

TELECASTING

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in our
7th
year

The **BIG** *buy in New York*

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KTLA

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LOS ANGELES

First

MONDAY thru FRIDAY

4:00 P.M. TO 6:00 P.M. . . 27.5

SUNDAY

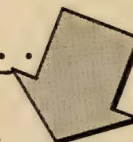
12:00 P.M. TO 6:00 P.M. . . 28.5

SATURDAY

8:00 A.M. TO 6:00 P.M. . . 51.6

SUNDAY thru SATURDAY

6:00 P.M. TO 11:00 P.M. . .



STATION "A"	STATION "B"	STATION "C"	STATION "D"	STATION "E"	KTLA	STATION "F"
10.6	9.3	13.4	14.1	13.6	25.0	15.2

Share of Los Angeles Television Audience
HOOPER TELEVISION AUDIENCE INDEX
JULY 1952



KTLA Studios • 5451 Marathon St., Los Angeles 38 • HOLLYWOOD 9-6363
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KTLA - THE BEST ADVERTISING BUY IN LOS ANGELES

SEPTEMBER 8, 1952

TV GRANTS NOW TOTAL 49

Six More UHF's Authorized

By LARRY CHRISTOPHER

CONSTRUCTION permits for six more UHF television stations were granted by FCC last week as processing of pending applications continued at a steady pace and two new UHF grantees—Empire Coil Co. at Portland, Ore., and WHUM Reading, Pa.—appeared to be racing toward top honors as the first such stations to commence operation.

WHUM, granted UHF Channel 61 on Thursday, expected to commence construction within a matter of hours and hopes to begin operation from its mountain-top 1,000-ft. antenna with full effective radiated power of 260 kw visual by not later than December 10. Expecting delivery of General Electric's first full power UHF transmitter and special antenna wave guide soon, WHUM plans to complete its transmitter site by December 1, barring unforeseen delays in construction due to weather conditions.

Empire Coil Co., which received its Portland grant for UHF Channel 27 at FCC's initial post-thaw action in July [B•T, July 14], purchased RCA-NBC's experimental UHF station at Bridgeport, Conn., a fortnight ago has reported plans to commence interim operation by Thanksgiving Day and possibly by Election Day [B•T, Sept. 1].

First UHF Start

While Empire Coil's KPTV (TV) Portland may become the first commercial UHF outlet to begin operation, WHUM's TV outlet would become the first UHF outlet to commence with full power. Both Portland and Reading are seen as UHF "guinea pig" markets, to be closely watched by set makers and broadcasters alike.

Last week's grants, all in the Group B-1 city priority listing, brought processing in that group to Worcester, Mass., No. 110 in that list, a city which now receives three TV services. Concurrent processing of Group A-2 bids has now reached Wheeling, W. Va., No. 31 in that list.

The new authorizations, which bring to 49 the total of new station grants since lifting of the freeze (41 commercial and 8 educational CPs), included:

Fall River, Mass. (Group B-1, No.

3)—New England Television Co., granted UHF Channel 46 with effective radiated power of 19.5 kw visual and 9.8 kw aural and antenna height above average terrain 400 ft. Estimated commencement date: Unknown. (Comrs. Robert F. Jones and Robert Bartley voted for deferring action.)

Reading, Pa. (Group B-1, No. 4)—Eastern Radio Corp. (WHUM), granted UHF Channel 61, ERP 260 kw visual and 135 kw aural, antenna 1,780 ft. Estimated commencement date: Not later than Dec. 10.

Reading, Pa. (Group B-1, No. 4)—Hawley Broadcasting Co. (WEEU), granted UHF Channel 33, ERP 225 kw visual and 120 kw aural, antenna 1,030 ft. Estimated commencement date: By mid-summer of 1953; plans to start with full power.

New Castle, Pa. (Group B-1, No. 14)—WKST Inc. (WKST), granted UHF Channel 45, ERP 20.5 kw visual and 10.5 kw aural, antenna 370 ft. Estimated commencement date: Unknown.

Massillon, Ohio (Group B-1, No.

27)—Midwest TV Co. (Edward Lamb), granted UHF Channel 23, ERP 99 kw visual and 50 kw aural, antenna 430 ft. Estimated commencement date: Unknown. (Comr. Jones voted for hearing.)

Akron, Ohio (Group B-1, No. 109)—Summit Radio Corp. (WAKR), granted UHF Channel 49, ERP 145 kw visual and 73 kw aural, antenna 320 ft.

Hearings Set

In concurrent action, the Commission scheduled Oct. 15 for commencement of comparative hearings involving competitive applications for new stations at Harrisburg, Pa., Tampa and St. Petersburg, Fla. Oct. 20 was designated for commencement of comparative hearings for Jackson, Mich., and Wichita, Kan. All hearings are to be held in Washington, D. C., because FCC's limited budget prevents hearings in the field.

FCC last week also notified an

additional dozen applicants that their bids are mutually exclusive with others and hence comparative hearings will be required, while two additional applicants previously so notified were formally designated for comparative hearing. These included:

Portland, Ore. (Group A-2, No. 2)—North Pacific Television Inc., seeking VHF Channel 8, was notified it is mutually exclusive with Portland Television Inc. and Westinghouse Radio Stations Inc. (KEX), hence consolidated hearing is required. Following up earlier notifications, FCC also designated for hearing application of Mt. Hood Radio & Television Broadcasting Corp. for VHF Channel 6 and application of Northwest Television & Broadcasting Co. for VHF Channel 12. Bid of Mt. Hood Radio, new owner of KOIN there [B•T, Sept. 1, Aug. 18], succeeds KOIN Inc. application in consolidated hearing with KGW and KXL, while Northwest Television is put into consolidated proceeding with Oregon Television Inc. and Columbia Empire Telecasters Inc.

Jackson, Miss. (Group A-2, No. 29)—Lamar Life Broadcasting Co. (WJDX)

(Continued on page 95)

ALLOCATIONS

FCC Further Clarifies Rules

IN TWO actions concerning TV allocation, FCC last Thursday issued:

1. An interpretation and order clarifying its TV rules in cases where a transmitter is in one zone and the community to which the channel is assigned is in another zone. The Commission declared the zone in which the transmitter is located determines the applicable rules for co-channel mileage separation and maximum power and antenna height.

2. A notice of proposed rule making to establish a new policy governing assignment of certain non-broadcast fixed stations in the 72-76 mc band. Responsibility to prevent interference to TV stations on adjacent VHF Channels 4 and 5 would be placed on such non-broadcast fixed stations.

In other TV allocation developments last week, FCC released its formal notice of proposed rule making to add VHF Channel 4 to Irwin, Pa., as suggested by Pittsburgh Mayor David L. Lawrence, to overcome the minimum spacing problem precluding assignment of the channel to Pittsburgh [B•T, Sept. 1, Aug. 18].

The Commission also issued companion memorandum opinions and orders which (1) defer action on the petition of WLOA Braddock, Pa., which seeks Channel 4 at Brad-

dock, and (2) deny the petition of WCAE Pittsburgh, which seeks deletion of VHF Channel 9 at Wheeling-Steubenville and addition of Channels 4 and 9 at Pittsburgh.

In its opinion on WCAE's petition, the Commission indicated stations of less than minimum power and spacing, as well as satellite or booster outlets, are not precluded for all time by conclusions of the Sixth Report and Order finalizing TV reallocation [B•T, April 14]. FCC said it will be "appropriate" to reconsider such proposals when new technical and propagation data is obtained and the art advances.

Clarification Wanted

In issuing its interpretation and order on transmitter location the Commission majority noted it received a number of requests for clarification of this situation. Comrs. Rosel H. Hyde and Frieda B. Hennock did not participate in the ruling and Comr. Robert F. Jones dissented.

The order, effective immediately, amends Sec. 3.610 of the Commission rules relating to minimum co-channel separations by adding the following new subdivision:

(d) The zone in which the transmitter of a television station is located or proposed to be located determines

the applicable rules with respect to co-channel mileage separations where the transmitter is located in a different zone from that in which the channel to be employed is located.

Sec. 3.614, on power and antenna height, is amended by addition of the following new subdivision:

(c) The zone in which the transmitter of a television station is located or proposed to be located determines the applicable rules with respect to maximum antenna heights and powers for VHF stations when the transmitter is located in Zone I and the channel to be employed is located in Zone II, or the transmitter is located in Zone II and the channel to be employed is located in Zone I.

Division of the U. S. into three zones, with different channel spacing in each, was set forth in the Sixth Report to meet varying engineering and geographic conditions. Zone I includes the northeastern part of the country to the Mississippi River while Zone III includes the southern states from the Gulf of Mexico northward for about 150 miles. Zone II includes the rest of the nation.

The minimum co-channel assignment and station separations for each zone, according to FCC, are:

Zone	Ch. 2-13	Ch. 14-83
I	370 miles	155 miles
II	190 miles	175 miles
III	220 miles	205 miles

The Commission's order noted

(Continued on page 70)

television grants and applications

Digest of Those Filed With FCC Aug. 29 through Sept. 4

Grants Since April 14:

	VHF	UHF	Total
Commercial	9	32	41
Educational	2	6	8
Total	11	38	49

On the Air 110 1

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

Applications Since April 14:

	New	Amended	VHF	UHF	Total
Commercial	470	313	461	321	783 2
Educational	14	..	4	10	14
Total	484	313	465	331	797 2

2 One applicant did not specify channel.

NEW STATION GRANTS

FALL RIVER, Mass.—New England Television Co. Granted UHF Ch. 46 (662-668 mc); ERP 19.5 kw visual, 9.8 kw aural; antenna height above average terrain 398 ft., above ground 191 ft. Engineering conditions. Comrs. Jones and Bartley voted for deferring action. Estimated construction cost \$170,600, first year operating cost \$190,000, revenue \$195,000. Post Office address 514 Industrial Trust Bldg., Providence 3, R. I. Studio location to be determined. Transmitter location on Hambly Road, 3.9 mi. SW of Fall River post office. Geographic coordinates 41° 39' 08" N. Lat., 71° 11' 31" W. Long. Transmitter and antenna RCA. Legal counsel Abraham Belllove, Providence, R. I. Consulting engineer J. Gordon Keyworth, Williamstown, Mass. Principals include President Alfred DeMaris (4/9), general manager and 80% owner of The Short Line Inc. (bus company) and interest in other motor coach companies; Vice President Harold C. Arcaro (1/5), Providence attorney and 1/6 owner of WRIB Providence; Vice President Lewis Tanner (1/9), advertising and sales manager of Housewares Supply Co., Warren, R. I., and Treasurer Abraham Belllove (1/9), Providence attorney. [For application, see TV APPLICATIONS, B.T. Aug. 4, July 21.] City priority status: Gr. B-1, No. 3.

AKRON, Ohio—Summit Radio Corp. (WAKR-AM-FM). Granted UHF Ch. 49 (680-686 mc); ERP 145 kw visual, 72.5 kw aural; antenna height above average terrain 319 ft., above ground 434 ft. Engineering conditions. Estimated construction cost \$352,755, first year operating cost \$165,300, revenue \$175,000. Post Office address 106 S. Main St., Akron. Studio and transmitter location 106 S. Main St., Akron. Geographic coordinates 41° 04' 56" N. Lat., 81° 31' 07" W. Long. Transmitter RCA, antenna GE. Legal counsel Kirkland, Fleming, Green, Martin & Ellis, Washington. Consulting engineer Kear & Kennedy, Washington. Principals include President S. Bernard Berk, Vice President Roger G. Berk, and Secretary-Treasurer Viola G. Berk. Beacon Journal Pub. Co. owns 45% of grantee. [For application, see TV APPLICATIONS, B.T. July 7.] City priority status: Gr. B-1, No. 109.

CALL ASSIGNMENTS

FCC assigned the following call letters to TV station permittees:

WSJL (TV) Bridgeport, Conn. (Harry L. Liftig, UHF Ch. 49); **WPTV (TV)** Ashland, Ky. (Polan Industries, UHF Ch. 59); **WRTV (TV)** Albany, N. Y. (U. of State of New York, State Education Dept., UHF Ch. *17); **WJTV (TV)** Binghamton (U. of State of New York, State Education Dept., UHF Ch. *46); **WTVF (TV)** Buffalo (U. of State of New York, State Education Dept., UHF Ch. *23); **WGTV (TV)** New York (U. of State of New York, State Education Dept., UHF Ch. *25); **WROH (TV)** Rochester (U. of State of New York, State Education Dept., UHF Ch. *21); **WTVT (TV)** Chattanooga, Tenn. (Tom Potter, UHF Ch. 43); **KTTA (TV)** Austin, Tex. (Tom Potter, UHF Ch. 24); and **KTSM-TV** El Paso, Tex. (Tri-State Bcstg. Co., VHF Ch. 9).

MASSILLON, Ohio—Midwest TV Co. Granted UHF Ch. 23 (524-530 mc); ERP 99 kw visual, 50 kw aural; antenna height above average terrain 430 ft., above ground 524 ft. Engineering conditions. Comr. Jones voted for hearing. Estimated construction cost \$257,930, first year operating cost \$170,979, revenue \$130,500. Post Office address 500 Security Bldg., Toledo, Ohio. Studio and transmitter location 5.6 mi. NW of Massillon on Rt. 21, near Butler Bridge. Geographic coordinates 40° 52' 18" N. Lat., 81° 34' 33" W. Long. Transmitter DuMont, antenna GE. Legal counsel Fly, Shuebruk & Blume, Washington. Consulting engineer McIntosh & Inglis, Washington. Principals include President and Treasurer Edward Lamb, president of WOTD Toledo, president and owner of 1350 out of 1800 shares of The Erie (Pa.) Dispatch, licensee of WKKK and WICU (TV) Erie, owner of WHOO Orlando, Fla., president of WTVN (TV) Columbus, Ohio, and president of Edward Lamb Enterprises Inc., Toledo; Vice President Frank C. Oswald, vice president of Edward Lamb Enterprises; Vice President James M. Bushman, employee of WTVN (TV) Columbus, and Secretary Cecile Huebner, secretary of Edward Lamb Enterprises Inc. owns 100% of applicant. [For application, see TV APPLICATIONS, B.T. July 21.] City priority status: Gr. B-1, No. 27.

NEW CASTLE, Pa.—WKST Inc. (WKST). Granted UHF Ch. 45 (656-662 mc); ERP 20.5 kw visual, 10.5 kw aural; antenna height above average terrain 365 ft., above ground 218 ft. Engineering conditions. Estimated construction cost \$152,623, first year operating cost \$111,836, revenue \$146,000. Post Office address Cathedral Bldg., E. Lincoln Ave., New Castle, Pa. Studio and transmitter location 3½ mi. SE of New Castle at Savannah Center Church and Old Pittsburgh Roads. Geographic coordinates 40° 57' 15" N. Lat., 80° 19' 03" W. Long. Transmitter and antenna RCA. Legal counsel Pierson & Ball, Washington. Consulting engineer Millard M. Garrison, Washington. Principals include President and Treasurer S. W. Townsend (41%), Vice President Wanda E. Townsend (37%), Marjorie Clipp (14%), and Secretary A. W. Graham (8%). [For application, see TV APPLICATIONS, B.T. July 14.] City priority status: Gr. B-1, No. 14.

READING, Pa.—Eastern Radio Corp. (WHUM). Granted UHF Ch. 61 (752-758 mc); ERP 260 kw visual, 135 kw aural; antenna height above average terrain 1,780 ft., above ground 1,036 ft. Engineering conditions. Estimated construction cost \$614,339, first year operating cost \$570,000, revenue \$630,000. Post Office address Berkshire Hotel, Reading. Studio location Berkshire Hotel, 5th and Washington Streets, Reading. Transmitter location 2.8 mi. SSW of Summit Station, Berks County, Pa. Geographic coordinates 40° 31' 34" N. Lat., 76° 13' 43" W. Long. Transmitter and antenna GE. Legal counsel Arnold, Fortas & Porter, Washington. Consulting engineer A. Earl Cullum Jr., Dallas. Principals include President Humboldt J. Greig (32%), Vice President Richard G. Fiechthorn (2%), Secretary Paul A. Flickinger (2%), Treasurer Jessie P. Greig (24%), Arthur W. Hein (10.8%) and Max O'Rell Truitt (8%). [For application, see TV APPLICATIONS, B.T. June 30.] City priority status: Gr. B-1, No. 4.

READING, Pa.—Hawley Bestg. Co. (WEEU). Granted UHF Ch. 33 (584-

590 mc); ERP 225 kw visual, 120 kw aural; antenna height above average terrain 1,030 ft., above ground 400 ft. Engineering conditions. Estimated construction cost \$440,922, first year operating cost \$200,000 revenue \$150,000. Post Office address 433 Penn St., Reading. Studio location 2 mi. NE of Reading atop Mt. Penn. Geographic coordinates 40° 21' 08" N. Lat., 75° 53' 55" W. Long. Transmitter and antenna GE. Legal counsel Cohn & Marks, Washington. Consulting engineer Commercial Radio Equipment Co., Washington. Principals include President Hawley Quier, Executive Vice President James E. Keller, Vice President Harrison F. Flippin, Secretary William J. Rohn and General Manager Thomas E. Martin. Reading Eagle Co. owns 99% of stock which is voted by Mr. Quier. [For application, see TV APPLICATIONS, B.T. July 7.] City priority status: Gr. B-1, No. 4.

HEARINGS

FCC on Sept. 3 and 4 notified 12 applicants for TV stations that their applications indicate the necessity for hearing. Two applicants were notified that their applications have been designated for hearing in Washington, D. C., on Oct. 1. Twenty-three applicants were notified that their applications were scheduled for hearing in Washington, D. C., on Oct. 15 and Oct. 20. For full details, see story, page 65.

APPLICATIONS

(Listed by States)

† Indicates pre-thaw application refiled (amended).

FORT WAYNE, Ind.—Radio Fort Wayne Inc. (WANE) (modification of application), UHF Ch. 69 (800-806 mc), ERP 99.1 kw visual, 49.55 kw aural; antenna height above average terrain 466 ft., above ground 484 ft. Estimated construction cost \$197,900, first year operating cost \$195,940, revenue \$229,950. Post office address 1205 Fort Wayne Bank Bldg., Fort Wayne, Ind. Studio and transmitter location 127 West Berry St. Transmitter and antenna RCA. Legal counsel Segal, Smith & Hennessey, Washington. Consulting engineer George C. Davis, Washington. [For earlier application, see TV APPLICATIONS, B.T. July 28.] City priority status: Gr. A-2, No. 12.

WORCESTER, Mass.—New England Bestg. Co. (WNEB), UHF Ch. 14 (470-476 mc); ERP 22.4 kw visual, 11.2 kw aural; antenna height above average terrain 844 ft., above ground 304 ft. Estimated construction cost \$223,500, first year operating cost \$250,000, revenue \$260,000. Post Office address Park Bldg., 507 Main St., Worcester 8, Mass. Studio location to be determined. Transmitter location Mount Asnebumskit, 5.6 mi. NW of center of Worcester, adjacent to WGTR (FM) transmitter site. Geographic coordinates 42° 18' 13" N. Lat., 71° 53' 51" W. Long. Transmitter and antenna RCA. Legal counsel Segal, Smith & Hennessey, Washington. Consulting engineer George C. Davis, Washington. Principals include President Paul C. Lytle (49.5% of common stock), Treasurer John J. Hurley (49.5% of common stock) and Lawrence H. Lougee (1% of common stock). City priority status: Gr. B-1, No. 110.

SAGINAW, Mich.—Booth Radio and Television Stations Inc. (WSGW), UHF Ch. 51 (692-698 mc); ERP 26 kw visual, 13 kw aural; antenna height above average terrain 245 ft., above ground 275 ft. Estimated construction cost \$200,430, first year operating cost \$157,425, revenue \$146,000. Post Office address 700 Buhl Bldg., Detroit 26, Mich. Studio and transmitter location 400 Mason Bldg., corner of Washington and Genesee Avenues. Geographic coordinates 43° 26' 00" N. Lat., 83° 56' 22" W. Long. Transmitter and antenna RCA. Legal counsel Pierson & Ball, Washington. Consulting engineer E. H. Clark, Detroit, Mich. Principals include President and Treasurer John L. Booth (84.3%), Mrs. John L. Booth (9.4%), John L. Booth II (6.3%), Vice President W. Eldon Garner, Vice President Robert W. Phillips, Vice President Eric V. Hay, Vice President Edward H. Clark, Secretary Edwin E. Nyy and Director William J. Spicer. Applicant is licensee of WJLB Detroit, WBBC Flint and WSGW, and seeks new TV stations in Flint, Mich., and Battle Creek, Mich. [See TV APPLICATIONS, B.T. July 7, Aug. 4.] City priority status: Gr. A-2, No. 33.

DULUTH, Minn.—Great Plains Television Properties Inc., UHF Ch. 38 (614-620 mc); ERP 17 kw visual, 9.6 kw aural; antenna height above average terrain 624 ft., above ground 447 ft. Estimated construction cost \$240,122, first year operating cost \$125,000,

DOBIN RESIGNS

Leaves FCC, Joins Law Firm

PAUL DOBIN, chief of the FCC Broadcast Bureau's Rules and Standards Div., resigned as of the close of business last Thursday and immediately announced his association with the Washington law firm of Cohn & Marks.



Considered the "architect" of the FCC's TV allocations plan and rules, Mr. Dobin

was the first chief of the Rules and Standards Div. following the Commission reorganization into bureaus in mid-1951. Earlier, he was legal assistant to Comr. Robert F. Jones, the first such staff appointment to be made at the FCC.

He joined the Commission in 1946, following World War II service in the U. S. Army's Judge Advocate General's branch.

Mr. Dobin is a 1941 cum laude graduate of Harvard Law School, where he was note editor of the *Harvard Law Review*. He was graduated from the College of the City of New York in 1938, also cum laude.

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. Transmitter location corner of 9th St. and 6th Ave. W. Studio location to be determined. Geographic coordinates 46° 47' 15" N. Lat., 92° 06' 53" W. Long. Transmitter DuMont, antenna RCA. Legal counsel McKenna & Wilkinson, Washington. Consulting engineer Jansky & Bailey, Washington. Principals include President and Secretary Herbert Scheffelt, 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 in applicant is owned by Transcontinental Properties Inc. Applicant also seeks new TV stations in Sioux City, Iowa, Springfield, Ill., Little Rock, Ark., and one other city [see TV APPLICATIONS, B.T. Sept. 1, Aug. 25, 4]. City priority status: Gr. A-2, No. 10. Note: This application is in lieu of the one published in TV APPLICATIONS, B.T. Aug. 18; at that time B.T. listed the frequency correctly but indicated the wrong channel.

CHARLOTTE, N. C.—Inter-City Advertising Co. (WAYS) (modification of application), UHF Ch. 36 (602-608 mc); ERP 200 kw visual, 100 kw aural; antenna height above average terrain 664 ft., above ground 642 ft. Estimated construction cost \$421,400, first year operating cost \$312,000, revenue \$330,000. Post Office address 120 East Third St., Charlotte, N. C. Studio location 120 East Third St. Transmitter location 0.35 mi. east of Oakdale Road NW of Charlotte at site of WAYS (AM). Geographic coordinates 35° 17' 53" N. Lat., 80° 53' 40" W. Long. Transmitter and antenna RCA. Legal counsel Krieger & Jorgensen, Washington. Consulting engineer Craven, Lohnes & Culver, Washington. [For earlier application, see TV APPLICATIONS, B.T. July 21.] City priority status: Gr. B-4, No. 199.

WILKES-BARRE, Pa.—Wyoming Valley Bestg. Co. (WILK) (modification of application), UHF Ch. 34 (590-596 mc), antenna height above average ter-

(Continued on page 78)

PICTURES ON TAPE? New Developments Cited

TWO recent developments in the art of recording pictures on magnetic tape for TV as well as for movie-making hold out hope that the commercial accomplishment of sight-sound recordings may not be too long in coming.

The first is the announcement by Frank Healey, executive director of the Electronics Division, Bing Crosby Enterprises, that a second demonstration of the Crosby taped-picture system will be held "before year's end." Crosby Enterprises showed a working demonstration of its system last year in Hollywood [B•T, Nov. 19, 1951]. Although the pictures were hazy, they were viewable.

The second is the report by Allen Shoup of Shoup Engineering Co., Chicago, that he recorded a 5-mc signal successfully for a short duration. A TV signal is 4 mc in bandwidth. Mr. Shoup also said that he has recorded up to .5 mc in a test for the National Bureau of Standards. In one such test, he said, he had 30 minutes playing time on a 6,000-ft. reel.

Most of the other reports are less sanguine.

Much progress has been made in the physics of sight-sound recording, but the general consensus of engineers contacted by BROADCASTING • TELECASTING last week is that a practical and economical picture-tape recording system is still years away.

Recording pictures on tape—a dream of electronic engineers for years—is under development in vir-

tually every large laboratory in the country.

When finally laboratory-proved and commercially developed, sight-sound tape recordings will eliminate the present cumbersome and expensive method of reproducing pictures optically on film.

Dr. Elmer W. Engstrom, vice president in charge of RCA Labs., said that RCA was working on the project, but that taped pictures seemed many years away. He said that RCA Labs. men expect to work it out, but that the critical point is the economic practicality of the apparatus. The two keys to successful taped pictures are, he said, (1) development of multiple track recording and (2) higher speeds.

Carl Clarus, chief engineer of Revere Camera Co., Chicago, reported that his company had done some experimental work recording radar signals, but nothing in the line of taped-TV.

A General Electric Co. spokesman said GE engineers are working on the problem, but present indications are that success is still years away.

A spokesman for Audio & Video Products Corp., New York, acknowledged that the company is cooperating with Bing Crosby Enterprises in its development.

Bell Telephone Labs. reported that it is no longer working on the problem, as the idea seemed extremely impractical.

It was learned that Ampex Elec-

tric Corp., Redwood City, Calif., is associated with Bing Crosby Enterprises in its taped-TV development work.

Others understood to have research on sight-sound recordings in various stages are Armour Research Institute, Chicago; Minnesota Mining & Mfg. Co., St. Paul; Brush Development Co., Cleveland; General Precision Laboratory, Pleasantville, N. Y., and the military services.

The Bing Crosby Enterprises magnetic tape recording system was developed over a three-and-a-half-year period by John T. Mullin, chief engineer, and his assistant Wayne R. Johnson.

Expense of making a TV or feature "film" will be reduced to between one-fifth and one-tenth of its present day cost, Mr. Healy explained following the first preview last November. Revolutionary improvements have been made in the process since it was first demonstrated, he implied. It is not expected to be available commercially until mid-1953.

The "film-less" camera system eliminates the need for using motion picture film by recording directly on magnetic tape the electronic impulses scanned by a TV camera. The original tape and duplicates can then be used for "projection," thus completely eliminating film processing and a separate sound track.

'Rebellion by TV'

TELEVISION history has been aired down in Cuba. Emilio Ochoa, head of the Orthodox Party which opposes President Fulgencio Batista, urged at the close of a TV harangue that the half million members of his party's youth movement march against the Columbia Military Camp. As he finished his exhortation, Cuban police marched in and juggled him. He was ordered to stand trial Sept. 5. Charges: "Inciting to rebellion by television."

