

TELECASTING

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By day and by night . . . 9 is Number 1
among New York's independent TV stations!

*Only two high-priced network stations
top WOR-TV in audience throughout the
world's largest television market . . .
even during non-baseball periods.*

*And Channel 9's low-cost formula means
mass sales at a profit for you. WOR-TV
is now accepting orders for Fall start.*

in our
7th
year

WOR-tv channel **9** for New York

serving over 3,000,000 TV homes in the world's richest market

In Houston...

KPRC-TV

SELLS!

BARBECUE SETS

A "TV Special" advertised on KPRC-TV by Sears, Roebuck and Co., featuring a five-foot barbecue set consisting of a table and two benches at \$19.88 sold 247 sets in nine hours, PLUS a good number of higher priced sets.



CLOTHING

106 OUT-OF-SEASON ladies' suits featured at \$39.00 each by BOND STORES, INC., were sold as a result of one fifty-three second announcement on KPRC-TV. These suits were not advertised or displayed by any other means than television.



AUTOMOBILE AIR CONDITIONERS

Following a one time offer on KPRC-TV, Automobile Dealer EARL McMILLIAN received eighty-six (86) calls in person or by phone regarding Refrigaire Air Conditioning units for automobiles... a high cost luxury item. He sold all he had in stock, and will be filling orders for weeks to come.



If you want to
**SELL the South's
Richest market**
You want your
sales message
on **KPRC-TV**

FIRST—
in the South's First Market

JACK HARRIS, General Manager
Nationally Represented By
EDWARD PETRY & CO.

**CHANNEL 2
HOUSTON**

KPRC-TV

AUGUST 25, 1952

FOUR MORE STATION GRANTS

FCC Expands TV Staff

By LARRY CHRISTOPHER

FOUR MORE new station grants—three commercial and one educational—were issued by FCC last week as the Commission continued plans to bolster its TV processing staff and reported it has requested its hearing examiners to clear up pending cases as soon as possible in order to begin TV hearings this fall.

The grants, bringing total new commercial authorizations to 33 and educational permits to 7 since lifting of the freeze [B•T, April 14], included:

Chattanooga, Tenn.—Chattanooga TV Inc., UHF Channel 49, effective radiated power 20 kw visual and 10 kw aural, antenna height above average terrain 460 ft. WMFS there owns 50% of grantee.

Chattanooga, Tenn.—Tom Potter, UHF Channel 43, ERP 275 kw visual and 140 kw aural, antenna 1,270 ft. Mr. Potter is an independent oil producer, new grantee also at Austin, Tex., and applicant at Baton Rouge, La., and Beaumont, Tex.

Austin, Tex.—Tom Potter, UHF Channel 24, ERP 280 kw visual and 145 kw aural, antenna 640 ft. See Chattanooga grant.

Houston, Tex.—U. of Houston and Houston Independent School District, reserved noncommercial educational VHF Channel #8, ERP 30.2 kw visual and 15.4 kw aural, antenna 310 ft.

Applications designated or slated for hearing now total 114 with the addition of the following new notifications:

El Paso, Tex. (Priority Group A-2, No. 15)—KEPO Inc. (KEPO), applicant for VHF Channel 13, is being advised that its bid "involves financial questions which indicates the necessity of a hearing."

Savannah, Ga. (Group A-2, No. 22)—WSAV Inc. (WSAV) and WJIV-TV Inc. (WJIV), both seeking VHF Channel 3, are being advised their applications are mutually exclusive and consolidated hearing is required. Savannah Broadcasting Co. (WTOC) and Martin & Minard, both seeking VHF Channel 11, are being notified of need for comparative hearing.

Knoxville, Tenn. (Group A-2, No. 21)—Mountcastle Broadcasting Co. (WROL) and WKGN Inc. (WKGN), both seeking VHF Channel 6, are being notified of need for comparative hearing. Scripps-Howard Radio Inc. (WNOX), Radio Station WBIR Inc. (WBIR) and Tennessee Television

Inc., all seeking VHF Channel 10, are being notified of need for comparative hearing.

Peoria, Ill. (Group A-2, No. 24)—WIRL Television Co. (WIRL) and Peoria Broadcasting Co. (WMBD), both seeking VHF Channel 8, are being notified comparative hearing is required.

The 33 post-thaw commercial grants include 9 VHF and 24 UHF assignments, while the 7 noncommercial educational grants include 2 VHF and 5 UHF authorizations. Since initial action July 11, when FCC granted 18 permits [B•T, July 14], the Commission has been issuing an average of about five new station grants each week. Ratio of new grants to application processing, it was learned last week, is currently about one to five. Amended and new station applications filed since April 14 totaled 773 as of last Thursday.

Other TV Developments

Other new TV developments include:

● Designation of hearing examiners for initial comparative hearings to begin Oct. 1 in Washington, D. C., for competitive applicants at Waterbury, Conn; Portland, Ore.; Canton, Ohio, and Denver. Pre-hearing conference for Portland applicants is set Tuesday in Washington. Canton pre-trial conference was held last Tuesday.

● Support and opposition to proposed allocation changes at Temple, Tex., and Lexington, Ky.,

respectively, were filed with FCC last week [B•T, Aug. 4, July 28].

● Plan of WSAL Logansport, Ind., to switch Louisville, Ky., from Zone II to Zone I (to allow assignment of VHF Channel 10 at Logansport as well as Carbondale, Ill., but altering channel of WHAS-TV Louisville) met with opposition last week from WHAS-TV [B•T, Aug. 11].

● Polan Industries, UHF Channel 21 applicant at Youngstown, Ohio, asked FCC to reject bid of WFMJ-TV there for switch from its newly granted UHF Channel 73 to Channel 21 [B•T, July 14]. Polan Industries indicated it has prior right since it informed FCC that allocation of Channel 33 was in error there and suggested Channel 21. Firm contends WFMJ-TV proposal would unlawfully tie up two channels there.

● WEOL Elyria, Ohio, petitioned FCC to conditionally grant its bid for UHF Channel 31 and set for hearing competitive bid of Lorain Journal Co., Lorain, Ohio, on grounds FCC in past has found latter unqualified to be a broadcast licensee.

● FCC Chairman Paul A. Walker, addressing a national workshop at WOI-TV Ames, Iowa, on Monday, noted educational TV could help make the nation's nearly 10 million "functional illiterates" better consumers as well as better citizens, indicating their higher earning power would more than

pay for all 242 educational stations possible.

FCC's two UHF grants at Chattanooga are the first for that city. FCC earlier had advised both Tom Potter and Chattanooga TV Inc. that hearings would be necessary respecting their applications because of financial questions, but the Commission last week reported those questions have been satisfactorily answered.

VHF Channel 3 at Chattanooga is being sought by both WAPO and WDOD there and VHF Channel 12 is being sought by WDEF, Tri-State Telecasting Corp. and Southern Television Inc. Comparative hearings are slated for both channels.

Affirms TV Interest

In the case of Mr. Potter, aside from the question of financial qualifications, FCC had raised a question respecting his past broadcast operations. When Mr. Potter sold his interest in KBTW (TV) Dallas (now WFAA-TV) several years ago, he stated certain other business affairs demanded his full attention. He currently informed FCC that those business interests have been disposed of and asserted he is not re-entering TV in a speculative venture.

Mr. Potter advised the Commission his annual income includes an amount in the sum of \$150,000 (after taxes) not committed to the discharge of any liabilities and said after certain gas lines are completed in the near future his clear income will be increased about \$30,000 monthly. He has a long-term liability of \$2 million, he advised FCC, but this is secured by oil well assets of stated value totaling nearly \$4 million. All other liabilities are similarly secured by property or are short term.

The Texas oilman reported he has received a firm offer of nearly \$600,000 for certain ranches which he would sell if required to meet TV expenses. In addition, he has been offered \$1 million cash and an added \$2 million in oil payments for certain oil wells and leases which he would dispose of if necessary.

Mr. Potter's grant at Austin is the third post-thaw authorization for that city. FCC earlier granted VHF Channel 7 to KTBC and UHF Channel 18 to Capital City Tele-

(Continued on page 59)

Addenda to City Priority List

FOLLOWING is a compilation of typographical corrections and inadvertent omissions in the complete tabulation of FCC's city priority list published a fortnight ago [B•T, Aug. 11]. Corrections to the Aug. 11 issue listing:

Group A-2

Page 74—No. 14, Chattanooga, Tenn. Channel sought by Chattanooga TV Inc. is Ch. 49, not 29. Grant was issued last week (see story, this page).

Page 76—No. 98, West Palm Beach, Fla. Add pending application of Palm Beach Bcstg. Corp. (WWPG Palm Beach) for VHF Ch. 12 [B•T, July 7].

Page 76—No. 140, Owensboro, Ky. Add pending application of Owensboro on the Air Inc. (WVJS) for UHF Ch. 14 (see page 58).

Page 78—No. 448, DeKalb, Ill. FCC, upon inquiry by B•T, has deleted DeKalb from priority list since only re-

served channel is assigned there. All following cities in A-2 line move up one number as result.

Page 78—No. 377, San Luis Obispo, Calif. Add application of Valley Electric Co. (KVEC) for VHF Ch. 6, filed June 27 [B•T, July 7].

Group B-2

Page 82—No. 148, Binghamton, N. Y. Add Southern Tier Radio Service Inc. (WINR) for UHF Ch. 40 [B•T, July 7].

Group B-4

Page 84—No. 190, San Diego, Calif. Add pending application of Charles E. Salik (KCBQ) for VHF Ch. 10, filed with FCC July 17 but not previously reported (see page 58).

Group B-5

Page 85—No. 207, Minneapolis-St. Paul. Operating station on Ch. 4 should be WCCO-TV (formerly WTCN-TV) and pending applicant Minnesota Television Public Service Corp., seeking Ch. 11 at St. Paul, should be listed as new owner of WTCN-AM-FM [B•T, Aug. 4].

PARAMOUNT CASE

Decision Seen in Late Fall

SOMETIME in November is the best bet for the initial decision on the combination Paramount case—which involves the merger of ABC and United Paramount Theatres Inc. among other issues.

FCC Hearing Examiner Leo Resnick closed the record of the seven-month-old hearing Aug. 20 and ordered proposed findings by Sept. 19 on all aspects of the case except the DuMont-Paramount Pictures control issue. On that, he ordered findings by Sept. 9, with, he warned, no extensions to be granted.

He intimated that if he was not ready to consider proposed findings on other parts of the case, and extensions were requested, he might agree to grant additional time.

The hearing, which began Jan. 15 and has occupied 90 days of testimony, was brought to a close last Wednesday when Mr. Resnick denied a request by FCC Counsel Frederick W. Ford for a two-month recess. Mr. Ford wanted that time to investigate Paramount Pictures' anti-trust record since Aug. 7, 1948.

1948 Cutoff

The 1948 cutoff date was ordered by the FCC when it ruled that evidence of anti-trust activities prior to that date should not be considered by the examiner [B•T, Aug. 4]. This was in response to requests to expedite the hearing asked by ABC, CBS, UPT and Paramount Pictures.

Mr. Resnick also ruled last week that Paramount Pictures need not submit additional information regarding anti-trust suits coming within the three-year period. Already in the record is a list of such suits, including brief descriptions.

Despite an appeal by DuMont counsel Morton R. Galene that the record be kept open until the FCC rules on a DuMont petition to extend the "benefits" of the three-year cutoff to the DuMont-Paramount aspects of the case [B•T, Aug. 18], Mr. Resnick ordered the record closed.

He ruled that if the Commission acceded to DuMont's request, the record could be opened for such correction.

DuMont also told the Commission its Aug. 1 order deleting evidence about anti-trust activities more than three years old violated the Administrative Procedures Act in that it interfered with the examiner's discretion. It asked that the Commission rescind the Aug. 1 order.

Opposition to part of the DuMont petition was filed last Wednesday by ABC and UPT. Both argued the examiner was correct in considering the three-year cutoff to apply to all parties to the case. They also declared the ex-

aminer was correct in excluding the question of credibility on testimony which had been deleted from the record.

Highlight of last week's half-day session was Mr. Resnick's ruling on Mr. Ford's request for permission to investigate and produce witnesses to testify about more recent anti-trust cases in which Paramount Pictures is a defendant. Mr. Resnick had asked the FCC whether its Aug. 1 order permitted such a move. The Commission told the examiner it was up to him to judge whether it was required to ensure a complete record, yet expedite the proceedings.

Mr. Resnick's ruling on this point last week was as follows:

It is my opinion that the Commission in emphasizing that the alleged anti-trust activities now embraced by the proceeding are comprehended within the original issues has indicated its view that eliminating evidence with respect to anti-trust activities occurring prior to Aug. 7, 1948, is not to be regarded as a change in the issues comparable to the situation in which a new issue has been added.

Certainly if the Commission in the middle of a hearing added some issue, permitting the parties time to prepare as well as to introduce evidence with respect to that issue would be more a matter of right than a matter of discretion, although the particular time permitted would be a matter calling for the exercise of the examiner's informed discretion.

As I read the Commission's memorandum opinion of Aug. 13, 1952,

the Commission does not regard the present situation as one comparable to that which would arise if a new issue were added.

I believe the Commission has ruled on that question on which I requested clarification.

We are, therefore, in a position where one party wishes to amplify a showing with respect to particular matters, even though that party has already, with certain exceptions not material here, closed his case.

This interpretation of the Commission's position is fortified by the last sentence of the memorandum opinion of Aug. 13, 1952, which states that any participant should have reasonable opportunity to present evidence thus far not presented, but which is now believed to be of importance in the light of the memorandum opinion and order of Aug. 1, 1952.

In my opinion, the Commission is indicating here that the opportunity which it would provide is to present evidence. There is no indication that the Commission also contemplates investigation and search for evidence. This view is supported by the previous sentence in the opinion of Aug. 13, 1952, which emphasizes the inconsistency between investigation and a speedy determination of this proceeding.

These views are further confirmed by consideration of the Commission's objective, namely, a speedy determination of the case and of its action in eliminating from consideration evidence with respect to anti-trust activities occurring earlier than Aug. 7, 1948. The Commission did not eliminate from consideration evidence already on the record and requiring no further time except for proposed

UHF JUMP

UHF telecasting will start off slowly but will expand swiftly into a major advertising and entertainment force, NARTB District 7 radio and TV delegates were told Tuesday as the district meeting series opened in Cleveland (see story page 26).

William Fay, WHAM-TV Rochester, heading a TV panel as representative of NARTB's TV Board of Directors, predicted UHF stations will have "tough sledding" for a couple of years but "UHF will come very fast when it gets started."

Mr. Fay predicted a UHF network will be operating soon after stations take the air in the upper portion of the band.

Panel members were James C. Hanrahan, WEWS (TV) Cleveland; Allen Haid, WSPD-TV Toledo; Thad Brown, Richard P. Doherty, Ed Bronson and Howard Bell, of the NARTB headquarters staff.

Mort Watters, WCPO-TV Cincinnati, suggested UHF stations in some markets might offer networks a one-year bonus arrangement while getting under way.

Public confusion over UHF and VHF interested panel members and delegates. L. A. Pixley, WLOK Lima, Ohio, voiced concern over technical material in advertising

To Follow Slow Start, Fay Tells Delegates

★ of TV receivers. Mr. Brown suggested all sets should have provision for installation of UHF converters or tuning devices. Mr. Hanrahan foresaw reduction in receiver prices as competition increases but Mr. Fay pointed out importance of the cost factor in building UHF and UHF-VHF combination sets.

Operation Costs

Station operating costs concerned both TV and potential TV broadcasters, with program, personnel and equipment problems discussed at length. Mr. Doherty advocated integration of personnel instead of specialization as a means of avoiding excessively large staffs as well as overtime. Mr. Hanrahan added that periodic rotation of personnel is effective.

On the programming side, Mr. Fay said remote costs can run high, citing a church pickup that cost \$800. Mr. Hanrahan said WEWS uses two field cameras for studio programs. He said costly

findings on the one hand, and at the same time contemplate investigations, continuances and lengthy hearings with respect to alleged anti-trust activities since Aug. 7, 1948, on the other hand. To attribute such a purpose to the Commission would be to nullify its memorandum opinion and order of Aug. 1, 1952.

To hold this record open for the time requested by counsel for the Broadcast Bureau would be to convert what purports to be a hearing into a continuous and perpetual investigation.

For these reasons the request for a two-months continuance is denied.

In addition to the merger of ABC with UPT and whether DuMont is controlled by Paramount Pictures by virtue of 29% stock interest, the case also involves the sale of WBKB (TV) Chicago to CBS, the license renewal of Paramount Pictures-owned KTLA (TV) Los Angeles, the transfer of control of WSMB New Orleans from Paramount Pictures to UPT, and other subsidiary factors.

GITTLESON NAMED

WJAR-TV Operations Mgr.

APPOINTMENT of Norman Gittleston as manager of television operations for WJAR-TV Providence, R. I. was announced Aug. 15 by the Outlet Co., owner and operator of the station.

Mr. Gittleston, who has been serving as sales and program manager of WJAR-TV, will report to George O. Griffith, vice president and treasurer of the licensee firm. He also will continue his present duties, overseeing all TV operations. Mr. Gittleston was sales promotion manager at WFMV-TV Greensboro, N. C. before joining WJAR-TV in April 1951.

trucks are not necessary for remote programming and added that trailers can be used.

Complaints were widespread about quality of films but improvement is being made, it was agreed. Mr. Fay advised stations to buy film with great care and predicted quality will continue to become better. NARTB is preparing a film distribution manual, Mr. Brown said. He explained that a revised manual giving detailed construction cost figures soon will be released by NARTB.

A study by the association shows film rentals comprise an average of 8.5% of the cost of smaller station operation, Mr. Doherty explained. He reminded listeners that no current movie films employing union musicians are allowed to be released on TV by orders from James C. Petrillo, AFM president. He described jurisdictional problems when both engineering and stagehand unions have contracts with a TV station.

KNBH (TV) Hollywood *The Adventures of Patches* will appear as comic and color books and other novelty items through deal signed by Charles Shows, writer-producer, with Toy & Novelties Assn.

SWG STRIKE

Bogs as Support Melts

SCREEN WRITERS Guild's two-week-old strike against Alliance of Television Film Producers bogged down last week with refusals of support by the Hollywood AFL Film Council and Radio Writers Guild and with formation of a new television writers group.

More than a hundred "live" and film TV writers formed the unaffiliated Television Writers of America Wednesday and elected Charles Isaacs, chief writer on NBC-TV's *Jimmy Durante Show*, as temporary chairman.

The Film Council and RWG refused to support the strike, the former claiming SWG failed to comply with certain procedural details before calling its strike against ATFP and because SWG is not a member of the council. The Los Angeles Central Labor Council (AFL) reportedly also refused to support SWG on similar grounds.

Author's League of America continued support of the SWG strike with a carefully-worded letter putting pressure on advertising agencies servicing sponsors of ATFP films. The letter, signed by Rex Stout, ALA president, warned of the "possible effect that our action may have upon you and your client."

Members Sought

The newly-organized TvWA will seek membership among writers in both live and filmed video. Membership applications are being mailed this week and NLRB will be asked to hold an election to have TvWA declared bargaining agent. TvWA reported that an additional 100 writers had signified their intention to join.

RWG's refusal to support the strike constituted an open defiance against ALA, RWG's parent organization. RWG claimed its members had no choice in forming SWG demands or strategy and charged the ALA order directing members to strike was illegal because, RWG said, the ALA constitution expressly forbids strike action until two-thirds of the membership of any guild affected have voted on the strike action. The strike, RWG said, was announced by SWG-ALA before RWG members received strike ballots.

The TV film producers insisted anew last week that the walkout isn't going to halt their output.

Deane F. Johnson, attorney for Alliance, claimed that scripts already are being submitted by both SWG members and non-SWG members. Some TV producers, he declared, have enough shooting scripts on hand to take production through spring.

He reiterated that ATFP will not give ground on its refusal to grant the SWG demand of a minimum advance payment to the writer against a percentage of the gross, nor give what he said are other

MOWREY NAMED

Is WJZ-TV Program Mgr.

APPOINTMENT of Paul Mowrey as program manager of WJZ-TV New York, effective Aug. 25, was announced Thursday by Trevor Adams, WJZ-TV manager.

Mr. Mowrey, a veteran of 13 years in the television industry, moves into his new post from ABC's program sales department.

He began his association with ABC (then the Blue Network) in 1944 as supervisor of television sales. In this position, Mr. Mowrey played an important part in putting into operation all of the network's owned-and-operated television stations in New York, Detroit, Chicago, Los Angeles and San Francisco. Subsequently, he supervised sales operations for network package programs and then joined ABC's television sales department.

Prior to joining ABC, Mr. Mowrey worked for CBS as manager of studio operations, network producer and program manager. He began his career in television in 1939.

BOSS APPOINTED

Heads RCA Victor TV Unit

W. E. BOSS has been appointed manager of the television market development section of the RCA Victor Home Instrument Dept., it was announced last week from Camden, N. J.

Mr. Boss, who succeeds D. D. Halpin, will supervise the opening and development of video markets, including those created by installation of RCA community Antennaplex system.

A resident of Haddonfield, N. J., Mr. Boss has been with RCA since 1947. Before assuming his present duties, he served for one year as assistant to J. B. Elliott, the firm's vice president in charge of consumer products.

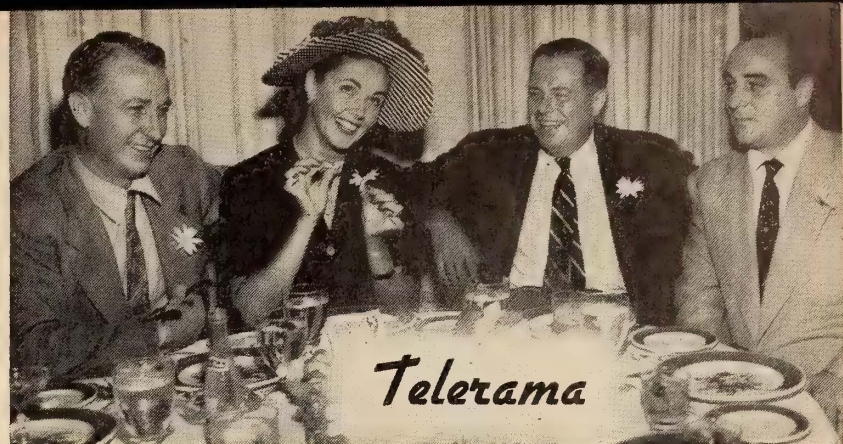
Campaign Planned

WANDER Co., Chicago, for Ovaltine, plans to go into 31 TV markets Sept. 28 with sponsorship of half-hour western and adventure movies on Sunday mornings to attract a children's audience. Preference is being given to stations which already carry the Republic Pictures series of eight serials, each of which has six chapters. Schedule is set for a minimum of 30 weeks. Agency is Grant Adv., Chicago.

"unreasonable" concessions sought by the guild.

Screen Writers Guild, in a formal statement, branded as completely untrue the RWG charges, alleging the radio writers deliberately distorted the facts.

Screen Story Analysts Guild also joined the strike, instructing its membership last week "not to write for, nor submit any material" to any ATFP producer.



DISCUSSING weekly *Bachelor's Haven*, sponsored on KNXT (TV) Hollywood by Pearson Pharmacal Co. (Ennds), N. Y., are (l to r) Peter Finney, acct. exec., Harry B. Cohen Adv., N. Y.; Kay Aldridge, program panelist; Edward Aleshire, agency ex. v.p., and Paul Coates, panelist.



HERBERT O. PHILLIPS (r) has just been appointed exec. art dir. in the Scenic Div., CBS-TV Network Operations Dept. He will report to Carlton Winckler (l), CBS-TV production mgr. Mr. Phillips has been art director for major picture studios.

ADV. ASSN. of West's award for best one-minute or less TV film commercial of 1952 for a national advertiser is presented to Harry Wayne McMahan (l), pres., Five Star Productions Inc., Hollywood, by J. Neil Reagan, a McCann-Erickson v. p.



CHECKING Ralston food locker on company's famous space ship, Terra IV, are (l to r) George Shields, Ralston acct. exec., and Bill Fisher, radio-TV dir., both new v. p.'s at Gardner Adv., St. Louis. Ship is featured on ABC-AM-TV's *Space Patrol*.

REED HADLEY (l), who portrays Captain Braddock in *Rocket Squad*, on trip from Hollywood to New York, discusses program with Alfred E. Lyon, board chairman, Philip Morris & Co., which sponsors the CBS-TV show.

ASSEMBLED by tie-in promotion are (l to r) Robert A. Lee, appliance center mgr., John J. Carroll Dept. Store, Newark, Ohio; Lee Corder, Admiral radio and TV distributor; Pat Ward, WTVN (TV) Columbus star; Warren F. Warner, prog. dir. and Russell C. Mock, merchandising mgr., WTVN.



television grants and applications

Digest of Those Filed With FCC Aug. 15 through Aug. 21

Grants Since April 14:

Applications Since April 14:

	VHF	UHF	NEW	AMENDED	VHF	UHF	TOTAL
Commercial	9	24			(Commercial)		
Educational	2	5	450	312	456	305	762
Total	11	29			(Educational)		
			11		4	7	11

On the Air 110¹

¹ Includes XELD-TV Matamoros (Mexico)-Brownsville.

461 312 460 312 773²

² One applicant did not specify channel.

NEW STATION GRANTS

CHATTANOOGA, Tenn. — Chattanooga TV Inc. (WMFS). Granted UHF Ch. 49 (680-683 mc); ERP 20 kw visual, 10 kw aural; antenna height above average terrain 450 ft., above ground 442 ft. Conditions. Estimated construction cost \$205,320, first year operating cost \$170,050, revenue \$175,000. Post Office address 1024 James Bldg., Chattanooga, Tenn. Studio and transmitter location White Oak Rd., Chattanooga. Geographic coordinates 35° 05' 21.4" N. Lat., 85° 18' 10" W. Long. Transmitter and antenna RCA. Legal counsel McKenna & Wilkinson, Washington. Consulting engineer W. J. Holey, Atlanta, Ga. Principals include President J. Glen Stone (16.7%), Vice President J. E. Summers (18.6%), Secretary C. W. Hoffman (16.7%), WMFS Inc. (50%). (WMFS Chattanooga owns 50% of stock of applicant). [See TV APPLICATIONS, B.T., July 7.]

CHATTANOOGA, Tenn. — Tom Potter. Granted UHF Ch. 43 (644-650 mc); ERP 275 kw visual, 140 kw aural; antenna height above average terrain 1,270 ft., above ground 139 ft. Engineering condition. Estimated construction cost \$313,500, first year operating cost \$300,000, revenue \$350,000. Post Office address 1032 Life of America Bldg., Dallas, Tex. Studio and transmitter location atop Lookout Mtn., near Incline Station. Geographic coordinates 35° 00' 20.1" N. Lat., 85° 20' 33.7" W. Long. Transmitter and antenna GE. Legal counsel Welch, Mott & Morgan, Washington. Consulting engineer John H. Mullaney, Washington. Sole owner is Tom Potter, independent oil producer, grantee of new UHF TV station in Austin, Tex., and applicant for UHF TV stations in Baton Rouge La., and Beaumont, Tex. [See TV APPLICATIONS, B.T., July 28.]

AUSTIN, Tex. — Tom Potter. Granted UHF Ch. 24 (530-536 mc); ERP 280 kw visual, 145 kw aural; antenna height above average terrain 640 ft., above ground 500 ft. Engineering condition. Estimated construction cost \$372,807, first year operating cost \$400,000, revenue \$450,000. Post Office address 1032 Life of America Bldg., Dallas, Tex. Studio location to be determined. Transmitter location 3.7 mi. NW from State Capitol Bldg. Geographic coordinates 30° 18' 26" N. Lat., 97° 47' 24" W. Long. Transmitter and antenna GE. Legal counsel Welch, Mott & Morgan, Washington. Consulting engineer E. C. Page Consulting Radio Engineers, Washington. Sole owner is Tom Potter, independent oil producer, grantee of new UHF TV station in Chattanooga, Tenn., and applicant for UHF TV stations in Baton Rouge, La., and Beaumont, Tex. [See TV APPLICATIONS, B.T., July 28.]

HOUSTON, Tex. — U. of Houston (KUHF-FM) and Houston Independent School District (noncommercial educational). Granted VHF Ch. *8 (180-186 mc); ERP 30.2 kw visual, 15.4 kw aural; antenna height above average terrain 310 ft., above ground 304 ft. Engineering conditions. Estimated construction cost \$600,000, first year operating cost \$150,000. Post Office address c/o President W. W. Kemmerer, U. of Houston, 3801 Cullen Rd., Houston 4, Tex. Studio and transmitter location 3801 Cullen Rd. Geographic coordinates 29° 43' 13" N. Lat., 95° 20' 21" W. Long. Transmitter and antenna GE. Legal counsel Reagan Cartwright, Houston. Consulting engineer George P. Adair, Washington. Col. W. B. Yates, vice chairman of university board of regents, is chief owner of KRCT Baytown, Tex. [See TV APPLICATIONS, B.T., July 14.]

HEARINGS

FCC on August 21 notified 12 applicants for TV stations that their applications indicate the necessity for hearing. For full details, see story, page 55.

Hearing Examiner Elizabeth C. Smith notified 10 applicants for TV stations in Portland, Ore., that a joint pretrial conference will be held in Room 2230, New Post Office Bldg., Washington, D. C., at 10 a.m., Tuesday, Aug. 26. For full details, see story, page 55.

APPLICATIONS (Listed by States)

† Indicates pre-thaw application refiled (amended).

LITTLE ROCK, Ark. — Great Plains Television Properties, UHF Ch. 23 (524-530 mc); ERP 17.4 kw visual, 10 kw aural; antenna height above average terrain 513 ft., above ground 454 ft. Estimated construction cost \$247,610, first year operating cost \$125,000, revenue \$125,000. Post Office address: c/o United States Corporation Co. of Illinois, 33 North LaSalle St., Chicago 2, Ill., or c/o Great Plains Television Properties Inc., 4 West 58th St., New York 19, N. Y. Studio location to be determined. Transmitter location at intersection of Cedar Hill Road and Oak St. extended. Geographic coordinates: 34° 45' 39" N. Lat., 92° 18' 55" W. Long. Transmitter DuMont, antenna RCA. Legal counsel McKenna & Wilkinson, Washington. Consulting engineer Jansky & Bailey, Washington. Principals include President and Secretary Herbert Scheffel, president and 25% stockholder of Transcontinental Properties Inc., president and 19% stockholder of Telenews Productions Inc. and part owner of various newsreel theatres; and, Treasurer Alfred G. Burger, executive vice president, secretary and 25% stockholder of Transcontinental Properties Inc., executive vice president and 16% stockholder of Telenews Productions Inc. and part owner of various newsreel theatres. All stock of applicant is owned by Transcontinental Properties Inc. Applicant also seeks new TV stations in Springfield, Ill. [TV APPLICATIONS, B.T., Aug. 4], Duluth, Minn. [TV APPLICATIONS, B.T., 18], and plans to file for two more TV stations.

LITTLE ROCK, Ark. — Little Rock Telecasters, UHF Ch. 17 (488-494 mc); ERP 21.3 kw visual, 12.1 kw aural; antenna height above average terrain 487 ft., above ground 352 ft. Estimated construction cost \$211,500, first year operating cost \$190,000, revenue \$200,000. Post Office address: P. O. Box 420, Wichita Falls, Kan. Studio and transmitter location: SE corner of Lee and McKinley Streets, Little Rock. Geographic coordinates 34° 45' 19.9" N. Lat., 92° 20' 41.7" W. Long. Transmitter DuMont, antenna RCA, studio equipment DuMont. Legal counsel Haley & Doty, Washington. Consulting engineer William L. Foss Inc., Washington. Principals include general partners Donald W. Reynolds (50%), president of Southwestern Publishing Co., which is licensee of KFSA Fort Smith, Ark., and president of KHBG Okmulgee, Okla.; E. H. Rowley (45%), president and 20% stockholder of KWFT Wichita Falls, Tex., and Kenyon Brown (5%), 20% stockholder of Rowley-Brown Bestg. Co., which is licensee of KWFT.

† **SACRAMENTO, Calif.** — Sacramento Bestrs. Inc. (KXOA) (modification of application), UHF Ch. 40 (626-632), ERP 106 kw visual, 53 kw aural; antenna height above average terrain 167 ft.,

above ground 205 ft. Estimated construction cost \$215,000, first year operating cost \$480,000, revenue \$500,000. Post Office address P. O. Box 94, Sacramento 15, Calif. Studio location to be determined. Transmitter location on North Sacramento Freeway. Geographic coordinates 38° 35' 57" N. Lat., 121° 26' 54" W. Long. Transmitter, antenna and studio equipment GE. Legal counsel Fly, Shuebruk & Blume, Washington. Consulting engineer McIntosh & Inglis, Washington. [For earlier application see TV APPLICATIONS, B.T., July 7. The modified application was originally filed July 21 and was unintentionally omitted from B.T., July 28.]

† **SAN DIEGO, Calif.** — Charles E. Salik (KCBQ), VHF Ch. 10 (192-198 mc); ERP 316 kw visual, 279.3 kw aural; antenna height above average terrain 600 ft., above ground 574 ft. Estimated construction cost \$496,934, first year operating cost \$490,000, revenue \$530,000. Post Office address c/o Radio Station KCBQ, P. O. Box 1629, Hotel Manor, San Diego 12, Calif. Studio location: Manor Hotel, 2223 El Cajon Blvd. Transmitter location west side of Seminole Drive near 62nd St. (site of KCBQ [AM]). Geographic coordinates 32° 45' 34" N. Lat., 117° 03' 45" W. Long. Transmitter, antenna and studio equipment RCA. Legal counsel Bernard Koteen, Washington. Consulting engineer Robert M. Silliman, Washington. Sole owner is Charles E. Salik. (Note: Original application for TV was filed Aug. 8, 1948 [B.T., Aug. 16, 1948]; amended application was filed July 17, 1952, and was unintentionally omitted from TV APPLICATIONS, B.T., July 21.)

SAN JOSE, Calif. — San Jose Television Bestg. Co., VHF Ch. 11 (198-204 mc); ERP 195 kw visual, 97.5 kw aural; antenna height above average terrain 2,654 ft., above ground 187 ft. Estimated construction cost \$640,804, first year operating cost \$741,189, revenue \$807,214. Post Office address P. O. Box 995, San Jose, Calif. Studio location Ste. Claire Hotel. Transmitter location top of Loma Prieta Mountain, 15 mi. south of San Jose. Geographic coordinates 37° 06' 40" N. Lat., 121° 50' 33" W. Long. Transmitter, antenna and studio equipment RCA. Legal counsel Orla St. Clair, San Francisco, Calif. Consulting engineer E. C. Page Consulting Radio Engineers, Washington. Principals include President Patrick H. Peabody (18%), president and majority stockholder of KSJO San Jose; Vice President and General Manager Charles F. Mallory (4%), vice president, general manager and 2% stockholder of KSJO and executive general manager of KHUB Watsonville, Calif.; Vice President Joseph P. Perrucci (5%), 25% owner of Mayfair Packing Co.; Secretary David C. Kirby (4%), San Jose attorney; Treasurer Joseph C. Haughtel (10%), 3/4 owner of Gilroy (Calif.) Dispatch and H. Leslie Hoffman, president and 28% stockholder of Hoffman Radio Corp., Los Angeles.

