes five distinct stages of construction to complete the Channel 2 facility.

Full effective radiated power authorized is 56 kw visual and 28.5 kw aural with antenna height above average terrain of 780 ft.

By the end of the week, working with RCA specialists, KFEL-TV was ready to put a test pattern on the air immediately upon receipt of the STA from FCC. A 500-w transmitter, loaned by RCA, has been installed at the KFEL-TV transmitter site on Lookout Mt., 2,200 ft. above downtown Denver. Using a 25-ft composite dipole antenna, the station will be able to direct ERP of 1.68 kw visual toward Denver.

In two or three weeks, Mr. Bishop related, KFEL-TV will use a 500 w transmitter and an RCA three-section superturnstile antenna mounted on a couple of FM pylons. ERP will remain the same, but be omnidirectional, Everett Dillard, consulting engineer for KFEL-TV explained.

Next, addition of a 2 kw RCA amplifier, Mr. Bishop reported, will boost ERP to about 6 kw. This stage (three) should be ready to commence operation by late August, he estimated.

Stage four (possibly September or October) will be the addition of KFEL-TV's permanent six-section superturnstile antenna on a 100-ft. tower. ERP will then increase to about 11.3 kw.

The final stage, with operation expected to commence about the first of the year, will be completion of the installation of the RCA 10 kw transmitter, the regular unit ordered by KFEL-TV.

The station's transmitter building was completed on the Lookout Mt. site last fall. The KFEL-TV studios have been used for closed circuit workshop operation at 546 Lincoln St., Denver, since March.

Colorado Television Corp., grantee for VHF Channel 9 at Denver and under common ownership with KVID there, expects to commence interim operation sometime this fall, according to Treasurer T. C. Ekrem, KVID sales manager and co-chief engineer.

The station was authorized effective radiated power of 240 kw

(Continued on page 70)

Post-Thaw Operation Preparations

(Continued from page 69)

visual and 120 kw aural with antenna height above average terrain of 780 ft.

The station plans to borrow a low-power transmitter from RCA until its regular full power unit can be delivered.

The transmitter building will be constructed in about 35 days at the site on Lookout Mt., 2,500 ft. above downtown Denver, Mr. Ekrem stated, and the tower will be erected in about eight weeks. Interim operation from the transmitter is scheduled initially, until TV studios in Denver can be completed. No estimate on the studios has been made.

Network affiliation with ABC is contemplated, Mr. Ekrem said.

Both the Portland, Ore., and Denver UHF stations granted to Empire Coil Co. are slated to be in operation by Christmas, with hopes for commencement in time to cover the elections, according to President Herbert Mayer. Another possible kick-off date is December 17, anniversary of Empire Coil's WXEL (TV) Cleveland.

The Denver grant is for Channel 26 with effective radiated power of 105 kw visual and 52 kw aural. Antenna height above average ter-

rain is 1,040 ft.

The Portland grant is for Channel 27 with effective radiated power of 91 kw visual and 46 kw aural. Antenna height above average terrain is 1,300 ft.

RCA is rushing equipment to both cities by air express and RCA technicians have been sent to both cities to aid construction.

Mr. Mayer said towers are to be shipped to both Denver and Portland in 30 days and they will take another 30 days to erect after their arrival. Transmitter deliveries are expected in October, he said.

Staffs for the two stations are to be trained at WXEL and certain WXEL personnel may be used as nucleus for each of the new operations, it was indicated.

Both the outlets will cost nearly \$350,000, FCC was informed.

KXLY-TV Spokane, Wash., owned 47.6% by Bing Crosby and 50% by KXLY there, expects to be on the air with full power before Christmas, according to E. B. Craney, 49.6% owner and president-general manager of KXLY. If it is possible, however, KXLY-TV may undertake interim operation with lower power to present election coverage in early November, he indicated.

KXLY-TV was granted VHF Channel 4 with effective radiated power of 100 kw visual and 55 kw aural. Antenna height above average terrain is 840 ft.

Equipment Problem

Mr. Craney indicated the biggest problem is obtaining the transmitter and certain other equipment. He said a 5-kw transmitter could be obtained in 60 days "but this is not what we planned for," since a higher power unit is needed to obtain 100-kw ERP.

The transmitter and tower site at 41st and Regal Sts. is ready for construction, he indicated, and the 712-ft. tower should be erected before November. It will take about 60 days to construct the new transmitter building.

Television studios will be in KXLY's present building, 315 West Sprague St.

KXLY-TV expects to be a CBS affiliate. KXLY is a CBS outlet.

Complete staff separate from KXLY will be used to operate the TV station, although key personnel are being shifted from the radio operation. KXLY-TV manager is to be Byran Woolston, now commercial manager of KXLY. Lyle Butters, KXLY merchandising manager, is to be commercial manager of the TV station, while Gene Roth, member of the radio station's program staff, is to be program director of KXLY-TV. Robert L. Warrington, KXLY staff member, is to be technical director of KXLY-TV and George Jaap, KXLY production man, is to be public relations and promotion manager of the TV outlet.

KHQ Inc., licensee of KHQ Spo-

kane, Wash., VHF Channel 6 grantee, doesn't expect to be on the air until January or February, according to Richard O. Dunning, president and general manager of the *Spokane Daily Chronicle* outlet. No interim operation is planned. KHQ-TV was authorized effective radiated power of 100 kw visual and 55 kw aural with antenna height above average terrain of 840 ft.

Mr. Dunning said the GE transmitter and RCA studio equipment are expected to be delivered in about a month, but the "major problem" will be to add additional top guys to the KHQ's present tower to accommodate the GE five-bay antenna. The guys will not be delivered for four or five months according to present delivery estimates, Mr. Dunning explained, but tower work cannot be done after November 1 because of weather.

New joint AM and TV studio and transmitter building is proposed, he explained, but it will take some 80 days to get plans on paper before construction can proceed. If concrete is poured before November, he indicated, the remaining building can continue through the winter.

Tight integration of AM and TV staff is planned at first, Mr. Dunning reported, with addition of a few operation and engineering people. TV and AM sales staffs will be separate from the start, however.

First of the year is the estimated commencement date for the new UHF Channel 43 station authorized at Bridgeport, Conn., to Southern Connecticut and Long Island Television Co., owned 69% by WICC Bridgeport. The station was granted effective radiated power of 81 kw visual and 46 kw aural with antenna height above average terrain of 700 ft.

According to Philip Merryman, president of both WICC and the grantee, the firm has had preliminary plans to get on the air with interim operation by election time but "we feel it is a mistake to use less than authorized power." Picture quality is the chief factor, he indicated, but noted "we could get a 1 kw UHF transmitter in a hurry."

Mr. Merryman said there is no estimate on equipment delivery date at this time but he has no worry respecting the TV tower. "We can get the tower soon," he said.

The WICC general manager said the TV firm hopes to build a joint transmitter-studio building at the TV transmitter site but special FCC approval will be needed respecting the studio location since it is outside the city limits.

The site is on Booth Hill, north of the city.

Manning Slater, WICC sales manager, will hold the same post for TV, Mr. Merryman said, while Wallace Dunlap, WICC program director, will hold that post in TV. Selection of a TV chief engineer is not settled.

First of the year is also expected

commencement date for new TV station authorized on UHF Channel 30 at New Britain, Conn., to New Britain Broadcasting Co., licensee of WKNB there. Effective radiated power granted is 180 kw visual and 90 kw aural with antenna height above average terrain of 920 ft.

According to Peter Kenney, WKNB general manager, it was hoped earlier to have the station on the air by Christmas but after checking RCA last week the date may be later, depending on how soon RCA can deliver a 1-kw transmitter. This unit, driver for the eventual full power transmitter, with a high gain antenna will be used to provide an interim operation of about 20 kw ERP, Mr. Kenney said. Full power is a year away, he estimated.

Construction on the transmitter site northeast of the city is already under way with completion of transmitter building estimated in October. Tower delivery is expected in 60 to 90 days.

Key posts for TV are to be named next month, Mr. Kenney reported, with the remaining staff assigned about the time WKNB-TV is to commence operation. WKNB executives will also func-

(Continued on page 101)

TV SETS DROP

From U. S. 1951 Shipments

SET manufacturers shipped 1,799,977 television receivers to dealers in the first five months of 1952, compared to 2,310,646 shipped in the same 1951 period, according to Radio-Television Mfrs. Assn. May shipments were estimated at 235,461 sets compared to 287,004 in April.

Estimated shipments to dealers by states for the first five months follow:

Alabama	22,438
Arizona	4,919
Arkansas	5,455
California	177,105
Colorado	961
Connecticut	42,835
Delaware	6,745
District of Columbia	16,916
Florida	28,755
Georgia	38,777
Idaho	32
Illinois	101,710
Indiana	71,520
Iowa	32,670
Kansas	11,751
Kentucky	25,393
Louisiana	17,921
Maine	2,789
Maryland	30,668
Massachusetts	77,560
Michigan	76,699
Minnesota	25,181
Mississippi	5,044
Missouri	47,806
Montana	17
Nebraska	15,224
Nevada	6
New Hampshire	7,151
New Jersey	71,859
New Mexico	2,379
New York	220,697
North Carolina	38,184
North Dakota	36
Ohio	145,667
Oklahoma	28,263
Oregon	118
Pennsylvania	161,912
Rhode Island	12,536
South Carolina	8,732
South Dakota	239
Tennessee	25,604
Texas	73,466
Utah	9,986
Vermont	1,904
Virginia	32,962
Washington	23,041
West Virginia	19,809
Wisconsin	28,470
Wyoming	65

PRIVACY RIGHT

Court Renders Decision

UNSANCTIONED use of a person's name or picture on a TV program immediately before or after a commercial does not violate his civil rights to privacy, the Court of Appeals in Albany, N. Y., ruled last week.

The court ruling upheld a decision by a lower court in an action brought by Arsene Gautier against Pro Football Inc., ABC, Liggett & Myers Tobacco Co., and the Newell-Emmett Co.

In his complaint Mr. Gautier said he performed between the halves of a professional football game in Griffith Stadium in Washington, on Dec. 4, 1948. The performance, he stated, was telecast to New York by ABC. Mr. Gautier pointed out in his complaint that he had a standard form contract through the American Guild of Variety Artists with Pro Football Inc., owner of the Washington Redskins, and the contract provided for his consent and that of the guild before his act could be telecast.

The court ruling mentioned that "it does not appear that such consent was ever sought or obtained, prior to televising" the performance. It added that unless the plaintiff's name or picture "were in some way connected with the commercial, the mere fact of sponsorship of the telecast would not, in our opinion, suffice to violate the civil rights law which permits persons to receive damages for unsanctioned use of a person's name or picture for advertising purposes."

Here's Your

WMAR-TV

CONVENTION

BALLOT

DEMOCRATIC

SAVE THIS PAGE

Keep Your Own Count!

FOLLOW THE DEMOCRATIC NATIONAL CONVENTION AS CARRIED ON CHANNEL 2

TIME AND PLACE: International Amphitheater in Chicago; starting July 21, 12:30 P.M.

NOMINATION: The states and territories vote in alphabetical order. During the first roll call each delegation nominates a candidate, passes, yields to another state or seconds an earlier nomination.

BALLOTING: In the balloting, the chairman of each delegation announces the votes of the delegates from his state. You'll find the total number from each state and territory listed in the scorecard to the right.

DELEGATES: There are 1230 votes, in all, at the Democratic National Convention; 616 needed to nominate the Democratic candidate for the National election. Balloting will continue until some candidate achieves at least this total.

It's Convention Time again on Channel 2. Clip out the scorecard and watch the Democratic National Convention of 1952.

COMPLETE WMAR-TV SCHEDULE FOR CONVENTION

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

Sunday, July 20

11:45 News and Concert Music
12:00 "In the Park"
12:30 Film Theatre of the Air: "You Only Live Once," Henry Fonda, Sylvia Sydney
1:30 Baseball: Orioles vs. Springfield
2:00 Hollywood Spotlight Review
2:30 Lomp into My Feet
3:30 The Eternal Lamp
5:15 News Bulletin
6:00 Democratic Convention Preview
6:30 It's News to Me John Daly
7:00 The Gene Autry Show
7:30 Your Lucky Charm: Billie Humberg
8:00 Total of the Town: Ed Sullivan
8:30 "Information Please" Clifton Fadiman
9:00 Break the Bank: Bert Parks
9:30 Celebrity Time: Conrad Nagel
10:30 The Big Question
10:45 Hollywood Spotlight Review
11:00 Sunday News Special: Don Hollenbeck
11:15 Sunpapers Television News: Week in Review
11:30 The World TODAY in Wirephotos

7:00 Sunpapers Television News
7:15 Your Family Doctor
7:30 Douglas Edwards and the News
7:45 The Edgy Arnold Show
8:00 Lux Video Theatre
8:30 Arthur Godfrey's Talent Scouts
9:00 Democratic National Convention: Keynote Speech by Gov. Dewey, Address by Frank McKinney
11:30 Sunpapers Television News

Tuesday, July 22

9:45 News and Concert Music
10:00 Arthur Godfrey Time
10:30 Morning News: Dorothy Doan
10:45 The Al Pearce Show
11:00 The Edgy Arnold Show
11:15 Bride and Groom
11:30 Strike It Rich: Warren Hull
12:00 The Egg and I
12:15 Love of Life
12:30 Democratic National Convention: Speakers
Sam Rayburn, Mrs. F. D. R., Pearl Mastro, Georgia Clark
2:30 "Hi, Maryland!"
2:45 The Guiding Light
2:55 Convention Roundup
3:00 Homemakers Roundup
3:15 Mike and Buff
3:30 The Mail Farm Show
4:00 Western Trails
4:30 The Bailey Goss Show
5:00 The Adventures of Kit Carson
5:30 The Edgy Arnold Show
6:00 "Hi, Maryland!"
6:30 Sunpapers Television News
7:15 WMAR-TV Presents
7:30 Douglas Edwards and the News
7:45 The Edgy Arnold Show
8:00 The Arthur Murray Party
8:30 Penthouse Quiz
9:00 Playhouse of Stars
9:30 Playhouse of Stars
10:00 "Police Story"
10:30 Playhouse of Stars
11:30 Power Tool Demonstration
11:35 Faith for Today
12:05 Sunpapers Television News

Wednesday, July 23

9:45 News and Concert Music
10:00 Morning News: Dorothy Doan
10:30 Arthur Godfrey Time
10:45 The Al Pearce Show
11:00 The Edgy Arnold Show
11:15 Bride and Groom
11:30 Strike It Rich: Warren Hull
12:00 The Egg and I
12:15 Love of Life
12:30 Democratic National Convention
2:00 The Bailey Goss Show
2:30 Boots and Saddles
2:45 "Hi, Maryland!"
3:00 Sunpapers Television News
3:30 Douglas Edwards and the News
3:45 The Edgy Arnold Show
4:00 Arthur Godfrey and his Friends
4:30 Democratic National Convention
5:00 Sunpapers Television News
11:30 Sunpapers Television News

Thursday, July 24

9:45 News and Concert Music
10:00 Arthur Godfrey Time
10:30 Morning News: Dorothy Doan
10:45 The Al Pearce Show
11:00 The Edgy Arnold Show
11:15 Bride and Groom
11:30 Strike It Rich: Warren Hull

12:00 The Egg and I
12:15 Love of Life
12:30 Democratic National Convention
2:00 Boots and Saddles
2:30 Sunpapers Television News
2:45 "Hi, Maryland!"
3:00 Sunpapers Television News
3:30 Douglas Edwards and the News
3:45 The Edgy Arnold Show
4:00 The Al Pearce Show
4:30 Amos 'n' Andy
9:00 Democratic National Convention
12:00 Sunpapers Television News

Friday, July 25

9:45 News and Concert Music
10:00 Morning News: Dorothy Doan
10:30 The Al Pearce Show
10:45 The Edgy Arnold Show
11:00 Bride and Groom
11:30 Strike It Rich: Warren Hull
12:00 "The Egg and I"
12:15 "Love of Life"
12:30 "Search for Tomorrow"
12:45 First Edition Sunpapers Television News
12:55 "Hi, Maryland!"
1:00 The Women's Angle: Ann Mar
1:30 The Garry Moore Show
2:00 The Guiding Light
2:45 Mike and Buff
3:00 Black Perry: George Rogers
3:30 Summer School
4:00 Western Trails
4:30 The Bailey Goss Show
5:00 Boots and Saddles
5:30 "Hi, Maryland!"
6:00 Sunpapers Television News
6:30 The Feminine Angle: Ila Chase
7:00 Douglas Edwards and the News
7:45 The Edgy Arnold Show
8:00 The Arthur Murray Party
8:30 Penthouse Quiz
9:00 Playhouse of Stars
9:30 Playhouse of Stars
10:00 "Police Story"
10:30 Playhouse of Stars
11:30 Religious Films
11:45 "The Pastor's Study"
12:15 Sunpapers Television News
12:30 TV Tune-O-Graph

Saturday, July 26

9:45 News and Concert Music
10:00 Boots and Saddles
10:30 Space Patrol
11:00 Miller's Eye's Gang
11:30 Big Top: Live Circus
12:00 The Collapsing
2:00 Sunpapers Television News
2:30 Sunpapers Television News
2:45 Saturday Matinee
4:00 The Bailey Goss Show
(4:15 Brain Busters Quiz)
5:00 The Big Picture
6:00 The Sonny Kaye Show
6:30 National Amateur Times: Bailey Goss
(WINNER'S NIGHT)
7:00 Beat the Clock: Bud Callier
8:00 Summer Cinema
9:00 Summer Cinema
10:00 Buller Derby
10:30 Quarter Premium Playhouse: "Twin Beds" Joan Bennett, George Brent, Mitche Auer
12:00 "It's Great To Be Alive"
12:15 Sunpapers Television News
12:30 TV Tune-O-Graph

OTHER CONVENTION SPEAKERS:
Congressman Dawson, Richard
Nelson, India Edwards,
Eugenie Anderson

SUNPAPERS TELEVISION

BALTIMORE, MD.

WMAR-TV

CHANNEL 2

"Your Convention Channel"

WMAR-TV CHANNEL 2	1ST BALLOT	BALLOT	BALLOT	BALLOT
ALA. 22				
ARIZ. 12				
ARK. 22				
CALIF. 68				
COLO. 16				
CONN. 16				
DEL. 6				
FLA. 24				
GA. 28				
IDA. 12				
ILL. 60				
IND. 26				
IOWA 24				
KANS. 16				
KY. 26				
LA. 20				
ME. 10				
MD. 18				
MASS. 36				
MICH. 40				
MINN. 26				
MISS. 18				
MO. 34				
MONT. 12				
NEBR. 10				
NEV. 12				
N.H. 8				
N.J. 32				
N.M. 12				
N.Y. 94				
N.C. 32				
N.D. 8				
OHIO 54				
OKLA. 24				
ORE. 12				
PA. 70				
R.I. 12				
S.C. 16				
S.D. 8				
TENN. 28				
TEX. 52				
UTAH 12				
VT. 6				
VA. 28				
WASH. 22				
W.VA. 20				
WISC. 28				
WYO. 10				
ALASKA 6				
D.C. & C.Z. 8				
HAWAII 6				
P.R. & V.I. 8				
TOTAL 1230				

★ 616 VOTES NEEDED TO NOMINATE ★

SAVE THIS PAGE

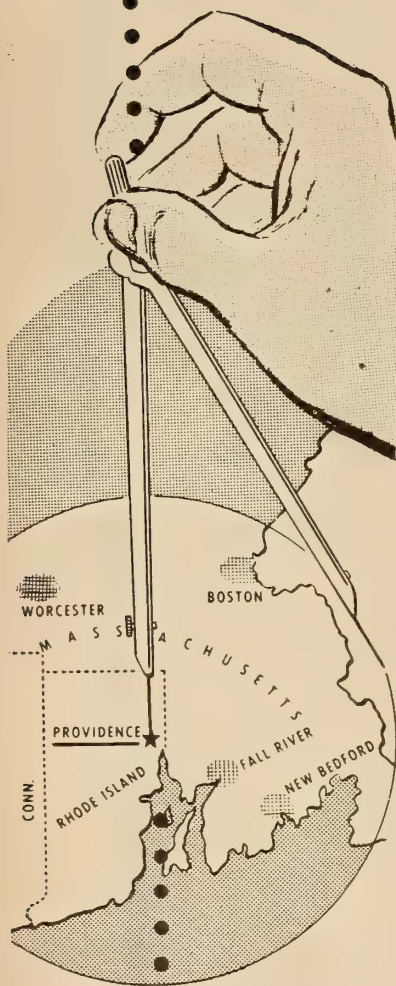


SEE IT ON CHANNEL 2

Television Grants and Applications

(Continued from page 38)

PINPOINT YOUR PERSISTENT SALESMAN



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

WJAR-TV

Providence

Represented Nationally by
Weed Television

In New England — Bertha Bannon

Jr., president of WCOA Pensacola, WTMC Ocala and WDLF Panama City, Fla.

ORLANDO, Fla.—WORZ Inc. (WORZ), VHF Ch. 9 (188-192 mc); ERP 8.8 kw visual, 4.4 kw aural; antenna height above average terrain 336 ft., above ground 354 ft. Estimated construction cost \$168,469, first year operating cost \$92,500, revenue not estimated. Post Office address: 740 N. Orange Ave., Orlando, Fla. Studio and transmitter location: on Orlavista Road, about 3 mi. West of business section of Orlando. Geographic coordinates: 23° 22' 53" N. Lat., 81° 25' 37" W. Long. Transmitter and antenna RCA. Legal counsel Eliot C. Lovett, Washington. Consulting engineer Commercial Radio Equipment Co., Washington. Principals include President Naomi T. Murrell (56%), Vice President Eugene D. Hill (22%) (held jointly with Joaquin M. Hill), and Secretary-Treasurer William O. Murrell Jr. (22%).

† **IDAHO FALLS, Idaho—Idaho Radio Corp. (KID), VHF Ch. 3 (60-66 mc);** ERP 6.2 kw visual, 3.1 kw aural; antenna height above average terrain 256 ft., above ground 387 ft. Estimated construction cost \$120,000, first year operating cost \$50,000, revenue \$50,000. Post Office address: P. O. Box 701, Idaho Falls, Idaho. Studio location to be determined. Transmitter location: 13 1/4 mi. SE of Idaho Falls on North Side of Ammon Road. Geographic coordinates: 43° 29' 01" N. Lat., 112° 00' 33" W. Long. Transmitter and antenna RCA. Legal counsel Wilkinson, Boyden & Cragun, Washington. Consulting Engineer Vandivere, Cohen & Wearn, Washington. Principals include President A. W. Schneider (7.3%) and Vice President Guv A. Poulsen (6.7%). KSL-AM-FM-TV Salt Lake City, Utah, owns 25.9% of applicant, and Zions Securities Corp. (business rentals), Salt Lake City, owns 17.4%. Ten remaining stockholders have less than 5% interest each.

PEORIA, Ill.—Hilltop Bestg. Co. (WWXL), UHF Ch. 19 (500-506 mc); ERP 90.8 kw visual, 51.5 kw aural; antenna height above average terrain 275 ft., above ground 240 ft. Estimated construction cost \$157,437, first year operating cost \$155,000, revenue \$255,000. Post Office address: % Hugh R. Norman, 324 Main St., Davenport, Iowa. Studio location to be determined. Transmitter location intersection of Stewart and Leonard Streets. Geographic coordinates 40° 39' 11" N. Lat., 89° 35' 16" W. Long. Transmitter DuMont, antenna RCA. Legal counsel Eugene L. Burke, Washington. Consulting engineer Walter F. Kean, Riverside, Ill. Principals include President Hugh R. Norman, president and majority stockholder of KSTT Davenport, Iowa, and Walter F. Kean, consulting radio engineer, Riverside, Ill.

PEORIA, Ill.—Hilltop Bestg. Co. (WWXL), Ch. 19 (500-506 mc); ERP 92.5 kw visual, 53 kw aural; antenna height above average terrain 277 ft., above ground 414 ft. Studio and transmitter location Jefferson Hotel, 235 S. Jefferson Ave., corner of Jefferson Ave., and Liberty Avenues, Peoria. Geographical coordinates: 40° 41' 31" N. Lat., 89° 35' 37" W. Long. [Modification of application; see above.]

QUINCY, Ill.—Quincy Bestg. Co. (WGEM), VHF Ch. 10 (192-198 mc); ERP 316 kw visual, 158 kw aural; antenna height above average terrain 676 ft., above ground 574 ft. Estimated construction cost \$372,150, first year operating cost \$220,000, revenue \$275,000. Post Office address: Hotel Quincy, 513 Hampshire St., Quincy. Studio location: Hotel Quincy. Transmitter location: on Columbus Highway, 0.7 mi. West of Franklin School, 4 mi. NE of center of Quincy. Geographic coordinates: 29° 57' 09" N. Lat., 91° 19' 50" W. Long. Transmitter DuMont, antenna GE. Legal counsel Dow, Lohnes & Albertson, Washington. Consulting engineer Craven, Lohnes & Culver, Washington. Principals include President T. C. Oakley, Vice President, Treasurer and Manager Joseph S. Bonansinga (5%), Donald S. Gardiner (8.5%), Clarence H. Quest (7%), and Anita C. Lavery (5%). Quincy Newspapers Inc. owns 70% of stock.

EVANSVILLE, Ind.—Premier Television Inc., UHF Ch. 62 (758-764 mc); ERP 90 kw visual, 45 kw aural; antenna height above average terrain 475 ft., above ground 494 ft. Estimated construction cost \$241,230, first year oper-

ating cost \$221,620, revenue \$230,000. Post Office address 215 Sycamore St., Evansville, Ind. Studio location: 1011-1013 North Main St. Transmitter location: Green River Road and Lincoln Ave. Geographic coordinates: 37° 58' 10" N. Lat., 87° 29' 35" W. Long. Transmitter and antenna RCA. Legal counsel Haley & Doty, Washington. Consulting engineer Martin R. Williams, Indianapolis, Ind. Principals include President Jesse D. Fine, vice president and 1/3 owner of Grand-Carlton Corp. (motion picture exhibition), Evansville; Vice President Isadore J. Fine, president and 1/3 owner of Grand-Carlton Corp. and 40% partner in law firm of Hatfield, Fine Hatfield & Spanenberger, Evansville; Treasurer Oscar K. Fine, secretary-treasurer and 1/3 owner of Grand-Carlton Corp.; Secretary Eugene P. Fine, 10% partner in law firm of Hatfield, Fine Hatfield & Spanenberger, and William Robert Wilson, employee of NBC New York, who will be manager of Evansville TV station if application is granted. Grand-Carlton Corp. owns 90% of applicant.

† **HENDERSON, Ky.—Tel-A-Ray Enterprises Inc., UHF Ch. 50 (686-692 mc);** ERP 23.2 kw visual, 11.6 kw aural; antenna height above average terrain 391 ft., above ground 342 ft. Estimated construction cost \$163,500, first year operating cost \$50,000, revenue \$125,000. Post Office address: P. O. Box 332, Henderson, Ky. Studio and transmitter location: on Water St. between 3rd and 4th Sts. Geographic coordinates: 37° 50' 41" N. Lat., 87° 35' 25" W. Long. Transmitter and antenna RCA. Legal counsel Dow, Lohnes & Albertson, Washington. Consulting engineer A. D. Ring & Co., Washington. Principals include President Jack Grimes (17.8%), no other business interests; Vice President Neff Cox Jr. (13%); Secretary-Treasurer James E. Hunt (1.5%), Henderson attorney; Victor E. Chamberlain (17.8%); R. A. Hughes (9.6%), half owner of tobacco warehouse and insurance agent; M. H. Kirby (9.6%), president of First National Bank of Henderson; George L. Moos (9.6%), vice president and cashier of First National Bank of Henderson; Samuel C. Lambert (9.5%); Prentice A. Melton (9.5%), half owner of Melton & Springer Insurance Agency, Henderson; John S. Palmore (1.5%), Henderson attorney, and Marianna Hund (0.6%).

LEXINGTON, Ky.—Bluegrass Bestg. Co. (WVLK), UHF Ch. 33 (584-590 mc); ERP 192 kw visual, 96 kw aural; antenna height above average terrain 331 ft., above ground 349 ft. Estimated construction cost \$246,500, first year operating cost \$210,000, revenue \$222,000. Post Office address: Phoenix Hotel, 120 East Main St., Lexington. Studio and transmitter location: Phoenix Hotel. Geographic coordinates: 38° 02' 45.7" N. Lat., 84° 29' 49.3" W. Long. Transmitter and antenna RCA. Legal counsel Arnold, Fortas & Porter, Washington. Consulting engineer Walter T. Sutton Jr., Lexington, Ky., and A. D. Ring & Co., Washington. Principals include President G. D. Kincaid (32.6%), Vice President John E. Perkins and Secretary-Treasurer Frank G. Trimble Jr.