CHURCH FILMS

DuMont Starts Series

A NEW series of TV dramatic shows entitled *This is the Life*, to be presented under the auspices of the Lutheran Church-Missouri Synod in cooperation with the National Council of Churches of Christ, was premiered last Thursday at the Park Avenue Theatre in New York.

The 26-week series will start this week in 36 cities. Additional stations will be added starting in October with the return of daylight saving time. The DuMont network will feed the public service program, Tuesdays, 10-10:30 p.m. to a number of its affiliates, with the balance of the stations carrying it on a spot basis.

The purpose of the program, produced by Family Films, Hollywood, for the Lutheran Television Productions Committee at a cost of \$500,000, was to inspire the more than 65 million non-church-going Americans to attend church, it was announced by Rev. L. C. Wuerffel, dean of Concordia Seminary, and chairman of the Lutheran Television Productions Committee, at the premiere.

The entire cost of the films, planned and produced during the past two years in Hollywood, was borne by the Lutheran Church-Missouri Synod. Rev. H. W. Gockel of the synod's Board of Home Missions, said: "We have turned to television for the vast project in an effort to reach the un-churched in their homes, in the same way the *Lutheran Hour* blazed a trail in radio 20 years ago."

The TV distribution and public relations is handled by the agency, Westheimer & Block, St. Louis, with Frank Block of that agency servicing the account in St. Louis and Reggie Schuebel in New York City.

RCA Color Test

NBC was granted special temporary authority by FCC last week to use facilities of WNBT (TV) New York for the purpose of testing the RCA color TV system with color subcarrier frequencies of 3.58, 3.75 and 3.89 mc to provide the best black and white pictures. Test period specified is Sept. 15-30.

AFFILIATE PLAN

McConnell Voices NBC-TV Aid

NBC wants to cooperate with its TV affiliates in any move that will strengthen its television network.

That was the substance of a talk made by NBC President Joseph H. McConnell at a 15-minute meeting last Wednesday (see page 23 for rates story).

He was referring specifically to a proposal of NBC-TV affiliates that their rate of compensation from the network be increased by adoption of a new formula reducing, in proportion to network sales, the number of "free hours" they give to the network [B•T, Sept. 1, Aug. 4, July 28].

The proposition, officially presented to the network the preceding week, is slated for further consideration by an affiliates committee and NBC officials at a meeting in New York this week.

The affiliates committee is composed of Raymond Welpott, WRGB (TV) Schenectady; Walter Damm of WTMJ-TV Milwaukee, chairman of the NBC-TV Affiliates Assn.; E. R. Vadenboncoeur, WSYR-TV Syracuse, chairman of the network's TV Stations Planning and Advisory Committee; P. A. Sugg of WKY-AM-TV Oklahoma City; and Edwin K. Wheeler, WWJ-AM-TV Detroit.

In his talk to affiliates, who numbered about 30, Mr. McConnell did

not indicate either acceptance or rejection of the proposal.

The plan's main provisions provide for "free hours" to be reduced by 15 minutes for each hour that the network sells beyond a total of 174 hours per month.

At present, under the standard NBC-TV affiliation contract, the affiliate gives to the network, free, the first 24 hours of network option time each month. This is considered compensation by the station for line charges and sustaining programs provided by NBC-TV. For each hour of network commercial programming beyond 24 a month, the station receives 33 1/3 % of the network's "take."

The affiliates' proposal would continue present conditions up to and through the point where the network has sold 174 hours a month. For every hour sold by the network beyond that point, the stations would recapture 15 minutes of their "free hours." Thus when NBC had sold 270 hours a month, the affiliate's "free hours" would have been cut back to zero.

BORDER VIDEO

XEAC-TV Plans Nov. Start

SECOND Mexican TV station to throw its signal into an American market may be XEAC-TV Tijuana, B. C., across the border from San Diego, Calif. It is reported to be scheduled to debut early in November.

XEAC-TV, on Channel 6 with 30 kw radiated power, is owned by Jorge I. Rivera. Mr. Rivera's XEAC is a Mexican Class 1-B station on 690 kc with 5 kw. It is scheduled to go to 50 kw next year.

Alvin Flanagan, former program director of KFMB-TV San Diego, is reported to be the program director of the new Mexican station. Jack Gross Jr., son of the former owner of KFMB-TV San Diego, it is understood will be Mr. Flanagan's assistant. Mr. Gross Sr. has no interest in XEAC-TV.

Contending for San Diego's only available VHF channel (10) are KFSD and KCBQ. San Diego is 179 on the FCC's processing line, in Group B-4.

Only other Mexican TV station which covers a U. S. market is XELD-TV Matamoros-Brownsville, Tex. It is owned by Romulo O'Farril Sr.

TIPS ON TV OPERATION IN CITY OF MEDIUM SIZE

Like most existing television stations, KPHO-TV Phoenix has been swamped with requests for information from TV station applicants wanting to find out how it's done. Julian M. Kaufman, KPHO-TV sales manager, thought it would be helpful to reduce to writing the tips which he and other members of that station's management have given orally to TV aspirants. Anybody who intends or hopes to run a TV station in a medium-sized market will find the article useful.

By JULIAN M. KAUFMAN

IN RECENT months we, along with probably many other TV stations, have received numerous visits from applicants for TV stations-to-be. Without exception these neophytes, aware only of the favorable balance sheets currently reported by existing stations have had much of their enthusiasm blunted by the cold reality of the man-sized problems indigenous to TV station operation. Since most of the aspirants are from the radio ranks, they are nonplussed at finding mountainous detail, costly and steadily depreciating equipment and a seeming legion of personnel employed, as opposed to their own AM operation.

To attempt to blue-print a model TV station at this transitory period would be a thankless and futile task. However, I feel that by approaching the matter on a more modest note, that of touching on basic problems, this article may prove to be of value to those about to embark on a new enterprise. (As a starting point we are basing our calculations and figures, wherever noted, on a television station serving a community of approximately 300,000 people.)

Management & Financing

It is a safe statement to say that no commercial enterprise, whatever the corporate structure, boasts of as many partners as the small television station. For with the purchase of a television set, John Q. Public seems to become another Darryl Zanuck and as such assumes part of the management of the stations he receives. This intimacy between community and station, whatever its shortcomings, provides the station owner with a ready-made and ever-present barometer of efficiency.

As with all business, a proper return on the investment is to be expected. Early reports tend to indicate that although a loss period of a year may be anticipated, a net return of 30 cents on the dollar, once into the black, is not an unreasonable expectation. Even this healthy return may be readily increased in direct proportion to a top cost factor—the percentage of local live programming. It is conceivable that there will be stations manned by skeleton staffs whose sole function is to project film shows. Unquestionably this is the



Mr. KAUFMAN

most economical of all methods of telecasting, but by the same token is the most shortsighted approach. For it can never be forgotten that the station operator who bypasses his responsibility to the community he serves cannot long survive in a competitive market.

Despite the handsome return already known to exist in television, the investor looking for a "get rich quick" project should look elsewhere. For station operation, dollar-wise, is replete with fluctuating considerations which can well mean the difference between profit and loss. Among these major variables on the fixed expense side are the extent of the aforesaid "live" programming, and the local conditions attendant upon employment. As for income, the rate card standard established and justified for the community, makes the difference. A true operations chart applicable to all operations is impossible to determine, but certain known figures have emerged in TV's short history which may serve as signposts for the future. Probably the most concise way to impart this data is to print the transcript of an interview consisting of four questions and answers (see box at right).

To sum up, it would appear that the average station's net return is guided by thorough pre-planning, and the overall efficiency of its personnel.

Experienced personnel — the

backbone of any organization—will be difficult to employ and in short supply. But even with key people in all departments, it is a faulty conception to believe that a TV station operation can be, initially, a smooth function. Indeed, at the risk of appearing negative, it is probable that even with trained people at every post in a station, it would be fully three months before a semblance of trouble-free operation would emerge.

Sales

Assuming that you are not in the TV business for a philanthropic reason, it is logical to predict that considerable importance will be attached to your sales department. Although it is axiomatic in sales work that a good salesman can sell anything, the television salesman hardly fits into that category for he requires just enough technical know-how and special training to be a thing apart from, say, the average radio or space salesman.

Since time charges on TV are far more costly on local level than other media, you may rest assured that the local advertiser, straining his budget to spend \$40.00 for a 20-second spot announcement as opposed to \$3.00 an announcement in radio, must realize results in some tangible form quickly, if he is to remain on the air. As a consequence, it is mandatory that your local salesman be creative enough to think visually on behalf of his client, for it is principally his burden to see that an effective presentation is made. To do this he must, among many things, have

a working knowledge of television mechanics such as the cost of slides and films, knowing the advantages and disadvantages of both.

The absence of advertising agencies in smaller markets places an additional burden on the station in general and the salesman in particular. For whereas in large markets the station is relieved of commercial treatment of a product, in a smaller market it becomes our direct responsibility (at no additional cost to an advertiser). Further, where programs are involved, local advertisers have come to expect complete merchandising helps over and above the normal commercial treatment. The sales department bears the brunt of these demands.

It might be well to point out here and now (and this cannot be too often repeated) that all creative personnel in the smaller station must be versatile to the extent that only the finest line separates sales and programming personnel. This is contrary to the *modus operandi* of a large station where depth of personnel is so established as to preclude a similar overlapping. In the more modest operation it is not uncommon for a salesman to create the program idea, script the show, plan a merchandising campaign, as well as sell the package. By the same token it is not out of the question for the sales manager to be charged with the responsibility of such miscellaneous tasks as film buying in addition

(Continued on page 85)

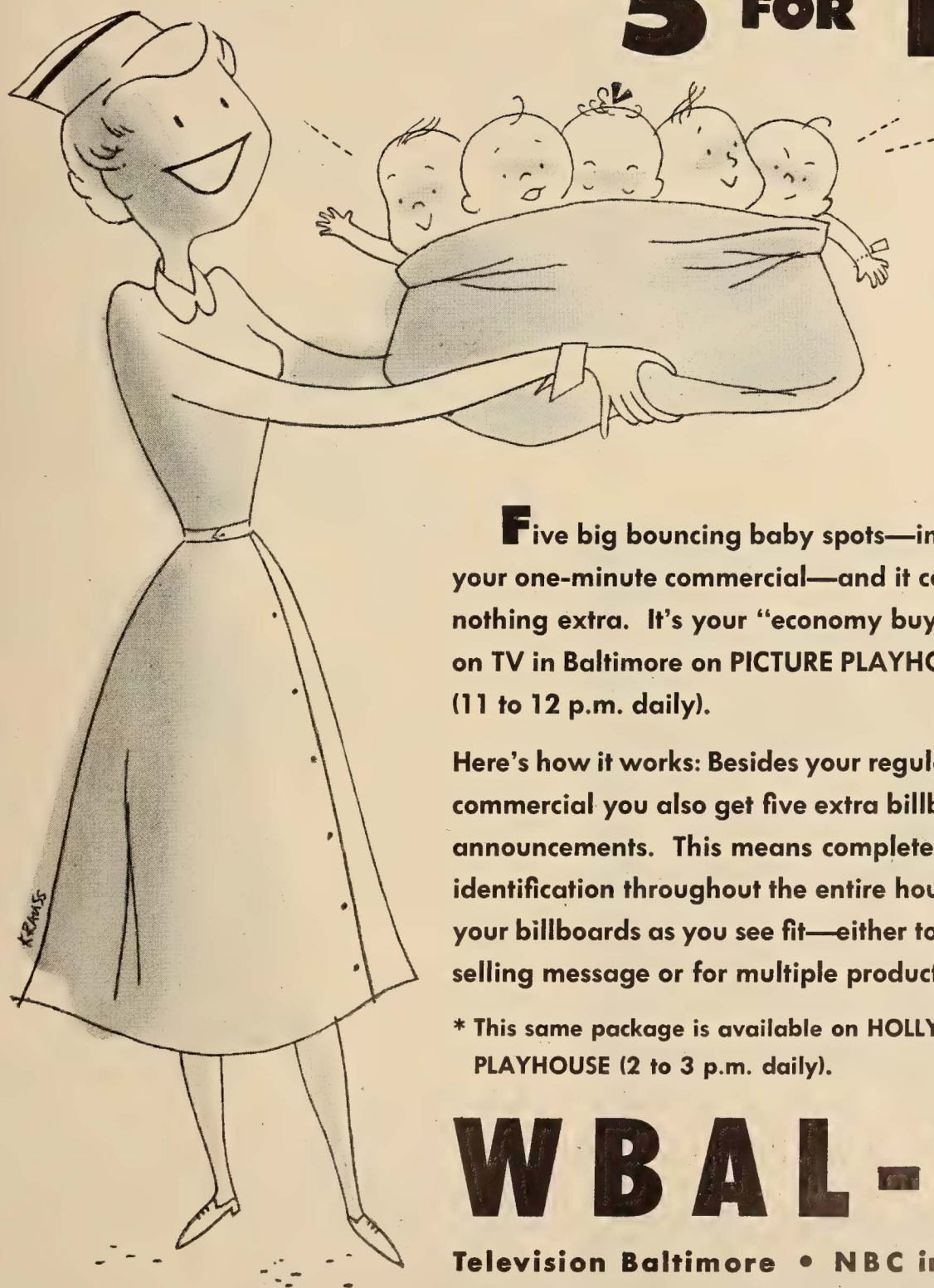
Fiscal Q's and A's for Future Telecasters

- Q: How much money must I invest in equipment and installation charges in order to get a picture on the air?
- A: In your market area (serving about 300,000 persons) an outlay of \$300,000 (in conjunction with equipment manufacturers) would be a fair estimate. This figure represents transmission, console, camera, film and slide projectors and the use of one mobile unit. In short, satisfactory equipment to telecast a picture, live or film.
- Q: What would be monthly operating costs?
- A: In a normal situation, using as a guide a gross of \$30,000 monthly billing, your break-down could be something like this: personnel (30 people), \$9,000; administrative expense, \$3,000; depreciation expense, \$2,500; insurance expense, \$400; agency commissions (35% of billing is national spot), \$2,750; engineering maintenance, \$3,000; film costs (sustaining), \$500; total, \$21,150. Add to these property taxes and capitalization items of approximately \$5,000.
- Q: On that basis my profit on \$30,000 would be only 10%?
- A: That is correct, but note that most of the expenses above are constant, requiring little change should your billings be higher. Therefore, in this sized operation the \$3,000 might readily become, say, \$30,000.
- Q: After one year of operation can I gross \$500,000?
- A: It is possible, but only if a proper rate structure is established at the outset. An initial rate of \$200.00 per hour would be an excellent starting point to use for a limited circulation. Under no circumstances should the rate be protected beyond six months.

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* This same package is available on HOLLYWOOD PLAYHOUSE (2 to 3 p.m. daily).

WBAL-TV

Television Baltimore • NBC in Maryland
Nationally Represented by Edward Petry & Co.

Allocations Rules Further Clarified

(Continued from page 65)

that Sec. 3.610 "provides further that where the boundary line between two zones passes through a community, that community shall be considered to be located in the lower-numbered zone. The rule also provides that the minimum co-channel separation between a station or assignment in one zone and a station or assignment in another zone shall be that of the zone requiring the lower separation."

Sec. 3.614 of the rules provides that VHF stations in Zones II and III may employ maximum power with antenna heights up to 2,000 ft. and in Zone I up to 1,000 ft. Maximum effective radiated power for VHF Channels 2-6 is 100 kw; VHF Channels 7-13, 316 kw; UHF Channels 14-83, 1,000 kw.

The order also pointed out that the Sixth Report "determined that the transmitter site shall be used where available in measuring all separations both for rule making purposes and licensing purposes. The Commission's determinations with respect to minimum mileage separations and the utilization of maximum power at specified antenna heights were predicated upon the operation of stations at the separations and heights and powers specified in the rules."

Although the principle applies equally well to UHF, the Commis-

sion set forth the following situations to explain its interpretation:

(1) Where a VHF station employs a channel assigned to a city in Zone II and locates its transmitter in Zone I, the station is required to maintain a separation of only 170 miles to all other stations and assignments in Zones I and II.

(2) Where a VHF station employs a channel assigned to a city in Zone III and locates its transmitter in Zone II, the station is required to maintain a separation of only 190 miles to other stations and assignments in Zones II and III.

(3) Where a VHF station employs a channel assigned to a city in Zone I and locates its transmitter in Zone II, the station is required to maintain a separation of 190 miles to other stations and assignments in Zone II, and 170 miles to other stations and assignments in Zone I.

(4) Where a VHF station employs a channel assigned to a city in Zone II and locates its transmitter in Zone III, the station is required to maintain a separation of 220 miles to other stations and assignments in Zone III, and a separation of 190 miles to other stations and assignments in Zone II.

(5) Where a station employs a VHF channel assigned to a city in Zone II and locates its transmitter in Zone I, the rules governing the utilization of maximum heights and powers for Zone I VHF stations apply.

(6) Where a station employs a VHF channel assigned to a city in Zone I and locates its transmitter in Zone II, the rules governing the utilization of maximum heights and powers for Zone II VHF stations apply.

The notice of proposed rule making on the new assignment policy for fixed stations in the 72-76 mc band, to which Comr. Jones also dissented, designated Oct. 13 as deadline for comments with an ad-

ditional 10 days thereafter for replies.

The notice stated, "Footnotes NG-3 and NG-5 to the table of frequency allocations permit the assignment of frequencies in the band 72-76 mc to operational fixed stations and fixed stations in the Domestic Fixed Public Service under certain conditions," and commented that lifting of the TV freeze "and the adoption of an engineered table of assignments for TV stations... makes it desirable that the standards for making assignments in this bands be revised and made more definite."

FCC said it believes certain fixed stations can use the 72-76 mc band and "at the same time give adequate protection to TV reception."

"To this end," the notice said, the Commission "is proposing the establishment of standards for such [fixed station] assignments which do not attempt to eliminate completely all possibilities of [TV] interference but rather which minimize its probabilities."

Present Use of Band

One FCC spokesman stated there presently are more than 1,000 operational fixed stations using the band, plus a much smaller number of domestic fixed public service stations. Both types are of an auxiliary nature. The former type includes industrial and public safety stations while the latter includes common carrier stations. Virtually all are point-to-point relay stations with powers of 50 w or less, he said. Airway marker beacons are assigned 75 mc.

Present criteria for protection of TV stations would be deleted, the notice stated, and the following proposed criteria substituted:

(a) Whenever it is proposed to locate a 72-76 mc fixed station 80 or more miles from the site of a TV transmitter operating on either Channel 4 or 5, or from the post office of a community in which such channels are assigned but are not in operation, the fixed station will not be required to afford any protection to the reception of television on such channels.

(b) Whenever it is proposed to locate a 72-76 mc fixed station less than 80, but more than 10 miles from the site of a TV transmitter operating on either Channel 4 or 5, (or from the post office of a community in which such channels are assigned but are not in operation) such stations will be authorized only if:

(1) there are fewer than 100 family dwelling units¹ located within a circle centered at the location of the proposed fixed station² the radius of which shall be determined by use of the chart entitled, "Chart for Determining Radius From Fixed Station in 72-76 mc/s Band to Interference Contour Along Which 10% of Service From Adjacent Channel Television Station Would Be Destroyed," attached [to the notice].

(2) the applicant agrees to eliminate any interference caused by his operations to TV reception on either Channel 4 or 5 that might develop within that circle by whatever means are found necessary within 30 days of the time knowledge of said interference is first brought to his attention by the Commission.

(3) vertical polarization is used. Provided, however, that the Commission may, in a particular case, authorize the location of a fixed station within a circle as determined under (1) above containing 100 or more family dwelling units upon a showing that:

(i) the proposed site is the only suitable location.

(ii) it is not feasible, technically

or otherwise, to use other available frequencies.

(iii) the applicant has a plan to control any interference that might develop to TV reception from his operations.

(iv) the applicant is financially able and agrees to make such adjustments in the TV receivers affected as may be necessary to eliminate interference caused by his operations.

(c) With respect to proposed separations between transmitters of 10 miles or less, preliminary data indicate there are important secondary effects which may result in interference not otherwise predictable. The Commission currently has this problem under study and when completed conditions for grant, if any, will be prescribed. Pending completion of this study, all applications seeking authority to operate with a separation of less than 10 miles will be returned without action.

(d) In any event, if, after a 72-76 mc fixed station has been authorized, a TV station on Channel 4 or 5 is, for any reason, permitted to operate with a transmitter site so located as to bring the fixed station within the interference parameters described above, the fixed station licensee must assume the responsibilities set forth therein and eliminate any interference his operations might cause within 90 days of the time knowledge thereof is first brought to his attention by the Commission. If, however, such operation of the new television station places the fixed station in category (c) above, the licensee of such fixed station shall within such 90 day period either discontinue operation or relocate his transmitter to conform to these criteria.

¹As defined by the U. S. Bureau of Census.

²Family dwelling units 70 or more miles distant from the TV antenna site are not to be counted.

The special chart attached to the notice for determining interference to TV stations shows, for example, that a proposed fixed station with an antenna height of 100 ft. and power of 100 w, spaced 50 miles from an adjacent channel television station having an ERP of 100 kw and antenna height of 500 ft., would cause 10% or more of the receiving locations within a radius of 5.5 miles of the fixed station to lose the TV service through interference.

Sets Sept. 19 Deadline

In issuing its notice of proposed rule making to add Channel 4 at Irwin, Pa., 17 miles from Pittsburgh, the Commission set Sept. 19 as deadline for comments and Sept. 29 as deadline for replies thereto.

Pittsburgh now is assigned VHF Channels 2, 11 and *13 (*reserved for education) and UHF Channels 16, 47 and 53. WDTV (TV), only operating station there, is on Channel 3 and will switch to Channel 2 under provisions of the Sixth Report.

WLOA Braddock, one of the first to protest FCC's failure to assign Channel 4 to the Pittsburgh area because it falls short of the 170-mile minimum co-channel spacing rule by only a fraction of a mile with respect to WLWC (TV) Columbus, Ohio, has an appeal pending with the U. S. Court of Appeals for the District of Columbia. WWSW Pittsburgh has a similar appeal before the U. S. Court of Appeals, Third Circuit, Philadelphia [B•T, June 16, 9].

KQV Pittsburgh, owned 45% by CBS, has announced it will file

(Continued on page 72)

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Allocations Rules Further Clarified

(Continued from page 70)

an application for Channel 4 at Irwin.

FCC's notice of proposed rule-making set forth the following proposed amendment to the table of allocations:

CITY	CH. NO.
District of Columbia	
Wash'ton	4-, 5, 7+, 9-, 20+, *26-
Ohio	
Columbus	4-, 6+, 10+, *34, 40-
Pennsylvania	
Irwin	4+

The changes concern only the offset specifications for Channel 4 at Columbus and Washington.

The Commission noted that Mayor Lawrence's petition complies with Sec. 3.609 of its rules "in that it proposes an assignment of a television channel in a community which is not listed in the table and is not within 15 miles of a city so listed." FCC also observed the proposed assignment "complies with the minimum separations set forth in the Commission's rules and does not require any deletions or substitutions of channels in any community listed in the table."

Pointing out the need and feasibility of assigning Channel 4 to Irwin, Mayor Lawrence's petition said in part:

As a result of the failure of the Commission to make an assignment in the Pittsburgh metropolitan area, a

serious inefficiency in the use of spectrum space has arisen since, in a wide area on Channel 4 generally in the Pittsburgh metropolitan area, no television station will be permitted to be constructed and to operate.

This resulting inefficiency in use of spectrum space is, of course, of serious consequence to the residents of the Pittsburgh metropolitan area who are highly desirous of receiving as many television signals as can be made available to them consistent with the Commission's rules and regulations.

It is to be noted that if the request of petitioner is granted not only would a television station, intended to serve primarily the City of Irwin, be able to be constructed, but also under the Commission's rules other communities such as McKeesport, Braddock and Duquesne would be afforded an additional opportunity to secure a local television service from a local television station.

Most important of all, however, is the fact that Channel 4 cannot be assigned, consistently with the Commission's rules, to any community in Pennsylvania larger than Irwin and to very few other communities at all.

The memorandum opinions and orders respecting the petitions of WLOA Braddock and WCAE Pittsburgh were adopted by Chairman Paul A. Walker and Comrs. George E. Sterling, Frieda B. Henneck and Robert Bartley. Comrs. Rosel H. Hyde, E. M. Webster and Robert F. Jones did not participate.

In deferring action on the WLOA (Matta Broadcasting Co.) petition, the FCC majority stated:

In the event that the proposal to assign Channel 4 to Irwin is made final that channel will be available in accordance with Sec. 3.607 of the rules for application in the city of Braddock as well as other cities. Sec. 3.607

of our rules provides, in part, that a channel assigned to a community listed in the Table of Assignments is available upon application in any unlisted community which is located within 15 miles of the listed community. Accordingly, the adoption of the change in rules set forth in the said notice of proposed rule-making would render moot the petition filed by Matta Broadcasting Co.

The majority's memorandum opinion, denying the petition of WCAE Pittsburgh to delete Channel 9 from Wheeling-Steubenville and add Channels 4 and 9 at Pittsburgh, constitutes a detailed defense of the Sixth Report as it relates to that area.

The Commission pointed out that "in consideration of the instant petition filed by WCAE Inc., it is important to bear in mind that petitioner does not claim that an inadequate number of television channels has been assigned to Pittsburgh or that the number of channels assigned to Pittsburgh compares unfavorably with assignments made to other communities of like size, population and economic importance. An examination of the table of assignments adopted in the Sixth Report and Order reveals that Pittsburgh was assigned its fair share of the available channels and that there is no disparity between the number of assignments made to Pittsburgh and other cities of comparable size and importance."

Other Markets Compared

FCC cited the following list to show "the manner in which Pittsburgh was treated as compared to the other major cities" in the U. S.:

	1950 Pop.	VHF	UHF	Total
New York	7,891,957	6	2*	8*
Chicago	3,620,962	5*	5*	10*
Philadelphia	2,071,605	3	4*	7*
Los Angeles	1,970,358	7	3*	10*
Detroit	1,849,568	3	3*	6*
San Francisco-Oakland	1,159,932	5*	5	10*
Baltimore	949,708	3	3*	6*
Cleveland	914,808	3	3*	6*
St. Louis	856,796	4	3	7*
Minneapolis-St. Paul	833,067	5*	2	7*
Washington, D. C.	802,178	4	2*	6*
Boston	801,444	4*	3	7*
Pittsburgh	676,806	3*	3	6*
Buffalo-Niagara Falls	671,004	3	3*	6*
Milwaukee	637,392	3*	3	6*
Houston	596,163	3*	3	6*
New Orleans	570,445	3*	4	7*
Cincinnati	503,998	3	3*	6*
Seattle	467,591	4*	2	6*
Kansas City, Mo.	456,622	3	3*	6
Dallas	434,462	3*	3	6*
Indianapolis	427,173	3	3*	6*
Denver	415,786	5*	2	7*
San Antonio	408,442	4*	2	6*
Memphis	396,000	4*	2	6*

* One assignment reserved for use by noncommercial educational stations.

In defense of its Pittsburgh allocation, the Commission noted that "Detroit, Baltimore, Cleveland and Washington, all of which are larger in population than Pittsburgh, have the same total number of assignments, and that four cities larger than Pittsburgh have the same number (3) of VHF assignments, namely, Philadelphia, Detroit, Baltimore and Cleveland."