STOCKTON, Calif. — John Poole Bestg. Co. (modification of application), UHF Ch. 36 (602-608 mc); ERP 254.5 kw visual, 133.5 kw aural; antenna height above average terrain 515 ft., above ground 542 ft. Estimated construction cost \$365,000, first year operating cost \$180,000, revenue \$200,000. Post Office address: c/o John Poole Bestg. Co., Top Floor, Security Bldg., Long Beach 2, Calif. Studio location to be determined. Transmitter location 0.9 mi. west of Stockton. Geographic coordinates 37° 56' 53" N. Lat., 121° 20' 05" W. Long. Transmitter, antenna and studio equipment GE. Legal counsel McKenna & Wilkinson, Washington. Consulting

engineer George P. Adair, Washington. Sole owner is John H. Poole. [For earlier application, see TV APPLICATIONS, B.T., July 14.]

GRAND JUNCTION, Col. — Western Slope Bestg. Co. (KFXJ), VHF Ch. 3 (76-82 mc); ERP 1.43 kw visual, 0.71 kw aural; antenna height above average terrain minus 100 ft., above ground 258 ft. Estimated construction cost \$126,270, first year operating cost \$72,000, revenue \$108,000. Post Office address P. O. Box 30, Grand Junction, Col. Studio location and transmitter location Hillcrest Manor (just west of Grand Junction city limits) at site of KFXJ (AM). Geographic coordinates 39° 05' 09" N. Lat., 108° 33' 56" W. Long. Transmitter and antenna RCA. Legal counsel Miller & Schroeder, Washington. Consulting engineer Commercial Radio Equipment Co., Washington. Principals include President Rex G. Howell (73.91%), Vice President Lauri Howell (21.74%), Secretary-Treasurer Ruth G. Howell (2.72%) and Marlen Jane Howell (1.63%). Mr. Howell is sole owner of KGLN Glenwood Springs, Col.

JACKSONVILLE, Fla. — Florida Georgia Television Co., VHF Ch. 1 (204-210 mc); ERP 316 kw visual, 15 kw aural; antenna height above average terrain 750 ft., above ground 78 ft. Estimated construction cost \$645,537, first year operating cost \$456,475, revenue \$485,000. Post Office address 1746 East Adams St., Jacksonville, Fla. Studio and transmitter location 174 East Adams St. (on Commodore Pt.). Geographic coordinates 30° 19' 15" N. Lat., 81° 38' 03" W. Long. Transmitter antenna and studio equipment GE. Legal counsel Bernard Koteen, Washington. Consulting engineer Weldon & Carr, Washington. Principals include President George H. Hodges (30%), president and 25% stockholder of Duval Engineering & Contracting Co. (general contractors), Jacksonville, Fla. Vice President Mitchell Wolfson (5%), president of WTVJ (TV) Miami and Wolfson-Meyer Theatre Enterprises, Inc. (motion picture exhibition); Vice President Harold S. Cohn (20%), owner of WRHC Jacksonville, Fla.; Secretary-Treasurer Alexander Brest (30%), secretary-treasurer and 25% stockholder of Duval Engineering & Contracting Co., and Sidney Meyer (5%), vice president of WTVJ (TV) and Wolfson Meyer Theatre Enterprises. Wolfson Meyer Theatre Enterprises also own 10% of applicant.

IDAHO FALLS, Idaho — Idaho Fall Television Inc. (KIFI), VHF Ch. 8 (180-186 mc); ERP 23.5 kw visual, 11.75 kw aural; antenna height above average terrain 244 ft., above ground 349 ft. Estimated construction cost \$100,962, first year operating cost \$95,000, revenue \$120,000. Post Office address 33 Broadway, Idaho Falls. Studio, and transmitter location 1.5 mi. NE of Idaho Falls on Yellowstone Highway. Geographic coordinates 43° 30' 48" N. Lat., 112° 00' 44" W. Long. Transmitter composite, antenna RCA. Legal counsel John Midlen, Washington. Consulting engineer Grant R. Wrathall, Aptos, Calif. Principals include President James M. Brady, Vice President James Robb Brady and Secretary-Treasurer Edwin F. McDonald (16%). The J. Robb Brady Trust Co. owns 83% of applicant; J. Robb Brady votes all the stock of the trust company.

† **OWENSBORO, Ky.** — Owensboro or the Air Inc. (WVVS), UHF Ch. 14 (470-476 mc); ERP 176 kw visual, 93.5 kw aural; antenna height above average terrain 383 ft., above ground 405 ft. Estimated construction cost \$265,220, first year operating cost \$242,000, revenue \$315,000. Post Office address 32 Allen St., Owensboro, Ky. Studio and transmitter location on U. S. 60, about 1 mi. west of Owensboro (same site as WVVS [AM]). Geographic coordinates 37° 46' 32" N. Lat., 87° 09' 31" W. Long. Transmitter, antenna and studio equipment GE. Legal counsel Loucks, Zias Young & Jansky, Washington. Consulting engineer Millard M. Garrison, Washington. Principals include President V. J. Steele (69 2/5%), Vice President Malcolm Greep (11%), Secretary-Treasurer M. A. Rhodes (19%) and Pauline H. Steele (3/5%). (Note: Application was originally filed Feb. 11 [B.T., Feb. 18] and amended April 28. The amended application was unintentionally omitted from B.T., May 5.)

BILOXI, Miss. — WLOX Bestg. Co. (WLOX), VHF Ch. 13 (210-216 mc); ERP 11.9 kw visual, 5.96 kw aural.

(Continued on page 68)

Four More Station Grants

(Continued from page 55)

vision Co. [B•T, July 14]. All commercial channels are now assigned there. Reserved Channel 30 continues unsought.

In making its seventh noncommercial educational grant, FCC noted the joint applicants at Houston already have funds earmarked to build and operate the new station. The U. of Houston has its half-portion now available in accumulated endowment income and the Houston Independent School District has a surplus of unallocated funds in excess of \$9 million from which its share has been authorized.

Estimated construction cost of the VHF Channel 8 educational station is \$600,000 with annual operating cost estimated at \$150,000. The U. of Houston also is operator of KUHF (FM) there.

Other Bids

Besides KEPO's uncontested VHF Channel 13 application at El Paso, there is pending Franklin Broadcasting Co.'s bid for UHF Channel 20. FCC earlier granted VHF Channel 4 to KROD [B•T, Aug. 4] and VHF Channel 9 to KTSM [B•T, Aug. 18].

There are no applications pending at Savannah except those four notified for hearing. VHF Channels 3 and 11 are the only commercial facilities available there. No bid is pending for reserved VHF Channel 9.

Although the five Knoxville applicants were notified for hearing (two for Channel 6 and three for Channel 10), there is an unopposed bid pending for UHF Channel 26, newly filed by W. R. Tuley, also applicant at Evansville, Ind.

At Peoria, only the two conflicting VHF Channel 8 applicants were notified for hearing. No action was taken respecting the conflicting bids of WWXL and WPEO for UHF Channel 19 or Trans-American Television Corp. and WEEK for UHF Channel 43.

With its overall budget cut to \$6.4 million, but with an added appropriation of \$350,000 specifically designated by Congress for TV processing, FCC continues to transfer personnel from other departments to TV work. Attorneys, accountants, engineers and clerks are being detailed from other duties to TV. Even certain field monitoring engineers, hit by budget cuts for those functions, have been called to Washington for TV duty. One secondary monitoring station, at Bay St. Louis near New Orleans, has been closed.

The expansion of the TV processing staff is under the supervision of the Broadcast Bureau and its chief, Curtis B. Plummer. As of Sept. 1, the staff of the Television Facilities Division of the bureau will be constituted substantially of the following:

TELEVISION FACILITIES DIVISION OF BROADCAST BUREAU

Cyril M. Braum, Chief. Helen D. Donovan, secretary. (No changes.)

Applications Branch—Joseph N. Nelson, chief (no change). Attorneys: Earl R. Stanley (has been in TV), H. Gifford Irion (transfer from AM) and Arthur S. Feld, William Jensen, David I. Kraushaar and Albert P. Opdyke (all new to FCC). Engineers: Daniel Jacobson, Louis Light and Jerome Padberg (from hearing division); Harold G. Kelley and Melvor L. Parker (have been in TV); George K. Ashenden, Earl G. Coston, Paul B. Duncan, Clayton W. Hanson, John P. McCullin, Frank Toth and Robert H. Deller (transfer from field). Accountants: Joseph J. Berezney, William H. Hunter Jr. and George W. Johnson (have been in TV); Nelson C. Carlisle, Douglas S. George, Joseph Giammatteo, John Griffin and Richard F. Stuart (transfer from common carrier); Glenn F. Murphy and Paul O. Reehling (transfer from Office of Chief Accountant). Muriel Jones, statistical clerk (from Office of Chief Accountant).

Technical Branch—Hart S. Cowperthwait, chief. Engineer: Julian T. Dixon. (No change.)

Stenographers and clerks: Corinne C. Candido, Gloria D. Overby, Kathleen D. Hoffmann and Mary D. Carnahan.

Initial processing, official paper work and record keeping for TV, as well as other broadcast services, is handled by the License Division of the Bureau of the Secretary, also expanding its TV staff. Chief of the License Division is William P. Massing. More directly concerned with supervision of TV details is Clara M. Iehl, chief of the Broadcast License Branch, and Marguerite Van Dyke, chief of the Television Branch.

Miss Van Dyke has been assisted for some time by Robert Loehne and Jeanne Barrows. A newcomer is Betty Byers, transferred from the stenographic pool. Other personnel newly detailed for the purpose of processing applications includes Marguerite Hubbard (assistant to Miss Iehl); Joseph Baldassano and Wynelle Leonardo (transfer from FM); and Ethel Wyant and Ida Igou (transfer from Office of Chief Accountant).

All of these people are concerned with processing of TV applications at one stage or another and do not include other Commission personnel who deal with other aspects of TV allocations, hearings or writing of opinions and orders. For example, newly proposed changes in the rules or protests of the Sixth Report and Order are being handled

Award Sighted

A RADIO station will get an award this week—on television. Defense Mobilization Director John Steelman is slated to present WCBS New York a special citation, for contributions to the Defense Mobilization program via its weekly *Defense Is Your Business* show, in a ceremony to be telecast by WCBS-TV from 4:45-5 p.m. today (Monday). WCBS will follow with the sound portions from 6:15-6:30 p.m. Adrian Murphy, president of CBS Radio, is slated to accept the award on behalf of station.

by Paul Dobin, chief of the Broadcast Bureau's Rules and Standards Division, and his staff.

On its hearing examiner roster, the Commission has added two newcomers: William G. Butts, formerly chief of the Tariffs and Rate Classification Branch of the Common Carrier Telephone Division, and Herbert Sharfman, former attorney with the FCC's Office of Opinions and Review [B•T, Aug. 18]. Four additional names have been submitted by FCC to the Civil Service Commission for certification as examiners. These are Mr. Irion; Benito Gaguine, legal assistant to Comr. Rosel H. Hyde; Thomas H. Donahue, Broadcast Bureau Hearing Division, and Annie Perry Neal Hunting, Common Carrier Bureau Telegraph Division [CLOSED CIRCUIT, Aug. 18].

With appointment of Messrs. Butts and Sharfman, FCC's hearing examiners now total nine. Mr. Butts has been assigned a common carrier case and Mr. Sharfman has been assigned the comparative hearing for UHF Channel 53 at Waterbury, Conn., sole channel assigned there. Competing applicants are WBRY and WATR there.

The other seven examiners include: Fanny N. Litvin, assigned hearings of Canton, Ohio, TV applicants; Elizabeth C. Smith, assigned hearings of Portland, Ore., TV applicants; James D. Cunningham, assigned hearings of Denver TV applicants; Leo Resnick, who just closed the record of the controversial Paramount hearing (see story page 56) and is not expected to be available for TV work for some time; J. D. Bond; Hugh B. Hutchison, and Basil P. Cooper.

Hearings Set Oct. 1

All of the hearings so far designated are to commence Oct. 1 in Washington [B•T, Aug. 11]. To help expedite processing, FCC plans to hold hearings in the field only when absolutely necessary, it was pointed out.

Examiner Litvin held a pre-hearing conference last Tuesday with Canton UHF Channel 29 applicants WCMW and WHBC. Among things discussed were desirability or need for simplification, clarification, amplification or limitation of the issues; possibility of stipulating with respect to certain facts; procedure to be followed at the hearing; possibility of limiting the number of witnesses; necessity or desirability of requesting briefs on questions of law at any time prior to the filing of proposed findings.

The examiner stressed that every opportunity will be provided for the introduction of all pertinent evidence, but indicated merely "cumulative" testimony is not desired.

Similar details will be considered this Tuesday by Examiner Smith and the Portland, Ore., applicants. These include: KGW, KOIN and KXL, all seeking VHF Channel 6; KEX and Portland Television Inc., both seeking VHF Channel 8; Oregon Television Inc. and Columbia Empire Telecasters Inc.

Walker to Canada

FCC CHAIRMAN Paul A. Walker has accepted an invitation of the Canadian government to attend the official inauguration of TV in that country on Sept. 6 at CBC-TV Montreal. The government-owned Canadian Broadcasting Corp. also is constructing a second station at Toronto.

(KPOJ owns 40%), both seeking VHF Channel 12; KGON and KVAN (Vancouver, Wash.), both seeking UHF Channel 21.

The Denver applicants set for hearing before Examiner Cunningham include: KMYR and Metropolitan Television Co. (applicant to buy KOA there), both seeking VHF Channel 4; KLZ and Denver Television Corp., both seeking VHF Channel 7. FCC in its initial post-thaw action granted Channel 2 to KFEL (now on air under interim operation), Channel 9 to KVOD and Channel 26 to Empire Coil Co. [B•T, July 14].

Bell Broadcasting Co., licensee of KTEM Temple, Tex., filed petition in support of FCC's proposal to allocate Channel 6 there to correct what KTEM earlier charged was an inequitable distribution of channels between Temple and San Angelo [B•T, Aug. 4].

Bluegrass Broadcasting Co., Channel 33 applicant at Lexington, Ky., opposed FCC's plan to substitute Channel 64 to 33 there to correct deficiencies in the allocation table with respect to minimum spacing [B•T, July 28].

Bluegrass asserted its alternative plan "would correct not only the deficiencies" in the allocation table with respect to Lexington, "but at the same time would rectify the further deficiency with respect to the assignment of Channel 37 to Winchester, Ky., and the assignment of Channel 22 to Somerset, Ky. Moreover, the alternate proposal would not require the use of an additional channel as is involved in the Commission's proposal."

The Bluegrass plan, conceived by Howard T. Head of A. D. Ring & Co., Washington consulting engineering firm, is as follows:

City	Present Assignments		Proposed Assignments	
	Present Assignments		Proposed Assignments	
Kentucky				
Lexington	33+		37+	
Winchester	37+		60	
Richmond	60		33+	
Somerset	22—		27	
Tennessee				
Harriman	67		22+	

WHAS-TV Louisville, in contesting the WSAL Logansport plan to switch Louisville from Zone II to Zone I, asserted "no information is given regarding the effect the reduction of mileage separation [from 190 miles to 170 miles] and antenna height [from 2,000 ft. to 1,000 ft.] would have on the coverage area of WHAS-TV; no information is given regarding the Kentucky geographical area and the difficult technical problem WHAS-TV already faces in its effort to serve the surrounding area."

Pointing out the less-densely

(Continued on page 69)

LABOR EYES TV

As 'Neutral' Influence Medium

AMERICAN labor unions, with a weather eye cocked at the video wave of the future, apparently have decided television offers new opportunities they cannot afford to overlook any longer in getting their messages added to membership and public.

Last week Phillip Pearl, AFL publicity director, said in Washington his organization is considering addition of a \$0.5 million-a-year weekly network TV show to its present five-a-week, \$750,000 Frank Edwards MBS radio news show, for the national AFL's first venture into TV.

And on the CIO side, the Political Action Committee's publicity director, Henry Zon, indicated that the jointly-sponsored CIO-PAC semi-documentary series of 13 weekly films, currently showing in nine TV markets and shown already in Washington and Pittsburgh, is receiving a response sufficient to justify consideration of a series of six more PAC-sponsored weekly films on political issues, to be shown before the November elections.

The current CIO-PAC series, representing the national organizations' first entry into TV, is titled *Issues of the Day* and was fathered last spring by Mr. Zon and Henry C. Fleisher, CIO publicity director, with first showing at Washington last May 17.

Officers Instructed

AFL's Mr. Pearl said the Federation's executive council, which met the week before in Atlantic City, has instructed officers to look into the matter of TV more thoroughly with a view to presenting TV plans at AFL's national convention Sept. 15.

He termed it "very likely" the AFL convention will authorize a network TV show "in a limited way."

"We have had several proposals for a television show," Mr. Pearl said, adding that AFL must first look at a number of financial considerations before closing any deal. He said the proposed production would be a live, quarter-hour show "in the line of a news review."

Attentions of both the national labor organizations to TV had followed live "one-shot" and regular video programming, some as far back as three years ago, by local unions and councils, the AFL on the West Coast and CIO in Detroit and New York.

The 13 quarter-hour CIO-PAC films, all but one featuring a dramatic sketch pointing up a current public issue followed by an interview with a well-known government or other authority on that subject, were made for the labor groups by Henry J. Kaufman & Assoc. Adv., Washington, for \$3,000 apiece.

The films are rented by CIO to local union councils for a nominal fee of \$20 each, with unions pay-

ing for time on TV stations in their respective cities. Stations where the series currently is showing weekly, with approximate time costs for the series, are WHIO-TV Dayton (\$4,000), WFBM-TV Indianapolis (\$4,000), WBKB (TV) Chicago (\$8,500), WCPO-TV Cincinnati (\$4,000), WTVN (TV) Columbus (\$4,000), WTCN-TV Minneapolis (\$5,000), WSAZ-TV Huntington, W. Va. (\$3,500) and WOC-TV Davenport and WOI-TV Ames, Iowa (both together \$5,000). The series has been completed on WMAL-TV Washington (\$3,250) and WDTV (TV) Pittsburgh (\$5,200).

Response 'Good'

Mr. Zon, who termed response to the CIO-PAC "Issues" series "quite good," said plans for the PAC-backed political series of quarter-hour shows were "pretty definite."

CIO's Mr. Fleisher told the *Wall Street Journal* his organization prefers TV as a medium because it is "more neutral," saying, "Television lets the average man make up his own mind—undisturbed by editorials taking a different view."

As his assistant, Al Zack, chief promoter for the series, put it: "The space we purchase in newspapers can be surrounded by editorials and articles opposing our viewpoint."

Subjects of the CIO-PAC *Issues* series are the Taft-Hartley Law, depressions, unions in politics, the farmer and the worker, health, prices, wages, unemployment, social security, civil rights, housing, outlook for the future and functions of the CIO.

They are aimed at the general public instead of specifically at union audiences, although Mr. Zack said local councils purchased the best time available to enable union members to watch the series

on their sets either on Sunday afternoons or nights or before 11 p.m. on week nights, so the workers with early morning shifts would have a chance to see them.

The interview segments of the series feature Willard Shelton, free lance Washington correspondent, talking with such persons as Mrs. Eleanor Roosevelt (depressions), Sen. Hubert Humphrey (D-Minn.) (unions in politics), Agriculture Secretary Charles F. Brannan (farmer and the worker), Labor Secretary Maurice Tobin, and Federal Security Administrator Oscar Ewing (social security).

Previous union TV efforts had been limited to individual unions or councils. Los Angeles' 15,000-member Local 770 of the AFL Retail Clerks Union has carried a regular TV show on current topics for three years.

San Francisco's AFL Machinists Union carries weekly messages on such subjects as civil defense, wages, prices, and blood donor appeals. The Machinists' show, titled, *With Fear*, is carried on TV stations in Los Angeles, San Francisco and San Diego, and has been running since last January.

Originated live on KTTV (TV) Los Angeles, the Machinists' TV show claims an audience of almost a half million adults weekly, according to Leonard Shane, a Los Angeles advertising man. The shows deal extensively in public service programming.

In Detroit the CIO Auto Workers Union started its program about the same time as the AFL Machinists, and features discussions of current issues.

Previously other unions had put on special TV shows. In early 1950 Mike Quill of the CIO Transport Workers Union staged a few panel shows publicizing the TWU's campaign for a 40-hour week on

New York City bus lines. Another special show was put on last year and a third last June, in a \$10,000, one-hour documentation of the TWU's successful 10-year fight for a 40-hour week.

According to observers, the TV shows staged by unions on both the national and local levels are free of rabble-rousing and anti-management material, and are designed to avoid alienating any social group.

Responsible Officials

Officials charged with adapting labor's message to the video medium in both the CIO and AFL feel they are responsible for producing the highest type and most attractive programming for the smallest amount of money.

"We just aren't able to compete with the shows produced by the large national advertisers who may spend \$25,000 for each show," said Mr. Zon. "Ours is the problem of how best to use it (television) effectively with the relatively small amount of money at our disposal."

Referring to his joint planning with Mr. Fleisher of the CIO-PAC *Issues* series last spring, he said: "We had to try to develop an entirely new format or pattern—like nothing we had seen before on television."

"While we did not want our productions to be pure entertainment, we still had to introduce enough entertainment to attract an audience for our message," he said.

RACING EVENT

TV Sponsorship Available

AN international horseracing event, planned Oct. 18 at the Laurel (Md.) Race Course, now is available for television network sponsorship, it was announced last week.

Television arrangements are being handled through Emanuel Levine Adv. agency, Washington, D. C.

The \$50,000 racing class, known as "The Washington, D. C., International Race," will feature top thoroughbreds of the U. S., England, Ireland, Canada, France and Germany. For attendance by invitation only, the race will be conducted European-style over 1½ miles of turf, with the horses making a walking start.

The Aga Khan, whose horses have won many English classic races this year, reportedly has entered his purebred, Nashua.

Three former U. S. ambassadors have cooperated with Laurel authorities to stage the event, it was reported. They are George A. Garrett, former ambassador to Ireland; Breckinridge Long, ex-envoy to Rome, and James Bruce, former ambassador to Argentina. Invited guests will include dignitaries from government, sports and diplomatic circles.

PRESENTATION of "TV Radiologic Award" was made to KNBH (TV) Hollywood by Universal Television Radio Features Syndicate, L. A., after its coverage of Florence Chadwick's channel swim was named best special events program of 1952.



CLOSER integration of network-station operations and wider exchange of TV programs among its owned-and-operated outlets commanded attention of top-level DuMont Television Network executives at a New York conference. L to r: Harold C. Lund, general manager, WDTV (TV) Pittsburgh; Chris Witting, DTN director and general manager; Walter Compton, general manager, WTTG (TV) Washington, and Richard E. Jones, general manager, WABD (TV) New York and manager of DuMont's O&O department. General managers of O&O stations reported on programs which had proved successful in their cities.

NASSER RULING

Halts Try to Shelve Film

EFFORTS to restrain James and George Nasser from releasing their movie, "A Kiss for Corliss," to TV have been halted by a permanent injunction issued in mid-August against James L. Saphier Agency Inc., Beverly Hills program packagers and talent agents.

The Saphier agency, claiming all rights to the Corliss Archer character through agreement with author F. Hugh Herbert, filed a \$225,000 damage suit in Santa Monica Superior Court in early August and received a temporary restraining order on the film's release for TV showing.

Federal Judge Leon R. Yankwich, however, in Los Angeles on Aug. 15 in issuing a permanent injunction ruled the matter be eliminated from hearings in the California state courts and sustained the position that the U. S. District Court of Bankruptcy has exclusive jurisdiction. He ruled further that the matter be referred to and be heard by referee-in-bankruptcy Benno M. Brink, who originally had ruled the film available for release to TV [B•T, March 10].

The Nasser brothers, involved in bankruptcy proceedings, have been in lengthy court battle with United Artists over release of that film and three other feature movies to video.

New legal complications arose Aug. 5, when the decision of Mr. Brink was overruled by U. S. District Court Judge Harry C. Westover who in a memorandum indicated the films were not to be shown on TV. He gave United Artists' attorneys until Sept. 2 to file findings of fact and conclusions of law which would stop the showings [B•T, Aug. 11].

HOFFMAN SETS

Ad Campaign Announced

HOFFMAN Radio & Television Corp., Los Angeles, held its first formal showing of television receivers in New York last week and announced plans for a 13-week advertising campaign in the Metropolitan New York area that may run as high as \$50,000.

H. James Tait, eastern regional manager of the company, revealed that Hoffman will sponsor a daily 15-minute segment of WPIX (TV) New York's *Night Owl Theater* and a daily 15-minute disc jockey show over WNEW New York. Mr. Tait said that the use of additional spot commercials on radio and TV is being considered but no definite arrangements had been completed.

Mr. Tait stated that Hoffman receivers have enjoyed strong sales on the West Coast and remarked that additional distribution is currently being planned for the Philadelphia, Baltimore and Washington, D. C., areas.

In the Swim—3,160

FINAL tabulation on the number of bathing suits sent to Margaret Arlen, WCBS-TV New York personality, for Long Beach, L. I.'s annual Orphans Outing Day was 3,160. The contributions resulted from 10 announcements on Miss Arlen's program, WCBS-TV reported.

Admiral Model

ADMIRAL Corp., Chicago, has introduced what it claims is the lowest-priced 21-inch TV table model thus far. At a showing before 400 dealers and distributors in Chicago, the company unveiled its 121DX11 for \$199.95, which includes federal excise tax, a one-year warranty on the picture tube and a 90-day parts warranty.

CONSOLIDATED

To Up TV Sales Force

PLANS for expansion of the sales staff and stepping up of promotional activities of Consolidated Television Sales were outlined Thursday by Peter M. Robeck, general manager. The program follows the acquisition by Consolidated of complete sales and distribution of films produced for television by Jerry Fairbanks Inc. [B•T, Aug. 4].

Mr. Robeck reported the Consolidated sales staff now numbers 13, with additions to be made as needed. Sales crews now are operating out of New York, Atlanta, Dallas, Cincinnati, Chicago, Los Angeles and Philadelphia. Administrative headquarters will remain in Los Angeles.

Consolidated gets 25% to 40% commission on Fairbanks and other productions, but the commission figure is becoming standardized at

25%, according to Mr. Robeck.

Mr. Robeck believes network television is pricing itself out of the market and that the industry's future lies in top-notch films at local and regional levels. He said Consolidated has begun selling *The All American Game of the Week*, a half-hour film of a leading collegiate football game produced by Sportsvision Inc. He said first buyer is KECA-TV Los Angeles. National starting date will be Sept. 22. Consolidated will be sole distributor for Fairbanks' *Front Page Detective*, *Crusader Rabbit*, *Public Prosecutor*, *Ringside With the Rasslers* and other filmed shows.

ALLEN B. DuMont Labs. has started construction of new shipping center adjacent to company's cathode-ray tube plant and main offices in Clifton, N. J. New building will be used as receiving center, warehouse and shipping site for finished products of all company divisions.

Harrington, Richter & Parsons, Inc.

The only exclusive TV Station Representative

New York

Chicago

San Francisco

WLTV Atlanta

owned by Broadcasting, Inc.

WAAM Baltimore

owned by WAAM, Inc.

WBEN-TV Buffalo

owned by Buffalo Evening News

WFMY-TV Greensboro

owned by Greensboro News and Record

WDAF-TV Kansas City

owned by The Kansas City Star

WHAS-TV Louisville

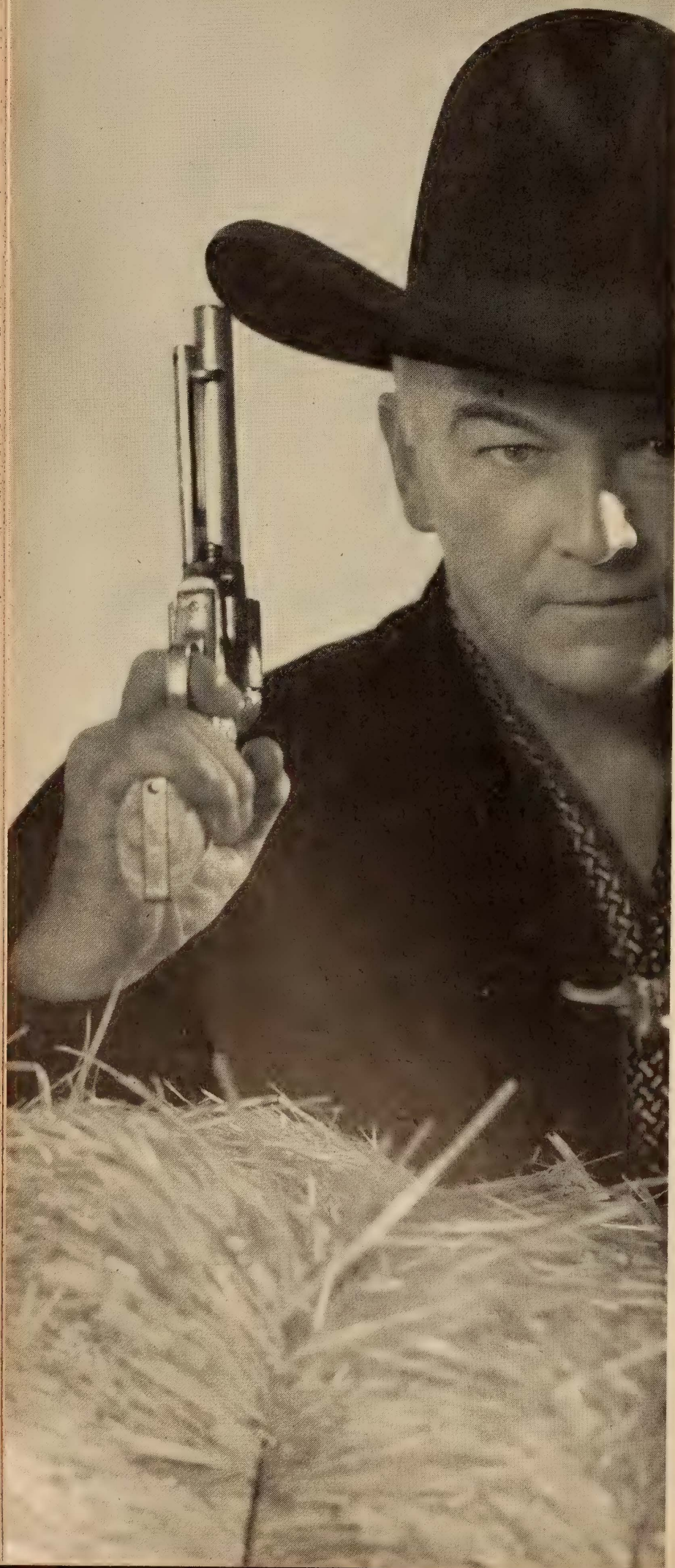
owned by the Courier-Journal & the Louisville Times

WTMJ-TV Milwaukee

owned by the Milwaukee Journal

WTTG Washington

owned by Allen B. DuMont Labs., Inc.



52 new Hopalong

for local

Over ten million people watched each weekly Hopalong Cassidy adventure last year. Now Hoppy is making 52 brand-new half-hour television films exclusively for NBC-TV. The first will be available for showing in October.

Whichever way you look at it, that's big news . . . for sponsors and the public alike.

And these films will be available on a *local market* basis — at local cost. This means you, as sponsor, can put them in the exact markets you want, at a time you know your *selected* audience will be available to you. Think of it — 52 *new* rip-roarin' Hopalong Cassidy adventures to offer to a ready-

NBC

ng Cassidy programs...

ca:ponsorship

made audience avid for more and more Hoppy!

Probably you already know about Hoppy's giant drawing-power. Just to remind you though — during the sixteen months he was sponsored by General Foods, his average Nielson national rating was 32.6. His farewell appearance for that sponsor clocked 36.2 — 4,563,000 homes. Audience breakdown? 6½ million children, 4 million men and 3½ million women. Total 14 million. For city-by-city ratings see below.

When you sponsor Hopalong Cassidy, you sponsor an American legend. Hoppy has already sold millions

of dollars' worth of goods of every kind. His new series can do the same for you! Get in touch with NBC-TV Film Sales *today*.

CITY-BY-CITY RATINGS OF APRIL 1952*

Source: ARB
April City Report

Boston	19.7	(Sat. 1:30-2:30 PM)
Philadelphia	20.5	(Sun. 1:30-2:30 PM)
Baltimore	21.8	(Sat. 6:00-7:00 PM)
Washington	23.8	(Sun. 1:00-2:00 PM)
New York	11.5	(Sat. 4:30-5:30 PM)
Detroit	24.3	(Sun. 4:30-6:30 PM)
San Francisco	24.4	(Th. 6:30-7:30 PM)
Cleveland	26.6	(Sat. 4:00-5:00 PM)

Source: Videodex

Buffalo	28.5	(Sat. 3:00-4:00 PM)
Columbus	19.0	(Sun. 4:00-5:00 PM)
Atlanta	33.9	(Sat. 6:00-7:00 PM)

Source: Pulse

New Orleans	47.8	(Sun. 1:00-2:00 PM)
-------------	------	---------------------

*As reported by stations

you can still buy

Hopalong Cassidy—

if you hurry—

in these markets:

Albuquerque

Ames

***Atlanta**

Binghamton

Birmingham

Bloomington

***Charlotte**

***Chicago**

***Cincinnati**

Davenport

Fort Worth

Greensboro

***Houston**

Huntingdon

Indianapolis

***Jacksonville**

Kalamazoo

Lancaster

Lansing

***Los Angeles**

Memphis

***Miami**

***Minneapolis**

Nashville

Omaha

Phoenix

Richmond

San Diego

Utica

Wilmington

**Available on
alternate-week basis
in these, and some
other markets.*

film division

30 Rockefeller Center, New York 20, N. Y.

Station KRLD Dallas

Texas' Most Powerful
Television Station



SERVES THE LARGEST
TELEVISION
MARKET...

Southwest
DALLAS and
FORT WORTH

More than a Million
urban population in the
50-mile area

More than TWO MILLION
in the 100-mile area

NOW

182,073

TELEVISION HOMES
IN KRLD-TV'S
EFFECTIVE COVERAGE
AREA

EXCLUSIVE CBS
TELEVISION OUTLET FOR
DALLAS-FORT WORTH
AREAS

This is why
KRLD-TV
is your best buy

Channel 4... Represented by
The BRANHAM Company

telestatus



OF 250 people interviewed in a single evening as they left nine different Los Angeles theatres, 79% of those who are TV set owners would rather watch the same movie on a motion picture screen. 72% of the 63% queried, nevertheless, who are non-TV set owners, disclosed that they plan to purchase receivers within the next 12 months.