MONROE, La.—Delta Television Inc., UHF Ch. 43 (644-650 mc); ERP 76.8 kw visual, 43.5 kw aural; antenna height above average terrain 319 ft., above ground 332 ft. Estimated construction cost \$195,236, first year operating cost \$135,000, revenue \$135,000. Post Office address: 3708 De Siard St., Monroe, La. Studio and transmitter location: NE of railroad crossing on Forsythe Ave. Geographic coordinates: 32° 31' 59" N. Lat., 92° 06' 40" W. Long. Transmitter DuMont, antenna GE. Legal counsel Kirkland, Fleming, Green, Martin & Ellis, Washington. Consulting engineer Commercial Radio Equipment Co., Washington. Principals include President Howard E. Griffith (49%), owner of Griffith Electric Co. (industrial radio communications), Monroe, La.; Vice President J. O. Willet (49%), owner of pipeline stringing and motor carrier company, Monroe, and Secretary-Treasurer Maurice Glazer (2%), certified public accountant, Monroe.

† **LEWISTON, Maine—The Lewiston-Auburn Bestg. Corp. (WLAM), VHF Ch. 8 (180-186 mc);** ERP 11.4 kw visual, 5.7 kw aural; antenna height above average terrain 359 ft., above ground 337 ft. Estimated construction cost \$159,387, first year operating cost \$130,000, revenue \$130,000. Post Office address 129 Lisbon St., Lewiston. Studio location 129 Lisbon St. Transmitter location West Auburn Road. Geo-

graphic coordinates 44° 09' 13" N. Lat., 70° 16' 36" W. Long. Transmitter RCA, antenna RCA. Legal counsel Dempsey & Koplovitz, Washington. Consulting engineer Craven, Lohnes & Culver, Washington. Principals include President Elden H. Shute Jr. (2%), Treasurer Frank S. Hoy (67%), Clerk Gladys Parker Hoy (16%) and Fred Parker Hoy (9%).

LEWISTON, Maine—Twin City Bestg. Co. (WCOU), VHF Ch. 8 (180-186 mc); ERP 11.5 kw visual, 5.7 kw aural; antenna height above average terrain 241 ft., above ground 240 ft. Estimated construction cost \$204,141, first year operating cost \$98,624, revenue \$117,000. Post Office address 223 Lisbon St., Lewiston, Me. Studio and transmitter location on SE corner of Webber and Dimsdale Ave. Geographic coordinates 44° 05' 39" N. Lat., 70° 11' 26" W. Long. Transmitter RCA, antenna RCA. Legal counsel Thomas P. Littlepage Jr., Washington. Consulting engineer Russell P. May, Washington. Principals include President and Treasurer Faust Couture (70%), Clerk Fernand Despins (0.2%) and (Mrs.) Nancy L. Couture (0.2%).

† **PORTLAND, Maine—Community Bestg. Service, VHF Ch. 13 (210-216 mc);** ERP 69 kw visual, 34.4 kw aural; antenna height above average terrain 239 ft., above ground 265 ft. Estimated construction cost \$290,000, first year operating cost \$170,850, revenue \$180,000. Post Office address 57 State St., Bangor, Me. Studio location 465 Congress St. Transmitter location atop Bank of Commerce Bldg. Geographic coordinates 43° 39' 30" N. Lat., 70° 15' 48" W. Long. Transmitter RCA, antenna RCA. Legal counsel Loucks, Zias, Young & Jansky, Washington. Consulting engineer Walter L. Dickson, Bangor, Me. Principals include President Horace A. Hildreth (49.9%), president and 50% owner of WABI Bangor, Me., and General Manager Murray Carpenter (49.8%), president and 20% owner of WPOR Portland, Me., and treasurer and 50% owner of WABI Bangor.

† **PORTLAND, Maine—Oliver Bestg. Corp. (WPOR), VHF Ch. 6 (82-88 mc);** ERP 100 kw visual, 60.6 kw aural; antenna height above average terrain 440 ft., above ground 461 ft. Estimated construction cost \$217,752, first year operating cost \$275,000, revenue \$315,000. Post Office address: 477 Congress St., Portland, Me. Studio and transmitter location: 477 Congress St. Geographic coordinates: 43° 39' 26" N. Lat., 70° 15' 38" W. Long. Transmitter and antenna RCA. Legal counsel Fly, Shuebruk & Blume, Washington. Consulting engineer Robert M. Silliman, Washington. Principals include Chairman John M. Kimball (4.5%), President Harold H. Meyer, Vice President H. V. Blaxter Jr. (1.5%), Treasurer William H. Rea (4.5%), Secretary N. V. Coyle, Henry Oliver Rea (32%), Chester J. LaRoche (16.6%), William S. Newell (10%) and C. L. Landon (10%).

BALTIMORE, Md.—The Baltimore Radio Show Inc. (WFBF), UHF Ch. 30 (566-572 mc); ERP 193 kw visual, 96.5 kw aural; antenna height above average terrain 503 ft., above ground 331 ft. Estimated construction cost \$430,180, first year operating cost \$313,268, revenue \$250,000. Post Office address 10 East North Ave., Baltimore 2, Md. Studio location 10 East North Ave. Transmitter location on Edmondson Ave. Extension between Ingleside and Johnnycake Roads, 2.25 mi. West of Baltimore city limits. Geographic coordinates 39° 17' 22" N. Lat., 76° 43' 44" W. Long. Transmitter RCA, antenna RCA. Legal counsel Kirkland, Fleming, Green, Martin & Ellis, Washington. Consulting engineer Kear & Kennedy, Washington. Voting Trustees Robert S. Maslin Sr., J. Bartley Mettam Jr. and Frederick J. Sinsley Jr. control 74.8% of stock; Vice President Robert S. Maslin Jr. controls 20.5% of stock. Vice President and General Manager is John E. Surrick.

CUMBERLAND, Md.—Maryland Radio Corp. (WTRB), UHF Ch. 17 (488-494 mc); ERP 21.8 kw visual, 10.9 kw aural; antenna height above average terrain 1,564 ft., above ground 200 ft. Estimated construction cost \$240,508, first year operating cost \$150,000, revenue \$175,000. Post Office address 31 Frederick St., Cumberland. Studio and transmitter location Dan's Rock Mtn., 8.5 mi. SW of Cumberland. Geographic coordinates 39° 34' 52" N. Lat., 78° 53' 50" W. Long. Transmitter RCA, antenna RCA. Legal counsel Cohn & Marks, Washington. Consulting engineer Vilah G. Brooks, Parkersburg, W. Va. Principals include President and Treasurer Charles E. Smith (10%).

(Continued on page 76)



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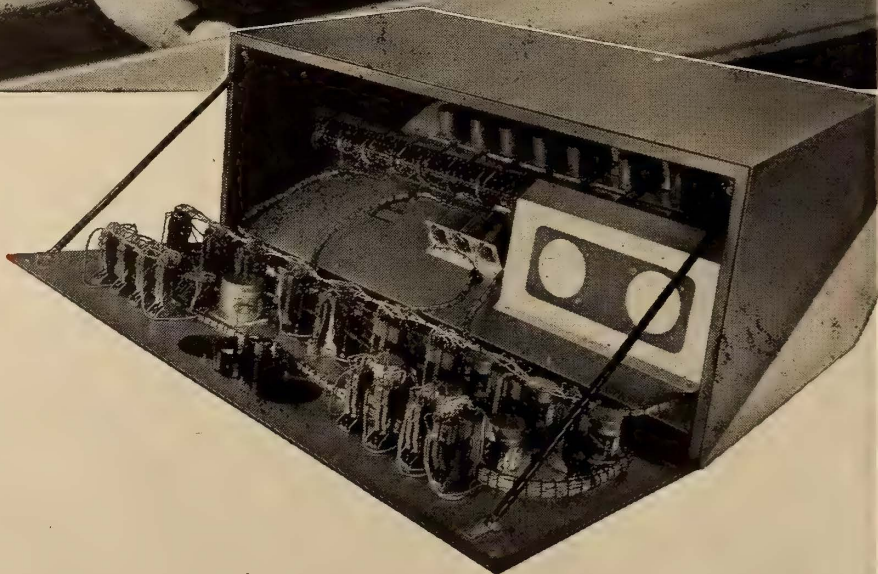
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▲ Simplifies your audio operation. When used in 2-channel operation, this G-E console lets you audition, preview, and cue without tying up the program monitor channel. Extra mixer and switching permits separate control of grouped inputs. Key switches are of the telephone type. There are no push buttons anywhere!

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Buy only the amplifiers you need—Add more later as station requirements grow

IN ONE INSTRUMENT, G.E.'s new console wraps up virtually every program audio facility you'll need for AM, FM or TV. Nine mixers and up to seven input pre-amplifiers provide all necessary combinations for handling line, film, transcription or remote shows.

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in design, construction and test of this console has reduced hiss, hum, clicks and microphonics to the point where they are no problem.

Change amplifier in less than one minute! Even during a station break, operator can make replacement. This advantage is another General Electric *first!*

All specs in this Bulletin

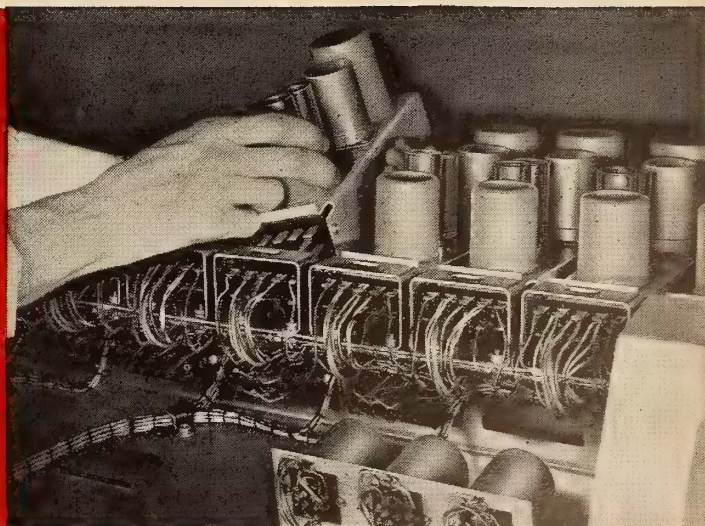
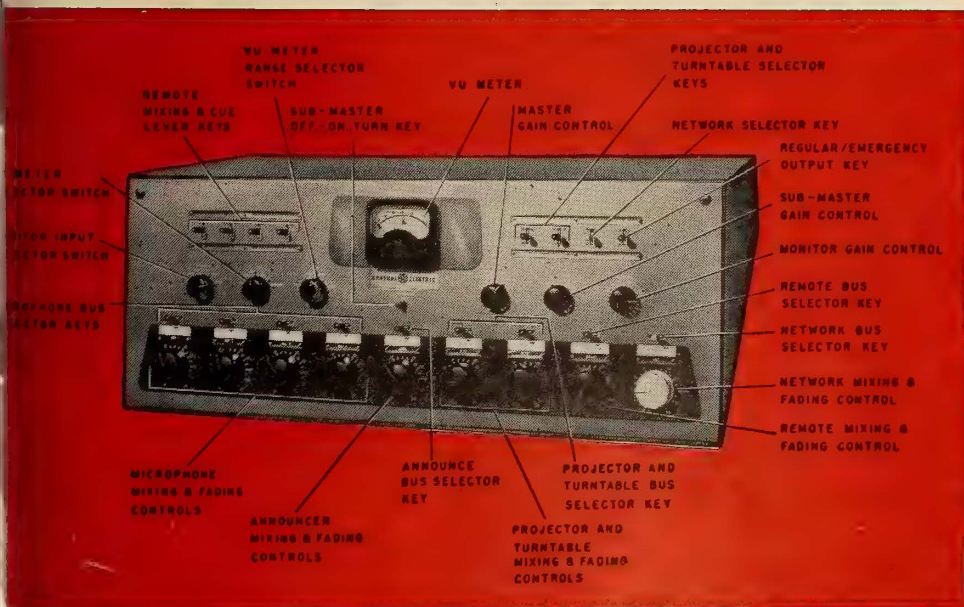
The G-E broadcast specialist at our office near you will outline the full story on this new product. Meanwhile, write us for Bulletin X54-144A. General Electric Company, Electronics Park, Syracuse, N. Y.



FIRST ALL-PURPOSE CONSOLE FOR AM-FM-TV

- **Ready-made plug-in mounting facilities.** Amplifier receptacles and external connections are just a few inches behind the front panel—quickly accessible for maintenance. Plug provided for warning light relays.
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- **Aluminum write-in strips** over each mixer can be inscribed with pencil or crayon and then erased. Permits you to write "piano", "trumpet", "annnc", etc. over appropriate mixers and to change markings for each show. Console finish is of pleasing two-tone blue.
- **Color coded control knobs** match the key switches. Two blue mixer knobs are associated with blue turntable/projector selector keys, red mixer knob matches 4 remote red key switches, white mixer knob matches white network key.
- **Automatic throw-over relay** wired for use with emergency power supply.



All amplifiers easily and quickly plugged in. Only 2 types used: pre-amps and program/monitor. Bottom tier provides plug-in connections for incoming wiring.

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Television Grants and Applications

(Continued from page 72)

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CUMBERLAND, Md.—The Western Maryland Bestg. Co. (WDYK), UHF Ch. 17 (488-494 mc); ERP 102 kw visual, 51 kw aural; antenna height above average terrain 1,502 ft., above ground 240 ft. Estimated construction cost \$253,333, first year operating cost \$200,000, revenue \$240,000. Post Office address 450 Byrd Ave., Cumberland. Studio location 450 Byrd Ave., Transmitter location atop Dan's Rock Mtn., 8.5 mi. SW of Cumberland. Geographic coordinates 39° 34' 53" N. Lat., 78° 53' 54" W. Long. Transmitter DuMont, antenna RCA. Legal counsel Krieger & Jorgensen, Washington. Consulting engineer Craven, Lohnes & Culver, Washington. Principals include President Richard Aubrey Reese (85%), owner of WDYK and executive vice president of Greer Steel Co., Morgantown, W. Va.; Secretary James Alfred Avirett (3.5%), attorney in Cumberland, and 21 other stockholders, each with less than 1% interest.

† **BOSTON, Mass.**—Matheson Radio Co. (WHDH), VHF Ch. 5 (76-82 mc); ERP 100 kw visual, 50 kw aural; antenna height above average terrain 500 ft., above ground 548 ft. Estimated construction cost \$514,763, first year operating cost \$600,000, revenue \$798,130. Post Office address 6 St. James St., Boston. Studio location: 6 St. James St., Transmitter location: John Hancock Life Insurance Co. Bldg., 180 Berkeley St. Geographic coordinates: 42° 20' 59" N. Lat., 71° 04' 25" W. Long. Transmitter GE, antenna GE. Legal counsel Dempsey & Koplovitz, Washington. Consulting engineer A. Earl Cullum Jr., Dallas, Tex. Principals include President Robert B. Choate, Treasurer Roger P. Talmadge and Clerk Francis A. Wood. Fidelity Bestg. Corp. owns 100% interest in applicant.

† **FALL RIVER, Mass.**—New England Television Co., UHF Ch. 40 (626-632 mc); ERP 20.2 kw visual 10.1 kw aural; antenna height above average terrain 398 ft., above ground 191 ft. Estimated construction cost \$170,600, first year operating cost \$190,000, revenue \$195,000. Post Office address 514 Industrial Trust Bldg., Providence 3, R. I. Studio location to be determined. Transmitter location on Hambley Road, 3.9 mi. SW of Fall River post office. Geographic coordinates 41° 39' 08" N. Lat., 71° 11' 31" W. Long. Transmitter RCA, antenna RCA. Legal counsel Abraham Belilove, Providence, R. I. Consulting engineer J. Gordon Keyworth, Williamstown, Mass. Principals include President Alfred DeMaris (4/9), general manager and 80% owner of The Short Line Inc. (bus company) and interest in other motor coach companies; Vice President Harold C. Arcaro (1/3), Providence attorney and 1/6 owner of WRIB Providence; Vice President Lewis Tanner (1/9), advertising and sales manager of Housewares Supply Co., Warren, R. I., and Treasurer Abraham Belilove (1/9), Providence attorney.

WORCESTER, Mass.—Salisbury Bestg. Corp., UHF Ch. 14 (470-476 mc); ERP 212 kw visual, 112.5 kw aural; antenna height above average terrain 837 ft., above ground 227 ft. Estimated construction cost \$350,000, revenue \$375,000. Post Office address 6 Norwich St., Worcester. Transmitter location on Asnebumskit Hill near Paxton, Mass. Geographic coordinates 42° 18' 07" N. Lat., 71° 53' 51" W. Long. Transmitter and antenna make not specified. Legal counsel McKenna & Wilkinson, Washington. Consulting engineer Craven, Lohnes & Culver, Washington. Principals include President William B. Smith (5%), president of James A. Smith & Sons (comb mfrs.); Vice President Ansel E. Gridley (5%), president, general manager and majority stockholder of WFGM Fitchberg, Mass., and Ralph K. Hubbard (10%), president of Packard Mills (woolen mfrs.), Webster, Mass. Fox, Wells & Co. (investments), New York, holds 30% interest.

BATTLE CREEK, Mich.—W. S. Butterfield Theatres Inc., UHF Ch. 64 (770-776 mc); ERP 1,000 kw visual, 550 kw aural; antenna height above

terrain 575 ft., above ground 537 ft. Estimated construction cost \$698,123, first year operating cost \$142,000, revenue \$160,000. Post Office address: 1492 National Bank Bldg., Detroit 26, Mich. Studio and transmitter location: On Highway 37, 3.5 mi. South of Dowling, Mich. Geographic coordinates: 42° 23' 20" N. Lat., 85° 15' 27" W. Long. Transmitter RCA, antenna RCA. Legal counsel Hogan & Hartson, Washington. Consulting engineer George P. Adair, Washington. Principals include President M. F. Gowthorpe, president and treasurer of Consolidated Theatres Inc., B & J Theatres Inc., J. R. Dennison Theatre Co., Carley Amusement Co., Butterfield Michigan Theatres Co. and Bijou Theatrical Enterprises Co., Detroit; Vice President and Secretary William A. Ruble, vice president and secretary of Butterfield Michigan Theatres Co. and Bijou Theatrical Enterprises Co., Vice President Paul W. Seippel, vice president of Butterfield Michigan Theatres Co., and H. Edward Stuckey, vice president of Butterfield Michigan Theatres Co. Sole stockholder of Class A and Class C stock is Bijou Theatrical Enterprises Co., Detroit. Sole stockholder of Class B stock is The Regents of the U. of Michigan, Ann Arbor, Mich. W. S. Butterfield Theatres Inc. is also applicant for TV station at Flint, Mich. The Regents of the U. of Michigan is licensee of WUOM (FM) Ann Arbor, Mich.

† **ST. PAUL, Minn.**—WMIN Bestg. Co. (WMIN), VHF Ch. 11 (198-204 mc); ERP 316 kw visual, 158 kw aural; antenna height above average terrain 514 ft., above ground 577 ft. Estimated construction cost \$425,000, first year operating cost \$400,000. Post Office address 538 Hamm Bldg., St. Paul. Transmitter location at intersection of Frontenac and St. Anthony Avenues. Geographic coordinates 44° 57' 28" N. Lat., 93° 12' 15" W. Long. Transmitter RCA, antenna RCA. Legal counsel Kirkland, Fleming, Green, Martin & Ellis, Washington. Consulting engineer Jansky & Bailey, Washington. Principals include President N. L. Bentson and Secretary Mort Bentson control 87% of stock as trustees of testamentary trust of Edward Hoffman; Executive Vice President Frank M. Devaney (10%), and L. C. Borgstrom (3%). Applicant also has interest in WRFW Eau Claire, Wis., KZYX Redlands, Calif., and KELO Sioux Falls, S. D.

BILOXI, Miss.—Radio Associates Inc. (WVMD), VHF Ch. 13 (210-216 mc); ERP 3 kw visual, 1.5 kw aural; antenna height above average terrain 303.7 ft., above ground 330 ft. Estimated construction cost \$119,099, first year operating cost \$120,000, revenue \$180,000. Post Office address: P.O. Box 152, Biloxi, Miss. Studio and transmitter location 3½ mi. from East end of Ocean - Springs - Biloxi Memorial Bridge. Geographic location: 30° 24' 00" N. Lat., 88° 48' 30" W. Long. Transmitter RCA, antenna RCA. Legal counsel Maurice Barnes, Washington. Consulting engineer Odes E. Robinson, Biloxi, Miss. Principals include President Odes E. Robinson (66%), also interested in WPTW Piqua, Ohio, and WKOY Bluefield, W. Va.; Secretary Frances L. Robinson (2%), and Vice President James H. McKee (32%).

JACKSON, Miss.—Mississippi Bestg. Co. (WJQS), UHF Ch. 47 (668-674 mc); ERP 205 kw visual, 102.5 kw aural; antenna height above average terrain 500 ft., above ground 540 ft. Estimated construction cost \$229,863, first year operating cost \$175,000, revenue \$185,000. Post Office address P. O. Box 591, Meridian, Miss. Studio and transmitter location Edwards Hotel. Geographic coordinates 32° 17' 58" N. Lat., 90° 11' 27" W. Long. Transmitter RCA, antenna RCA. Legal counsel Harry J. Daly, Washington. Consulting engineer Fred O. Grimwood & Co., St. Louis, Mo. Principals include President, Secretary, Treasurer and General Manager D. W. Gavin (75%), 75% owner and also general manager of WCOO Meridian, WMBC Macon and WACR Columbus, and Vice President Mrs. R. S. Gavin (25%).

HASTINGS, Neb.—The Seaton Publishing Co. (KHAS), VHF Ch. 5 (76-82 mc); ERP 100 kw visual, 50 kw aural; antenna height above average terrain 761 ft., above ground 755 ft. Estimated construction cost \$414,314, first year

operating cost \$180,000, revenue \$200,000. Post Office address: 906 W. 2nd St., Hastings, Neb. Studio location 906 W. 2nd St. Transmitter location: Sec. 24, Twp. 8, Range 10, about 2.5 mi. North of Hastings. Geographic coordinates: 40° 39' 06" N. Lat., 98° 23' 04" W. Long. Transmitter DuMont, antenna GE. Legal counsel Dow, Lohnes & Albertson, Washington. Consulting engineer McIntosh & Inglis, Washington. Principals include President Sen. Fred A. Seaton (R-Neb.) (33¼%), 23% owner of KHAS, 30% owner of KMAN Manhattan, Kan., and 31% owner of KGGF Coffeyville, Kan., and part owner of various midwestern newspapers; Vice President Fay N. Seaton (33¼%), who has substantially same interests as Fred A. Seaton, and Secretary-Treasurer Richard M. Seaton (33¼%), who has substantially the same interests as Fred A. Seaton.

LAS VEGAS, Nev.—Las Vegas Television Inc. (KLAS), VHF Ch. 8 (180-186 mc); ERP 244 kw visual, 12.2 kw aural; antenna height above average terrain 800 ft., above ground 100 ft. Estimated construction cost \$190,000, first year operating cost \$168,000, revenue \$204,000. Post Office address P. O. Box 1510, Las Vegas. Studio location to be determined. Transmitter location on mountain peak 0.3 mi. NE of Alunite, Nev. Geographic coordinates 35° 58' 43" N. Lat., 114° 54' 18" W. Long. Transmitter GE, antenna GE. Legal counsel McKenna & Wilkinson, Washington. Consulting engineer Grant R. Wrathall, Aptos, Calif. Principals include President R. G. Jolley (33¼%), 66¼% owner of KLAS and owner of Vegas Brick & Tile Co. (general contractors), Las Vegas, and Treasurer Frederick G. Stoye (16¼%), general manager and 33¼% owner of KLAS, and owner of Nevada Communications Co. (lessors of two-way radio-telephone phone equipment to Las Vegas taxicab operators). Las Vegas Bestg. Inc., owned ¾ by Mr. Jolley and ¼ by Mr. Stoye, owns remaining 50% of applicant.

ALBUQUERQUE, N. M.—New Mexico Bestg. Co. (KGGM), VHF Ch. 13 (210-216 mc); ERP 89.1 kw visual, 44.6 kw aural; antenna height above average terrain 4,234 ft., above ground 163 ft. Estimated construction cost \$448,000, first year operating cost \$240,000, revenue \$220,000. Post Office address: P.O. Box 1294, Albuquerque, N. M. Studio location: Gentry at 4th St. Transmitter location: Sandia Crest, Bernalillo County. Geographic coordinates: 35° 12' 53" N. Lat., 106° 27' 00" W. Long. Transmitter RCA, antenna RCA. Legal counsel Dempsey & Koplovitz, Washington. Consulting engineer A. Earl Cullum Jr., Dallas, Tex. Principals include President A. R. Hebenstreit (74.6%) and Vice President S. P. Vidal (25%). Applicant also is licensee of KVSE Santa Fe, N. M.


CLOVIS, N. M.—Telepolitan Bestg. Co., VHF Ch. 12 (204-210 mc); ERP 10.7 kw visual, 5.3 kw aural; antenna height above average terrain 525 ft., above ground 517 ft. Estimated construction cost \$150,545, first year operating cost \$80,000, revenue \$100,000. Post Office address: % Sid Pipkin, Star Route, Clovis, N. M. Studio and transmitter location: ½ mi. North of Clovis city limits on State Highway 18. Geographic coordinates: 34° 26' 00" N. Lat., 103° 11' 30" W. Long. Transmitter RCA, antenna RCA. Legal counsel Quinn & Cox, Clovis, N. M. Consulting engineer Sid S. Pipkin, Clovis. Principals include Sid S. Pipkin (50%), farming 15 mi. North of Clovis, and Sam W. Pipkin (50%), same interests as Sid S. Pipkin. Sam W. Pipkin is father of Sid Pipkin.

BINGHAMTON, N. Y.—The Binghamton Bestg. Inc. (WKOP), UHF Ch. 40 (626-630 mc); ERP 102 kw visual, 51.4 kw aural; antenna height above average terrain 461 ft., above ground 209 ft. Estimated construction cost \$180,786, first year operating cost \$218,468, revenue \$198,500. Post Office address: 34 Chenango St., Binghamton, N. Y. Studio location: 34 Chenango St. Transmitter location: On Carman Road, 0.5 mi. South of Binghamton city limits and 0.25 mi. East of Park Ave. Geographic coordinates: 42° 04' 03.3" N. Lat., 75° 54' 19.8" W. Long. Transmitter DuMont, antenna RCA. Legal counsel Stephen Tuhy Jr., Washington. Consulting engineer Commercial Radio Equipment Co., Washington. Principals include President Andrew Jarema (48%), Vice President Doris Jarema (1%) and Secretary-Treasurer Frank H. Altdoeffer (51%), who also is 81% owner of WLAN Lancaster, Pa.

(Continued on page 78)

92½¢ per set... in the bank for Cerebral Palsy!

UNITED CEREBRAL PALSY



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MEDICAL EXECUTIVE BOARD

AIR MAIL June 17, 1952

Mr. Hugh A. L. Halff, President
Southland Industries, Inc.
Station WOAI - TV
1031 Navarro Street
San Antonio, Texas

Dear Mr. Halff:

Having just returned to the office, I hasten to write you, to thank you again for the splendid cooperation of yourself, your station facilities, and its entire staff, in connection with the UCP Telethon, over station WOAI - TV. The tremendous success of this event is now a matter of history, and constitutes a record breaking Cerebral Palsy Telethon, measured in dollars and cents per capita. The final total of verified pledges and unpledged contributions actually received, will exceed \$70,000, representing more than 87 cents per TV set from television viewing audiences of WOAI - TV. This is indeed a record performance and illustrates that WOAI - TV offers its market effective programming.

WOAI-TV's all night telethon for cerebral palsy, starring Walter O'Keefe, Dagmar and Penny Singleton, produced over \$75,000 — an average of better than 92½¢ per set in the San Antonio Area.

On the same night a national telethon telecast in 38 other cities for an equally worthy cause averaged a return of 3.7¢ per set, with the highest return in any one city 14¢ per set.

The largest single donation in San Antonio was \$1,000.00. Over 90% of the \$75,000 came from the many thousands of small donors who saw the show and responded.

Our point is . . .

folks around here react to what they see on WOAI-TV.

Represented Nationally by
EDWARD PETRY & COMPANY, INC.
New York, Chicago, Los Angeles,
St. Louis, Dallas, San Francisco, Detroit.



Television Grants and Applications

(Continued from page 76)

KFMB
TV
Channel-8

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

SAN DIEGO
IS
BIGGER!