Concerning WCAE's contention that "the undisputed engineering testimony in the record demonstrates that because of the highly irregular terrain in Pittsburgh and the area surrounding it UHF channels cannot be utilized to provide a television broadcast service com-

parable to that of VHF channels for that area," the Commission stated:

It is our view, however, that petitioner's assertion is not supported by the facts of record. In this connection it is important to recall that all parties, including those concerned with Pittsburgh assignments, had an opportunity to submit propagation data which might have supported the conclusion that UHF assignments should not have been made in Pittsburgh. Nevertheless, as we concluded in the Sixth Report, the data that was presented did not provide an adequate basis for any such determination.

While the terrain surrounding Pittsburgh may have some effect on UHF propagation in that area, it is our view that UHF stations operating in Pittsburgh will afford a satisfactory television service from the view point of both economics and coverage.

As to WCAE's proposal that a UHF channel be substituted for VHF Channel 9 at Wheeling-Steubenville, the Commission observed WCAE felt the VHF channel should be given Pittsburgh on the basis of its larger area and not on the basis of any difference of terrain which would make Wheeling-Steubenville more suitable for UHF.

This proposal of preference for the larger community with respect to assignment of VHF channels, FCC said, "does not in our view constitute a fair, equitable or efficient principle of assignment."

FCC also said that both of WCAE's arguments for the assignment of Channel 4 at Pittsburgh "were previously considered by the Commission in this proceeding."

The first argument, FCC said, is that Channel 4 could be used in Pittsburgh from a specific transmitter site which would be 170 miles from Columbus, thus raising the question "whether we can use a specific proposed transmitter site as the basis for calculating assignment spacings in a rule-making proceeding." This suggestion was rejected by the Sixth Report, it was noted. The opinion said:

The request that proposed antenna sites, rather than the standard reference points selected by the Commission, should be utilized in ascertaining channel assignment separations is, we believe, wholly impractical for the assignment of television channels on a nationwide basis.

There is no assurance that a proposed antenna site will actually be available for use by any applicant other than the one who proposes it. As a consequence, if the Commission were to attempt, in its rule-making proceedings, to select antenna sites it would, of necessity, prejudice the selections of licensees from among competing applicants. Such prejudice would be both illegal and unfair.

Hence, the Commission would be compelled to suspend its rule-making proceedings and undertake adjudicatory licensing proceedings to determine prospective licensees, and prospective transmitter sites, for every television station in the United States.

By the same token, however, no licenses could finally be issued until the completion of the rule-making proceedings with final assignments of channels.

The result would be chaotic proceedings in which no applicant could be sure of the channels available. And the delays in establishing an adequate national television system would be enormously increased.

WCAE's other argument, FCC noted, was that Channel 4 could operate from FCC's reference point (main post office) in Pittsburgh with less than maximum power and antenna height so that inter-

(Continued on page 74)

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- Clear, crisp movies... even under difficult light conditions... are obtainable with Kodak's series of superb rare-element Ektar lenses, one of which comes with the basic twin-turret camera.

Let your Kodak dealer show you all the features the "Special II" offers... or mail the coupon below for free descriptive booklet.

EASTMAN KODAK COMPANY, Rochester 4, N. Y.

82

Please send me more information about the Cine-Kodak Special II Camera.

NAME _____ POSITION _____

COMPANY _____

STREET _____

CITY _____ (ZONE) _____

STATE _____

Kodak
TRADE-MARK

Allocations Rules Further Clarified

(Continued from page 72)

ference would be no greater than normal operation at 170 miles separation. FCC said it also has considered this proposal previously, stating:

... It is apparent that the utilization of maximum heights and powers will result in large service areas. The extent to which such service areas will be from interference is, in part, a function of the number of stations operating on the assigned channels.

The patent effect of the requirement of our rules that all stations qualify for the potential of operation with maximum height and power precludes assignments at substandard separations where operation at maximum height and power would result in interference to the operation of other stations. The exclusionary effect of our rules limits, therefore, the number of assignments which may be made, with a consequent limitation on the number of stations.

Any plan of assignment, whether it be by a table of assignments or whether it be by some other method of assignment such as is used in standard broadcasting, is predicated upon a number of restrictive factors by which interference among stations is limited. For it is axiomatic that the addition

of stations to any channel will increase the interference level on that channel and generally result in some degradation of the service of the stations operating on that channel.

In the AM broadcast service the limitation on the number of stations which may be assigned to any one broadcast channel is achieved by the provisions with respect to maximum and minimum power that may be authorized on such channels; by the provisions against "objectionable interference" to existing stations; and by the provisions which set certain minimum standards of service for each of the several classes of stations. . . .

In the television broadcast service we do not provide standards for determining objectionable interference. In lieu thereof we have provided minimum separations between stations. . . .

One further consideration should be noted. . . . In the [Sixth] Report we stated that one reason for the denial of the request was that the requirement that all stations operate at separations which meet our minimum standards constituted a "safety factor" against the possibility that the interference which stations may suffer will be greater than could be predicted upon the basis of available data. The safety factor is vital insurance for the operation of an effective nationwide

television service in the foreseeable future. . . .

The Commission pointed out it already has denied requests for operations with less-than-minimum power as well as for satellite or booster stations.

"Nevertheless," the majority said, "we recognized that there may exist special cases where the carefully controlled utilization of such stations may be beneficial to the operation of a nationwide television service.

"We wish to make it clear, however, that our decision in the Sixth Report and Order with respect to low powered operation and the operation of satellite or booster stations are not binding irrevocable decisions for all time. When additional data and information become available and as the state of the art advances, it will then be appropriate for us to review the judgements made in our Sixth Report and Order with respect to such operations."

FCC recalled its experimental

grants to WSM-TV Nashville for a booster outlet at Lawrenceburg, Tenn., and to Sylvania Electric Products Inc., Emporium, Pa., for a satellite station there [B•T, July 21].

THEATRE TV

N. Y.-D. C. Service Cost Noted

ESTIMATES for theatre TV service between New York and Washington using existing facilities would run from less than \$50,000 per month to more than \$200,000 a month, the Long Lines Department of AT&T reported to motion picture producer and exhibitor legal representatives last week. The difference depends on the number of channels requested. Engineering and accounting issues of the theatre-TV hearing are scheduled for Oct. 20 in Washington.

Letter from Ernest D. North, AT&T general attorney, to Motion Picture Assn. and National Exhibitors Theatre Television Committee attorneys was in answer to a request for information originally made last April, and renewed last month [B•T, Aug. 18, April 28].

Mr. North declared that it was impossible to quote prices on the specifications set forth in the original plan since certain basic features require equipment which would have to be made. He also questioned whether the 10 mc bandwidth system requested by theatre-TV engineers could be accomplished by the means suggested.

Broader bandwidths are possible, Mr. North said, referring to the AT&T's radio relay system (now capable of passing 4 mc signals) and the new coaxial cables (which will have a 4 mc bandwidth; present coaxial cable passes only 2.7 mc.)

Following monthly charges for eight consecutive hours daily were quoted for a theatre-TV system serving New York, Trenton, Philadelphia, Atlantic City, Wilmington, Baltimore and Washington—with links from Philadelphia to Reading and Allentown, Pa.:

One southbound channel and one northbound channel, serving seven transmitting and 13 receiving stations, \$40,030 for video and \$7,880 for Class AA audio lines.

Three southbound channels and one northbound channel, serving 13 transmitting and 29 receiving stations, \$85,230 for video and \$16,835 for audio.

Six southbound channels and two northbound channels, serving 27 transmitting and 58 receiving stations, \$172,915 for video and \$34,155 for audio.

Estimates for serving a group of 15-20 Washington theatres, proposed in various distribution requirements, ranged from \$8,300 for video and \$550 for audio channels in the simplest arrangement to \$9,200 and \$650 for the most complicated setup.

In addition there were estimated non-recurring charges for local installation and equalization which ranged from \$365 to \$1,515.

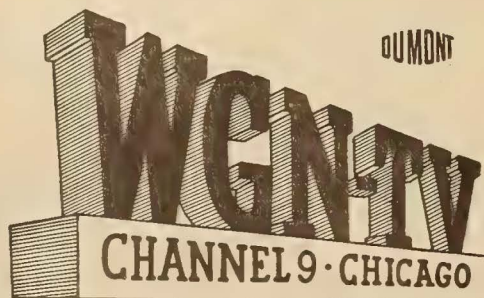
Counsels for Motion Picture Assn. are Fly, Shuebruk & Blume and Welch, Mott & Morgan. Counsel for NETTC is Cohn & Marks.

Your Best Buy

... in CHICAGO TELEVISION

● On the basis of Telepulse figures,* a comparison of the top ten programs telecast nightly in Chicago (including both network and local), showed one or more of WGN-TV's locally originated programs among the first ten programs six nights of the week. Here's additional reason why WGN-TV is your best buy...proof again of the power of WGN-TV in the Chicago market.

* June-July Telepulse



The Chicago Tribune Television Station

Again **GPL** Leads the field with FULL

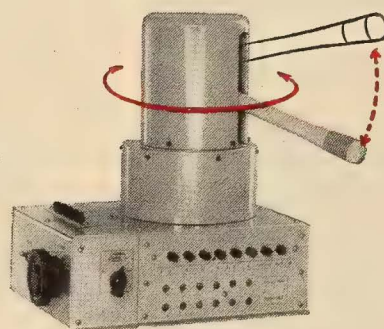
REMOTE CONTROL



TV's OUTSTANDING CAMERA CHAIN

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

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



Compare

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

- Three Compact Units
- Equal Flexibility in Studio or Field
- Push-button Lens Change
- Right or Left Hand Focus Knobs
- Iris Control at Camera and CCU
- Iris Indication at Camera and CCU
- Turret, Focus and Iris Controls from remote location if desired
- High Resolution Integral View Finder
- Four-section Integral Filter Wheel

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.

Write, Wire or Phone
for specifications and complete details
on GPL cameras and GPL remote control.



General Precision Laboratory

INCORPORATED

PLEASANTVILLE

NEW YORK

GPL

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

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

186,021

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



TELEVISION doesn't make children grow up to be gangsters, cowboys, private eyes or blues singers, the American Psychological Assn. was told at its 60th annual convention in Washington last week.

Far from being a psychological monster, TV actually may help overcome the teacher shortage and teach children the better things in life, the psychologists were told by David Komisar, director of guidance at Champlain College, Plattsburg, N. Y.

Mr. Komisar said experience has taught him there is no evidence of difference in personalities and behavior of children exposed to television and those in non-TV areas. Neither does it hurt homework, he said. "Children living in homes where there is television react just like adults do to radio. They grow up and away from all but their favorite programs," he said.

Mr. Komisar's high opinion of TV was backed by M. J. Asch of Utica College, Syracuse U. The psychologists agreed TV programs such as the science program sponsored by the Johns Hopkins U. were as effective as real teachers.

Mr. Komisar said TV's effective-

ness in education now is being demonstrated in certain rural areas of New York, where TV instruction is more practical than sending in teachers.

* * *

Boxing Bouts Lead Nielsen July Report

WEDNESDAY night boxing bouts sponsored by Pabst on CBS-TV topped the national Nielsen list of video programs during the two weeks ended July 26 both in number of TV homes reached and per cent of TV homes reached in program station areas. Top 10 in each category follow:

NUMBER OF TV HOMES REACHED		
Rank	Program	Homes (000)
1	Pabst Blue Ribbon Bouts (CBS)	6,014
2	My Little Margie (CBS)	5,172
3	Arthur Godfrey & Friends (Liggett & Myers Tobacco) (CBS)	4,455
4	Dragnet (NBC)	4,164
5	Racket Squad (CBS)	3,786
6	Goodyear TV Playhouse (NBC)	3,772
7	Hunter, The (CBS)	3,746
8	Arthur Godfrey & Friends (Pillsbury Mills, Inc.) (CBS)	3,666
9	What's My Line (CBS)	3,544
10	Original Amateur Hour (NBC)	3,544

PER CENT OF TV HOMES REACHED IN PROGRAM STATION AREAS		
Rank	Program	Homes %
1	Pabst Blue Ribbon Bouts (CBS)	34.8
2	Arthur Godfrey & Friends (Liggett & Myers Tobacco) (CBS)	30.2

TV Said To Be No Crime Breeder

(Report 232)

3	My Little Margie (CBS)	29.2
4	Dragnet (NBC)	28.3
5	Arthur Godfrey Scouts (CBS)	26.3
6	Hunter, The (CBS)	26.0
7	Big Town (CBS)	25.8
8	Racket Squad (CBS)	25.7
9	Arthur Godfrey & Friends (Pillsbury Mills, Inc.) (CBS)	25.6
10	What's My Line (CBS)	24.7

Copyright 1952 by A. C. Nielsen Co.

* * *

Summer Set Usage Stays High—Advertest

SET usage and availability continue at high levels during the summer, according to a new Advertest study released today (Monday).

The survey of "Summertime Television," is based on 760 personal interviews with set owners throughout the New York metropolitan area. Interviewing took place during the first two weeks of August.

During the summer months, the "average individual" in a television home is at home about eight hours between 9 a.m. and midnight. Of these eight hours, 2 1/4 hours were spent viewing TV, one hour listening to radio, with the remaining time spent with printed media, according to Advertest.

It was shown also that programs continuing into the summer fare much better than replacement shows.

Weekly Television Summary—

September 8, 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, WLTW	215,000	Memphis	WMCT	140,536
Baltimore	WAAM, WBAL-TV, WMAR-TV	402,829	Miami	WTVJ	141,600
Binghamton	WNBF-TV	85,000	Milwaukee	WTMJ-TV	346,085
Birmingham	WAFM-TV, WBRC-TV	118,000	Minn.-St. Paul	KSTP-TV, WCCO-TV	326,700
Bloomington	WTTV	160,000	Nashville	WSM-TV	78,260
Boston	WBZ-TV, WNAC-TV	920,928	New Haven	WNHC-TV	310,000
Buffalo	WBTW	279,204	New Orleans	WDSU-TV	108,676
Charlotte	WBTV	237,519	New York	WABD, WCBS-TV, WJZ-TV, WNBT	3,059,400
Chicago	WBKB, WENR-TV, WGN-TV, WNBQ	1,188,419	Newark	WOR-TV, WPIX, WATV	
Cincinnati	WCPO-TV, WKRC-TV, WLWT	361,000	Norfolk		
Cleveland	WEWS, WNBK, WXEL	637,684	Portsmouth	WTAR-TV	125,800
Columbus	WBNS-TV, WLWC, WTVN	237,000	Newport News	WKY-TV	147,350
Dallas	KRLD-TV, WFAA-TV, WBAP-TV	186,021	Oklahoma City	KMTV, WOW-TV	138,503
Ft. Worth	WOC-TV	123,000	Omaha	WCAU-TV, WFIL-TV, WPTZ	1,067,476
Davenport	Quad Cities Include Davenport, Moline, Rock Is., E. Moline		Philadelphia	KPHO-TV	67,400
Dayton	WHIO-TV, WLWD	246,000	Phoenix	WDTV	465,000
Denver	KFEL-TV	21,735	Pittsburgh	WJAZ-TV	224,000
Detroit	WJBK-TV, WWJ-TV, WXYZ-TV	750,000	Providence	WTVR	136,822
Erie	WICU	165,100	Richmond	WHAM-TV	160,000
Ft. Worth	WBAP-TV, KRLD-TV, WFAA-TV	186,021	Rochester	WHBF-TV	123,000
Dallas	WOOD-TV	223,961	Rock Island		
Grand Rapids	WFMY-TV	121,599	Quad cities include Davenport, Moline, Rock Is., E. Moline		
Greensboro	KPRC-TV	169,675	Salt Lake City	KDYL-TV, KSL-TV	81,754
Houston			San Antonio	KEYL, WOAI-TV	90,314
Huntington	WSAZ-TV	112,000	San Diego	KFMB-TV	147,250
Charleston	WFEM-TV	257,000	San Francisco	KGO-TV, KPIX, KRON-TV	433,000
Indianapolis	WMBR-TV	62,000	Schenectady		
Jacksonville	WJAC-TV	164,501	Albany-Troy	WRGB	219,400
Johnstown	WKZO-TV	236,653	Seattle	KING-TV	163,700
Kalamazoo	WDAF-TV	218,045	St. Louis	KSD-TV	413,000
Kansas City	WGAL-TV	159,067	Syracuse	WHEN, WSYR-TV	185,550
Lancaster	WJIM-TV	110,000	Toledo	WSPD-TV	191,000
Lansing	KECA-TV, KHJ-TV, KLAC-TV, KNBH		Tulsa	KOTV	130,125
Los Angeles	KTLA, KNXT, KTTV	1,324,088	Utica-Rome	WKTV	75,000
			Washington	WMAL-TV, WNBW, WTOP-TV, WTTG	382,932
			Wilmington	WDEL-TV	113,414

Total Stations on Air 110*

* Includes XELD-TV Matamoros, Mexico

Total Markets on Air 65*

Estimated Sets in Use: 18,317,528

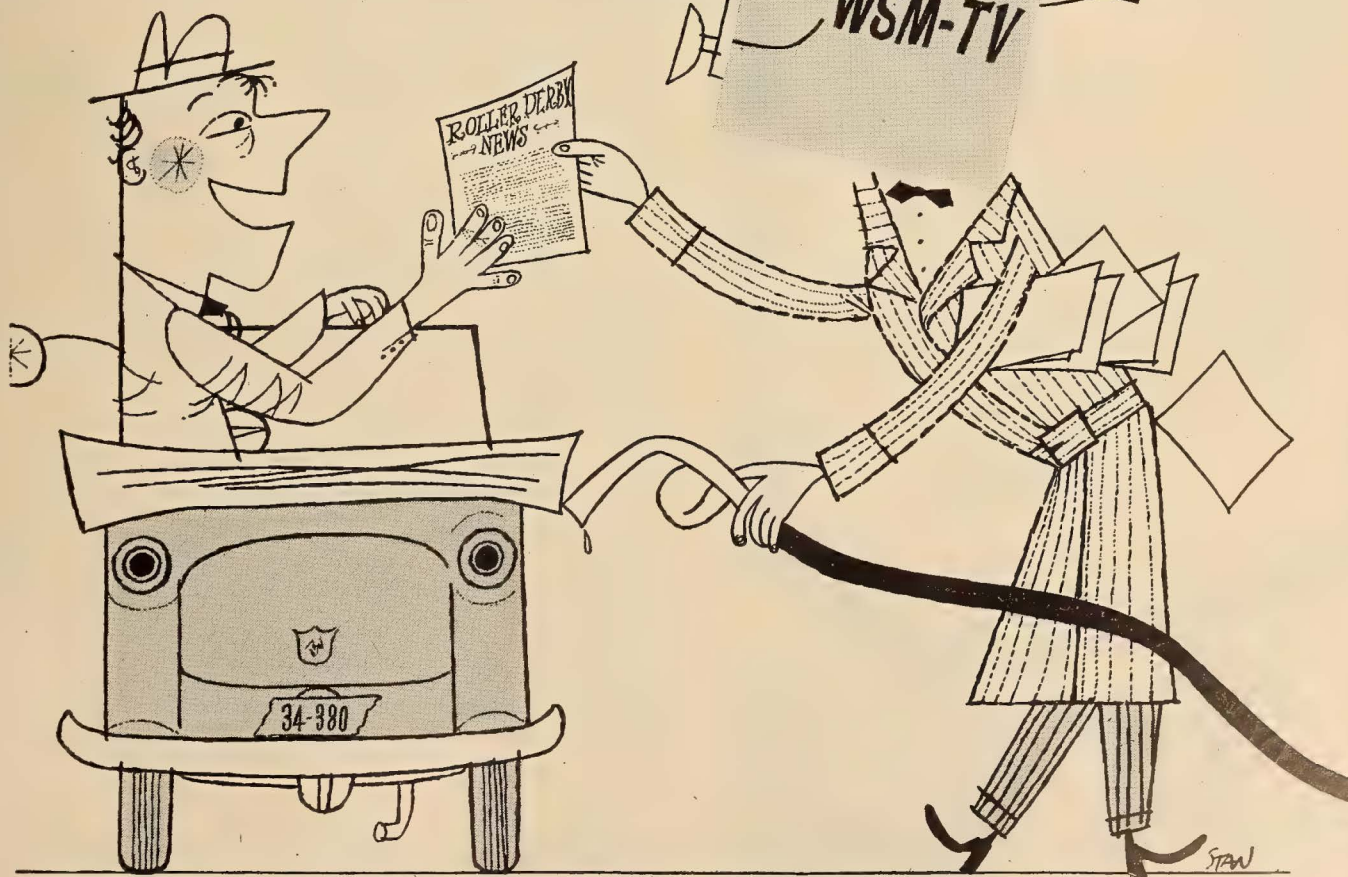
Editor's Note: Totals for each market represent estimated sets within television area. Where coverage areas overlap set counts may be partially duplicated. Sources of set estimates are based on data from dealers, distributors, TV circulation committees, electric companies and manufacturers. Since many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

WSM-TV pumps up 20% sales increase for SHELL

On February 9, 1952, the American Oil Company (local Shell distributor) contracted for a half hour film show (Roller Derby) over WSM-TV. At the end of thirteen weeks two highly significant things had happened:

- 1. Shell stations had handed out 10,000 copies of Roller Derby News.
- 2. Shell gas sales were 20% ahead of the corresponding 13 week period in 1951.

If you like advertising results you can measure at the cash register, let Irving Waugh or any Petry Man tell you how WSM-TV has rung up equally impressive results for many advertisers.



Nashville **WSM-TV** Channel 4

TV Grants and Applications

(Continued from page 66)

rain 1,012 ft., above ground 243 ft. Estimated construction cost \$397,500, first year operating cost \$225,000, revenue \$250,000. Studio location 88 N. Franklin St. Transmitter location Penobscot Knob. Geographic coordinates 41° 10' 58" N. Lat., 75° 52' 25" W. Long. Transmitter and antenna GE. Legal counsel Miller & Schroeder, Washington. Consulting engineer John Creutz, Washington. [For earlier application, see TV APPLICATIONS, B-T, May 5, April 21.]

MEMPHIS, Tenn.—KWEM-TV Inc. (KWEM West Memphis, Ark.), UHF Ch. 48 (674-680 mc); ERP 96.83 kw visual, 48.41 kw aural; antenna height above average terrain 458 ft., above ground 486 ft. Estimated construction cost \$208,500, first year operating cost

\$270,000, revenue \$450,000. Post Office address 229 West Broadway, West Memphis, Ark. Studio location in Memphis, Tenn., exact address to be determined. Transmitter location in West Memphis, Ark., on East Broadway (U. S. 64 at the river, 4.5 mi. east of West Memphis near west end of Mississippi River bridge at site of KWEM [AM]). Geographic coordinates 35° 08' 06" N. Lat., 90° 05' 38.03" W. Long. Transmitter and antenna RCA. Legal counsel Philip M. Baker, Washington. Consulting engineer W. J. Haley, Washington. Principals include President E. D. Rivers Jr. (99.98%), Vice President William H. Keller Jr. (0.1%) and Secretary-Treasurer Hubert E. Ulmer (0.1%). Applicant also seeks new TV stations

in Valdosta, Ga. [TV APPLICATIONS, B-T, July 14], and Savannah, Ga. [TV APPLICATIONS, B-T, July 7]. City priority status: Gr. B-4, No. 188.

MODIFICATION OF CP REQUESTED

WTVT (TV) CHATTANOOGA, Tenn.—Tom Potter, UHF Ch. 43 (644-650 mc), ERP 232.174 kw visual (from 273.07 kw visual), 135.454 kw aural (from 158.56 kw aural); antenna height above average terrain 1,520 ft. (from 1,270 ft.), above ground 392 ft. (from 139 ft.). 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 location 948-950 East Third St. Transmitter location 1.57 mi. from Tennessee-Georgia boundary line on Lookout Mountain Scenic Highway near hotel (from atop Lookout Mountain near incline station). Transmitter and antenna GE. Legal counsel Welch, Mott & Morgan, Washington. Consulting engineer John H. Mullaney, Washington. [See TV GRANTS, B-T, Aug. 25.]

EXISTING STATIONS

Change in ERP & Antenna Height

WJZ-TV NEW YORK, VHF Ch. 7. ERP 110 kw visual, 55 kw aural; antenna height above average terrain 1,378 ft., above ground 1,465 ft. Estimated cost of new transmitter and installation \$250,900. (Change from ERP 16.3 kw visual, 8.15 kw aural.)

WKTV (TV) UTICA, N. Y., VHF Ch. 13. ERP 15.8 kw visual, 7.9 kw aural. (Change from ERP 25 kw visual, 12.5 kw aural.)

WTAR-TV NORFOLK, Va., VHF Ch. 3. ERP 100 kw visual, 50 kw aural; antenna height above average terrain 759 ft., above ground 805 ft. Estimated cost of new tower about \$200,000. (Change from antenna height above average terrain 367 ft., above ground 400 ft.)

SPECTRUM UNITY

Hyde Discusses UHF, VHF

UHF AND VHF television are indivisible, FCC Comr. Rosel H. Hyde told a luncheon meeting of the Institute of Radio Engineers and the West Coast Electronic Mfrs. Assn. at Long Beach, Calif., Aug. 29 [AT DEADLINE, Sept. 1].

"The UHF channels form an integral and essential part of what is just one TV allocation plan," he said. "UHF channels are not set up as an adjunct to another and different allocation. It takes the combined use of channels in both bands to provide a sound basis for the development of a strong, healthy, competitive, multi-station system. Neither UHF nor VHF alone would provide adequate facilities." Mr. Hyde added:

"... Every purchaser of a new TV set is entitled to a set providing complete TV service. And, a set which is not designed for UHF reception does not offer complete TV service."

In a run-down on the reasons why the FCC adopted the final TV allocation plan in the form it did, Mr. Hyde gave five points as the basis. The plan provides, he said, for:

- (1) Efficient use of the spectrum.
- (2) TV service to all areas of the U. S.
- (3) Proper distribution of non-commercial, educational channels.
- (4) Settling Canadian and Mexican border assignments without the necessity of negotiating for each operation within 250 miles of the U. S. northern and southern borders.
- (5) Administrative necessity. Otherwise one application could have conceivably affected hundreds of others involving "areas as large as the whole northeastern United States as far south as South Carolina and as far west as Nebraska and Minnesota."

Fact that the FCC allocated channels throughout the U. S., Mr. Hyde said, should conduce to an orderly, speedy and less costly processing of applications.

NETWORK SIZES

TV To Be Smaller—Arnoux

TELEVISION networks will be much smaller than radio networks, Campbell Arnoux, WTAR-TV Norfolk, member of the NARTB TV Board, told broadcasters at two West Coast NARTB district meetings. He predicted each TV network, of economic necessity, "may eventually shake down to 75 interconnected stations."

Mr. Arnoux represented the TV Board at the District 17 meeting Aug. 29 at Portland, Ore. [B-T, Sept. 1], and at the District 15 meeting Friday in San Francisco. He conducted television clinics at the two meetings and will head a similar panel Tuesday at the District 16 meeting at Coronado, Calif.