This was revealed in a survey by Applied Psychology Assoc., that city, consulting firm of psychologists, who attempted to correlate TV and motion picture viewing attitudes.

Of the non-TV set owners, 83% would rather watch the movie in a theatre. This preference on the part of both groups is related to the degree of self-identification with story characters and situations on the part of the viewers, according to APA findings.

The survey found that the contributing factors narrow down to the following: (1) The theatre screen is larger than life-size, thus adding to the illusion of participation; (2) There is greater continuity in a theatre presentation, with no interruptions for commercials and announcements; (3) The comparative quiet darkness of a movie house offers fewer distracting stimuli than the average TV

viewing room.

Breakdown of movie attendance figures shows:

	set owners	non owners
More than once weekly	1%	2%
Once weekly	23%	34%
Once bi-monthly	26%	36%
Once monthly	24%	21%
Once every two months	16%	4%
Less than once every two months	10%	3%

Similarity in both groups' taste in types of films is noted by APA. Contrary to the accepted belief that westerns are among the most popular movies, musicals are most preferred by TV set owners and romances by non-set owners, as disclosed by the following figures.

	set owners	non owners
Musical	34%	30%
Romance	32%	33%
Adventure-Action	29%	27%
Comedy	27%	28%
Mystery	19%	24%
Western	12%	21%
Other	7%	5%

(Total per cent exceeds 100, as many viewers gave more than one type of movie for first choice.)

Godfrey Tops 'First 15' In July 'Hooperade'

FOUR PROGRAMS placed in the "First 15" in five of the six cities covered in C. E. Hooper Inc.'s July 1-28 "Hooperade of TV Stars," released last week. The four: *Godfrey's Scouts*, *Godfrey's Friends*, the Pabst boxing matches of July

Psychology Unit Studies Set Owners' Movie Taste

(Report 230)

2, and *My Little Margie*, all on CBS-TV.

A total of 51 different shows placed in the "First 15" in one or more of the six cities (New York, Chicago, Los Angeles, Philadelphia, Boston and Detroit).

* * *

TV Major Factor In Theatre Closings

TV's growth appears to be "a major factor" in the closing of motion picture houses throughout the country, according to the National Assn. of Real Estate Boards.

The NAREB revealed this opinion in commenting on the impact of theatre closings on surrounding real estate.

* * *

'Godfrey's Friends' Leads Trendex List

TRENDEX Inc., has announced its national television ratings for the top 10 sponsored TV programs for Aug. 1-7 as follows:

Rank	Program	Homes %
1.	Godfrey's Friends (Jerry Colonna, substituting) (CBS)	34.3
2.	Racket Squad (CBS)	27.5
3.	Talent Scouts (Joe E. Brown, substituting) (CBS)	25.2
4.	The Hunter (CBS)	24.7
5.	Strike It Rich (CBS)	24.7
6.	Fight of the Week (CBS)	23.2
7.	Gangbusters (NBC)	21.4
8.	What's My Line (CBS)	20.9
9.	Big Town (CBS)	19.9
10.	Suspense (CBS)	18.9

Weekly Television Summary—

August 25, 1952—TELECASTING Survey

City	Outlets on Air	Sets in Area	City	Outlets on Air	Sets in Area
Albuquerque	KOB-TV	16,500	Louisville	WAVE-TV, WHAS-TV	179,820
Ames	WOI-TV	96,433	Matamoros (Mexico), Brownsville, Tex.	XELD-TV	23,000
Atlanta	WAGA-TV, WSB-TV, WLTV	215,000	Memphis	WNCT	140,536
Baltimore	WAAM, WBAL-TV, WMAR-TV	402,829	Miami	WTVJ	126,300
Binghamton	WNBF-TV	85,000	Milwaukee	WTMJ-TV	346,085
Birmingham	WAFL-TV, WBRC-TV	114,000	Minn.-St. Paul	KSTP-TV, WTCN-TV	326,700
Bloomington	WTTV	160,000	Nashville	WSP-TV	75,658
Boston	WBZ-TV, WNAC-TV	920,928	New Haven	WNHC-TV	298,000
Buffalo	WBTW	279,204	New Orleans	WDSU-TV	108,676
Charlotte	WBTV	237,519	New York-Newark	WABD, WB5-TV, WJZ-TV, WNBT	3,059,400
Chicago	WBKB, WENR-TV, WGN-TV, WNBQ	1,172,844	Norfolk		
Cincinnati	WCPO-TV, WKRC-TV, WLWT	361,000	Portsmouth-Newport News	WTAR-TV	125,800
Cleveland	WEWS, WNBK, WXEL	637,684	Oklahoma City	WKY-TV	139,673
Columbus	WBNS-TV, WLWC, WTVN	237,000	Omaha	KMTV, WOW-TV	136,329
Dallas			Philadelphia	WCAU-TV, WFIL-TV, WPTZ	1,062,249
Ft. Worth	KRLD-TV, WFAA-TV, WBAP-TV	182,073	Pittsburgh	KPHO-TV	67,400
Davenport	WOC-TV	123,000	Providence	WDTV	465,000
Dayton	WHIO-TV, WLWD	243,000	Richmond	WJAR-TV	224,000
Denver	KFEL-TV	4,000	Rochester	WTVR	136,822
Detroit	WJBK-TV, WWJ-TV, WXYZ-TV	750,000	Rock Island	WHBF-TV	151,000
Erie	WICU	165,100	Quad Cities	WDBF-TV	123,000
Ft. Worth			Salt Lake City	KDYL-TV, KSL-TV	81,754
Dallas	WBAP-TV, KRLD-TV, WFAA-TV	182,073	San Antonio	KEYL, WOAI-TV	89,619
Grand Rapids	WOOD-TV	223,961	San Diego	KFMB-TV	145,000
Greensboro	WFMY-TV	121,599	San Francisco	KGO-TV, KPX, KRON-TV	433,000
Houston	KPRC-TV	169,675	Schenectady-Albany-Troy	WRGB	219,400
Huntington			Seattle	KING-TV	163,700
Charleston	WSAZ-TV	98,137	St. Louis	KSD-TV	413,000
Indianapolis	WFBM-TV	251,000	Syracuse	WHEN, WSYR-TV	185,550
Jacksonville	WMBR-TV	62,000	Toledo	WSPD-TV	191,000
Johnstown	WJAC-TV	164,501	Tulsa	KOTV	129,150
Kalamazoo	WKZO-TV	223,992	Utica-Rome	WKTV	73,500
Kansas City	WDAF-TV	218,045	Washington	WMAL-TV, WNBW, WTOP-TV, WTTG	382,932
Lancaster	WGAL-TV	159,067	Washington	WDEL-TV	113,414
Lansing	WJIM-TV	110,090			
Los Angeles	KECA-TV, KHJ-TV, KLCB-TV, KNBH	1,324,088			
	KTLA, KNXT, KTTV				

Total Stations on Air 110*

* Includes XELD-TV Matamoros, Mexico

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

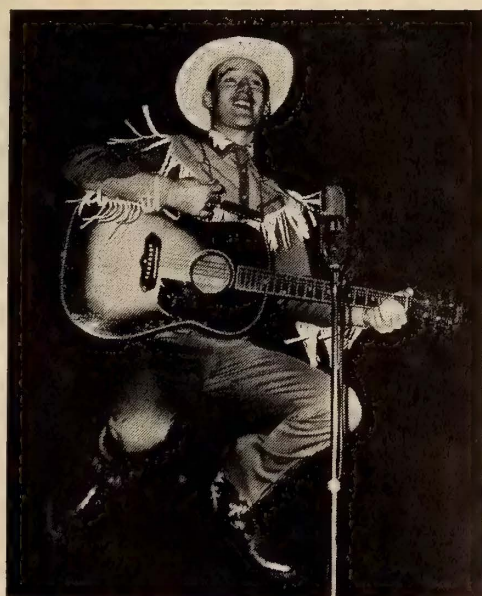
Total Markets on Air 65*

Estimated Sets in Use: 18,195,294



Kenny CLICKS!

**He sells as he sings as he
plays as he jumps—and
his all-age audience loves
all 30 minutes of his new
KENNY ROBERTS SHOW**



Pulse'll prove this: Singin', strummin', leapin' Kenny Roberts is just as popular with his WHIO-TV audience as he is with the national audience that watched him perform with Arthur Godfrey, Al Morgan and other headliners. He's explosive! He's likable. And he's a darn good salesman. Here's *how* good:

WHIO-TV staged a big Polio Benefit Show early this spring. Kenny *stopped* it with his unusual act—viewers jammed the telephones with "contributions for Kenny." The city of Dayton wanted to put over a \$12,000,000 school bond issue last fall. Kenny talked it up for 7 weeks on a special show* aimed at children—the issue passed by a 2-to-1 majority—and the bond committee gave Kenny a large share of the credit. No room for other examples.

Sometime during his new 4:30 to 5:00 p.m. program, originating from WHIO-TV studios, Kenny will have time to turn his selling talents to (fill in your product name here). George P. Hollingbery, national representatives for WHIO-TV, has complete information on the participating spots now available.

**Kenny's school bond show was aired over two stations at the same time. WHIO-TV pulled twice as many viewers as the other station.*



UTP'S BLINK

Answers Slap at TV Films

MILT BLINK, executive vice president of United Television Programs Inc., took exception last week to statements by John Crosby, syndicated radio-TV columnist, in which Mr. Crosby deplored the trend toward filmed programs as "terrible."

"If I understand Mr. Crosby correctly," Mr. Blink declared, "he maintains that *I Love Lucy* is the only show now on film that is not distinguished by what he calls the 'numbing mediocrity' of Hollywood. If such filmed programs as *Fireside Theatre*, *Dragnet*, *Big Town*, and *Racket Squad* are mediocre, the national rating companies have been polling TV viewers on another planet."

Mr. Blink cited results of rating services' polls to bolster his contention that "quality programs will still draw big audiences and that viewers don't care whether the shows are canned in Hollywood or are served a la carte in New York."

'Kukla' Returns

ONE of TV's top-rated programs—*Kukla, Fran & Ollie*—returned to NBC-TV yesterday (Sunday) 4:4:30 p.m. EDT, under the semi-sponsorship of NBC's affiliated company, RCA Victor. RCA Victor will underwrite the program alternate weeks. Other sponsors have not yet been announced. Account is being handled by J. Walter Thompson Co., Chicago. Program will originate from NBC's Central Div. headquarters through WNBQ (TV) Chicago.

Crosby Postpones TV

BING CROSBY is not expected to appear on television this fall. His new contract with General Electric calls for his services in both radio and TV, but permits him to do as he wishes. Mr. Crosby reportedly feels that 39 half-hour radio shows plus two Paramount Pictures feature films will fill this season and therefore is postponing video activity until the next.



AMONG those attending a showing in the Detroit Athletic Club of the electrically-controlled model of CBS-TV's Television City in Hollywood were (l to r) J. L. Van Volkenburg, president, CBS-TV; A. H. Crowley, assistant sales manager, and J. E. Bayne, general sales manager, Lincoln-Mercury Div., Ford Motor Co.; Charles R. Sterritt, CBS-TV Detroit manager; Merle S. Jones, vice president, CBS-TV, and Rowland Wishers, of General Motor Customer Research Dept. Man in background is unidentified.

GTS INC. TELLS

Film Production Plans

FIRST film production plans of General Telecasting System Inc., Hollywood, a subsidiary of General Teleradio Inc., were announced last week. It was reported this might be the beginning of a new concept in nationwide television program distribution under the banner of General Tire & Rubber Co., parent firm to General Teleradio [B•T, June 30].

John Sutherland, in charge of production for GTS, was in New York last week, presumably to make final arrangements with Theodore C. Streibert, GTS president, on film production, now scheduled to begin the last of September. Mr. Sutherland had two completed scripts with him for a series to be called *Danger Inc.*, half-hour melodramatic program.

Blake Edwards, writer on ABC radio's *Richard Diamond*, wrote the original scripts, each a complete story. J. Donald Wilson, producer of ABC-TV's *Mystery Theatre*, will produce first 13 films.

Studio space for production of the film series will be leased after Sept. 1, when casting arrangements also will be made.

Although GTS has been estab-

lished as a separate division of General Tire & Rubber, it nevertheless would be considered the TV adjunct of MBS; General Tire holds about 58% of the stock of Mutual since its purchase of WOR-AM-FM-TV New York [B•T Jan. 21].

When actual programming gets under way, GTS will have, as a nucleus of stations, besides WOR-TV, its WNAC-TV Boston and KHJ-TV Los Angeles.

BERKING SHIFTS

Joins Headley-Reed TV

MILO JONES BERKING joined the sales staff of Headley-Reed TV television station representatives Aug. 18, it was announced last week. For the past four years Mr. Berking has served in the radio and media departments of Sullivan Stauffer, Colwell & Bayles.

With SSCB, he aided development of radio and video spot presentations made to advertisers by the agency. During World War II he was commissioned a second lieutenant in the Marine Corps and served as an infantry officer from 1944-1946. Mr. Berking was recalled to active duty as a first lieutenant for the Korean War, serving with the First Battalion of the Eighth Marines until early this summer.

'Fatima' Promotion

WARNER BROS. has begun to promote the motion picture, "Miracle of Our Lady of Fatima," opening at the Astor and Bijou Theatres in New York, on several television stations in the New York area, principally WNBQ (TV) New York. The station announced last week that Warner Bros. has allocated WNBQ approximately 75% of total airtime planned for the campaign, which started Aug. 18.

NEW kinescope adjustment program which provides a full-year warranty from the date of installation for all RCA replacement TV picture tubes has been announced by L. S. Thees, general sales manager of the Tube Dept., RCA Victor.



A \$400 Investment Brings \$22,000 IN SALES

In June, Own-A-Home Trailer Co., began schedule of participating announcements on "Take a Break"—informal program staged, each weekday, on WOC-TV's spacious lawn.

First announcement sold the \$5,500 trailer demonstrated on program. After 3 announcements, 2 trailers SOLD. After 8 announcements, 4 trailers SOLD. \$22,000 in business from a \$400 advertising investment.

Interested in low-cost telecasting that sells?

Then you'll be interested in "Take a Break," "Spotlight Review" and other WOC-TV participation programs. Announcements accepted on these programs at card rates plus \$10 participation charge... a real buy. Get the facts from your nearest F & P office—or direct from us.

FREE & PETERS, INC.

Exclusive National Representatives



The Quint Cities

COL. B. J. PALMER, President

ERNEST C. SANDERS,
Resident Manager

Davenport, Iowa

RCA HAILS TV

On Its Political Force

N FULL-PAGE advertisements laced in some 22 newspapers cross the country RCA last week declared that "television has brought their [viewers'] government back to the people" and that there are many more great television 'firsts' just over the horizon."

"It's bound to happen that some day—and soon—we will be able to sit in on sessions of Congress and perhaps even the deliberations of our Supreme Court," the advertisements asserted. "And it's a certainty that we will see television across the ocean and give every television set owner a passport to the world."

"You will be able, at no cost to yourself, to go any place to which the press or the general public is admitted."

"Of course, television isn't going to be all political conventions and elections and world-shaking events. . . . Television will continue to be Toscanini and Milton Berle and

CANADIAN TV

Advertisers Plan Slowly

THERE will be no S.R.O. sign out for sponsors when Canadian television makes its debut at Montreal on Sept. 6 and at Toronto on Sept. 8. A check of advertising agencies in Toronto shows that not too many advertisers plan to use Canadian TV for the first four months of its existence at any rate.

There is a "wait and see" attitude prevalent to find out what the government's Canadian Broadcasting Corp. is going to offer to compete with programs of U. S. border stations. And CBC commercial department officials are mum on what commercials are going on the air or how many.

As far as can be learned from agencies and the CBC, few spot announcements have been definitely signed as yet, though a large number of advertisers have applied for time.

In addition to commercial programs definitely signed [B•T, July 28], at least three more international advertisers will start in September on CBLT Toronto. Ford Motor Co. of Canada, Windsor, has signed for once-a-month 90 minute live drama show, through MacLaren Adv. Co., Toronto. S. C. Johnson & Son, Brantford, will bring in *Robert Montgomery Presents* by relay from Buffalo every other week, starting Sept. 21, 9-10 p.m. Agency is Needham, Louis & Brorby, Toronto. Goodyear Tire & Rubber of Canada Ltd., New Toronto, will pickup *Goodyear TV Playhouse* every other week starting Sept. 14, 9-10 p.m. through Young & Rubicam, Toronto.

Three one minute spot announcements weekly have been signed for Imperial Tobacco Ltd., Montreal (Sweet Cap cigarettes) on CBLT, through Cockfield Brown & Co., Toronto.

Kulka, Fran & Ollie and the World Series and more and better programs of every type. It's going to be drama, religion, and science and all the different things that appeal to all the different kinds of people that make up America. . . ."

The advertisements were keyed to the theme that in this year's political campaigns the candidates will go to "18 million whistle stops" across the country by TV.

. . . This time, the whistle stops will not be just little stations on railroads. They will be the 18 million television sets now in the nation's homes.

For the first time, the candidates will be able to show themselves to 60 million people, each in his own living room.

Television has brought their government back to the people. . . .

Sarnoff Asserts Faith

The ads quoted Brig. Gen. David Sarnoff, now RCA board chairman, as asserting his faith in the development of TV as long ago as 1923, and said that "ever since that time, RCA has used all its resources and all its ingenuity to make that prediction come true." It was pointed out that RCA spent more than 20 years in TV research and engineering development "before we ever made a dollar's profit from it."

For the future, the ads predicted that "in a few short years there will be 2,000 television stations serving every part of the nation; and television, together with radio, will be a reality in practically every American home."

The advertisements were placed in four newspapers in New York, two in Los Angeles, two in Philadelphia, four in Washington, D. C., one in Camden, N. J., two in Chicago, two in Denver, three in San Francisco and two in Portland, Ore.

NEW TV CONSOLE

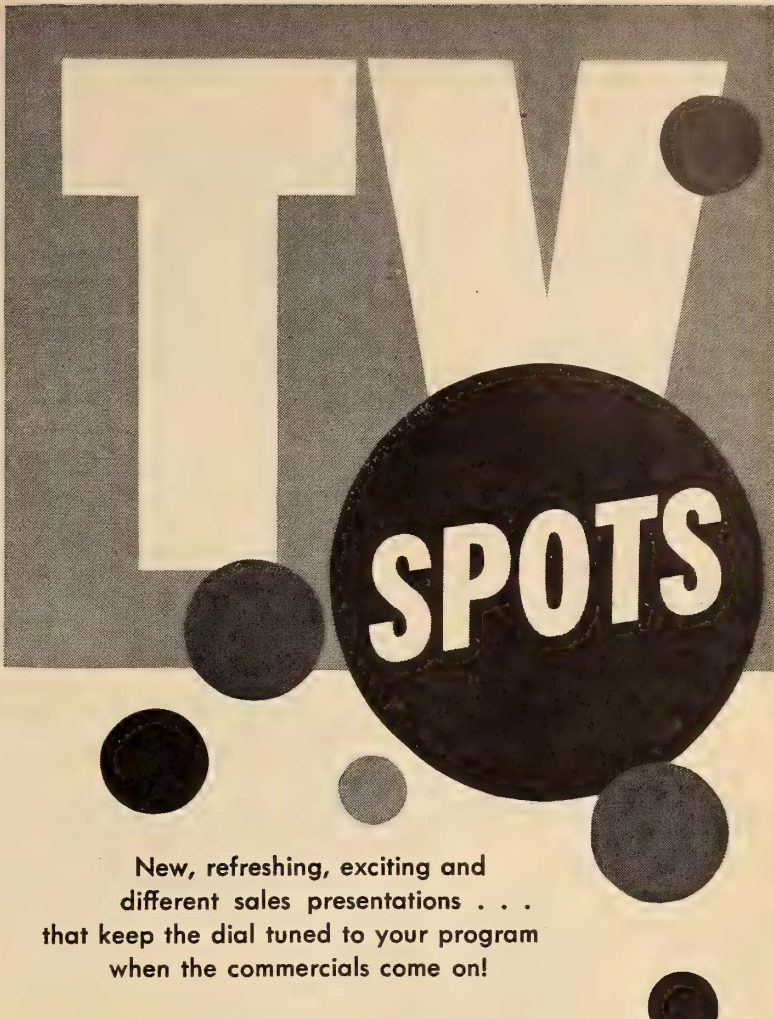
Announced by RCA Victor

VERSATILE two-section television control console which provides centralized audio and video control and monitoring facilities is now available to TV stations, RCA Victor announced last week in Camden, N. J.

The new switching console, RCA Type TC-4A, ties together transmitter operation and primary program sources, the announcement stated. Monitors and camera control units may be added as required for film, network, cameras or other studio functions, it was explained.

ATAS Appoints Agency

JOHN I. EDWARDS & Assoc., Hollywood, will handle the TV sales rights to the Academy of TV Arts & Sciences' 1953 awards dinner. Reflecting ATAS' desire to go national, the agency is preparing presentation for TV networks. Banquet is planned for January or February.



New, refreshing, exciting and different sales presentations . . . that keep the dial tuned to your program when the commercials come on!

low cost!

Vogue Wright production short cuts make possible the development of original TV spots with due regard to budget requirements.

attention compelling!

The combined experience and creative power of Vogue Wright script writers and production men result in TV spots that hold the audience and get the message across. Eye and ear appeal are put together in just the right proportions for maximum sales results.

sales producing!

Vogue Wright TV spots sell more merchandise for you. Let our representatives arrange a screening of TV spots produced for some of America's largest and best known companies.

Vogue Wright
STUDIOS

CHICAGO: 237 East Ontario Street

HOLLYWOOD: Sam Goldwyn Studios, 1041 N. Formosa Avenue

NEW YORK: 225 Fourth Avenue

Carter (drilling contractors and oil producers), Evansville, Ind. Mr. Tuley also is applicant for new TV station in Evansville [TV APPLICATIONS, B-T, July 28].

CHARLOTTESVILLE, Va.—Barham & Barham (WCHV), UHF Ch. 64 (770-774 mc); ERP 118 kw visual, 66.3 kw aural; antenna height above average terrain 781 ft., above ground 97 ft. Estimated construction cost \$165,500, first year operating cost \$94,350, revenue \$91,800. Post Office address c/o Charles Barham Jr., P. O. Box 631, Charlottesville, Va. Studio and transmitter location top of Patterson Mountain, 2½ mi. SE of Charlottesville. Geographic coordinates 38° 00' 03" N. Lat., 78° 27' 48" W. Long. Transmitter DuMont, antenna RCA, studio equipment DuMont. Consulting engineer A. D. Ring & Co., Washington. Principals include equal (50%) partners Charles Barham and Emma Lou Barham.

MADISON, Wis.—Monona Bestg. Co. (WKOW), UHF Ch. 27 (543-554 mc); ERP 85 kw visual, 42.5 kw aural; antenna height above average terrain 612 ft., above ground 596 ft. Estimated construction cost \$319,450, first year operating cost \$250,000, revenue \$250,000. Post Office address 215 West Washington Ave., Madison 3, Wis. Studio location to be determined. Transmitter location 4 mi. SW of Madison on Piper Road. Geographic coordinates: 43° 03' 06" N. Lat., 89° 27' 50" W. Long. Transmitter, antenna and studio equipment RCA. Legal counsel Fly, Shuebruk & Blume, Washington. Consulting engineer Walter F. Kean, Riverside, Ill. Principals include President Stewart Watson (3.84%), 1st Vice President E. B. Rundell (8.25%), 2nd Vice President George W. Icke (6%), Treasurer E. C. Severson (10.75%) and Secretary B. W. Huiskamp (7.97%).

† CHEYENNE, Wyo.—Frontier Bestg. Co. (KFBC), VHF Ch. 5 (76-82 mc); ERP 5.25 kw visual, 2.61 kw aural; antenna height above average terrain 190 ft., above ground 343 ft. Estimated

antenna height above average terrain 216 ft., above ground 234 ft. Estimated construction cost \$132,000, first year operating cost \$100,000, revenue not estimated. Post Office address Buena Vista Hotel, West Beach Drive, Biloxi. Studio location and transmitter location Buena Vista Hotel. Geographic coordinates 30° 23' 40" N. Lat., 88° 53' 38" W. Long. Transmitter, antenna and studio equipment RCA. Legal counsel Hanson, Lovett & Dale, Washington. Consulting engineer A. Earl Cullum Jr., Dallas, Tex. Principals include President J. S. Love Jr. (44.6%), Vice President L. J. Smith (2%), Secretary B. B. O'Mara (0.4%), Treasurer C. S. Wentzell (2%) and Mrs. J. S. Love Jr. (44.6%).

† JACKSON, Miss.—Mississippi Publishers Assn., UHF Ch. 25 (536-542 mc) (modification of application); ERP 206 kw visual, 109 kw aural; antenna height above average terrain 491 ft., above ground 538 ft. Estimated construction cost \$404,030, first year operating cost \$175,000, revenue \$125,000. Post Office address P. O. Box 427, Jackson, Miss. Studio location to be determined. Transmitter location SE corner of Pascagoula and S. West Streets. Geographic coordinates 32° 17' 48" N. Lat., 90° 11' 06" W. Long. Transmitter, antenna and studio equipment GE. Legal counsel Wheeler & Wheeler, Washington. Consulting engineer Raymond M. Wilmotte, Washington. [For earlier application see TV APPLICATIONS, B-T, May 5.]

HAVRE, Mont.—North Montana Bestg. Co. (KOJM), VHF Ch. 9 (186-192 mc); ERP 2.49 kw visual, 1.25 kw aural; antenna height above average terrain 210 ft., above ground 387 ft. Estimated construction cost \$154,889, first year operating cost \$80,000, revenue \$85,000. Post Office address 426½ First St., P. O. Box 70, Havre, Mont. Studio and transmitter location between 7th and 8th Aves. and 7th and 8th Sts. Geographic coordinates 48° 32' 50" N. Lat., 109° 40' 15" W. Long. Transmitter, antenna and studio equipment RCA. Consulting engineer Robert M. Silliman, Washington. Principals include President O. R. Rubie (3.8%), Vice President Claude R. Erickson (0.13%) and Secretary-Treasurer B. Abrahams (11½%).

HASTINGS, Neb.—Strand Amusement Co., VHF Ch. 5 (76-82 mc); ERP 61.4 kw visual, 30.7 kw aural; antenna height above average terrain 554 ft., above ground 583 ft. Estimated construction cost \$257,123, first year operating cost \$125,000, revenue \$120,000. Post Office address Strand Theatre Bldg., Hastings, Neb. Studio location to be determined. Transmitter location near intersection of U. S. 6 and Wabash Ave. Geographic coordinates 40° 34' 18" N. Lat., 98° 23' 00" W. Long. Transmitter, antenna and studio equipment RCA. Legal counsel A. Harry Becker, Washington. Consulting engineer Vandiver, Cohen & Wearn, Washington. Principals include President Frank D. Rubel (25%), interested in firms servicing theatre companies, and from 1943 to 1951 vice president of Adv. Service Co.; Vice President Fred E. Teller Jr. (20%), vice president of Strand Amusement Co., and Secretary Edna C. Rubel (25%), housewife. Knal-ba Foundation (charitable organization) owns 30% of applicant.

† MANCHESTER, N. H.—Grandview Inc. (WKBR), UHF Ch. 48 (674-680 mc); ERP 40.2 kw visual, 22.8 kw aural; antenna height above average terrain 1,000 ft., above ground 221 ft. Estimated construction cost \$140,000, first year operating cost \$95,000, revenue \$85,000.

Shaky Site

RECENT Southern California earthquakes raised Bear Mountain three feet, presenting Gene DeYoung, president and general manager of KERO Bakersfield, with a problem. His recently filed application for a TV station listed the mountain as transmitter site. Consequently Mr. DeYoung must either refile his application, correcting the antenna height, or shorten his towers three feet.

Post Office address 155 Front St., Manchester. Studio location 155 Front St. Transmitter location on summit of South Unanounuc Mountain, 6.5 mi. west of center of Manchester, about 2½ mi. south of town of Goffstown and near fire tower. Geographic coordinates 42° 58' 52" N. Lat., 71° 35' 16" W. Long. Transmitter DuMont, antenna GE. Consulting engineer W. F. Rust Jr., Manchester, N. H. Principals include President William J. Barkley, Vice President H. Scott Killgore, Treasurer William F. Rust Jr. and Ralph Gottlieb. Sole owner of applicant is Granite State Bestg. Co., also licensee of WTSL Claremont, N. H., and WTSL Hanover, N. H.

RALEIGH, N. C.—Sir Walter Television & Bestg. Co., UHF Ch. 28 (554-560 mc); ERP 283.5 kw visual, 147 kw aural; antenna height above average terrain 502 ft., above ground 446 ft. Estimated construction cost \$296,500, first year operating cost \$160,000, revenue \$180,000. Post Office address 204 West 6th St., Erie, Pa. Studio and transmitter location 2414-2416 Hillsboro St. Geographic coordinates 35° 47' 16" N. Lat., 78° 40' 04" W. Long. Transmitter, antenna and studio equipment GE. Legal counsel Haley & Doty, Washington. Consulting engineer William L. Foss Inc., Washington. Principals include equal (¼) partners John W. English, partner in Erie (Pa.) law firm of English, Gilson, Baker & Bowler; John J. Boland Jr., partner in Boland & Cornelius (ship cargo brokers), Buffalo; James R. McBrier, president of Trask, Prescott & Richardson (department store), and James B. Donovan, member of New York and Washington law firm of Waters & Donovan. Messrs. English and Donovan each have 14.8% interest in Erie Television Corp., applicant for new TV station in Erie [TV APPLICATIONS, B-T, July 21], and Messrs. McBrier and Donovan each have ¼ interest in Capitol Television & Bestg. Co., applicant for new TV station in Baton Rouge, La. [TV APPLICATIONS, B-T, Aug. 4].

MEDFORD, Ore.—Southern Oregon Bestg. Co., VHF Ch. 5 (76-82 mc); ERP 19.2 kw visual, 9.7 kw aural; antenna height above average terrain 464 ft., above ground 190 ft. Estimated construction cost \$189,704, first year operating cost \$115,000, revenue \$95,000. Post Office address c/o KUIN, P. O. Box 148, Grants Pass, Ore., or c/o Edward A. Malone, 401 South Fir St., Medford, Ore., or c/o William B. Smullin, KIEM Eureka, Calif. Studio location 401 South Fir St., Medford. Transmitter location 2.3 mi. east of Gold Hill, Ore. Geographic coordinates 42° 25' 43" N. Lat., 123° 00' 09" W. Long. Transmitter, antenna and studio equipment GE. Legal counsel Dempsey & Koplovitz, Washington. Consulting engineer Craven, Lohnes & Culver, Washington. Principals include President Amos Voorhies (50%), 25% owner and president of Courier Pub. Co., Grants Pass, Ore., and licensee of KUIN; Vice President Edward A. Malone, and Secretary-Treasurer William B. Smullin (50%), sole owner of KIEM Eureka, Calif.

† HAZLETON, Pa.—Hazleton Bestg. Co. (WAZL), UHF Ch. 63 (764-770 mc); ERP 97.8 kw visual, 48.9 kw aural; antenna height above average terrain 665 ft., above ground 408 ft. Estimated construction cost \$227,958, first year operating cost \$187,296, revenue \$250,000. Post Office address 708 Hazleton National Bank Bldg., Hazleton, Pa. Studio and transmitter location on Thirwell Ave., between Mill and East Streets. Geographic coordinates 40° 56' 24" N. Lat., 75° 58' 04" W. Long. Transmitter, antenna and studio equipment RCA. Legal counsel George O. Sutton, Washington. Consulting engineer James C. McNary, Washington. Principals include President Victor C. Diehm (25%), Vice President Hilda M. Deisroth (25%), Vice President E. H. Witney (25%) and Treasurer George M. Chisnell.

KNOXVILLE, Tenn.—W. R. Tuley, UHF Ch. 26 (542-548 mc); ERP 87.5 kw visual, 43.75 kw aural; antenna height above average terrain 577 ft., above ground 549 ft. Estimated construction cost \$235,721, first year operating cost \$184,000, revenue \$205,000. Post Office address 208 S. E. Riverside Drive, Evansville 8, Ind. Studio location to be determined. Transmitter location near Adams Ave. and Spruce St. Geographic coordinates: 83° 54' 16" N. Lat., 35° 59' 20" W. Long. Transmitter, antenna and studio equipment RCA. Legal counsel Loucks, Zias, Young & Jansky, Washington. Consulting engineer Harold B. Rothrock, Redford, Ind. Sole owner is W. R. Tuley, 50% owner of Tuley &

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605

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RADIO-TV TOWER

galvanized, guyed Blaw-Knox Radio Tower.

Used, but in perfect condition.

Uniform cross-sectioned for 400 feet, then tapering to top. Complete with guys, insulators, and regulation lighting equipment.

Will support 3 bay television antenna for total overall height of 575 feet above ground on low TV channels, or 6 bay with lower overall height.

Less than one-half present market price.

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123,000 TV SETS

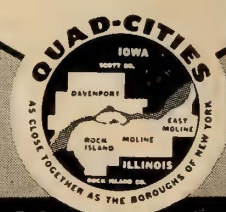
IN THE QUAD-CITY AREA

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 - Cities well—and advertisers profitably.

Les Johnson, V.P. and Gen. Mgr.



Quad-Cities' favorite

WHBF

TELCO BUILDING, ROCK ISLAND, ILLINOIS

Represented by Avery-Knodel, Inc.

construction cost \$238,600, first year operating cost \$100,000, revenue \$95,000. Post Office address Plains Hotel, Cheyenne, Wyo. Studio and transmitter location between Evans and Van Lennen on Third St. Geographic coordinates 11° 07' 22" N. Lat., 104° 48' 06" W. Long. Transmitter and antenna RCA. Consulting engineer Robert C. Pfannen-schimid. Principals include President Robert S. McCracken (22% owner of Cheyenne Newspapers Inc.), Vice President W. A. Corson (18%) and Treasurer William C. Grove (16%). Cheyenne Newspapers Inc. owns 66% of applicant.

APPLICATIONS RETURNED

PEORIA, Ill. — TV & Radio Peoria Inc. (WPEO), UHF Ch. 19, ERP 92.6 kw visual, 46.3 kw aural. Incomplete. [See TV APPLICATIONS, B-T, Aug. 4.]

TOPEKA, Kan. — WREN Bestg. Co. (WREN), UHF Ch. 42, ERP 16.66 kw visual, 8.33 kw aural. Incomplete. [See TV APPLICATIONS, B-T, Aug. 11.]

Four More Grants

(Continued from page 59)

populated areas it must cover in contrast to neighboring states, WHAS-TV noted FCC during its allocation consideration indicated wider station spacing is more desirable even where the pros and cons "hang in even balance."

Replying to the WHAS-TV opposition, WSAL charged the Louisville station's petition "does not contain a single fact demonstrating how WHAS-TV might be adversely affected, nor does it contain even an allegation to that effect other than a statement that it 'believes' its coverage area might be reduced."