\$97,359,372
WORTH OF
SHIPPING
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\$77,090,980
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Wise Buyers
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KFMB

For
More
Business!

KFMB-TV
Channel-8

KFMB-AM
550-K.C.

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

† **BUFFALO, N. Y.**—Buffalo Courier-Express Inc. (WEER), VHF Ch. 7 (174-180 mc); ERP 246 kw visual, 123 kw aural; antenna height above average terrain 1,079 ft., above ground 824 ft. Estimated construction cost \$548,000, first year operating cost \$725,000, revenue \$750,000. Post Office address: 785 Main St., Buffalo, N. Y. Studio location: To be determined. Transmitter location: On Zimmerman Road, 0.5 mi. North of Rice Hill Road. Geographic coordinates: 42° 38' 13" N. Lat., 78° 46' 05" W. Long. Transmitter RCA, antenna RCA. Legal counsel Kirkland, Fleming, Green, Martin & Ellis, Washington. Consulting engineer McIntosh & Inglis, Washington. Principals include President William J. Connors (51%), Vice President Frank J. Clancy, Vice President Burrows Matthews, Treasurer Howard W. Clothier, Secretary John J. Meegan, G. H. Calvert (8.1%), Mary C. Andrews (8.1%), Katherine C. Ryan (8.1%), and Ruth C. Atwood (8.1%).

PLATTSBURG, N. Y.—Great Northern Television Inc. (WIRY), UHF Ch. 28 (554-560 mc); ERP 100 kw visual, 53.2 kw aural; antenna height above average terrain 220 ft., above ground 239 ft. Estimated construction cost \$209,360, first year operating cost \$120,000, revenue \$150,000. Post Office address: P.O. Box 136, Plattsburg, N. Y. Studio location: 301 Cornelia St. Transmitter location: 9.7 mi. from Plattsburg on Rand Hill Road. Geographic coordinates: 44° 45' 48" N. Lat., 73° 37' 03" W. Long. Transmitter GE, antenna GE. Legal counsel Abe L. Stein, Washington. Consulting engineer John M. Nazak, Plattsburg, N. Y. Principals include President Joel H. Scheier, Vice President Vincent S. Jerry, Secretary-Treasurer John M. Nazak and Martin L. Schulman.

CHARLOTTE, N. C.—Inter-City Adv. Co. of Charlotte, N. C., Inc. (WAYS), VHF Ch. 9 (186-192 mc); ERP 316 kw visual, 158 kw aural; antenna height above average terrain 675 ft., above ground 674 ft. Estimated construction cost \$449,400, first year operating cost \$312,000, revenue \$330,000. Post Office address: 120 E. 3rd St., Charlotte. Studio location: 120 E. 3rd St. Transmitter location: 0.35 mi. East of Oakdale Road, NW of Charlotte. Geographic coordinates: 35° 17' 53" N. Lat., 80° 53' 40" W. Long. Transmitter RCA, antenna RCA. Legal counsel Krieger & Jorgenson, Washington. Consulting engineer Craven, Lohnes & Culver, Washington. Principals include President George W. Dowdy (25%), Vice President B. T. Whitmire (25%), Treasurer J. Horton Doughton (25%) and Secretary Harold H. Thoms (25%).

† **GREENSBORO, N. C.**—Inter-City Advertising Co. of Greensboro, N. C., Inc. (WCOG), UHF Ch. 57 (728-734 mc); ERP 117.5 kw visual, 58.7 kw aural; antenna height above average terrain 240 ft., above ground 205 ft. Estimated construction cost \$158,500, first year operating cost \$216,000, revenue \$216,000. Post Office address: 316 S. Greene St., Greensboro, N. C. Studio location: 316 S. Greene St. Transmitter location: 4.3 mi. West of center of Greensboro, immediately West of town limits of Hamilton Lakes and 0.57 mi. North of U. S. 421. Geographic coordinates: 36° 04' 40" N. Lat., 79° 52' 05" W. Long. Transmitter DuMont, antenna GE. Consulting engineer George C. Davis, Washington. Principals include President George W. Dowdy (25%), Vice President B. T. Whitmire (25%), Treasurer J. Horton Doughton (25%) and Secretary Harold H. Thoms (25%).

MASSILLON, Ohio—Midwest TV Co., UHF Ch. 23 (524-530 mc); ERP 100 kw visual, 50 kw aural; antenna height above average terrain 428 ft., above ground 524 ft. Estimated construction cost \$257,930, first year operating cost \$170,979, revenue \$130,500. Post Office address: 500 Security Bldg., Toledo, Ohio. Studio and transmitter location: 5.6 mi. NW of Massillon on Rt. 21, near Butler Bridge. Geographic coordinates: 40° 52' 18" N. Lat., 81° 34' 33" W. Long. Transmitter DuMont, antenna GE. Legal counsel Fly, Shuebruk & Blume, Washington. Consulting engineer McIntosh & Inglis, Washington. Principals include President and Treasurer Edward Lamb, president of WTOG Toledo, president and owner of 1350 out of 1800 shares of The Erie (Pa.) Dispatch, licensee of WIKK and WICU (TV) Erie, owner of WHOO Orlando, Fla., president of WTVN (TV) Columbus, Ohio, and president of Edward Lamb Enterprises Inc., Toledo; Vice President Frank C. Oswald, vice presi-

dent of Edward Lamb Enterprises; Vice President James M. Bushman, employee of WTVN (TV) Columbus, and Secretary Cecile Huebner, secretary of Edward Lamb Enterprises Inc. Edward Lamb Enterprises Inc. owns 100% of applicant.

ALLENTOWN, Pa.—Allentown Television Corp. (WHOL), UHF Ch. 45 (656-662 mc); ERP 187 kw visual, 93.5 kw aural; antenna height above average terrain 563 ft., above ground 527 ft. Estimated construction cost \$298,950, first year operating cost \$250,000, revenue \$250,000. Post Office address: 502 Hamilton St., Allentown, Pa. Studio location: 1125 Colorado St. Transmitter location: At intersection of State Highways 145 and 329, 2 mi. NW of Coplay, Pa. Geographic coordinates: 40° 41' 04" N. Lat., 75° 31' 20" W. Long. Transmitter RCA, antenna RCA. Legal counsel Reed Rollo, Washington. Consulting engineer Lynne C. Smeby, Washington. Principals include President Victor C. Diehm, Treasurer John G. Willenbecher and Secretary Charles G. Helwik. Allentown Bestg. Corp., licensee of WHOL, has subscribed for 99% of stock in applicant.

† **ALLENTOWN, Pa.**—Penn-Allen Bestg. Co. (WFMZ), UHF Ch. 45 (656-662 mc); ERP 92.2 kw visual, 52.2 kw aural; antenna height above average terrain 264 ft., above ground 341 ft. Estimated construction cost \$160,973, first year operating cost \$260,000, revenue \$310,000. Post Office address: Masonic Temple Bldg., Allentown, Pa. Studio location: 1524 Linden St. Transmitter location: 0.5 mi. West of Highway 329, 1.35 mi. North of Allentown city limits. Geographic coordinates: 40° 38' 15" N. Lat., 75° 29' 56" W. Long. Transmitter DuMont, antenna RCA. Legal counsel Bernard Koteen, Washington. Consulting engineer Commercial Radio Equipment Co., Washington. Principals include President Raymond F. Kohn (6.2%), Vice President Earl J. Kohn (5.6%), Treasurer Horace W. Gross (7.2%) and Secretary Daniel Houck (0.3%).

ALLENTOWN, Pa.—Queen City Television Co., UHF Ch. 39 (620-626 mc); ERP 284 kw visual, 142 kw aural; antenna height above average terrain 185 ft., above ground 350 ft. Estimated construction cost \$331,378, first year operating cost \$240,000, revenue \$255,000. Post Office address: P. O. Box 689, Allentown. Studio and transmitter location: on State Highway 329, 0.8 mi. NNW of city limits. Geographic coordinates: 40° 37' 40" N. Lat., 75° 29' 09" W. Long. Transmitter GE, antenna GE. Legal counsel Welch, Mott & Morgan, Washington. Consulting engineer E. C. Page, Consulting Radio Engineers, Washington. Principals include Farris E. Rahall (34%), 25% owner of Raleigh Transit Co., Beckley, W. Va., city bus lines; President Frank Hausman (15%), 60% owner of General Paving Co., Allentown; Vice President Max Cornfeld (15%), automobile dealer; Secretary Ogen R. Davies (7%), 1/3 owner of golf course, and Bernard B. Naef (6%), real estate development and 1/3 owner of golf course. [RESUBMITTED; see B•T, July 7.]

† **ERIE, Pa.**—Erie Television Corp., UHF Ch. 66 (782-788 mc); ERP 215 kw visual, 108 kw aural; antenna height above average terrain 741 ft., above ground 527 ft. Estimated construction cost \$302,545, first year operating cost \$210,202, revenue \$262,032. Post Office address: P. O. Box 272, Erie, Pa. Studio location: 138 West 10th St. Transmitter location: Waterford Pike Road (U. S. 19) and Lee Road. Geographic coordinates: 42° 01' 00.8" N. Lat., 80° 02' 51.6" W. Long. Transmitter GE, antenna GE. Legal counsel Haley & Doty, Washington. Consulting engineer Craven, Lohnes & Culver, Washington. Principals include President John J. Mead Jr. (27.6%), co-publisher, vice president, secretary and 1/3 owner of Times Pub. Co., Erie; Vice President and Treasurer George J. Mead (35.3%), co-publisher, treasurer and 1/3 owner of Times Pub. Co.; Secretary John W. English (14.8%), partner in Erie law firm of English, Gilson, Baker & Bowler; and John J. Boland Jr. (14.8%), partner in Boland & Cornelius (ship cargo brokers), Buffalo, N. Y.

HARRISBURG, Pa.—Harrisburg Bestrs. Inc., UHF Ch. 71 (812-818 mc); ERP 1,000 kw visual, 500 kw aural; antenna height above average terrain 989 ft., above ground 439 ft. Estimated construction cost \$767,263, first year operating cost \$579,900, revenue \$385,000. Post Office address: 11 North Second St., Harrisburg. Studio location: 911 Market St. Transmitter location:

5.75 mi. North of East Pennsboro in Cumberland County, Pa. Geographic coordinates: 45° 19' 03" N. Lat., 76° 56' 50" W. Long. Transmitter GE, antenna GE. Legal counsel Fisher, Wayland, Duvall & Southmayd, Washington. Consulting engineer Craven, Lohnes & Culver, Washington. Sole owner is Donald E. Newhouse, 1/3 owner of KGW Portland, Ore., and Vice President of The Evening Journal Assn., Jersey City, N. J., Long Island Daily Press Pub. Co., Jamaica, N. Y., and Newark Morning Ledger Co., Newark, N. J.

† **SCRANTON, Pa.**—Appalachian Co., UHF Ch. 73 (824-830 mc); ERP 17.6 kw visual, 9.3 kw aural; antenna height above average terrain 782 ft., above ground 161 ft. Estimated construction cost \$138,800, first year operating cost \$180,000, revenue \$200,000. Post Office address: 519 Mulberry St., Scranton, Pa. Transmitter location: 4.5 mi. SE of center of Scranton. Geographic coordinates: 41° 23' 08" N. Lat., 75° 36' 05" W. Long. Transmitter GE, antenna Workshop Associates. Legal counsel Krieger & Jorgensen, Washington. Consulting engineer George P. Adair, Washington. Principals include General Partners Frank J. Collins (\$180,000 partnership contribution), president, general manager and 30% owner of Wyoming Co. (coal), Scranton; Dahl W. Mack (\$25,000 partnership contribution), owner of Scranton Radio & Television Co. (radio and electronic wholesaler), Scranton, and Henry J. Geist (\$20,000 partnership contribution), owner of Henry J. Geist & Assoc. (communications engineering consultants), New York.

† **SCRANTON, Pa.**—Electric City Telecasting Co. (WQAN), UHF Ch. 16 (482-488 mc); ERP 291 kw visual, 152 kw aural; antenna height above average terrain 1239 ft., above ground 150 ft. Estimated construction cost \$512,500, first year operating cost \$492,000, revenue \$515,000. Post Office address: 149 Penn Ave., Scranton, Pa. Studio location: On Spruce St. at Penn Ave. Transmitter location: Atop Nald Mtn., 5 mi. NW of Scranton. Geographic coordinates: 41° 25' 44" N. Lat., 75° 44' 59" W. Long. Transmitter GE, antenna GE. Legal counsel Fisher, Wayland, Duvall & Southmayd, Washington. Consulting engineer James C. McNary, Washington. Principals include President Edward J. Lynett (25%) and Elizabeth R. Lynett (25%). Meco Realty owns remaining 50%.

CHATTANOOGA, Tenn.—Tri-State Telecasting Corp., VHF Ch. 12 (204-210 mc); ERP 248 kw visual, 124 kw aural; antenna height above average terrain 1,070 ft., above ground 276 ft. Estimated construction cost \$280,000, first year operating cost \$360,000. Post Office address: 1111 Provident Bldg., Chattanooga, Tenn. Transmitter location: on Walden Ridge, 4.9 mi. NE of Chattanooga city limits. Geographic coordinates: 35° 09' 32" N. Lat., 85° 18' 07" W. Long. Transmitter RCA, antenna RCA. Legal counsel Loucks, Zias, Young & Jansky, Washington. Consulting engineer Jansky & Bailey, Washington. Principals include President Alex Guerry Jr. (medicines), Vice President John Dickinson (coffee dealer), Secretary Simon Levine (hosiery mfr.) and Treasurer James H. McCall (broker), 103 stockholders compose applicant, each with less than 3% interest.

ABILENE, Tex.—Reporter Bestg. Co. (KRBC), VHF Ch. 9 (186-192 mc); ERP 22 kw visual, 11 kw aural; antenna height above average terrain 770 ft., above ground 449 ft. Estimated construction cost \$170,768, first year operating cost \$170,000, revenue \$160,000. Post Office address: 984 N. 4th St., Abilene, Tex. Studio location: To be determined. Transmitter location: Near U. S. 84, 11 mi. South of Abilene. Geographic coordinates: 32° 17' 22" N. Lat., 99° 44' 06" W. Long. Transmitter RCA, antenna RCA. Legal counsel Dempsey & Koplovitz, Washington. Consulting engineer Commercial Radio Equipment Co., Washington. Principals include President Eva May Hanks (64%), Chairman of Board George S. Anderson (16%), Vice President Howard Barrett (8%) and Max Bentley (8%).

EL PASO, Tex.—KEPO Inc. (KEPO), VHF Ch. 13 (210-216 mc); ERP 120 kw visual, 60 kw aural; antenna height above average terrain 1,000 ft., above ground 494 ft. Estimated construction cost \$435,484, first year operating cost \$241,800, revenue \$245,900. Post Office address: c/o W. B. Pratt, 706 Capital National Bank Bldg., Austin, Tex. Studio location: 2419 N. Piedras St. Transmitter location: on Mountain Crest, 0.4 mi. North of Scenic Point. Geographic coordinates: 31° 47' 17" N. Lat., 106° 28' 43" W. Long. Transmitter and antenna RCA. Legal counsel

(Continued on page 82)

Television's Finest PORTABLE CAMERA MOUNT *for Complete Mobility*

HOUSTON-FEARLESS ALL-METAL TRIPOD

Combines extreme ruggedness, adaptability, rigidity, ease of operation and portability not found in any other tripod. For studio or field use. Levels automatically. Tubular steel legs are easily adjusted for height—lock positively to prevent slipping. Folds compactly. Two sizes: $\frac{3}{4}$ and full length.

HOUSTON-FEARLESS FRICTION HEAD

Provides smooth, easy panning and tilting of TV cameras. Pans 360° on ball bearings. Tilts 45° up or down with camera counterbalanced at all times. Variable drag and brake are provided on both pan and tilt. Adjustable handle. Fits Houston-Fearless and other standard tripods, pedestals, dollies and cranes.

HOUSTON-FEARLESS TRIPOD DOLLY

Gives convenient mobility to tripod-mounted television cameras. In the studio, it offers a rapid means of moving camera. Wheels swivel for maneuverability or can be locked parallel for straight line tracking. In field, provides easy means for positioning camera. Strong, lightweight tubular steel. Folds compactly.

Write for information on specially-built equipment for your specific needs.

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 11807 W. Olympic Blvd., Los Angeles 64, Calif.
 Please send catalogs on ☐ Friction Head ☐ Tripod
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 control parabola.
 Name _____
 Station or firm _____
 Address _____
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"WORLD'S LARGEST MANUFACTURER OF MOTION PICTURE PROCESSING EQUIPMENT"

WSPD-TV

"SPEEDY" THE PIONEER

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1 CHANNEL

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186,000

TELEVISION SETS



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Rep. by The Katz Agency, Inc.

WSPD-TV

CHANNEL 13

TOLEDO, OHIO

Nat. Sales Hq. 488 Madison Avenue,
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telestatus



OF ALL advertisers spending \$25,000 or more in network radio, network television and magazines during 1951, the average expenditure per advertiser was \$1,003,078 for network radio, \$618,137 for network TV and \$238,183 for magazines.

Those figures are taken from a report on "Television as an Advertising Medium" prepared by Magazine Advertising Bureau for the information of its member publishers and their advertising and promotion executives. Report notes that network TV, like network radio, is getting a major share of its revenue for a few kinds of businesses and from a few large advertisers.

In the second six months of last year, MAB reports, five classes of advertising—foods, toiletries, tobaccos, household soaps and cleansers, automotive—accounted for 63.0% of all TV network billings, comparable to the advertising of foods, drugs, toilet goods, cigarettes, soaps and cleansers, gas and oil, confectionery, that makes up about 75% of network radio's revenue. The top five magazine categories—foods, apparel, automotive, toiletries, household equipment—comprised only 42.6% of magazine billings.

"In 1951," the report states,

* * *

"only ten advertisers accounted for 31.6% of all network television billings. (Network radio, however, had an even heavier concentration: 41.6% with ten advertisers.) On the other hand, the top 10 magazine advertisers accounted for only 12.0% of magazine billings. In short, many more advertisers use magazines than either network radio or network television and the average expenditure per advertiser in magazines is much smaller."

Advertisers using these three media and their 1951 average expenditure for each are shown in the following MAB table:

NUMBER OF NATIONAL ADVERTISERS INVESTING \$25,000 OR MORE IN THREE MEDIA			
	1939	1949	1951
Magazines	660	1,747	1,961
Network Radio	128	172	170
Network TV		71	204

AVERAGE EXPENDITURE PER ADVERTISER IN 1951	
Magazines	\$ 238,183
Network Radio	1,003,078
Network TV	618,137

Looking ahead, MAB predicts that magazine gross advertising income will rise from \$511 million in 1951 to \$550 million this year, with network radio time sales concurrently declining from \$175 million to \$155 million and network TV time sales zooming from \$128 million to \$200 million, passing the

* * *

Advertiser TV Spending Is Charted

(Report 225)

* * *

'Lucy' Leads Nielsen Report For Early June

THE CBS-TV program, *I Love Lucy*, maintained its lead in Nielsen ratings for the top 10 television shows during the two weeks ending June 21. Moreover, it apparently established the Monday-night viewing habit with televiewers so firmly that its summer replacement captured a place among the top. The listings were:

NUMBER OF TV HOMES REACHED*		
Rank	Program	Homes (000)
1	I Love Lucy (CBS)	9,274
2	Pabst Blue Ribbon Bouts (CBS)	5,978
3	My Little Margie (CBS)	5,946
4	Red Skelton (NBC)	5,879
5	Arthur Godfrey & Friends (Liggett & Myers Tob. (CBS)	5,490
6	Gillette Cavalcade (CBS)	5,483
7	Dragnet (NBC)	5,368
8	Texaco Star Theatre (NBC)	5,204
9	Arthur Godfrey & Friends (Pillsbury Mills, Inc.) (CBS)	5,150
10	Robt. Montgomery Presents (Johnson, S. C. & Son) (NBC)	5,088

* The Nielsen "number of homes reached" provides a reliable estimate of the audience actually delivered by each program's average telecast. It is based on an all electronic measurement of the performance of a virtually fixed cross-section sample of all TV homes.

(Continued on page 100)

Weekly Television Summary—July 21, 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.	XELD-TV	21,500
Ames	WOI-TV	91,207	Memphis	WMCT	136,784
Atlanta	WAGA-TV, WSB-TV, WLTV	185,000	Miami	WTVM	126,300
Baltimore	WAAM, WBAL-TV, WMAR-TV	390,914	Milwaukee	WTMJ-TV	341,155
Binghamton	WNBF-TV	78,000	Minn.-St. Paul	KSTP-TV, WTCN-TV	323,500
Birmingham	WAFM-TV, WBRC-TV	90,000	Nashville	WSM-TV	73,758
Bloomington	WTTV	150,000	New Haven	WNHC-TV	286,000
Boston	WBZ-TV, WNAC-TV	904,185	New Orleans	WDSU-TV	102,281
Buffalo	WBB-TV	273,995	New York-Newark	WABD, WCBS-TV, WJZ-TV, WNBC, WOR-TV, WPIX, WATV	3,059,400
Charlotte	WBTV	233,760	Norfolk-Portsmouth-Newport News	WTAR-TV	122,313
Chicago	WBKB, WENR-TV, WGN-TV, WNBQ	1,157,337	Oklahoma City	WKY-TV	134,676
Cincinnati	WCPO-TV, WKRC-TV, WLWT	357,000	Omaha	KMTV, WOW-TV	132,955
Cleveland	WEWS, WNBK, WXEL	628,540	Philadelphia	WCAU-TV, WFIL-TV, WPTZ	1,052,259
Columbus	WBNS-TV, WLWC, WTVN	237,000	Phoenix	KPHO-TV	59,200
Dallas-Ft. Worth-Davenport	KRLD-TV, WFAA-TV, WBAP-TV, WOC-TV	176,861 110,700	Pittsburgh	WDTV	465,000
Dayton	WHIO-TV, WLWD	243,000	Providence	WJAR-TV	218,500
Detroit	WJBK-TV, WWJ-TV, WXYZ-TV	750,000	Richmond	WTVR	131,854
Erie	WICU	165,100	Rochester	WHAM-TV	149,000
Ft. Worth	WBAP-TV, KRLD-TV, WFAA-TV	176,861	Rock Island	WHBF-TV	110,700
Dallas	WOOD-TV	217,081	Quad Cities Include Davenport, Moline, Rock Isle., E. Moline		
Grand Rapids	WFMY-TV	118,459	Salt Lake City	KDYL-TV, KSL-TV	80,206
Greensboro	KPRC-TV	160,000	San Antonio	KEYL, WOAI-TV	85,742
Houston			San Diego	KFMB-TV	137,750
Huntington-Charleston	WSAZ-TV	95,637	San Francisco	KGO-TV, KPIX, KRON-TV	395,000
Indianapolis	WFBM-TV	240,000	Schenectady-Albany-Troy	WRGB	215,000
Jacksonville	WMBR-TV	60,000	Seattle	KING-TV	155,100
Johnstown	WJAC-TV	159,000	St. Louis	KSD-TV	406,500
Kalamazoo	WKZO-TV	223,992	Syracuse	WHEN, WSYR-TV	182,650
Kansas City	WDAF-TV	213,560	Toledo	WSPD-TV	186,000
Lancaster	WGAL-TV	154,733	Tulsa	KOTV	119,800
Lansing	WJIM-TV	100,000	Utica-Rome	WKTV	71,500
Los Angeles	KECA-TV, KHJ-TV, KLAC-TV, KNBH	1,272,568	Washington	WMAL-TV, WNBW, WTOP-TV, WTTG	376,871
Louisville	KNXT, KTLA, KTTV	174,143	Wilmington	WDEL-TV	110,153
	WAVE-TV, WHAS-TV				

Total Markets on Air 64*

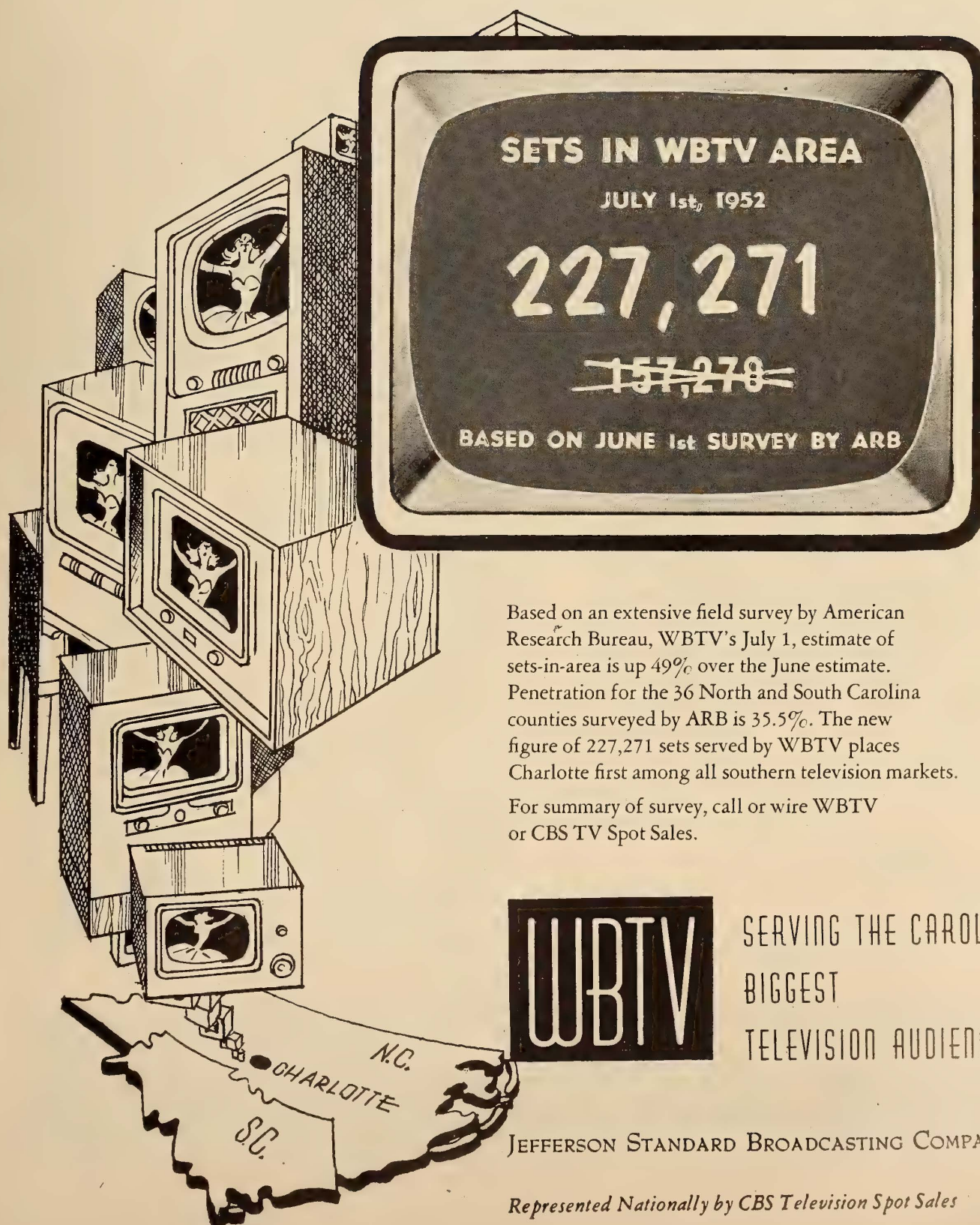
Stations on Air 109*

Estimated Sets in Use 17,928,599

* Includes XELD-TV Matamoros, Mexico

Editor's Note: Set estimates, made for BROADCASTING • TELECASTING by stations in all areas, are based in most cases on sworn statements. Total for each market represents sets within television coverage area. Where coverage areas of more than one market overlap, totals in those markets may be partly duplicated. Such duplication is eliminated, however, in the total figure for the U. S.

we're
caught
with
our
estimates
down



Television Grants and Applications

(Continued from page 78)

Dow, Lohnes & Albertson, Washington. Consulting engineer A. Earl Cullum Jr., Dallas, Tex. Principals include President Miller C. Robertson (25%), W. A. Porter Jr. (25%), Vice President Ralph I. Richardson (25%) and Secretary-Treasurer W. B. Pratt (25%). [On June 25, 1952, FCC granted assignment of license of KEPO from Rowley-Brown Bestg. Co. to KEPO Inc., but assignment has not yet been consummated.]