Importance of "a strong local business" for TV stations was pointed out by Mr. Arnoux, referring to the limited size of networks. He added that national spot and local may have to do the entire job of financing many TV stations.

Minimum of 50,000 homes is essential in placing a TV station in a community, he said, provided there is no competing TV outlet in the same locality.

WTAR-TV, with network service, gets 33% of total sales from local business and 31.5% from national spot, Mr. Arnoux said. He urged those planning TV outlets to prepare a live programming since "a considerable part of your local revenue will come from preparing programs, using popular local entertainers."

Mr. Arnoux advocated versatility among staff employees, opposing complete separation of radio and television personnel as "an expensive luxury."

WTAR-TV has not hired any employees from other TV outlets, he said, describing how personnel were trained by the station and competent graduates were given positions.

In series of resolutions adopted at final session of 17th District, delegates condemned rate-cutting as "destructive"; supported NARTB effort to secure amendment of FCC operator requirements due to improved equipment and scarcity of technicians; urged strong NARTB membership campaign and expanded field solicitation; lauded participation of Mr. Arnoux, NARTB officials and H. Quenton Cox, KGW Portland, District 17 director.

Members of the Resolutions Committee were C. O. Chatterton, KWLK Longview, Wash., chairman; Joe Chytil, KELA Centralia, Wash.; Harry H. Buckendahl, KOIN Portland.

Rawls Leaves ABC

RICHARD RAWLS has resigned as ABC manager of TV stations relations to pursue his plans for becoming operator of a TV station. Network has not yet named a successor.

they came! they saw!
they BOUGHT!

TOM SCHROEDER AGENCY

Advertising Counselor
Cor. Hendrie and Grandy Ave.
Detroit 11, Michigan

April 18, 1952

Mr. Robert D. Thomas
WBNS-TV
33 N. High Street
Columbus 15, Ohio

Subject: Nicolay-Dancey, Inc.
"Western Roundup"

Dear Bob:

If ever you have need for a testimonial on the effective powers of WBNS-TV as a promotional medium ... we'll be able to provide you a dandy. Needless to say ... "an honest one at that!"

It isn't very often that an audience can be so taken with the presentation of a sales promotion that immediately following the close of the announcement they gather to close upon our distributors' trucks as they make their routine deliveries. This is just exactly what is happening, and the net result ... 10,000 harmonicas have been disposed of in one week's time. As you know, yours has been the only media of advertising the account is using.

All in all, we never have been able to come across an organization so embedded with the spirit of cooperation as that found at WBNS-TV.

Sincerely,
TOM SCHROEDER AGENCY

Arnold R. Pegler

ARP/ak



you can see the
difference on WBNS-TV



wbns-tv

COLUMBUS, OHIO
CHANNEL 10

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



WESTERN ROUND-UP

One of WBNS-TV's powerful sales-pulling daily programs that draws such voluntary letters as the one reprinted here. Your products too, will know a sales volume increase beyond your fondest hopes on the top-rated Western Round-Up program... 4:45 to 6:00 P.M.

TV PROMOTION

Used for L. A. Movies

FOLLOWING the trend, independent movie producers and major studios are using TV to promote and advertise new and revived films in the Los Angeles area.

Latest is Joseph Kaufman, producer of the RKO feature film, "Sudden Fear," with eight one-minute and four 20-second TV trailers, budgeted at \$10,000.

Republic Productions has started a radio-TV campaign to herald "The Quiet Man." One 53-second and two 43-second trailers plus live guest appearances on both media are scheduled.

For Stanley Kramer's production, "High Noon," the \$10,000 budget was divided between video and newspapers.

John I. Edwards & Assoc., Los Angeles, scheduled TV trailers and 20-second spots on KLAC-TV and KTTV (TV) in a 10-day saturation campaign. The film completed its first week with an estimated \$53,500, compared to its runner-up, "Affair in Trinidad," a reported \$29,300.

LANDIS ELECTED

Named to Skiatron Board

ELECTION of James M. Landis, prominent attorney and former government official, to the board of directors of Skiatron Electronics & Television Corp. (Subscriber-Vision) was announced by Skiatron's President Arthur Levey, last Tuesday. Mr. Landis has been serving as special counsel to the firm.

The election of Mr. Landis, formerly with the SEC, OCD, CAB, FTC, the War Department and National Power Policy Commission, is pegged to prospective Skiatron developments.

With FCC approval, the firm hopes to begin public tests in the homes of 300 individual subscribers in New York and will call on his "invaluable advice and counsel," Mr. Levey announced.

Thus, Mr. Landis joins J. R. Poppele, vice president of WOR-TV New York and MBS director, as another prominent figure elected to the Skiatron board in recent months. Subscriber-Vision is a form of subscription "pay-as-you-see" television.

Bendix Series

COMPROMISE is underway by NBC and RKO Radio Pictures to make the proposed TV version of *Life of Riley*, starring William Bendix, available for sponsorship. Series was to have been combination live and film because of Mr. Bendix' motion picture commitments with RKO. Network has earned since that a clause in the studio contract prohibits the re-releasing of any TV films after one showing.



film report

Sales . . .

United Artists weekly syndicated TV film program, *Sports Parade*, is now being seen in 35 television markets. Main sponsorship is by Bristol-Myers Co., New York (Vitalis), through Doherty Clifford & Shenfield Inc., New York; program also is sponsored locally in three cities: In Pittsburgh, by the Rolling Rock Beer Co., through Wiltman & Callahan Adv. Agency; in Louisville, by Oertels "92" Beer, through Kopmeyer Adv. Agency, and in Seattle by Gaines Dog Food, through Benton & Bowles.

Revue Productions, North Hollywood, Calif., is filming the half-

hour TV adventure series, *Biff Baker, U.S.A.*, for American Tobacco Co., New York (Lucky Strike cigarettes), which starts Nov. 6 on CBS-TV. Starring Alan Hale Jr., originally under contract to William F. Broidy Productions for *Trail Blazers* TV film series, Revue has cast him as a blustering American travelling abroad. Randy Stewart portrays his wife, with Aram Katcher the featured villain. Richard Irving directs. Agency is BBDO, New York.

Distribution . . .

Major Television Productions Inc., Culver City, has acquired TV distribution rights to two Gabriel Pas-

cal feature films, "Pygmalion" and "Major Barbara," based on George Bernard Shaw plays. Former stars Leslie Howard and Wendy Hiller. Rex Harrison, Robert Morley and Miss Hiller are featured in the latter.

Sherman Price, sales manager of the Princeton Film Center's New York office, appointed director of distribution with offices at the Film Center's Princeton, N. J., headquarters. Gordon Knox, president of the Film Center, said that Mr. Price's department will develop national distribution of television programs specially produced on film by the Film Center. Its first TV program, titled *Norman Brokenshire, The Handy Man*, now is being released.

PSI-TV Inc., producers and distributors of TV film programs, announces opening of new offices at

(Continued on page 88)

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.

CBC SPONSORS

All Canadian Programs Seen

CANADIAN advertisers with Canadian programs will likely be the only commercial shows on CBLT (TV) Toronto, when the station goes on the air today. Negotiations with NBC and CBS on possible use of four U. S. originations for sponsorship by Canadian subsidiaries of the American sponsors broke off [B•T, Sept. 1]. Only other commercial business on CBLT will be a number of 20-second flashes and one-minute announcements.

Canadian sponsors have no firm commitments for programs and no contracts have been signed as yet, it was understood, because Canadian Broadcasting Corp. commercial department had no contracts ready as late as one week ago.

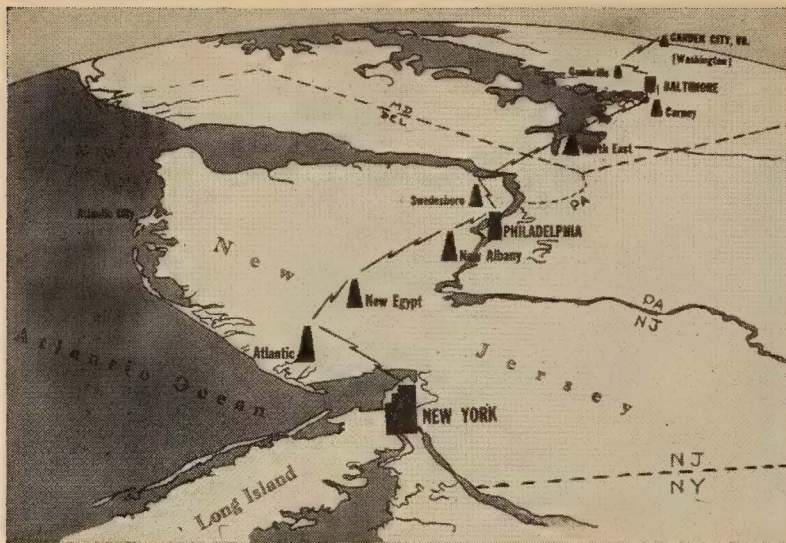
Due on the air this week are a half-hour variety show on Tuesday, sponsored by Addison Industries Ltd., Toronto (electrical appliances), through F. H. Hayhurst Co., Toronto; British American Oil Co., Toronto, with either 15-minute or half-hour sports program, through James Lovick Ltd., Toronto; Canadian Industries Ltd., Montreal (paints, chemicals), with hour musical through Cockfield Brown & Co., Toronto, and Canadian General Electric, Toronto, *Your Host* program simulcast through MacLaren Adv. Ltd., Toronto.

Later in the month, Maple Leaf Milling Co., Toronto, will sponsor a one-hour variety show, and Ford Motor Co. of Canada, Windsor, will air monthly 90-minute drama, both through Cockfield, Brown & Co.

The national spot advertisers, having 8, 20 or 60 second announcements, are Imperial Tobacco Co. Ltd., Montreal, through Cockfield Brown; Salada Tea Co. of Canada Ltd., Toronto, through Thornton Purkis Ltd. Toronto; W. C. Macdonald Tobacco Co. Ltd., Montreal, through Harold F. Stanfield Ltd., Montreal; Moffats Ltd., Weston, Ont. (stoves) through E. W. Reynolds Ltd., Toronto; People's Credit Jewelers, Toronto, through MacLaren; Canada Bread Ltd., Toronto, through James Lovick; Post Office Dept., Ottawa, through Walsh Adv. Ltd., Toronto, and Bulova Watch Co., Toronto, through MacLaren. Local advertisers are Consumers Gas Co., Toronto, through Locke, Johnson & Co., Toronto; and Capital Television, Toronto, through O'Neill, Larson & MacMahon Toronto.

Color Glossary

WORKING definitions for color television have been compiled by Panel 19 of the National Television System Committee, it was announced last week by Dr. W. R. G. Baker, General Electric Co. vice president and NTSC chairman. The technical terms, common agreement on which will aid development of color television, were approved for publication by NTSC at its August meeting. NTSC is continuing its work toward development of a compatible color TV system and plans eventually to seek FCC approval of such a system [B•T, Sept. 1].



NEW "direct" chain of radio-relay stations from New York to Washington is shown in this artist's conception, looking south. Antennas were mounted on telephone buildings in New York, Philadelphia, Baltimore and an existing radio-relay tower at Garden City, Va. New towers were erected at Atlantic, New Egypt and Swedesboro, N. J., and at North East, Carney and Gambrills, Md.

CANADA'S STUDIES

Paper Comments on CBC-TV

CANADA'S studies of television, prior to actual operation, are incomplete because they do not show "how to make TV pay without government subsidies such as loans and license fees on individual sets," the *Buffalo Evening News* (WBEN-TV) states editorially.

Noting that in the last 30 months the Canadian government has handed Canadian Broadcasting Corp. \$8 million, the *News* said most of the money spent will provide facilities in Toronto, Montreal and Ottawa. It said National Revenue Minister McCann "gagged" at a request for another \$7 million for Vancouver, Winnipeg, Windsor, London, Hamilton, Quebec and Halifax.

The *News* said the new Toronto station will have a ready-made audience developed by WBEN-TV "which in somebody's judgment justifies a rate of \$1,600 an hour for an expected 45,000 receivers in early September as against WBEN's \$700 rate for 275,000-odd receivers in this area—Canada not included."

Strike for Play

SCREEN Writers Guild four-week-old strike against Alliance of TV Film Producers didn't catch video writer Betty Mears napping. She used the time to complete a three-act stage farce, "Hot Air." Based on the TV industry in Hollywood, the play concerns itself with the role of the creative artist. It is to be tried out at Palm Desert Little Theatre, Palm Desert, Calif., the week of Oct. 16. A proposed Broadway production of the show is being discussed.

GOP GROUP SUED

UP Photographer Cites TV

TELEVISION is involved in a \$250,000 suit filed by Stanley Tretick, a United Press photographer, charging assault and "mortification" during the Republican National Convention in Chicago last July.

Mr. Tretick claimed, in a suit citing the GOP National Committee and filed in U. S. District Court, that his injuries were aggravated by telecast of the incident to 70 million viewers, and by newspaper publication of a picture of the incident.

The UP photographer said he was accredited to the convention but, he charged, was slugged by an alternate delegate from Indiana while on the floor of the International Amphitheatre. Instead of apologizing, he asserted, the Republicans adopted a resolution banning newsmen and photographers.

FILM EQUIPMENT

Ordered for Paramount Labs.

EMPHASIZING TV requirements, 16mm printing and developing equipment totaling \$150,000 has been ordered for Paramount Labs., Hollywood.

G. Carleton Hunt and Hans De Schulthess, partners of Unicorn Theatres Inc., San Francisco, purchased the property for \$550,000, May 26 [B•T, June 9], to process 16mm and 35mm film for video and motion pictures. Minimum of \$300,000 is planned in 1953 for basic color television equipment, according to Mr. Hunt. Plant's capacity for processing of 35mm film now exceeds 3 million feet per week with 38 film storage vaults able to handle 38 million feet.

CBS-TV PACIFIC

Regional Network Formed

FORMATION of a new five city CBS Television Pacific Network was announced Wednesday by Wilbur S. Edwards, general manager of KNXT (TV) Hollywood. It includes KPIX (TV) San Francisco, KFMB-TV San Diego, KSL-TV Salt Lake City, KPHO-TV Phoenix and KNXT.

Inaugural program is the *Harry Owens Show*, sponsored by United Airlines starting Oct. 6. Agency is N. W. Ayer & Son, Los Angeles.

Named general manager of the tri-state western TV network, Mr. Edwards declared that for the first time more than 75% of the people in California, Utah and Arizona will be brought within the range of a single TV service.

"The CBS Television Pacific Network offers outstanding advantages to advertisers as merchandising easily can be coordinated and programs can be tailored to a western audience," he said, adding: "The full resources of CBS Television in Hollywood will also be available for production. In addition CTPN will provide national advertisers with a valuable testing ground for coast-to-coast programming."

The newly formed regional network will be represented nationally by CBS Television Spot Sales.

WHEN (TV) SITE

Transmitter Is Moved

TRANSMITTER and other equipment of WHEN (TV) Syracuse, N. Y., were moved out of the city to a new location Aug. 31 without "a moment's air time lost," the station has reported. Station is licensed to Meredith Syracuse Television Corp., operating on Channel 8 (180-186 mc) with 27 kw visual, 13 kw aural.

Move put into effect a plan developed some months ago by Paul Adanti, WHEN (TV) vice president, and H. Eugene Crow, chief engineer. Transfer of equipment began immediately following station's signoff Sunday at 12:22 a.m. Less than 11 hours later—at 11:17 a.m.—WHEN (TV) was operating from its new site at Sentinel Heights, nine miles from the old transmitter location.

WHEN (TV) will operate with 21 kw from a temporary 100-ft. tower prior to commencement of 50 kw about mid-November. The move gives the station an elevation of 1,000 ft.

Oklahoma-Texas Cable

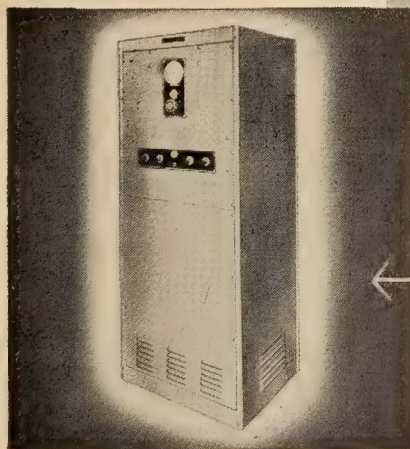
NEW coaxial cable between Oklahoma City and Amarillo was placed into telephone service Sept. 1. The 270-mile, six-tube cable, operated jointly by Long Lines Dept. of AT&T and Southwestern Bell Telephone Co., will have four tubes equipped initially, two for telephone service and two for protection and maintenance.

MODEL 105-507
AUTO-DRYAIR*
DEHYDRATOR
SPECIFICATIONS:

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

—built man-size
 for man-sized
 TV jobs!

AUTO-DRYAIR*
DEHYDRATORS



MODEL 105-507 is fully automatic—this particular unit delivers 3 CFM. There are many others in the complete family of Auto-Dryaire* Dehydrators having characteristics to meet all requirements—standard models with deliveries from .15 CFM to 3.0 CFM; larger capacities to specifications.

For performance plus, specify the following products of our manufacture: SEAL-O-FLANGE* TRANSMISSION LINE, AM, FM and TV TOWER HARDWARE, LO-LOSS SWITCHES, and COAXIAL DIPOLE ANTENNAS. Inquiries invited.

*REGISTERED
 TRADE MARK



Communication Products Company, Inc.
 MARLBORO, NEW JERSEY — Telephone: FREEhold 8-1880

WFOX QUERY TV in Milwaukee?

"WHAT about TV in Milwaukee?"—this and other questions are raised by WFOX Milwaukee, a television station applicant, in a recent full-page advertisement appearing in the *Milwaukee Sentinel* and signed by President-General Manager C. J. Lanphier.

Using the radio outlet's sixth anniversary as a springboard, Mr. Lanphier also posed these queries: (1) What is WFOX doing about TV? (2) How long do we have to wait for another TV station here? (3) What is holding it up?

The station executive explained FCC has allocated only one additional VHF channel, and that WFOX was the "first" applicant in Milwaukee after WTMJ-TV. TV could be on the air within 30 days of a grant but "it may be a matter of years," he observed.

Mr. Lanphier added that Milwaukee is in the FCC's B-4 priority category and that WFOX has questioned whether the Commission has acted "illegally" by refusing to give preference to applicants who went through hearings before the freeze. WFOX filed its TV application March 18, 1948—six months before the freeze.

WAAM (TV) Facilities

ADDITION of new studio and control room facilities for production and rehearsal of local programs was announced last week by WAAM (TV) Baltimore. The new studio, some 400 sq. ft. in area, will have facilities for three camera chains and four microphone outlets. The new control room was custom-designed by Ben Wolfe, WAAM director of engineering, and Glenn Lahman, WAAM chief engineer.

Western Reserve U.

EXPANSION of its courses telecast was announced last week by Western Reserve U., Cleveland. The university will add a series of eight weekend non-credit telecourses to its regular offering of two three-hour subjects on WEWS (TV) Cleveland during the winter and spring semesters.

PR'S VIDEO ROLE

Article Outlines Services

"WHAT TV Wants From PR" is the title of an article by Lawrence McCracken, director of radio-TV, Dudley, Anderson & Yutzy, N. Y., which was published in the August issue of *Public Relations Journal*. Gist of the article is that public relations people can save TV time and money and it is worth the time of those connected with the TV industry to listen to their suggestions.

Points made by Mr. McCracken in his article are based on a series of interviews with TV executives to determine what service they expect from the public relations field.

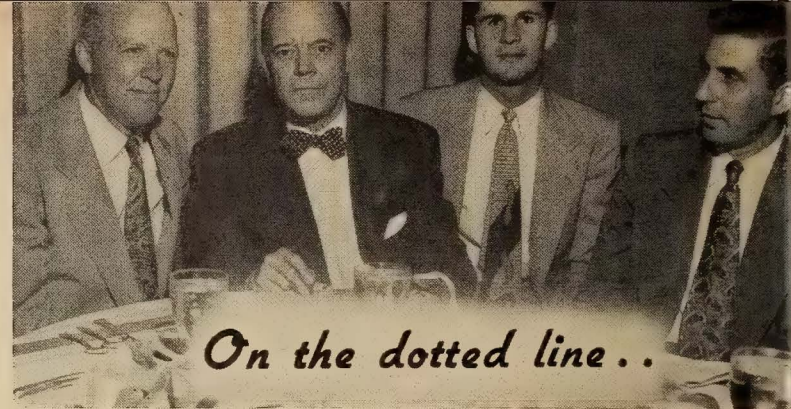
Mr. McCracken urges PR men to lend TV a helping hand by providing stations with personalities for guest appearances as well as news material. Author also suggests that public relations people assume greater responsibility for good taste in a firm's advertising.

KPRC Center On TV

TELEVIEWERS in Houston got a first-hand preview of the KPRC-AM-TV's new \$400,000 Radio-TV-Center fortnight ago. Viewers were taken on a tour of the new facilities which will be ready for occupancy shortly after Jan. 1. New site is six blocks north of the present building (Lamar Hotel) and is on the west side of Post Oak Rd. New center will house all operation and administration under one roof. Conducting TV tour were Paul Huhndorff, KPRC-TV chief engineer who helped design building; Herbert Voelcker, of Herbert Voelcker & Assoc., architectural firm; and Earl Gilbert, member of firm. Telecast was beamed to present studios by remote equipment.

UN Coverage

SEVENTH SESSION of the UN General Assembly, starting in New York Oct. 14, will be covered by NBC-TV daily from 11 a.m.-12 noon and by CBS-TV with daily pickups. Times are not definite. ABC-TV and DuMont are considering coverage. Likelihood is that network UN pickups will be available for sponsorship.



COMPLETING sponsorship details of Big Seven grid games on WHB Kansas City, Mo., are (l to r) Larry Ray, WHB sports dir.; John G. Gaines, pres. John G. Gaines & Co., Hallicrafter dist., sponsor, Jack Sampson, WHB rep. Jack Gaines, Gaines sls. mgr.



EDWARD MEEHAN (l), owner-pres. Meehan Motors, signs for Notre Dame gridcasts over WERE Cleveland. Others are (l to r) Len Trostler, WERE slsmn., and Richard M. Klaus, WERE gen. mgr.

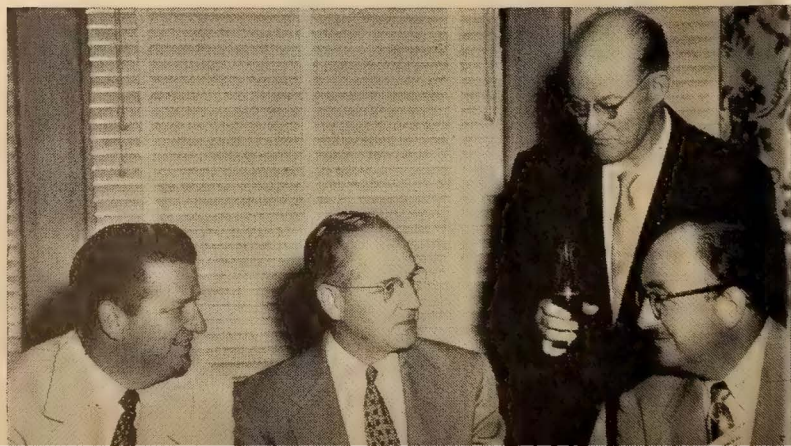
EMPIRE Savings, Bldg. & Loan Assn. takes Colorado U. gridcasts on KLZ Denver. l to r: Glen Perkins, KLZ George Bakewell, MacGruder-Bakewell-Kastka Adv.; Berry Long, KLZ and Bal Swan, Empire Savings.



JERRY SCHARER (l), gen. sls. mgr., Star-Kist Tuna Fish Co., signs for Arthur Godfrey daytime show on CBS Radio Tues.-Thurs. and alternate Fridays. Looking on are Robert Davis (c), owner, Rhoades & Davis ad agency, and John Karol, CBS Radio v. p. for network sls.

COMPLETING arrangements for Burkhardt Brewing Co. of Akron sponsor, *Front Page News*, on WTAM Cleveland are (seated, l to r) William Dix, WTAM sls. mgr.; Tom Field, newscaster; standing, Ralph Failor Fuller & Smith & Ross, and Gu Burkhardt, sponsor e. v. p.

COCA-COLA Bottling Co. of Memphis sponsors U. of Mississippi football on WMC and WMC (FM) that city this fall. Contract signers are (l to r) Howard McKenzie, bottling firm; Jeff Hamm, university bus. mgr.; Earl Maxwell, Early Maxwell Assoc.; Earl Moreland, stations' coml. mgr.



...and Still Going Strong!

(see inside front cover)

CHICAGO 7

Clear Channel Home of the National Barn Dance

RTMA PUBLICITY

New Unit to Organize

RADIO and TV set manufacturers will set up an enlarged publicity and sales promotion unit when members of Radio-Television Mfrs. Assn. hold a three-day meeting Sept. 17-19 at Roosevelt Hotel, New York.

James D. Secrest, RTMA general manager, said formation of a new Public Relations & Advertising Committee will be a highlight of the meeting. The new committee will replace the Advertising Committee. It is scheduled to organize Sept. 17 and to discuss plans to expand public relations activities of set makers, coordinating publicity and advertising activity.

A score of group sessions will be held the first two days of the New York meeting, culminating the third day with a meeting of the RTMA board at which Chairman A. D. Plamondon Jr. will preside.

Meeting of the Television Committee, headed by W. R. G. Baker, General Electric Co., is scheduled the second day. A separate meeting of the Technical Products Div. Executive Committee will be held Sept. 12 at Absecon, N. J.

Tentative schedule of section and committee meetings follows:

Sept. 17—Morning: Antenna Section, Parts Div.; Ceramic Capacitor Section, Parts Div.; Phonograph Cartridges & Pickups Section, Parts Div.; organization meeting of Public Relations & Advertising Committee; Service Committee; Wire Section, Parts Div. Afternoon: Amateur Radio Activities Section, Parts Div.; Phonograph Industry Conference; Service Committee; Speaker Section, Parts Div.

Sept. 18—Morning: Amplifier & Sound Equipment Div. Executive Committee; Parts Div. Executive Committee and Section Chairmen; Let Div. Executive Committee & Educational TV Committee; Tube Div. membership meeting; Walsh-Healey Subcommittee. Afternoon: Industrial Relations Committee; Tax Committee; Television Committee; Membership Promotion Committee; Finance Committee.

Sept. 19—Morning: Board of Directors. Board luncheon.

IN REVIEW...

Program: *Where Was I?*, WABD (TV) New York and the DuMont Television Network.

Time: Tuesday, 9-9:30 p.m. EDT. Sponsor: Wine Corp. of America, manufacturers of Mogen David Wine. Agency: Weiss & Geller Inc.

Cast: Dan Seymour, emcee; Peter Donald, Nancy Guild, David Ross, panelists.

Co-producers: White and Rosenberg. Writers: Herb Sargent and Stanley Burns.

Director: Harry Coyle.

QUIZ panel shows are finding a place, however tenuous, in the regular programming in television nowadays. An advertiser, who apparently enjoys such programs, is the maker of Mogen David Wine. Last Tuesday, the firm saw its latest quiz effort, called *Where Was I?*, debut on the DuMont Television Network.