The WSAL petition noted WHAS-TV's application to switch from Channel 9 to 11 (pursuant to the Sixth Report) and boost power to 316 kw visual contains no change in antenna height, presently 495 ft. above average terrain."

Polan Industries, new UHF Channel 59 grantee at Ashland, Ky. [B-T, Aug. 18], in its protest of the WFMJ-TV Youngstown petition contended: "The only justification which [WFMJ-TV] advances in support of its unusual request is that Channel 21 was not allocated to Youngstown when it decided to amend its application from Channel 33 to 73. It did not file for Channel 27, so it says, because this would have forced the Vindicator Printing Co. [WFMJ] into a comparative hearing with the other applicant for Channel 27 [WKBN-TV]. Now that The Vindicator is safely ensconced on Channel 73, it has no hesitancy in going into a comparative hearing for Channel 21, knowing that if it loses out, it would still have Channel 73 and would in the meantime have tied up a competitor for a period of two years or more."

"If they were of the view that the lower UHF channels are greatly to be preferred and if they have no qualms about a hearing, there was no reason why they could not have filed for Channel 27."

Polan Industries, originally Channel 33 applicant also, contended it pointed out to FCC the deficiency respecting that channel and filed a corrective petition "with the encouragement of the Commission's staff."

"Because of the equities un-

doubtedly due Polan Industries, which failed to receive a grant simultaneously with the other two applicants on July 11 [WKBN-TV and WFMJ-TV], it is also urged that The Vindicator petition be promptly disposed of [dismissed] and that prompt action be taken on Polan Industries' application for Channel 21 in Youngstown when the assignment becomes final on Aug. 25," the pleading said.

WEOL Elyria, in petitioning for conditional grant on Channel 31, said FCC has authority to take such action under Sec. 1.385(e) of its rules even though there is pending the competitive bid of the Lorain Journal Co.

The WEOL petition said the Lorain Journal Co. application discloses that it is under the common ownership with the Mansfield Jour-

Russian Color TV

SOVIET press last week announced that special color television transmitter would be in operation by next year and that experimental color TV sets would be on sale. An article in the *Literary Gazette* outlined a series of video improvements which could be expected by August 1953. Among improvements listed was that there would be a guaranteed demonstration of the set before it was purchased.

nal Co., which owners "have been found heretofore by the Commission to be disqualified as broadcast applicants, and by the federal courts guilty of attempting to

monopolize interstate commerce by stifling radio competition in violation of Section 2 to the Sherman Anti-Trust Act."

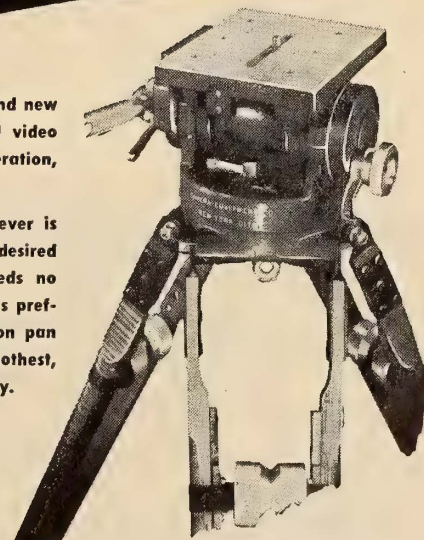
Speaking before the WOI-TV workshop, sponsored by Iowa State College in cooperation with the National Assn. of Educational Broadcasters and the Joint Committee on Educational Television, Chairman Walker pointed out that if "we raised the annual income of only one-eighth of these [nearly 10 million functional illiterates] only \$100, that would more than pay for the construction of all the 242 educational stations on the assignments reserved by the Commission in one year." His estimate was based on a per-station cost of \$500,000.

The FCC chairman reminded his (Continued on page 88)

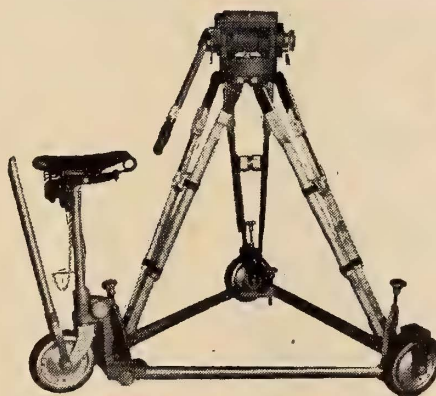
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the **NEW "BALANCED" TV Tripod**
is doing a whale of a job
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WE THREW THE book away and engineered a brand new "BALANCED" Tripod for every photographic and video need. The result—a revelation in effortless operation, super-smooth tilt and 360° pan action.

PERFECT BALANCE prevents mishap if the lock lever is not applied. Quick release pan handle locks into desired position. Mechanism is enclosed, rustproof, needs no lubrication. Tension adjustment for Camera Man's preference. Built-in spirit level. Telescoping extension pan handle. We defy you to get anything but the smoothest, most efficient operation out of this tripod beauty.



Head illustrated contains adjustable camera tie-down screw for locating center of gravity. This feature is optional.



"BALANCED" TV TRIPOD mounted on 3-wheel portable collapsible dolly.

If you work with film... for Studio, News-reel, Commercials, Business, Industrial or Home Movies—it will pay you to get to know us. The country's foremost professionals depend upon our portable, versatile, adaptable equipment.



We Calibrate Lenses Precision "T" STOP CALIBRATION of all type lenses, any focal length. Our method is approved by Motion Picture Industry and Standard Committee of SMPTE. For proper exposure density, it is important that you have your lens "T" stop calibrated. Lenses coated for photography. Special TV coating. Rapid service.

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Complete line of 35mm and 16mm equipment available for rental
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We Design
and
manufacture
Lens Mounts
and camera
equipment for
16mm — 35mm
and TV cameras.

Sales . . .

Spear & Co., Pittsburgh (retail furniture), starts *Counterpoint*, half-hour series filmed by Bing Crosby Enterprises, Culver City, Calif., on WDTV (TV) Pittsburgh, Oct. 2. Programs comprise a second run of the *Rebound* series.

Distribution . . .

Snader Telescriptions Sales Inc., Beverly Hills, has acquired distribution rights to *The Terror Theatre*, series of 26 half-hour films to be produced by Burkett-Halperin Productions. The firm, headquartered at Eagle-Lions Studios, Hollywood, goes into production in December with a budget of \$25,000 per film. Material will be drawn from the works of Edgar Allen Poe, Robert Louis Stevenson and Guy de Maupassant. The deal was concluded in New York by Oliver A. Unger, executive vice-president for Snader in N. Y., Victor H. Halperin and Sam Burkett, production firm partners.

* * *

Morton Radio Productions and Morton Television Productions, Chicago, have regained distribution rights to the film series, *This Is the Story*, which was sold previously by Snader Telescriptions Sales. The Chicago firms have expanded sales force to handle *This Is the Story* on film, a series of 52 episodes, and the series of 260 AM shows. The companies are now introducing a new giveaway



film report

show, *What's Wrong With This Picture?*, for TV stations.

* * *

Telenews Productions Inc. announced last week the release of a 12½ minute documentary film report for television on the story of the flying saucers. Titled "The Flying Saucer Mystery," the film is being distributed by Sterling Films Inc., New York.

Production . . .

Alan Young, under contract to CBS-TV, will film his new alternate-weekly half-hour show using a situation comedy format. Production starts today (Monday) at Hal Roach Studios, Culver City, and the network has scheduled it for fall telecasting. Sponsor of the show will be Esso Standard Oil Co., New York. Mr. Young will portray the character he has featured in the past, that of the young employed bachelor. The series will center about his job, employer, employer's wife and employer's daughter. Alan Dinehart is producer.

* * *

Arrow Productions Inc., Hollywood,

will start production on *King Arthur and the Knights of the Round Table*, half-hour TV film series, in November. The writers, Charles Condon and Eric Taylor, will base their scripts on legend rather than any specific text. Leon Promkess, firm secretary and executive producer, is in New York to conclude negotiations for the distribution of *Ramar of the Jungle*, first 13 half-hour TV films of which were recently completed for \$240,000. Production on second group starts in October.

* * *

PSI-TV Inc., New York, TV film production and distribution firm, last week announced that the first 13 episodes in the TV film series, *China Smith* starring Dan Duryea, have been completed. The first three films are ready for distribution in New York now, with release date for telecasting by stations set for Sept. 15, according to Manny Reiner, PSI-TV vice president in charge of sales. Mr. Reiner added that KECA-TV Los Angeles and KGO-TV San Francisco have already contracted for 26 weeks of series after officials saw the films in production. A property of Tableau Television Ltd., *China Smith* is being financed and distributed by PSI-TV.

* * *

Edward Lewis Productions, now filming CBS-TV *Schlitz Playhouse of Stars* at Tepeyac Studios, Mexico City, is in production on "Calamity Jane," for which Johnny Mercer has written special lyrics and music. Song will be used as the theme of a series to be developed from the half-hour pilot film, starring Joan Blondell and Tom Ewell. Robert Aldrich directs from script by Luther Davis.

* * *

Screen Gems Inc., New York, has signed motion picture director Leigh Jason as director and Elizabeth Fraser as feminine lead for "Jr.," first in series of 39 films purchased by Ford Motor Co. for its *Ford Theatre*. The series, written by Cyril Hume and produced by Jules Bricken, stars Edward Arnold and Arthur Franz in the principal roles. Production began last week.

* * *

Hollywood - America Productions, Hollywood, producer-packager of CBS-TV *Pantomime Quiz*, is packaging half-hour live TV programs, *Jimmy Fidler in Hollywood*. Series features commentary by Jimmy Fidler and interviews with Hollywood personalities.

* * *

United World Films Inc., New York has begun production of "Mission to Mademoiselle," ninth episode in its *Fighting Man* series. The film

stars Michael Thomas and Cliff Clark. George Blair is the director.

* * *

Telemount Pictures Inc., Hollywood, with new headquarters at 11561 Ventura Blvd., in association with Mutual Television Productions Inc., that city, is completing *Cowboy G-Men*, half-hour TV film series to be distributed regionally by United Artists Television Corp. Next series of 13 starts immediately, featuring Russell Hayden and Jackie Coogan as frontier detectives in the 1870-1900 period. Henry Donovan, Telemount president, is a producer-writer and Herb Cahan and Reg Brown are co-directors. Sherman Harris, associate producer on NBC-TV *Boss Lady* for Wrather Television Productinos Inc., Hollywood, has joined Telemount as production supervisor.

* * *

Gross-Krasne Inc., Hollywood, has leased office and studio space at RKO-Pathe Studios, Culver City. Production starts again Sept. 8 on CBS-TV *Big Town* series for Lever Bros.

* * *

Marine Corps Reserve Volunteer Training Unit, Santa Monica, Calif., is producing a film for TV and theatrical distribution, depicting scenes from Camp Pendleton and Santa Monica training centers. Final supervision will be by Col. Franklin P. Adreon, unit commanding officer and associate producer at Republic Studios.

Random Shots . . .

Kathryn Grayson has formed Kathryn Grayson Productions, Hollywood, to film episodic musical dramas in color for TV distribution, in which she will star.

Film People . . .

Robert DeSousa, sales manager, KNBH (TV) Hollywood, to Major Television Productions Inc., Culver City, as regional sales manager with headquarters in that city.

* * *

Leo Pepin, TV operations manager with CBS Hollywood, joins Volcano Productions, same city, as unit manager on ABC-TV *The Adventures of Ozzie and Harriet*. Cecil Barker, director of programming and production for ABC Western Division, is supervising the filming.

* * *

Edward Grossman, auditor-accountant for Film Classics, New York, joins Guild Films Inc., same city, in similar capacity. The firm, headquartered at 510 Madison Ave., has leased additional space nearby to handle print inspection and shipment of TV films.

* * *

Fred Briskin, assistant director with Columbia Pictures, joins Screen Gems Inc., Hollywood, its subsidiary, as executive assistant to producer Jules Bricken and will coordinate general production activities. Firm has also added Jerome Odum and Betty Reinhardt to its writing staff.

WISE BUYERS BUY...

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More
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**San Diego's
1ST and Only
TV STATION**

**TV, channel 8
AM, 550 K.C.**

**Blankets
California's
Third Market!**

The SAN DIEGO MARKET

Increased 92.4%

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To... 1950

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SAN DIEGO 1, CALIFORNIA

Represented by

THE BRANHAM CO.

Again **GPL** Leads the field with FULL

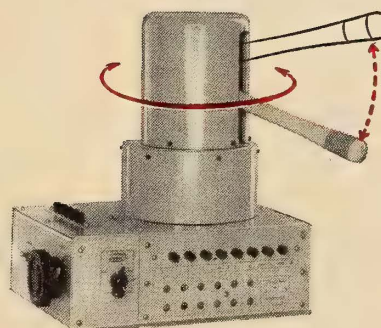
REMOTE CONTROL



TV's OUTSTANDING CAMERA CHAIN

provides **PAN**
TILT
FOCUS
LENS change
IRIS adjustment

...from **1000** feet away...



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**THESE CAMERA FEATURES
WITH ANYTHING
ON THE MARKET TODAY**

- Three Compact Units
- Equal Flexibility in Studio or Field
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- Iris Control at Camera and CCU
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Now, with the GPL Remote Control Pedestal, your cameraman can work at full efficiency a fifth of a mile from his camera... make any lens or focus adjustment instantly... control pan and tilt with a pan handle that works as if it were physically attached to the camera... or, at the touch of a button, swing the camera to any of six pre-set positions, with lens and focus automatically correct. As with all GPL camera chains, the CCU operator has full control of iris setting to assure finest picture reproduction.

This remote control makes possible the location of cameras where they could never be placed before—for better coverage in auditoriums,

at sports events, in the center of "round-table" discussions. For military or industrial use it offers outstanding advantages.

**Use Remote Control Now—
or install it later**

All GPL cameras are adaptable to the new remote control pedestal, yet there is no cost premium. Equip your studios now with TV's finest camera chain, add remote control at any time later on. Before you make any camera investment, be sure to investigate GPL—the industry's leading line, in quality... in design.

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PLEASANTVILLE

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

Open Mike

(Continued from page 20)

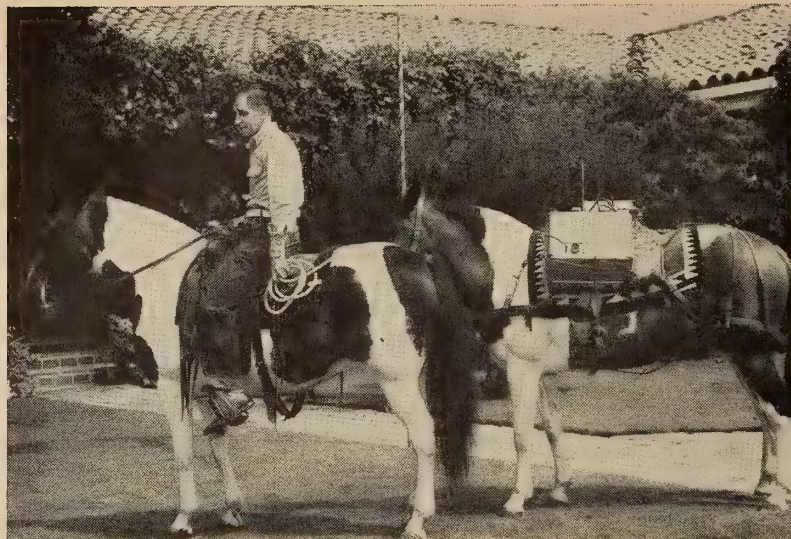
the book, we feel a great injustice has been done. The population figure for the town of Westerly is not 8,415 but nearer 12,400. . . .

Where things went wrong is that you did not get the population of the town of Westerly, which includes within its boundaries Bradford, Weekapaug, Misquamicut and Watch Hill. These four subdivisions of Westerly should be included since these people vote in Westerly, pay taxes in Westerly, send their children to school in the Westerly School System, have Westerly as their Post Office address, and the money they spend is credited to the Westerly retail sales figure of over \$21 million. . . .

We have another 8,000 people who live in Connecticut but who consider themselves residents of Westerly. These people live in Pawcatuck, Conn., (a subdivision of Stonington that is closer to Westerly than it is to Stonington). Their mail address is also Westerly. . . .

Warren M. Greenwood
General Manager
WERI Westerly, R. I.

[EDITOR'S NOTE: All population listings in the MARKETBOOK are official 1950 U. S. Census figures. Statistics for Washington County, which Westerly apparently dominates, are also included in the Rhode Island listings.]



NEWSGATHERING in the mountains can be difficult, but KTMS Santa Barbara, Calif., has found a practical solution—a pack horse team—one horse for a rider, the other for portable transmitter and batteries. Thus, it covered the Santa Barbara "Old Spanish Days" fiesta Aug. 6-9. The two horses, a KTMS engineer and announcer became part of the parade, the announcer describing pageantry and interviewing spectators. Chief Engineer Leo DeConnick above sits astride lead horse.

Mrs. Minnie Edwards

FUNERAL services were held in Oakland, Calif., with burial at Oakland Cemetery, Aug. 21 for Mrs. Minnie Edwards, mother of Ralph Edwards, NBC radio-TV performer. Mrs. Edwards died Aug. 18 after a cerebral hemorrhage.

CLEVELAND 'BESTS'

AFRA Awards To Be Made

THIRTEEN "bests" in both radio and television will be honored by the Cleveland local of the American Federation of Radio Artists in the 1952 second annual AFRA awards competition.

Selection of award winners will be made in the following program categories: News, including straight news and commentary; women's; children's; sports, including play-by-play and sportscasting; musical performance, either individual or group, and commercial, including both spot and regular commercials. Other individual awards will be made.

In addition, the judges will select winners among stations for the best in promotion, public service and special service programming.

Judges were listed as:

Mrs. Nadyne King, chairman, Radio Div., Federation of Women's Clubs; Lewis E. Zender, public relations director, U. S. Steel; Hal Stedfeld, Stedfeld & Byrne Inc.; William B. Levenson, assistant superintendent in charge of Cleveland elementary schools; Stanley Anderson, radio-TV editor, "Cleveland Press"; George Condon, radio-TV editor, "Cleveland Plain Dealer," and Ben Wickham, radio-TV editor, "Cleveland News." Sanford Markey of AFRA, is secretary to the judges.

Benjamin H. Saxton

FUNERAL services for Benjamin Hargrave Saxton, 52, district manager for Stromberg-Carlson Co. sound equipment sales in Pennsylvania, Maryland and Ohio, were held Aug. 15 at Pittsburgh, where he made his home. Mr. Saxton died of a heart attack Aug. 11 during a business trip to Philadelphia. He had been engaged in the sound equipment business for 28 years.

'RED' AUTHOR

Is Interviewed Over WIP

MATT CVETIC, author of the radio serial, *I Was a Communist for the FBI*, appeared on several WIP Philadelphia broadcasts when he was honored at the American Legion convention.

During one week, Mr. Cvetic was heard on WIP's *Mary Biddle Show* and was interviewed on the nation's *Lobby Parley*.

Mr. Cvetic also was guest of honor at a party given by the Blue Ribbon Cake Co., Kingston, Pa., which sponsors the FBI program over WIP. Among those present were Gov. John S. Fine of Pennsylvania, and Benedict Gimbel Jr., WIP president-general manager.

Strictly Business

(Continued from page 18)

jockey for WSLs. During summer vacations, the energetic Mr. Balaban worked as an editorial apprentice for National Screen Corp., a firm that produces trailers for motion pictures.

His college education was interrupted by the war, in which he served from September 1942 until September 1945 as a combat cinematographer in the Marine Corps. Mr. Balaban has the distinction of being the first American to fly over the island of Truk, and his wartime itinerary included photography stints on the Marshall Islands, Majuro and Wake Island.

After being discharged from service, he convalesced for eight months at the Columbia Medical Center in New York for treatment of tropical diseases he picked up in the marines. But he was gratified to report that he is in excellent health today.

Mr. Balaban joined Paramount Television Productions in 1946 to supervise the commercial aspects of theatre television. Though the company has not devoted much of its resources to this activity, it is still in the field and hopes to expand this phase, conditions permitting.

Hobbies that interest Mr. Balaban are tied up with his consuming interest in photography and broadcasting. Around his Great Neck, L. I., home, he likes to make electrical recordings and motion pictures—to the delight of his guests.

Such off-hour diversions please his wife, the former Jacqueline Walsh, whom he married in 1949, and their little daughter, Barbara. He is a homebody except for occasional forays into such sports as swimming and horseback riding.

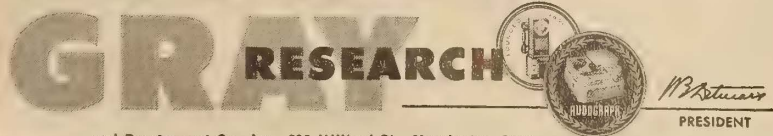
Mr. Balaban belongs to the American Television Society, the National Television Film Council, the Marine Corps League, the Overseas Press Club and the Standard Club of Great Neck, to mention a few.

Choosy is the D-J

...about his
transcription equipment

Look around — you'll find the top disc jockeys on the top stations are using Gray Tone Arms—proof that Gray meets their exacting standards.

Choose the famous 106-SP or the new viscous-damped 108-B. Both provide superb fidelity, long serviceability, and perfect tracking at all record speeds. Write for the Gray Tone Arm Bulletin RD-8.



PRESIDENT

and Development Co., Inc., 598 Hilliard St., Manchester, Conn.
Div. of The Gray Manufacturing Co.—Originators of the Gray Telephone Pay Station and the Gray Audograph

GRID COVERAGE

Stations' Plans Issued

SEVERAL schedules for broadcast of collegiate and professional football games over radio and television during the coming season were announced last week.

WBAL Baltimore will carry 14 Washington Redskins games and all nine of U. of Maryland's games, the former Sept. 14 to Dec. 14, sponsored by American Oil Co., and the latter Sept. 20 to Nov. 11, sponsored by Baltimore and Washington Pontiac dealers. WBAL-TV Baltimore also will carry six Redskins games, sponsored by American Oil. WMAL Washington will carry the U. of Maryland schedule, sponsored by the Pontiac dealers.

WJR Detroit announces it will cover the complete Detroit Lions schedule, beginning with an exhibition game Aug. 18, with Goebel Brewing Co. as sponsor.

Standard Oil of Indiana, Chicago, has placed a heavy football schedule again this fall, through McCann-Erickson, that city. Regular-season games from the U.S. of Colorado, Iowa, Minnesota, Nebraska, Wichita and Wisconsin will be broadcast within each respective area on WHO Des Moines, WCCO Minneapolis, KFAB Omaha, KWBB Wichita and WTMJ Milwaukee. The sponsor also is considering local television sponsorship of the Chicago Bears.

Feature interviews by Wally Mullinax, WESC Greenville, S. C., sports director, were taped with football coaches of five colleges and universities in that state—Furman, Clemson, Presbyterian College, U. of South Carolina and Wofford—and were to be aired last week.

A West Coast announcement indicates the complete home schedules of the Los Angeles and Hollywood Pacific Coast League teams will be televised.

SOUTHERN Calif. Chapter of American Assn. of Adv. Agencies will handle the 1952-'53 Los Angeles Community Chest fund-raising campaign on a voluntary basis with radio and TV both contributing time.

CANADIAN MEET

WAB to Gather at Banff

PROGRAMMING, civil defense, engineering and sales will highlight the agenda of the three day meeting of the Western Assoc. of Broadcasters at Banff Springs Hotel, Banff, Alberta, Sept. 11-13. Ed A. Rawlinson, CKBI Prince Albert and WAB president, will preside.

Among special reports will be one from Jim Allard, general manager of Canadian Assoc. of Broadcasters, Ottawa, on present status of copyright battle and other CAB business; report from Finlay MacDonald, CJCH Halifax, on station's underwriting (to the amount of \$10,000) a Halifax produced operetta "Bonanza," and report on sales research by Pat Freeman, CAB sales director, Toronto.

George Chandler, CJOR Vancouver, will discuss the result of the WAB engineering conference and status of radio in civil defense on Canada's west coast. Farm broadcasting will be discussed by William Guild, CJOC Lethbridge.

On final day of the meet Harold Moon, BMI Canada Ltd., and Carl Haverlin, BMI New York, will discuss copyright problems and BMI services. Present status of two way telephone conversation broadcasts, which was dealt with at CAB convention last March at Toronto, will be explained by Dave Armstrong, CKDA Victoria. Maurice B. Mitchell, Associated Program Services, New York, is slated as guest speaker at the annual dinner. Business sessions and election of officers are scheduled.

Campus Office Opened

OREGON State Broadcasters Assn. will open a fulltime office on the U. of Oregon campus in Eugene Sept. 1. OSBA's manager will be Robert E. Summers, who also has been appointed an assistant professor. H. J. Chandler, OSBA president, explained that Mr. Summers will devote half his time to the association and the remaining time to the university's radio education program. A similar office is maintained by the Oregon Newspaper Publishers Assn.

Our Respects to

(Continued from page 48)

planning to buy a new house to accommodate the turntables, tuners, speakers and extensive record collection. Mrs. Evans claims he once boasted he could hear an orchestra conductor's suspenders stretching during the recorded rendition of a favorite classic.

Mr. Evans has a deep conviction that classical music isn't getting a fair deal from those who present it. That belief accounts for a Sunday afternoon 90-minute disc jockey program on WRFD in which classical numbers are featured. "Most stations throw classical music at the audience with shovels," he says. "We give the human side, with interesting commentary. We're warming people up to it, emphasizing rhythmic types and are anxious to find out if rural people want good music."

For years he has been spending much of his time on the road, speaking all over the country at management, personnel and labor relations meetings. He is author of many articles on these subjects and has often served as arbitrator in employment disputes.

Mrs. Evans is the former Ella Weed of Ossining, N. Y. They met in New York when she was counselor at an orphanage and he directed boys' activities. They have two children and two grandchildren.

Mr. Evans is active in Columbus civic affairs. He is a member of the board of governors of Franklin U., Columbus, and the board of the Columbus and Franklin County Community Chest campaigns. He is a Presbyterian and retains an active interest in choral music.

As fulltime director of Peoples Broadcasting, he will have a chance to direct expansion of this phase of the Farm Bureau organization. Just last March, Peoples opened a palatial new radio center in Worthington.

KPOL DAYTIMER

Debut Set for Sept. 1

KPOL Los Angeles, 5 kw on 1540 kc, will begin full daytime operation next Monday (Sept. 1) from its transmitter studio at 5000 Carter Drive. Permanent studios and executive offices are being readied at 5087 Huntington Dr. North.

Licensed to Coast Radio Broadcasting Corp., KPOL is owned by Hugh R. Murchison, firm president, who is also general manager.

The staff includes Charles Hughes, account executive with KALI Pasadena, as commercial manager, and Floyd W. Hall, consulting engineer with KOCS Ontario, as director of engineering operations. William Bidell is promotion director.

EDDIE TRUMAN, ABC Hollywood staff musician, composed "Your Eyes Are So Lovely," recently recorded by Lawrence Welk for Coral Records.

THE ONLY
PHILADELPHIA
STATION
CARRYING
MAJOR LEAGUE
BASEBALL

Play-by-play
broadcasts of

Athletics

and

Phillies

HOME AND
AWAY GAMES

with

- ★ BYRUM SAAM
- ★ GENE KELLY
- ★ CLAUDE HARING

Philadelphia's top sportscasters

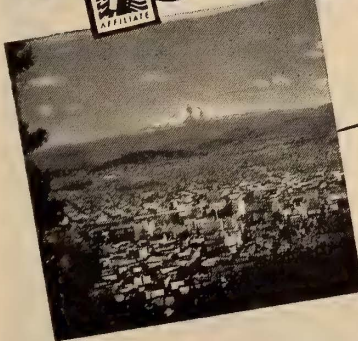
WIBG

DIAL 990

10,000
WATTS
PHILADELPHIA'S
MOST POWERFUL
INDEPENDENT

REPRESENTED BY
RADIO REPRESENTATIVES, INC.

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.

WGAR DISPLAYS

Up Advertisers' Sales

WGAR Cleveland's food products sales plan—"Merchandising"—has increased sales for participants from 31% to 200%, the station reported last week. The plan entitles WGAR spot advertisers to point-of-purchase displays in 197 A & P and Kroger supermarkets in northeastern Ohio.

Products benefiting from the plan, now 60 days old, are Fabs, Super Suds, Creamettes, Cheer, Rival dog food, Cornfetti, Seven-Up, Leisy's beer and Junket.

Teletype Tale

KJRL Pocatello, Ida., was successful in its search to find the owner of a lost dog but it took seven feet of teletype paper to do it. A weather bureau field post phoned KJRL to say they'd found a lost dog with a North Platte, Neb., license. KJRL teletyped a message to KODY North Platte. Further messages were exchanged. Seven feet of teletype paper later, it was determined that the dog belonged to a family recently moved from North Platte to Pocatello. KJRL's efforts received local newspaper notice.



Angling for New Markets?

If you're fishing for new markets, past result stories point to KFYZ as a likely spot. The station with the nation's largest area coverage, KFYZ doesn't depend on "fish stories"—offers the national advertiser hard-hitting facts which bear out KFYZ's coverage and selling claims in this rich, rural market.

KFYZ

BISMARCK, N. DAK.

5000 WATTS-N.B.C. AFFILIATE
Rep. by John Blair

air-casters



WILLIAM M. WINN, chief announcer, WJOC Jamestown, N. Y., promoted to program director.

BOB FOSTER, program director, WETO Gadsden, Ala., to WGWD same city, in same capacity.

DON ROSENQUEST, operations department, CBS-TV New York, named supervisor of traffic for all TV network programs originating in Hollywood, headquartered in latter city.



Mr. McVay

BOB McVAY appointed program director, KFJI Klamath Falls, Ore.

JOHN GRAY to announcing staff, WSYR Syracuse.

ED CASE, production assistant, WMAL-TV Washington, to KTHH Houston on announcing staff.

DON WHITMAN, in charge of radio transcriptions, ABC Hollywood, shifts to KECA-TV Los Angeles as schedule coordinator for program operations. He replaces **GILL SABEN**, resigned.

DON MORTIMER, editorial staff, BROADCASTING • TELECASTING, to production staff, WBAL-TV Baltimore.

NORMA WEEKS, women's program director and continuity head, KINY Juneau, Alaska, to KJNO there, replaced by **PATTI PARSONS**, KFBR Fairbanks.

SCOTT DOUGLAS, Hollywood freelance radio-TV announcer, to KNXT (TV) that city in similar capacity.

RAY BENTLEY, radio director, Houck & Co., Roanoke, Va., returns to continuity department, WROV that city.

JOHN BEEBE, WKAN Kankakee, Ill., to production department, WBKB (TV) Chicago.

QUILA CONWAY returns to WRNL Richmond as traffic manager.

KEITH SAMPLES, Northwest Broadcasting School, Portland, Ore., to KGAL Lebanon, Ore., as announcer-operator. Other graduates and stations where they are now located are: **HAL HOWARD**, KGAK Gallup, N. M.; **JAMES MOFFIT**, KWRC Pendleton, Ore.; **OSCAR WHORLEY**, KOMW Omak, Wash.; **GORDON PAISLEY**, KHRH Hood River, Ore.; **HARMON YEARY**, KPKW Pasco, Wash.; **GEORGE RAVEN**, KROG Sonora, Calif.; **JAMES WILLIS**, KBLI Blackfoot, Ida.

BENNETT ORFIELD, news editor, WLS Chicago, to KFI Los Angeles as summer staff announcer.

JACK SCOTT, floor manager, KTTV (TV) Hollywood, promoted to associate director.

JIM GRANER returns to WJW Cleveland as sports director after 18 months service in U. S. Army.

FIDEL LaBARBA, world's flyweight boxing champion, to KBIG Avalon, Calif., as sports commentator on weekly five-minute program.

BOB WEAVER, KERN Bakersfield, Calif., rejoins KXO El Centro as program director. **DESU NORTON**, sports director, WORZ Orlando, Fla., to KXO in similar capacity.

PERRY WARD, KOTV(TV) Tulsa, Okla., sales staff, appointed special events director there.

E. M. JONES, professor of drama at U. of Saskatchewan, named drama producer of CBW Winnipeg.

DON FUHRMANN to announcing staff, KSEI Pocatello, Ida., replacing **BOB COOPER** who transfers to announcing staff, WPBC Minneapolis.

MAXINE ARTO McKIBBEN, head of KFI Los Angeles transcription department, to CBS Radio, Hollywood, as assistant in production department.

NEVA PATTERSON, New York TV-stage actress, assigned role in 20th Century-Fox feature film, "Taxi."

MARK STARBIRD, announcer at CHUM Toronto, to CBLT (TV) Toronto.

CAROL BREWSTER, film actress, to KBLA Burbank, Calif., as disc m.c. on daily two-hour program.

ART SYDNEY, WHHH Warren, Ohio, to production staff, WHAS Louisville, Ky. **HOBY WOLF**, WKRC Cincinnati, to WHAS for nightly disc show.



Mr. Sydney



Mr. Wolf

LINA GORONI, traffic department, KXLA Pasadena, to KPOL Los Angeles as traffic supervisor.

ARCH HARRISON Jr., production staff, WBAL-TV Baltimore, to directing staff, WTVR (TV) Richmond.

AXEL GRUENBERG, director, Revue Productions, to NBC-TV *This Is Your Life* in similar capacity.

MIKE HOPKINS, CKLB Oshawa, Ont., to announcing staff of CKSO Sudbury, Ont.

BILL LAZAR, WOR-TV New York announcer, father of girl, Deborah Anne.

DAVE WATERS, NBC Chicago TV director, father of girl, Kimberly Marie, Aug. 10.

JOHN CHULAY, floor manager, KTTV (TV) Hollywood, father of boy, John Benjamin, Aug. 9.

DICK AKER, announcer, KTFY Brownfield, Tex., and **OPAL P. DAVIS**, formerly chief engineer, KDWT Stamford, Tex., were married Aug. 9.

DOUG MORRISON, assistant director, KTTV (TV) Hollywood, and Pat Reynolds will be married Oct. 1.

PEN BROWN, WTAG Worcester, Mass. sportscaster, father of girl, Nancy Elizabeth.

SGT. MARVIN SMITH, formerly with WHLI Hempstead, L. I., father of girl, Marilyn, July 30.

News . . .

CHET CAMPBELL, press department, NBC Chicago, promoted to press manager, replacing **JACK RYAN** who has resigned.

PAUL RUHLE, WAIT Chicago, to WKYW Louisville, as news editor.

FRANK WHITLEY to KCOW Alliance, Neb., as new editor.

STEPHEN FENTRESS named assistant director of news for TV newsreel department at WGN-TV Chicago.

Caldwell Ltd. Expands

S. W. CALDWELL Ltd., Toronto, has expanded its operations and purchased a building at 447 Jarvis St., to house its radio and television productions unit. Building was formerly occupied by Academy of Radio Arts. The building is being renovated and two of its four studios are being converted into sound stages for rehearsal and filming of TV commercials. Building will continue to house tenants in allied radio fields, and will have studios available for rental to advertising agencies and producers for TV and AM radio programs. Building is located across the street from CBC Toronto AM and TV studios.