† **LUFKIN, Tex.**—Lufkin Amusement Co., VHF Ch. 4 (66-72 mc); ERP 100 kw visual, 50 kw aural; antenna height above average terrain 483 ft., above ground 500 ft. Estimated construction cost \$557,200, first year operating cost \$200,000, revenue \$180,000. Post Office address: Keltys, Tex. Studio location: Jefferson Theatre Bldg. Transmitter location on Old Beaumont-Orange Road, 2 mi. NE of Vidor, Tex. Geographic coordinates: 30° 08' 59" N. Lat., 93° 58' 54" W. Long. Transmitter GE, antenna GE. Legal counsel Maurice R. Barnes, Washington. Consulting engineer William L. Foss Inc., Washington. Principals include President Ernest Lynn Kurth (21.9%), president of Southland Paper Mills, Lufkin; Vice President J. H. Kurth Jr. (24.4%), president of Vernon Parish Lumber Co., Houston, Tex., and Mrs. Louise R. Henderson (38.3%), Keltys, Tex., resident.

† **LUBBOCK, Tex.**—Lindsey Television Co., VHF Ch. 5 (76-82 mc); ERP 100 kw visual, 50 kw aural; antenna height above average terrain 1,086 ft., above ground 1,083 ft. Estimated construction cost \$445,700, first year operating cost \$240,000, revenue \$250,000. Post Office address: Lindsey Theatre, Lubbock, Tex. Studio location: To be determined. Transmitter location: 5 mi. E and 3 mi. South of Lubbock on Highway 835. Geographic coordinates:

33° 32' 47" N. Lat., 101° 44' 40" W. Long. Transmitter and antenna RCA. Legal counsel Dempsey & Koplovitz, Washington. Consulting engineer George C. Davis, Washington. Principals include President George E. Benson (4%), president of Citizens National Bank of Lubbock, Tex.; Vice President Clyde G. Tatum (4%), 13% owner of Economy Mills, Lubbock; Treasurer John Hughes (4%), executive vice president of Citizens National Bank of Lubbock; Secretary W. F. Eisenberg (4%), executor of Ellwood Estate (ranching), Lubbock, and Edgar T. Bell (4%), general manager of KTOK Oklahoma City, Okla., until 1952. Lindsey Theatres Inc., owner of eight Lubbock theatres has 80% interest in applicant.

† **PORT ARTHUR, Tex.**—Smith Radio Co., VHF Ch. 4 (66-72 mc); ERP 100 kw visual, 50 kw aural; antenna height above average terrain 545 ft., above ground 583 ft. Estimated construction cost \$344,500, first year operating cost \$150,000, revenue \$200,000. Post Office address: Adams Bldg., 430 Austin Ave., Port Arthur, Tex. Studio location: Adams Bldg. Transmitter location: 2.5 mi. South of Orangefield, Tex. Geographic coordinates: 30° 02' 13" N. Lat., 93° 50' 55" W. Long. Transmitter and antenna RCA. Legal counsel Loucks, Zias, Young & Jansky, Washington. Consulting engineer A. D. Ring & Co., Washington. Principals include Equal Partners Joe B. Carrigan, trustee, Wichita Falls, Tex., attorney, and James K. Smith, college student.

† **WESLACO, Tex.**—Rio Grande Television Corp., VHF Ch. 5 (76-82 mc); ERP 100 kw visual, 50 kw aural; antenna height above average terrain 804 ft., above ground 833 ft. Estimated construction cost \$290,000, first year operating cost \$225,000. Post Office address 711 McKelvey Blvd., Harlingen,

Tex. Transmitter location intersection of Mile 4½ and Mile 9 Roads. Geographic coordinates 26° 10' 58" N. Lat., 97° 58' 56" W. Long. Transmitter Dumont, antenna RCA. Legal counsel McKenna & Wilkinson, Washington. Consulting engineer Craven, Lohnes & Culver, Washington. Principals include President Thomas O. Payne (40%), Vice President J. C. Cockburn (10%), Secretary-Treasurer H. C. Cockburn (40%), all with oil interests, and Mrs. Frances E. Payne (10%).

† **WICHITA FALLS, Tex.**—Rowley-Brown Bestg. Co. (KWFT), VHF Ch. 6 (82-88 mc); ERP 100 kw visual, 50 kw aural; antenna height above average terrain 500 ft., above ground 500 ft. Estimated construction cost \$343,000, first year operating cost \$250,000, revenue \$280,000. Post Office address: P. O. Box 420, Wichita Falls, Tex. Studio and transmitter location: Ninth St. at intersection with Highways 82 and 277. Geographic coordinates: 33° 54' 21" N. Lat., 98° 32' 26" W. Long. Transmitter and antenna GE. Legal counsel Dow, Lohnes & Albertson, Washington. Consulting engineer A. Earl Cullum Jr., Dallas, Tex. Principals include President E. H. Rowley (20%), president of Rowley United Theatres Inc.; Vice President Kenyon Brown (20%), sole stockholder of Kenyon Brown Inc. (advertising consultant business in radio and television field); Vice President John H. Rowley (20%), vice president of Rowley United Theatres Inc., and Agnes D. Rowley (20%).

† **HAMPTON, Va.**—Peninsula Bestg. Corp. (WVEC), UHF Ch. 15 (476-482 mc); ERP 179 kw visual, 89.5 kw aural; antenna height above average terrain 482 ft., above ground 500 ft. Estimated construction cost \$331,454, first year operating cost \$273,714, revenue \$253,887. Post Office address: P. O. Box 481, Hampton, Va. Studio and transmitter location: On Highway 168, 1 mi. East of Highway 239. Geographic coordinates 37° 02' 20" N. Lat., 76° 18' 30" W. Long. Transmitter RCA, antenna RCA. Legal counsel Cohn & Marks, Washington. Consulting engineer Lynne C. Smeby, Washington. Principals include President Thomas P. Chisman (28%), Vice President Harrol A. Brauer Jr. (15%), Vice President James E. Swafford (28%) and Secretary-Treasurer Julian W. W. Chisman (28%).

† **SPOKANE, Wash.**—Television Spokane Inc. (KNEW), VHF Ch. 4 (66-72 mc); ERP 100 kw visual, 50 kw aural; antenna height above average terrain 1,445 ft., above ground 604 ft. Application incomplete; construction cost, operating cost and revenue not given. Post Office address Sprague and Wall Streets, Spokane, Wash. Studio location Eagle Bldg., Sprague and Wall. Transmitter location atop Browne Mtn., 5.9 mi. SW of main post office. Geographic coordinates 47° 36' 04" N. Lat., 117° 19' 44" W. Long. Transmitter RCA, antenna RCA. Legal counsel Henry Henke, Seattle, Wash. Consulting engineer Russell P. May, Washington. Principals include President and General Manager Burl C. Hagadone, Chairman of Board Edward W. Scripps, Secretary-Treasurer James G. Sripas and Vice President Henry Henke Jr. Inland Empire Bestg. Co., licensee of KNEW, owns 60% of applicant. The following Spokane businessmen each hold 10%: Roy L. Blair, construction company; Joseph Drumheller, owner of analytical chemical laboratory; E. C. Olson, lumber company, and Fred C. Rummel, president of Spokane International Railroad Co. [Note: Ch. 4 for Spokane has already been assigned to KXLY-TV; see At Deadline, July 14.]

† **FAIRMONT, W. Va.**—Americus Corp., UHF Ch. 35 (596-602 mc); ERP 209 kw visual, 105 kw aural; antenna height above average terrain 719 ft., above ground 219 ft. Estimated construction cost \$440,800, first year operating cost \$190,000, revenue \$235,000. Post Office address Monogahela Bldg., Morgantown, W. Va. Studio location to be determined. Transmitter location on U. S. 119, 7 mi. South of Morgantown (½ mi. South of Gum Spring School.) Geographic coordinates 39° 30' 51" N. Lat., 79° 54' 48" W. Long. Transmitter RCA, antenna RCA. Legal counsel Krieger & Jorgensen, Washington. Consulting engineer Harry Hayman, Washington. Principals include President and Treasurer H. Ward Christopher (70%), owner of Christopher Fuel Corp. (coal mining), Morgantown; Vice President and General Manager James P. Davidson (10%); Secretary William E. Glasscock (10%), Morgantown attorney, and (Mrs.) LaVerne H. Christopher (10%).

† **WHEELING, W. Va.**—WKWK Television Corp. (WKWK), VHF Ch. 7 (174-180 mc); ERP 316 kw visual, 158 kw aural; antenna height above average terrain 472 ft., above ground 206 ft.

WYNN PROMOTED

Is WABD (TV) Sales Mgr.

LAWRENCE L. WYNN has been named to the newly created post of sales manager for WABD (TV) New York, key outlet of the Du-



Mr. Wynn

Mont T V Network, Richard E. Jones, WABD's general manager, announced Wednesday.

Mr. Wynn, who joined the station's local sales department in June 1950 as an account executive, has been connected with the entertainment business since 1930 in numerous capacities including music, theatre and television operations. He entered the radio field as an account executive with WINS New York.

In 1945, Mr. Wynn was director and production manager of KFBI Wichita, Kan. He left there to become vice president of International Transvideo.

Estimated construction cost \$500,775, first year operating cost \$403,639. Post Office address 1604 Market St., Wheeling. Transmitter location 2.5 mi. North of Wheeling. Geographic coordinates 40° 05' 49" N. Lat., 80° 42' 06" W. Long. Transmitter RCA, antenna GE. Legal counsel Pierson & Ball, Washington. Consulting engineer E. C. Page Radio Consulting Engineers, Washington. News Publishing Co. has 60% interest and Executive Vice President John B. Reynolds (100% owner of WKWK) has 40% interest. News Publishing Co. owns WBLK Clarksburg and WPARK Parkersburg, W. Va., and is applicant for TV station in Clarksburg.

† **EAU CLAIRE, Wis.**—Badger Bestg. Co., VHF Ch. 13 (210-216 mc); ERP 11.8 kw visual, 5.9 kw aural; antenna height above average terrain 466 ft., above ground 537 ft. Estimated construction cost \$170,300, first year operating cost \$90,000, revenue \$100,000. Post Office address: 3800 Regent St., Madison 5, Wis. Studio and transmitter location at Hastings Way and Fenwick St. Geographic coordinates: 44° 48' 13" N. Lat., 91° 28' 05" W. Long. Transmitter RCA, antenna RCA. Legal counsel Dow, Lohnes & Albertson, Washington. Consulting engineer George C. Davis, Washington. Principals include President William T. Evjue, Vice President Don Anderson, Treasurer Tom C. Bowden and Secretary H. D. Sage. The Capital Times Co., Madison, Wis., owns 66.6% of applicant and Wisconsin State Journal Co., Madison, owns 28.8%; applicant is licensee of WIBA Madison and also applicant for TV there.

† **HONOLULU, Hawaii**—Hawaiian Bestg. System Ltd. (KGMB), VHF Ch. 9 (186-192 mc); ERP 107 kw visual, 53.5 kw aural; antenna height above average terrain -54 ft., above ground +412 ft. Estimated construction cost \$345,000, first year operating cost \$250,000, revenue \$250,000. Post Office address 1534 Kapiolani Blvd., Honolulu, Hawaii. Studio and transmitter location 1534 Kapiolani Blvd. Geographic coordinates 21° 17' 48" N. Lat., 157° 50' 34" W. Long. Transmitter RCA, antenna RCA. Legal counsel Fisher, Wayland, Duvall & Southmayd, Washington. Consulting engineer Vandivere, Cohen & Wearn, Washington. Principals include President J. Howard Worrall, Vice President Riley H. Allen, Vice President L. Porter Dickinson, Vice President E. I. Parker, Vice President Ralph E. Wolley, Vice President and Secretary Elmer R. Davis and Treasurer K. C. Wong. Stock is owned by Consolidated Amusements Co. Ltd. (56%), Honolulu Star-Bulletin Ltd. (24%) and Corporation of President of Church of Jesus Christ of Latter Day Saints (20%).

Washington Watches Kid Shows

"LITTLE PLAYHOUSE"
12:30-1:00 p.m.
Monday through Friday

With an average daily rating of 8.3 (ARB, June, 1952), "Little Playhouse" is the highest-rated daytime show, before 5 p.m., on any of Washington's four TV stations, outranking even network programs. This half-hour series of films and stories for children, emceed by Kathy Johnson, is available for spot participation at \$65.



Watch Washington

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

WNBW
WASHINGTON

4

Represented by
NBC Spot Sales

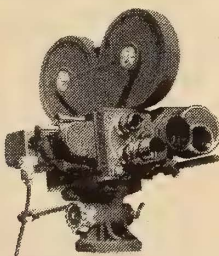
GREAT when the going is ROUGH!



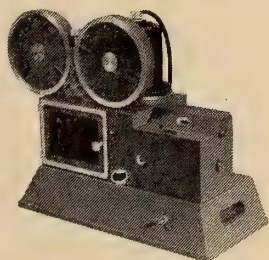
**ELK-COMBS AFRICAN EXPEDITION, Inc.
CHOOSES THE MAURER 16MM.**



THE MODEL F PRIME RECORDING OPTICAL SYSTEM AND GALVANOMETER A complete light modulating unit for recording sound photographically upon standard film, requires no special servicing or spare parts (other than recording lamp).



THE MAURER 16MM., designed specifically for professional use, equipped with precision high-power focusing and view-finder. Standard equipment includes: 235° dissolving shutter, automatic fade control, view-finder, sunshade and filter holder, one 400-foot gear-driven film magazine, a 60-cycle 115-volt synchronous motor, one 8-frame handcrank, power cable and a lightweight carrying case.



THE 16MM. SOUND-ON-FILM RECORDING SYSTEM combines the highest fidelity in 16mm. recording practice with wide flexibility and extreme simplicity of operation.

Knowing that his equipment would take a terrific beating from heat, humidity, and the roughest kind of terrain, Lt. Kenneth M. Elk of the U. S. Army Signal Corps chose the Maurer 16mm. as the camera best qualified to document the Elk-Combs African Expedition. The Maurer 16mm. offers you the utmost in accuracy — in quality — in simplicity of operation. Quite naturally, it is first choice in the professional field.

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means finer motion pictures!

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CABLE ADDRESS
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WHEN TELEVISION



GETS RESULTS

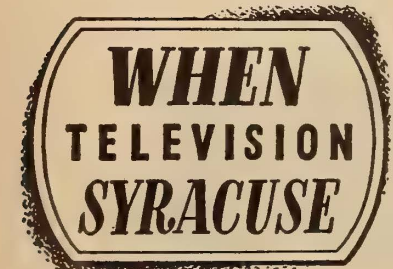
Here's a rich market . . . and here's Central New York's most looked at television station — ready to present your story to a "buying" audience. More top shows . . . more local advertisers . . . greater results.

say "WHEN"

CENTRAL NEW YORK'S MOST
LOOKED AT TELEVISION STATION

Represented Nationally
By the KATZ AGENCY

CBS • ABC • DUMONT



A MEREDITH TV STATION



FOURSOME at NARTSR's Spot TV Clinic luncheon July 1 at New York included (l to r): John P. Denninger, Blair TV Inc.; William Smith, advertising manager, Thomas J. Lipton Inc., guest; John Wade, Avery-Knodel Inc., and Robert D. C. Meeker, Robert Meeker Assoc. Inc.

ANTI-FILM BILL In Last Days of Congress

SHOWING of films written by Communists or Communist-front supporters in educational institutions or government agencies would be banned, according to a bill (S 3491) introduced by Sen. Joe McCarthy (R-Wis.) July 5 just before Congress adjourned.

The bill must be re-introduced in the next session of Congress, as the legislation died with the close of the session.

The bill would require the Secretary of Commerce to license all films for showing to educational institutions or government agencies. If the script is found to have been written by a Communist or Communist supporter, the Secretary of Commerce is directed to refuse a license. A license would be permitted, however, if the script-writer can prove he has repudiated his Communist principles.

British-French TV

IN A joint arrangement with their individual radio forces, Great Britain and France July 8 presented a series of 17 week-long international telecasts seen simultaneously by Britons and French viewers. Series ended last Monday. First program showed Paris night life. Microwave was used. Problem of converting from the French 819-line system to Britain's 405-line image was solved with use of converter developed by BBC engineers. Arrangements were handled by BBC and Radio-diffusion et Television Francaises.

New RCA Sets

TWENTY-FOUR new TV set models, with picture tube sizes ranging from 17 to 21 inches, have been introduced by RCA and unveiled by its distributors. New models offer a wide variety of prices, sizes, finishes and styling, with prices starting from \$199.95 for a table model (the Shelley) to \$795 for a three-way combination radio-TV-phonograph (the Sunderland), to be available during the last quarter of 1952. All RCA TV prices include federal excise tax and warranty.

CITRUS BUDGET \$50,000 for TV Series

ADVERTISING Committee of the Florida Citrus Commission has approved an expenditure of \$50,000 for a series of experimental TV programs in three markets, starting this September. The commission met in Lakeland, Fla. early this month.

Under present plans, the program, *Happy's Party*, would be extended to 11 video markets for a six-month period beginning next January. Cost of the six-month series would run close to \$160,000. The program would be aimed at a children's audience, and has been under consideration by the group since last June. A 15-minute show has been telecast by WDTV (TV) Pittsburgh. Agency is J. Walter Thompson Co.

The commission at its meeting also approved two printed ads for *Fortune Magazine* and restored previous cuts imposed on the budget for Dudley, Anderson and Yutzy, general publicity agency [B•T, May 19]. A reduction of \$15,000 was restored, bringing the agency's figure to \$55,000.

MEXICO MICROWAVE High System Planned

WHAT is claimed to be one of the highest microwave systems in the world—with terminal stations located over a mile above sea level, and a repeater station nearly three miles up—will be installed over the 55-mile distance between Mexico City and Puebla by Telefonos De Mexico, S. A., Mexico City.

Employing Pulse Time Modulation microwave equipment developed and manufactured by Federal Telephone & Radio Corp., Clifton, N. J., an associate of IT&T, system will be a 23-channel installation used exclusively for voice circuits between the two cities.

Repeater station at Cortez Pass has been designed for unattended operation and will be located 37 miles southeast of Mexico City and 18 miles north of Puebla, with former's terminal station at 7,300 feet and the latter's reaching 5,500 feet.

BORDER DISPUTE XELD-TV Asks Joint Control

PLACING of all border stations under joint jurisdiction of the U. S. and Mexican governments has been urged by Romulo O'Farrill, owner of XELD-TV Matamoros, Mexico.

Mr. O'Farrill discussed his proposal with Mexican communications authorities after XELD-TV was refused permission by a Texas station to re-telecast coverage of the Chicago political conventions.

"It will be a boon to viewers of both our countries if stations serving them, from either side of the Rio Grande, are jointly controlled," said Mr. O'Farrill. "This will assure viewers living on the border the same home entertainment, with the same limitations and restrictions, as exists in inland cities," he added.

Mr. O'Farrill asserted that after receiving permission from a particular network, Layman Cameron, XELD-TV manager, installed additional technical equipment and a very high receiving antenna to pick up live shows from the Texas station, and re-telecast. Test of the antenna proved that the shows could be re-telecast effectively, Mr. O'Farrill added. A provision of the network's permission hinged on assent by the Texas station, it was explained.

The Texas station withheld its assent, Mr. O'Farrill asserted, on the basis that XELD-TV's coverage overlapped that of the Texas station. The programs were to be carried by XELD-TV as a public service, Mr. O'Farrill stated.

By denying the right to re-telecast convention programs for no justifiable reason, the Texas station would have been liable to questioning by FCC had the agreement been consummated between Mexico and the U. S. for joint control of the border stations.

"This is a clear reason," declared Mr. O'Farrill, "why joint licensing and supervision should be employed."

The Mexican radio and TV magazine added that for good neighbor reasons, as well as sound operating procedures, XELD-TV adheres to the rules of the Secretaria de Comunicaciones de Mexico, the FCC and NARTB.

Transfilm Labor Vote

NLRB ordered July 10 an election among employees of Transfilm Inc., New York, producer of motion picture films for TV commercials. Employees will vote on a collective bargaining agent, choosing from NABET, IATSE, and International Photographers in each of two categories. NABET, the petitioner, seeks a unit of all production employees. IATSE and Transfilm claim that such a unit would combine personnel of various skills and is inappropriate. Transfilm rents the Fox Studios in New York.

BROADCASTER'S SONG

(To the tune of
"A GUY IS A GUY")

By H. Gifford Irion*

I filed my application like a good man should
They threw it into hearing like I knew they would—
'Cause a Rule is a Rule, wherever it may be,
So listen and I'll tell you what the Standards did to me.

I put on my case like a good man should;
They tore it all to pieces like I knew they would—
'Cause a Rule is a Rule, wherever it may be,
So listen and I'll tell you what the Standards did to me.

I interfered with four or five
I failed to cover the town
And when I left the hearing room
My pants were hanging down.

The Bureau offered exceptions like a good staff should
The Commission made a grant like I knew they would—
So a Rule can be a Rule, wherever it may be
But there're lots of ways to beat 'em in the FCC.

*EDITOR'S NOTE: Mr. Irion is an attorney in the Broadcast Bureau of the FCC. This verse, however, was not conveyed to BROADCASTING • TELECASTING by its author but by a high official of the FCC, who claimed to have procured rights for publication purposes.

RATNER NAMED

Heads New Theatre TV Unit

VICTOR M. RATNER has been appointed director of Theatre Tele-Sessions, a new division of Theatre Network Television, Nathan L. Halpern, president of TNT, announced last Wednesday.



Mr. Ratner

Mr. Halpern said that TNT has established Theatre Tele-Sessions to develop national use of closed circuit television in the business and government worlds and for other organizations. Mr. Halpern said:

Theatre Network Television will continue its development of all programming aspects of theatre television as the only company exclusively devoted currently to production and distribution of theatre television programs.

Mr. Ratner, a former CBS executive, was vice president in charge of promotion and public relations for Macy's, New York, from 1949 to 1952, and in this post, he developed the "picture of the month" tie-in of motion pictures and merchandising in the retail trade.

From 1947 to 1949, Mr. Ratner was vice president in charge of advertising and promotion at CBS, and earlier was vice president of the Lord & Thomas Adv. Agency. In addition to his present position, Mr. Ratner will continue in promotion and public relations activities at the company bearing his own name.

The organization of Theatre Tele-Sessions follows TNT exploration of the closed circuit uses of theatre television, Mr. Halpern pointed out. He explained that TNT had pioneered the first closed circuit use of theatre TV in the morning hours three years ago and last year helped organize the first theatre TV use by the Federal Civil Defense Administration.

RACKMIL TO HEAD

Universal Pictures Co.

ELECTION of Milton R. Rackmil as president of Universal Pictures Co. to succeed N. J. Blumberg, chosen chairman of the board, was announced last Wednesday. Mr. Rackmil, president of Decca Records, had been elected to the Universal board July 8 at the company's annual stockholders meeting.

One of the founders of Decca in 1934, he has been president since 1949 and will continue in this post. Within the past year he negotiated purchases giving Decca 42% of Universal's common stock and a controlling interest. One was the purchase last month of some 134,375 shares of common stock from the General Cinema Finance Corp.

Why is every major network timing the Presidential Conventions with SELF WINDING CLOCKS?



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

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

Here's WHY —

- ➡ Can be automatically synchronized on the hour*
- ➡ Unaffected by AC power failures (self-powered)
- ➡ Install anywhere (AC power line not required)
- ➡ One clock or a complete synchronized clock system

You, too, can have dependable, exact time-keeping for your local and national broadcasts. Send the coupon today for full particulars and free estimate on recommended installation to meet your requirements.

*U. S. Naval Observatory Time

SELF WINDING CLOCK COMPANY, INC.

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

207 WILLOUGHBY AVENUE

BROOKLYN 5, NEW YORK

SELF WINDING CLOCK CO., INC.

207 Willoughby Ave., Brooklyn 5, N. Y.

Please send me complete information.

Name _____
Company _____
Street _____
City _____ State _____

AFM CONSIDERS

5% Formula Substitute

WITH producers agitating a change and Los Angeles musicians packing them, American Federation of Musicians is considering a flat fee for TV film commercials that would replace the union's present 5% trust fund royalty formula.

Should the policy be established, consensus is that AFM would follow it with other modifications and changes to induce more TV film production, thus creating more employment for musicians.

The trust fund format plus repayment demands by other unions and guilds is credited with causing Republic Pictures and RKO Radio Pictures to forego TV production plans for the time being [B•T, July 14].

Firm in demands the established formula be adhered to, James C. Petrillo, AFM president, repeatedly has brushed aside suggested changes; however, at the union's international convention in Santa Barbara last month, while upholding the trust fund setup, he expressed willingness to consider something better that will be "to the benefit of all locals."

THREE Chicago movie houses took an estimated \$28,000 July 2 when some 12,000 customers paid to see the Maxim-Robinson bout on a theatre TV network. Balaban & Katz, owner of the theatres, reported sell-out audiences at each movie house.

ATFP-SDG PACT

New Benefits Authorized

ALLIANCE of TV Film Producers and Screen Directors' Guild of America agreed last Wednesday on a new collective bargaining contract effective today (Monday), after six months of negotiations.

Free lance directors will get \$550 weekly minimum, an increase of \$130, on one half-hour TV film per week; they reportedly had asked \$600. First assistant directors will get \$325 and second assistant directors \$185.

For the first time directors will get extra payment for subsequent showings of TV films—a flat \$275 upon fourth showing of each film in a given area, and for all subsequent runs. The contract runs to April 4, 1958, but must be ratified by SDG membership. For films of less than 30 minutes and other clauses agreement is not yet worked out, but both groups say they agree.

Meanwhile, Alliance's negotiations with Screen Writers Guild are said to be stymied because ATFP refuses to yield to SWG demands for sliding scale minimums and that residual rights principles be contained. SWG has refused to accept an ATFP counterproposal for additional payments for re-runs.

'TV CLASSROOM'

U. of Omaha Airs Courses

U. OF OMAHA's first venture into television has been proclaimed a success.

Twenty-seven homemakers from KMTV (TV) Omaha's area took final examinations in the first six-week course offered on the university's *TV Classroom*. In all, 110 students enrolled.

Classroom subject matter, for this initial effort, was an introductory humanities course. It was offered from 10:45-11 a.m., five days weekly.

A second effort, a course in "Political Parties and Elections," was scheduled for June-July. In August, student viewers will see "The World of Living Things."

Enrollment fees ranged from \$1 to \$15. The \$15 enrollees took a final examination at the university and those who passed earned two college credits.

Galusha Promoted

MERL L. GALUSHA, former supervisor of farm broadcasting for WGY and WRGB (TV) Schenectady, has been appointed supervisor of production for WRGB, R. W. Welpott, manager of stations' operations for the General Electric Co.'s broadcasting department, announced last Wednesday. Mr. Galusha will head TV programming.



IRENE DUNNE, m.c. of CBS-TV's *Schlitz Playhouse of Stars*, before premiere of new series May 30, chats with (l to r) Edwin B. Self, adv. dir., Joseph Schlitz Brewing Co.; Robert A. Uihlein, Schlitz v.p.-secy.; Charles Glett, network services v.p., CBS Radio-TV Hollywood.



DISCUSSING test for TV reception in new Statler Hotel, L.A., by KLAC-TV Hollywood, are (l to r) W. R. Leber, construction v.p., Statler chain; Don Feddersen, v.p., gen. mgr., KLAC-AM-TV, pres., TV Broadcasters of Southern California Assn.; Robert W. Connor, KLAC-TV.

KPHO-AM-TV Phoenix Pres.-Gen. Mgr. John C. Mullins (l) shows camera to Jack Berch, ABC singing star, during Mr. Berch's stopover there on behalf of Child Safety Week. Star was seen and heard on KPHO-AM-TV. The former carries his ABC radio show.

TV film spots

animated & live action

tailor-made to your specifications

one minute

20 seconds

8 seconds

call.

Telescriptions

VICTOR BLDG. - Sterling 4650
WASHINGTON 1, D. C.



LINKING Bell Telephone Miami-Jacksonville coaxial cable to WTVJ (TV) Miami are (l to r) Lee Ruwitch, v.p. & gen. mgr., WTVJ (TV); Thomas W. Samuels, Bell installer, and Ray O'Connell, NBC station relations rep. The service was scheduled to begin July 1.

SIGNING 26-week contract for *Tommy Henrich Sports Show* on WJZ-TV New York are (l to r) Trevor Adams, gen. mgr., WJZ-TV; Harley W. Jefferson, pres., Waitt & Bond Inc., sponsor; Clarence Bracey, WJZ-TV acct. exec.; Tommy Henrich, former New York Yankees baseball star.

VISITING Charlotte, N.C., are CBS Television Spot Sales members and hosts (l to r): Seated, George McQuilkin, Kendall Mills, Charlotte; Frank Shakespeare, CBS New York; Mayor Victor Shaw, Charlotte; Jack Schneider, CBS New York; Tommy Thompson, CBS San Francisco. Standing, Art Elliott, CBS New York; H. W. Maier, CBS Memphis; Warren Abrams, CBS New York; Larry Walker, v.p., WBTV (TV) Charlotte.