Like other programs of this type (they are deadingly similar), there is a moderator or host, and members of a hopefully erudite panel. In *Where Was I?* the moderator is Dan Seymour, the shows more and more are going in for the John Daly type; the panelists, Peter Donald of radio fame, Nancy Guild (pronounced as in Dial), a screen star, and David Ross, whose orchestra talent is well known to radio and TV audiences.

The format of this show is just a twist to each of the ingredients which usually are put in the quiz recipe. A photograph is flashed on a large screen directly behind the panelists, who fortunately don't turn around until (oh-mi-gosh-so-that-was-it) the picture is identified correctly. A guest who sends in the photograph, is questioned by the panelists (cite *What's My Line?*).

One guest, a photographer's model, who wistfully asked "Where was I?" was settled smilingly in a bubble bath—in the photograph that is. Another picture was a photo of the guest and his wife at their wedding in the Bronx 13 years ago. That makes for oh so much fun—for the panelists.

While all these pictures were

flashed on the screen and questions like, "Is it east of the Mississippi?" came knowingly from the panelists, Joey Adams, the well-known comic and author of sorts, who made a guest appearance, brightened up the give-and-take with some humorous observations. It also gave each of the participants on the panel a chance to recall that "If I know Joey, I'd say that..." Aside from knowing Mr. Adams, the panelists fortunately were able to prod the answer (Mr. Adams and wife riding a camel in Palestine) with friendly assists from Mr. Seymour, like "That's almost right..." or "You're close... very warm..."

A refreshing interlude was the commercial where one learned that wine is still a delightful part of the gourmet's dinner table.

For all intents and purposes this reviewer waited patiently for the Detroit Lions vs. New York Giants professional football game which DuMont thoughtfully provided immediately following the close of *Where Was I?* Which is a good question: This reviewer had a living room seat on the 50-yard line. The game was great.

SHEEN PLANS

Drops Radio Role For TV

BISHOP Fulton J. Sheen has decided not to appear in his customary role of speaker on the *Catholic Hour* radio program (NBC Sunday, 2-2:30 p.m. EST) this coming season. A spokesman at his New York office Wednesday said that Bishop Sheen "preferred to give all his time to television" and explained that his duties have become too demanding for appearances on both radio and television.

The *Catholic Hour* is presented under the auspices of the National Council of Catholic Men and the program has been on the air for 23 years with Bishop Sheen appearing annually from January through Easter. A spokesman for the organization expressed the hope that Bishop Sheen's decision "isn't final and that he will reconsider."

An article in the *New York World Telegram & Sun* on Wednesday reported that while Bishop Sheen was in Europe, Gen. David Sarnoff, board chairman of RCA, and Milton Biow, president of the Biow Agency, approached the prelate regarding a television show to be sponsored by a cigarette firm over NBC-TV. Spokesmen at NBC, RCA and Biow denied that there was any truth to the report, while officials of the Society for the Propagation of the Faith, of which Bishop Sheen is national director, said that no comment could be made until the Bishop returned to New York this week.

RATE TRENDS

KBA to Discuss Oct. 13-14

TRENDS in the network rate situation will be discussed by Kentucky Broadcasters Assn. at the annual fall meeting to be held Oct. 13-14 at the Henry Clay Hotel, Ashland. Victor Sholis, WHAS Louisville, who has been active in the CBS Radio negotiations, will address the opening day luncheon on network rate trends.

The first day's agenda opens with a business meeting. The afternoon will include a sales clinic with W. T. Isaac, WHIR Danville, as panel chairman. Taking part will be Miller Welch, WLAP Lexington; Parker Smith, WKYW Louisville; Richard H. Goodlette, WKIZ Hazard, and W. Prewitt Lackey, WPAD Paducah.

Officers for 1953 will be elected at the morning session of the second day. Speakers at the luncheon will be Robert T. Mason, WMRN Marion, Ohio, NARTB District 7 director, and John T. Gelder Jr., WCHS Charleston, W. Va., president of West Virginia Broadcasters Assn.

Program clinic will feature the second afternoon, with Jean Clos, WKLO Louisville, as chairman. Other members will be J. Scott True, WFTM Maysville; Richard Martin, WCMI Ashland; Sam Livingston, WKYB Paducah, and Ed Brownell Jr., WLEX Lexington.



Ever Get That "Tired" Feeling?

Take a tip from little Bismarck—you'll sleep like a baby if you've put KFJR to work, selling families with the 4th highest buying power in the nation*... in wealthy North Dakota.

*SM 1951 Survey of Buying Power.

KFJR

BISMARCK, N. DAK.

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

OF LEADERSHIP

COMPLETE YOUR SALES PICTURE

WJDX

NBC AFFILIATE

JACKSON, MISS.

REPRESENTED NATIONALLY

GEORGE P. HOLLINGBERY CO.

Mississippi's per capita income increased 246 percent between 1940 and 1950. Let WJDX help you get the most from this growing market.

MYRON C. LECKNER

Succumbs at St. Petersburg

MYRON COLVER LECKNER, 67, former vice president and director, McCann-Erickson Inc., New York, died Aug. 31 at St. Petersburg, Fla., after a long illness.

In 1911 Mr. Leckner entered the advertising business as a salesman for Curtis Publishing Co. In 1922 he joined George H. Batton Co., where he stayed six years before joining Butterick Publishing Co. as vice president and advertising director. He rejoined Curtis in 1933 as associate editor of *Ladies' Home Journal*. In 1936 he joined McCann-Erickson as a client contact executive and became a vice president and director of the agency before his retirement in 1947.

Surviving are his wife and three children.

AFA Contest Judges

THE FOLLOWING five have accepted appointment by Elon G. Borton, president of Advertising Federation of America, as judges of the organization's 1953 national essay contest for high school students: Felix W. Coste, vice president, Coca-Cola Co.; John P. Cunningham, Cunningham & Walsh; Mrs. Beatrice Blackmar Gould, editor, *Ladies Home Journal*; D. C. Marschner, Shell Oil Co., and Dr. Glenn N. Merry, professor of marketing, New York U.

Key to a
\$6 Billion
Market

WRIL

560 kc.

The Philadelphia
Inquirer Station

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

Represented by THE KATZ AGENCY

allied arts



DANIEL G. SCHUMAN, assistant treasurer, Stromberg-Carlson Co., Rochester, elected controller.

DR. GEORGE W. BROWN, Rand Corp., Santa Monica, and visiting professor of engineering and mathematics at UCLA, to International Telemeter Corp., L.A., as engineer.

F. CLEVELAND HEDRICK Jr. resigns from Pierson & Ball, Washington, D. C. law firm. Mr. Hedrick opens own law offices at 1025 Connecticut Ave., N. W., that city. Telephone is National 5923.

NEIL T. REGAN, Chicago public relations man, appointed public relations counsel for Hallicrafters Co., same city.

AUFFORD-KELLEY Co., Miami, appointed by CBS-Columbia Inc. as Southern Florida distributor for firm's television receivers.

WARREN LEWIS, director, NBC Radio, Hollywood, to Don Sharpe Enterprises, that city, as general supervisor of radio-TV programs.

DR. KENNETH HARWOOD named head of U. of Alabama radio department.

HY BLOOM, N. Y., appointed regional sales representative for Pilot Radio Corp., that city, in New England states and Pennsylvania. **WALTER J. BRAUER & Assoc.**, Cleveland, will represent firm in Ohio, Kentucky and Pennsylvania east of Harrisburg; **FRED HAIGHT**, Seattle, in Washington, Oregon, Montana and Idaho; **CONRAD R. STRASSNER Co.**, L.A., in California, Utah, Nevada and Arizona, and **MEL PEARSON & Assoc.**, Denver, in Wyoming, Colorado and New Mexico.

ROBERT P. LAMONS appointed factory representative in eastern territory for Andrew Corp., N. Y. Area covers New York, New Jersey, Pennsylvania, Delaware, Maryland, Washington, D. C., Connecticut, Rhode Island and Massachusetts. **KARL E. STERNE** will represent firm in Maine, Vermont, New Hampshire and parts of Massachusetts.

ROBERT A. GRAEF appointed Chicago account executive, Gould, Gleiss & Benn Inc., marketing consultant firm.

Half-Year Ad Totals

DURING the first six months of 1952 advertising investments in radio totaled \$83.5 million, in TV \$88.7 million, in magazines \$279 million and in Sunday newspaper sections \$29 million, according to figures compiled by Publishers Information Bureau. Complete product-by-product advertising analysis of the 1,749 advertisers spending \$20,000 or more in these four media during the period is included in "National Advertising Investments in 1952, First Six Months," now being distributed by Leading National Advertisers Inc.

Equipment . . .

GENERAL ELECTRIC TUBE DEPT., Schenectady, N. Y., announces development of ceramic-and-metal envelope power transmitting tubes rated at 660 w power output as radio-frequency amplifier in class B TV transmission service and 1,100 w in class C telegraphy service. New tube, Type GL-6183, is designed for use in VHF ranges.

ASTATIC Corp., Conneaut, Ohio, announces production of new low-priced miniature microphone, Model 54M3, employing crystal element. Unit is designed primarily for recorder, PA, conference and other uses.

POLARAD ELECTRONICS Corp., Brooklyn, N. Y., announces production of studio picture monitor, Model M-104C, using 12" prelined screen kinescope removable from front. Input signal is 1 volt peak to peak and input impedance is 470,000 ohms.

PYRAMID INSTRUMENT Corp., Lynbrook, N. Y., announces development of Amprobe "300," new pocket-size volt-ammeter with nine ranges up to 330 amps and 600 volts. Instrument is of "snap-around" type which enables user to measure current instantly without shutting down equipment or making ammeter connections.

Technical . . .

HARRY BARTOLOMEL, KROW Oakland, Calif., appointed chief engineer, KVAN Vancouver and KOOS Coos Bay, Ore., succeeding **PAUL LEAKE** who has resigned.

New Ad Course

NEW course dealing with the basic principles of advertising, "Introduction to Advertising," will be given at Hunter College's School of General Studies, beginning Sept. 23. Fifteen Tuesday evening sessions from 6:50-8:30 p.m. will be conducted under the direction of Joseph Mendell Russakoff, president, Vanguard Adv. Agency, New York, and former president of the New York League of Advertising Agencies Inc.

SUMMER SHOWS

CBS Radio to Continue Five

FIVE out of six programs launched this summer by CBS Radio will be retained in the network's fall schedule, Lester Gottlieb, CBS Radio vice president in charge of network programs, announced last week.

The shows, which will become "regulars," are:

"December Bride," Sunday, 6-6:30 p.m., EST, starting Oct. 5; "Steve Allen Show" Saturday 9:30-10:30 p.m., EST, starting Oct. 4; "Gun smoke," Saturday, 7:30-8 p.m. EST, starting Oct. 4; "Doris Day Show," Thursday, 10:05-10:30 p.m., EST, starting Oct. 9 and "Horatio Hornblower," Friday, 9-9:30 p.m., EST, starting Oct. 3. The sixth summer program not fitted into the fall schedule is the "Frank Fontaine Show."

Mr. Gottlieb revealed that the commercial outlook for fall programming is "particularly bright" with sponsors taking up open time periods and renewing other programs. Among renewals listed:

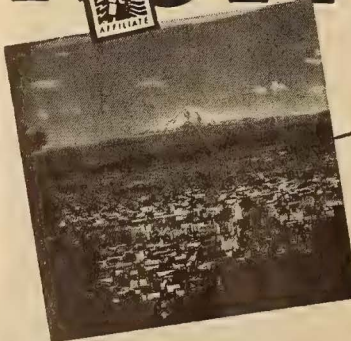
"Peggy Lee Show" (Tues., Thurs. 6:30-6:45 p.m. EST) for Oldsmobile "City Hospital" (Saturday, 12:30-12:55 p.m. EST) for Carter Products Co.; "Louella Parsons" (Tuesday 10-10:05 p.m. EST, starting Oct. 7) for Colgate-Palmolive Peet Co.; "The FBI in Peace and War" (Wednesday 8-8:30 p.m. EST, starting Oct. 1) for American Chicle Co.; "Mr. Keen Tracer of Lost Persons" (Friday, 8-8:30 p.m. EST, starting Oct. 1) for American Chicle Co.; "My Friend Irma" (Tuesday, 9:30-10 p.m. EST, starting Oct. 7) for Cavalier cigarettes; "Bing Crosby Program" (Thursday, 9:30-10 p.m. EST, starting Oct. 9) for General Electric Co.

Most of the 10:30 p.m. periods have been reserved for political broadcasts until Election Day, Mr. Gottlieb reported. Westinghouse will sponsor election coverage.

Return dates of some nighttime CBS Radio shows and sponsors, as announced by Mr. Gottlieb, follow:

"Arthur Godfrey's Talent Scouts," Thomas J. Lipton Co. (Sept. 1); "Bob Hawk Show," R. J. Reynolds Tobacco Co. (Sept. 1); "Hallmark Playhouse," Hall Bros. Inc. (Sept. 7); "Lux Radio Theatre," Lever Bros. Co. (Sept. 8); "Suspense," Electric Auto-Lite Co. (Sept. 15); "Amos 'n Andy," Rexall Drug Co. (Sept. 28); "Our Miss Brooks," Colgate-Palmolive Peet Co. (Oct. 5).

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.

Tips on TV Operation

(Continued from page 68)

to his primary function of supervising local and national sales.

No station will make a mistake by being discriminating in its selection of sales personnel. Indeed, it is wise management that will make every effort in building toward a strong, well-balanced, permanent sales group.

There are many instances of radio salesmen making the successful transition to TV selling, but management would be in serious error if it believes the change can be effected quickly and always effectively. It can be extremely awkward for some men to enlarge their thinking to a grand scale, as they must in selling TV. Too, the old days of being finished with a sale once a contract is signed is hardly applicable to TV. In many cases I have found that the major portion of a salesman's work begins once the contract is signed!

In point of numbers our theoretical operation boasts of a sales manager and four salesmen. In my opinion this is a maximum figure for the average situation.

The most satisfactory method of compensation—from a management standpoint—is a straight salary for all concerned. Although many stations have adopted a commission plan, we felt the newness of the medium obviated adequate experience in setting up a proper basis of compensation other than the salary standard. However, since all salesmen thrive on some kind of an incentive arrangement, contests and/or bonus arrangements, have been used to mutual advantage.

Production & Programming

Again versatility, more than anything else, insures a successful production department. This is not unknown to the radio station operator who utilizes his program manager as disc-jockey, m.c. and for "running the board". The same—only more so—is true in TV. Almost without exception, the economics of the situation demand that production personnel produce,

direct and appear as talent on almost all studio originated productions. Finding such personnel may well become the No. 1 bottleneck of future successful operations. Basically, a production man would be ideal if he were in his 30's, photogenic, fluent, imaginative, commercially alert with a film and radio background all built around ice-water veins. Most existing stations found these men in the radio ranks, not of choice but of necessity. In many cases it proved to be a costly and embarrassing procedure particularly where appearance before the cameras was desired. For there are few sights as pathetic as the old radio standby turned TV, without a script from which to read.

Actually it is the man with a theatre or film-making background who blends into the operation most readily. For he has a sense of drama, a passing familiarity with staging and picture composition. However, in this hydra-head function, ability represents but one of the necessary components. For his character, or more aptly perhaps, his characteristics are of paramount importance, because in production as elsewhere myriad detail must be faced. Thorough pre-planning of every assignment with its timing, music, art-work, camera effects and associated requirements are vital, be it on behalf of a one minute announcement or a full-hour production. A working compatibility with his colleagues, long a bugaboo of the broadcasting industry insures an overall professional feeling to each presentation. This harmony removes, in part, the danger of too frequent human error, an omnipresent element in television.

For this is a business fraught with technical problems bringing with them numerous periods of operational crisis. During these periods, the need for instant and intelligent reaction to the unlooked-for problem is yet another test of a competent production man.

Not to be overlooked in the re-

quirements is the necessity for having a physical balance within the department. Inasmuch as staff members are called upon to deliver commercials for countless local products, they must at all times be believable to the point of "looking the part". The young announcer in his 20's attempting to appear erudite on behalf of, say, a bank client, will instead appear ludicrous as he discusses with synthetic authority such mature subjects as amortizations and debentures.

As for the actual presentation, the direction and talent must ever be guided by the fact that television is the living room medium, and as such respect for the family at home must be in their consciousness. The director for his part must provide the maximum picture (closeup) wherever possible, while the talent's approach should be keyed with naturalness and simplicity. If (although this is almost hoping for too much) in addition to these qualities he demonstrates a commercial awareness, it would be well to keep him under glass. . . . he is that valuable!

Within the frame-work of the programming department are the copywriters. In our hypothetically-sized station we would employ the services of one full-time writer plus two other individuals who double in such allied duties as sales services and traffic. (This latter department incidentally can be chaos compounded if the personnel (2) concerned are not detail minded. Paper work originating from this nerve center smacks of Army procedures, but is absolutely necessary. All departments must be advised by these means not only as to schedule changes, but the procedures to be employed by each sponsor's telecast.

Compensation of all production people should, of course, be straight salary. However, production charges on live shows should include fees to be paid staff talent. This is not only a logical, but a mutually satisfactory arrangement between talent and management to augment the income of both.

Whereas in a large station you have specialists assigned to almost every function, in production, the small station economically demands that each man be capable of filling every known assignment on any given show. To have less than that on your staff is to be burdened with a luxury most operations can ill-afford.

Programming

Telecasting on a seven-day basis will not only get a station off to an auspicious start from an audience standpoint, but will stimulate that high priority commercial "must", television set sales. A good starting point would seem to be an early afternoon test pattern period (for set adjustment) followed by several hours of daytime programming. This can be followed in early evening with additional test pattern time and several hours of nighttime programs ensuing until sign-

off time at approximately 10 p.m.

Structurally it would be advisable to establish a programming goal much in the manner that a quota is set for sales so that the program schedule may expand naturally and in a manner approved by the viewing public. Top shows can be spotted at choice segments, to be surrounded alternately by local live programs and network shows of lesser calibre. Failure to establish a definite pattern can result in having to frequently program stellar family entertainment in a late evening segment thereby excluding the children from the show. Conversely, the pet target of television critics—the whodunits—must be programmed late at night or the consequences from an aroused and voluble group will be suffered.

Some of the best programs available are films especially made for the medium. Unfortunately the number of these quality packages is limited. Surveys indicate that these offerings can compete successfully with the best network shows.

Feature films (of dubious vintage) are held in the highest esteem. Paradoxically even when they are bad they are still pretty good. Thousands of films circa 1935 are available, but in such demand that most listings contain a disproportionate number of inferior product, known in the trade as "turkeys".

In addition to network and film

(Continued on page 87)



Ideal home for permanent tenancy! Perfect location (8:30-9:00 a.m. Monday through Friday) in well established neighborhood (Kansas City Primary Trade area). Dedicated recently by Bea Johnson (formerly Joanne Taylor) to the women of the Heart of America and operated strictly according to the Heart of American plan. Immediate occupancy for advertiser wishing to reach large wealthy group who dominate 55% of Midwest purchases. The KMBC-KFRM "Happy Home" is open for inspection at all times. Call, wire or phone your nearest Free and Peters office or KMBC-KFRM, Kansas City, Mo. Locations in the new development are moving rapidly and immediate commitments are recommended.

KMBC
of Kansas City
KFRM
for Rural Kansas

... 6th oldest CBS Affiliate ...

THE GEORGIA TRIO

ONLY A COMBINATION
OF STATIONS CAN
COVER GEORGIA'S
MAJOR MARKETS

represented
individually and
as a group by
THE KATZ AGENCY, INC.



THEY'RE LISTENING to one of President Harold E. Fellows' yarns at NARTB District 17 session (l to r): Lee Jacobs, KBKR Baker, Ore., NARTB director-at-large; Mr. Fellows; J. Archie Morton, KJR Seattle; Jennings Pierce, KMED Medford, Ore.; Ray Baker, KOMO Seattle; C. O. Chatterton, KWLK Longview.



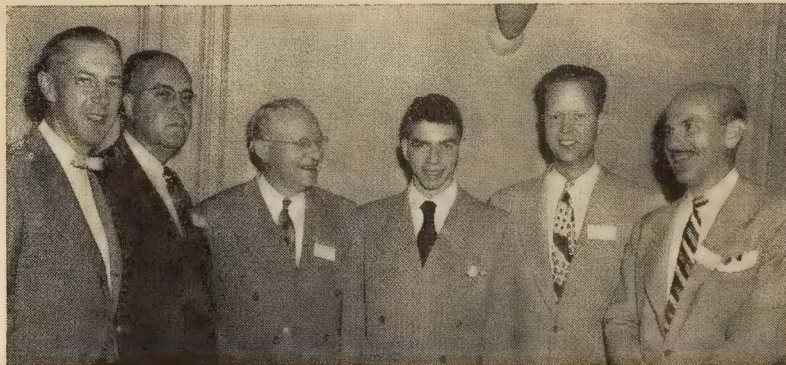
HANDS ACROSS the border at NARTB District 17 meeting (l to r): Les Smith, Blackburn-Hamilton; Harry R. Spence, KXRO Aberdeen, Wash.; George Chandler, CJOR Vancouver; C. W. Fisher, KUGN Eugene, Ore.; Maynard Marquardt, World Broadcasting System; Irwin S. Adams, KGON Oregon City.

* * *

Trade Agreement

NEW agreement signed by the U. S. and Venezuela provides additional tariff concessions for a number of electronic products. Marked for "new or improved" duty concessions between the two countries are radio-TV receivers and phonographs (including parts) and phonograph records. Agreement supplements a 1939 pact and will go into effect 30 days after U. S. Presidential proclamation and ratification by Venezuela.

JOHN F. PATT, president, WJR Detroit, has announced the directors have voted a dividend of 10 cents per share to be paid Sept. 12 to shareholders of record at close of business Sept. 5.



ALL-PORTLAND GROUP at NARTB District 17 meeting (l to r): Richard Brown, KPOJ; Howard Lane, KOIN; Harry H. Buckendahl, KOIN; S. I. Newhouse Jr., KGW; Roderick Johnson, KWJJ; H. Quenton Cox, KGW, district director.

Registration for NARTB District 17 (Ore., Wash., Alaska)

Held at Portland, Ore., Aug. 28-29 [B•T, Sept. 1]

Adams, Irwin S., KGON Oregon City, Ore.; Baker, Ray, KOMO Seattle, Wash.; Barnard, Alvin H., consulting engineer, Portland, Ore.; Beckley, Leo H., KBRC Mt. Vernon, Wash.; Bookwalter, L. S., KOIN Portland, Ore.; Brown, Dick, KPOJ Portland, Ore.; Buckendahl, Harry H., KOIN Portland, Ore.; Capps, Gordon, KSRV Ontario, Ore.; Carlson, Harry, UP, Portland, Ore.; Chandler, H. J. (Bud), KFLW Klamath Falls, Ore.; Chandler, George C., CJOR Vancouver, B. C.; Chatterton, C. O., KWLK Longview, Wash.; Chytil, Joe, KELA Chehalis-Centralia, Wash.; Coffin, Frank H., KGW Portland, Ore.; Cox, H. Quenton, KGW Portland, Ore.; Cox, Jim, Broadcast Music Inc., Hollywood, Calif.; Craig, Douglas I., Graybar Electric Co., Seattle, Wash.

Doherty, R. P., NARTB, Washington, D. C.; Downing, Carl, Wash. State Broadcasters Assn., Olympia, Wash.; Dunning, Dick, KHQ Spokane, Wash.; Durham, Warren J., KRSC Seattle, Wash.; Eimers, Dick, AP, Seattle, Wash.; Elder, Emerson, KPQ Wenatchee, Wash.; Fellows, H. E., NARTB, Washington, D. C.; Fisher, C. H., KUGN Eugene, Ore.; Fisher, C. O., KUGN Eugene, Ore.; Gartland, W. C., RCA Recorded Program Services, Hollywood; Goard, Stanley M., KPAM KPAM Portland, Ore.; Hardy, Ralph W., NARTB, Washington, D. C.; Hiatt, Leroy, KRNR Roseburg, Ore.; Higgins, Len, KTNT Tacoma, Wash.; Hillyer, C. R., KUGN Eugene, Ore.

Irwin, Vernice, KVI Seattle; Jacobs, Lee W., KBKR-KLBM-KSRV Baker, Ore.; Johnson, Rodney F., KWJJ Portland, Ore.; King, Peter, SESAC Inc., Los Angeles; Knightlinger, T. R., KTAC Tacoma, Wash.; Lane, C. Howard, KOIN Portland, Ore.; McCaw, Robert S., KXRN-KYAK-KALE Renton, Wash.; McCormick, Glenn, KORE Eugene, Ore.; McCready, S. W. (Mac), KUGN Eugene, Ore.; McMullan, Mike, Oregon Television Inc., Portland, Ore.; Marquardt, Maynard, World Broadcasting System, Los Angeles; Michael, Herb, KERG Eugene, Ore.; Miksche, Mike, KRCO Prineville, Ore.; Morton, J. Archie, KJR Seattle; Motter, Don, John Keating, Portland, Ore.; Newman, R. J.,

RCA-Victor Div., San Francisco; O'Halloran, Pat., KPQ Wenatchee, Wash.; O'Neil, Dave, Pacific Telephone Seattle.

Paul, Sol, BROADCASTING • TELECASTING, New York; Pierce, Jennings, KMED Medford, Ore.; Renhard, Julius A., RCA, Seattle; Rhodes, Ray, Paul H. Raymer Co., San Francisco; Riddalls, H. E., KRSC Seattle; Smith, Lester M., Blackburn-Hamilton Co., San Francisco, Calif.; Stiles, Walter J., Oregon Television Inc., Portland, Ore.; Stubblefield, Bill, NARTB, Washington, D. C.; Summers, Bob, Oregon State Broadcasters Assn., Eugene, Ore.; Thomlinson, R. E., U. S. Navy, Seattle; Treynor, William K., NARTB, Washington, D. C.; Trommlitz, L. W., KERG Eugene, Ore.; Warren, W. W., KOMO Seattle, Wash.; Wheeler, Chet, KWIL Albany, Ore.; Young, Duke, KUGN Eugene, Ore.

KPOL OPERATION

Begins in Mid-September

ADHERING to a policy of accepting no alcoholic beverages or tobacco advertising, KPOL Los Angeles, assigned 5 kw on 1540 kc, begins operations next Monday (Sept. 15), instead of Sept. 1 as originally scheduled [B•T, Aug. 25].

KPOL is licensed to Coast Radio Broadcasting Corp., of which Hugh R. Murchison is firm president and general manager. Charles Hughes is commercial manager and Floyd W. Hall, director of engineering operations.

KPOL's rate card No. 1 announces special rates: One hour, \$70; half-hour, \$45; quarter-hour, \$30; one minute, \$10; and half-minute, \$8.

Truman To Speak

AN ADDRESS by President Truman will provide the finale of the United Community Campaign's kickoff radio show to be broadcast Saturday, Sept. 27, over NBC, ABC, CBS and Mutual networks from 10 to 11 p.m. EDT. An all-star cast will include Ronald Reagan as m.c., Wendell Niles as announcer and such performers as Groucho Marx, Danny Thomas, Gordon MacRae, Loretta Young and Meredith Willson, with a large chorus and orchestra.