NBC RADIO One Man's Family will receive recognition of achievement for contributing to American family life from Gov. Earl Warren at 93rd California State Fair today (Monday).

SERVICE

Twenty-five years of faithful service to American agriculture makes WIBW the most-listened-to-station in Kansas and adjoining states.

WIBW

The Voice of Kansas
in TOPEKA

ELECTRONICS

West Coast Meet Wed.

TWENTY-SEVEN technical sessions are scheduled for the annual Western Electronic Show & Convention to be held in Long Beach, Calif. Municipal Auditorium for three days starting this Wednesday under joint sponsorship of the 7th Regional Institute of Radio Engineers and West Coast Electronics Mfrs. Assn.

Besides more than 100 papers of a highly technical nature, convention sessions will include several panel discussions and symposia on a variety of specialized electronic subjects, according to R. L. Sink, IRE regional director and Consolidated Engineering Corp., Pasadena, chief electrical engineer.

FCC Comr. Rosel H. Hyde will be guest speaker at a luncheon Friday in the Wilton Hotel. He also will participate Thursday in a panel discussion on "What the End of the TV Freeze Means to the West." Other panelists are Otto Brandt, general manager, KING-TV Seattle; Fred W. Albertson, Dow, Lohnes & Albertson, Washington attorneys; A. Earl Cullum Jr., consulting engineer; H. L. Hoffman, president, Hoffman Radio Corp., and J. W. Kingsbury, AT&T. Phil Caldwell, ABC Western division manager of engineering and general services, will chairmen the discussion.

Exhibits will represent a cross-section of national electronic products. It will be the largest display of its kind ever seen on the West Coast, occupying more than 200 booths on the two floors of the auditorium, according to Leon B. Unger, convention president.

Approximately 2,000 engineers will attend the IRE sessions, according to advance registration. More than 10,000 persons are expected to view the various exhibits.

INDUSTRIAL EDITORS

Institute Set Nov. 6-8

SIXTH annual Southern Industrial Editors Institute will be held at the U. of Georgia, Athens, Nov. 6-8, it was announced last week. A committee of leading representatives has been appointed to formulate plans.

The Institute is sponsored jointly by the Southern Industrial Editors Assn. and the Henry W. Grady School of Journalism. The association is composed of editors and editorial assistants of employe publications, trade journals and specialized publications throughout the Southeast.

Ralph Byrd

FUNERAL services were held in Glendale, Calif., with burial at Forest Lawn Memorial Park Aug. 22 for Ralph Byrd, film actor and star of *Dick Tracy* TV film series. He died Aug. 18 after a heart attack.



ALAN C. TINDAL (r), vice president, Springfield (Mass.) Television Broadcasting Co., and president, WSPR Springfield, shakes hands with **Frank P. Barnes**, General Electric broadcast equipment sales manager, after signing of contract to equip the city's first TV station, WWLP (TV). **George R. Townsend**, who will serve WWLP as chief engineer, looks on. WSPR owns 19.2% of WWLP [B•T, July 21, 14].

RTMA PARTS DIV.

Section Heads Appointed

SECTION chairmen for the Parts Division, one of the most active within Radio-Television Mfrs. Assn., were announced by Chairman Matt Little last week.

All but four of 21 chairmen named were reappointments to the Parts Div., which has the largest membership in RTMA. The chairmen will serve during 1952-53. Mr. Little is president of Quam-Nichols Co., Chicago.

Names of section chairmen follow:

Amateur radio activities, Richard W. Mitchell, Industrial Development Engineering Assoc. Inc.; antenna, Larry H. Kline, The Ward Products Corp.; ceramic capacitor, W. Myron Owen, Aerovox Corp.; coil, Eugene M. Keys, Edwin I. Guthman & Co.; fixed capacitor, Louis Kopinski, John E. Fast & Co.; fixed resistor, D. S. W. Kelly, Allen-Bradley Co.; instrument and test equipment, Roland M. Bixler, J-B-T Instruments; phonograph cartridges and pickups, S. N. Shure, Shure Bros.; record changer and phono-motor assembly, H. E. Moon, The General Industries Co.; socket, Lester W. Tarr, Cinch Manufacturing Corp.; speaker, Russell S. Fenton, Permoflux Corp.; speaker parts, Charles L. Matthews, Wm. H. Welsh Co. Inc.; special products, W. R. MacLeod, King Labs.; steatite, C. L. Snyder, General Ceramics & Steatite Corp.; switch, W. S. Parsons, Centralab, Div. of Globe-Union; transformer, L. S. Racine, Chicago Transformer Div.; tube parts, S. L. Gabel, Superior Tube Co.; TV-radio tuner, Russell E. Cramer Jr., Radio Condenser Co.; variable resistor, Victor Mucher, Clarostat Manufacturing Co.; wire wound resistor and rheostat, Roy S. Laird, Ohmite Manufacturing Co.; metal stampings and metal specialties, Jay H. Johnson & Hoffman Mfg. Co.

FOURTH annual edition of the Directory of the West Coast Electronic Manufacturers' Assn. containing a separate index of members and electronic products manufactured, is now being distributed.

New Business

(Continued from page 14)

Mitchell, N. Y., for corporation, four manufacturing divisions and export subsidiary, United Aircraft Export Corp.

UNION PHARMACEUTICAL Co. and ART COSMETICS, Montclair, N. J., appoint Grey Adv. for Saraka, Inhiston, APC cold tablets and Irma, effective Sept. 15.

VALLEN Inc., Akron, Ohio (curtain controls and tracks for theatres, TV studios, etc.) appoints Fred Bock Adv., Akron. Account executive is JOHN B. SIMPSON, formerly with NBC.

ECTRO Inc., Delaware, Ohio (tape recorders and electronic instruments), names Needham & Grohmann Inc., N. Y.

GIBSON REFRIGERATION Co., Greenville, Mich., appoints Henri, Hurst & McDonald, Chicago.

BATTYE FRANKLIN Co., Chicago ("Zip-a-part" carbon interleaved forms), appoints Bozell & Jacobs Inc., same city.

CINERAMA Inc., N. Y., names McCann-Erickson, that city.

WESTGATE-SUN HARBOR Co., San Diego (Breast-O'-Chicken tuna), appoints Foote, Cone & Belding Inc., L. A., effective Jan. 1, 1953. Radio-TV will be used. KENDALL THURSTON is account executive.

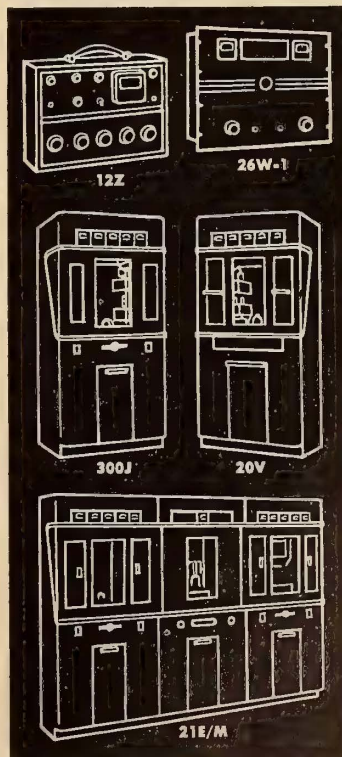
Adpeople . . .

GLEN E. DAVIDSON, sales representative for Sheaffer Pen Co., N. Y., in Virginia, Fort Worth, Tex., and Chicago territories, appointed western sales manager.

FRANK L. PARKER, owner of New York public relations firm, to Plexolite Sales Co., L. A. (corrugated and flat fiberglass reinforced translucent sheets), as director of sales development and public relations.

MEMBERS OF A GREAT RADIO EQUIPMENT FAMILY

COLLINS . . . for broadcast equipment of unquestioned quality



Collins 212A Studio Console

Your studio installation deserves the built-in quality and superior performance the Collins 212A speech input console will supply. Unit amplifiers are individually shock mounted. Main frame and end castings are solid aluminum. Tilt-to-service feature allows installation against window or wall. Write for complete technical information.

COLLINS RADIO COMPANY
Cedar Rapids, Iowa

11 W. 42nd St.
NEW YORK 18

1930 Carpenter Blvd.
DALLAS 2

2700 W. Olive Ave.
BURBANK

Dogwood Road
Fountain City
KNOXVILLE



ELECTRONICS MEET

Slated Sept. 29 to Oct. 1

EIGHTH annual National Electronics Conference and Exhibition will be held Sept. 29-Oct. 1 at Chicago's Hotel Sherman, it was announced last week.

The three-day meeting will look at electronic development during the past year and also possibilities in the electronic world of tomorrow.

Among subjects of interest to broadcasters are high frequency electron tubes, waveguides, transistors, antennas, audio developments and television.

The conference is sponsored by the American Institute of Electrical Engineers, the Illinois Institute of Technology, Institute of Radio Engineers, Northwestern U. and the U. of Illinois with Purdue U., the U. of Wisconsin and the Society of Motion Picture & Television Engineers participating.

Wolcott H. Pitkin

WOLCOTT H. PITKIN, 70, who recently retired from active duty as vice chairman, counsel and director of International Telephone & Telegraph Corp., died last Monday at his home in Hohokus, N. J. Born in Albany, N. Y., and a graduate of Harvard U., Mr. Pitkin joined IT&T in 1925 and six months later became vice president and general counsel.

WSYR's Local Radio Sales

UP 39%

For the period ending April 30, WSYR's local radio sales were 39% ahead of 1951. The local advertisers responsible for this increase are the ones in the best position to test the effectiveness of all media. They know which advertising keeps the cash registers ringing.

National Spot Advertisers

TAKE NOTE

Write, Wire, Phone or Ask
Headley-Reed

WSYR ACUSE

NBC Affiliate

570 KC

WSYR-AM-FM-TV

The Only Complete Broadcast Institution in Central New York

allied arts



KENNETH B. BOOTHE, manager of Instrumentation Div., Audio & Video Products Corp., N. Y., promoted to director and elected vice president.

SEYMOUR J. COOPER elected president of Emerson West Coast Corp., San Francisco, distributor of Emerson radio-TV sets in northern California.

JAMES B. LINDSAY, vice president of Thomas Electronics, named special engineering representative for Kahle Engineering Co., North Bergen, N. J.

DANIEL F. CONNELL, vice president in charge of client service operations for midwest district of Research Corp. of America, Chicago, to similar post with same firm, headquartered in N. Y.

ROBERT R. BLANCHARD appointed director of sales activities in Rocky Mountain area for Gates Radio Co., Quincy, Ill. Territory includes Colorado, Wyoming, Utah, western Kansas and New Mexico. **BOB STAHLHUTH**, production supervisor, McDonnell Aircraft Corp., St. Louis, to Gates as production control manager.



Mr. Stahlhuth



Mr. Blanchard

JIM McKIBBEN, script editor and promotion manager, Standard Radio Transcriptions, Hollywood, leaves firm Sept. 1. Standard has discontinued script service which Mr. McKibben supervised.

ARTHUR P. JACOBS, Beverly Hills public relations firm, appointed to handle West Coast publicity for Screen Producers Guild.

FRANK A. JOHNSON, assistant sales manager for Starrett Television Corp., N. Y., to Majestic Radio & Television Div. of Wilcox-Gay Corp., as district sales manager in the New York State trading area.

LOU SMITH, Caine Sales Co., Chicago, appointed field sales engineer, Ampere Electronic Corp., Hicksville, N. Y., in territory covering Illinois, Indiana, Wisconsin and Davenport, Iowa.

PHILCO Corp.'s Government and Industrial Div. relocates at 4700 Wisahickon Ave., Phila. Telephone is Tennessee 9-4000.

ALBERT C. GABLE, manager of engineering for General Electric Co.'s industrial and transmitting tube operation, presented first service award from Joint Electron Tube Engineering Council at council's meeting at Big Moose Lake, N. Y.

THOMPSON-McDONALD, Hollywood, public relations firm, has moved to 6612 Sunset Blvd. Telephone is Hudson 2-7249.

JEROME E. HOAG Jr., New York district representative for Television-Radio Div., Westinghouse Electric Corp., to St. Louis in similar capacity, replacing **DONALD HARRIS** who transfers to Southwest district headquartered in Dallas, Tex.

MARSHALL C. WELLS, sales manager, Hoffman Sales Corp., L. A., to Golden State Appliance Distributing Corp., that city, as general sales manager.

SIDNEY K. WOLF, associate professor of management at New York U., appointed to board of directors of Audio & Video Products Corp., N. Y.

ALLEN B. DuMONT Labs., Television Transmitter Div., has issued new 20-page booklet on DuMont universal image orthicon TV camera chain Model TA-124-E. Booklet describes camera chain as single, triple-duty unit for use in studios, in field and for film pickup and stresses value to new stations operating under tight budgets.

FRANCIS W. FLORSHEIM, Columbia Wire & Supply Co., Chicago, named chairman of Assn. of Electronic Firms. Other officers are: **KARL W. JENSEN**, Jensen Industries, vice chairman; **HELEN STANILAND QUAM**, Quam-Nichols, treasurer, and **KENNETH C. PRINCE**, executive secretary.

DAVEN Co., Newark, N. J., announces availability of latest brochure on attenuators showing wide variety of controls including radio frequency attenuators, stereophonic controls and "T," balanced "H," ladder and potentiometer type audio attenuators.

FRANCIS VAN HARTESVELDT, director of NBC radio *Father Knows Best* for Benton & Bowles Inc., Hollywood, and writer on NBC-TV *Sky King*, to Roy Rogers Enterprises as writer-director on NBC radio *Roy Rogers Show*.

SPEER RESISTOR Div., Speer Carbon Co., has moved manufacturing facilities from St. Marys, Pa., to Bradford, Pa. Sales and executive offices remain at former location.

LOIS WINSTON, publicity director of Biow Co., N. Y., to Roger & Cowan, public relations consultants, as account executive on firm's radio and television accounts.

Equipment . . .

ROHN Mfg. Co., Peoria, Ill., announces manufacture of "fold-over tower" which makes use of firm's standard tower sections and "fold-over" kit. Kit consists of short base section, hinge section, boom and reel and cable mechanism. Tower hinges near mid-section and can be raised and lowered by turning crank on reel.

Technical . . .

BOB HESS, transmitter engineer, KSEI Pocatello, Ida., to FCC Monitoring Station, Twin Falls.

DEAN KINER, chief engineer, KCSB San Bernardino, to KPOL Los Angeles as transmitter supervisor.

Electronic Goals

ESTABLISHMENT of small business shares for three electronic expansion goals has been announced by the Small Defense Plants Administration. Small firms will derive 33% of the \$7 million of new capital investment in added productive capacity by 1954. The electronics goals involve electrical connectors, high voltage switchgear and electrical transformers for the Army and Navy. Small business firms are defined as those employing 300 or less. The Defense Production Administration will hold the shares not less than 30 days. DPA sets the expansion goals for electronics and other industries while applications for speedy tax writeoffs to expand are supplied by National Production Authority field offices.

TWO day technical conference will be held Oct. 13-14 for engineers of member station of Central Canada Broadcasters Assn. at the Royal Connaught Hotel, Hamilton, Ont. Four talks on tape recording engineering in television, audio control and engineering operations at broadcast stations, will be featured during the two day meet.

THE LATEST
WCKY
STORY

Oh What a Beautiful Morning!

Morning Advertisers 7 to 9 AM on
WCKY are getting the lowest cost
per thousand buy in Cincinnati.

WCKY...ON THE AIR EVERYWHERE—24 HOURS
A DAY—7 DAYS A WEEK



Networks' Commercials Signed

(Continued from page 23)

Advertiser	Program	Gross Time		Net- work	Stations 1951 1952	Hours Per Week	
		Charges Oct. '51				1951	1952
American Home Products	Just Plain Bill	83,597	NBC	137	141	d1:15	d1:15
	Big Show	20,178	NBC	167		0:10	
	Mr. Keen	20,178	NBC	167		0:10	
	Martin & Lewis	20,178	NBC	167		0:10	
	Our Gal Sunday	90,379	CBS	168	177	d1:15	d1:15
	Helen Trent	91,195	CBS	173	177	d1:15	d1:15
	Front Page Farrell	94,086	NBC	132	129	d1:15	d1:15
American School	Gabriel Heatter	23,596	MBS	356		0:07½	
American Tel. & Tel. Co.	Telephone Hour	75,857	NBC	168	186	0:30	0:30
American Trucking Assn.	American Forum of the Air	30,267	NBC	167		d0:30	
American Tobacco Co.	Jack Benny	68,620	CBS	199	207	0:30	0:30
	Les Higbie	99,258*	MBS	389		d0:25	
	Happy Felton		MBS	517		d0:25	
	Kenneth Banghart	37,281	NBC	97		d0:25	
	Your Hit Parade	60,880	NBC	168	190	0:30	0:30
	Big Story	76,572	NBC	170	191	0:30	0:30
Armour & Co.	Dial Dave Garroway	116,024	NBC	167	187	d1:15	d1:15
Armstrong Cork Co.	Theatre of Today	33,136	CBS	186	185	d0:30	d0:30
Assn. of American Railroads	Railroad Hour	76,307	NBC	171	192	0:30	0:30
B. T. Babbitt Inc.	Bab-O Reporter	114,211	MBS	468		d2:30	
Belmont Hearing Aid Co.	Edwin C. Hill	7,858	CBS	129		0:07½	
	Gabriel Heatter	15,541	MBS	267	280	0:15	0:07½
Best Foods	Larry LeSueur		CBS	193		d0:05	
Ben-Hur Products	Bob Garred	6,767	ABC	26		d0:30	
Hazel Bishop Inc.	Inside News of Hollywood	31,777	ABC	146		0:25	
	Inside News of Hollywood		NBC	190		d0:25	
	Lorenzo Jones		NBC	190		d0:45	
Bloch Bros. Tobacco Co.	Football Scores	1,967	MBS	191		0:15	
Book Associates	Magic of Believing	2,369	CBS	50		0:15	
	Your Legal Adviser	7,936	MBS	51		0:15	
Borg-Warner Corp.	Red Skelton	22,560	CBS	54		0:30	
Bristol-Myers Co.	Break the Bank	127,209	ABC	285	319	d1:30	d1:30
	Mr. District Attorney	59,450	ABC	284		0:25	
Brown Shoe Co.	Smilin' Ed McConnell	14,045	NBC	127		d0:30	
	Smilin' Ed McConnell		CBS	120		d0:30	
	Paul Harvey	28,896	ABC	116	139	0:15	0:15
Bu-Tay Products	Chet Huntley		ABC	29		d0:02	
Bymart-Tintair	Somerset Maugham Theatre	7,048	NBC	132		d0:30	
Campana Corp.	News	10,636	CBS	182	188	d0:05	d0:05
Campbell Soup Co.	Double or Nothing	157,487	NBC	130	147	d2:30	d2:30
	Double or Nothing Club 15	70,815	NBC	34		d2:30	
Cannon Mills Co.	Give and Take	241,754	CBS	164	163	1:15	0:45
Carnation Co.	Stars Over Hollywood	28,080	CBS	149	149	d0:30	d0:30
Carter Products	Contented Hour	28,764	CBS	150	149	d0:30	d0:30
	Aunt Mary	70,440	CBS	184		0:30	
	City Hospital	11,358	NBC	23		d1:15	
Champion Spark Plug Co.	Drew Pearson	29,076	CBS	146	148	d0:30	d0:30
		16,454	ABC	160	211	0:15	0:15
Chesebrough Mfg. Co.	Roll Call	23,777	ABC	287		0:05	
Christian Reformed Church	Dr. Christian	81,072	CBS	182	181	0:30	0:30
Chrysler Corp.	Back to God Hour	20,675	MBS	252	274	d0:30	d0:30
Churches of Christ	You Bet Your Life	75,668	NBC	167	193	0:30	0:30
Cities Service Co.	Herald of Truth		ABC	175		d0:30	
Club Aluminum Products Co.	Band of America	58,320	NBC	97	113	0:30	0:30
Coca-Cola Co.	Club Time	3,216	ABC	20	21	d0:15	d0:15
Colgate-Palmolive-Peet Co.	Charlie McCarthy	74,843	CBS	201		0:30	
	Mario Lanza Show	61,096	NBC	172	207	0:30	0:30
	Strike It Rich	50,896	CBS	145		d2:30	
Consolidated Grocers Corp.	Strike It Rich	64,570	NBC	166	179	d2:30	d2:30
	Mr. and Mrs. North	84,105	CBS	192	181	0:30	0:30
	Our Miss Brooks	57,756	CBS	191	189	0:30	0:30
	Bob and Ray		NBC	170		d1:15	
	King's Row	37,430	CBS	51		d1:15	
Continental Baking Co.	Arthur Godfrey	64,194	CBS	174		d0:37½	
Cream of Wheat Corp.	Grand Slam	60,651	CBS	48	49	d1:15	d1:15
Credit Union National Assn.	Let's Pretend	24,079	CBS	156	153	d0:25	d0:25
Dawn Bible Students Assn.	Gabriel Heatter		MBS	527		0:15	
Dr. Pepper Co.	Frank and Ernest	16,964	MBS	345	351	d0:30	0:15
	Sports Roundup	7,608	CBS	54		0:15	
John H. Dulany & Son	Old Dominion Barn Dance		CBS	44		0:15	
E. I. duPont de Nemours & Co.	Daily Double	11,126	ABC	48		d0:25	
	Cavalcade of America	73,589	NBC	155	166	0:30	0:30
Economics Lab.	Galen Drake	10,682	CBS	184		d0:05	
Electric Auto-Lite Co.	Suspense	87,350	CBS	184	181	0:30	0:30
Electric Co.'s Advertising Program	Meet Corliss Archer		ABC	275		0:30	
	Meet Corliss Archer	63,974	CBS	179		0:30	
Equitable Life Assurance Society of the U. S.	This Is Your FBI	71,174	ABC	281	319	0:30	0:30
Ex-Lax Inc.	Doctor's Wife		NBC	172		d1:15	

BROADCASTING • Telecasting

Faultless Starch Co.	Faultless Starch Time	5,123	NBC	53	59	d0:15	d0:15
Firestone Tire & Rubber Co.	Voice of Firestone	68,891	NBC	141	152	0:30	0:30
First Church of Christ, Scientist	Christian Science Monitor Views the News	12,178	ABC	17	19	0:15	0:15
Flako Products Corp.	Galen Drake		CBS		48		d0:05
Ford Motor Co.	Bob Trout		CBS				0:15
Free Methodist Church of North America	Light and Life Hour	2,040	ABC	35	72	d0:30	d0:30
French Sardine Co.	Arthur Godfrey		CBS		175		d0:37½
General Candy Co.	True Detective Mysteries	32,778	MBS	521	534	d0:30	0:15
General Conference of Seventh Day Adventists	Voice of Prophecy	17,664	ABC	101	139	d0:30	d0:30
	Voice of Prophecy	23,624	MBS	332	325	d0:30	d0:30
General Electric Co.	Football Roundup	103,404	CBS	152		d3:00	
General Foods Corp.	Grady Cole	9,538	CBS	41	48	d0:45	d0:45
	Grady Cole		CBS		57		d0:30
	Gangbusters	50,068	CBS	157	155	0:25	0:25
	When a Girl Marries	44,606	ABC	94		d1:15	
	Breakfast Club	113,241	ABC	237		d1:15	
	Bill Shadel	9,944	CBS	154		0:05	
	Wendy Warren	89,746	CBS	158	162	d1:15	d1:15
	Father Knows Best	63,457	NBC	156	153	0:30	0:30
	Hopalong Cassidy	59,652	CBS	154		0:30	
	Roy Rogers	61,096	NBC	172	153	0:30	0:25
	Renfrew Valley Sunday Morning	24,193	CBS	60		d1:15	
	Gathering Home Folks	26,123	CBS	107	107	d0:45	d0:45
	Second Mrs. Burton	56,739	CBS	86		d0:50	
	Bob Trout		CBS	78	129	d1:15	d1:15
	Tarzan		CBS		154	0:10	0:30
	Sanka Salutes		CBS		155	0:05	0:05
	Log Cabin News		NBC		153		0:05
General Mills	Live Like a Millionaire	103,086	NBC	74		2:05	
	Lone Ranger	145,818	ABC	137	159	1:30	1:30
	Betty Crocker	105,785	ABC	203	319	1:15	d1:15
	Edward Arnold	35,235	ABC	202		0:25	
	Mr. Mercury & Silver Eagle	104,823	ABC	152	177	1:00	1:00
	Whispering Streets		ABC		230		d1:15
General Motors Corp.	Bill Ring Show		ABC		166		d1:15
	Cal Tinney		ABC		271		d2:05
	Arthur Godfrey		CBS		184		d0:37½
	Henry J. Taylor	46,112	ABC	163		0:15	
	Peggy Lee Show		CBS			0:30	
	Your Land and Mine		ABC		182		0:15

(Continued on page 78)

Haberdashing is Flabbergasting in America's Miracle Market

Norfolk — Portsmouth — Newport News

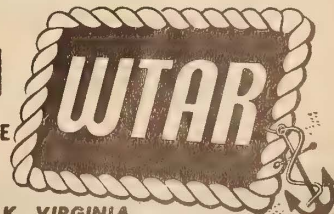
Sales of men's and boys' furnishings and clothing climbed 11% over the year before, and the climb is even steeper for this year. You'll be flabbergasted at the sales gains on almost everything in this rich market where you get full penetration only with dominant WTAR-AM and exclusive WTAR-TV. Use both stations to give your sales a shot in the arm. Get the figures from the Petry Company NOW.



AM-TV-FM

AM-FM: NBC AFFILIATE

TV: ALL NETWORKS



NORFOLK, VIRGINIA

Networks' Commercials Signed

(Continued from page 77)

Advertiser	Program	Gross Time		Net- work	Stations	Hours	
		Charges Oct. '51			1951 1952	Per Week 1951 1952	
Gillette Co.	Fights	68,630	ABC	244	323	0:30	0:30
	World's Series	140,383	MBS	693		d15**	
	Arthur Godfrey	59,219	CBS	178	175	d0:37½	d0:37½
	Grand Central						
	Station	32,189	CBS	176	177	d0:30	d0:30
Goodyear Tire & Rubber Co.	Nora Drake	118,714	CBS	165	173	d1:15	d1:15
	It Happens Every Day		CBS		162		d0:25
	Break the Bank		ABC		320		d1:00
Gospel Broadcasting Assn.	Greatest Story Ever Told	51,187	ABC	280	299	d0:30	d0:30
	Old Fashioned Revival Hour	65,788	ABC	246	269	d1:00	d1:00
Billy Graham Evangelistic Assn.	Hour of Decision	39,000	ABC	220	331	d0:30	d0:30
Green Giant Canning Co.	People Are Funny		CBS		176		0:15
	House Party		CBS		164		d0:15
Greystone Corp.	No School Today	2,944	ABC	65		d0:15	
Gruen Watch Co.	Walter Winchell		ABC		321		0:15
Gulf Oil Corp.	We, the People	44,744	NBC	118		0:30	
	Counterspy		NBC		135		0:30
Hall Brothers	Hallmark Playhouse	64,608	CBS	182	193	0:30	0:30
Theodore Hamm Brewing Co.	Edward R. Murrow	26,386	CBS	22	23	0:37½	0:37½
H. J. Heinz Co.	Ozzie and Harriet	71,448	ABC	283		0:30	
George A. Hormel Co.	Music with the Hormel Girls	27,264	CBS	120	119	d0:30	d0:30
	Music with the Hormel Girls	16,913	NBC	40		d0:30	
	Chet Huntley		ABC		20		0:15
Hotpoint Co.	Ozzie and Harriet		ABC		321		0:15
Imperial Candy Co.	Howdy Doody		NBC		81		d0:15
International Shoe Co.	Van Deventer	9,014	MBS	312		d0:15	
International Tel. & Tel. Co.	Bill Adams	3,957	CBS	31		d0:15	
Jackson & Perkins Co.	Jergens-Woodbury Journal	47,153	ABC	281		0:15	
Andrew Jergens Co.	Bill Henry	112,462	MBS	437	429	0:25	0:25
Johns-Manville Corp.	Headline News		MBS		548		d0:30
	Capital Commentary		MBS		548		d0:50
	Cecil Brown		MBS		532		0:50
	Pee Wee Reese		MBS		550		0:15
S. C. Johnson & Son							

Kellogg Co.	Mark Trail	80,120	ABC	224		d1:15	
	Victor Borge	17,220	ABC	224		d0:15	
	Wild Bill Hickok	23,780	MBS	379	460	0:25	d1:15
	Clyde Beatty	78,467	MBS	427		d1:15	
	Carl Smith		CBS		155	d0:25	
Kingan & Co.	Carl Smith		MBS		200	d0:25	
	King Arthur Godfrey	16,287	CBS	94	88	d0:30	d0:30
	George Fisher	3,300	CBS	30		0:15	
	Ozzie and Harriet		ABC		321		0:15
	Big Town	71,321	NBC	134		0:30	
Lambert Co.	Lux Radio Theater	144,250	CBS	176		1:00	1:00
	Godfrey's Talent Scouts	71,868	CBS	164	155	0:30	0:30
	Aunt Jenny	117,999	CBS	143	145	d1:15	d1:15
	Arthur Godfrey	123,715	CBS	179	176	d1:15	d1:15
	Lone Journey	118,619	ABC	250		d1:15	
Lever Brothers Co.	House Party		CBS		164		d1:15
	Hollywood Theatre	77,045	NBC	167		0:30	
	Arthur Godfrey	203,974	CBS	205	190	d2:30	d1:15
	Bing Crosby	85,103	CBS	202		0:30	
	Big Show	20,178	NBC	167		0:10	
Lewis-Howe Co.	Bob Hope	76,572	NBC	170		0:30	
	Mr. Keen	20,178	NBC	167		0:10	
	Martin & Lewis	20,178	NBC	167	190	0:10	0:30
	Dragnet	60,880	NBC	168	185	0:30	0:30
	Nick Carter		MBS		299		0:30
Libby, McNeill & Libby	Duke of Paducah		NBC		26		0:30
	Symphonette	30,218	CBS	154		d0:30	d0:30
	Choraliers	61,204	CBS	156	155	0:30	0:30
	Original Amateur Hour	82,913	ABC	284		0:45	
	Stop the Music	24,775	ABC	191		0:15	
Liggett & Myers Tobacco Co.	Queen for a Day	121,790	MBS	456	541	d1:15	d1:15
	Two for the Money		NBC		190		0:30
	Lutheran Hour	26,987	MBS	416	418	d0:30	d0:30
	Chet Huntley	8,170	ABC	37		d1:15	
	Woman in My House	117,348	NBC	168	183	d1:15	d1:15
Longines-Wittnauer Watch Co.	People Are Funny	28,184	CBS	149	176	0:15	0:15
	News	35,642	CBS	25	30	1:15	1:15
	Hilltop House	87,011	CBS	144	149	d1:15	d1:15
	Curt Massey Time	86,804	CBS	146	151	d1:15	d1:15
	Curt Massey Time	111,112	MBS	473	479	d1:15	d1:15
P. Lorillard Co.	News of the World	168,043	NBC	158	169	1:15	1:15
	One Man's Family	170,299	NBC	156	167	1:15	1:15
	Robert F. Hurleigh	23,391	MBS	137		0:25	
	First Nighter		NBC		103		0:25
	Horace Heidt	65,552	CBS	187		0:30	
Lutheran Church-Missouri Synod	Break the Bank	63,604	ABC	256		d1:00	
	Romance of Evelyn Winters	87,241	ABC	251		d1:15	
	Eddie Cantor	43,262	NBC	150		0:30	
	Playhouse	72,887	NBC	153		0:30	
	Against the Storm	90,838	ABC	256		d1:15	
M. J. B. Co.	Playhouse		CBS		173		0:30
	Visitin' Time	10,389	CBS	27		0:30	
	Gabriel Heatter		MBS		523		0:15
	True Detective Mysteries		MBS		530		d0:15
	Cedric Foster	16,134	MBS	517		0:05	
Manhattan Soap Co.	Gabriel Heatter		MBS		546		0:15
	Bob Considine	20,020	NBC	165	183	d0:15	d0:15
	Arthur Godfrey	127,670	CBS	192	189	d1:15	d1:15
	Queen for a Day	52,477	MBS	530		d0:30	
	Great Gildersleeve	79,688	NBC	153	169	0:30	0:30
Mars Inc.	Jay Stewart's Fan Mail	3,063	ABC	286		d0:05	
	Jay Stewart's Fan Mail	7,319	CBS	171		d0:05	
	Paula Stone Show		MBS		530		d0:45
	Gabriel Heatter	26,780	MBS	99	105	0:15	0:15
	Breakfast Club		ABC		309		d0:45
Metropolitan Life Insurance Co.							
Miles Labs							
Miller Brewing Co.							
Philip Morris & Co.							
Morton Salt Co.							
Motor Products Corp.							
Motorola Inc.							
Murine Co.							
Mutual Benefit Health and Accident Assn.							
National Biscuit Co.							
National Dairy Products Corp.							
North American Van Lines							
Naumkeag Steam Cotton Co. (Pequot Mills)							
Noxzema Chemical Co.							
O'Cedar Corp.							

FARM PROJECT

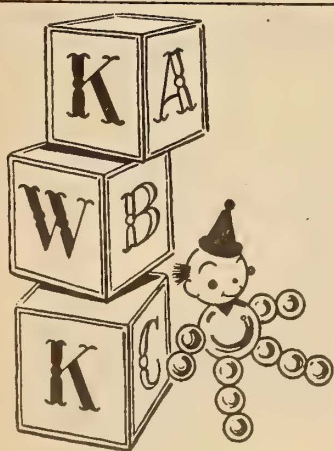
WIBW Modernizes in a Day

A DECREPIT, run-down old farm that netted only \$6 last year and scarcely drew a second look from passersby has been renovated into a modern and profitable farm property—thanks to an enterprising radio station.

Under the leadership of farm director Wes Seyler, WIBW Topeka, Kan. went to work on the buildings and land as part of its "Balanced Farming & Family Living Day" project. The results were something to behold for over 20,000 people who witnessed the transition.

Mr. Seyler called on merchants, dealers and agricultural agencies to cooperate with him and the owner and tenant. Together they worked a series of minor miracles involving a new house, milking barn, a detention dam, land renovation, and a modern water system. Volunteers also pitched in.

WIBW entertainers furnished music for workers and farm spectators who swarmed in from 18 states. Ben Ludy, WIBW manager, said the one-day program afforded a practical demonstration of 10 steps involved in the development of a modern farm. So appreciative of Mr. Seyler's efforts were the local citizens that they donated proceeds from a concession stand on the grounds and staked him to a fishing trip complete with equipment.



In St. Louis, it's
easy as A-B-C

KWK is THE
radio buy!

Globe-Democrat Tower Bldg.
Saint Louis



Representative
The KATZ AGENCY



EARS THAT HEAR

IN YOUNGSTOWN ARE EARS THAT BUY!