**WHERE THE
TV PROGRAMS
HAD TO PRECEDE
THE BUILDING
PROGRAM**

**WHBF-TV
ROCK ISLAND
ILLINOIS**



WHBF's TV tower, with an overall height of 482 ft., was mounted on a specially constructed substructure 61 ft. high. Tower is designed to mount station call letters on all 4 sides, and carries an RCA custom-built, 5-section, Super Turnstile antenna.

Here is a situation that called for initiative and foresight—as well as unique design-engineering.

WHBF owns a downtown site on which they will erect a five-story building when material allocations permit. In the meantime, their TV

license would be in disuse without proper antenna support. The problem was put up to Blaw-Knox... the solution is shown above—a permanent "tax-paying" base around which WHBF will eventually erect its new quarters.

**BLAW-KNOX DIVISION OF BLAW-KNOX COMPANY
2038 Farmers Bank Building, Pittsburgh, Pa.**



BLAW-KNOX Antenna TOWERS

TV AND MOVIES

Schary to Discuss Today

TELEVISION's relationship to the motion picture industry will be pointed out by Dore Schary, MGM vice president in charge of production and studio operations, when he discusses "Hollywood's Future" at a Hollywood Ad Club meeting in the Hollywood Roosevelt Hotel today (Monday). Harlan Palmer Jr., ad club vice president and assistant publisher of the *Hollywood Citizen-News*, will preside.

Admitting that "attention is being given to television," MGM a fortnight ago announced that there are no immediate or contemplated plans at this time to produce films for the new entertainment medium. "The field of television production is one which will be examined and re-examined as times goes on," it was said.

New Telenews Clients

NINE more television stations, three of which are new clients, have contracted for the increased daily film footage of INS-Telenews. New clients are WCAU-TV Philadelphia, WOW-TV Omaha and KEYL (TV) San Antonio. Canadian Broadcasting Corp. also has completed arrangements for the weekly newsreel service for its new TV station in Montreal.

110,700 TV SETS

IN THE QUAD-CITY AREA

Each month this TV set total is ascertained by Quad - City wholesalers serving this area. Actually, the total of TV homes reached by WHBF-TV is considerably larger as our TV signals are received over an extensive area beyond the Quad-Cities.

Increased power has doubled WHBF-TV radiated strength; the staff and facilities have recently moved into enlarged quarters.

True to a 25 year tradition of service in radio broadcasting, WHBF-TV now also serves Quad - Citians well—and advertisers profitably.

Les Johnson, V.P. and Gen Mgr.



Quad-Cities' favorite

WHBF AM FM TV

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



film report

Sales . . .

Van Camp Sea Food Co. Inc. Terminal Island, Calif. (Chicken-of-the-Sea tuna), started *Hopalong Cassidy*, hour-long feature films originally released by Paramount Pictures on KNBH (TV) Hollywood, July 15. The series will continue weekly until fall when the new *Hopalong Cassidy* TV film series is completed by William Boyd Productions, Newhall, Calif. The agency is Brisacher, Wheeler & Staff Inc., San Francisco.

Negotiations have been concluded between William F. Broidy Productions Inc., Hollywood, and Radio Audizioni Italia, the non-commercial Italian TV network, for the telecasting of 26 half-hour films in *Wild Bill Hickok* TV series. The deal was consummated by William F. Broidy and Irving B. Fogel, president of Tempo Record Co., Hollywood representative for RAI. First stations in the proposed chain of eight are to be located at Milan and Terrino, starting operations in January 1953.

Vip Productions Inc., Hollywood, is completing four two-minute live action TV film commercials for Joseph Schlitz Brewing Co., Milwaukee, for showing on CBS-TV *Schlitz Playhouse of Stars*. Agency is Lennen & Mitchell Inc., Beverly Hills.

Distribution . . .

S. M. F. Productions Inc., headquartered at Eagle-Lion Studios, Hollywood, has acquired the distribution rights to *Pan-American Showtime*, TV series filmed in Mexico City by Kemp-Brighton Productions. Built around a musical tour of South America, the completed series of 13 half-hours co-stars Gale Robbins and Bob Savage and feature Latin-American recording artists. Matty Kemp directed from scripts collaborated on with Seaton Miller, vice-president of S. M. F.

Standard Television, Hollywood, headed by Marcus Loew, has acquired the TV distribution rights to "Diary of a Chambermaid" from James Stacy, co-producer of the feature film. Co-starred are Paulette Goddard, Burgess Meredith and Judith Anderson.

Berman Swartz and Walter Doniger, producing *Duffy of San Quentin* TV film series at General Service Studios, Hollywood, have concluded negotiations with Jaffe Agency, Beverly Hills, to handle sale and distribution of the half-hour film package.

Morton Television Productions, Chi-

cago, has set up its own sales and distribution organization to handle the firm's TV film and transcribed radio package, *This Is The Story*.

Production . . .

Jack Douglas Productions, located at 1631 Vista Del Mar, Hollywood, is packaging two quarter-hour live TV football programs for fall release.

Monday Quarterbacks will feature Bob Waterfield, Los Angeles Rams quarterback, and his analysis of the previous day's Rams game. Football personalities will be introduced by sportscaster Bob Kelly and a telephone device is being perfected whereby viewers may call in questions.

Call The Coach, starting Sept. 13, spotlights Coaches Jess Hill (USC) and Henry (Red) Sanders (UCLA) analyzing whichever of their home games was played during the afternoon.

Tele-Voz Co., Mexico City, headquartered at Churubusco Studios, plans Sept. 29th production on *Judge Bean*, half-hour TV film series based on the true story of the judge who conducted court in his Red Lily Bar during the 1880's in Pecos, Tex. Chill Wills, the voice of "Francis, the Mule" in Universal-International feature films, will enact the title rôle. Maurice Duke and Alberto Lopez are co-producers.

Simmel-Meservey TV Productions Inc., Beverly Hills, subsidiary of Simmel-Meservey Co., will film *The Professor*, an ABC-TV package, at Churubusco Studios, Mexico City. Starring Joseph Schildkraut, the half-hour scripts are being written by Arnold Phillips. Producing as well as directing the first few films is Edward Simmel. The firm's parent company, recently associated with *Gloria Swanson Show* TV film series as distributors, has sold its remaining interest to Miss Swanson [B•T, April 21].

Stanley Bergerman, Hollywood talent agent, will produce *Paris After Dark*, half-hour TV film series, in and around Paris starting in mid-September. Casting will be done abroad for the programs which will depict the gamut of European life while geared to the American mar-

ket. Steve Sekely, motion picture producer-director, most of whose experience has been in Europe, will direct.

Fullerton - Morrison Productions, headquartered at 5746 Sunset Blvd., Hollywood, has completed 13 quarter-hours in *Art As You Like It* TV film series. The art appreciation programs, filmed in color, feature world famous paintings and stories behind them, narrated by Flavia Drazy. Producer is Talmage (Remi) Morrison with James Fullerton serving as technical adviser-director-production manager. A total of 52 films is planned.

Saint Pictures Inc., temporarily headquartered at Hal Roach Studios, Culver City, has been formed with Leslie Charteris and Gayle Gitterman as partners. Production will begin within two months on *The Saint*, a half-hour TV film series based on Mr. Charteris' literary creation of the same name. He will adapt scripts and direct with Mr. Gitterman, associate producer on Hal Roach Productions' *Dramatic Hour* TV film series, producing. Negotiations are being concluded with David Niven to portray the title rôle.

Cathedral Films, North Hollywood, Calif., will dramatize the life of Jesus in a color feature film, "Day of Triumph." Production starts in September. Upon its completion and following theatrical distribution, the film will be offered in its entirety to TV for Christmas, Holy Week and Easter telecasts and then made available in episodes for regular TV programming. Dr. James K. Friedrich will produce from the story and script by Arthur Horman.

National Cotton Council, New York, in cooperation with the Assn. of American Soap & Glycerine Producers, same city, is planning production of a TV film on the simple procedure involved in laundering sheets. The production schedule and release date of the film—to be released non-commercially as a public service—will be announced at a later date.

Telepix Corp., Hollywood, has announced TV commercial productions for the following organizations:

Beaute Vues Corp & Wavall-Thermal, Burbank, two 60-second films through Hixson & Jorgensen Inc., Los Angeles, featuring Nutri-Tonic. American Gas Assn., New York, 12 20-second films. Consoli-

(Continued on page 91)

RANGERTONE BEST FOR TV FILMS USED BY	BELL RECORDING COMPANY 112 West 89th Street New York City	SYNC-SOUND RANGERTONE 73 WINTHROP ST. NEWARK 4, N. J.
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PEARSON SHOW

WSAZ-TV Cuts Off Air

AT LEAST until after the November general elections, Drew Pearson, newspaper columnist and radio-TV commentator, will not be seen by viewers in the WSAZ-TV Huntington, W. Va., area. Decision to withdraw the time availability in that market was made by station officials after Mr. Pearson's telecast July 13.

The step was taken, according to L. H. Rogers, general manager of WSAZ, "in the public interest based upon Pearson's snide attack upon Gen. Eisenhower on religious grounds." In a message sent to Robert Kintner, president of ABC, Mr. Rogers stated, "where editorials are aired without station's prior consent we demand at least a full identification of opinions as such. Pearson consistently ignores this practice."

The decision applies only to television on grounds that in a single station market there is no choice but to watch the program. The Pearson radio show will be carried on WSAZ because "the audience has the right to switch off to other stations."

ABC, contending that no controversy can be settled by arbitrarily cutting a program off the air, said that as a matter of policy it "permits its commentators freedom of expression which it believes essential to freedom of the air." The statement continued:

"ABC does not censor its newscasters, analysts, or commentators because it feels that censorship in itself is evidence of bias which it has no desire or legal right to exercise."

"ABC does review program content for good taste, avoidance of obscene, indecent or profane language, avoidance of defamation, and for competent news authority."

Studio Stage Leased

UNDER a five-year lease negotiated by the Russell M. Seeds Co. with Chesapeake Industries, owners of the property, Stage C at Eagle-Lion Studios, Hollywood, will be converted into a 300-seat theatre, with lobby and balcony for filming of the NBC-TV *Red Skelton Show* and the new NBC-TV *Eddie Mayehoff Show*. Setup is expected to be ready for occupancy by Aug. 1.

INDUSTRIAL FILMS TV SPOTS . . . PROGRAMS

**RKO
PATHE, INC.**

625 Madison Ave.
N.Y. 22, N.Y. • PLaza 9-3600

Real Coverage

WHEN videowaves are reflected to the TV receiver by a cloud formation, you get freak reception — the kind that enabled WLWT (TV) Cincinnati's *Church by the Side of the Road* to be heard clearly in Cuba. The listener — Ramon A. Sanchez — reported he heard perfectly "the music and voices." The 1,700-mile span from Cincinnati to Matanza, Cuba, is some 1,630 miles greater than normal reception distance from a 500-ft. antenna, according to WLWT. Station claims reception from as far distant as Laredo, Tex., despite dwindling of signal over 50 miles from transmitter.

EDUCATIONAL TV

McGrath Supports at Geneva

PROGRESS of educational television in the United States was discussed last week by Earl J. McGrath, U. S. Commissioner of Education and advocate of that medium, in a report to world education leaders in Geneva, Switzerland.

Comr. McGrath reported on "Television as an Aid to Education" during the 15th International Conference on Public Education held under auspices of UNESCO. He told delegates that "educational leaders generally are agreed that television holds a vast potential for implementing teaching and for bringing a rich variety of new content-materials into the classroom." Educational TV reservations by the FCC last April also were explained.

Comr. McGrath is chairman of the U. S. delegation to the Geneva conference, which is jointly sponsored by the International Bureau of Education.

NBC FILM LIBRARY

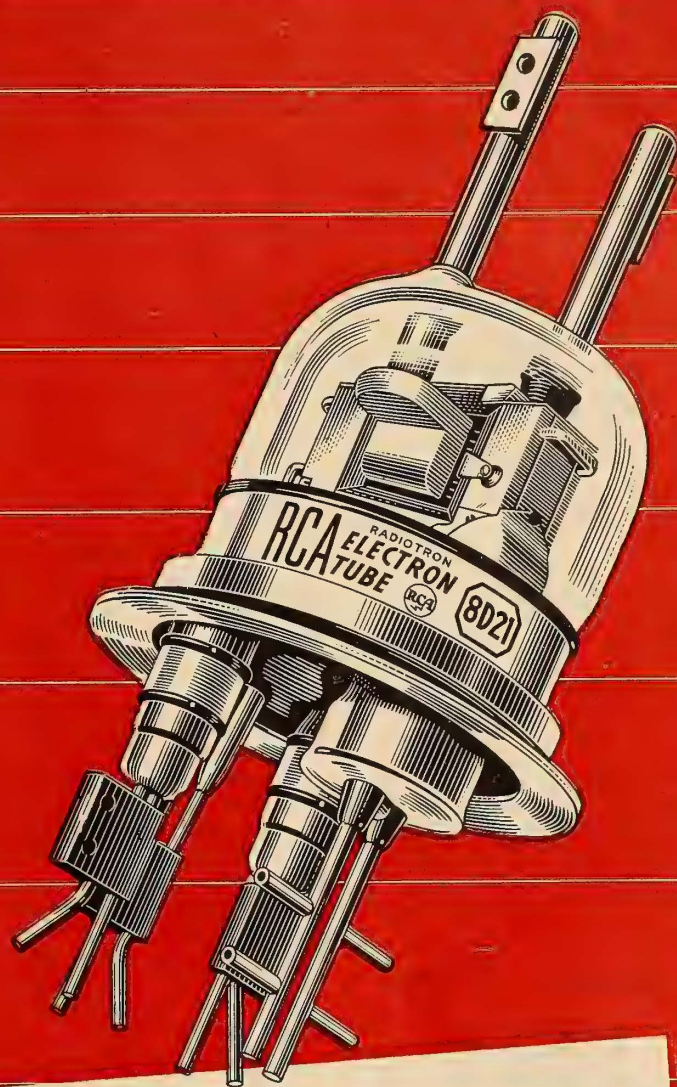
Will Lease Footage

NBC announced last week it would lease film footage from its film library of 15 million feet of footage to advertising agencies, producers and commercial film producers.

At the same time, NBC made available to advertisers, film producers, TV stations and other networks the NBC-TV film library index handbook, listing subjects ranging from "Academy" to "Zululand."

The film library, started in 1936, is valued at an estimated \$1 million. Some 50,000 feet of footage a week are being added to the current 15 million feet.

The index contains 2,200 main subjects, each of which is catalogued under various subheadings.



The tube that "wears spectacles"



Electronic spectacles, so to speak — built right into the tube itself!

Using a unique arrangement of beam-forming electrodes, RCA engineers have combined in this tube advanced principles of electron optics and of cooling to make a push-pull power tetrode that can handle inputs up to 10 kw in the VHF band. The techniques used in the 8D21 made high-power television a practical reality!

Power tube development is just one phase of RCA's program to bring you new and better tubes for broadcast operations.

For deliveries in minimum time, call your local RCA Tube Distributor.



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

U. S. PROGRAMS

Dominate Canadian Top 10

EIGHT of ten leading evening network programs heard in June on Canadian stations were of U. S. origin, according to the national rating report of Elliott-Haynes Ltd., Toronto.

Leading 10 programs were *Charlie McCarthy* with rating of 25.1, *Hour of Romance and Mystery* 22.2, *Our Miss Brooks* 21.2, *Doris Day* 20.6, *Twenty Questions* 18.0, *Great Gildersleeve* 17.4, *Suspense* 16.1, *Share the Wealth* 15.1 (Canadian), *Club 15* 13.3, and *Treasure Trail* 13 (Canadian).

Five leading daytime programs were *Ma Perkins* 15.3, *Big Sister* 15.1, *Pepper Young's Family* 14.5, *Right to Happiness* 14.1, and *Road of Life* 13.9.

In French-language programs leading five evening network shows in June were *Un Homme et Son Peche* 36.1, *Metropole* 28.9, *Radio Carabin* 27.2, *La Raconteur de Chez Nous* 19.3 and *La Pause Qui Rafrichit* 18.7. Leading five daytime French shows were *Rue Principale* 24.5, *Jeunesse Doree* 24, *Je Vous ai Tant Aime* 23.4, *Francine Louvain* 22.2, and *La Metairie Rancourt* 19.8.

POINT of sale promotion campaign designed to encourage radio service dealers and phonograph technicians to service Victrola phonographs with genuine RCA Victor replacement crystal cartridges and styli has been announced by the company's Tube Dept.

'COURIER' SAILS

As 'Voice' Steps Up

ATTENTION of top State Dept. and Congressional leaders was riveted last Thursday on a ship—the U. S. Coast Guard *Courier*—which left Hoboken, N. J. Destination: The Mediterranean. Mission: To carry the U. S. Campaign of Truth by radio to Iron Curtain countries.

The transmitter-equipped vessel will anchor at a "friendly port" and start relaying Voice of America programs to those countries. If Soviet jamming persists, it will seek another port of operation. The *Courier* completed a successful shakedown cruise in South America two months ago [B•T, May 26]. Ship is equipped with one 150 kw medium wave and two 35 kw shortwave transmitters.

Congress has withheld funds for additional projects until it is assured that the seagoing radio relay station is worth the money to build it. And State Dept. authorities are certain that this form of shortwave broadcasting is a vital link with the Russian people.

The U. S. will accent the positive—shortwave radio broadcasting—in the continuing cold war of propaganda as an aftermath of American action last week suspending publication of the Russian-language publication *Amerika* in the Soviet Union.

Dr. Wilson Compton, International Information Administrator, served notice on the Soviet that the U. S. will "do everything we can to make the Voice of America more effective in reaching the Russian people." Radio is the only American link with the Russian citizenry, department officials frankly acknowledged.

Foy D. Kohler, chief of the International Broadcasting Services (VOA), said the U. S. will seek to blast through the Iron Curtain by various means. Among the techniques he cited were better engineering methods, over a dozen new transmitters in strategic locations and general electronic improvements. The U. S. Coast Guard *Courier*, a floating radio relay station, also will be placed in action.

The role of shortwave radio transmission was re-emphasized in statements by Dr. Compton and Mr. Kohler after the U. S. ordered Russia to suspend its propaganda publications in America. The action was taken in retaliation for Soviet curbing of the magazine *Amerika* at distribution and sales levels.

Dr. Compton said signal power to the USSR would be stepped up through a "powerful" new transmitter being built in Munich, and a new program production center for relaying broadcasts to Russia.

NATIONAL NIELSEN-RATINGS TOP RADIO PROGRAMS

(Total U. S. Area, Including Small-Town, Farm and Urban Homes, and including Telephone and Non-Telephone Homes)

NIELSEN-RATING*—Regular Week, June 1-7, 1952.

Current Rank	Program	Current Rating Homes %
EVENING, ONCE-A-WEEK (Average For All Programs) (4.7)		
1	Walcott-Charles Fight (NBC)	14.4
2	Jack Benny (CBS)	9.1
3	Charlie McCarthy Show (CBS)	8.4
4	Lineup, The (CBS)	7.7
5	Fibber McGee and Molly (NBC)	7.5
6	Romance (CBS)	7.5
7	Dragnet (NBC)	7.3
8	Suspense (CBS)	7.2
9	Arthur Godfrey's Scouts (CBS)	7.1
10	Broadway Is My Beat (CBS)	7.0

EVENING, MULTI-WEEKLY (Average For All Programs) (2.7)		
1	One Man's Family (NBC)	4.8
2	News of the World (NBC)	4.6
3	Lone Ranger (ABC)	3.6

WEEKDAY (Average For All Programs) (4.0)		
1	Romance of Helen Trent (CBS)	7.5
2	Our Gal, Sunday (CBS)	7.2
3	Right to Happiness (NBC)	7.1
4	Pepper Young's Family (NBC)	6.7
5	Backstage Wife (NBC)	6.7
6	Wendy Warren 'n The News (CBS)	6.6
7	Ma Perkins (CBS)	6.3
8	Big Sister (CBS)	6.2
9	Arthur Godfrey (Liggett & Myers (CBS)	6.2
10	Guiding Light (CBS)	6.1

DAY, SUNDAY (Average For All Programs) (2.1)		
1	Martin Kane, Private Eye (NBC)	3.9
2	Hollywood Star Playhouse (NBC)	3.8
3	Shadow, The (MBS)	3.7

DAY, SATURDAY (Average For All Programs) (3.0)		
1	Theatre of Today (CBS)	5.3
2	Grand Central Station (CBS)	5.1
3	Stars Over Hollywood (CBS)	4.9

(* Homes reached during all or any part of the program, except for homes listening only 1 to 5 minutes. For 5-minute programs, average audience basis is used.)

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CBS-RWG Agree

CBS Hollywood and Radio Writers Guild, following months of negotiations, reached agreement last week on a new collective bargaining contract calling for a weekly minimum of \$130 for senior news and continuity writers. News writers employed a year or less receive \$110 per week. Continuity writers agreement is retroactive to Nov. 1, 1951, and that for news writers last Feb. 1. Improved working conditions also are included.

AMORTIZATION

WWDC Asks Tax Relief

WWDC-AM-FM Washington has applied to the government for rapid tax amortization on power supply equipment to be used in connection with its emergency broadcast activities.

The application was filed by Capital Broadcasting Co., WWDC licensee, with the Defense Production Administration, under which the tax program for new or expanded facilities falls. It was one of the few instances in which a broadcaster had filed for tax relief normally accorded to electronic manufacturers, and the first to be publicly listed by DPA.

Capital stressed the essentiality of the radio broadcasting industry and proposed to invest \$7,000 for the equipment. DPA listed the application as still pending in a compilation of bids through June 20, under a general heading "Radio Broadcasting, Including Facsimile."

Generator was ordered to cover any failure of power supply from the Potomac Electric Power Co. WWDC is a key station in the Conelrad broadcast alert plan devised by the Air Force and FCC in conjunction with the Federal Civil Defense Administration. It operates 24 hours daily with 5 kw on 1260 kc.

DPA policy is to grant tax certificates of necessity for production directly related to defense, and for items closely connected or essential to defense, or the nation's welfare during an emergency. Among other categories listed for relief are such industry groups as telecommunications, phonograph and related products, radio tubes, telephone and telegraph equipment, and other communication equipment.

Certificates of necessity are commonly, but mistakenly, described as tax writeoffs. Actually, under the 1950 Revenue Act, its beneficiaries may take five years (instead of the old 25) to amortize equipment and facilities on the basis of depreciation. DPA practice is to authorize a certain percentage of each project for the five-year period.

There's More
SELL

on...

WRNL

RICHMOND
VIRGINIA

910 KC — 5 KW

ABC
AFFILIATE

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

PROTECT YOURSELF, your STAFF, your CLIENTS

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Arising from Editorializing, Speeches, Newscasts, Ad Libs, Financial Comment, Mystery Plots, Gossip Announcements, Man-on-the-street Interviews.

Hundreds of Broadcasters and Newspapers guard this continuous hazard with our special, tailored-to-the-risk Insurance

**USE CAUTION — LADY LUCK IS A DESERTER!
IT COSTS SO LITTLE TO BE SURE WITH INSURANCE.**

For details, write to the Pioneer in this line.

EMPLOYERS REINSURANCE CORPORATION
Insurance Exchange Bldg. — Kansas City, Mo.

Film Report

(Continued from page 88)

dated Cosmetics, Chicago, four 60-second and three 20-second films through Tim Morrow Agency, featuring Lanolin Plus. MacMillan Petroleum Corp., Los Angeles, one 60-second film through Roy S. Durstine Inc. O'Keefe & Merritt Co., that city, three 60-second and three 20-second films through Richard B. Atchison Adv., featuring gas ranges.

Sam Sax, former chairman of the board for Warner Bros. Ltd., London, is concluding negotiations whereby he will acquire TV film rights to 52 short stories by Robert Louis Stevenson from the author's estate and relatives. Plans call for fall production on a half-hour TV series, to be filmed in England.

Film People . . .

Alexander Bisno, stockholder in Snader Telescription Corp., Beverly Hills, has been elected president of Snader Telescriptions Sales Inc., that city. He succeeds Reub Kaufman who resigned to head Guild Films Inc., his own distribution firm.

Nat Winecoff, head of the TV department for Arena Stars Inc., Beverly Hills artist managing and program packaging firm, has resigned to coordinate American television film production in Mexico. Working with him is Alberto Lopez, producer with Churubusco Studios, Mexico City.

David L. Wolper, vice president in charge of West Coast operations for Motion Pictures for Television, and Toni Carroll, singer, were married July 11.

Miscellany . . .

Six films starring Hattie McDaniel as "Beulah" will be shown on ABC-TV during last two weeks in July and month of August in place of the regular Beulah, which is vacationing. Louise Beavers, in the title role of "Beulah," will return

for the regular telecast on Sept. 2. Films and regular Beulah series are sponsored by Procter & Gamble for Dreft and Oxydol. Agency is Dancer-Fitzgerald-Sample, N. Y.

Transworld Productions Inc., Beverly Hills, formed to package radio programs, is completing plans to enter TV film production. The firm's president, Lester Linsk, talent agent, has signed Lloyd Nolan, former star of NBC-TV *Martin Kane*, for the lead in a projected series.

Sheldon Reynolds, producer of *Foreign Intrigue*, half-hour TV film series, has leased studios and established production units in Paris and Stockholm and will continue filming abroad.

Screen Gems Inc., TV subsidiary of Columbia Pictures Corp., has launched "Talk of the Trade," mimeographed bulletin of "Facts and Figures on Filmed Television" which the company plans to distribute monthly to advertising agencies and their clients.

WFEC Policy Shift

HERB SCHORR, general manager, WFEC Miami, Fla., announced last week that the station has switched to a policy of all-Negro programming. Since its opening in April, 1949, WFEC has aired a general program schedule, with heavy emphasis on a three-hour afternoon disc jockey show entitled, *The Ebony Express*. Success of this program influenced the change in policy. Staff additions are now being made and include Negro talent.

STORY in July issue of *Harper's Magazine* described FCC investigation of news handling by KMPC Los Angeles, WGAR Cleveland and WJR Detroit when stations were owned by late G. A. Richards, who was accused of misusing stations to further his personal political and economic beliefs. FCC since has renewed the stations' licenses and approved transfer of control to Mr. Richards' widow.

RUPPERT SALES

Radio-TV Brings 'Comeback'

ROLE of radio and television in helping to effect the successful "comeback" in sales by the Jacob Ruppert Brewery was described by Herman A. Katz, vice president and director of sales for the company. He spoke at a luncheon meeting of the Sales Executive Club of New York last Tuesday.

In tracing Ruppert's history since the brewery was founded in 1867, Mr. Katz noted that sales volume had declined before 1951. One of the problems facing the company, when it decided to launch Knickerbocker, he said, was media selection.

"Since our advertising budget was not as large as competitors," he continued, "it was agreed that rather than dissipate our strength through all media, our policy would be to dominate as much as we could those media we did use." Radio was chosen to kick off the promotion campaign March 1, 1951.

"Using most of New York's radio stations, we launched a saturation campaign of spot announcements," Mr. Katz said. "No fancy jingles, but hard selling, reason-why copy. This campaign of spots, plus news programs, pulled us off the ground—but fast."

On television, Mr. Katz added, Ruppert used *Broadway Open House* to sell Knickerbocker. He noted that although Dagmar could not be described as "less filling" (one of the beer's sales points) she "did sell beer."

The Knickerbocker introductory campaign has been highly successful, Mr. Katz declared. He noted that the 1951 sales and advertising programs gave the year a \$480,000 profit against a \$1,610,000 loss in 1950.

Allan Adams, president, Adams Corp. of Beloit, Wis. (snack foods), credited television with helping to create a larger market for his industry. Mr. Adams said his 1951 sales figures—amounting to some \$10 million—were 143% over 1950. He attributed this increase in large part to the ever-growing trend of TV-encouraged home entertainment.

'Voice' Summary

WEEKLY report summarizing content of Voice of America broadcasts overseas has been inaugurated by the Dept. of State as a means of keeping the U. S. public informed on the international information program. The report, *The Voice of America This Week*, was developed at the request of the Radio Advisory Committee of the U. S. Advisory Commission on Information. It contains excerpts and digests of VOA scripts dealing with major themes each week.

EDGAR BERGEN, CBS Radio star, headlined the annual Aquatennial Show sponsored by WCCO Minneapolis in that city July 12.

N.Y. NEGRO AUDIENCE

Largest Claimed by WLIB

WLIB New York claimed last week it has the largest Negro audience in the metropolitan New York area. General Manager Harry Novik said this claim is based upon a recent Pulse survey measuring the radio listening of Negro families in the New York area between the hours of 7 a.m. and 12 noon Monday through Friday.