30 Years
of
Fitting a Medium to a Market

WSYR ACUSE
NBC AFFILIATE

Covers ALL of the Rich Central N.Y. Market

Write, Wire, Phone or Ask Headley-Reed

Pinning it down!

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

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

WBBW serves you best in Youngstown with its . . .

ABC **CONCENTRATED COVERAGE AND NO WASTE CIRCULATION** **REP. FOR JOE & CO. INC.**

WBBW
THE CHOICE OF MOST LOCAL ADVERTISERS
YOUNGSTOWN, OHIO
1228 AC

Tips on TV Operation

(Continued from page 85)

shows, the inevitable roster of local shows would include a forum-type show, as well as cooking, fashion, shopping, and amateur talent vehicles.

If your program schedule is not properly balanced, you will come to know it at once, for the same impact that motivates the commercial success of the medium tends to make your audience hypercritical—and outspoken.

Engineering

The new owner meets television's major expenses head-on when he begins to assemble his engineering equipment. He quickly adds words to his vocabulary while subtracting dollars from his capital as he comes into contact with camera chains at \$15,000 each, a field camera chain for a few hundred dollars less and a film camera chain for a few thousand less.

A low power transmitter, if suitable, and a 300-foot tower including all necessary installation will involve over \$100,000. True these are the blue chip items basic to the operation, but nevertheless it is only the beginning. . . . only the beginning. Such necessary and diversified items as control and film room equipments, lighting, microphone booms, film and slide projectors, mobile units, monitoring and recording equipment, all add up to an imposing sum. And if the initial expenses are formidable, the replacement and maintenance of the equipment also become a procedure involving daily reckoning.

Although the case history of equipment is still too new to be used as a guide, estimates have been set at \$100 per day per camera as an operating expense! Camera tubes themselves have a short life expectancy (at \$1200 per copy), curtailed even more by the fact that they cannot be ready for use until they have had a warming up (and depreciating) period of time.

Assuming, as we have right along, that about 20% of the pro-

gramming is to be live, a minimum staff of 13 engineers is required. Their assignments place them in audio or video control, transmitter or maintenance work. Once again a station can ill afford to have specialists whose knowledge is limited to a single facet. Everyone in this department must be qualified for all engineering duties.

The Plant

The new station will do well to plan for two studios on a ground floor level. Most existing stations soon outgrew their modest quarters with the result that needless expense and problems were incurred. Physically the lack of studio space, storage space, film receiving and shipping space were listed among the most regrettable errors of early planning.

Proper facilities would insure studios of at least 35' x 50' proportions. Two studios would allow for adequate rehearsal space and thus reduce the all too common back-to-back live programming problem.

The building itself need not be elaborate, but should be well lighted throughout and spacious. Architecturally even oversized Quonsets are in use with pleasant results.

Despite the high-flown language already directed toward TV on all fronts, its so-called "impact" has, if anything, been underrated. Success stories we have encountered stagger the imagination, and even while poetic license to exaggerate is permitted (as in the case of all sales managers) the results to an advertiser have been truly amazing. Naturally, any vehicle that produces more sales per advertising dollar spent, is assured of success. All the elements for that triumph, the "intimacy," the "sales receptivity," the appeal to the "audio and video senses," the zenith of achievement in the "palatable commercial," are present in the television medium. It remains only for station-owners-to-be to pave the rough-hewn road already

traveled by the industry's pioneers. Might be easy at that. . . . for in America the historical precedent for this type of progressive effort has long since been established. Indeed, we who have been in the industry for some time, may well expect to receive an education from oncoming stations. And if that is true, you won't mind if we monitor you. . . . as we continue to learn.

in the public interest . . .

WBAL-TV Baltimore's cowboys, Jimmie and Leon Short, obtained a needed wheelchair for a hospitalized little girl through their program, *Silver Saddle Round-Up*. The child's parents were unable to buy the girl a wheelchair and without one, she could not leave the hospital. The Messrs. Short told viewers of the child's plight. Within a few hours after the request was aired, a charitable organization came to the child's rescue.

* * *

Records Donated

WDRS Hartford has donated 200 musical recordings of all types to the Connecticut Tuberculosis Society for distribution to various institutions in the state. Periodically, WDRS donates records to the society for any use it designates.

* * *

KECA-AM-TV Cited

KECA-AM-TV Los Angeles has been cited for "warmhearted participation in Celebrity Parade for Cerebral Palsy" by the United Cerebral Palsy Assn. of L. A. County. KECA-TV televised a 17-hour marathon and KECA publicized it.

* * *

Polio Interviews

ART HOLBROOK, studio manager, WIBW Topeka, took a microphone into an isolation ward of Vail Hospital in Topeka and recorded interviews with 17 polio patients. Broadcast was applauded by WIBW listeners, the station reported.

* * *

Blood Appeal

WLWD (TV) Dayton used *Saturday Night Wrestling* and *Coffee Club* to help the local American Red Cross chapter meet its weekly blood quota in an emergency. Station made pleas on both programs and offered a free ticket to each wrestling fan who would donate his blood. Result: 120 tickets given, 120 pints of blood collected.

* * *

'Celebrity Parade'

WFIL-TV Philadelphia telecast Aug. 30 a 15-hour *Celebrity Parade* on behalf of the United Cerebral Palsy Assn.

PASCHALL NAMED

Is WNOE V. P., Gen. Mgr.

BENTON PASCHALL, vice president and West Coast manager of the defunct Liberty Broadcasting System, has been named vice president and general manager of WNOE New Orleans. He begins his new assignment today. Announcement was made by James A. Noe, station owner.

Mr. Paschall takes over duties of James E. Gordon, who resigned as president and general manager of WNOE to become general manager of WJMR and WRCM (FM) New Orleans [B*E, Aug. 25].

Before joining LBS, Mr. Paschall headed his own station representative firm in Los Angeles. Earlier, he was commercial manager of KROY Sacramento.

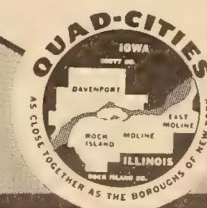
NEW mobile patrol unit has been placed in operation at WSRS Cleveland. Equipment used in remote broadcast coverage, includes an REL 50 w transmitter, two-way telephone, public address system, two turntables, AM and FM receivers, Walkie-Talkies and miscellaneous cables.

82nd in POPULATION

among Sales Management's
162 Metropolitan Areas

If people are consumers. But quality people are better customers. The depth of quality in the Quad-City market is an outstanding asset of 240,500 people who live here. Good ancestry, fine geographical location and diversified means of livelihood all contribute to the high standard of Quad-City living. WHBF is favored by the loyalty and friendship of Quad-Citians, accumulated during 25 years of service in radio broadcasting.

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



Quad-Cities' favorite

WHBF

TEICO BUILDING, ROCK ISLAND, ILLINOIS

Represented by Avery Knodel, Inc.

It's Happening in New Haven!

on
WNHC

where
Radio sells Radio

Five years on the air, Everybody's Radio Shop with 14 announcements and 7 quarter hours per week! It's radio for radio in New Haven. And in New Haven Radio it's WNHC!

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

Film Report

(Continued from page 79)

218 N. Canyon Drive, Beverly Hills, Calif., and appointment of Bernard Tabakin, formerly in charge of TV operations on the West Coast for Music Corp. of America, as vice president in charge of the company's West Coast operations.

Production . . .

Authors & Players Co., Hollywood, headquartered at Motion Picture Center, has been formed to produce 26 half-hour TV films, based on nationally recognized literary works and starring Academy Award winning actors. **Edward Lewis**, producer of CBS-TV *Schlitz Playhouse of Stars*, heads group. **Anthony Z. Landi**, Meredith Productions, that city, is co-producer, and **William Kozlenko**, writer and story editor for National Repertory Theatre Inc., that city, is associated in similar capacity. Production starts sometime in November.

* * *

Revue Productions, North Hollywood, Calif., has completed filming of "Gold Mounted Guns," starring **Rod Cameron**, for inclusion in *Gruen Guild Theatre*, half-hour TV series. **Phil Ford**, under contract to Republic Pictures, secured studio permission to direct the video film. "Iron Woman," starring **Jorja Curtright**, has been completed for

Chevron Theatre.

Firm's story department is now headquartered at 4063 Radford Ave.

Availabilities . . .

Fall distribution line-up of **United Artists Television** includes five new television-film program series, according to UA-TV Vice President **John H. Mitchell**. The new packages are: *Clete Roberts' World Report*, 15-minute news and analysis program produced by U.S. Television News. 264 programs now are ready, with number increased each week. Series is sold for telecasting one, two, three, four or five times a week. Also:

Cowboy G-Men new half-hour western series, specially made for TV by **Mutual Television Productions**. 13 programs already completed.

View the Clue, audience and home participation quiz show produced by **Nat C. Goldstone Productions**, with 13 programs finished.

Fun With Felix, audience participation magic show, produced by **G & W Productions**, with 13 shows completed.

* * *

ABC-TV will offer 30 minute filmed series *National Professional Football Highlights*, beginning Oct. 2. Series will be available for 13 weeks and can be presented on a local or regional basis at any telecast time or day after 7 p.m., local time, each Thursday of each week.

Random Shots . . .

Screen Gems Inc., Hollywood, has signed **Herbert Marshall** and **Joan Caulfield** to co-star in "Turnip's Blood" for NBC-TV *Ford Theatre* half-hour film series. **Sheridan Gibney** adapted the script from **Rachel Maddux'** novel of the same name. **Robert Stevenson** will direct for producer **Jules Bricken**.

Dick Haymes will play opposite **Diana Lynn** in "National Honey-moon" for same series. **Betty Reinhardt** based the script on a national magazine story by **Paul Horgan**. **James Neilson** will direct.

Screen Gems, also for *Ford Theatre*, has signed **Will Rogers Jr.** for the starring role in "Life, Liberty and Orin Dooley," a story of a Korean veteran who goes back to school in the fourth grade, and **Ellen Drew** for the feminine lead in "Birth of a Hero." **Robert Stevenson** also will direct these films.

* * *

Danny Cahn, film editor on CBS-TV *I Love Lucy* (Desilu Productions), named second quarterly TV award winner by American Cinema Editors, Hollywood. Other nominees were **Daniel Nathan**,

CBS-TV *Amos 'n' Andy* (Hal Roach Productions); **Robert Leeds**, NBC-TV *Dragnet* (Mark VII Productions), and **Norman Colbert**, NBC-TV *You Bet Your Life* (Filmcraft Productions), first quarter winner.

* * *

Pilot TV film has been completed by **Revue Productions**, North Hollywood, Calif., subsidiary of MCA, starring **Ray Milland**. **Richard Irving** directed the situation comedy, as yet untitled.

With script conferences being held at MCA, plans are also underway for a video film series to star **Joan Crawford**.

Johnny Mack Brown, whose Western feature film series was recently discontinued by **Monogram Pictures**, may star in a video version, now in formative stage by MCA.

* * *

Filmcraft Productions, Hollywood, has completed a special motion picture of behind-the-scenes filming of NBC-TV *You Bet Your Life* for showing at annual DeSoto-Plymouth dealers conventions to be held in major cities. Program star, **Groucho Marx**, is narrator.

* * *

Film subsidiary has been set up in Chicago by **McConkey Artists Corp.**, nation-wide theatrical booking agent. The film division, known as **MAC Studios**, will maintain production offices in Chicago only, with sale on commercials and shows handled nationally by men in **McConkey** offices.

Howard Grafman, who has been in charge of TV for **McConkey** in Chicago the past year, heads the new film division, assisted by **Dick Brinkman**, production director. He is a former director for **Vogue-Wright Studios** there.

This week the division will begin filming the remaining 12 episodes in a 13-minute dramatic series to be sold as a company package.

* * *

Two eight minute films, one in English and one in French, were prepared by the **British Broadcasting Corp.** for the opening of Canadian television at Montreal and Toronto, and flown to Canada for

use in the opening ceremonies. Films includes goodwill messages from the BBC to the Canadian Broadcasting Corp.

* * *

Peerless Television Productions has prepared a brochure as a selling aid to stations which have purchased the Peerless group of twenty-six feature films. It contains a complete description and the talent credits of each feature film production.

Film People . . .

George E. Cameron, former owner of KOTV (TV) Tulsa, is completing plans to enter independent motion picture production with "Sam Bass, Desperado," dramatized life of the Texas outlaw, first on his schedule. KOTV (TV) was recently sold to **Jack Wrather** and **Helen M. Alvarez** [B•T, Aug. 4].

* * *

Don Flagg, president of **Don Flagg Productions**, San Francisco, has been appointed West Coast representative for **DuMont's Film Syndication Department**. A former still photographer and movie cameraman, **Mr. Flagg** in 1948 was named Pacific Coast man for **Telepix Newsreel**.

* * *

James Van Trees has been resigned by **Filmcraft Productions**, Hollywood, as head cinematographer on NBC-TV *You Bet Your Life*, being filmed for **John Guedel Productions**.

* * *

Cosman Productions, Culver City, has signed **Milt Bronson**, former associate of **Abbott & Costello**, as dialogue director on *I'm the Law*, half-hour TV film series starring **George Raft**.

* * *

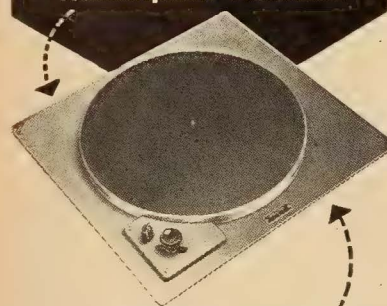
Reub Kaufman, president of **Guild Films Inc.**, has moved into New York headquarters at 510 Madison Ave., and will check into the Hollywood office only once every six weeks.

* * *

Nat Perrin, radio and motion picture producer-writer, has been signed as producer on CBS-TV *My Friend Irma*, second season of which starts Oct. 3. **Mr. Perrin's** last screenplay was **Warner Bros. "Sally."**

REK-O-KUT

Presents the New Model B-16H
THREE SPEED, 16"
Transcription Turntable



For the BROADCAST and RECORDING STUDIO

The Model B-16H is not a modification of a two-speed machine, but a completely new design, with operational features suggested by leading engineers in the field.

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- 45 RPM ADAPTER: Disappearing type, built into hub of turntable.
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EXPORT DIVISION: 458 Broadway, N. Y. C. U.S.A.
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and Still Going Strong!

(see inside front cover)

WLS

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Clear Channel Home of the National Barn Dance

WLW EXPERIMENT

To Block NBC Programs

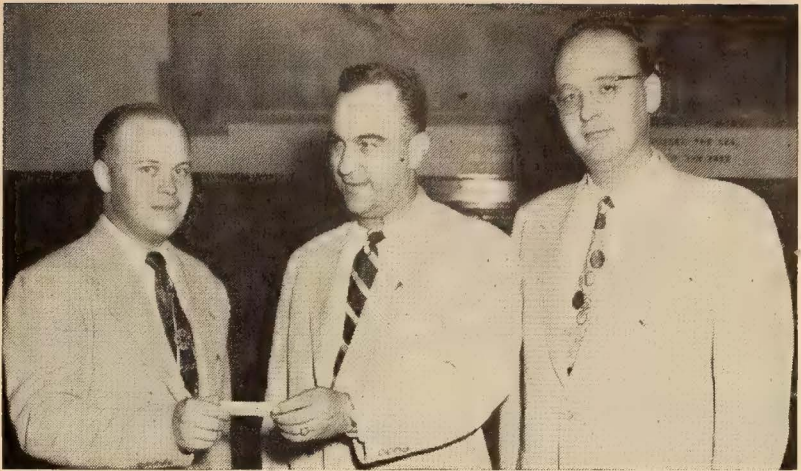
EXPERIMENT to test effectiveness of block programming has been launched by the NBC radio network and WLW Cincinnati. For the fall-winter-spring season, WLW will reschedule a number of NBC's nighttime programs to fit them into the station's block programming schedule.

The WLW schedule calls for drama on Sunday, music on Monday, comedy-variety on Tuesday, mystery on Wednesday, situation comedy on Thursday and Friday, and hillbilly and popular music on Saturday. NBC programs not complying with this pattern will be taped and rebroadcast at appropriate times on WLW. Rating and audience flow of the station will be carefully studied and compared with those for the rest of the network to determine the advantages and disadvantages of the block-program system. To keep the comparison clean-cut and avoid statistical complications, the block programming will be confined to WLW for the period of the experiment, NBC said.

Harry R. Bannister, NBC vice president in charge of station relations, commented: "NBC has always been interested in continually improving its programming service to its affiliates and to its audience. NBC welcomes this unique idea in programming and is enthusiastically giving its co-operation to the plan. We believe this is an extremely worthwhile experiment for our stations, our audience and our advertisers and will therefore be mutually beneficial."

"We want to thank the NBC advertisers for agreeing to certain rescheduling of their programs to make it possible for NBC and WLW to go forward with this plan."

BOARD of directors of Admiral Corp. has declared a regular quarterly dividend of 25 cents per share on stock outstanding, payable Sept. 30 to stockholders of record Sept. 19, Ross D. Siragusa, president and board chairman, has announced.



MR. PLATT (l) issues Kansas Bragger's Club card to Gov. Arn (c) while Ken Thomas, KJCK program director, stands by.

ELECTRONICS

EMPLOYMENT opportunities for students, veterans and others seeking a career in the electronics industry will remain "excellent" even if the current defense program runs its course in the next two years.

This conviction was expressed by the U. S. Labor Dept.'s Bureau of Labor Statistics in a report on "The Employment Outlook in Electronics Manufacturing." Bulletin was released last Thursday in co-operation with the Veterans Administration. The report covers the wide range of electronics, including the radio-TV receiver field and other applications in science, medical practice and industry. It stresses the likely expansion involving many industries which use or make electronics products.

Short-run prospects for employment are "especially favorable," the Labor Dept. explains, because of the defense program the next two years. Additionally civilian demand for radio and TV sets is likely to continue strong. The report notes:

In the immediate future, employment opportunities depend upon continuation of high levels of military production. But in the long run, the increased demand for civilian electronics products will provide many jobs. Commercial and industrial electronics production is expected to increase rapidly. Licensing of additional television stations and introduction of color television will stimulate the demand for television re-

Labor Dept. Surveys Employment Prospects

ceivers. However, the full effect of these developments upon employment may not be felt for several years.

Tracing the growth of electronics employment from a few hundred persons in 1922 to almost 300,000 in 1952, the report notes that most equipment is manufactured largely by semi-skilled and unskilled labor, with assembly workers comprising the largest occupational group. Less than 6% of the industry's work-force is employed in metal-working and tooling occupations.

Increased output the past 30 years is due more to improved manufacturing methods than any other factor, according to the report, and while workers probably have not increased proportionately in number, new manufacturing methods do have an impact on individual occupations. Number of professional and skilled workers is likely to jump, the report adds.

Technological development within the industry requires a large proportion of engineers, with this group comprising over 5% of the total work-force. Substantially higher proportion is used by makers of military and commercial equipment rather than by radio-TV set and tube manufacturers.

Long-run opportunities were reported favorable for engineers, electronics technicians, tool and die makers and skilled machine tool operators.

Electronics workers are now most highly concentrated in large eastern and mid-western metropolitan areas—one-third alone in Chicago, New York and Philadelphia as of March, 1951. But a trend toward decentralization has set in, with growth of branch plants in small communities. Electronics manufacturing has developed rapidly in the Far West, particularly in Los Angeles and San Francisco areas.

BRAGGER'S CLUB

Formed for Kansas by KJCK

NOT to be outdone by others, notably Texas, California and Florida, the state of Kansas has formed a "bragger's club" designed to sing the praises of the Sunflower State.

The club was organized by KJCK Junction City and carried through by Jim Platt, station's commercial manager. "For years I've always heard people . . . bragging about the virtues of their particular state. I've wondered what was the matter with Kansans . . . after careful research, I discovered the only wrong was that they simply didn't brag enough about Kansas." Thus, the idea for the Kansas Bragger's Club was conceived.

Among distinguished members are Kansas Gov. Edward F. Arn, Lt. Gov. Fred Hall, Sens. Frank Carlson and Andrew Schoepfle, Gen. Dwight Eisenhower, and Detroit ballplayers Cliff Mapes and Bob Swift.

KJCK is furnishing a membership card to any person sending his name and address to the station. There is no charge for membership. Card-holders pledge that "no matter where I am I'll always brag about Kansas. I will brag all the more when in Texas, California or Florida."



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Adds up to the right combination for sales results.

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fcc actions



AUG. 29 THROUGH SEPT. 5

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 96.

September 3 Decisions . . .

BY COMMISSION EN BANC Renewal of License

Following stations granted renewal of licenses on a regular basis:

KNEM Nevada, Mo.; KVCB Arkadelphia, Ark.; WAYS Charlotte, N. C.; WEEK Peoria, Ill.; WFAK Memphis, Tenn.; WNGO Mayfield, Ky.; WTP Charleston, W. Va.; WFMW-FM Madisonville, Ky.; WCTW (FM) New Castle, Ind.; WCLT-FM Newark, Ohio; WCOL-FM Columbus, Ohio; WDET-FM Detroit, Mich.; WEOL-FM Elyria, Ohio; WFAH Alliance, Ohio; WFJN-FM Findlay, Ohio; WFMJ-FM Youngstown, Ohio; WFRS Grand Rapids, Mich.; WHBC-FM Canton, Ohio; WIMA-FM Lima, Ohio; WJBK-FM Detroit, Mich.; WJR-FM Detroit, Mich.; WKBN-FM Youngstown, Ohio; WKBZ-FM Muskegon, Mich.; WLAV-FM Grand Rapids, Mich.; WLOK-FM Lima, Ohio; WLWA Cincinnati, Ohio; WMVO Mt. Vernon, Ohio; WSPD-FM Toledo, Ohio; WTOL-FM Toledo, Ohio; WTRF-FM Belleaire, Ohio; WVVO-FM Columbus, Ohio; WXYZ-FM Detroit, Mich.; WBBC Flint, Mich.; WCHO Washington Court House, Ohio; WCPO Cincinnati, Ohio; WDOK Cleveland, Ohio; WERE Cleveland, Ohio; WFJN Findlay, Ohio; WFYC Alma, Mich.; WGAR Cleveland, Ohio; WGGF Kalamazoo, Mich.; WGRO Bay City, Mich.; WHHH Warren, Ohio; WHIO Dayton, Ohio; WHOK Lancaster, Ohio; WIKB Iron River, Mich.; WILE Cambridge, Ohio; WIRO Ironton, Ohio; WJBK Detroit, Mich.; WJR Detroit, Mich.; WKHM Jackson, Mich.; WKMH Dearborn, Mich.; WLIO East Liverpool, Ohio; WMDN Midland, Mich.; WMOA Marietta, Ohio; WMPC Lapeer, Mich.; WMRN Marion, Ohio; WMTE Manistee, Mich.; WNXT Portsmouth, Ohio; WOHI East Liverpool, Ohio; WOHP Bellefontaine, Ohio; WONW Defiance, Ohio; WOOD Grand Rapids, Mich.; WPTW Piqua, Ohio; WSAI Cincinnati, Ohio; WSRK Cleveland Heights, Ohio; WTOL Toledo, Ohio; WTRF Belleaire, Ohio; WVVO Columbus, Ohio; WXYZ Detroit, Mich.; WJEF Grand Rapids, Mich.; WBEX Chillicothe, Ohio.

Petition Denied

American Civil Liberties Union—By memorandum opinion and order, denied petition of ACLU requesting clarification and revocation of the Commission's order of June 11, 1952, granting applications for renewal of certain licenses of ABC, CBS, NBC and WPXI Inc., and for rehearing on such action.

Extension of Waiver

WHDH-FM Boston, Mass.—Granted request for extension of waiver of Sec. 3.265 of rules to permit continued operation by remote control for the period ending March 1, 1953, with same conditions as those of original grant.

Advised of Hearing

KGAL Lebanon, Ore.—Is being advised that application to change facilities from 930 kc, 1 kw-D, to 920 kc, 1 kw, unl., raises questions of interference with KXLY Spokane, Wash., and indicates necessity of hearing.

New York Technical Institute of Cincinnati Inc., Denver, Col.—Is being advised that application for CP for new AM to operate on 1380 kc, 5 kw-D raises questions of interference with KVVO Cheyenne, Wyo., and indicates necessity of hearing.

AM—990 kc

KSVP Artesia, N. M.—Granted CP to change facilities from 1450 kc, 250 w unl. to 990 kc, 250 w-N, 1 kw-LS, make changes in ant. system, and change type of trans.; engineering conditions.

AM—1230 kc

KWRN Reno, Nev.—Granted CP to change frequency from 1490 kc to 1230 kc.

AM—1370 kc

WDXE Lawrenceburg, Tenn.—Granted mod. license to increase power from 500 w to 1 kw.

AM—1430 kc

WMOC Covington, Ga.—Granted CP to change facilities from 1490 kc, 250 w, unl. to 1430 kc, 1 kw-D and install new trans.; engineering condition.

ACTIONS ON MOTIONS

By Comr. George E. Sterling

Eastern Radio Corp., Hawley Bestg. Co., Reading, Pa.—Granted petition of Hawley Bestg. Co., of Aug. 27, 1952, to amend application to specify Ch. 33 in lieu of Ch. 61; on Commission's own motion dismissed as moot joint petition of July 17, 1952, by Eastern Radio Corp. and Hawley Bestg. Co. for reconsideration and grant without hearing of their applications, and July 21, 1952, petition of Hawley to amend to specify Ch. 33 in lieu of Ch. 61; on Commission's own motion applications were removed from hearing docket;

Granted petition of Eastern Radio Corp. to amend application to correct geographic coordinates of trans. site.

The Brush-Moore Newspapers Inc., Canton, Ohio—Granted petition to amend application to increase visual and aural power, minimum hours of operation, and required information concerning newly elected directors, revise equipment and installation costs, estimated cost of first year of operation; increase minimum weekly schedule of operation, revise program schedule, program percentages, and engineering section of application to reflect new trans. site, increase in proposed ant. height and increase in operating power.

Chief, Broadcast Bureau—Granted petition for extension of time from Aug. 25, to and including September 15, 1952, within which to file exception to initial decision released Aug. 4, 1952, in matter of renewal of license of KTXC Big Spring, Tex., and revocation of CP for KFST Fort Stockton, Tex.

WIHL Hammond, La.—Upon petition and supplemental petition of Chief, Broadcast Bureau, ordered that application of WIHL Broadcasting Co. is removed from hearing docket.

Chief, Broadcast Bureau—Granted petition for extension of time from Aug. 22, to and including Sept. 15, 1952, within which to file reply to petition of The Enterprise Co., filed Aug. 12, 1952, for amendment of issues in proceeding upon application for new television station in Beaumont, Tex.

Chief, Broadcast Bureau—Granted petition for extension of time from Aug. 21, to and including Sept. 15, 1952, within which to file reply to petition of WKY Radiophone Co., filed Aug. 11, 1952, for enlargement of issues in proceeding re application for CP for new television station at Wichita, Kan.

Chief Broadcast Bureau—Granted petitions for extension of time from Aug. 21, to and including September 15, 1952, to file reply to petition of Booth Radio & Television Stations Inc., and Trebit Corp., filed Aug. 11, 1952 for enlargement of issues in proceeding re applications for CP's for new television stations in Flint, Mich.