WBBW'S concentrated coverage is not wasted on cornfields. Here's pin point selling that falls on receptive ears, "buying" ears—right in a market that really counts.

WBBW—the new ABC
affiliate in Youngstown
brings you...

Concentrated Coverage
and
No Waste Circulation

REP. FORJOE & CO. INC.



Advertiser	Program	Gross Time Charges Oct. '51	Net- work	Stations 1951 1952	Hours Per Week 1951 1952
ange Crush Co.	Green Hornet	\$.....	MBS	245	d1:00
vens-Corning Fi- berglas Corp.	Arthur Godfrey	CBS	184	d0:37½
bst Brewing Co.	Boxing Bouts	75,269	CBS	205 189	0:30 0:30
cific Western Oil Corp.	Alex Drier, This Farming Business	15,518	NBC	27 30	d1:30 d1:30
l Blade Co.	Rod & Gun Club of the Air	12,550	MBS	140 196	0:25 0:25
ter Paul Inc.	Gabriel Heatter	35,672	MBS	333	0:15
arson Pharmacal	Bob Garred	5,441	ABC	31	d0:30
t Milk Co.	My Friend Irma	28,920	CBS	190	0:30
	Gabriel Heatter	35,968	MBS	325	0:15
	Inner Sanctum	CBS	85	0:30
	Mary Lee Taylor	29,176	NBC	152 157	d0:30 d0:30
	Fibber McGee & Molly	72,401	NBC	152	0:30
	Truth or Conse- quences	NBC	166	0:30
ilco Corp.	Breakfast Club	140,159	ABC	283 315	d1:15 d1:15
illips Petroleum Co.	Edwin C. Hill	ABC	310	0:25
ilsbury Mills	Rex Allen	29,262	CBS	70	0:30
	Arthur Godfrey	127,188	CBS	190 188	d1:15 d1:15
	House Party	141,342	CBS	160 164	d2:30 d1:00
	Cedric Adams	28,290	CBS	160	d0:25
rocter & Gamble Co.	Young Dr. Malone	68,717	CBS	151 157	d1:15 d1:15
	Road of Life	77,065	NBC	153 166	d1:15 d1:15
	Pepper Young's Family	77,976	NBC	158 168	d1:15 d1:15
	Lowell Thomas	109,158	CBS	105 128	1:15 1:15
	Right to Happiness	77,070	NBC	155 165	d1:15 d1:15
	Big Sister	66,240	CBS	148 155	d1:15 d1:15
	Beulah	154,798	CBS	124 133	1:15 1:15
	Welcome Travelers	138,250	NBC	143 151	d2:30 d2:30
	Lorenzo Jones	37,421	NBC	80	d1:15
	Backstage Wife	69,694	NBC	143 152	d1:15 d1:15
	Guiding Light	70,252	CBS	154 158	d1:15 d1:15
	Brighter Day	65,968	CBS	141 149	d1:15 d1:15
	Rosemary	32,283	CBS	140 150	d1:15 d1:15
	Ma Perkins	77,919	CBS	158 160	d1:15 d1:15
	Perry Mason	69,713	CBS	157 158	d1:15 d1:15
	Tide Show	176,846	CBS	151	1:15
	Life Can Be Beautiful	77,272	NBC	155 170	d1:15 d1:15
	Jack Smith Show	CBS	161	1:15
	Young Dr. Malone	NBC	188	d1:15
	Brighter Day	NBC	188	d1:15
rotam Corp.	Health Quiz	2,747	MBS	240	d0:15
	Health Quiz	3,197	MBS	237	d0:15
rudential Insurance Co. of America	Jack Berch	134,525	ABC	256	d1:15
ure Oil Co.	News Time	50,634	NBC	35 36	1:15 1:15
uaker Oats Co.	Sgt. Preston of the Yukon	31,491	MBS	441	0:30
	Sgt. Preston of the Yukon	50,784	MBS	407 418	d1:00 d1:00
	Man on the Farm	24,838	MBS	405 408	d0:30 d0:30
	Queen for a Day	MBS	541	d0:30
adio Bible Class adio Corp. of America	Radio Bible Class	27,197	MBS	311 310	d0:30 d0:30
	Phil Harris-Alice Faye	57,715	NBC	167 190	0:30 0:30
	Meredith Willson	76,148	NBC	168	0:30
alston Purina Co. aytheon Mfg. Co.	Space Patrol	36,114	ABC	284 324	d0:30 0:30
	John Cameron Swayze	18,724	NBC	133	d0:15
exall Drug Co.	Amos 'n' Andy	65,010	CBS	191 188	0:30 0:30
eynolds Metals Co.	Big Show	45,254	NBC	167	0:30
	Trotting Races	5,605	ABC	263	d0:15
	Fibber McGee & Molly	NBC	191	0:30
t. J. Reynolds Tobacco Co.	Bob Hawk	80,330	CBS	178 176	0:30 0:30
	Football Scoreboard	13,624	CBS	114	d0:15
	Vaughn Monroe	64,264	CBS	178	0:30
	Play-off Games	15,700	MBS	483	d7:30†
	Richard Diamond	69,708	ABC	283	0:30
	Grand Ole Opry	59,022	NBC	162 179	0:30 0:30
	My Friend Irma	CBS	175	0:30
	Vaughn Monroe	NBC	179	0:30
Richfield Oil Corp. Ronson Art Metal Works	Richfield Reporter	27,070	NBC	21	1:30
	Hollywood Stars on Stage	39,360	ABC	119	0:25
Joseph Schlitz Brewing Co.	Halls of Ivy	74,784	NBC	169	0:30
Seabrook Farms Co.	Private Files of Matthew Bell	MBS	136	d0:30
Seeman Brothers Inc.	Monday Morning Headlines	40,267	ABC	261	0:15
	Nora Drake	CBS	173	d0:45

Serutan Co.	Victor H. Lindlahr	97,117	ABC	138	190	d1:15	d1:15
Sinclair Oil Corp.	Charles Collingwood	5,466	CBS	41	41	d0:15	d0:15
	Larry LeSueur	10,727	CBS	41	41	0:15	0:15
Standard Oil Co. of California	The Whistler	6,197	CBS	22	22	0:30	0:30
Standard Oil Co. of Indiana	Standard Hour	11,790	NBC	25	25	0:30	0:30
State Farm Insur- ance Companies	Edward R. Murrow	107,606	CBS	83	80	0:37½	0:37½
Sterling Drug Inc.	Cecil Brown	27,994	MBS	464	477	0:10	0:10
	Young Widder Brown	83,975	NBC	147	155	d1:15	d1:15
	Ladies Fair	160,698	MBS	528	545	d2:05	d2:05
	Mystery Theater	88,743	ABC	289	289	0:30	0:30
	My True Story	153,525	ABC	215	244	d2:05	d2:05
	Pursuit	68,391	CBS	150	150	0:30	0:30
	Stella Dallas	83,975	NBC	147	155	d1:15	d1:15
	John J. Anthony	MBS	510	510	0:30	0:30
Stokely-Van Camp	John Conte	ABC	286	286	d0:25	d0:25
Sun Oil Co.	Three Star Extra	82,950	NBC	34	34	1:15	1:15
Swift & Co.	Breakfast Club	225,710	ABC	287	315	d2:30	d2:30
	Red Foley	18,920	NBC	43	43	d1:15	d1:15
	Sky King	62,974	MBS	526	526	d0:50	d0:50
Sylvania Electric Products	Sammy Kaye	25,711	ABC	77	77	d0:30	d0:30
	Grantland Rice	24,887	CBS	64	64	0:15	0:15
Tidewater Associated Oil Co.	Football Games	14,546	NBC	25	25	d3:00	d3:00
U. S. Government	Game of the Week	20,092	ABC	177	177	d3:00	d3:00
	Frankie Laine	27,432	CBS	147	147	d0:30	d0:30
	Sports Desk	2,502	NBC	30	30	d0:15	d0:15
U. S. Steel Corp.	Theatre Guild on the Air	96,480	NBC	169	187	1:00	1:00
U. S. Tobacco Co.	Martin Kane	30,267	NBC	167	184	d0:30	d0:30
V C A Labs	Gabriel Heatter	26,936	MBS	179	367	0:15	0:15
	Chet Huntley	3,880	ABC	40	40	d0:15	d0:15
Vick Chemical Co.	News	MBS	556	556	d0:05	d0:05
Warner-Hudnut Inc.	Walter Winchell	47,448	ABC	282	282	0:15	0:15
Wesson Oil & Snowdrift Co.	Dr. Paul	26,889	NBC	57	61	d1:15	d1:15
Westinghouse Elec- tric Co.	Pick the Winner	CBS	193	193	d0:30	d0:30
Wildroot Co.	Wisner's Scoreboard	5,558	ABC	162	162	d0:05	d0:05
	FBI in Peace and War	39,944	CBS	154	154	0:15	0:15
	The Shadow	34,830	MBS	530	540	d0:30	d0:30
	Twenty Questions	MBS	500	500	0:15	0:15
	News	MBS	300	300	0:10	0:10
William Wrigley Jr. Co.	Life With Luigi	82,982	CBS	184	184	0:30	0:30
	Gene Autry	65,596	CBS	179	182	0:30	0:30

* Figure includes charges for both Les Higbie and Happy Felton.
 ** October only.
 Letter "D" indicates daytime, before 6 p.m.
 † One week only.
 Source of October 1951 Time Charges—Publishers Information Bureau.
 Where program has more than one sponsor, time is divided among advertisers,
 which accounts for fractional figures appearing on list.

SURPRISE PACKAGE

Tape Records Oslo Party

A SHORTWAVE set with a tape recording attachment turned a prepared broadcast into a surprise package for George Grim, WCCO-AM-TV Minneapolis-St. Paul newscaster and commentator.

Minnesota's many Scandinavians were naturally interested in the celebration in Oslo of Norwegian King Haakon's birthday. For his Aug. 3 newscast, Mr. Grim had included a second-hand description of the festivities. Just before leaving for the studio, Mr. Grim checked his shortwave-tape in his home. Only then did he learn that a BBC *Radio Newsreel*, broadcast earlier, had been preserved on the tape. It gave in English a running account of events in Oslo.

Mr. Grim had phoned the Norwegian consul general in Minneapolis earlier that day, telling the consul that he would be paying homage to King Haakon that evening on his newscast. The consul general was going to a church meeting but took a radio with him. Unexpectedly, the audience found themselves a part of goings-on half a world away.



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FIRST — IN NEWS
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 APRIL 1952 HOOPER

SEE RAMBEAU
 NEW YORK—CHICAGO—
 LOS ANGELES

IMPACT RADIO SALES—DETROIT

5000 WATTS DAY
 1000 WATTS NITE

LANSING, MICHIGAN

ORGANIZATIONS such as the Boy Scouts, Little League baseball clubs, Sunday School classes will help out WNHC New Haven in its "Get Out the Vote" campaign. Children will deliver minute announcements live on TV and taped on radio, telling why they feel their elders should go to the polls in November. Station hopes that youngsters who see and hear the children on WNHC will be impressed and remind mom and pop of their obligation.

NO FISH STORY

"THIS Ain't No Fish Story" is the theme of a promotion piece issued by WOWO Fort Wayne, Ind., relating the response Ernie Ashley, station sportscaster, enjoyed when he offered listeners little sample fish hooks. Station reports that 10,091 letters were received from 23 states and points up the "bonus" audience outside of the station's three-state coverage area.

MUSICAL PROS AND CONS

JAZZ classics and "bop" music vie for first place on a new show, *Battlewax*, on WWIN Baltimore. Mike James is the jazz advocate who defends his musical taste against Velma L. Southard who tends toward modern music. Records are played alternately by the two followed by comments on the selection.

COMMENTS ON U. S.

COMMENTARY on American citizens and customs in this country has been launched on the ABC network. Alistair Cooke, BBC correspondent in the U. S., handles *As Others See Us* every Sunday. The program is taken directly from Mr. Cooke's weekly broadcast to Britain called *Letter From America*.

ASHTRAY PROMOTION

ASHTRAYS bearing station call letters are being distributed to the trade to promote KBIG Avalon, Calif. Two styles are being used by the station. One tray is in the shape of California; the other, the U. S.

programs promotion premiums



TOPS AGAIN

FORTNIGHT ago an ad was run in a Toledo paper appealing for a hospital bed. Two responses were received by the advertiser—but no bed. One announcement was placed on WSPD Toledo and the station reports the phone rang all day with answers and offers of beds, but the request had been already taken care of three minutes after the announcement was broadcast.

WCTC ON EXHIBITION

ALL REGULAR broadcasts from 3-11 p.m. on WCTC New Brunswick, N. J., were aired from the Middlesex County Fair, Aug. 20-23. The station's fair exhibit was tied in with its "Register and Vote" campaign. Visitors received literature and buttons plugging both the station and the drive.

CABBIES ANSWER QUESTIONS

THREE "men on the street (literally)" are being seen on new weekly show, *Free Ride*, on WNBW (TV) Washington. Elaine Shepard, station personality, questions three Washington cab drivers each week. Drivers report any comments about the subject of the week they may have overheard in their cabs. A "special fare" or guest will be picked up on the show for his expert opinion on the question under discussion.

OREGON STORY

HISTORIC book, "Old Oregon Trail, Roadway of American Home Builders," is being sent to the trade by Oregon Trail Network, Lee W. Jacobs, president of KBKR Baker, Ore., has announced. The illustrated volume, by Walter Meacham, commemorates the 100th anniversary of the covered wagon migration along the Old Oregon Trail.

CABLE UPS AUDIENCE

ADVENT of the cable not only has brought network shows to WTVJ (TV) Miami, but has boosted audiences for local shows as well, according to the station. Mail on the *Bob Lynne Mystery Tune* show which follows Dave Garroway's network program *Today*, has increased from 150 to 350 letters a day since the Garroway show began on WTVJ.

MARKET BROADCASTS

STORE demonstrations in selected Fulmer Food Markets are being conducted by Agnes Lancaster, home economist at WJEL Springfield, Ohio. Show aired each week-day presents interviews with customers and personnel at various markets. Co-sponsors are Pic-Sweet Frozen Foods, Minute Maid Frozen Juices, Braun's Meats, Schaeffer Sunbean Baked Goods, Mrs. Kelly's Noodles and Borden's Dairy Products.

IN REVERSE

IN the you-too-can-be-different-if-you-try department, KNBH (TV) Hollywood has come up with this announcement. New show on the station scheduled for initial telecast in September and titled *Moola U*, will utilize the tried and true question-and-answer format but answers will be given before the questions are asked.

'BREAKFAST AT WHIL'

EVERY Saturday morning WHIL Medford, Mass., presents *Breakfast at WHIL* complete with coffee, doughnuts and all the trimmings served in Studio A at the station. Interview program is m.c.'d by Julie Lowrance.

'NIGHT BEAT' CLOSING

JACK ROWZIE, WWDC-AM-FM Washington's disc jockey, has been looking for a suitable closing theme for his all-night show. Author of winning suggestion is to receive prizes, including a \$50 phonograph. Mr. Rowzie, an expoliceman, opens with "The Black Maria," and wants a suitable theme to "unload" listeners at the end of the show. Incidentally, Mr. Rowzie came up with an unusual feature. A Marine brought an album of Japanese records to the WWDC studios, claiming that the records led hit-parades during the Japanese occupation. Mr. Rowzie played one of the records, "China Night," and was inundated with phone calls from ex-GIs and government occupation personnel who said the tune recalled pleasant memories.

ADVICE TO CIVIC GROUPS

ADVICE to civic groups who intend to use TV has been compiled in a "Guide Sheet" prepared by WAAM (TV) Baltimore for such organizations in that city. Pointers on the know-how of employing TV as a promotion tool have been drawn up in outline form with suggestions as to how civic groups may go about obtaining television time.

HISTORY PROGRAMMING

SERIES of 28 five-minute programs designed to acquaint foreign-born listeners with American history and aid them in becoming U. S. citizens has been started on Russian and Polish-language programs of WWRL Woodside, N. Y., and is being prepared for broadcast also in German, Czechoslovakian, Greek, Hungarian, Lithuanian, French, Ukrainian and Syrian.

BASEBALL SCHOOL

NEW weekly series, a baseball school for sandlot league players, is being presented by WABD (TV) New York. Dolly Stark, former National League umpire, was guest on initial program with two teenage sandlot players. Rabbit Maraville, ex-major league player and program m.c., interviewed Mr. Stark while the youngsters gave a demonstration of what they had learned while playing in the sandlot league.

REMOTE TELECASTING

NINE consecutive shows were telecast as a feature from Coney Island, a Cincinnati amusement park, by WCPO-TV Cincinnati. Station reports the programming was executed without an error. Eight live shows were presented back-to-back on a 48-ft. stage. As a show concluded on one end of the stage the following one was being set up. Sections of the park were picked up for telecast by a camera with a Zoomar lens mounted on a remote truck.

In Wisconsin... **WKTY**

IS A **MUST** TO COMPLETE YOUR COVERAGE!

Ask **Weed and Company**

The La Crosse Tribune Station

WKTY SELLS GOODS!

"We certainly feel that our WKTY advertising has been the major factor in helping to build Ross of La Crosse into one of the largest furniture stores in this area."

... from a letter from R. C. Ross, furniture store owner.

LA CROSSE, WIS.

580 kc

1,000 w

plus

ABC

A LEE

Radio Station

WKTY ratings are UP 204% in two years!

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HALIFAX NOVA SCOTIA

A CAPITAL Station

In A CAPITAL City gets

You CAPITAL Results!

Ask

JOS. WEED & CO.

350 Madison Ave., New York

P.S. We now have our 5000 Watt Transmitter in operation!

book reviews . . .

BROADCASTING RELIGION, compiled by Clayton T. Griswold and Charles H. Schmitz. Published by the National Council of the Churches of Christ Broadcasting and Film Commission, 220 Fifth Ave., New York. 76 pp. \$1.

THIS manual is not intended to answer all questions on religious broadcasting. It was published, rather, to provide a base of thinking from which answers may merge.

The Broadcasting and Film Commission placed its accent on radio broadcasting rather than on telecasting because, the book says, "it is believed that radio will remain for some time the basic saturation medium of communication."

The manual, in addition to offering specific religious broadcasting suggestions, passes along several general broadcasting tips, such as writing for radio and the rules of the microphone.

* * *

WORLD COMMUNICATIONS. Prepared by the United Nations Educational, Scientific and Cultural Organization. Published by the Columbia U. Press, 2960 Broadway, New York 27, N. Y. 223 pp. \$2.50.

THIS volume presents, for the first time, a report on the facilities existing in every country and territory of the globe for the dissemination of information and ideas by radio, television, press and film. The report is based largely on data for 1948-50.

UNESCO points out that the enjoyment of the right to information requires, as a first step, that technical facilities shall exist for receiving information. This then, is a report on facilities available.

Included are a breakdown on the radio receiver distribution by continents, radio receivers per 1,000 inhabitants, country by country, a section on video, and production and circulation figures on newspaper and film media.

TV TROUBLESHOOTING & REPAIR GUIDE BOOK. By Robert G. Middleton. Published by John F. Rider, 480 Canal St., N. Y., 13. 204 pp. \$3.90.

WRITTEN on a technical level, this book aims at acquainting the TV technician with a wide range of recognized correct troubleshooting procedures and at enabling the technician to then apply the correct procedure to the job at hand.

Mr. Middleton frankly tells the reader who is interested in theoretical explanations to look elsewhere. He has tried to include in his book only down-to-earth servicing information which can be put into daily use.

The book discusses receiver differences and waveforms, handy hints in visual-alignment procedures, locating sweep troubles and the causes and cures of receiver buzz, and other similarly technical topics.

* * *

GRAND OLE OPRY. By William R. McDaniel and Harold Seligman. Published by Greenberg, Publisher, 201 E. 57th St., New York 22, N. Y. 69 pp. \$1 (library binding, \$2).

WHETHER sophisticates of Broadway or Hollywood & Vine are willing to face it, the growth of hill-billy and folk music has been nothing short of phenomenal. Furthermore, the roots of folk tune popularity are deep, and it would appear that this music has earned a permanent niche for itself.

The rise of folk music in this country may be traced through WSM Nashville's *Grand Ole Opry*, heard Saturday over NBC. Messrs. McDaniel and Seligman have described the development of the *Grand Ole Opry* and have presented it in a well-illustrated book. Here you will find the complete story of this unique musical show—how it began and why the authors feel it has grown to be the institution it is.

AFRICAN SERIES

Planned by Vickey Corey

VICKEY COREY, educational director at KDKA Pittsburgh, Pa., will leave New York tomorrow (Tuesday) for a three month tour of Libya, East and South Africa and the Congo to do a series of 38 recorded programs titled *African Adventure*. Programs will be flown back for broadcast on KDKA, WOWO Fort Wayne, Ind., KYW Philadelphia, KEX Portland and 75 stations of the National Assn. of Educational Broadcasters.

Miss Corey, who produces *KDKA School of the Air* which goes into 15,000 classrooms in the KDKA area, will also write a weekly column for the Pittsburgh *Post-Gazette* and do special programs for United Nations Radio and NBC.

KERR QUILTS WPAT

Joins Realty Firm Sept. 15

RESIGNATION of Don Kerr as program manager of WPAT Patterson, N. J., was announced last week by D. J. Wright, executive vice president and general manager of the station. Mr. Kerr will leave the station on Sept. 15 to join the firm of Bert Clark, Fair Lawn, N. J., realtor, as vice president.

A veteran of more than 20 years in the broadcast field, Mr. Kerr, associated with WPAT in January 1950. He began his radio career in Cleveland in 1930 as an announcer and has been with WOR New York, WMCA New York and CBS New York. After four years of military service, he was made general manager of WKWF Key West, Fla.

AWRT Meet Set

PANEL discussions of "Educational and Commercial Television: How They Can Live Together," and "Civil Rights and Civil Liberties: The Role Which Radio and Television Can and Must Assume" are among the highlights of the program planned for the annual fall meeting of the New York State Chapter of American Women in Radio and Television. The meeting will be held at Cornell U., Ithaca, Sept. 12-14. Cornell President Deane W. Malott will be among the speakers. Anita Monsees of Cornell's WHCU Ithaca is conference chairman.

'Heritage' Sept. 14

NATIONAL Assn. of Educational Broadcasters' 13-week *Jeffersonian Heritage* series of transcribed programs [B•T, Aug. 18, July 28] is slated to start Sept. 14 over stations of the NAEB Tape Network, cooperative group of educational stations. The series is one of several being produced under a \$300,000 grant from the Ford Foundation's Fund for Adult Education and will be made available to commercial stations on a sustaining basis and to United Nations Radio, Voice of America, and the broadcasting systems of other countries.

PROGRAM PROBE

ABA To Hear Rep. Harris

HOW the chairman of the Senate subcommittee investigating radio and TV programs feels about the matter is expected to become known today (Monday) when Rep. Oren Harris (D-Ark.) addresses the Arkansas Broadcasters Assn. in Little Rock.

Mr. Harris is the chairman of a seven-man House Commerce subcommittee which was set up to look into the question of "immoral" and "offensive" radio and TV programs. The House resolution calling for such an investigation was submitted by Rep. E. C. Gathings (D-Ark.). The subcommittee sat for a number of sessions in June. Most of the witnesses were temperance adherents [B•T, June 30, 23, 16, 9].

Also expected this week is a schedule for resumption of the hearings. Although it is understood that the committee plans to hold further sessions in New York next month—with talent and production agency executives as key witnesses—it is believed that one further session may be scheduled in Washington after Labor Day to hear NARTB TV Director Thad H. Brown and Government Relations Director Ralph W. Hardy. Both had been scheduled to be heard at the last meeting in June, but pressure of the Congressional windup cut short the committee's time.

According to the resolution, Rep. Harris is obligated to make a report to the Speaker of the House before the commencement of the 83rd Congress, January 3. He has indicated that he intends to complete the hearings and render the report in line with the resolution.

FISHER Body Craftsman's Guild scholarship award dinner, originated by Fisher Body Div., General Motors Corp., in 1930, was carried by ABC radio and TV networks and DuMont Television Network on Aug. 19. Eight university scholarships totaling \$65,000 were awarded to winners. Program was placed by Kudner Agency, N. Y.

GREENVILLE is
SOUTH CAROLINA'S LARGEST
METROPOLITAN AREA

In RETAIL SALES

GREENVILLE \$167,610,000

Columbia 146,483,000

Charleston 135,000,000

Sales Management 1952

MAKE IT YOURS WITH
WFBC 5000 WATTS

The News-Piedmont Station, Greenville, S. C.

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

It's Happening in New Haven!

on

WNHC

A burned-out shop, with no merchandise to sell, continues to advertise with six quarter-hours per week on W N H C. Wylie's-On-The-Green, Jewelers, were gutted by fire. But their selling campaign continues to hold old and win new customers.

If you have something to sell in New Haven
Choose The Station That Sells

WNHC NEW HAVEN
NBC RADIO

Represented nationally by The Katz Agency

Agrarian Law

RADIO station owners can breathe easier these days—they won't be affected by a new agrarian reform law. Property and cable lines of certain American stations will be respected by government authorities when they distribute the Martir estate in accordance with a new law adopted by the Congress. Radio authorities were concerned lest their installations be affected. But the National Agrarian Dept. has told Tropical Radio executives not to worry—in Guatemala.

NEW FM OUTLETS

Complete Wisconsin Network

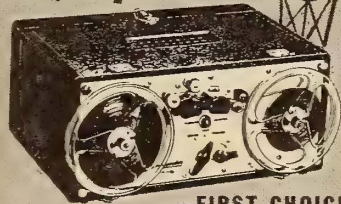
WITH the debut of two additional stations Sept. 14, Wisconsin will become the first state with a blanket coverage educational network, the U. of Wisconsin announced in Madison last week. Newest links are WHHI (FM) Highland and WHSA (FM) Brule.

The completed network will consist of two AM and eight FM stations. AM stations are WHA Madison, and WLBL Auburndale. FM stations were listed as WHA-FM Madison, WHAD (FM) Delafield, WHKW (FM) Chilton, WHRM (FM) Rib Mountain, WHWC (FM) Colfax and WHLA (FM) West Salem.

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

FITS EVERY PURPOSE—EVERY PURSE!



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



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Units can be combined for
studio operation of portable
equipment.



CONSOLE OR CONSOLETTE
Operation available by combining
units in rich Magne-
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Magne-cord, Inc., 360 N. Michigan Ave., Chicago 1, Ill.

FCC actions



AUG. 15 THROUGH AUG. 22

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 87.

August 15 Applications . . .

ACCEPTED FOR FILING

License for CP

WPNX Phenix City, Ala.—License for CP, which authorized new AM and change in studio location. AMENDED to change name of applicant to Community Bestg. Co.

Extension of Completion Date

WIMS Michigan City, Ind.—Mod. CP, as modified, which authorized increase power, change in hours of operation, for extension of completion date.

WSLM Salem, Ind.—Mod. CP, as modified, which authorized new AM, for extension of completion date and change in trans. and studio location.

KNBR North Platte, Neb.—Mod. CP, as modified, which authorized new AM, for extension of completion date.

WOKY Milwaukee—Mod. CP, which authorized increase in power, installation of new trans. and change in DA, for extension of completion date.

Renewal of License

Following stations request renewal of license:

WHOS Decatur, Ala.; WSWN Belle Glade, Fla.; WJIV Savannah, Ga.; KULA Honolulu; KBOE Oskaloosa, Iowa; KOAM Pittsburg, Kan.; WEW St. Louis; KMMJ Grand Island, Neb.; WJAG Norfolk, Neb.; WPTF Raleigh, N. C.; WCPS Tarboro, N. C.; WJW Cleveland; WOSU Columbus, Ohio; WRFD Worthington, Ohio; KSPI Stillwater, Okla.; KXL Portland, Ore.; WCOR Lebanon, Tenn.; WLBG Laurens, S. C.; WMPB Memphis, Tenn.; WDBA Memphis; WKSR Pulaski, Tenn.; WIRJ Humboldt, Tenn.; WFAA Dallas, Tex.

Replace Expired CP

WVOW-FM Logan, W. Va.—CP to replace expired CP, as modified, which authorized new FM which expired 7-1-52.

Change ERP

WHEN (TV) Syracuse—Mod. CP, as modified, to change ERP from 1.2 kw vis. 0.6 kw aur. to 1.12 kw vis. 0.56 kw aur.

KTBC-TV Austin, Tex.—Mod. CP to change ERP from 110 kw vis. 55 kw aur. to 102.9 kw vis. 51.45 kw aur.

APPLICATION RETURNED

WJIG Tullahoma, Tenn.—RETURNED application for renewal of broadcast license.

TENDERED FOR FILING

AM—1050 kc

WBUT Butler, Pa.—CP to change

frequency from 1580 to 1050 kc.

August 18 Decisions . . .

BY BROADCAST BUREAU

Granted License

WOPI-FM Bristol, Tenn.—Granted license covering changes in existing station: 96.9 mc; 18.5 kw; minus 52 feet.

Modification of License

WMAW Menominee, Mich.—Granted mod. CP for approval of ant., trans. location, and specify main studio location.

Extension of Completion Date

Following were granted mod. of CP's for extension of completion dates as shown:

WIMS Michigan City, Ind., to 11-15-52, conditions; WDMJ Marquette, Mich., to 10-1-52, conditions; KVCN Winslow, Ariz., to 9-8-52, conditions; KWTO Springfield, Mo., to 2-20-53, conditions; KFVS-FM Cape Girardeau, Mo., to 9-25-52.

Granted License

WMFM (FM) Madison, Wis.—Granted license covering changes in FM 104.1 mc; 7.5 kw; 80 feet.

August 18 Decisions . . .

ACTIONS ON MOTIONS

By Hearing Examiner Fanney N. Litvin

Brush-Moore Newspapers Inc., Stark Bestg. Corp., Canton, Ohio—Pre-hearing conference will be held in proceeding re applications for television CP in Room 1091, Temporary "T" Building, 14th Street & Constitution Ave., Washington, D. C., at 10:00 a.m., Tues., August 19, for purpose of considering, among others, following matters: Necessity or desirability of simplification, clarification, amplification or limitation of the issues; possibility of stipulating with respect to facts; the procedure to be followed at hearing; possibility of limiting number of witnesses; necessity or desirability of requesting briefs on questions of law at any time prior to filing of proposed findings; and such other matters as may be deemed helpful in proceeding by any party or the Hearing Examiner.

By Hearing Examiner Basil P. Cooper

WELS Kinston, N. C.—Granted peti-

tion for corrections in various respects to transcript in this proceeding.

August 19 Applications . . .

ACCEPTED FOR FILING

Renewal of License

Following stations request renewal of license:

WMAZ Macon, Ga.; WGRO Bay City, Mich.; WLIL Lenoir City, Tenn.; WITH-FM Baltimore; WJBK-FM Detroit; WJR-FM Detroit; WDET-FM Detroit; WXYZ-FM Detroit; WLAV-FM Grand Rapids; WKBZ-FM Muskegon, Mich.; WJW-FM Cleveland; WEOL-FM Elyria, Ohio; WFIN-FM Findlay, Ohio; WMVO (FM) Mt. Vernon, Ohio; WTOL-FM Toledo; WSPD-FM Toledo; WTRT (FM) Toledo.

APPLICATION RETURNED

WIKY-FM Evansville, Ind. — RETURNED application for renewal of broadcast license.

TENDERED FOR FILING

AM—910 kc

KLCN Blytheville, Ark.—Mod. CP to increase power from 1 to 5 kw and install new trans.

August 19 Decisions . . .

ACTIONS ON MOTIONS

By Commissioner Rosel H. Hyde

Taylor Radio & Television Corp., Wichita, Kan.—Granted petition to amend application for purpose of reflecting certain changes in articles of incorporation.

Empire Coil Co. Inc., Tampa, Fla.—Granted petition for acceptance of late filing of appearance in proceeding re application and that of City of St. Petersburg, Fla., St. Petersburg, Fla., for new TV stations.

Chief, Broadcast Bureau—Granted petition for extension of time from Aug. 15 to Sept. 15, to file exceptions to Initial Decision in proceeding re applications of Easton Pub. Co., Easton, Pa. and that of Allentown Bestg. Corp., Allentown, Pa.

Paducah Bestg. Co., Paducah, Tex.—Granted petition to amend application to change frequency from 1300 kc to 1370 kc, power from 250 w-D to 500 w-D and change ant. system; application as amended was removed from hearing docket. Dismissed as moot petitions requesting acceptance of late filing of appearance; and for dismissal without prejudice of application.

August 20 Applications . . .

ACCEPTED FOR FILING

Modification of CP

WARN Fort Pierce, Fla.—Mod. CP which authorized new AM for approval of ant., trans. and studio location. AMENDED to change trans. location.

AM—860 kc

WERD Atlanta, Ga.—CP to increase power from 1 to 10 kw; install new trans. and DA.

Replace Expired CP

WHVF Wausau, Wis.—CP to replace expired CP which authorized new AM on 1230 kc 250 w-unl.

Renewal of License

WIRO Ironton, Ohio—Requests renewal of standard broadcast license.

License for CP

WDWD-FM Dawson, Ga.—License for

SERVICE DIRECTORY

Custom-Built Equipment U. S. RECORDING CO.

1121 Vermont Ave., Wash. 5, D. C.
Sterling 3624

COMMERCIAL RADIO MONITORING COMPANY

PRECISION FREQUENCY MEASUREMENTS
Engineer on duty all night every night
JACKSON 5302
P. O. Box 7037 Kansas City, Mo.

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AM • FM • TV •
Complete Installations

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6100 N. E. Columbia Blvd.
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DAVID & BARBEAU

TELEVISION PROJECT CONSULTANTS
STATION PLANNING and OVERALL GUIDANCE
P. O. BOX 996 SCHENECTADY, NEW YORK

Remotes Made Easier

U. OF DETROIT Memorial Bldg. dedicated this summer is one of the first buildings erected in Detroit with special allowances toward making life easier for TV remote camera crews. The \$2.5 million edifice is equipped to handle remote telecasts with a minimum of effort on the station's part, WJBK-TV Detroit reported. Building contains auditorium for sports and theatrical presentations and special radio and TV booths with permanently installed amplifiers.

CONSULTING RADIO & TELEVISION ENGINEERS

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P. as modified, which authorized
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WWSW - FM Pittsburgh, Pa. — Mod.
P. as modified, which authorized
changes in FM, for extension of com-
pletion date to 2-22-53.
WABD (TV) New York—Mod. CP,
which authorized changes in station,
or extension of completion date to
-13-53.

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BY COMMISSION EN BANC

Renewal of License
Following stations granted renewal
of licenses for regular period:
WHNC-FM Henderson, N. C.; WPLH-
FM Huntington, W. Va.; KEPH

(Continued on page 87)

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Help Wanted

New North Carolina Station accepting applications for all departments. Please give complete details in first letter to W. W. Primm, Sanford, N. C.

Salesmen

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

Experienced salesman wanted by Illinois independent. Supervise sales department and sell on commission basis. \$100 weekly guarantee. Personal interview required. State age, experience. Box 930P, BROADCASTING • TELECASTING.