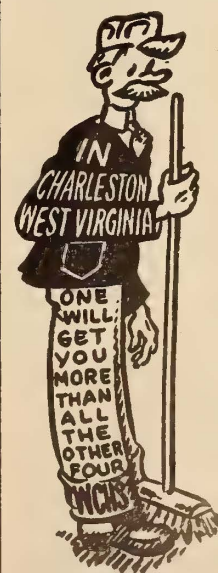
The Pulse report indicated that WLIB led in Negro listeners between the hours or 7 a.m. and 10 a.m. and had a large proportion of the 11 a.m.-12 noon audience, WLIB pointed out. WLIB broadcasts 57 hours of Negro programming each week, which is said to be the most time allotted for such programming in the New York area. One program featuring Walter White, executive director of the National Assn. for the Advancement of Colored People, is being syndicated nationally by WLIB. It is now heard regularly on WIP Philadelphia, KFVB Hollywood, WWDC Washington, KWK St. Louis, WWJ Detroit, WBMS Boston and WCFL Chicago.

STOKLEY VAN CAMP, through Calkins & Holden, Carlock, McClinton & Smith, N. Y., and Goebel beer, through Brooke, Smith, French & Dorrance, same city, have assigned Phil Davis Musical Enterprises Inc., N. Y., for musical trademarks to be used in radio-TV campaigns.

Mr. Robert Gibbons
Cleveland Brownie Fan
Lang, Fisher & Stashower
Cleveland, Ohio

Dere Bob:

While our news editor is out in Chi. this wk. for the Democratic convenshun,



our sports man is busy with th' Chas. Senators in th' Class AAA Amuricun Assn. Our city is rite proud to be in big companie with sich places as Minneopolus, Louisville and other places like thet. Of course, we've always thot Chas. was a big place 'cause theyres so much bizness done here. And we're rilly proud or WCHS with 5,000 at 580 'cause Mr. BMB sez we got more W. I'a. listeners then any other stashun in th' state. Sure keeps me bizz a'workin' here; Mr. Carlings refreshments come in handy these summer days.

Yrs.,
Algy.

WCHS
Charleston, W. Va.

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.

UTILIZING the trading stamp discount plan, Broadcast Merchandisers Inc., Hollywood, is offering stations on an exclusive franchise market basis, a new retail merchandising and sales promotion package. Identified as the "Magic-Kash Plan" it includes Magic Stamps which broadcasters issue to retail advertisers. Consumers receive 2% in stamp value of their purchases. Stamps saved give the consumer premiums ranging from \$1 to \$50, depending upon the number accumulated. Stamp saving plan is plugged by the advertisers on their individual programs.

MUSICAL MEDICINE

MUSICAL cure-alls provide a theme for a new show added to the schedule of WPAZ Pottstown, Pa. *Dr. Rhythm and Nurse Melody*, broadcast each Saturday afternoon stars David Platt and Laura Gearhart. "Dr. Rhythm" prescribes the musical medicine of every case "Nurse Melody" gets over the telephone.

RADIO-MAGAZINE TIE-IN

POSTERS advertising WIP Philadelphia's airing of the national political conventions are being issued each week by *U. S. News and World Report* in a joint promotion sponsored by the station and the magazine. Station in turn plugs the magazine's coverage of the political meetings.

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.



programs promotion premiums



DRUGGISTS USE RADIO

THIRD part of merchandising campaign being used by Philadelphia Assn. of Retail Druggists, began July 16 on the *Skipper Dawes Show* on WFIL Philadelphia. In addition to point-of-sale and direct mail promotion, a daily phone call with cash prizes for correct answers has become a regular feature of Mr. Dawes' program. Person called is selected from entry blanks obtainable at any of the 1,100 PARD stores in the area.

PUBLIC SERVICE SERIES

NINE-week series of *Light Opera Previews* is being aired this summer by KQV Pittsburgh. Programs, broadcast each Sunday, feature music and stars from the Civic Light Opera productions at Pitt Stadium. Fidelity Trust Co. of Pittsburgh is sponsoring the series as a public service to increase interest in the Civic Light Opera.

RADIO PLUGS PERSONALITY

TWO week "teaser" campaign combining radio spots and newspaper ads was used to introduce Bill Jackson, new early morning man on WPTF Raleigh, N. C., to radio listeners. The announcer transcribed his own spot announcements which were aired by the station. Ads announced that "BJ is coming." WPTF claims the campaign aroused great interest and built a ready-made audience for Mr. Jackson's show.

MOVIE PROMOTION

MOVIE trailers are being utilized by WTOP-TV Washington to promote "the greatest stars of radio and television" who are featured on the station. Trailers are shown for a two-week period six times daily in two of the downtown theatres. Names of stars which appear on WTOP were listed in the promotion.

JULY 4TH DOCUMENTARY

EFFORT to hold down traffic deaths in Ohio over July 4th weekend was made when WGAR Cleveland presented a special documentary entitled *Unwanted First*, dramatizing the state's rank of first in the nation per capita on highway deaths over the Decoration Day holiday. Broadcast was aired on the eve of July 4th. Station states the *Cleveland Press* editorial page lauded the program and its attempt to shock Ohioans into a sane Fourth of July.

KEX CONTEST

CONTEST which asked listeners to write "Why we should give blood to the blood bank" was recently conducted on KEX Portland, Ore. on *Oregon Farm Hour* show and drew response from 18 counties in Oregon and Washington, according to a station report. A Westinghouse alarm clock radio was presented to the winner, Mrs. T. H. Schutte, who resides in Ashland, Ore.

WOR-TV DINNER PROGRAM

PRE-THEATRE dinner program designed as a lead-in to *Broadway TV Theatre* will be introduced by WOR-TV New York on Aug. 4. *TV Dinner Date* will be seen daily from 6:30-7:30 p.m. and will feature newscaster John Wingate as host with news and Broadway chatter, a 20-piece orchestra and a talent search in which the same contestants will appear nightly for a week with the winner appearing on WOR-TV the following week to promote the program.

DODGERS ON WLEU

BASEBALL fans in Erie, Pa., have been given a chance to hear games played by the Brooklyn Dodgers on WLEU Erie. Station has been carrying Pittsburgh games for the current season but Dodger broadcasts represent the first time another National League team has been heard in the city. To promote the event, station used large window display cards featuring names, numbers and pictures of players.

'SURVIVAL' TELECASTS

NEW program titled *Operation Survival*, designed to acquaint viewers with ways to survive any surprise air attack is being telecast weekly on WMAR-TV Baltimore. Each Saturday, the show features interviews, lectures and demonstrations with particular stress on atomic warfare. Telecasts are conducted by William J. Muth, former aide de camp to the chief chemical officer, U. S. Army.

HEALTH SERIES

SERIES of weekly health features on TV has been arranged by WTMJ-TV Milwaukee in cooperation with the city's health department. Quarter hour presentation will be seen each Friday with Dr. E. R. Krumbiegel, Commissioner of Health, and members of his staff appearing on all programs. Visual material will be used for each topic covered during the series.

CHILDREN'S PROGRAM

RADIO Commission of the Southern Baptist Convention began a series of fifteen-minute telecasts July 18 on WSB-TV Atlanta. Weekly programs are primarily for children and feature Bible stories, chaktalks and flannelgraphs. Youth leaders from the Atlanta area will participate in the live telecasts and a group of children will be in the studio to take part in each program.

COOL PROMOTION

RESIDENTS of Kalamazoo, Mich., will "literally take the shirts off their backs for WKZO in Kalamazoo" according to station reports. Inspired by a heat wave, salesman at the station dreamed up "Sport Shirt Day" to keep themselves cool but their idea was not limited to their own group. Merchants in the city soon picked up the idea and backed it with a spot campaign which terminated July 3 when a reported 92% of the population wore sport shirts for the day.

'SUNBURST' REPORT

MID-JULY report on "Operation Sunburst," WLWT (TV) Cincinnati's summer audience and sales promotion, shows 102 new accounts and 116 sales, John T. Murphy, station vice president, relates. Distribution of entry blanks for "If I were President" contest, which highlights the promotion, continues with 500,000 forms on drug, grocery and oil station counters throughout Cincinnati, Dayton and Columbus. Top prize will be a \$25,000 home.

WBAL DRAWS CROWD

LARGEST number of people ever to attend Gwynn Oak Amusement Park in Baltimore turned out for WBAL Day held there last week, according to the station. 30,000 visitors were treated to radio broadcasts presented from the park, collected prizes, met radio and television stars and had an opportunity to see themselves on TV. Climax to the day came when park officials renewed their original 13-week contract with WBAL-TV which will carry commercials through September.

Looking for Radio & Television Technicians?

RCA Institutes, Inc., graduates students at regular intervals, as technicians, operators and laboratory aids. Our men graduate with a first class Radio-Telephone License. Call on us for your technical personnel needs.

Write to: PLACEMENT MANAGER

RCA INSTITUTES, INC.
A Service of Radio Corporation of America
330 West Fourth Street, New York 14, N. Y.

WWNC Asheville staffers remained on the job throughout a 20-hour search for a 22-month-old son of a local physician. The boy had strayed from his home into nearby mountainous terrain. WWNC reported progress of the search through on-the-scene taped recordings. When the boy finally was found, dirty and scratched from the underbrush, but otherwise unharmed, WWNC was the first to announce his safe return.

WWRL Aids Blind

WWRL Woodside, L. I., has designated today (Monday) as "Associated Blind Day." Every station break and scheduled program, from 7 a.m. to 1 a.m., sign-off time, will be used to broadcast appeals in behalf of Associated Blind, national philanthropic organization to assist sightless persons. Work-therapy program and social services conducted by the charity will be discussed by Irving M. Sellis, blind president of Associated Blind, on a special program during the day. Appeals will be translated for use on the many foreign language programs carried by the station.

KXOK Obtains Hay

CHARLES STOOKEY, KXOK St. Louis' farm director, was instrumental in obtaining badly-needed hay for Missouri, St. Francis County farmers. Weeks of dry, hot weather had burned out hay in southeastern Missouri. County Agent W. S. Romberg, of St. Francis County, asked Mr. Stookey for help. Mr. Stookey aired the request on his program, *Town and Country*. Immediately following the broadcast, a Bunker Hill, Ill., farmer phoned to offer extra hay. St. Francis County farmers were quick to accept.

Olympic Drive

TEAMING with its newspaper affiliate, the *Idaho State Journal*, KJRL Pocatello, Ida. helped raise \$1,000 to send the state college boxing coach, Milton (Dubby) Holt,

in the public interest...

to the Olympic games in Helsinki. Newspaper provided advance promotion on the station's *Marathon of Music*, which featured local sports figures working as disc jockeys for pledges. Program was billed as an all-night vigil, starting at 10 p.m., but ended at 2 a.m. when pledges hit the \$1,000 goal. Campaign originated with Vince Anselmo, *Journal* sports editor and KJRL sportscaster. Dick Wright, KJRL production manager, and Bob Paulos, *Journal* city editor and newscaster, produced the show.

TV Producer Honored

BOB JONES, producer, WMAR-TV Baltimore, has been honored by the National Rehabilitation Assn. Citation accompanying the award reads "For meritorious service to the disabled through the production and direction of the nation's first series of television programs dedicated to the courageous people who have come back and have made their successful adjustment in life by overcoming physical handicaps."

Safety Message

WPEP Taunton, Mass., conducted a special traffic safety campaign over the July 4th weekend. Among other special efforts, station obtained permission of national and local sponsors to use their regular commercial time for a safety message. This resulted in a total of 356 spot safety messages over the four-day weekend. WPEP gave special credit to Jane Lawrence, WPEP copywriter.

KXIC Aids Search

KXIC Iowa City, Iowa, interrupted its July 7 coverage of the GOP convention to appeal for volunteers to aid the search for a missing four-year-old boy. The child had wandered from his parents' home on a bank of the Iowa River. KXIC reporters Bob Shafter and Ken Cessna raised 100 volunteers through three appeals.

Mercy Mission

WHEN News Director George Theeringer of WRBL Columbus, Ga., relayed on his newscast a plea from a young lady who was trying to replace five pints of blood given to her ailing father, listeners pledged 50 pints before the program was over, according to the station.

Wheels Roll

STAMP project was launched by Virginia Patterson, WHIO-TV Dayton, Ohio, personality to provide an Autoette for a young man unable to walk all his life. Mrs.

Patterson appealed 18 months ago on her show for Ohio tax stamps which, when collected for charitable purposes, are redeemed by the state at \$3 for each \$100 work of stamps. Contributions enabled Mrs. Patterson to turn over \$100 to Earl Wright of Fairborn, Ohio, with which he purchased the Autoette. Her stamp fund now totals \$1,000 in cash—or about \$33,333 in stamps—to be used for handicapped individuals.

'Seeds for Democracy'

BILL ARTHURS, head of the 1952 "Seeds for Democracy" drive in Ohio and news director of WRFD Worthington, has closed a statewide campaign highlighted by a donation of more than 45,000 seed packages from rural Ohioans to people of the Philippines. The seeds are to be shipped to the Committee for Free Asia in San Francisco for distribution in the Philippines. Mr. Arthurs received a congratulatory note from Mrs. Franklin D. Roosevelt.

WCBS-TV Contributions

TIME worth \$238,082 at current rates was contributed by WCBS-TV New York to civic and non-profit organizations during the first quarter of 1952, Clarence Worden, director of public service and educational programs, has reported. He said the total was almost 100% higher than that for the same period last year, and estimated that on a 12-month basis it would represent approximately a million dollars worth of time. During the first three months, a breakdown showed, the station gave educational, governmental and charitable organizations 423 station breaks, 171 participations, 14 features and 35 full programs.

Coroner Speaking

WKAP-AM-FM Allentown, Pa., strengthened its safety campaign over the July 4th weekend by transcribing a message from the county coroner, who told listeners, "Have a good time but stay alive. I don't want to have to investigate your death."

WTBC Prize Donation

WTBC Tuscaloosa, Ala., sent \$145 to a needy neighbor of the person who actually won the cash award through a quiz program. For Leeds Jewelers, a local firm, WTBC conducts a telephone quiz show. When the station phoned a woman who was able to answer the riddle correctly, the winner directed the station to send the award to a neighbor who has been suffering from an incurable disease. Bert

Bank, WTBC partner-manager, commented, "This is an outstanding gesture on the part of the winner and it makes one appreciate more how wonderful it is to live in America where people are considerate of their fellowmen."

WLWT (TV) To Rescue

WHEN polio felled 7-year-old Linda Lee Parsley and marred her birthday celebration, two female emcees at WLWT (TV) Cincinnati came to her rescue. Little Linda had tickets to the station's *Morning Matinee* and appeared more concerned at missing the program than over her illness. When word reached emcee Judy Perkins, she promptly dispatched the show's traditional birthday cake to General Hospital. Miss Perkins and Ruth Lyons also joined in a birthday greeting during the program.

KECA-TV Telethon

TELETHON to garner donations to the Cerebral Palsy Fund, held May 27-28 on KECA-TV Los Angeles, has resulted in receipt up to last week of \$336,000. This brings total to \$40,000 over the \$285,000 that was originally pledged, according to Donn B. Tatum, association president and director of television for ABC Western Div.

KWK delivers too!



Yes...

KWK delivers to its sponsors the most welcome package of all... the St. Louis radio audience at KWK's LOW—low cost per 1000 radio homes delivered.

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In RETAIL SALES

GREENVILLE	\$167,610,000
Columbia	146,483,000
Charleston	135,000,000

Sales Management 1952

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

RADIO SELLING

Mitchell to Conduct

MAURICE B. MITCHELL, vice president and general manager of Associated Program Service, New York, will conduct two intensive three-day workshops in radio selling at the local level in the July 30-Aug. 6 period.

From July 30 through Aug. 1 Mr. Mitchell will hold the first session at the U. of Denver. The second session will be conducted under the sponsorship of the U. of Washington, Seattle, on Aug. 4-6. The workshops will include lectures, demonstrations and discussions.

'Appreciation Picnic'

PERSONNEL of 11 Detroit radio and television stations were to be guests yesterday (Sunday) at an "appreciation picnic" sponsored by the Navy Recruiting Station in co-operation with the Naval Air Station at Gross Ile.

WVOP Change

INITIAL decision looking toward the grant of the application of the Vidalia Bestg. Co. to change facilities of WVOP Vidalia, Ga., from 1450 kc with 250 w unlimited to 970 kc, 1 kw daytime only, has been issued by FCC Hearing Examiner Elizabeth C. Smith.

FCC actions



JULY 10 THROUGH JULY 18

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 10 Decisions . . .

COMMISSION EN BANC
Set for Hearing

Azalea Bestg Co. Mobile, Ala.—Designated for hearing application for new AM station on 1340 kc, 250 w unl.

WATM Atmore, Ala.—Designated for hearing application to increase power from 250 w to 1 kw-D on 1580 kc; made WPMP Pascagoula, Miss., party to proceeding.

John C. Pomeroy, Pontiac, Mich., William R. Reed, Pontiac, Mich., and WSTR Sturgis, Mich.—Designated for consolidated hearing applications of Mr. Pomeroy and Mr. Reed, each requesting new AM stations on 1460 kc, 500 w-D, with application of WSTR to increase power from 500 w to 1 kw-D, on 1460 kc.

WFTW Ft. Walton, Fla.—Upon petition of WDHL Bradenton, Fla., designated for hearing application of WFTW Inc. for new AM station on 1490 kc, 250 w unl.; made WDHL party to proceeding.

AM—920 kc
WTND Orangeburg, S. C.—Granted CP to change frequency from 1270 kc

WGAR SALES CLINIC

Held for Christal Firm

SALES CLINIC following WGAR Cleveland's selection of Henry I. Christal Co. as national sales representative took place last Tuesday in Cleveland.

Attending were John F. Patt, Goodwill Stations president; Hank Christal; Carl E. George, WGAR general manager; Jim Thompson, head of Christal's Chicago office; Gordon Gray, Goodwill Stations New York office, and Irv Gross, Christal, New York. The Christal group also visited WJR Detroit's New York office.

ABC Phone Change

ABC's telephone in New York City, effective Monday, July 28, will be Susquehanna 7-5000 for both the network's radio and television offices. On that date the network will put into operation a new telephone switchboard at the ABC-TV center, 39 West 66th St., Manhattan. The old number—Circle 7-5700, used to reach ABC offices at 30 Rockefeller Plaza—will be discontinued.

Amateur Rules

FORMS for use by amateurs in connection with the new Radio Amateur Civil Emergency Service have been adopted by the FCC. The forms (481-1-2-3) will be used by all licensed amateurs asking right to operate in the service.

changes in ant. system.

AM—970 kc

WVOP Vidalia, Ga.—CP to change from 1450 kc w unl. to 970 kc 1 kw D. AMENDED re: new programming.

License Renewal

WBEX Chillicothe, Ohio—Requests renewal of license.

TENDERED FOR FILING

Change Transmitter Location

WLIB New York—CP to change trans. location, ant. and ground system.

July 15 Applications . . .

ACCEPTED FOR FILING

Renewal of License

Following stations request renewal of license:

WFOC Alma, Mich.; WJBK Detroit; WJR Detroit; WXYZ Detroit; WCNC Elizabeth City, N. C.; WOHI East Liverpool, Ohio; WMRN Marion, Ohio; WTOD Toledo, Ohio.

Change Studio Location

WHOS-FM Decatur, Ala.—Mod. license to move main studio from 2nd St., West near Decatur to 212 Jackson St., Decatur.

License for CP

WOPI-FM Bristol, Tenn.—License for CP which authorized changes in trans. location and decrease height of ant. above average terrain.

July 16 Decisions . . .

BY BROADCAST BUREAU

Change Antenna System

KEYL (TV) San Antonio, Tex.—Granted mod. CP to change ant. system.

FM—97.1 mc (Ch. 246)

WBZA-FM Springfield, Mass.—Granted license covering changes in existing FM: 97.1 mc (Ch. 246) 8.7 kw 150 ft.

Extension of Completion Date

WTTV (TV) Bloomington, Ind.—Granted mod. CP for extension of completion date to 1-30-53.

FM—92.9 mc (Ch. 225)

WBZ-FM Boston, Mass.—Granted license covering changes in existing FM: 92.9 mc (Ch. 225) 20 kw 495 ft.

FM—92.5 mc (Ch. 223)

KYW-FM Philadelphia—Granted license covering changes in FM: 92.5 mc (Ch. 223) 20 kw 500 ft.

Request for Authority

WLIP Kenosha, Wis.—Granted request for authority to have regular sign-off period at 6:00 p.m. CST, for period ending in no event later than Aug. 31, 1952.

WSUI Iowa City, Iowa—Granted request for authority to reduce unl. to minimum of 6 1/4 hours daily from August 11 through September 27, 1952, to observe vacation period.

Change Transmitter Location

WBBZ Ponca City, Okla.—Granted license covering change in trans. and studio locations.

Change ERP

WKRC-FM Cincinnati, Ohio—Granted CP to make changes in existing FM: ERP from 12.6 kw to 15.5 kw; ant. from

July 10 Applications . . .

ACCEPTED FOR FILING

AM—1550 kc

WHBS Huntsville, Ala.—Mod. CP, as mod., which authorized frequency change, power increase and DA-DN, to increase D power from 1 kw to 5 kw.

License for CP

WFSI (FM) Lakeland, Fla.—License for CP, as mod., which authorized new non-commercial educational FM station.

Seek Completion Date Extensions

WRGA (FM) Rome, Ga.—Mod. CP, which authorized new FM station, for extension of completion date.

WJAR-FM Providence, R. I.—Mod. CP, as mod., which authorized new FM station, for extension of completion date.

License Renewal

WROL Knoxville, Tenn.—Renewal of license.

TENDERED FOR FILING

AM—570 kc

WFGV Fuquay Springs, N. C.—CP to change frequency from 1460 kc to 570 kc, and decrease power from 1 kw to 500 w.

July 14 Applications . . .

ACCEPTED FOR FILING

Change Antenna System

WBAM Montgomery, Ala.—Mod. CP which authorized new AM to make

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Washington, D. C.—REpublic 6160

600 ft. to 530 ft., change ant. descrip-
tion of trans. and studio locations.

FM—88.3 mc (Ch. 202)

WBGO Newark, N. J.—Granted CP
to change frequency from 91.1 mc (Ch.
216) to 88.3 mc (Ch. 202), ERP from 2.5
kw to 20 kw.

Extension of Completion Date

KALM Alton, Mo.—Granted mod. CP

for extension of completion date to
12-31-52.

Change ERP

KSL-TV Salt Lake City, Utah—Grant-
ed mod. CP to change trans. location;
ERP from 18.4 kw vis., 9.2 kw aur. to
0.002 kw vis., 0.001 kw aur.

KDYL-TV Salt Lake City, Utah —
Granted mod. CP to change ERP from

(Continued on page 99)

JAMES R. BIRD

Consulting Radio Engineer

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No charge for blind box number. Send box replies to
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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

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.

Owner's successful small station, southern California needs manager. Proven experience, local sales, program planning, mike work required. Contact Charles Storke, News-Press, Santa Barbara.

Salesman

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.

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.

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.

Washington, D. C. area independent has opening for young experienced salesman. Weekly guarantee against 15% commission. Write giving references and experience. Box 730P, BROADCASTING • TELECASTING.

Time salesman for radio station in Pennsylvania. Station well established and leading station in market. Give complete history of yourself and sales experience. Box 745P, BROADCASTING • TELECASTING.

Radio salesman for Texas station. Salary plus commission. Good market, progressive town. Box 759P, BROADCASTING • TELECASTING.

Florida coast station. Hard-hitting sales manager to do competitive selling. No desk pilots wanted. Send photo, references, experience. Box 782P, BROADCASTING • TELECASTING.

Salesman or salesman-announcer, excellent market, good prospects. KBRZ, Freeport, Texas.

Experienced energetic salesman with sound ideas and ability to make impressive presentations to local advertisers. Excellent salary guarantee with commission arrangement. Opportunity for advancement. KCMC AM-FM (TV applicant) Texarkana, Ark.-Tex.

Independent in major metropolitan southern market, now under new management, has opening for aggressive salesman, with opportunity of becoming commercial manager if sales results warrant. Guarantee-commission-override plan assures top earnings to top man according to his ability to produce. Robert N. Pinkerton, General Manager, WBGE, Atlanta, Georgia.

Kilowatt daytime independent serving southern Illinois looking for aggressive salesman who understands problems facing such an operation. Excellent potential for man who wants to work and grow with the station. If interested in a challenging opportunity, contact Station Manager, WFRX, West Frankfort, Illinois.

Excellent opportunity in local sales for aggressive experienced salesman. Good list of established accounts to start. Good draw against commission. WRFD, Worthington, Ohio.

Help Wanted (Cont'd)

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

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.

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 livewire 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 mid-south 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.

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.

News and sports director for fulltime independent. Must be experienced. Must have good news voice, ability to write local news and sports, and handle play-by-play of local football and basketball. Wire or write John E. Rohwer, Program Director, WSDR, Sterling, Illinois.

Help Wanted (Cont'd)

Texas regional wants announcer under 28 with several years experience small operation, ready to move up. Applicants from Texas only. Box 748P, BROADCASTING • TELECASTING.

Football announcer plus staff duties. Texas. Tell all. Box 761P, BROADCASTING • TELECASTING.

Announcer wanted by Minnesota station. Good salary. Chance to earn extra money selling. Car necessary. Must be able to type. Box 771P, BROADCASTING • TELECASTING.

Announcer-engineer, first phone, emphasis on announcing. \$75 starting pay, with Pa. independent. Box 789P, BROADCASTING • TELECASTING.

Announcer with first phone license for small town regional. Must be reliable, sober, and moral. Box 792P, BROADCASTING • TELECASTING.

Announcer-engineer. Start \$75.00 per week. KBRZ, Freeport, Texas.

Experienced announcer, top newscaster, disc jockey, and special events man with authoritative commercial delivery. Apply only if worth minimum \$75 weekly. KTFI, Twin Falls, Idaho, 5000 watts, NBC.

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.

Morning man, announcer - engineer. First phone. Emphasis announcing. Prefer southern man with car. House available if married. Forward tape or disc, photo to Manager, WGRA, Cairo, Georgia. Good pay, right man.

Wanted: Announcer-salesman to operate remote studio. Good opportunity for right man. Call Jimmy Childress, WHCC, Waynesville, N.C.

Local newsmen. Trained or experienced in gathering, presenting news, especially local. KBRZ, Freeport, Tex.

Announcer with first phone ticket. Average mike voice, no effusive personality stuff. Present chief here seven years, therefore no great amount engineering ability required. Successful and well equipped kilowatt daytimer with extremely pleasant working conditions and only one boss. No floaters, want man wishing to settle down. Salary according to individual ability. WHIP, Mooresville, N.C.

Wanted. Announcer, first phone, independent station 45 miles from New York City. Morning man, five day, 35 hour week. Salary \$75 up depending on ability. Contact Manager, WLNA, Peekskill, New York.

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

Technical

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.

Help Wanted (Cont'd)

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

Wanted, engineer, first phone, Ohio station with television application. Box 747P, BROADCASTING • TELECASTING.

Wanted: Engineer announcer for 500 watt daytime Wisconsin station. Good pay. Box 749P, BROADCASTING • TELECASTING.

Transmitter position open. No announcing. Permanent, Texas. Box 760P, BROADCASTING • TELECASTING.

Experienced first class ticket engineer, capable of becoming chief. Seventy-five weekly for 48 hours. Virginia station. Write immediately to Box 763P, BROADCASTING • TELECASTING.

Chief engineer wanted for 1 kw directional in north-central state. Must be reliable, efficient, professional radio engineer with executive ability. Top salary. Box 765P, BROADCASTING • TELECASTING.

Minnesota station wants chief engineer. Must be able to do some announcing. Good salary. Box 770P, BROADCASTING • TELECASTING.

Engineer, Virginia 1 kw network station, state minimum salary. Box 791P, BROADCASTING • TELECASTING.

Engineer with first class license needed by KBOP, Pleasanton, Texas.

First class engineer-announcer wanted at KWOC, Chickasha, Oklahoma.

Wanted: First class engineer-announcer need at once. Please send all information, plus salary requirements to KXLO, Lewistown, Montana.

Engineer with first class license. No experience necessary. WBUY, Lexington, N.C.

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

Combination engineer-announcer, first class license, for 250 watt daytime station, WEAB, Greer, S.C.

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

2 experienced engineer-announcers, heavy on announcing. \$75 per week, permanent to right men. Radio station WHUC, Hudson, New York.

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

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

Wanted, first class engineer. No experience necessary. 250 watt daytime operation. WJET, Erie, Penna.

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

Wanted immediately—Transmitter engineer with a first class ticket. No announcing. \$250 a month to start. Network station. WOMT at Manitowoc, Wis.