Chief, Broadcast Bureau—Granted petition for extension of time from Aug. 21, to and including Sept. 15, 1952, to file reply to petition of Head of the Lakes Bestg. Co., filed Aug. 11, 1952, for enlargement of issues in proceeding re application for CP for new television station.

Chief, Broadcast Bureau—Granted petition for extension of time from Aug. 21, to and including Sept. 15, 1952, to file reply to petition of The Radio Station KFH Co., filed Aug. 11, 1952, for enlargement of issues in proceeding re application for CP for new television station.

The Alaska Communication System, U. S. Army—Granted petition to intervene in hearing presently scheduled for Sept. 30, 1952, in proceeding re Arctic Telephone & Telegraph Co. application for mod. CP to change location of fixed public point-to-point telephone station from Fourth of July Creek, Alaska, to Anchorage, Alaska.

to add frequencies and to increase maximum power.

Atlantic City Bestg. Co., Atlantic City, N. J.—Granted petition to amend application to show more adequate staffing of proposed station and to correct error in Amendment 5, sec. IV, page 3, Paragraph 11 of application.

By Hearing Examiner

Hugh B. Hutchison

Penn Jersey Bestg. Co., Bristol, Pa.; Atlantic City Bestg. Co., Garden State Bestg. Co., Press-Union Pub. Co., Atlantic City, N. J.—Notice is given that pre-hearing conference will be held in Room 2230, New Post Office Bldg., Washington, D. C., at 10 a.m. on Wed., Sept. 10, 1952 upon application in this proceeding for purpose of considering among other things: necessity or desirability of simplification, clarification, amplification or limitation of issues; methods of developing proof relative to issues in proceeding, including possibility of stipulations of facts; procedure to be followed at hearing; possibility of limiting number of witnesses and amount of time necessary for said hearing; necessity or desirability of prior mutual exchange of exhibits between or among parties to proceeding; and such other matters as will aid in expeditious conduct of said proceeding.

By Hearing Examiner

Herbert Sharfman

American Republican Inc., WATER Inc., Waterbury, Conn.—Prehearing conference in this matter, scheduled for Aug. 29, 1952, is continued to Sept. 3, 1952, at 10:00 a.m., in Room 2230 New Post Office Bldg., Washington, D. C.

September 3 Applications . . .

ACCEPTED FOR FILING

AM—860 kc

KIFN Phoenix, Ariz.—CP to increase power from 250 w to 1 kw and install new trans.

Change Studio Location

WDOB Canton, Miss.—Mod. CP which authorized new AM for approval of ant., trans. and main studio location as east side of U. S. 51, north of Canton city limits.

KRMS Eldon, Mo.—Mod. CP which authorized new AM to change trans. and studio location from Eldon, Mo. to Osage Beach, Mo. and for approval of ant., trans., and studio location as north of intersection of U. S. Hwy. 54 and Lake Rd. 22-A, Osage Beach, Mo.

WCHN Norwich, N. Y.—Mod. CP which authorized new AM for approval of ant., trans. and studio location on Country Rd. 36, 830 ft. SW of intersection with Country Rd. 33, Norwich, N. Y.

AM—1050 kc

WBUT Butler, Pa.—CP to change frequency from 1580 to 1050 kc.

Renewal of License

Following stations request renewal of license:

KOSE Osceola, Ark.; KNBC San Francisco; KOA Denver; WKBN New Britain, Conn.; WDMG Douglas, Ga.; WAIT Chicago; KSTL St. Louis;

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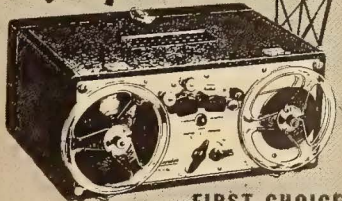
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WKYW Louisville, Ky.; WBOK New Orleans, La.; WACE Chicopee, Mass.; WCCM Lawrence, Mass.; KTIS Minneapolis, Minn.; WCAL Northfield, Minn.; KFAL Fulton, Mo.; KJSK Columbus, Neb.; KOWH Omaha, Neb.; WHEB Portsmouth, N. H.; WCKB Dunn, N. C.; WFRQ Fremont, Ohio; WESA Charleroi, Pa.; WHOD Homestead, Pa.; WEEU Reading, Pa.; WKJB Mayaguez, Puerto Rico; WDSC Dillon,

S. C.; KGNC Amarillo, Tex.; KALT Atlanta, Tex.; KFLD Floydada, Tex.; KTRH Houston, Tex.; KPET Lamesa, Tex.; KABC San Antonio, Tex.; WCYB Bristol, Va.; WHTN Huntington, W. Va.; WATK Rolling, Wis.

License for CP
WJEF-FM Grand Rapids—License

(Continued on page 96)

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Help Wanted

Salesmen

Florida coast station. Hard-hitting salesman to do competitive selling. No desk pilots wanted. \$75 guarantee against 15% of gross collected station revenue. You will be the only one selling. Send photo, references, experience. Box 782P, BROADCASTING • TELECASTING.

Sales manager wanted. Must have good background. 5000 watt fulltime station. Immediate opening. Box 342R, BROADCASTING • TELECASTING.

Salesman wanted immediately. single market money-maker. Livewire. \$300. to \$600. month salary plus commission. Air mail photo, experience KPRK, Livingston, Montana.

50,000 watt South Texas station wants topflight salesman due to growing volume. Protected territory and account list, high weekly guarantee, commission to man who can produce. Have TV application. Excellent earnings and assured future to experienced producer. K-SOX, Harlingen, Texas.

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

Experienced salesman, independent station, salary or draw, WGAT, Utica, N. Y.

Announcers

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

Florida coast station. Need one combo and one straight announcer. Both must be heavy on announcing that sells. Send tape or disc, experience record, references, first letter. Combo: \$80. Announcer: \$70 for 44 hours. Box 909P, BROADCASTING • TELECASTING.

Combo man with first class license needed at daytime Michigan station. \$70.00 for 40 hours. Box 269R, BROADCASTING • TELECASTING.

Newsman, single, experienced. Gather, write, local news and read; human interest angle. Interesting commentary-type news voice. Publicity build-up. Ohio. Box 275R, BROADCASTING • TELECASTING.

Announcer, experienced all phases. Good personality, ability to ad-lib commercials on DJ show. Morning shift. Good pay. Pa. daytimer. Box 277R, BROADCASTING • TELECASTING.

Announcer-engineer, 250 watt Virginia station. Box 300R, BROADCASTING • TELECASTING.

Announcer-engineer with first phone. Must have top announcing ability. CBS station in Southeastern city. Send all pertinent information, salary requirement, telephone number, etc. Box 319R, BROADCASTING • TELECASTING.

Radio announcer . . . permanent position for dependable man with good voice for Texas station. Box 321R, BROADCASTING • TELECASTING.

Combination announcer-engineer. First class ticket. Permanent position West-coast Pennsylvania. Write Box 326R, BROADCASTING • TELECASTING.

Help Wanted (Cont'd)

Immediate opening for good announcer-engineer on 5000 watt station. Capable of being chief engineer in short time. Box 341R, BROADCASTING • TELECASTING.

Wanted—Network calibre announcer, must be really good announcer with first class radiotelephone license. Starting salary \$100.00 per 35 hour week. Position permanent even should FCC relax first class license requirement. Pennsylvania station. Write Box 358R, BROADCASTING • TELECASTING.

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.

Announcer wanted by KGHF 5 kw ABC affiliate. Must be qualified for all phases of staff work including newscasting. This is a permanent position with opportunity for advancement. Please send photo, audition and complete information including salary requirements. KGHF, Pueblo, Colorado.

Operator-announcer with first phone. Announcing experience essential. KPOA, Honolulu.

Announcer-engineer. Emphasis on announcing. Good air salesman. Well-rounded experience. 1000 watt Mutual station in cool Central California coast community. Send disc, experience, references first letter. \$80.00 forty-four hours. KSBW, Salinas, California.

Wanted immediately—Announcer-engineer, emphasis on announcing. Central Arkansas, independent daytime station located in the foothills of the Ozarks. Excellent hunting and fishing. Prefer married man. Send tape and phone or write Manager, KWCE, Searcy, Arkansas.

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.

We need announcer-engineer now. Full-time, 1000 watt, ABC network with new, modern facilities. Wonderful Southwest market. Reasonable living costs. You will need car. \$60-\$75 for 40 hours to start and future includes TV. No discharge if FCC relaxes rule. KWSH, Wewoka, Oklahoma.

Announcer, 1 kw net affiliate. Strong on music, news, ad-lib. Send disc and references. WBCK, Battle Creek, Mich.

\$300 per month to good combination man for evening shift. ABC station 37 hour week, 1½ for all over 40, WGYV, Greenville, Alabama.

Need first class announcer-engineer at once. Experience preferred but not necessary. Starting salary \$65.00 per week. If your experience merits it, you will get more. Emphasis on announcing. Call or write WHLF, South Boston, Virginia.

Wanted—Two experienced announcers immediately. Prefer those from Southeast but not essential. Send all details to Nathan Frank, WHNC, Henderson, North Carolina. Phone 7136.

1000 watt Southern independent needs an experienced sportscaster personality. Send picture, disc, state salary. WIBR, Baton Rouge, Louisiana.

Top play-by-play sports announcer wanted by 5000 watt Midwest CBS affiliate to do football, basketball, baseball. Send audition immediately to Merritt Milligan, WTAD, Quincy, Illinois.

Help Wanted (Cont'd)

Wanted—Experienced announcer. Good pay. Good conditions. WKEU, Griffin, Georgia.

WOWO, Fort Wayne, seeks night-time announcer with good saleable record show in mind for late hours. Well chosen music is taken for granted, also average knowledge of record patter. Comedy not necessary, but show idea is. Forward vital statistics, photo and hour audition direct to Program Manager, WOWO, Fort Wayne, Indiana.

Wanted—One first class engineer. WTSE, Lumberton, North Carolina.

Technical

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

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

First class engineers needed. \$60.00 for 40 hours starting salary, time and one-half for overtime. Transmitter and control room operation, no announcing. Insurance, hospitalization, paid vacations. Experience desirable but not necessary. Southwestern regional station, TV applicant. Include snapshot with application. Box 293R, BROADCASTING • TELECASTING.

Chief engineer wanted for North Carolina daytime station. No announcing. Box 357R, 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.

5000 watt fulltime NBC station in city of 15,000 needs capable engineer to handle regular transmitter shift. Absolutely no application from drunkards or floaters. Should have transportation facilities. Prefer applicants who have worked in or lived in Kansas or adjacent state area. Call, wire or write short letter stating salary requirements, marital status and extent of experience plus references. Address application to Grover Cobb or Chester Wallack, KVGB, Great Bend, Kansas.

First phone, third man for daytime operation. Competent staff will teach you announcing. \$250. monthly, \$290. after trial period. KVLH, Pauls Valley, Oklahoma.

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

Engineer, first ticket. Experience not necessary. Network, no announcing. Write WCED, DuBois, Penna.

First class engineer for station now constructing new studios and 5000 watt directional. Pleasant working conditions. Permanent. \$60.00 week plus hospitalization. WGGA, Gainesville, Georgia.

New York regional station, directional antenna, has opening for a good engineer. Car necessary. Write WINR, Binghamton, N. Y. for interview. TV planned.

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

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

Help Wanted (Cont'd)

Engineer-announcer for new station. Pleasant working conditions. Excellent salary. Send disc or tape WTUS, Tuskegee, Alabama.

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.

Production-Programming, Others

Midwest NBC affiliate has opening for woman continuity writer. Excellent working conditions with TV possibilities. Box 309R, BROADCASTING • TELECASTING.

Pennsylvania daytime thousand watter needs news editor who can do some air work. Two tape recorders, Mini-tape and assistant. Excellent working conditions and opportunity to use your ability. Salary and extras. Box 206R, BROADCASTING • TELECASTING.

Florida coast station. Experienced girl to do all copy and traffic. Send resume, experience, photograph and sample copy. Box 223R, BROADCASTING • TELECASTING.

Experienced newsman to run beat and write news. Mike work possible but not necessary. Send full details and references to Box 235R, BROADCASTING • TELECASTING.

Announcer-copywriter, emphasis on latter, needed by top Southern independent. Must be dependable, sober, qualified to handle large volume. Excellent staff and working conditions. Permanent position. Write Box 236R, BROADCASTING • TELECASTING.

Experienced girl copywriter. Secretarial experience and shorthand desirable. Above average pay. Penna. daytimer. Send lots of sample copy and photo. Box 278R, BROADCASTING • TELECASTING.

Midwest NBC affiliate has opening for woman to handle commercial traffic and national business. Excellent working conditions. Box 310R, BROADCASTING • TELECASTING.

Program director, copywriter - announcer. Top pay for experienced stable man. Network station in South-east. Reply in full to Box 320R, BROADCASTING • TELECASTING.

Producer-director needed by 50 kilowatt midwest major network affiliate. Excellent opportunity for growth and advancement as station noted for important local programming. Prefer man with musical background and some scripting and announcing experience. Send photo, age and experience. Box 327R, BROADCASTING • TELECASTING.

Experienced writer (production, continuity). Midwest radio-TV. \$3600-\$4300. Box 338R, BROADCASTING • TELECASTING.

Experienced gal for continuity and air work. Must be able to turn out good, clean copy. No age limit. Box 340R, BROADCASTING • TELECASTING.

Houston's top independent wants local newsmen to cover downtown beat afternoon and night. Must have thorough reportorial experience. Car required. Long hours, hard work, good money. Send audition disc, script including local news, personal data and picture to KNUZ, Houston, Texas.

Commercial copywriter for 5,000 watt independent. Immediate opening. Contact Bill Whitlock, Station KRES, St. Joseph, Mo. Phone 4-6346.

Commercial copywriter capable of creating good, selling radio copy. Woman preferred who is capable of some air work and developing her own program. Give radio station experience, age, marital status, salary requirements, photo. Permanent position with 25-year-old station. KSEI, Pocatello, Idaho.

News-special events director. Experienced man who can get and report all the news. Three daily shows now solidly commercial. You'll follow top, well paid man. Send tape to Easter Straker, WIMA, Lima, Ohio.

Immediate opening experienced gal copywriter. Air mail complete data, salary requirements. WHIT, New Bern, North Carolina.

Help Wanted (Cont'd)

Television

Managerial

Wanted—Television manager for new UHF station in South. Excellent opportunity. Please give television experience. References, salary expected. Write Box 268R, BROADCASTING • TELECASTING.

Technical

Wanted—Chief engineer for UHF television station in Southern metropolitan market. Excellent opportunity. Please give references, salary requirements and experience. Write Box 313R, BROADCASTING • TELECASTING.

Television broadcast technician wanted immediately for construction and permanent job, experienced in wiring and trouble shooting. Send complete information to Ed Talbott, KROD-TV, El Paso, Texas.

Situations Wanted

Managerial

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.

Successful manager, excellent sales record and news commentator desires station with good potential. Box 226R, BROADCASTING • TELECASTING.

Can't buy into station. Made profit each year. Age 32. Plenty experience. Like small towns. Box 292R, BROADCASTING • TELECASTING.

Experienced salesman wants commercial manager position. I have common sense, excellent sales record, high billing. Know sales, merchandising and management. Good appearance, desire to advance. Prefer TV applicant, East or Midwest. Box 336R, BROADCASTING • TELECASTING.

General manager, experienced all phases from organization to construction and operation. Excellent record of sales and administration over 10 years. Will consider part ownership. College graduate, family man. Box 356R, BROADCASTING • TELECASTING.

Former station owner, 44, twenty years experience sales and management, available as manager or commercial manager. Doc Pournelle, 49 West High, Springfield, Ohio. Phone 5-3812.

Salesman

Straight selling, no hokum. Background: newspaper reporter, radio salesman-writer, agency AE. BBA, 32, single. Solid citizen, finest references character and ability. Want permanent radio and/or TV spot Southwest, preferable West Texas. Box 333R, BROADCASTING • TELECASTING.

Announcers

Announcer, experienced. 25, single veteran. Strong on music, news and sports. Box 324R, BROADCASTING • TELECASTING.

Situations Wanted (Cont'd)

Want western DJ with plenty of ability? Have ticket, musical talent, experience in western orks, DJ shows, board work, copywriting, news. Family man. Do entire show myself or augment with records. Box 252R, BROADCASTING • TELECASTING.

Announcer, experienced all phases. Presently employed New York State network affiliate. News, DJ, operate board. College grad. Age 24. Veteran. Available two weeks. Prefers 200 mile radius NYC. Letter, photo, tape on request. Box 291R, BROADCASTING • TELECASTING.

Announcer, first phone. Thoroughly experienced. Married, draft exempt. Excellent sportscaster, strong newscaster and DJ. Seeks permanency with future. Box 302R, BROADCASTING • TELECASTING.

Versatile announcer three years. Important markets. Best references. Clean operation. Offering good future only. Box 303R, BROADCASTING • TELECASTING.

Announcer-newscaster, 3½ years experience. University graduate. Veteran. Available immediately. Best references. Box 304R, BROADCASTING • TELECASTING.

Top commercial announcer and/or newsmen. Has friendliness and effectiveness that rings sponsors sales bells. Self-starter. Excellent references. Permanent position. \$100 minimum. Box 307R, BROADCASTING • TELECASTING.

Morning man . . . five years continuously successful experience wishes morning show in progressive, metropolitan Florida station. Proven ability to build and hold audience. Easy, sincere delivery, good ad-lib, musician, show biz background, married, car, young but not draft age. First phone license. Write all first letter. Salary, talent, hours, etc. Presently employed in Florida. Tape on request. Box 315R, BROADCASTING • TELECASTING.

Sports domination! Make your station tops in sports. Experienced baseball, football, basketball, boxing. Prefer West. Box 317R, BROADCASTING • TELECASTING.

Announcer, three years experience, top references. Seek congenial well operated station offering permanent worthwhile position. Box 330R, BROADCASTING • TELECASTING.

I'd like to run an all-night pop record show. May I help you? No hillbilly, please. Currently employed 50 kw metropolitan. Box 332R, BROADCASTING • TELECASTING.

Announcer-engineer. Strong on commercial and DJ work. Veteran, 28, married. \$70.00 minimum. Box 334R, BROADCASTING • TELECASTING.

Newsman—AM-TV. Top rated. Mature, authoritative delivery. Dignified camera presence. Minimum salary, \$10,000.00. Available three weeks notice. Box 335R, BROADCASTING • TELECASTING.

Situations Wanted (Cont'd)

Announcer, 2 years Western N. Y. Capable all phases of broadcasting, including board work. Desires Florida position. Box 339R, BROADCASTING • TELECASTING.

Announcer, experienced. Write copy. Operate board. 29, draft exempt. Prefer New York area or Eastern Seaboard. Box 344R, BROADCASTING • TELECASTING.

SRT graduate, 2 years indie experience—announcing, copywriting, traffic, programming. What have you in Florida? Box 345R, BROADCASTING • TELECASTING.

Sports announcer—To station that can offer a heavy play-by-play schedule, I can offer 12 years solid background as a radio-TV sportscaster plus the ability and willingness to handle other assignments. Can furnish excellent references. Presently doing sportscast with high Hooper in Major League city but want position that presents greater challenge and opportunity. Box 347R, BROADCASTING • TELECASTING.

Announcer, experienced. Young, single veteran. Good—music, news, sports. Box 350R, BROADCASTING • TELECASTING.

Good announcing reasonable. \$80. minimum. Midwest. Dependable, reliable. Box 352R, BROADCASTING • TELECASTING.

Attention—NARTB members who will be in Denver September 11-13. All-round announcer, major sports, seeking good pay position. Ward Goodrich, Phone FLorida 0712, Denver, Colorado.

Announcer, ½ year experience. Single, draft exempt. Write or call Eugene L. Books, 1808 Summit St., Eau Claire, Wisconsin. Tel. 222-78.

Staff announcer, 30, would like to try steady, smiling job at your mike. No illusions. Recommendations both stations I've worked. Lee Drake, 1102 West Edgemont, Phoenix, Arizona.

Situations Wanted (Cont'd)

Are you willing to give someone with ability, but no actual experience, a chance to get started? Thoroughly trained in radio technique. Strong on commercials, news, deejay, sports. Edward Marshall, 5630 Sheridan Road, Chicago, Illinois.

I'm a neophyte in radio . . . sure; but would like a chance to prove I can click! Thoroughly trained in radio technique. Strong on commercials interview, deejay. Dottie May Miller, 1520 N. Keating, Chicago, Illinois.

Trained beginner announcer desires staff position. 19, single, draft exempt. Operate control board. Jerome F. Nickels, 1628 W. Sunnyside Ave., Chicago 40, Ill. Ardmore 1-7997.

Announcer-engineer. 1st phone, draft exempt. Up to 10 kw experience. Strong news, sports. Will travel. William Rogel, 1275 Grant Ave., New York, N. Y.

Announcer, staff and board man. Strong on play-by-play. All major sports. No drink, no smoke, no float. Recent broadcasting school grad. Vernon Ward, 737 11th St., N. W., Washington, D. C. METropolitan 5255.

Newscaster-deejay, five years experience. First phone. Prefer progressive Midwest station. Personal interview. \$90. S. Willing, 610 South Tenth St., St. Joseph, Missouri.

First class, experienced tapes, playbacks construction. P. O. Box 447, Johnstown, Pa.

Technical

Engineer, first phone. Two years experience. No announcing. Draft exempt. Notice required. Box 211R, BROADCASTING • TELECASTING.

Radio operator, first class license, no experience. Family man, will travel. Box 299R, BROADCASTING • TELECASTING.

(Continued on next page)

Topnotch timebuyer

10 years exceptional radio-TV experience. Now placing \$7,000,000 annually of spot and network time on radio and TV for all types of accounts. Excellent working relationship with colleagues as well as with radio and television stations throughout the country.

BOX 305R,

BROADCASTING • TELECASTING

FARM DIRECTOR

50,000-watt network station interested in interviewing well established midwestern farm director.

Must be able to build and produce own programs. Also must have commercial agricultural connections and successful radio commercial background. In replying please give complete qualifications and enclose picture. All inquiries will be in strictest confidence. Unusual opportunity for advancement. Box 251R, BROADCASTING • TELECASTING.

Situations Wanted (Cont'd)

Engineer-announcer. First phone. Ham. 8 months experience, seeks good opportunity Southern California. Prefer CBS-MBS affiliate. Consider others, too. Box 306R, BROADCASTING • TELECASTING.

First class engineer, three months experience, desires position straight engineering, available soon. Box 314R, BROADCASTING • TELECASTING.

Control operator-announcer, especially proficient with quality production; all types recording and remotes. 5 years experience Southern CBS 5 kilowatt. Good record. Excellent references. Potential television cameraman. Contact Box 322R, BROADCASTING • TELECASTING.

Engineer, first phone. 5 years experience. Veteran. Permanent. Minimum \$65. Box 337R, BROADCASTING • TELECASTING.

Southeast—Engineer, experienced, dependable, cooperative, 26, veteran. Presently employed. Box 346R BROADCASTING • TELECASTING.

First phone, ham, three years military communications, technical schooling. Prefer NYC metropolitan area, studio or transmitter. Box 349R, BROADCASTING • TELECASTING.

Engineer—First phone license, no broadcast experience. 3½ years experience tape and wire recorder maintenance and repair. No announcing. Free to travel. Box 354R, BROADCASTING • TELECASTING.

First phone, 3 months experience combo. Straight studio or transmitter preferred, could handle short di Western states. Keith Fendall, 3639 Thirty Sixth West, Seattle, Washington.

Radio operator, 1st class license, 3 years schooling radio and television. Little experience. Phone LO 7-5205. William Holt, 3716 10th Ave., New York, N. Y.

Radio operator, first class license. No experience. 3 years schooling including television, radio service and repair. Desires position with radio broadcasting station. Irving Horowitz, 2805 Morris Ave., Bronx, New York.

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

Engineer, first class ticket, three years experience. Write or wire Albert Schoenblum, 20 Leonard Street, Brooklyn 6, N. Y.

Production-Programming, Others

Five years experience, sport director, program director, experienced all phases sports and operation. Excellent references. Draft exempt. Contact Bob French, KCIL, phone 6828, Houma, Louisiana.

Program director. Prefer medium to large market Middle or North Atlantic states. Thoroughly experienced, well educated, sober veteran and family man, over 30. Available two weeks notice. Replies promptly answered. Box 294R, BROADCASTING • TELECASTING.

Situations Wanted (Cont'd)

Continuity writer. Wide experience, top references. Prefer Illinois, Iowa, Minnesota. Wisconsin. Box 296R, BROADCASTING • TELECASTING.

Program director, married, desirous of change, well versed in all phases of broadcasting. Mature, good selling voice. Can produce. Box 308R, BROADCASTING • TELECASTING.

All-round man: program director, copy chief, copywriter, publicity-promos and production. Wide experience in AM, TV and agency work. Top references, college grad, vet, 29, single. Presently employed. Desires change with more opportunity. Prefers Midwest or Florida. Box 312R BROADCASTING • TELECASTING.

Attention: Sports program director available immediately. 5 years experience. Contact Bob French, KCIL, phone 6828, Houma, Louisiana.

Television

Managerial

Florida TV applicants—Executive with highly successful northern station desires future move to Florida. Can advise now and arrange for topnotch key personnel. Want profit sharing; might invest. Box 359R, BROADCASTING • TELECASTING.

Technical

Experienced Television station operator. Licensed. Working knowledge production, technical coordinator. Box 295R, BROADCASTING • TELECASTING.

TV studio engineer, 2 years experience in New York metropolitan area television with major network and independent stations. All phases of TV studio operation. AM studio and transmitter experience. Box 298R, BROADCASTING • TELECASTING.

TV applicants—Chief engineer 5 kw Midwest AM station and engineering advisor to well known TV program consultant, former network TV engineer and supervisor Midwest television station, wants change for personal reasons. Prefer West or South. 5 years TV planning, construction and operation. Best references. Can arrange personal interview. Box 311R, BROADCASTING • TELECASTING.

Production-Programming, Others

Associate director floor manager, 6 years entertainment business. N. Y. and Hollywood background. Last position top TV programs on largest network. Resume. Box 297R, BROADCASTING • TELECASTING.

For Sale

Stations

Profitable fulltime local independent in Pacific Northwest single-station market. High potential. \$25,000 down and good terms on balance. See this one—you'll like it. Box 254R, BROADCASTING • TELECASTING.

For Sale (Cont'd)

Rocky Mountain station. No competition. Volume over \$65,000. year. Priced to sell. Box 290R, BROADCASTING • TELECASTING.

Best chance you'll ever have to get a station of your own as low as \$5,000 down. Unlimited 250 watt station in western farm town, now under-financed. Excellent opportunity for good living for man and wife or one or two engineer-owners. Box 255R, BROADCASTING • TELECASTING.

A good 5000 fulltime network station for sale in good market. Selling because of ill health. Must go South. Must act fast. No relation to leave station to. Write Box 343R, BROADCASTING • TELECASTING.

Equipment, etc.

For sale on or about January 1, 1953 one GE six bay superturndial model TY-14F gain 6.4 complete with deicers and deicer control. Also, one RCA FM four section pylon antenna type No. BF-14D, gain 5. Box 250R, BROADCASTING • TELECASTING.