Do you like to sell? A fast-moving Pennsylvania indie needs one grade-A go-getter in a small lucrative market. You must be able to produce. Box 4R, BROADCASTING • TELECASTING.

Opportunities for several young men who want to sell radio time with our fast growing organization. You will work under two skilled salesmanagers who are proven successful radio time salesmen. Our organization is being expanded to include salesmen for our Station WBOK in New Orleans, KAOX in Lake Charles, Louisiana, and we will soon have a station in Baton Rouge. We are also applicants for TV in New Orleans and expect to be the next station on the air. Keen aggressive young men who want to sell, like people, and are anxious to grow with an expanding organization can get in on the ground floor now and make from \$400 and up per month provided they are willing to work steadily toward success. We pay a living base salary guaranteed, plus commission and bonus. Wire or write at once. Stanley W. Ray, Jr., WBOK, Inc., 505 Baronne St., New Orleans 12, Louisiana.

Opening for salesman who can produce in strong small market in Illinois for security and permanence, salary open. Box 127R, BROADCASTING • TELECASTING.

Experienced time salesman wanted for aggressive 1000 watt Michigan regional station. Genuine opportunity for earnings and advancement. Present employees know of this ad. Applicants please tell all. Address Box 134R, BROADCASTING • TELECASTING.

Generous training period with excellent draw and commission for salesman with radio sales or allied sales experience wanted for 5000 watt station. If you can sell and want a future, write details of yourself to Sales Manager, WRFD, Worthington, Ohio.

Experienced salesman. New small market outlet. Exclusive market. Good place to live. Young New England resident preferred. Contact manager, North Country Stations, Box 390, St. Johnsbury, Vermont.

Announcers

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

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

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

Florida Coast Station. Announcer-engineer heavy on announcing that sells. Send tape/disc, experience record, references, first letter. \$80/44 hours. Box 900P, BROADCASTING • TELECASTING.

Help Wanted (Cont'd)

NBC Southern outlet needs experienced staff announcer able to handle all phases except sports. Send references, picture, disc and state salary. Answer to Box 36R, BROADCASTING • TELECASTING.

\$300 per month to good combination man for evening shift, ABC station, 37 hour week 1½ for all over 40. Box 52R, BROADCASTING • TELECASTING.

Specialty DJ with ticket, single. Amusing, fast flowing ad-lib, clever quips, character voices, "cue-in" gimmicks. Ohio, Box 63R, BROADCASTING • TELECASTING.

Immediate opening for two combination announcer-engineers emphasizing announcing. Housing good, promotion opportunities excellent. Start \$75.00 week, raise in 60 days. Rush disc or tape and details. Box 126R, BROADCASTING • TELECASTING.

Announcer for Pennsylvania kilowatt independent. \$70.00 per week. Also copywriter for \$60.00. Box 153R, BROADCASTING • TELECASTING.

Announcer with first phone. Forty hours plus guaranteed overtime. Excellent climate. Small market. KAWT, NBC affiliate, Douglas, Arizona.

Wanted—Combo man—start \$65; 39 hours actual board work. Good voice required. Send full details and tape to KCOG, Centerville, Iowa.

Football announcer plus staff duties. Tell all. Send copy, tape. KFRO, Longview, Texas.

Central California Indie needs, September 1, sportscaster-salesman or sportscaster-copy writer. Must know football, basketball and baseball. KONG, Visalia, California.

5000 watt fulltime NBC station in city of 15,000 needs capable, experienced announcer to handle regular shift, including some news broadcasts. Would prefer combination man but will take announcer without ticket if he is the right man for the air work. Send audition disc, salary requirements, marital status, picture and short letter relating extent of experience plus references. Absolutely no applications from drunkards or floaters. Would prefer applicants who have worked in or lived in Kansas or adjacent state area. Address application to Ray Beals, KVGB, Great Bend, Kansas.

Announcer-engineer. Must be good announcer. Start \$80 a week. Excellent living conditions. KTNM, Tucumcari, N. Mex.

Announcer-engineer—start \$250 month; \$290 after trial period; if you have ticket we teach you announcing. KVLH, Pauls Valley, Oklahoma.

50,000 watt CBS affiliate needs staff announcer with deep, good quality voice. Must be stable and congenial. Send letter outlining background, references. Send audition tape or disc covering several types of commercials and complete repertoire. No application considered without audition, photo and letter. Apply KWKH, Shreveport, Louisiana.

Announcer with first class ticket needed immediately. WBYS, Canton, Illinois.

Announcer for expanding operation. Must be experienced with clean authoritative voice. Full particulars and recording first letter. Prefer Southeasterner. WCPS-AM & FM, Tarboro, N. C.

Immediate opening: Two experienced announcers; capable, versatile men only, need apply. Hourly base pay, forty-five hour week approximates \$75 weekly to start. Raises thereafter if satisfactory. Rush tape, discs, complete references and history to WORZ, Orlando, Florida.

Help Wanted (Cont'd)

Combination operator-announcer with first phone. Salary open depending on experience. WOAP, Owosso, Michigan.

Immediate opening for announcer-engineer on 250 watt full time Mutual affiliate, in ideal place to live. Starting salary: \$70 for 42 hour week. WPNF, Brevard, N. C.

Wanted: Announcer as partner in tape recording business. Must be capable to manage and produce pre-show and intermission tape program for drive-in theatres. \$4,500 necessary for ½ interest in the business. Academy Productions, 117½ N. 21st St., Birmingham, Alabama. Phone 53-5721.

Experienced evening man on or before September 15 for 5000 watt CBS station. Send disc or tape, reference and photo to Box 701, Idaho Falls, Idaho.

Technical

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

Wanted: Chief engineer for Rocky Mountain metropolitan market station with immediate television plans. Man we're looking for must be thoroughly experienced in all phases of AM radio construction, installation and maintenance; with a basic general knowledge of television equipment and installation. Salary commensurate with ability and experience. Send complete particulars and salary requirements with first letter. Box 20R, BROADCASTING • TELECASTING.

Wanted: First class engineer, no experience required. Virginia network station. Reply Box 60R, BROADCASTING • TELECASTING.

Excellent opportunity for conscientious man without experience but with engineering know-how and good voice. New Mexico CBS affiliate. Box 61R, BROADCASTING • TELECASTING.

Minnesota station needs chief engineer strong on technical maintenance. Should be able to do some announcing. Good salary. Box 146R, BROADCASTING • TELECASTING.

Chief engineer AM and expanding TV station. Send complete details technical and administrative experience, salary, recent snapshot. Address T. G. Morrissey, KFEL, Denver, Colorado.

Transmitter position open. No announcing. Permanent. KFRO, Longview, Texas.

Wanted: Combination engineer and announcer in heart of fishing and hunting country. \$300.00 starting salary. If interested, phone collect KODI, Cody, Wyoming.

Chief engineer wanted for Southern California network affiliate. Some announcing required. \$65.00 week to start—fast ups. KXO, El Centro, California.

First class engineer wanted immediately. Good pay and good working conditions. WBBO and WBBO-FM, Forest City, North Carolina.

First class engineer needed. Contact WBIP, Booneville, Mississippi.

Immediate opening, first class radio-telephone operator. 40 hour week. No announcing. State salary requirements. WBML, Macon, Georgia.

Engineer for expanding operation. New, modern plant. Convenient location. Full benefits. Prefer Southeasterner. WCPS-AM & FM, Tarboro, N. C.

Wanted—First class engineer experienced in AM and FM operation. Contact Chief Engineer, WDSC, Dillon, South Carolina.

Help Wanted (Cont'd)

Immediate openings for first class transmitter engineers. No announcing. Permanent. Car necessary. Salary \$65.00 40 hour week. Write, phone or wire Manager, WCSI, Columbus, Indiana.

Need first class engineer. Transmitter and remotes. Experience not necessary. No announcing. Chief Engineer, WHAN, Charleston, S. C.

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

First phone transmitter operator. WJRI Lenoir, North Carolina.

Combination man for brand new 500 watt station. Can make chief in month if qualified. Send tape or disc, photo and resume to WTUS, Tuskegee, Ala.

First class engineer, no experience required. Will train for combination work in 1,000 watt independent. Rush full details to P. O. Box 50, New Iberia, Louisiana.

Engineer-announcers for new combo outlet. Good base plus talent. For full information contact manager, North Country Stations, Box 390, St. Johnsbury, Vermont.

Production-Programming, Others

Farm service director—must have degree from Agricultural college. Must have complete farm background. Must be able to build, produce and announce farm shows. Must have personality that will appeal to the farmer. Write Box 8R, BROADCASTING • TELECASTING.

Wanted: Experienced girl for traffic for Rocky Mountain network station. Good climate. Salary commensurate with ability and experience. Send complete particulars and salary requirements with first letter. Box 21R, BROADCASTING • TELECASTING.

Wanted: Program director. Copy, traffic, servicing accounts. Unusual opportunity for advancement. Write Box 26R, BROADCASTING • TELECASTING.

NBC Southern outlet needs experienced copywriter. Send photo, recommendations, state salary. Answer to Box 37R, BROADCASTING • TELECASTING.

Wanted—Program director for 1 kw daytime in South Carolina. Some announcing duties with emphasis on play-by-play sports, local news, special events. Box 124R, BROADCASTING • TELECASTING.

New man . . . must have experience in gathering and writing local news to join top notch news staff. Top 5kw Midwest station. Send full background, photo, tape. Box 131R, BROADCASTING • TELECASTING.

Publicity and promotion man. Seeking experienced publicity and promotion man for radio and TV who can head up this work in two outstanding stations affiliated with NBC radio and TV networks and located in top western market. If you can qualify, send full details of experience and recent photo. Box 144R, BROADCASTING • TELECASTING.

Experienced gal for continuity and air work. Requires person capable of turning out lots of good clean copy and with pleasing air personality. Above average salary for above average producer. Responsible position in fast moving top rated station. Tell all. Send air check, lots of sample copy and if you think you're TV-genic, a photo. Frank C. McIntyre, KLIK is Klickin', Twin Falls, Idaho.

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

Experienced girl continuity writer for complete charge copy and some traffic. Send resume, experience, photograph, sample copy. WVSC, Somerset, Pennsylvania.

Television

Production-Programming, Others

Camerman for local newsreel work. H. Chernoff, KFMB-TV, San Diego, California.

Situations Wanted

Managerial

General Sales Manager. Presently sales manager very successful large independent in highly competitive metropolitan market, long impressive record of results, knows all phases of operations, not a swivel chair director, but a shirt sleeve producer, top connections and references. Incentive must be big. Box 25R, BROADCASTING • TELECASTING.

General manager for five years of station taken from loss position to profit position in first two months. Owner's debt completely paid off, and as result of station sale owners made double profit. Knows thoroughly programming, local and national sales, finance, F.C.C. procedures, engineering, and other aspects of AM and TV operations. Ideal manager for absentee ownership where complete responsibility required. Finest of references. Excellent education, appearance. Draft exempt, 33, married. Minimum \$200 week plus percentage. Box 64R, BROADCASTING • TELECASTING.

Seven years manager local station. Age 32. Can't buy into station. Can make money for you. Box 78R, BROADCASTING • TELECASTING.

Manager 7 years in local station. Age 32. Sell. Announce. Local programming. Civic-minded. A real worker who can make money for you. Proven results. Box 79R, BROADCASTING • TELECASTING.

Manager—Presently employed with top references from present and past employers. Have outstanding record of results in smaller market stations which merit advancement to larger market managership. Require minimum of \$8,000 yearly. Send reply to Box 93R, BROADCASTING • TELECASTING.

16 years radio experience. Account executive desires position as sales or general manager with eastern station. Family man. Interview arranged. Box 119R, BROADCASTING • TELECASTING.

General manager, excellent references, nine years radio, BA degree, strong on sales, personnel management. Presently employed, desire advancement. Available for interview. Prefer Michigan, Illinois, Ohio, Wisconsin, but consider all offers. Box 130R, BROADCASTING • TELECASTING.

Manager: early thirties, since 1939 extensive bottom-to-top broadcasting background including sales and general management. Box 132R, BROADCASTING • TELECASTING.

Salesman

Time saleswoman—topflight saleswoman, broadcasting experience Radio City, seeks connection. Experienced programming, announcing, disc jockeying. Loves detail work, good executive. Moderate salary. Box 77R, BROADCASTING • TELECASTING.

Experienced salesman. Ten to fifteen years sales (also announcer and remotes). Single, Veteran, like to work; no desk jockey. Prefer Illinois. All offers considered. Ed Woodmansee, 860 S. Lincoln Ave., Springfield, Illinois.

Announcers

Announcer-operator. Veteran, draft exempt, single. Disc or details, write Box 43R, BROADCASTING • TELECASTING.

Stop! Look! And listen to audition tape sent on request. 19 years radio, 1 year TV. News, MC, DJ. Have produced and announced top radio network shows. Best references. Available immediately. Box 65R, BROADCASTING • TELECASTING.

Morning variety man, with or without records. Combination, ticket, 8 years large, small markets. Fresh approach, large following. 29, married, exempt. No South. All replies acknowledged. 100. Box 75R, BROADCASTING • TELECASTING.

Announcer—3 years experience, married. Desires position as announcer-salesman. Box 81R, BROADCASTING • TELECASTING.

Available—Announcer, control board operator. Specialty play-by-play sports. Professional background, air experience. Wants permanent connection active station. Resume, disc on request. Box 84R, BROADCASTING • TELECASTING.

Family man with solid staff experience. Desires announcing position with congenial, regional station in northeast. Personal interview necessary. Box 85R, BROADCASTING • TELECASTING.

Situations Wanted (Cont'd)

Wanted—One progressive radio station for man with four years radio background, specialty news and sports. Can use? Box 86R, BROADCASTING • TELECASTING.

Newscaster, DJ. Four years important markets wants future with good operation, anywhere. Box 90R, BROADCASTING • TELECASTING.

Disc jockey with first class license. Experienced, capable, reliable. Available for metropolitan station immediately as afternoon, evening or all-night DJ personality. Box 91R, BROADCASTING • TELECASTING.

Announcer, over 4 years with network and independent. College graduate. Desire station with clean operation and good programming. Available immediately. Box 92R, BROADCASTING • TELECASTING.

Announcer, PD, seven years experience—some TV. Reliable, good voice. Want position with future in good midwest station. Box 95R, BROADCASTING • TELECASTING.

Sportscaster seeks fulltime position. 4 years heavy football, basketball, baseball experience. 30, degree, married. Box 99R, BROADCASTING • TELECASTING.

Proven ability. 5 years experience. "Different" DJ, news, special events. Northwestern grad. 29, married. Box 101R, BROADCASTING • TELECASTING.

Announcer-operator, ten years. News, sports, special events. Everything. Michigan. Box 107R, BROADCASTING • TELECASTING.

Experienced announcer. Versatile, desires permanent Wisconsin location. Personal audition preferred. Box 111R, BROADCASTING • TELECASTING.

Experienced announcer—Network and independent young, college graduate, draft exempt, operate board, DJ, news, presently employed. Desire permanent relocation. Tape, photo. Box 112R, BROADCASTING • TELECASTING.

Announcer, married veteran, deejay, news, street interviews, special events. Five years employment large New England market. No reasonable offer will go unconsidered. Box 113R, BROADCASTING • TELECASTING.

Qualified announcer. News, disc and interview type of shows. Single, draft exempt, 26, college radio degree. Presently employed at 5 kw net affiliate. Want good future with clean operation. Good references. Available soon. Will accept top job. Tape available. Box 115R, BROADCASTING • TELECASTING.

Announcer-engineer. First phone. Experienced. Mature pleasant voice. Draft exempt. Will travel. Tape available. Box 116R, BROADCASTING • TELECASTING.

Bay area . . . preferred. News, rewrite, comment, interviews. Ten years in radio plus much other experience has prepared me for the big job with large or small station. Tapes, platters and scripts ready for audition. Now in Denver, prefer San Francisco or in or near Bay Area. Box 121R, BROADCASTING • TELECASTING.

Two years experience, employed, desires change. Have third class permit. Box 128R, BROADCASTING • TELECASTING.

Sportscaster seeks return. Accent on football, basketball. Good sports background. Presently in responsible publicity position with top movie company. Interested sports/added duties job. Disc available. Box 129R, BROADCASTING • TELECASTING.

University graduate in radio wants opening with a future. Experienced in play-by-play of major sports, news gathering and casting, running combo, general staff announcing. Box 133R, BROADCASTING • TELECASTING.

Announcer, 3½ years experience. Want permanence, opportunity, with future. Ambitious. 4-F. Tape, photo, data, references. Box 135R, BROADCASTING • TELECASTING.

It's not Thanksgiving, but let's talk turkey! Experienced announcer desires re-locate Midwest. Looking for good future with right station. Family. Box 136R, BROADCASTING • TELECASTING.

Combination man—experienced DJ announcer with first class license wants immediate position. Florida preferred but consider all. Box 139R, BROADCASTING • TELECASTING.

Situations Wanted (Cont'd)

Sportscaster desires change. Seeking progressive sports-minded station. Strong newscaster and DJ. Married. First phone. Box 140R, BROADCASTING • TELECASTING.

Announcer, young, graduate NBC institute, Columbia University. Wide knowledge music, languages, sports. Box 149R, BROADCASTING • TELECASTING.

Announcer, brief but varied experience. Draft exempt, single, willing to travel. Box 152R, BROADCASTING • TELECASTING.

News-deejay-announcer. Available August 30th. Minimum \$70. Bill Dillner, WCNT, Centralia, Illinois.

Outstanding play-by-play sportscasters and sports directors available for referral. Howard S. Frazier, 708 Bond Building, Washington, D. C.

Two years announcing. Copywriter, also staff pianist, arrange. Married. Steady, excellent reference. Charles Lord, 510 Moro, Manhattan, Kansas, after 6:00 P.M.

Staff. Two years. Good morning man. Board. Prefer larger city. Don Zameniski, 126½ E. Water St., Chillicothe, Ohio.

Hillbilly announcer, deep voice, plenty experience, draft exempt, anywhere, telephone 705 W. Morganton, N. C.

Technical

Shirtsleeve engineer with degree and 12 years experience is looking around. Box 941P, BROADCASTING • TELECASTING.

Operator. First class, ten years experience, desires West coast position studio or transmitter. Box 53R, BROADCASTING • TELECASTING.

Five years transmitter and control room experience at 250 w and 5 kw AM. Ready for advancement, radio or television. College and radio school graduate. Reliable. Married, one child. Car, will travel. Now employed. Can arrange interview in east or south. Box 80R, BROADCASTING • TELECASTING.

Experienced, qualified graduate engineer, new construction only. Presently located Virginia. Box 83R, BROADCASTING • TELECASTING.

Have first phone. Want job as engineer or combo; experience limited. Box 88R, BROADCASTING • TELECASTING.

Engineer-announcer 5 years. First phone; ham. English-Speech B.A. Family; car; veteran. Want university proximity for completion of M.A. Box 97R, BROADCASTING • TELECASTING.

First class radio, telephone operator with year and half studio and transmitter experience. Looking for position leading to chief engineer. Permanent. Box 108R, BROADCASTING • TELECASTING.

SRT graduate seeking position as studio technician. Has knowledge of TV servicing and some knowledge of film and movie cameras. Veteran, photo on request. Box 114R, BROADCASTING • TELECASTING.

First phone—no station experience. Technical school graduate. Will travel. Box 117R, BROADCASTING • TELECASTING.

First phone—no station experience. Draft exempt—seeking permanent position. Box 118R, BROADCASTING • TELECASTING.

Situations Wanted (Cont'd)

TV-AM-FM, maintenance, installation. Four years experience. Co-operative, dependable. Looking. Box 138R, BROADCASTING • TELECASTING.

Engineer, 8 years first class license. Experienced AM and FM, desires transmitter job. Can run remotes, tape recorders. 49 years of age. Available at once. Box 145R, BROADCASTING • TELECASTING.

First phone, graduate technical school. No commercial experience. Will travel. Box 150R, BROADCASTING • TELECASTING.

First phone, no station experience—technical school graduate. H. J. Coultas, 106-07 Flatlands Avenue, Brooklyn 36, N. Y.

Engineers-Combo men. School has competent graduates, all with first phone. Contact Henry Kurn Electronic School, 1342 Cahuenga, Hollywood 28, California.

First phone, combo man, experienced, married. Available September 7th. 624 Grant St. Gary, Indiana.

Washington, D. C.: Licensed, engineering degree; AM, TV experience. Temple 4741, mornings.

Experienced engineer, first phone license, 28, single. Walter M. Dahlberg, 502 N. 21st Street, Superior, Wisconsin.

Production-Programming, Others

News editor, six years experience, wants job in larger market. Strong on local news coverage. Competent broadcaster. Write Box 82R, BROADCASTING • TELECASTING.

News director, major market experience. Emphasis on local news coverage. Box 94R, BROADCASTING • TELECASTING.

Combination continuity and music. 4 years writing program copy, music and otherwise. Wide music programming and library experience. Veteran, draft exempt. Box 96R, BROADCASTING • TELECASTING.

Discharged public relations officer—14 years commercial radio—announcing, writing, selling, news, play-by-play, two years on Mutual. Want small, medium southern city. Programming, news or top announcing job. Fishing or hunting essential. \$350 base. Available at once. Box 100R, BROADCASTING • TELECASTING.

Presently employed as combo, program director and office manager. Seeking job with future. \$85 week minimum. Four years experience. Other qualifications on request. Midwest preferred. Box 106R, BROADCASTING • TELECASTING.

(Continued on next page)

DISC JOCKEY WANTED

Experienced. Advise previous experience, present salary, salary expected and when available. Must be able to put on a personality show and be able to sell. Send audition, small photo and any other pertinent information. All replies confidential. Roger G. Burke, WAKR, Akron, Ohio.

I WANT AN A-1 MANAGER

FOR WNOE, my station in New Orleans, which is 50,000 watt daytime and 5,000 watt nighttime. My former manager, who has been with me for fourteen years, is leaving to take charge of his own station. An excellent opportunity for the right man. Give complete qualifications. Starting salary will be \$1000.00 per month. Write James A. Noe, Monroe, Louisiana, if you are interested.

Situations Wanted (Cont'd)

Young radio-TV producer-director-actor-announcer, with four years competent thorough experience, desires position with future. Married, no children, will travel, but prefer Chicago or vicinity. Sober, industrious, reliable. Available immediately for personal interview. Box 148R, BROADCASTING • TELECASTING.

Five years experience, sport director, program director, experienced all phases sports and operation. Excellent references. Draft exempt. Contact Box 151R, BROADCASTING • TELECASTING.

Television

Announcers

TV opportunity wanted. Have four solid years radio announcing, production and master ceremonies experience. First phone. 32, excellent references, now employed. Box 89R, BROADCASTING • TELECASTING.

Technical

TV studio technician—Recent graduate TV Workshop N. Y. all phases of studio operations, 2nd phone, some experience, electronics background, will relocate. Box 104R, BROADCASTING • TELECASTING.

Three years experience. Desire position chief small town TV station. Northeast. Reliable. Box 137R, BROADCASTING • TELECASTING.

Production-Programming, others

TV studio technician—workshop graduate, all phases, college, will travel. Box 147R, BROADCASTING • TELECASTING.

Going television? May I help? 4 years army training; film, library, timing, editing, projector work. Hobby: movies; if planning local film commercials and/or newsreels. Skilled electronics worker, very enthusiastic about helping installation. 6 years announcing, all types, deep voice. Tapes, discs, portfolio available. Appreciate secure future. Box 141R, BROADCASTING • TELECASTING.

For Sale

Stations

Rocky Mountain station. No competition. Affiliated. 250 w. Volume over \$65,000 year. Priced to sell. Box 76R, BROADCASTING • TELECASTING.

Illness forces sale controlling interest Iowa single market station; new building, equipment—\$37,500. Box 123R, BROADCASTING • TELECASTING.

Independent Rocky Mountain 240 w. No competition, no danger of television. Worth the money. Box 125R, BROADCASTING • TELECASTING.

Full Time Mutual, single station market, 10 acres modern air conditioned building. Finest equipment. Efficient engineer. Owner making money. Rich area. Growing. Have other radio interests. \$80,000 terms. Box 154R, BROADCASTING • TELECASTING.

Equipment, etc.

For Sale—Western Electric 106B 1 kw transmitter, \$800.00. Box 102R, BROADCASTING • TELECASTING.

For quick sale. 3 kw General Electric FM transmitter, General Electric FM frequency and modulation monitor—like new. Box 120R, BROADCASTING • TELECASTING.

For Sale (Cont'd)

Complete equipment for 250 watt station, including transmitter, monitors, limiter, console, turntables, tower and associated equipment. Bargain. KSYL, Alexandria, Louisiana.

RCA BTF - 1c grounded grid FM transmitter 1 kw complete set of tubes plus spare set, frequency range 88 to 108 megacycles. One Andrew multi-Vantenna 1.6 gain. Also transmission line monitor and harmonic filter RCA series MI-28155. Best offer. WDHN, New Brunswick, N. J.

Three Western Electric 109A reproducing groups with extra 9A head. Just removed from service. Best cash offer for all or part. Will swap for pre-amps. KAY, Glasgow, Ky.

Wanted to Buy

Stations

Former station owner desires purchase or control small station. Send complete details including price. Box 122R, BROADCASTING • TELECASTING.

Equipment, etc.

Wanted—1 kw AM transmitter, state model and price. Box 98R, BROADCASTING • TELECASTING.

Individual wants to purchase complete used equipment for 250 watt AM . . . mikes through tower. Prefer package deal from defunct or increased power station. Write fully Box 103R, BROADCASTING • TELECASTING.

Wanted immediately—8 ring Collins FM antenna mounted on 1 1/2" line for 96.9 mtg. One kw AM transmitter. Station in Alabama. Box 105R, BROADCASTING • TELECASTING.

Planning to build 250 watt AM station. Will need all necessary equipment. What do you have—and price? Box 110R, BROADCASTING • TELECASTING.

All or any part of used equipment for 1000 watt station. Let us know what you have to offer. Write Box 142R, BROADCASTING • TELECASTING.

Good used 5 kw 115-230 v power plant. Please contact Chief Engineer, WBCK, Battle Creek, Michigan.

170 ft. tower, equipment, etc. for new 250 watter. Manager, WTNW, St. Johnsbury, Vermont.

AM transmitter late model 5kw, monitors and console and 350' tower. MISS-LOU, INC., Box 228, Bogalusa, La.

Miscellaneous

Commercial crystals and new or replacement broadcast crystals for Bliley, Western Electric, RCA holders, etc., fastest service. Also monitor and frequency measuring service. Eidson Electronic Co., Temple, Texas, phone 3-3901.

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

Help Wanted

Salesman

SALES MANAGER WANTED

Immediate opening for sales manager of proven ability in radio who wants to expand his potential by joining organization which is successfully operating NBC affiliated radio and television stations in fast-growing western metropolitan market. Must have complete knowledge of both national and local sales, together with record of successful selling, as position calls for outside sales work half-time. Earning potential limited only by individual's ability and capacity. Give qualifications and experience in detail along with photo. All applications confidential.

BOX 143R, BROADCASTING • TELECASTING

Announcers

WANTED AT ONCE!

Additions to Staff

1 News and Sports Announcer—strong on news.
1 Staff Announcer
State age, family, experience and salary. Do not apply unless you want to work in a beautiful small town in the Blue Ridge foothills.

WKBC North Carolina
North Wilkesboro

COMBINATION MAN

First phone. Excellent position with outstanding independent.

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4 NATIONAL AWARDS
10 PROMINENT SPONSORS

16 YEARS EXPERIENCE
MORE THAN 4000 PLAY-BY-PLAY EVENTS
BASEBALL FOOTBALL BASKETBALL HOCKEY

BROCHURE ON REQUEST

ADDRESS:

BOX 155R, BROADCASTING • TELECASTING

POWER INCREASE

Initial Grant Made To KWBR

FCC Hearing Examiner J. D. Bond last week issued an initial decision looking toward grant of the application of KWBR Oakland, Calif., to increase power from 1 kw to 5 kw during the daytime. KWBR would retain its 1 kw for nighttime use.

Mr. Bond issued his decision subject to the condition that satisfactory adjustment be made to all reasonable complaints of blanket area interference. S. W. Warner and E. N. Warner comprise the firm of Warner Bros., licensee of KWBR.

FILM PROBE

Suit Termed 'Menace'

LOS ANGELES City Council got into the act last week when it branded as a "menace" the Justice Dept.'s suit to force release of 16mm feature films to television [B•T, July 28, et seq.].

The council unanimously adopted a resolution Aug. 18 which termed the federal suit "a bureaucratic decree, unheard of outside a dictator country." In introducing the resolution, Councilman Ed J. Davenport declared, "Sober minded thinkers in the TV industry are likewise appalled by this move."

Meanwhile, the 12 motion picture producing and exhibiting firms, named as defendants, continued to plan strategy to fight the suit. Defendants are to file an answer to the suit in Los Angeles Oct. 20.

ALLEN PRODUCES

New 'Capitol' Series

INITIAL production of a new TV series, *Capitol Ideas*, featuring interviews with leading government authorities, was announced in Washington last week.

The series has been completed by Robert S. Allen, former member of the Pearson-Allen syndicated news columnist team. Programs make use of "on-the-spot" film clips, with Mr. Allen handling commentary. Format was devised by Al Kane, Philadelphia producer associated with radio-TV-movies the past 11 years. First interview dealt with prices, wages and rents, with an interview of Roger L. Putnam, Economic Stabilization Agency director.

TV SET CREDIT

Meck Sees Tightening

INSTALLMENT credit on purchases of TV receivers and appliances is tightening up with resultant higher down payments and shorter maturity payments, Meck Television Inc. reported last Tuesday.

The Meck branch of Scott Radio Labs made a city-by-city study, reporting varying conditions. John S. Meck, its president, said that banks and lending institutions are requiring better credit ratings by buyers, and that the government may ask Congress to reinstate Regulation W.

UTC Acquires Rights

UNITY Television Corp., New York, announced last week it had acquired TV distribution rights to three new features: "They Were Sisters," A. J. Arthur Rank production starring James Mason; "Mystery Junction," starring Sydney Thaffer and Barbara Murray, and "Knights Without Armor," an Alexander Korda production starring Robert Donat and Marlene Dietrich.

Radio Station and Newspaper Appraisals

Tax, estate and many other personal problems create the need for an independent appraisal. Extensive experience and a national organization enable Blackburn-Hamilton Company to make accurate, authoritative appraisals in minimum time.

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Delaware 7-2755-6

SAN FRANCISCO

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

FCC Actions

(Continued from page 83)

Ephraim, Utah; KTTV (TV) Los Angeles.

License Cancelled

WMOR (FM) Chicago—By letter, informed receiver in bankruptcy for licensee that license of WMOR is cancelled and call letters deleted. Station has not been operated for period of more than five months. Receiver in bankruptcy stated he did not intend to operate station or to assign license to third party.

August 21 Decisions . . .

BY COMMISSION EN BANC

Advised of Hearing

KGPH Flagstaff, Ariz.—Is being advised that application to change facilities from 1230 kc 250 w-unl. to 630 kc, 1 kw-LS, 250 w N raises questions of interference to KVOD Denver, Col., and KOH Reno, Nev., and other technical questions, and indicates necessity of hearing.

Guthrie Bestg. Co., Guthrie, Okla.—Is being advised that application for new AM on 1490 kc 250 w-D raises questions of interference to KVVW Vernon, Tex., and KBIX Muskogee, Okla., and indicates necessity of hearing.

Martin County Bestg. Co., Stuart, Fla.—Is being advised that application for new AM on 1450 kc 250 w-unl. raises questions of interference to WWPB Miami, Fla., and indicates necessity of hearing.

Clinton Radio Adv. Co., Clinton, N. C.—Is being advised that application for new AM on 600 kc 500 w-D raises question of interference to WJSJ Winston-Salem, N. C., and indicates necessity of hearing.

Prosperity Land Bestg. Co., Leveland, Tex.—Is being advised that application for new AM on 580 kc 500 w-D raises questions of interference to KSAC Manhattan, Kan., and WIBW Topeka, Kan., and of compliance with Sec. 3.55, and indicates necessity of hearing.

Darlington Bestg. Co., Darlington, N. C.—Is being advised that application for new AM on 590 kc 500 w-D, raises questions of interference to VGTM Wilson, N. C., and WAYS Charlotte, N. C. and indicates necessity of hearing.

Modification of License

KCBQ San Diego, Calif.—Granted mod. license to use non-DA-D subject to applicant satisfying legitimate complaints of blanket interference occurring within the 250 mv/m contour.

AM—920 kc

WBBB Burlington, N. C.—Granted mod. CP to increase power from 1 kw to 5 kw, subject to applicant satisfying legitimate complaints of blanket interference occurring within the 250 mv/m contour.

Remain Silent

KWIN Ashland, Ore.—Granted authority to remain silent for period of 30 days from Aug. 11, pending reorganization. Station not to resume broadcasting without Commission approval control is transferred.

AM—1000 kc

KTOK Oklahoma City, Okla.—Granted CP to increase power from 1 kw-N to 5 kw-N on 1000 kc, with 5 kw-D.

Extension of STA

WFMN (FM) New York—Granted extension of STA for period ending Feb. 1, 1953, to suspend regular broadcast service of WFMN and to operate Class I Experimental station KE2XCC using its regularly licensed equipment, power and emission on the additional frequency of 93.1 mc for providing M program service and to rebroadcast over station KE2XCC transmissions of WJLK-FM Asbury Park, N. J., WGPA-FM Bethlehem, Pa., and NYC-FM New York.

August 21 Applications . . .

ACCEPTED FOR FILING

Renewal of License

Following stations request renewal license:

KIFN Phoenix, Ariz.; **WCBD Chicago**; **KIOA Des Moines**; **WSON Henderson, Ky.**; **WWEZ New Orleans**; **SKY Dallas**; **KPAN Hereford, Tex.**; **LOK Lima, Ohio.**

fcc roundup

New Grants, Transfers, Changes, Applications



box score

SUMMARY THROUGH AUG. 21

	On Air	Licensed	CPs	Appls. Pending	In Hearing
AM Stations	2,353	2,332	125	322	211
FM Stations	635	582	73	19	8
TV Stations	109	97	51	773*	114

* Filed since April 14.

(Also see Actions of the FCC, Page 82.)

For Television Grants and Applications, See Page 58.

Docket Actions . . .

FINAL DECISIONS

WVOP Vidalia, Ga.—Vidalia Bestg. Co. FCC granted application to change to 970 kc, 1 kw daytime, from 1450 kc, 250 w fulltime. Decision Aug. 18.

KCOG Centerville, Iowa—Centerville Bestg. Co. FCC adopted initial decision which denied application to increase power to 250 w from 100 w on 1400 kc fulltime [FCC Roundup, B.T., July 7]. Decision Aug. 18.