Production-Programming, Others

Newsmen with minimum 3 years experience. Must like to do air work, write and cover beat. Should know how to put on a good show. North central major market indie. Tell all first letter. Box 766P, BROADCASTING • TELECASTING.

Sports-News. Emphasis on play-by-play football, basketball. Want a man capable of retaining the station's sports dominance. Sports ability primary, must be strong on news. Leading Ohio TV applicant. Top pay for top ability. Box 784P, BROADCASTING • TELECASTING.

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.

Help Wanted (Cont'd)

Commercial copywriter. Immediate opening. Contact Robert F. Wolfe, WFRO, Fremont, Ohio.

Television

Wanted: Two first class men to complete staff. Apply Joe Gill, Chief Engineer, WTVN, Box 718, Columbus 16, Ohio.

Situations Wanted

Managerial

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.

Young, happily married, small town advocate desires general management of local AM midwest operation. Experienced as announcer through sales. M.A. Degree, excellent references. Now college instructor. Box 754P, BROADCASTING • TELECASTING.

Good record as salesman, desires position as commercial manager. Prefer eastern market near good law school. Box 757P, BROADCASTING • TELECASTING.

Successful manager with many years experience all phases radio, desires managerial position. All replies strictly confidential. Box 778P, BROADCASTING • TELECASTING.

Mr. Station Manager! Here's your man! First phone ticket, 3½ years half-owner and business manager of 250 watt station in the west. Experience covers selling, announcing, engineering, copywriting, and all phases of broadcasting. Executive ability with best of references. No floater—definitely! Also, wife with 2 years secretary/bookkeeping experience in radio. One or both for immediate employment. Prefer position in east or southeast location. Write Box 780P, BROADCASTING • TELECASTING.

Available: Good broadcast man. Many years successful experience commercial and manager independent and network. Very strong on sales. Just completed almost impossible task pulling low power daytime in highly competitive market with several TV stations into successful, very profitable operation. Interested only as working manager or working commercial manager on percentage of profit, preferably payable in station stock. Not afraid of log station. Go anywhere including Atlantic southern states, but not deep South. Prefer fulltime operation. Just sold my interest in station. Now on vacation. Can travel anywhere to see you. Wire or write Mr. Allen, % D. W. Culp, Hendersonville, North Carolina.

Situations Wanted (Cont'd)

Manager: Excellent record administration, sales. Superior news personality. Top references. Consider part ownership. Box 787P, BROADCASTING • TELECASTING.

Announcers

Announcer, single. Draft exempt. Some experience on N. Y. stations. Strong on news, capable DJ. Commercials that sell. Disc available. Box 667P, 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.

Sports announcer, 8 years radio, presently business manager class "B" team. \$5200 minimum. Box 733P, BROADCASTING • TELECASTING.

Seek immediate, permanent staff position, symphony to sports. Extremely well-read, two years experience, 28, veteran. Box 737P, BROADCASTING • TELECASTING.

Disc jockey with first class license; with extensive metropolitan net and indie AM and TV experience. Available immediately as DJ, personality. Box 736P, BROADCASTING • TELECASTING.

Excellent TV potential for station with TV outlet or license. Ready for immediate radio position. Personable, versatile, warm personality, art background, two years radio experience. Box 738P, BROADCASTING • TELECASTING.

Topflight announcer, family man, seeking permanent position with AM or TV station in midwest. Box 739P, BROADCASTING • TELECASTING.

Wanted, an announcing job in a station where good programming is almost as important as making money. Presently employed 50 kw metropolitan. Box 740P, BROADCASTING • TELECASTING.

Announcer, 12 years experience. News, commercial, DJ, sports, interviews. Experienced PD, copywriter, promoter. 3½ years college. Family, 30 years old. Four years at present position. Audition, details Box 741P, BROADCASTING • TELECASTING.

Announcer. First phone. 1½ years radio, college man, single, 26. Prefer west. Box 742P, BROADCASTING • TELECASTING.

Let's share the profits of big sports season. Experienced sportscaster desires opportunity with sports-minded station. Play-by-play of football, basketball, hockey, boxing and baseball. Good commercial man. Air checks available. Married veteran, presently employed. Make offer! Box 743P, BROADCASTING • TELECASTING.

Situations Wanted (Cont'd)

Sport announcer. Play-by-play all sports. Available soon. Will accept top job only. Box 750P, BROADCASTING • TELECASTING.

Experienced announcer, time salesman, six years, one station. Good appearance, personality. Family man. Box 751P, BROADCASTING • TELECASTING.

Four years staff announcer, large markets. Solid radio man wants good future with clean operation anywhere. Box 773P, BROADCASTING • TELECASTING.

Experienced announcer, good staff man. Strong music, news sports. College graduate, veteran, single. Box 774P, BROADCASTING • TELECASTING.

Announcer. Presently employed in WEB News room. 22 years old, draft exempt. Have passed network announcing audition. Graduate of SRT. Disc, resume, photo available. Box 775P, BROADCASTING • TELECASTING.

Announcer, 5 years experience. Deep, well-trained voice. College, 29, married. Washington, D. C. Maryland, Virginia vicinity. Box 776P, BROADCASTING • TELECASTING.

Announcer-copywriter. 6 years experience. Work highly regarded. Good references. Family man. Box 785P, BROADCASTING • TELECASTING.

Seasoned news editor-reporter now employed by five kilowatt midwest network affiliate. References and tape available. Box 788P, BROADCASTING • TELECASTING.

SRT graduate, 30, married, draft exempt. Good commercial, news, sports, board operation. Richard DeLor, 1634 Warwick, Whiting, Indiana. 2408-R.

Announcer: Young, married, graduate of leading radio school. Can handle commercials, news, disc shows, etc. Singer, popular and musical comedy. Photo and tape available. Thomas McHale, 3652 Michigan Avenue, Cincinnati, Ohio. TRinity 1210.

Have you an immediate opening for topnotch, experienced all sports play-by-play man? If so, wire or write Tom Murphy, P.O. Box 692, Cedar Rapids, Iowa.

Situations Wanted (Cont'd)

Technical

Is there an eastern outlet willing to try a youth who is willing to try? J. Otto has what you might call a "news voice", a year's experience in Buffalo, and the gall to think himself worth \$70; 21 Ripley Place, Buffalo, N.Y.

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.

Chief engineer: Experienced all phases, wishes to relocate with progressive station. Box 731P, BROADCASTING • TELECASTING.

First class combo man, 2 months network experience, desires job. Box 744P, BROADCASTING • TELECASTING.

Maritime radio operator desires broadcast situation. Western states preferred. Four years Marine, eight months broadcast, factory, mobile experience. Availability three weeks. Box 752P, BROADCASTING • TELECASTING.

First phone, married, car, now employed. Desires permanent transmitter position in New England area. One year experience. References. Box 768P, BROADCASTING • TELECASTING.

Radio operator, first class license. No experience. 3 years training. TV-radio repair experience. Desires TV-radio station position. Box 769P, BROADCASTING • TELECASTING.

Construction experience. Engineer wishes to contact CP expectee. Will join staff when station completed if desired. Box 777P, BROADCASTING • TELECASTING.

Second phone, Television workshop graduate. Experienced with cameras and control room operations. Single, veteran. Box 783P, BROADCASTING • TELECASTING.

Engineer. Trained in TV production and camera work. Desire position with TV or AM station with TV plans. Southwest preferred. L. R. Galloway, 1308¼ Virgil Place, Los Angeles, Calif.

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

William B. Ogden

RADIO OPERATIONAL ENGINEERING SCHOOL

THE ORIGINAL

SIX (6) WEEK FCC LICENSE COURSE

CELEBRATING THIRD ANNIVERSARY

- ◆ We wish to thank all of the many persons that have shown such faith in us. Our guarantee course has been very successful.
- ◆ Our sincere best wishes to the four west coast schools with which we have been associated in the past.
- ◆ To those more recent graduates of such schools that have started their own schools, to duplicate our course, we also wish the best for they may aid in filling needs in the broadcast field.
- ◆ Our assurance of keeping faith with all of the other schools that are now sending their students to us.

ANNOUNCING OUR NEW LOCATION

1150 WEST OLIVE AVENUE, BURBANK, CALIF.

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OUR NEW FOUR (4) WEEK COURSE FOR MANAGERS AND OWNERS WILL BE EXTENDED TO OTHERS IN NEAR FUTURE.

\$200,000

**AVAILABLE FOR MINORITY INTEREST
IN NEW TELEVISION STATION
APPLICATION**

REPLY TO BOX 779P, BROADCASTING • TELECASTING

Production-Programming, Others

Production writer-producer. Imagination, initiative. 4 years experience dramatic, documentary, children's programs, others. Box 790P, BROADCASTING • TELECASTING.

News editor—woman. 26. B.J., M.A., University of Missouri. Three years news editing, including one major network station. Journalism instructor Big 10 university. Box 734P, BROADCASTING • TELECASTING.

Girl wants to advance—TV or radio. Graduate of two years radio school. Two years experience in present job as Woman's program director with three programs a day. References given on request. Box 746P, BROADCASTING • TELECASTING.

Newspaper reporter, two years experience, wants to break into radio or television. West or Pacific Northwest preferred. Single, veteran, 27, car, degree. Employed at present large daily; traveling west September. Box 756P, BROADCASTING • TELECASTING.

News director. Available August 1st. Local news, documentaries, special events, newscasts, "authoritative" delivery. News background past 11 years. Nearly 5 years broadcasting experience. Member NARND, SDX. Ohio State Radio-Journalism graduate. Prefer major market station wanting top caliber newscast. Phone Moline 41145. Box 786P, BROADCASTING • TELECASTING.

Television

TV coordinator! Looking for right man to set up and operate your new TV station? 12 years background in radio-TV operation, planning, programming, engineering and management. Reliable, diligent worker married. Salary and/or share profit desired. Now with major TV network. Prefer northwest or New England states. References. Box 781P, BROADCASTING • TELECASTING.

Production-Programming, Others

TV program department executive. Employed. Interested in "near future" opportunities. Box 758P, BROADCASTING • TELECASTING.

Yankee production manager of southern 50,000 watt radio and television stations desires executive position in television and/or radio station in north-east-west. Has two university degrees, veteran, age 29, married. 12 years radio; 3 years television experience. Box 772P, BROADCASTING • TELECASTING.

For Sale

Stations

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

Western station. Independent 250 w. No competition. \$40,000. Good terms to good operator. Box 732P, BROADCASTING • TELECASTING.

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

Equipment, etc.

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

For Sale (Cont'd)

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.

Special discounts on nationally advertised men's clothing, photographic equipment, watches and radios to men in the radio industry. Box 753P, BROADCASTING • TELECASTING.

For sale at sacrifice: Hewlett-Packard model 335-B FM monitor and modulator meter; Andrews type 1200 FM antenna; 170 feet of 1 3/16-inch coax cable; FM broadcast transmitter RCA BTF 250-A. Box 767P, BROADCASTING • TELECASTING.

Model 633A Western Electric microphone, never used, \$50.00. Also, 150 feet new RG 18/u coaxial cable, \$75.00. You pay freight. WKVA, Box 432, Lewis-town, Pa.

New #10 soft drawn copper ground-wire. Perfect condition. Available immediately. Best offer. Box 735P, 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.

Equipment, etc.

Wanted—Used equipment for 1 kw installation. State age, condition, and minimum price. Box 762P, BROADCASTING • TELECASTING.

Wanted—One 200 to 300 foot self-supporting tower to support RCA UHF TV antenna and 3 1/4" coax line. Designed for thirty pound wind load. Box 793P, BROADCASTING • TELECASTING.

Wanted: Everything. 5000 watt directional installation, 360 foot towers. Field strength meter. WGGA, Gainesville, Ga.

Wanted: Small console suitable for recording studio. Two microphones and turntable. 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

SUCCESSFUL TIME SALESMAN

Are you a money-making salesman in a small market, looking for a chance to locate in a larger city? Aggressive Ohio indie wants a young salesman (25-30) capable of assuming managerial responsibilities as organization expands. If you haven't had at least 3 years experience, with present earnings in excess of \$5,000 annually, don't apply. Tell all first letter. Box 764P, BROADCASTING • TELECASTING.

Help Wanted (Cont'd)

Management

WANTED

Pitchman for all night shift. Requirements are ability to sell mail order, character that will stand full investigation and willingness to work. Write full experience and send picture and record to Barron Howard, Radio Station

WRVA RICHMOND, VIRGINIA

Television

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.

Situations Wanted

COMMERCIAL MANAGER

Do you believe sales result from hard work? I do. Record as radio-TV sales manager NBC metropolitan basic is outstanding. Fourteen years radio. TV pioneer. Proven ability in local and national sales, handling sales staff. Best recommendations. Permanent. Box 755P, 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

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

HOWARD S. FRAZIER

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

BMI SEMINAR

Denver Sessions Set Aug. 3

MORE than 40 broadcasters from 26 states and Canada already have registered for the BMI summer seminar in Denver the week of Aug. 3, with the U. of Denver and Colorado broadcasters playing host, BMI announced last week.

In addition to the intensive refresher course in radio and video programming, entertainment is being planned by a committee headed by Russell Porter, director of radio at the university, and Al Meyer, president of the Colorado Broadcasters Assn. Most out-of-state broadcasters are taking their wives and families along for a Colorado vacation.

A partial program of the seminar includes the following speakers and topics:

J. Leonard Reinsch, WSB Atlanta—"Programming is Management's Responsibility"

Murray Arnold, WIP Philadelphia—"Apply Ideas and Twists to Every Program"

George Allen, KNX Los Angeles—"Retooling Programs to Meet Changing Conditions"

Wayne Sanders, KCNA Tucson—"Music is What We Make It"
Earl Glade Jr., KDSH Boise—"Both Program and Copy Must Sell the Goods"

Gene Ackerly, KCOW Alliance, Neb.—"Training Small Station Personnel For Teamwork"

James Russell, KVOR Colorado Springs—"Local News Serves Public Interest and Pays Off"

Harold Safford, WLS Chicago—"Rural and City Listeners Are Not So Far Apart"

Earle Ferguson, KOA Denver—"Music Library—Hub of Good Programming"

Jane Sterling, staff writer, Denver Post—"Capturing the Teen Age Audience"

Helen Cudworth, KFTM Ft. Morgan, Col.—"Women In Radio and At Home"

Robert J. Burton, BMI—"Music Business Is Big Business"

Robert Ellis, KGHF Pueblo—"Results Through Good Programs and Intelligent Account Servicing"

Ray Perkins, KFEL Denver—"Music Is Our Business"

Sheldon Peterson, KLZ Denver—"News—Its Preparation and Presentation"

Jack Williams, KOY Phoenix—"Making Public Service Pay"

'Man On The Farm'

MBS' *Man On The Farm* (Sat., 12 noon-12:30 p.m., EDT) plans a number of special events on broadcasts preceding "Man On The Farm Week" (Aug. 17-23) to pay tribute to American farm families.

California Independent \$95,000.00

A very profitable independent located in one of California's very attractive markets. \$25,000.00 in net quick assets included. Financing arranged.

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RADIO STATION AND NEWSPAPER BROKERS

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Eastern Network \$30,000.00

A well established and profitable combined operation. The only station in an attractive small eastern market.

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.*

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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

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E. C. Lobdell, Licensee

Employment Agency

Non-Docket Actions . . .

AM GRANTS

Piedmont, Ala.—Anniston Radio Co. Granted 1490 kc, 250 w fulltime; antenna 150 ft.; engineering condition. Estimated construction cost \$8,400, first year operating cost \$32,000, revenue \$43,000. Principals include Cary Lee Graham (50%) and Edwin H. Estes (50%). Mr. Estes is 50% owner of WETO Gadsden, Ala. Filed Feb. 21, 1951; granted July 17, 1952.

Piedmont, Ala.—Piedmont Radio Station. Granted 1280 kc, 1 kw daytime, antenna 205 ft. Estimated construction cost \$11,140, first year operating cost \$33,000, revenue \$43,000. Principals include Ruby Jo Clotfelter (55.5%), assistant manager of Graham's Drug Store, Gadsden, Ala.; Cary L. Graham (25.9%), owner of Graham's Drug Store, Gadsden, 50% owner of WETO Gadsden and 50% owner of Anniston Radio Co., grantee of new AM station in Piedmont, Ala., and Mac M. Thomas (18.5%), former 50% owner of WETO. Filed April 23, 1951; granted July 17, 1952.

Morrilton, Ark.—Morrilton Bestg. Co. Granted 800 kc, 250 w daytime; antenna 260 ft.; engineering condition. Estimated construction cost \$10,400, first year operating cost \$24,000, revenue \$42,000. Principals include C. R. Horne (40%), 80% owner of KXRJ Russellville, Ark.; J. C. Willis (50%), owner of Willis Baking Co., and L. L. Bryan (10%), salesman for KXRJ. Filed May 28, 1951; granted July 17, 1952.

Winder, Ga.—Winder-Monroe Bestg. Co. Granted 1300 kc, 1 kw daytime, antenna 225 ft.; engineering condition. Estimated construction cost \$20,472, first year operating cost \$36,000, revenue \$48,000. Principals include one-third partners William Woodall Sr., Mrs. O. G. Swindle and C. H. Grider, 50% owner of Highway Map Pub. Co., Columbus, Ga. Filed May 9, 1951; granted July 17, 1952.

Cherokee, Iowa—Cherokee Bestg. Co. Granted 1440 kc, 500 w daytime, antenna 192 ft.; engineering conditions. Estimated construction cost \$7,650, first year operating cost \$24,780, revenue \$45,000. Principals include Marguerite Louise Shimp, art supervisor for Berkeley County Public Schools, Martinsburg, W. Va.; Charles Reznikov WPEM Martinsburg, and Russell A. Hickman, former WPEM announcer. Filed May 31, 1951; granted July 17, 1952.

Albion, Mich.—Calhoun Bestg. Co. Granted 1540 kc, 250 w daytime; engineering conditions. Estimated construction cost \$16,500, first year operating cost \$50,000, revenue \$60,000. Principals include J. C. Biedent (25%), 50% owner of Albion Evening Recorder; James Moses (25%), publisher of Marshall Evening Chronicle; George W. Campbell (16.8%), part-owner of Argus Press Co., Owosso, Mich.; George T. Campbell (16.4%), part-owner of Argus Press Co., and M. H. Wirth (16.8%), manager of WOAP-AM-FM Owosso. Filed May 25, 1951; granted July 17, 1952.

Escanaba, Mich.—M & M Bestg. Co. Granted 1490 kc, 250 w fulltime, antenna 150 ft. Estimated construction cost \$15,210, first year operating cost \$36,000, revenue \$44,500. President William Walker (50%), 50% owner of WMAF Marinette, and Sec.-Treas. Joseph D. Makin (20%), 36% owner of WBEV Beaver Dam. Granted July 17, 1952.

Port Jervis, N. Y.—Port Jervis Bestg. Co. Granted 1490 kc, 100 w fulltime, antenna 150 ft. Estimated construction cost \$13,134.67, first year operating cost \$38,805.52, revenue \$44,375. Principals include Robert G. Adams (25%), treasurer and part-owner of WCDL Carbonate, Pa.; W. Stanley Buehler (25%), part-owner of WCDL; W. Richard Carlson Jr. (25%), secretary and general manager of WCDL, and William H. Ware (25%), president and part-owner of WCDL. Filed May 28, 1951; granted July 17, 1952.

Cheraw, S. C.—Chesterfield Bestrs. Granted 1420 kc, 500 w daytime, antenna 195 ft.; engineering condition. Estimated construction cost \$14,275, first year operating cost \$24,000, revenue \$36,000. Sole owner is Dr. Raiford Baxley, M. D., surgeon. Filed June 7, 1951; granted July 17, 1952.

San Antonio, Tex. Manuel D. Leal. Granted 1250 kc, 500 w daytime, antenna 200 ft.; engineering condition. Estimated construction cost \$20,813.66, first year operating cost \$37,680, revenue \$48,900. Sole owner is Manuel D. Leal, V. P. and gen. mgr., KIIW San Antonio. Filed March 20, 1951, granted July 17, 1952.

Cheyenne, Wyo.—Philip D. Jackson. Granted 1240 kc, 250 w fulltime, antenna 150 ft.; engineering conditions, including provision that applicant not commence program tests on 1240 kc un-

fcc roundup

New Grants, Transfers, Changes, Applications



box score

SUMMARY THROUGH JULY 17

	On Air	Licensed	CPs	Appls. Pending	In Hearing
AM Stations	2,353	2,332	110	312	211
FM Stations	635	582	70	16	8
TV Stations	108	97	11	550*	62

* Filed since April 14.

(Also see Actions of the FCC, page 94)

til KFBC Cheyenne commences program tests on 710 kc, and not to be licensed on 1240 kc until KFBC is licensed on 710 kc. Estimated construction cost \$15,648, first year operating cost \$24,000, revenue \$30,000. Mr. Jackson is 50% owner of KWCO Chickasha, Okla., 50% owner of KPUY Puyallup, Wash., and owner of 50% interest in Oklahoma County Television & Bestg. Co., applicant for TV station in Oklahoma City [B.T. June 30]. Filed June 11, 1951; granted July 17, 1952.

Kaneohe, Oahu, Hawaii—Windward Bestg. Co. Ltd. Granted 1150 kc, 1 kw fulltime, antenna 210 ft.; estimated construction cost \$2,500 (major items of equipment already on hand), estimated first year operating cost \$40,000, revenue \$40,000. Principals include J. Robert Jensen and Sakae Kimata, KGU Honolulu employees and Shigehara Morita, former KPOA Honolulu employee, and 23 others, for the most part Hawaiian businessmen. Filed March 26, 1951; granted July 17, 1952.

TRANSFER GRANTS

KRAI Craig, Col.—Northwestern Colorado Bestg. Co. Granted transfer of control of negative control by George O. Cory purchasing 50% stock interest from Sid Pleasant, et al., for \$7,500. Mr. Cory is general manager of KUBC Montrose, Col. Granted July 17.

WCUE Akron, Ohio—Akron Bestg. Co. Granted transfer of negative control to Herberich - Hall - Harter Co. through sale of 50% of voting stock (held by George K. Stroupe and Dorothy P. Stroupe, husband and wife) for \$30,000. Transferee deals in mortgage

(Continued on page 100)

FCC Action

(Continued from page 95)

July 17 Decisions . . .

BY COMMISSION EN BANC

Renewal of License

Following stations granted renewal of licenses for regular period:

KWEI Weiser, Ida.; WBOW-FM Terre Haute, Ind.; WCNE-FM Connersville, Ind.; WKJG-FM Ft. Wayne, Ind.; WLBK-FM Bowling Green, Ky.; WMRI Marion, Ind.; WTRC-FM Elkhart, Ind.; WTJS-FM Jackson, Tenn.; WORX Madison, Ind.; WKDA Nashville, Tenn.; KSON San Diego, Calif.; WBML Macon, Ga.; WDOD Chattanooga, Tenn.; WDXI Jackson, Tenn.; KOCA Kilgore, Tex.; KRAL Rawlins, Wyo.; WBIR Knoxville, Tenn.; WCHV Charlottesville, Va.; WCOU Lewiston, Me.; WCOV Montgomery, Ala.; WCPM Cumberland, Ky.; WCRW Chicago, Ill.; WCTT Corbin, Ky.; WDNE Elkins, W. Va.; WEBJ Brewton, Ala.; WEKR Fayetteville, Tenn.; WENK Union City, Tenn.; WFBM Indianapolis, Ind.; WFOY St. Augustine, Fla.; WFTM Maysville, Ky.; WFUL Fulton, Ky.; WGGG Gainesville, Ga.; WMAK Nashville, Tenn.; WWWB Jasper, Ala.; KICD Spencer, Iowa; KSMA Santa Maria, Calif.; KVSQ Ardmore, Okla.; KWLC Decorah, Iowa; WDXE Lawrenceburg, Tenn.; WEBQ Harrisburg, Ill.; WEDC Chicago; WGBB Freeport, N. Y.; WJLM Lewisburg, Tenn.; WOWL Florence, Ala.; WSEC Chicago; WSFC Somerset, Ky.; WOV New York; WPLI Jackson, Tenn.

The Commission, by a Board composed of Commissioners Walker (Chairman), Hyde and Bartley took the following actions on July 16:

Change Operation Hours

KSNY Snyder, Tex.—Granted CP to change operation from 1280 kc 500 w-D, to 1450 kc 250 w, unl.; install new trans.

AM—1360 kc

KVIM New Iberia, La.—Granted CP to change frequency from 1570 kc to 1360 kc.

AM—1420 kc

WLNA Peekskill, N. Y.—Granted CP to increase power from 500 w to 1 kw-D.

Scheduled for Hearing

KTRM Beaumont, Tex.—Scheduled for hearing at Washington on Aug. 6, 1952 application for extension of time to complete construction, which was designated for hearing June 19, 1952.

Designated for Hearing

Greenwich Bestg. Corp., Greenwich, Conn. World Wide Bestg. Corp. Scituate, Mass.—Designated for hearing at Washington on engineering issues, application of Greenwich Bestg. Co. for new AM station no initial decision to be prepared until further order of Commission. Other issues are in consolidated proceeding with applications of World Wide Bestg. Corp. for CP and renewal of station licenses.

Petition Denied

KNOX Grand Forks, N. D.—By order, denied petition requesting reconsideration and grant of application to change facilities from 1400 kc 250 w unl., to 1310 kc 5 kw, unl., DA-N, install new trans. and ant. system and change trans. and studio location.

Reinstatement of CP

KGRO and KDAK Malvern, Ark.—Granted application for reinstatement of CP for new station to operate on 1380 kc 1 kw-D. At same time, notified KDAK that latter's pending application to change to KGRO's frequency is in conflict, therefore dismissed KDAK application.

WWOC Manitowoc, Wis.—Granted application for extension until Sept. 1, 1952 for completion of new station to operate on 980 kc 500 w-D.

Extension Granted

WTSV-FM Claremont, N. H.—Granted extension of special experimental authority to Jan. 10, 1953 for operation of WTSV-FM by remote control from WTSV Claremont.

July 17 Applications . . .

ACCEPTED FOR FILING

Extension of Authority

ABC New York—Extension of authority to transmit programs to CECF,

CBL and CBC beginning June 2, 1952. NBC New York—Extension of authority to transmit programs to CBL and CBM and other stations under CBC beginning Sept. 15, 1952.

Increase Power

KWCO Chickasaw, Ohio—CP to increase power from 250 w-D to 1 kw-D and install new trans. AMENDED to change name to Clarence E. Wilson and Philip D. Jackson d/b as Washita Valley Bestg. Co.

Extension of Completion Date

WARM Scranton, Pa.—Mod. CP which authorized frequency change, power increase installation of new trans. and DA-DN for extension of completion date.

Change ERP

WGMS-FM Washington, D. C.—Mod. license to change ERP from 19 kw to 20.9 kw; decrease ant. height above average terrain from 510 ft. to 472 ft.

Change Name

WNAC-FM Boston—Mod. license to change corporate name to General Teleradio Inc.

WGTR Paxton, Mass.—Mod. license to change corporate name to General Teleradio Inc.

Renewal of License

Following stations request renewal of license:

WCTN (FM) New Castle, Ind.; WINL (FM) Lebanon, Ind.; WUST-FM Bethesda, Md.

Extension of Completion Date

WBAL-TV Baltimore, Md.—Mod. CP for extension of completion date.

WCBS-TV New York—Mod. CP for extension of completion date.

License for CP

WCAU-TV Philadelphia—License for CP which authorized aux. ant. system.

July 16 Applications . . .

ACCEPTED FOR FILING

License for CP

WILS Lansing, Mich.—License for CP which authorized increase in D power, change from DA-N to DA-DN and install new trans.

Modification of CP

WMAW Menominee, Mich.—Mod. CP which authorized new AM for approval of ant. trans. location at 933 First St., Menominee and specify main studio location at same address.

AM—1450 kc

KPUY Puyallup, Wash.—Mod. license to increase power from 100 w to 250 w. AMENDED to change name to Clarence E. Wilson and P. D. Jackson d/b as Radio Station KPUY.

Renewal of License

Following stations request renewal of license:

WMIK Middlesboro, Ky.; KTXJ Jasper, Tex.

TENDERED FOR FILING

WDEL Wilmington, Del.—CP to install TV ant. on top of east tower of directional array.

APPLICATION RETURNED

KPOC Pocatonto, Ark.—RETURNED license for CP which authorized mounting of FM ant. on side of AM tower.

the NBC station serving
greater YOUNGSTOWN, O.
30th population area in U.S.