OPINION AND ORDER

Foley, Ala.—Alabama-Gulf Radio. FCC denied petition which requested severance from consolidated proceeding and grant of new AM station on 1310 kc, 1 kw daytime. Application has been heard in consolidated proceeding with applications of Gulf Beaches Bestg. Co., seeking new AM station on 1310 kc with 1 kw daytime, and WEBK Tampa, Fla., requesting change to 1300 kc, 1 kw daytime, from 1590 kc 1 kw daytime. Memorandum opinion and order Aug. 18.

INITIAL DECISIONS

KWBR Oakland Calif.—Warner Bros. Hearing Examiner J. D. Bond issued initial decision looking towards grant of application for daytime power increase to 5 kw from 1 kw on 1310 kc, subject to condition that station shall make satisfactory adjustment of all reasonable complaints of blanket area interference. [Warner Bros. has bought KAFP Petaluma, Calif.; see FCC Roundup, B.T., Aug. 18.] Initial decision Aug. 19.

Non-Docket Actions . . .

AM GRANTS

Montgomery, Ala.—The Southland Bestg. Co. of Montgomery, Ala. Granted 950 kc, 500 w daytime, antenna 240 ft.; engineering condition. Estimated construction cost \$17,372, first year operating cost \$20,000, revenue \$30,000. Principals include equal (50%) partners Grover Wise, owner of West End Theatre, Birmingham, and Ralph M. Allgood, announcer at WJZZ Montgomery, Ala. Filed Sept. 6, 1951; granted Aug. 21, 1952.

Cocoa, Fla.—Brevard Bestg. Co. Granted 860 kc, 250 w daytime, antenna 250 ft.; engineering condition. Estimated construction cost \$15,700, first year operating cost \$26,800, revenue \$42,848. Principals include general partners W. D. Wilson (22 2/9%), partner in Titusville (Fla.) law firm of Crofton, Wilson & Brewer; Seay Dormany Wilson (22 2/9%), no business interests; Davis E. Wilson (22 2/9%), chief engineer of WDLF Panama City, Fla. (son of W. D. Wilson); Emerson W. Browne (16 2/3%), chief engineer of WTRR Sanford, Fla., and Sarah A. Browne (16 2/3%), long distance telephone operator for Southern Bell Telephone Co. from 1941 to 1951. Filed Aug. 28, 1951; granted Aug. 21, 1952.

Lovington, N. M.—Prosperity Land Bestg. Co. Granted 1050 kc, 250 w daytime, antenna 227 ft.; engineering condition. Estimated construction cost \$19,250, first year operating cost \$30,000, revenue \$40,000. Principals include

equal (50%) partners David R. Worley, general manager of KTFY Brownfield, Tex., and 25% owner of New Frontier Bestg. Co., which is applicant for new AM station in Seminole, Tex., and Bruce C. Zorns, vice president and minority stockholder of Brownfield State Bank & Trust Co., Brownfield, and Yoakum County State Bank, Denver City, Tex. Grantee also is applicant for new AM station in Levelland, Tex. Filed Aug. 13, 1951; granted Aug. 21, 1952.

Fairmont, N. C.—Carolinas Bestg. Co. Granted 860 kc, 1 kw daytime, antenna 251 ft.; engineering condition. Estimated construction cost \$16,275, first year operating cost \$24,000, revenue \$36,000. Principals include President W. V. Morgan (50%), owner and general manager of Morgan Motor Co., Raeford, N. C.; Secretary Treasurer W. D. Harris (47 1/2%), territory manager 1949-1950 for General Tire & Rubber Co. (auto tires and supplies), and Anne P. Harris (2 1/2%), wife of W. D. Harris. Filed Aug. 1, 1951; granted Aug. 21, 1952.

Franklin, Tenn.—The Williamson County Bestg. Co. Granted 950 kc, 1 kw daytime, antenna 240 ft.; engineering condition. Estimated construction cost \$17,950, first year operating cost \$25,000, revenue \$30,000. Principals include President William R. Ormes (16 2/3%), newspaper reporter for Nashville (Tenn.) Banner; Secretary-Treasurer Corinne G. Channell (subscriber to 78 shares out of total of 166 shares of common stock), manager and 1/2 owner of Gordon Farm, Franklin, and Ann R. Ormes (83 1/2%), owner of Ormes Farm, Franklin. Filed May 2, 1951; granted Aug. 21, 1952. [Simultaneously with this grant, FCC denied petition of WGTA Summerville, Ga., to designate The Williamson County Bestg. Co. application for hearing.]

FM GRANT

Salt Lake City, Utah—Utah Bestg. & Television Co. (KUTA). Granted 97.1 mc (Ch. 246), ERP 23.5 kw, antenna height above average terrain minus 191 ft., above ground 325 ft.; conditions. Estimated construction cost \$5,000, first year operating cost \$10,000, revenue \$10,000. Principals include partners Frank C. Carman, David G. Smith, Grant R. Wrathall and Edna C. McCrea. Filed July 1, 1952; granted Aug. 21, 1952.

TRANSFER GRANTS

KTHS Hot Springs, Ark.—Granted transfer of control from Wilson Ewing, et al., co-executors of estate of John D. Ewing, deceased, to William H. Bronson, voting trustee (John D. Ewing was voting trustee). Granted Aug. 20.

KCSB San Bernardino, Calif.—Granted assignment of license to F. P. D'Angelo from Essie Brinkley West for \$50,000. Mr. D'Angelo is owner of F. P. D'Angelo Advertising Agency, North Hollywood, Calif. Granted Aug. 20.

KWKH Shreveport, La.—Granted transfer of control from Wilson Ewing, et al., co-executors of estate of John D. Ewing, deceased, to William H. Bronson, voting trustee (John D. Ewing was voting trustee). Granted Aug. 20.

WATG - AM - FM Ashland, Ohio—Granted assignment of license from Robert M. Beer and Fred Koehl, administrator of estate of Edgar Koehl, deceased, to The Ashland Printing & Bestg. Co. No monetary consideration. Granted Aug. 20.

WJMO Cleveland, Ohio—Granted assignment of license to United Bestg. Co. of Ohio Inc., of which Richard Eaton is sole stockholder, for \$100,000 plus amount equal to amount of net current assets in excess of \$50,000 reported in balance sheet as of accounting date. Mr. Eaton is licensee of WOOK Washington, WANT Richmond, Va., WSID Baltimore, Md., WARK Hagerstown, Md., WINX Rockville, Md., and applicant for new TV station in Hagerstown [TV Applications, B.T., June 23]. Granted Aug. 20.

WLEU-AM-FM Erie, Pa.—Granted assignment of license from WLEU Bestg. Corp. to Commodore Perry Bestg. Services Inc. for \$75,000. Principals in assignee include President Dr. Perry D. Cook (25%), 50% owner of The Perry D. Cook Chiropractic Clinics in Meadville, Pa., and Sharon, Pa., and 25% owner of The Perry D. Cook Chiropractic Clinic in Newcastle, Pa.; Executive Vice President Hoyt H. Stout (25%), chief engineer of WMGW Meadville, Pa.; Vice President Dr. Perry D. Cook Jr. (25%), 50% owner of The Perry D. Cook Chiropractic Clinic in Newcastle, Pa.; Vice President Rowland B. Mahany (12 1/2%), city solicitor, Titusville, Pa., and Secretary-Treasurer Owen K. Murphy (12 1/2%), president and 51% owner of Niagara Mfg. & Dist. Corp. (therapy and massage equipment), Adamsville, Pa. Granted Aug. 20.

WAOO Chattanooga, Tenn.—Granted assignment of license from Ramon G. Patterson and Louise Patterson Pursley, d/b as Pursley Bestg. Service, to WAOO Bestg. Service Inc., through transfer from Mr. Patterson and Mrs. Pursley to WAOO Bestg. Service their 50% (each) interest. In exchange for this interest, Mrs. Pursley receives \$165,000 and Mr. Patterson receives 100% of the stock in the company. Mr. Patterson, who before assignment grant already controlled 50% of station, has been general manager since 1936. Granted Aug. 20.

THESIS on the International Telecommunications Union entitled "An Experiment in International Cooperation" written by George Arthur Coddling Jr. at the U. of Geneva, Switzerland, is being published by E. J. Brill, Leiden, Holland, from whom copies may be obtained.

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

Another BMI "Pin Up" Hit—Published by Marks

POINCIANA

On Records: Steve Lawrence—King; Frank Sinatra—Col.; Bing Crosby—Dec.; Paul Weston—Cap.; Jack Guthrie—Cap.; Ethel Smith—Dec.; Tex Beneke—Vic.; George Shearing—Lon.

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NEW YORK • CHICAGO • HOLLYWOOD NEW YORK 19, N. Y.

Four More Grants

(Continued from page 69)

audience of educators of the need to supply complete information when filing TV applications with the Commission. This includes legal, financial and technical data, he indicated.

Pointing up the need for better programming, Chairman Walker cited the report on children's radio and TV programs in Los Angeles issued by the National Assn. for Better Radio and Television. During one week in May, the seven Los Angeles area TV stations carried 58 hours of children's programs, of which almost 70% were declared to be in the "fair," "poor," "objectionable" or "most objectionable" category. Shows in the "objectionable" category dealt mostly with crime, the report said.

Chairman Walker told the group of FCC's report to President Truman on the status of educational television and of the Chief Executive's support [B•T, June 30].

He also recalled that the President's Commission on Higher Education found that the present status of university extension courses shows our colleges and universities do not recognize adult education as their potentially greatest service, and hence recommended that higher education "must take the university to the people wherever they are to be found and by every available and effective means for the communication of ideas and the stimulation of intellectual curiosity."

Chairman Walker observed, "I think that those words have a special meaning today for all those of us who are participating in or observing the reaction of colleges to the opportunities offered by educational television."

Dry Batteries

DRY batteries of the size and weight of a spool of thread will be available for portable radio transmitters and receivers in the foreseeable "era of 'solid' electricity," graduates of RCA Institutes Inc. were told Aug. 15. Prediction was made by Dr. James O. Perrine, consultant to U. S. Army Signal Corps at Fort Monmouth, N. J., and retired assistant vice president of AT&T. He addressed 164 graduating students at commencement exercises of the radio technical training school in New York.

TV Council Elections

MEMBERS of the Chicago Television Council are balloting this week by mail to elect a slate of officers for the coming year. Only one person was nominated for each office by the nominating committee. They include: for president, George Heinemann, TV program manager, NBC; vice president, Sterling C. Quinlan, program director, WBKB (TV); secretary, Mrs. L. S. (Duffy) Schwartz, Chicago representative of the Advertising Council, and treasurer, Jerry Stolzoff, Foote, Cone & Belding.



AMONG those attending the semi-annual West Virginia Broadcasters Assn. meeting Aug. 15-16 at Hotel Greenbrier, White Sulphur Springs, were (l to r) Alice Shein, WBTH Williamson, association secretary-treasurer; Maury Long, business manager, BROADCASTING • TELECASTING;

Elaine Shout, Benton & Bowles, N. Y.; William Rine WWVA Wheeling; George Clinton, WPAR Parkersburg; Mrs. Clinton; Mrs. Long; Jack Gelder, WCHS Charleston association president; Bernard Pearse, Weed & Co., Detroit; Mrs. Virginia Cooper, WJLS Beckley; Mrs. Gelder and Joe Smith, WKNA Charleston.

WKOW LICENSE

SUSPICIONS of the FCC regarding control of WKOW Madison, Wis., have enough foundation to warrant holding a hearing on its application for license renewal, the FCC's Broadcast Bureau said last week.

Broadcast Bureau opposed a petition by the Wisconsin station for a renewal of its license without a hearing.

Owners of WKOW are limited in their control of the station's operations to what the Atlass Amusement Co. will permit, the Broadcast Bureau declared.

FCC ordered a hearing last year on WKOW's license renewal application on the question whether the Atlass Amusement Co., which has a management contract with the station, actually controls it [B•T, Nov. 12, 1951].

The Commission also intimated that WKOW got its CBS affiliation because of the relationship between H. Leslie Atlass Jr. and his father, who is vice president of CBS Western Div. Another issue was the relationship between Michael Henry, present general manager of WKOW, and Atlass Amusement Co., in the light of a contract between them.

Last April, WKOW petitioned for reconsideration and a grant after recounting the history of the station and its relationship with Atlass Amusement Co. [B•T, April 7].

The station offered to revise its

FCC Broadcast Bureau Is for Hearing

management contract with the Atlass company—which provides for a 50% cut of profits—if the Commission believed that it constitutes improper control. WKOW also denied any impropriety in gaining the CBS affiliation. Part of the petition explained that the contract between Mr. Henry and Atlass Amusement Co. was a *pro forma* document that had no real meaning.

The Broadcast Bureau's opposition refers to the Madison station's response as "an apparently plausible explanation." But, it continued:

When the question of control is studied in the context of all of the facts . . . there develops a picture of a licensee on the brink of financial disaster and eager to avoid such a fate at any cost. Basically, there appears to be here a situation in which the management consultant as a practical matter is in a position to exercise an exceptionally high degree of influence on the station operation, particularly in view of the importance of the CBS affiliation with the station and the relationship between CBS and Atlass Company, the management consultant. But, apparently, matters are handled through "recommendations" to the licensee with the licensee, therefore, being in a position, at least in theory, to accept or reject any proposed course of action. Here the real question is whether there appears to be enough more than a usual "management" contract to warrant a hearing to establish the facts.

The Chief, Broadcast Bureau, is of the view that, from the facts now before him, the arrangement here involved makes it virtually impossible for the licensee to exercise any greater degree of control over its day-to-day activities than the Atlass Company is willing to permit. The importance of the retention of the CBS affiliation, the particular role of the Atlass Company in securing this affiliation, and the relationship between CBS and the Atlass family lead to this conclusion. And it is this group of facts—within the framework of a situation in which Atlass Company had originally set out to acquire control of WKOW—that makes this matter different from the usual situation involving a management contract. Therefore, it is the opinion of the Chief, Broadcast Bureau, that the facts necessitate a hearing on the question of whether, actually, Atlass Company succeeded in its original ambition to acquire control of the station.

WGFG SALE

Announced by Gross

HAROLD F. GROSS, owner of WGFG Kalamazoo, last week announced sale of the station, which operates on 1360 kc with 1 kw full time. Buyer is Howard D. Steere, former WFEW Miami owner who sold that station last June. Price was in excess of \$100,000, according to Mr. Gross.

Mr. Gross built WGFG and has been general manager for the last five years. He announced his plans to sell the station a fortnight ago when Tri-City Television Corp., of which he is president and 50% stockholder, applied for UHF Channel 51 in Saginaw, Mich. [B•T, Aug. 18]. Mr. Gross also is majority stockholder of WJIM-AM-TV Lansing.

Mr. Steere said that he expects to actively participate in the operation of WGFG, which is affiliated with NBC and ABC, after the transfer is approved by the FCC.

WMRO RENEWAL

Recommended by Plummer

WMRO Aurora, Ill., was recommended for renewal of license by FCC's Broadcast Bureau last week in a decision in which the bureau's chief, Curtis B. Plummer, said he was of the opinion the grant was in the public interest, convenience and necessity, despite WMRO's acknowledgement of tardiness in filing required reports with the Commission, and of operating past sign-off time on two occasions last winter.

Mr. Plummer's opinion was given after WMRO filed a petition Aug. 11 [B•T, Aug. 18] asking for renewal of license without hearing. The station reported it had instituted new office procedure to assure prompt attention to FCC rules on such matters in future.

BENJAMIN ABRAMS, president of Emerson Radio & Phonograph Corp., left for Europe Aug. 22 to visit Emerson distributors in France, Italy and Israel.

Canadian Advertisers

COMPLETE list of national advertisers on Canadian radio stations has been compiled by Pat Freeman, sales director of Canadian Assn. of Broadcasters, Toronto. The list has been broken down into 27 categories. Included among national advertisers are 117 companies with head-offices in the United States, who place advertising on Canadian stations directly or through Canadian subsidiaries. This is the first time such a list of national Canadian radio advertisers has been compiled. The list also shows how many of the advertisers use networks in Canada.

Transit FM

(Continued from page 31)

transitcasting, as well as all other specialized uses to which FM has been put, raises serious legal and policy questions of deep import to all of broadcasting and the listening public which should be promptly and completely investigated and determined by the Commission.

"Therefore, the Commission should forthwith institute general rule making proceedings to the end of establishing whether or not such FM operations are in the public interest and otherwise legal. I do not in this case, however, believe that this individual licensing proceeding is the appropriate occasion to initiate such an investigation. For this reason, I concur in the result of the Commission's decision herein."

Comr. Hennock concluded, "However, I am firmly of the opinion that the Transit Riders Assn. Inc. is a party with a clear interest in the problems involved herein and that its petition should be considered to show an adequate basis for ordering an all-inclusive proceeding upon the general question of the propriety of 'transitcasting' operations."

TV SETS SHIPPED

Drop 15% for Half-Year

TOTAL of 2,118,510 TV receivers were shipped by manufacturers to dealers during the first half of 1952, Radio-Television Mfrs. Assn. reported Wednesday.

That figure was 15% less than the 2,470,954 TV sets shipped out during the January-to-July period of last year. TV set production for the first half of this year previously was placed at 2,318,236 [B•T, July 28]. Set shipments to:

State	Total
Alabama	26,278
Arizona	7,331
Arkansas	6,122
California	218,915
Colorado	1,158
Connecticut	49,547
Delaware	7,906
District of Columbia	19,701
Florida	35,447
Georgia	44,894
Iaho	47
Illinois	119,943
Indiana	83,565
Iowa	37,714
Kansas	13,481
Kentucky	29,266
Louisiana	22,020
Maine	3,194
Maryland	35,318
Massachusetts	91,473
Michigan	88,816
Minnesota	28,853
Mississippi	5,908
Missouri	55,013
Montana	21
Nebraska	18,150
Nevada	6
New Hampshire	8,405
New Jersey	82,626
New Mexico	2,954
New York	258,304
North Carolina	44,048
North Dakota	51
Ohio	163,745
Oklahoma	32,591
Oregon	191
Pennsylvania	136,759
Rhode Island	14,443
South Carolina	10,082
South Dakota	281
Tennessee	29,692
Texas	92,437
Utah	11,344
Vermont	2,120
Virginia	33,458
Washington	28,939
West Virginia	22,944
Wisconsin	32,884
Wyoming	75
Grand Total	2,118,510

ABC'S IN D. C. ON TV

Latest Curriculum Addition: Languages

DISTRICT OF COLUMBIA school system, for the third consecutive year, has arranged an in-school TV schedule over the facilities of WNBW (TV) Washington.

When Washington school children return to their desks Sept. 15, they will be fed science, music, French and Spanish via video. Each will be the subject of a 30-minute program, once a week. Lesson plans will be furnished to participating classes. Also contemplated is the continuance of a story-telling program which the D. C. Board of Education sponsored on WNBW during the summer.

The D. C. school system two years ago began using TV with a music series. Last year it added science instruction, feeding both courses to 60 classes. New this year—to the elementary school curriculum as well as to TV—are French and Spanish.

Most of the schools have TV sets donated by Parent-Teacher Assns. Washington distributors have donated installation and service work.

Although children exposed to TV instruction and their parents were enthusiastic about the use of TV for teaching, D. C. Associate School Superintendent Carl F. Hansen was somewhat less sanguine.

In a report on the music experi-

ment, based on the results of a test between students who received the TV programs and those who did not, which indicated no great difference in achievement, Mr. Hansen concluded:

"Television, it seems, is not the long-sought short-cut to learning. To achieve intellectual competence, it is still necessary to learn and re-learn, and it is not fair to expect a new means of communication to remove the effort and sometimes downright drudgery involved in learning."

WTVN (TV) Selected

WTVN (TV) Columbus has been selected as a workshop center by the National Council of Churches of Christ, it was announced last week. Warren F. Warner, WTVN program director, said that arrangements for training seminars at the station were made with Charles H. Schmitz, director of education for the council.

CANADIAN SET SALES

May, June Totals High

EARLY OPENING of first Canadian TV transmitters at Toronto and Montreal has prodded the sale of TV receivers, according to the Radio-Television Mfrs. Assn. of Canada.

Sales of TV sets in June totaled 5,760 units valued at \$2,442,781, of which about 25% were sold in Montreal, which has had no TV reception until CBFT Montreal test patterns started. Sales in May totaled 6,583 sets for a value of \$2,764,212, highest monthly sales on record. Most sets sold had picture tubes of 17 inches or less.

Dominion Bureau of Statistics, Ottawa, shows production of 15,900 TV sets in first four months of 1952, and 113,300 radio receivers in that period.

Legion Cites 'Youth'

WINNERS of the American Legion's first annual television award are the *Youth Wants to Know* program (NBC-TV, Wed., 8-8:30 p.m., EDT) and NBC, it was announced last week. Citations will be presented on Wednesday's program to Theodore Granik, founder-moderator of the series, and to Frank Folsom, RCA president, on behalf of NBC.



DEMONSTRATING 8-16mm synchronizer is Lafayette M. Hughes Jr. (r), president of Hughes Sound Film Corp. at Hughes-KLZ Denver TV film production clinic in that city. From left are Jack Tipton, KLZ account executive; Bill Prescott, vice president, Ball & Davidson Adv., and Curt Freiburger, president of agency of same name.

SCREENLESS TV

Adapted for the Blind

SCREENLESS television set adapted for blind persons was demonstrated at a news conference last week at WPIX (TV) New York. The set was built by the Pyramid Television Service Co., New York, for the New York Guild for the Jewish Blind and will be distributed by the American Foundation for the Blind.

The set measures 12 inches long, 8 inches wide and 8 inches high and looks like a small radio. The unit receives FM stations as well as the television band. A small Braille disc placed over the dial indicates the channel number.

Mrs. Sidney E. Pollack, administrative director of the guild, explained the significance of the new set, which completely eliminates the visual portion of a standard TV receiver. She pointed out that its cost will range from \$50 to \$65, depending on the demand, and its small size will be convenient for blind persons who usually live in small rooms or apartments. Most blind persons, Mrs. Pollack noted, cannot afford regular TV receivers.

Mrs. Pollack stressed its value to blind persons as another means of maintaining contact with the sighted world. She cited the example of many elderly blind people who felt "put out" if they missed Milton Berle's TV program or children who eagerly followed the progress of *Hopalong Cassidy* along with their sighted contemporaries. Like radio, movies and the theatre, television will provide another medium to broaden experiences of the blind and enable them to participate more fully in community life, Mrs. Pollack commented.

Other speakers included Herbert Abrams, president of the Pyramid Television Service Co. who devised the new unit; Charles G. Ritter, consultant for special aids and appliances, American Foundation for the Blind, and Bernard M. Krebs, librarian and Braille instructor at the Guild.

AFA CONTEST

Tucker Heads Committee

ADVERTISING Federation of America is sponsoring for the sixth consecutive year a national essay contest for high school students. Subject this year is "A Teen-Ager Looks at Advertising." Prizes are \$500, \$200, and \$100, respectively.

Frank T. Tucker, advertising director of the B. F. Goodrich Co., is chairman of the contest committee. Committeemen include Thomas D'Arcy Brophy, chairman of Kenyon & Eckhardt, New York; John Cleghorn, WHBQ Memphis; Helen Ryman, Helen Ryman Agency, Pittsburgh, and Louis Benito, Griffith McCarthy Adv. Agency, Tampa.

PRICES have been raised on the entire line of TV receivers of Muntz TV Inc., Earl W. Muntz, president, has announced.



at deadline

STEVENSON TRIBUTE TO BROADCASTERS

ILLINOIS Gov. Adlai E. Stevenson, Democratic Presidential nominee, last week paid tribute to nation's broadcasters, in letter to Harold E. Fellows, NARTB president. Equally laudatory message was sent Mr. Fellows by Gen. Dwight D. Eisenhower, Republican candidate (see story, page 38). Text of Gov. Stevenson's letter follows:

I want to express both my greetings and my gratitude to the nation's radio and television broadcasters through the district meetings being arranged by your association.

The radio and television industries are contributing immeasurably to public understanding of the great issues confronting the American People in the current campaign. They will continue to do so in the weeks ahead. As a result, more people should be better informed about these issues and the candidates than ever before.

As governor of Illinois, I have relied heavily on radio and television to help bring to the people regular reports on the activities of state government. They have cooperated generously in the spirit of public service.

In that connection, I warmly commend the National Association of Radio and Television Broadcasters for their "Register and Vote" campaign. There are in the United States, an estimated 25 million voters unregistered and therefore disfranchised. Every available facility should be utilized to reverse the trend which has seen fewer and fewer voters participating in national and state elections. That effort has no relation to partisanship and is one in which every agency dedicated to patriotic service should join.—Sincerely yours Adlai E. Stevenson.

WALKER SEES TRUMAN ON 'EDUCATIONAL-TV'

EDUCATIONAL-TV was subject of talk between FCC Chairman Paul A. Walker and President Truman Friday at noon, Mr. Walker told reporters. FCC chairman said he brought President copy of speech he (Walker) had made last Monday at Educators' Workshop in Ames, Iowa. President, Mr. Walker said, was greatly interested in educational TV as means of adult education and for those youths unable to complete secondary education. Progress of FCC in making TV grants, status of AM and other FCC matters were also discussed, Mr. Walker said. There was no talk of resignation, Mr. Walker said, adding, "I have no intention of resigning." This is Mr. Walker's third visit with President Truman. He saw him shortly after he was appointed Chairman last March and then again with all Commissioners last June [B•T, June 30].

ASK TAMPA HEARING

HEARINGS on mutually exclusive applications for TV outlets in Tampa-St. Petersburg, Fla., area should be held there and not in Washington. That is essence of petition filed by Tampa Bay Area Telecasting Corp. with FCC Friday. If all its stockholders have to testify, cost would run from \$5,000 to \$6,000; even if depositions are taken, cost of processing applications would be increased by \$2,000 to \$3,000, petition states. Another argument:

... Holding the hearing in the area involved would enable a much more complete record to be developed regarding ... stewardship of ... [other TV station] applicants with respect to their radio facilities and the manner of operating their newspapers should be thoroughly presented to the Commission in order that their promises with respect to TV may be accordingly evaluated.

Tampa Bay Area Telecasting Corp. seeks Channel 8 for St. Petersburg [TV APPLICATIONS, B•T, July 7]. FCC has indicated that it plans to hold hearings for mutually exclusive applications in Washington [B•T, Aug. 11].

JOHNSON-COY DEBATE

CHAIRMAN ED JOHNSON (D-Col.) of Senate Interstate & Foreign Commerce Committee and Wayne Coy, former FCC Chairman and now part-owner of KOB-AM-TV Albuquerque, will be featured in debate of radio-TV issues during NARTB District 14 meeting Sept. 11 at Cosmopolitan Hotel in Denver, according to Wm. C. Grove, KFBC Cheyenne, Wyo., District 14 director, who arranged feature.

Business Briefly

(Continued from page 5)

of famous bouts will be shown. Agency, Hirsch-Garfield, N. Y.

REFRIGERATOR CAMPAIGN • Media plans being developed for Gibson Refrigerator Co., Greenville, Mich., at Henri, Hurst & McDonald, Chicago, new agency. Radio-TV considered. K. W. Sickinger, account executive.

SEALY ON TV • Sealy Inc., Chicago (mattresses), will use network TV for first time in October with Louis G. Cowan package, *Balance Your Budget* on CBS-TV. Bert Parks to m.c. in audience participation feature. Olian Adv., Chicago, has ordered 44 stations nighttime, now being cleared. Sealy to be alternate-week sponsor.

NAME EMIL MOGUL • Supreme Wines Inc., producers of Rabbinical brand imported kosher wines, N. Y., names Emil Mogul Co. as its advertising agency. Plans will include intensive spot radio and television campaign in Chicago and New York to start early fall.

BAYUK SPONSORS • Bayuk Cigar Co., N. Y., to sponsor Ted Husing's *Ringside Interviews* on DuMont TV Network Mon., 10:45-11 p.m. beginning Sept. 8. Mr. Husing will interview boxing and athletic celebrities after bouts at Eastern Parkway Arena, Brooklyn. Agency, Ellington & Co., N. Y.

FIVE NBC RADIO RENEWALS \$2,345,000

RENEWALS of five NBC radio shows with \$2,345,000 total gross time billing and representing 4 hours 45 minutes per week announced by Gordon Mills, NBC Chicago network radio sales manager, whose office placed contracts. List:

Armour & Co., Chicago, 15-minute *Dial Dave Garroway*, Mon.-Fri. on full network, effective Sept. 1 for 52 weeks. Agency: Foote, Cone & Belding.

Allis-Chalmers Mfg. Co., Milwaukee, *National Farm and Home Hour* on full network, effective Sept. 6. Agency: Bert S. Gittins Adv., Milwaukee.

Skelly Oil Co., Kansas City, five-a-week 15-minute newscasts by Alex Dreier and quarter-hour *This Is Farming Business*, both for 52 weeks on 30 stations, effective Sept. 1. Agency: Henri, Hurst & McDonald, Chicago.

Wesson Oil and Snowdrift Sales Co., New Orleans, 15-minute, five-a-week *Dr. Paul* for 52 weeks on 62 stations, effective Sept. 1. Agency: Fitzgerald Adv., New Orleans.

Faultless Starch Co., Kansas City, quarter-hour *Faultless Starch Time* for 52 weeks on 60 stations, effective Oct. 1. Agency: Bruce B. Brewer & Co., Kansas City.

PEOPLE...

TWO executives, DANIEL POTTER and HERBERT SELBY, both media directors, have been named vice presidents of Benton & Bowles, N. Y.

ROBERT A. WHITE, MBS sales account executive to Bories Organization Inc., N. Y., radio and TV package firm, in similar capacity.

JOSEPH CROSS, member of research department promoted to "Duz" account section of Compton Adv., N. Y.

MARTIN HUMMELL Jr., NBC supervisor of package promotion, to *Collier's* magazine as promotion manager.

NEW TV APPLICATIONS

SIX more new and amended applications for TV stations were filed with FCC late Friday, and one modified application was filed. Total requests for TV outlets now number 779; of these, 466 are new, 313 amended, 461 for VHF channels and 317 for UHF assignments. (Also see TV Applications, page 58.) New applications are:

Pensacola, Fla.—Southland Telecasters Inc., UHF Ch. 15, ERP 20.3 kw visual, 10.15 kw aural; antenna height above average terrain 313 ft., above ground 353 ft. Estimated construction cost \$177,500, first year operating cost \$120,000, revenue \$120,000. Sole owner of applicant is Charles W. Lamar Jr., licensee of KCIL Houma, La., and owner of Lamar Adv. Co., Baton Rouge.

WHFC Chicago (modification of application), UHF Ch. 26, ERP 222 kw visual, 111 kw aural; antenna height above average terrain 564 ft., above ground 589 ft. Estimated construction cost \$353,000, first year operating cost \$230,000, revenue \$300,000. [For earlier application, see TV APPLICATIONS, B.T. July 7.]

Sioux City, Iowa—Great Plains Television Properties Inc., UHF Ch. 36, ERP 18.4 kw visual, 10.4 kw aural; antenna height above average terrain 532 ft., above ground 345 ft. Estimated construction cost \$218,414, first year operating cost \$125,000, revenue \$125,000. [For details on applicant, see its Little Rock, Ark., application, TV APPLICATIONS, page 58.]

WTM Trenton, N. J., UHF Ch. 41, ERP 19.9 kw visual, 9.95 kw aural; antenna height above average terrain 385 ft., above ground 445 ft. Estimated construction cost \$252,657, first year operating cost \$225,000, revenue \$250,000.

† **WHKP Hendersonville, N. C.**, UHF Ch. 27, ERP 20 kw visual, 10 kw aural; antenna height above average terrain 985 ft., above ground 346 ft.

Brownsville, Tex.—Valley Television Inc., VHF Ch. 5, ERP 100 kw visual, 50 kw aural; antenna height above average terrain 546 ft., above ground 583 ft. Estimated construction cost \$296,000, first year operating cost \$240,000, revenue \$360,000. Principals include President Vance C. Wilson (12.5%), commercial manager and 34% owner of KBOR Brownsville; Vice President Willis A. Wilson (12.5%), vice president, chief engineer and 24% owner of KBOR; Secretary-Treasurer Minor Joel Wilson (12.5%), president, manager and 20% owner of KBOR; Jean G. Wiederman (12.5%), representative for Union Life Insurance Co. in Brownsville; Mrs. Dorothy Dorfman (7.5%), housewife, and Clyde Tandy Jr. (5%), employee of Port Fertilizer & Chemical Co., Los Fresnos, Tex.

WMFM (FM) Madison, Wis., UHF Ch. 33, ERP 17.5 kw visual, 10.4 kw aural; antenna height above average terrain 530 ft., above ground 544 ft. Estimated construction cost \$123,553, first year operating cost \$75,000, revenue \$85,000.

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

NBC PETITION

NBC petitioned FCC Friday to postpone effective date of amendment to rebroadcast rule, due to become effective Aug. 30, supporting NARTB plea (see early story, page 36).

STEVENSON ON TV

MAJOR Labor Day speech by Democratic presidential nominee Adlai Stevenson in Detroit will be telecast nationally by CBS-TV, Wilson Wyatt, personal campaign manager to Illinois governor, announced Friday.

Here Are SIX Reasons Why WEMP is Milwaukee's Favorite and



. . . . One of America's Great Independent Radio Stations

WEMP delivers more listeners per dollar—morning, afternoon, and evening—than any other station in Milwaukee.*

Nationally, WEMP is first mornings, second afternoons, and second nights, among all independent stations in cities of 500,000 or more.†

Advertisers who have been disappointed by "will-o-the-wisp audiences" are turning to WEMP where they can be sure of program stability, and ratings to match.

Yes, for \$100, \$200 per week or more, WEMP delivers 2 to 3½ times the audience of any Milwaukee network station.

Before you complete your fall radio schedules, ask Headley-Reed for the complete facts, or call WEMP, today.

*Source: May-June, 1952 Hooperatings.

†Hooper Radio Audience Indexes—Unaffiliated Stations, March-April 1952.

"R-T" SHOW
Robb Thomas
10:00 A.M. — 12:00 Noon
"1340 CLUB"
4:30 P.M. — 7:00 P.M.



WEMP

1340 ON YOUR DIAL
24 HOURS OF MUSIC, NEWS, SPORTS



1970 DISPLAYS IN 60 DAYS...

moves merchandise
in Northern Ohio

in Northern Ohio..

WGAR
the SPOT for SPOT RADIO

MerCHAINdising IN ACTION!

Sales boosts reported: from 31% to 200% on products ranging from soaps to cereals—from desserts and drinks to dog food!

With MerCHAINdising you contract for WGAR's effective selling, plus tie-in displays in 197 outlets of two leading national chains. It stimulates sales by powerful advertising; clinches sales at point of purchase.

Learn what WGAR can do for you. Send for the new MerCHAINdising plan book with all the answers.

RADIO . . . AMERICA'S GREATEST
ADVERTISING MEDIUM



WGAR Cleveland • 50,000 Watts • CBS
EASTERN OFFICE: 665 FIFTH AVE., NEW YORK CITY



Represented Nationally by The Henry I. Christal Co
In Canada by Radio Time Sales, Ltd., Toronto.