5,000 WATTS

WFMJ

Duplicating on 50,000 Watts FM

Telestatus

(Continued from page 80)

PERCENT OF TV HOMES REACHED IN PROGRAM STATION AREAS**

Rank	Program	Homes %
1	I Love Lucy (CBS)	54.2
2	Pabst Blue Ribbon Bouts (CBS)	42.4
3	Gillette Calvacade (CBS)	35.4
4	Arthur Godfrey's Scouts (CBS)	35.3
5	Arthur Godfrey & Friends (Liggett & Myers Tob.) (CBS)	34.8
6	Red Skelton (NBC)	34.6
7	Big Town (CBS)	34.3
8	My Little Margie (CBS)	34.2
9	Dragnet (NBC)	33.9
10	Arthur Godfrey & Friends (Pillsbury Mills Inc.) (CBS)	32.4

**The Nielsen "percent of homes reached" gives a relative measurement of the audience obtained by each program in the particular station areas where it was telecast—all TV homes in those station areas able to view the telecast being taken as 100%.

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* * *

Convention Coverage Has Trendex Rating of 41

TELEVISION network coverage of the first evening session of the Republican national convention—July 7, 9:30-11 p.m., a pooled operation by ABC-TV, CBS-TV, DuMont and NBC-TV—attained a Trendex rating of 41, the rating company reported last week.

Among regular sponsored programs, Trendex listed the top 10 for the week of July 1-7 as fol-

lows, with all ratings based on the one live broadcast during that week:

1. Talent Scouts	29.9 (CBS-TV)
2. Godfrey's Friends	26.2 (CBS-TV)
3. Racket Squad	22.1 (CBS-TV)
4. Fight of the Week	21.4 (CBS-TV)
5. The Web	20.7 (CBS-TV)
6. Summer Theatre	19.6 (NBC-TV)
7. Big Town	19.1 (CBS-TV)
8. Dragnet	18.3 (NBC-TV)
9. My Little Margie	18.2 (CBS-TV)
10. Danger	17.6 (CBS-TV)

* * *

'Lucy' Tops Six Cities In June 'Hooperade'

THE JUNE "Hooperade of TV Stars," released last week by C. E. Hooper Inc., shows that, for the first time since the "Hooperade" was started in January, a single program placed first in all six cities measured. The program: *I Love Lucy*, a CBS-TV series now on summer hiatus.

Only other program to place in the "Hooperade's" first 15 in all six cities was the *Red Skelton Show* on NBC-TV, while *Godfrey's Talent Scouts* on CBS-TV was in the first 15 in five of the six cities. In all, 35 programs showed up in the first 15 in one or more of the six cities. The cities, said to serve 45.8% of the nation's TV sets, are New York, Chicago, Los Angeles, Philadelphia, Boston and Detroit.

MAY-JUNE FCC BOXSCORE

STATUS of broadcast station authorizations at the FCC:

	—As of May 31—			—As of June 30—		
	AM	FM	TV	AM	FM	TV
Total authorized	2,418	647	108	2,420	648	108
Total on the air	2,352	630	108	2,355	629	108
Licensed (all on air)	2,328	531	94	2,333	582	96
Construction permits	90	66	14	87	66	12
Total applications pending	973	125	656	997	165	854
Total applications in hearing	211	8	7	210	7	8
Requests for new stations	323	10	541	323	9	716
Requests to change existing facilities	208	16	64	214	29	73
Deletion of licensed stations	0	2	0	1	2	0
Deletion of construction permits	0	0	0	3	0	0

FCC Roundup

(Continued from page 99)

loans and real estate. Principals in transferee are President Walter Herberich (2.91%), Vice President Alfred Herberich (12.5%), Vice President Charles G. Herberich (27.76%), J. D. Crawfis (15.48%), Mary Herberich (22.63%) and eight others who have minority interest.

WJAS-AM-FM Pittsburgh, Pa., and WHJB Greensburg, Pa. — Pittsburgh Radio Supply House. Granted transfer of control from H. Kenneth Brennen and Margaret M. Brennen, executors of estate of H. J. Brennen, deceased, to Sara A. Brennen, director of Radio Adv. Co. of Pittsburgh (45%); Margaret M. Brennen, treasurer of Radio Adv. Co. (15%); H. Kenneth Brennen, president of Radio Adv. Co. (15%), and Mary Thelma Bregenser, under terms of will of H. J. Brennen. No monetary consideration; settlement of estate. Granted July 17.

KOGT Orange, Tex. — Sabine Area Bcstg. Corp. Granted acquisition of control through sale by Arthur P. Kay Jr. of his 26% stock interest to Nelson T. Alter, et al., for \$1,000. Mr. Alter is manager of KOGT and comptroller for the Gem Jewelry Co., chain jewelers with stores in five Southern cities. Granted July 17.

New Applications . . .

TRANSFER REQUESTS

KERO Bakersfield, Calif. — Assignment of license from Radio Station KERO to Kern County Bcstrs. Inc. for \$110,000 for 90% interest. Principals in assignee include: President Albert E. DeYoung (51%), general manager and 10% owner of KERO; Vice President M. H. Stansbury (24%), 30% owner of Stansbury Inc. (oil well drilling contractor and operator); Secretary-Treasurer Bryan J. Coleman (5%), secretary-treasurer and 12% owner of Bakersfield Savings & Loan Assn.; Edward E. Urner (10%), KERO salesman; Kenneth R. Croes (5%), KERO program director, and S. B. Gill (5%), attorney. Filed July 10.

WEEK Peoria, Ill. — Assignment of CP and license to Robert S. Kerr, Grayce B. Kerr, T. M. Kerr, Geraldine H. Kerr, D. A. McGee, Fred Mueller (new partner who acquires 5% interest for \$6,895.22) and C. B. Akers (new partner who acquires 3.1% interest for \$4,290.21), d/b as West Central Bcstg. Co. Withdrawal from partnership are Callie B. Fentem and The Liberty National Bank & Trust Co., co-executors of estate of T. W. Fentem, deceased, who are paid \$9,576.09 for 6.9% interest, and Dean Terrill, who is paid \$5,746.48 for 4.2% interest. The present partners (Robert S. Kerr, Grayce B. Kerr, T. M. Kerr, Geraldine H. Kerr and D. A. McGee) pay \$4,290.21 for 3.1% interest. Accepted July 9.

WJAC (FM) Indianapolis, Ind. — Assignment of license from Jordan College of Music to Butler U. No monetary consideration for WJAC (FM); transaction part of overall merger of Jordan College of Music with Butler U. which occurred on Sept. 1, 1951. Accepted July 7.

WGAR Cleveland, Ohio — Relinquishment of control by Frances S. Richards, executrix of estate of G. A. Richards to The WGAR Bcstg. Co. through sale of 34,800 shares (24.4%) for \$556,800. Mrs. Richards' interest will be decreased from 64.9% to 40.5%. Accepted July 15.

KBKO Portland, Ore. — Transfer of control from Mercury Bcstg. Co. to W. Gordon Allen and Thomas P. Kelly for \$26,000 through sale of 320 shares of stock (75%). Mr. Allen (to have 216 shares out of 425 shares in KBKO) is 60% owner of KGAL Lebanon, Ore., 1/3 owner of KGAE Salem, Ore., and

50% owner of KSGA Redmond, Ore. Mr. Kelly (to have 105 shares out of 425 shares in KBKO) is commercial manager of KGAE. Filed July 16.

KOIN Portland, Ore. — Assignment of license from KOIN Inc. to Mt. Hood Radio & Television Bcstg. Corp. for \$700,000. Principals in assignee include Chairman of the Board Theodore R. Gamble (43.5%), vice president and 20% owner of KLZ Denver, 49% owner of KCMJ Palm Springs, Calif.; President C. Howard Lane (8%), vice president of WJJD Chicago, president and treasurer of Functional Music Inc., Chicago, and president of KFBI Wichita; Vice President Ralph E. Stolkin (21.75%), 25% owner and vice president of National Video Corp. (TV tube mfrs.), Chicago, 25% owner and vice president of Navidico Inc. (TV tube distributor and salvager), Chicago, 12 1/2% owner and president of Screen Assoc. Inc. (producer of theatre and TV films); Vice President Edward G. Burke Jr. (10.875%), equal partner in Ryan, Hayes & Burke (oil operators), San Antonio, Tex., same (1/2) interest in oil and gas firm in San Antonio, minority owner of Screen Assoc. Inc., 15% owner of KXOB Stockton, Calif., and vice president and 10.875% owner of Mt. Rainier Radio & Television Bcstg. Corp., and Sherrill C. Corwin (10.875%), president and sole owner of Corwin Theatre Corp., Los Angeles, and interested in several other theatre enterprises. Filed July 17. [See story, B+T, July 14.]

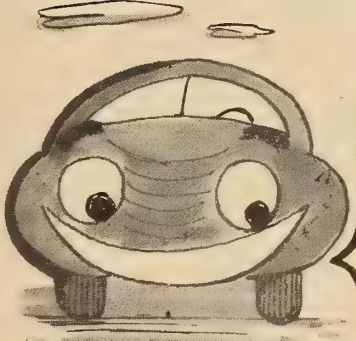
WCOR Lebanon, Tenn. — Assignment of license from The Lebanon Bcstg. Co. Inc. to Theodore F. Ezell Jr., G. Paul Crowder and Michael R. Freeland, d/b as Lebanon Bcstg. Co. Change from corporation to partnership, with each partner to hold same interest in firm as each now holds in corporation. No monetary consideration; no actual change of ownership or control. Accepted July 14.

KORC Mineral Wells, Tex. — Assignment of license from Raymond W. River to J. Elroy McCaw for \$45,000. Mr. McCaw is 50% owner and president of KELA Centralia-Chehalis, Wash., 1/2 owner and secretary-treasurer of KYAK Yakima, Wash., 1/2 owner and secretary-treasurer of KALE Richland, Wash., 21% owner of KLZ Denver, 50% owner of KPOA Honolulu, Hawaii, 50% owner of KILA Hilo, Hawaii, 50% owner and president of KYA San Francisco, and sole owner of KRSC Seattle. Filed July 16.

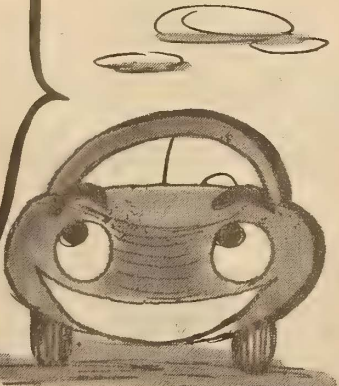
KFDR Delano (Grand Coulee), Wash. — Assignment of license from Grand Coulee Bcstg. Co. to Columbia River Bcstrs. Inc. for \$24,000. Principals in assignee include: President and General Manager J. W. England (33 1/2%), commercial manager of KBRC Mt. Vernon, Wash.; Vice President and Sales Manager Ward Beecher (33 1/2%), time salesman for KRSC Seattle, and Secretary Ernest G. Biggs (33 1/2%), manager and 1/2 owner of Evergreen Hosiery Co., Seattle. Filed July 15.

KJR Seattle, Wash. — Assignment of license from Totem Bcstrs. Inc. to Mt. Rainier Radio & Television Bcstg. Corp. for \$800,000. Principals in assignee are identical to those of Mt. Hood Radio & Television Bcstg. Corp. (KOIN Portland) above, except that C. Howard Lane is 10% owner in this instance and Sherrill C. Corwin is a vice president in this instance. Filed July 17. [See story, B+T, July 14.]

BOB HOPE will receive the first Al Jolson Award and Citation by the Veterans of Foreign Wars at the 53rd annual VFW national encampment in Los Angeles on Aug. 4.



How many
automobiles
are there in
Franklin
County,
Ohio?



The 1952
BROADCASTING
MARKETBOOK
has the
answer.

Publication date: August 18.
Subscribers' copies mailed with regular
August 18 issue.

Post-Thaw Operation Preparations

(Continued from page 70)

tion in TV, it was indicated. Mr. Kenney will be station manager of WKNB-TV.

Springfield Television Broadcasting Co., grantee for UHF Channel 61 at Springfield, Mass., hopes to be on the air by the end of the year and doubts it can do so any sooner because of delays in getting equipment and tower, according to President Roger L. Putnam, head of the Economic Stabilization Administration.

The firm, in which WSPR Springfield is minority stockholder, was given effective radiated power of 115 kw visual and 58 kw aural with antenna height above average terrain of 980 ft.

Mr. Putnam termed the equipment situation "tight" and said delivery estimates range up to a year and a quarter for a 10-kw transmitter. He indicated an interim operation is under consideration.

The ESA chief said his firm has been offered the shared use of the FM tower and transmitter building of WHYN Holyoke, also a UHF grantee, and this is being discussed.

The present studio facilities of WSPR may be used at the outset for TV, Mr. Putnam reported. Similarly, key WSPR executives would also handle the same positions in TV, aided by other WSPR staff members and additional personnel needed for the TV outlet.

Another UHF grantee, The Hampden-Hampshire Corp., licensee of WHYN Holyoke, Mass., hopes to be on the air by the end of this year but notes difficulty in obtaining UHF equipment. WHYN was granted Channel 55 with effective radiated power of 65 kw visual and 35 kw aural with antenna height above average terrain of 990 ft.

Charles DeRose, vice president and general manager of WHYN, hopes WHYN-TV can be on the air in about six months, but this depends upon equipment delivery. The station will start with a 1 kw transmitter at first, delivering 20 kw ERP.

Tower and transmitter building, those of WHYN-FM atop 1,200-ft. Mt. Tom, already are established, he noted.

E. Anthony & Sons, licensee of WNBH New Bedford, Mass., and grantee for UHF Channel 28 there, does not have an estimated commencement date. Basil Brewer, president, is on vacation following the Republican Convention. He was a delegate from Massachusetts.

WNBH-TV has been authorized effective radiated power of 200 kw visual and 100 kw aural with antenna height above average terrain of 490 ft.

The TV outlet will employ a transmitter site different from that of WNBH but the same studio facilities are expected to be used. No plans are set on staff and network affiliation at this time, it was reported.

WKBN Broadcasting Corp., licensee of WKBN Youngstown, Ohio, which received a permit for UHF Channel 27, finds equipment is "the main problem" and doubts it will be on the air this year. WKBN-TV was granted effective radiated power of 200 kw visual, 100 kw aural, with antenna height above average terrain of 510 ft.

W. P. Williamson Jr., general manager, reported some manufacturers promise delivery of a 1-kw UHF transmitter this fall, a 5-kw unit by spring and a 10-kw transmitter by the fall of 1953.

WKBN has joint facilities already constructed for radio and TV studios and transmitters, Mr. Williamson said, pointing out WKBN-TV will use the FM tower which was designed to include TV when it was constructed.

Since WKBN is a CBS affiliate, the TV outlet is expected to carry the same network.

Highest UHF Channel

Vindicator Printing Co., licensee of WFMJ Youngstown, Ohio, and grantee for UHF Channel 73 there, predicts it will take about a year to get its new TV outlet on the air. It is the highest UHF channel granted thus far by FCC.

Frank A. Dieringer, WFMJ chief engineer, pointed out a new joint AM-TV studio-transmitter plant and 1,000-ft. TV tower must be constructed. Estimated delivery date from RCA for a 10-kw UHF transmitter, he said, ranges from April 1943 to mid-summer of next year, but a 1-kw unit could be obtained about the end of the year.

WFMJ-TV expects to sign a network affiliation with NBC. WFMJ is both an NBC and ABC outlet.

Susquehanna Broadcasting Co., grantee for UHF Channel 43 at York, Pa., and licensee of WSBA there, is planning a November 1 commencement date of interim operation, according to Walter Rothensies, WSBA general manager. "We're going to press this thing," he said.

WSBA-TV has been authorized effective radiated power of 170 kw visual and 86 kw aural with antenna height above average terrain of 530 ft.

Since the WSBA-FM transmitter building and tower are in operation and were designed to include TV, the advent of WSBA-TV will be aided in that direction, Mr. Rothensies pointed out. "Early"

equipment delivery from RCA is expected although a fixed date is not known, he said.

Network affiliation is not finalized, he said, but talks have been held with ABC, of which WSBA is an affiliate.

The Helm Coal Co., licensee of WNOW York, Pa., and grantee for UHF Channel 49 there, hopes to be on the air by the first of the year depending on equipment delivery, according to Lowell Williams, WNOW general manager. "It is possible to be on this fall, but not likely," he said.

Mr. Williams stated transmitting equipment has been ordered but no delivery date is known at this time. WNOW-TV will use the existing tower of the AM station and also use the present WNOW studios "if practical." Later a new building would be constructed, he indicated.

Flint Permit

Trans-American TV Corp., which received a permit for UHF Channel 28 in Flint, Mich., hopes to get on the air this fall, but the exact date is dependent wholly on equipment delivery, according to James L. Rubenstone, president-treasurer of the company.

Mr. Rubenstone is winding up his job as special events director at WFIL-AM-TV Philadelphia, and intends to be in Flint by mid-August. At that time he will contract for transmitter building construction, choose a studio location and hire a staff.

Texas Broadcasting Corp., licensee of KTBC Austin, Tex., is planning for an early spring commencement date but hopes to be able to start operation by Christmas in order to get in on the big business season, according to J. C. Kellam, general manager. "We will bend every effort to do so," he said.

KTBC-TV has been authorized VHF Channel 7 with effective radiated power of 110 kw visual and 55 kw aural. Antenna height above average terrain is 480 ft.

Mr. Kellam said "we want to get going" but "hesitate going on with less than a 100 kw signal." Hence, KTBC-TV plans to start with interim operation of lower power only in the event long delay

would ensue in obtaining equipment for full power.

Full power transmitter delivery estimates presently are for the first of the year, Mr. Kellam noted, with tower delivery predictions ranging from 16 to 26 weeks. Transmitter and tower site has been set on an elevated 10-acre plot south of Austin. Temporary TV studios will be used at the present KTBC plant, he said, with some added space available there if necessary.

Network affiliation has not been signed but KTBC-TV is expected to carry CBS. The AM station also is a CBS outlet.

KTBC-TV personnel will be built around the present radio staff, Mr. Kellam said. KTBC executives will also hold the same positions in TV, including Richard (Cactus) Pryor, program director; Ben Herne, chief engineer, and Paul Bolton, news director.

Charles Henry Coffield, trading as Capital City Television Co., Austin, Tex., said he plans to begin operation on UHF Channel 18 "as soon as possible" but could not estimate a date because of equipment uncertainties. "It will be impossible to be on the air by Christmas," he said.

Mr. Coffield's new Austin station was granted effective radiated power of 210 kw visual and 105 kw aural with antenna height above average terrain of 320 ft. According to present plans, the tower is to be erected atop the Capital National Bank Bldg. with studio and transmitter facilities provided at the same location.

Noting he has to receive a copy of his construction permit from FCC before engineering plans can proceed, Mr. Coffield could give no estimate on expected delivery dates for the transmitter, tower and other equipment. He thought the steel strike may delay obtaining the tower.

Mr. Coffield reported he has made no plans respecting staff or network affiliation at this date. He said the telephone company indicated it would be a year before network service could be extended to Austin.

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BROADCAST BUREAU ATTACKS PARAMOUNT PETITION

IN biting attack on petition of Paramount parties that FCC delete anti-trust issue from case [B•T, July 14], FCC's Broadcast Bureau suggested that Commission act administratively to change its anti-trust policy for "any and all applicants." Opposition to petitions of ABC, CBS, Paramount Pictures Corp. and United Paramount Theatres Inc. was filed late Friday.

Commission must resolve, said Broadcast Bureau Attorneys Joseph M. Kittner, Fred W. Ford and Max D. Paglin, (1) that anti-trust activities of any and all applicants are immaterial to their qualifications as licensees; (2) that anti-trust policy report of last year be set aside; (3) that Congressional intent that anti-trust violations should be considered by FCC in judging applicants' qualifications will be disregarded, and (4) that Mester Bros. case no longer reflects Commission policy.

Broadcast Bureau also pointed out that even if anti-trust issues are deleted, Commission still must determine conflicts in testimony among witnesses. It declared that request that Commission order proposed finding filed within 20 days and that it issue final decision before Sept. 1—bypassing hearing examiner—is in error in that Commission will not be able to issue decision so fast.

Bulk of Broadcast Bureau's 35 page document is legal justification for consideration of applicant's past anti-trust history in judging qualifications.

As to DuMont, Broadcast Bureau suggested that Commission might grant that company's request for severance from package case, which involves merger of ABC and UPT, as well as renewal of license of Paramount Pictures Corp.'s KTLA Los Angeles, among others. DuMont also had objected to grant of petitions for deletion of anti-trust issue, etc. (see earlier story, page 46).

NARTB ASKS DELAY ON REMOTE DELETIONS

DELAY of 24 months in deletion of nine remote pickup frequencies in 2000-3500 kc band asked in comment filed with FCC by NARTB. Association asks time to permit amortization or conversion of equipment. It also asks retention of three channels above 1600 kc and widening of channels in 26 mc band for remote service. FCC recently assigned several new bands for remote service. NARTB proposed rules be amended to permit broadcasters to apply for special temporary grants to use other suitable frequencies for particular pickups.

NBC also filed petition, noting Atlantic City deletes only two of nine channels and stating new frequencies in 25 mc area don't work as well for some purposes. If deletions must be made, NBC asked that broadcasters be given two years to modify or amortize equipment or that other frequencies be provided on share basis when new channels are "unsuitable or unavailable for transmission."

KRON-TV JOINS NARTB

KRON-TV San Francisco last week joined NARTB, becoming 89th TV outlet in association rolls.

WNEW FIGHTS BACK

REVERSE twist on station convention coverage promotion is employed by WNEW New York. Full page ad in New York papers on Wednesday will ask "ears bent? eyes bleary? knocking yourself out to catch every convention word, every oratorical gesture?" and go on to suggest that "to keep fully informed and be entertained, not enslaved . . . go right on enjoying your favorite WNEW personalities and musical programs and, whenever anything of importance happens at the convention, WNEW will tell you about it, within a matter of minutes. And the story will be told in minutes, not dragged out hour after weary hour."

CBS-TV, DELUXE LABS SIGN 'LARGEST' FILM PACT

CBS-TV announcing today (Monday) signing of contract described as largest ever completed between any TV network and film processing laboratory. Pact signed by CBS-TV President J. L. Van Volkenburg and Alan Freedman, president of De Luxe Labs, New York, provides for minimum of 100 million feet of film processing over long-term period. Frank Falknor, CBS-TV vice president in charge of operations, said "signing this record-breaking contract with De Luxe is further evidence of CBS Television's confidence in New York City remaining as major center of television operations." De Luxe, said to be largest film processing plant in world, is located around corner from nine-acre plant purchased last May by CBS-TV for conversion into site for CBS-TV Film Service.

TV BORDER ALLOCATIONS

AGREEMENT covering allocation of TV channels on either side of U. S.-Canadian border was announced Friday by State Dept. Covering assignments 250 miles on each side of border, agreement makes no changes in U. S. assignments as enumerated in FCC's Sixth Report [B•T, April 14]. Canadian assignments are, with few changes, same as detailed in FCC's Third Notice last year [B•T, March 26, 1951].

Agreement was effected by exchange of notes between two governments. U. S. note was dated April 23, 1952; Canadian note, June 23, 1952. Provision was also made for establishment of similar technical standards—already set in Commission's Sixth Report.

SAUCERS IN SKY

ELMER CHAMBERS, WRC Washington transmitter engineer, told Associated Press Friday he had seen half-dozen bright orange discs streaking through sky about 2 a.m. Friday while on duty at transmitter, in Washington outskirts. He said discs moved single file toward northeast at 30 degree angle above ground and were visible for five or six seconds.

PEOPLE...

ROBERT L. BRYAN appointed to New York sales staff of George P. Hollingbery Co., station representative.

RUPERT LUCAS, former national director of television program sales for ABC, named general executive of Barry & Enright Productions. N. Y.

JAMES MILLERICK has joined copy staff of Hicks & Greist Inc., N. Y. He was formerly with Barlow Adv. and also member of Connecticut state legislature.

DR. HENRY W. FREDERICKS, foreign department manager of Buchen Co., Chicago, named western vice president of Assn. of International Advertising Agencies.

JAMES S. AYERS, former general manager WAKE Greenville, S. C., named southeastern representative of O. L. Taylor Co., station representation firm, effective immediately.

CARROLL H. MARTS, midwest sales manager of MBS, named manager of midwest operations, with VIRGIL REITER, MBS midwest sales executive, moving into Mr. Marts' spot.

BILL YONAN leaves ABC Chicago, where he is network radio salesman, in mid-August to join NBC Chicago as manager of network radio sales promotion.

NEW TV APPLICATIONS

FCC Friday received 13 new and amended applications for TV outlets and two requests from existing stations for change in their facilities. New applications were:

Fresno, Calif.—John Poole Bestg. Co., UHF Ch. 53, ERP 281 kw visual, antenna height above average terrain 337 ft. Estimated construction cost \$288,000, first year operating cost \$160,000, revenue \$120,000. Applicant is licensee of KBIG Avalon, Calif., and applicant for TV outlets in Bakersfield, Los Angeles, Sacramento, Salinas and Stockton, Calif. [This application modifies application filed fortnight ago; see B•T, July 14].

* KRDO Colorado Springs, Col., Ch. 13, ERP 11.31 kw, antenna —621 ft. (+465 ft. above ground). Construction cost \$237,009, operating cost \$163,190, revenue \$211,110.

Bridgeport, Conn.—Harry L. Liftig, UHF Ch. 49, ERP 99.3 kw, antenna 658 ft. Construction cost \$223,600, operating cost \$123,000, revenue \$100,000. Applicant is treasurer and 25% stockholder of Samuel J. Liftig Inc. (metal and industrial supplies), Astonia, Conn.

WJNO West Palm Beach, Fla., Ch. 5, ERP 100 kw, antenna 527 ft. Construction cost \$283,345, operating cost \$120,000, revenue \$125,000.

WWDC Washington, D. C., UHF Ch. 20, ERP 78 kw, antenna 450 ft. Construction cost \$171,000, operating cost \$113,800, revenue \$104,000.

Evansville, Ind.—W. R. Tuley, UHF Ch. 50, ERP 185 kw, antenna 514 ft. Construction cost \$215,221, operating cost \$195,000, revenue \$200,000. Applicant is 50% owner of Tuley & Carter (drilling contractors and oil producers), Evansville.

WSON Henderson, Ky., UHF Ch. 50, ERP 25 kw, antenna 330 ft. Construction cost \$154,788, operating cost \$106,000, revenue \$140,000. Citizens Theatre Co. will have 60% interest and Hechts Lackey, 100% owner of WSON, will have 10% interest.

WDGY Minneapolis, Minn., Ch. 9, ERP 288 kw, antenna 478 ft. Construction cost \$400,000, operating cost \$443,000, revenue \$521,000.

KXLK Great Falls, Mont., Ch. 3, ERP 1,731 kw, antenna 245 ft. Construction cost \$112,800, operating cost \$115,750, revenue \$87,000.

WHHH Warren, Ohio, UHF Ch. 21, ERP 83 kw, antenna 502 ft. Construction cost \$484,421, operating cost \$175,000, revenue \$150,000.

* KRMG Tulsa, Okla., Ch. 2, ERP 100 kw, antenna 521 ft. Construction cost \$719,193, operating cost \$458,351, revenue \$510,992.

* WKNA Charleston, W. Va., UHF Ch. 49, ERP 249 kw, antenna 391 ft. Construction cost \$326,957, operating cost \$141,660, revenue \$120,000.

Milwaukee, Wis.—Milwaukee Area Telecasting Corp., Ch. 12, ERP 316 kw, antenna 1,003 ft. Construction cost \$658,870, operating cost \$875,000, revenue \$850,000. Principals include President Paul A. Pratt (3%), president and 95% stockholder of Wisconsin Valley Creamery Co.; Vice President Loron E. Thurwachter (10%), owner of Park Theatre, Waukesha, and General Manager Rolando F. Gran (50%), Wisconsin theatre operator.

* Indicates amended application.

Asked change in facilities:
WOC-TV Davenport, Iowa, change to Ch. 6, ERP 100 kw, antenna 609 ft.; change from Ch. 5, ERP 15.6, antenna 560 ft. Estimated cost of change \$251,738.
WJBK-TV Detroit, Ch. 2, increase power to 100 kw, antenna 500 ft. Cost of power increase \$420,000.



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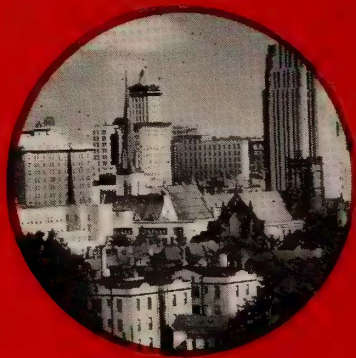
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