Collins 300FS 250 watt transmitter. Now in operation, KROS, Clinton, Iowa. Best offer takes.

1 kw Collins. Consider best offer above \$2200 FOB KWTO. Immediate possession. J. R. Adams, 223 Spring, Webster Groves 19, Mo.

One WE type 506-B2, 10 kw. FM transmitter, complete with one set of tubes. One WE type 5-A FM frequency and modulation monitor. One WE type 54-A, 4 bay clover leaf antenna. 150 ft. type 300 Wincharger tower, never erected; complete top plate guy wire strain insulators. Other small items also available. Sold as complete lot or separately. Contact Chief Engineer, Radio Station WAMS, Wilmington, Delaware.

Andrew 40-C phase monitor. 900 feet RG8U coax. For further information contact Cliff Inman, Chief Engineer, WEAM, Arlington, Va.

Four section heavy duty RCA FM pylon WE limiting amplifier model 110-A; Johnson iso-coupler; Clough-Brengle Co., power level meter model UDA; Clough-Brengle Co., beat frequency oscillator model OD. WSAU, Wausau, Wisconsin.

New 500 foot heavy duty triangular guyed television support tower with appurtenances including cast steel swivel base pivot with RCA antenna mounting plates. Immediate delivery. Wire or write J. J. Phillips & Son, 124 E. Lachappelle St., San Antonio 4, Texas. Telephone: Fannin 4616.

For sale — 250 watt AM transmitter, Motorola, less exciter \$500.00. Wire or call 2211 Gadsden, Alabama.

Wanted to Buy

Stations

Present manager wants to buy small market operation in upper Midwest. No brokers please. Write Box 260R, BROADCASTING • TELECASTING.

Wanted to Buy (Cont'd)

Former station owner wants to buy station. Principals. Confidential. Box 351R, BROADCASTING • TELECASTING.

Daytime kilowatt or 250 watt fulltime, Northeast preferred, by present owner. No broker. Send full details on market and financial status. All replies confidential. Box 355R, BROADCASTING • TELECASTING.

Equipment, etc.

Wanted—Used 5 kw AM transmitter. Box 318R, BROADCASTING • TELECASTING.

Wanted—Part or complete broadcast- ing equipment for 1 kw station, including antenna. State price and condition. Box 360R, BROADCASTING • TELECASTING.

We need everything to build a station. What good used equipment have you. Write or wire WETO, Gadsden, Alabama.

Corner console speaker, Altec Lansing or equivalent. Rev. W. K. Schwenher, S. J., Sacred Heart Program, 3670 West Pine Blvd., St. Louis 8, Mo.

Miscellaneous

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

Help Wanted

Salesman

SALES MANAGER WANTED

... for one of the nation's best known 50,000 watt network affiliates in a major Midwest market. Seeking executive with several years big-time radio sales experience.

Box 329R

BROADCASTING • TELECASTING

Television

Managerial

IMMEDIATE OPENING

for MANAGER

for licensed UHF station in major market. State full background, salary expected and references first letter. Box 353R, BROADCASTING • TELECASTING.

New England

\$35,000.00

A fulltime network operation located in a good single station market. A real opportunity for a good operator or two partners.

Northwest

\$45,000.00

A fulltime independent showing increasing profits in an attractive and growing Northwest area. Financing arranged.

Appraisals • Negotiations • Financing

BLACKBURN - HAMILTON COMPANY

RADIO STATION AND NEWSPAPER BROKERS

WASHINGTON, D. C.

James W. Blackburn
Washington Bldg.
Sterling 4341-2

CHICAGO

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

SAN FRANCISCO

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

SALES ENGINEERS

Well known manufacturer of radio broadcasting and communications equipment has openings for sales engineers in several areas including New England, Southeast, Midwest and Southwest. This is a salaried job plus increased remuneration for more sales. We want only men who are looking for permanent work and want to grow with us. Send full information first letter with picture, if available, along with territory preferred, if any. If you like selling and know equipment, you will be interested.

BOX 301R, BROADCASTING • TELECASTING

FCC Actions

(Continued from page 91)

for CP, as mod., which authorized new FM.

September 3 Applications . . .

ACCEPTED FOR FILING

Renewal of License

Following stations request renewal of license:

KIEV Glendale, Calif.: KNUJ New Ulm, Minn.; WVVO Columbus, Ohio; WPTW Piqua, Ohio; KBYE Oklahoma City, Okla.; KRMG Tulsa, Okla.; KPDQ Portland, Ore.; WJIG Tullahoma, Tenn.; KRCT Baytown, Tex.; WBAP Fort Worth, Tex.; KCNC Fort Worth; KIRO Seattle, Wash.

Change ERP

KPOJ-FM Portland, Ore.—CP to change ERP from 44 to 50 kw; ant. height above average terrain from 1,100 to 1,061.6 ft. and make changes in ant. system.

WOLF-FM Ames, Iowa—CP to increase ERP from 15.5 to 15.86 kw; ant. height above average terrain from 530 to 507.75 ft. and overall height above ground from 580 to 496 ft., 6 inches.

September 4 Decisions . . .

BY COMMISSION EN BANC

Increase Tower Height

WIOD Miami, Fla.—Granted CP to increase height of south tower from 300 to 464 ft.; engineering conditions.

Reinstatement of CP

WHVF Wausau, Wis.—Granted reinstatement of expired CP for new AM to operate on 1230 kc 250 w-unl., with expiration date to be six months from date of grant.

Request Denied

WLAD Danbury, Conn.—By letter, denied request for waiver of Sec. 1.324(b) of Commission's rules to permit WLAD to operate on certain night after time specified in license.

Petition Granted

KMLW Marlin, Tex.—By Order, granted petition for reconsideration of Commission action of April 17, 1952 denying application for extension of completion date for new station, set aside said action, and granted extension of completion date to March 1, 1953.

BY BROADCAST BUREAU

Change ERP

KTBC-TV Austin, Texas—Granted mod. CP to change ERP from 110 kw vis., 55 kw aur. to 102.9 kw vis., 51.45 kw aur. and to make ant. changes.

Extension of Completion Date

WEHS Chicago—Granted mod. CP for extension of completion date to 11-11-52.

Changes in Existing FM

WWDC-FM Washington, D. C.—Granted license covering changes in existing FM: 101.1 mc. 20 kw, 410 ft.

WOL-FM Washington, D. C.—Granted license covering changes in existing FM: 98.7 mc. 20 kw, 480 ft.

Extension of Authority

CBS Inc., New York—Granted exten-

FCC roundup



box score

SUMMARY THROUGH SEPT. 4

	On Air	Licensed	CPs	Appls. Pending	In Hearing
AM Stations	2,353	2,332	138	312	211
FM Stations	635	582	73	21	8
TV Stations	109	97	57	797*	144

* Filed since April 14.

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

For Television Grants and Applications, See Page 66.

Docket Action . . .

OPINION AND ORDER

American Civil Liberties Union—By memorandum opinion and order, FCC denied petition requesting clarification and revocation of Commission's order of June 11 granting applications for renewal of certain licenses of ABC, CBS, NBC and WPIX (TV), and for rehearing on such action.

Non-Docket Actions . . .

AM GRANTS

Monterey, Calif.—S. A. Cislser, 630 kc, 500 w daytime, antenna 150 ft.; engineering condition. Estimated construction cost \$10,000, first year operating cost \$40,000, revenue \$45,000. Grantee is vice president and 1/2 owner of WKYW Louisville, Ky. Filed July 31, 1951; granted Sept. 3, 1952.

Tarpon Springs, Fla.—WBOY Bestg. Assoc., 1470 kc, 5 kw daytime, antenna 210 ft.; engineering conditions, including acceptance of any interference from grant of William A. Wayne application for new AM station in Bartow, Fla. Estimated construction cost \$31,340, first year operating cost \$55,000, revenue \$55,000. Principals include A. H. Turner (25%), commercial manager of WPAG Ann Arbor, Mich.; Gail D. Griner (25%), president, manager and 50% owner of WGRO Bay City, Mich.; Frank Beauregard (25%), owner of Beauregard Department Store, Milan, Mich., and four other Michigan residents. Filed Oct. 22, 1951; granted Sept. 3, 1952.

Whitesburg, Ky.—Ky-Va Bestg. Corp., 920 kc, 1 kw daytime, antenna 275 ft.; engineering condition. Estimated construction cost \$25,940, first year operating cost \$50,000, revenue \$80,000. Principals include Charles F. Trivette (33 1/3%), owner of Virgie, Ky., auto sales, parts and service firm; Kenneth

sion of authority to transmit programs to CFRE, CKAC, CJAD and other stations under control of Canadian Bestg. Corp. for period beginning 9-15-52.

Extension of Completion Date

WABD New York—Granted mod. CP for extension of completion date to 3-13-53.

J. Crosthwait (33 1/3%), general manager of WLSI Pikeville, Ky., and **Mark Webb Jr.** (33 1/3%), advertising manager of Pikeville (Ky.) Daily News. Filed Oct. 13, 1951; granted Sept. 3, 1952.

Big Rapids, Mich.—Paul A. Brandt, 1460 kc, 500 w daytime, antenna 191 ft.; engineering conditions, including acceptance of any interference from grant of WSTR Sturgis, Mich., application. Estimated construction cost \$14,000, first year operating cost \$45,000, revenue \$50,000. Sole owner of grantee is Paul A. Brandt, owner of WCEN Mt. Pleasant, Mich., and Economy 54-\$1 Store, Mt. Pleasant. Filed Oct. 9, 1951; granted Sept. 3, 1952.

Lansford, Pa.—Miners Bestg. Service Inc., 1410 kc, 1 kw daytime, antenna 200 ft.; engineering condition. Estimated construction cost \$32,250, first year operating cost \$60,000, revenue \$70,000. Grantee is licensee of WPAM-AM-FM Pottsville, Pa.

Greenwood, S. C.—Radio Greenwood Inc., 1350 kc, 1 kw daytime, antenna 300 ft.; engineering condition. Estimated construction cost \$14,115, first year operating cost \$36,000, revenue \$48,000. Principals include **Matthew E. Williams** (18.3%), president and 10% owner of Stevens Industries Inc. (processing cottonseed, peanuts, fertilizer, cotton, sale of gasoline, automotive and home appliances, and feed), 16 2/3% owner of WGRA Cairo, Ga., and 16 2/3% owner of WFPM Fort Valley, Ga.; 13.75% owner of Radio Tuskegee Inc., applicant for new AM station in Tuskegee, Ala., and 1/2 owner of Winder-Monroe Bestg. Co., applicant for new AM station in Winder, Ga.; Executive Vice President **William C. Woodall Jr.** (25%), 50% owner of WDWD Dawson, Ga., 25% owner of WGRA, vice president and 13.75% owner of Radio Tuskegee Inc. and vice president and 1/2 owner of Winder-Monroe Bestg. Co.; Vice President **R. Geise Dozier Jr.** (18.3%), executive vice president and 6.98% owner of Stevens Industries Inc., president and 16 2/3% owner of WGRA, 13.75% owner of Radio Tuskegee Inc. and 1/2 owner of Winder-Monroe Bestg. Co.; Vice President **Ed Stevens** (13.3%), chairman of the board and 20% owner of Stevens Industries Inc., 50% owner of WDWD, 25% owner of WGRA, president and 25% owner of WFPM, 13.75% owner of Radio Tuskegee Inc. and 1/2 owner of Winder-Monroe Bestg. Co.; Vice President **H. W. Seymour** (11.8%), manager of S & W Co. (dealers in hardware, seed, farm machinery, home appliances and feed), and Secretary-Treasurer **Ed J. Young** (13.3%), executive vice president and 6.98% owner of Stevens Industries Inc., secretary-treasurer and 16 2/3% owner of WGRA, treasurer and 16 2/3% owner of WFPM, treasurer of Radio Tuskegee Inc. and secretary and 1/2 owner of Winder-Monroe Bestg. Co. Filed Oct. 8, 1951; granted Sept. 3, 1952.

Crossville, Tenn.—Arthur Wilkerson Lumber Co., 1340 kc, 100 w fulltime, antenna 150 ft.; engineering conditions, including acceptance of any interference from grant of WBAC Cleveland, Tenn., application. Estimated construction cost \$12,289, first year operating cost \$30,000, revenue \$36,000. Sole owner of Wilkerson Lumber Co. is **Arthur Wilkerson**. Filed Sept. 27, 1951; granted Sept. 3, 1952.

Lamesa, Tex.—Citizens Bestg. Co., 1360 kc, 1 kw daytime antenna 200 ft.; engineering condition. Estimated construction cost \$19,250, first year operating cost \$30,000, revenue \$40,000. Equal (20%) general partners include **E. J.**

Watkins, owner of South Plains X-Change Co. (buying, selling and dealing in real estate), Dawson County, Tex.; **David R. Worley**, general manager of KTFY Brownfield, Tex., and 25% owner of New Frontier Bestg. Co., applicant for new AM station in Seminole, Tex.; **Bruce C. Zorns**, vice president and minority stockholder of Brownfield State Bank & Trust Co., Brownfield, Tex., and Yoakum County State Bank, Denver City, Tex.; **John A. Flache**, manager of Alameda Theatre, Lamesa, Tex., and owner of farm lands in Dawson County, and **Hubert F. Nelson**, radio sales and service business, Lamesa, Tex. Filed Sept. 24, 1951; granted Sept. 3, 1952.

Appleton, Wis.—Bartell Bestrs. Inc., 1570 kc, 500 w daytime, antenna 185 ft.; engineering condition. Estimated construction cost \$18,000, first year operating cost \$36,000, revenue \$48,000. Grantee is licensee of WOKY Milwaukee, Wis. Filed Oct. 19, 1951; granted Sept. 3, 1952.

TRANSFER GRANT

WRDW Augusta, Ga.—Granted transfer of control from Ernest D. Black (25%) and Emmet G. McKenzie (25%) to **Grover C. Maxwell** (25%) and **Harry W. Jernigan** (25%) for \$10,000 (Messrs. Maxwell and Jernigan each pay \$5,000). Mr. Maxwell is 1/2 owner of Maxwell Bros. (furniture store) and Mr. Jernigan is 1/2 owner of Jernigan Hardware Co. **W. R. Ringson** and **Allen M. Woodall**, each with 25% interest in WRDW, retain their holdings. Granted Sept. 3.

New Applications . . .

AM APPLICATION

Tulia, Tex.—Tulia Bestg. Co., 1370 kc, 1 kw daytime; antenna 200 ft. Estimated construction cost \$20,850, first year operating cost \$25,000, revenue \$37,000. Sole owner is **Clint Formby**, manager of KPAN Hereford, Tex. Filed Sept. 3.

TRANSFER REQUESTS

KAGH Crossett, Ark.—Assignment of license from Fleet Inc. to **Julian Haas** for \$32,000. Mr. Haas is commercial manager of KARK Little Rock, Ark. Filed Aug. 25.

WJBB Haleyville, Ark.—Transfer of control from Roy Mayhall, H. E. Roy and Guy Roy, d/b as The Haleyville Bestg. Co., to **Haleyville Bestg. Co. Inc.** for \$12,500, to be paid at rate of \$300 monthly with 4% per annum interest on unpaid balance. Transferees include **President W. P. Thielens** (1/2), director of research and development for Gulf States Paper Corp. (paper mfr.) and 1/2 owner of WXAL Demopolis, Ala.; **WPBB** Jackson, Ala., and **WNPT** Northport, Ala.; Vice President **T. H. Gaillard Jr.** (1/2), general manager of WPBB and 1/2 owner of WNPT; Secretary-Treasurer **William Jordan** (1/2), general manager of WXAL and 1/2 owner of WNPT; **T. H. Todd** (1/2), general manager of WNPT; **William Harris** (1/2), manager of WJBB, and **Ruth Harris** (1/2), council manager of WJBB. After transfer, estimated yearly operating cost \$20,000, revenue \$25,000. Filed Aug. 25.

WGFG Kalamazoo, Mich.—Assignment of license from Harold F. Gross to **Howard D. Steere** for \$105,000 (\$10,000 down, \$40,000 upon closing date and \$55,000 within five years at \$11,000 per year with 5% per annum interest on unpaid balance). Mr. Steere was licensee of WREC Miami, Fla., from Feb. 15, 1950, to June 1, 1952, and now is management consultant. Filed Aug. 27.

KYSM-AM-FM Mankato, Minn.—Assignment of license from present partners to same partners with this change: **C. C. Clements**, owner of 500,014 out of 3,648,491 shares of stock, died; his stock will be controlled by **Marie C. Clements**, administratrix of his estate. No monetary consideration. Filed Aug. 25.

KVSF Santa Fe, N. M.—Transfer of control from A. R. Hebenstreit and S. P. Vidal, stockholders of Santa Fe Bestg. Co. (licensee of KVSF) to **New Mexico Bestg. Co.** (licensee of KGGM Albuquerque) in which Messrs. Hebenstreit and Vidal now have same interest as they have in Santa Fe Bestg. Co. Transfer contingent upon grant of application for new TV station by KGGM. No monetary consideration; no actual change of ownership or control. Filed Aug. 25.

WKNT Kings Mountain, N. C.—Assignment of license from Vernon T. Fox, Marshall T. Pack and Auburn C. Hayes, tr/as Kings Mountain Broadcasting Co., to **J. C. Greene Jr. and R. H. Whitesides**, tr/as Southern Broadcasting Co., for \$1,000. Mr. Greene is

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LAST CALL!

FOR
"THE 'RED' GRANGE
FOOTBALL SHOW"
ALL-TIME
ALL-AMERICAN

- Predictions • Headline News
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15 minutes, once a week for 12 weeks, during the Football Season begins week of Sept. 14 and runs through week of Nov. 30. Show is recorded weekly and expressed for Thursday or Friday broadcasting.

GREEN ASSOCIATES

520 N. Michigan

Whitehall 4-0818

Chicago 11, Ill.

commercial manager of WRHI Rock Hill, S. C., and 50% owner of Interstate Bestg. Co., applicant for new AM station at Greenville, N. C. [FCC Roundup, B.T. April 28, 1952]. Mr. Whitesides is owner of Western Auto Associate Store, Rock Hill, S. C., 60% owner of R. H. Whitesides & Co. (hardware and general merchandise store), Hickory Grove, S. C., 50% owner of Castle-Whitesides Furniture Co., Rock Hill, S. C., and owner of Mother & Daughter Shop (ready-to-wear store), Rock Hill. WKMT was granted CP July 10 [FCC Roundup, B.T. July 14, 1952]. Transfer request filed Aug. 21.

WTOG Toledo, Ohio—Transfer of control from Edward Lamb to **Edward Lamb** individually and as trustee for his son and daughter. No monetary consideration; no actual change of ownership or control. Filed Aug. 25.

KFST Fort Stockton, Tex.—Assignment of license from V. T. Anderson, E. W. Anderson, Clyde E. Thomas, George T. Thomas and Leonard R. Lyon (each 20%) to the Messrs. Anderson and Thomas (each 25%). Partnership of five persons dissolved by withdrawal of Mr. Lyon. Each of remaining partners agrees to furnish up to \$3,750 for construction of station. Nothing will be paid to Mr. Lyon for his withdrawal. Filed Aug. 21.

HEAVY TITLE BOUT

TNT Plans Nationwide

IN the first coast-to-coast theatre TV hookup the Joe Walcott-Rocky Marciano heavyweight title fight will be telecast by Theatre Network Television from Philadelphia on Sept. 23.

With arrangements already made for AT&T Long Lines, Nathan L. Halpern, head of TNT, in Los Angeles last week said that deals for transmission of the event to theatres in that city, San Francisco, Seattle, Denver and other cities are being worked out. Efforts are also being made to have a Portland theatre TV installation ready for that telecast.

In the event anything should happen to prevent simultaneous telecasting of the fight to the West Coast, Mr. Halpern said arrangements have been made whereby the western telecast will be film-recorded and transmitted to each of the theatre screens within less than an hour.

The fight will not be fed to Philadelphia theatres nor to those in New England, challenger Marciano's home territory. Neither will it be heard on radio he said.

TNT reportedly is paying International Boxing Club, promoters of the fight \$150,000 for exclusive coverage rights.

Maddux to Resign

RESIGNATION of R. C. (Pete) Maddux as vice president in charge of sales for WOR-TV New York will be announced shortly. Move follows last summer's realignment of station's executive personnel and integration of many WOR services with those of MBS when Mr. Maddux, formerly sales vice president for both radio and television at WOR, was assigned to TV sales exclusively, William Crawford becoming WOR radio sales manager. Mr. Maddux, now on vacation, has announced no future plans, nor has WOR-TV named his successor. He had been with WOR for a dozen years.

TV Grants Now Total 49

(Continued from page 95)

of WKST's AM towers will be employed. The year-old WKST transmitter building was designed to accommodate TV, Mr. Townsend stated, and TV service is expected to be rendered to an area encompassing Youngstown, Butler and Beaver Falls in addition to New Castle.

Edward Lamb, owner of Midwest TV Co., reported the Massillon UHF Channel 23 station may use interim operation in order to present prompt new service to the area. Massillon is within coverage range of Akron and Canton. Transmitting equipment is on order from RCA and studio equipment is already on hand. Mr. Lamb already operates VHF stations WICU (TV) Erie, Pa., and WTVN (TV) Columbus, Ohio.

WAKR Akron hopes to commence operation of its UHF Channel 49 station by the first quarter of next year, possibly with interim power, according to S. Bernard Berk, president. Equipment will be obtained from RCA. WAKR originally ordered VHF equipment from RCA five years ago, he noted.

Meanwhile, two TV applicants have petitioned FCC with respect

to their comparative hearings. WDEF Chattanooga, which seeks Channel 12 there, last week asked the Commission to dismiss the competitive bids of Southern Television Inc. and Tri-State Telecasting Corp. on grounds that they are defective.

Lorain Journal Co., Lorain, Ohio, asked the Commission to deny petition of WEOL Elyria, neighboring town, for a conditional grant on Channel 31. The newspaper applied last June 30 for Channel 31 in Lorain and WEOL applied in August for the same channel in Elyria, which is within the 15-mile community radius.

WEOL had replied to the Journal application by asking FCC to grant its own application conditionally and to set the Journal application for hearing [B.T. Aug. 25]. The Journal Co. last week replied that grant of one mutually exclusive application without a hearing on both would be prohibited by the Ashbacker decision, saying also that the decision points out that grant of one application and designation of the other for hearing places the applicant without a station on the air at an unfair com-



OSCAR KATZ (l), research director, CBS Television, signs contract as the network orders Nielsen Coverage Service. **Arthur C. Nielsen**, president of audience research firm bearing his name, looks on.

petitive advantage.

Violation of the Fifth Amendment also is claimed by the Journal Co., as well as Sec. 1.382(d) of the FCC rules prohibiting a grant without hearing unless it "would not preclude the grant of any mutually exclusive application."

In addition the Journal Co. claims WEOL has not shown that prompt service is needed in Elyria or that the grant would be in the public interest or that the Journal grant would violate the Communications Act or FCC rules. The newspaper admits practices that led to denial of its Mansfield, Ohio, broadcast application because of purported stifling of radio competition, but added that the practices have been discounted and therefore it is not barred as a licensee.

TRANS-OCEANIC TV

Within Five Years Is Sarnoff's Prophecy

BRIG. GEN. DAVID SARNOFF, RCA board chairman, is firm in his conviction that a nation-to-nation television circuit "if properly used . . . can cultivate better understanding . . . and help to reduce the tensions of misunderstandings."

He reiterated his belief that international TV can be realized within five years, while addressing the Weizmann Institute of Science at Rehovoth, Israel, July 27. He returned to the U. S. last Tuesday from his trip abroad.

During the course of a lecture on "Progress in Electronics" at the institute Gen. Sarnoff said:

"During the next five years we may expect to see television established on an international basis . . . international television will become a powerful aid socially, educationally and politically."

"I firmly believe," he said, "that before too many years pass, New York, Chicago, San Francisco, in fact all the cities and towns of the United States will be able to tune in the panorama that television will present of Israel and the Mediterranean world. Similarly, you will be able to view America as the electronic cameras swing from nation to nation."

Gen. Sarnoff was named an Honorary Fellow of the Weizmann Institute, the first so honored.

Upon arrival in New York aboard the *S. S. United States*, Gen. Sarnoff issued the following statement:

"In the free countries of Europe,

some progress is visible on the surface. But as the surface problems thin out, the basic ones underneath rise to the top. In the main, they are financial, economic and political and, therefore, inseparable. To solve these, Europe needs most of all world-peace and time. Given these, I believe that progress will continue to be made.

"During our two-month stay abroad, we visited England, France, Greece, Turkey and Israel. It feels good to be home again for there is no place like America. I wish it were possible for all Americans to visit abroad, as I am sure they would return home with greater appreciation for the blessings and the privileges enjoyed in the United States."

NASSER DECREE

Judge Orders Rehearing

U. S. District Court Judge Harry C. Westover has scheduled a rehearing today (Sept. 8) on his July 31 decision [B.T. Aug. 11] overruling an earlier decree by the referee in bankruptcy, Benno M. Brink, that four feature movies produced by James and George Nasser, be made available for television showings [B.T. Mar. 10]. The pictures are being theatrically released by United Artists.

The rehearing petition was made by George T. Goggin, attorney for the brothers. Charles A. Loring, is UA counsel.

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

Another BMI "Pin Up" Hit—Published by Acuff-Rose

JAMBALAYA

On Records: Jo Stafford - Paul Weston—Columbia; Neal Hefti - Frances Wayne—Coral; Hank Williams—MGM; Rex Allen—Decca; Moon Mullican—King.

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NEW YORK • CHICAGO • HOLLYWOOD NEW YORK 17, N. Y.



at deadline

METROPOLITAN OPERA TO BE ON 'OMNIBUS'

FORD FOUNDATION has signed contract with Metropolitan Opera Co. to present opera especially produced for television on *Omnibus* (its 90 minute television program on CBS-TV). For program Metropolitan will present two, and possibly three, operas in English during 1952-53 season featuring Met's foremost artists and conductors. Choice of operas and casts will be announced later. For these presentations *Omnibus* will depart from its diversified format to devote entire program to each opera.

Robert Saudek, director of TV-Radio Workshop of Ford Foundation said, "wide variety of stars and features which will appear in *Omnibus* made it essential that the world's greatest opera company, the Metropolitan, be represented. We are delighted that the creative spirit that Rudolf Bing has brought to opera will now be extended to especially produced television features in the language all America can understand and interpreted by the great stars of the operatic stage."

NEW TV APPLICATIONS

Two applications for new TV stations filed with FCC Friday, raising total requests for TV outlets filed since April 14 "thaw" to 799 [also see TV GRANTS & APPLICATIONS, page 66]. Two other applications, both seeking change in transmitter location, came from KDYL-TV Salt Lake City (on the air since July 1948), and KPTV (TV) Portland, Ore., which recently got CP [TV GRANTS, B•T, July 21]. New applications:

Atlanta, Ga.—WEAS Inc., UHF Ch. 36, ERP 19.5 kw visual, 9.75 kw aural; antenna height above average terrain 507 ft. above ground 465 ft. Estimated construction cost \$162,950, first year operating cost \$350,000, revenue \$625,000. Applicant is licensee of WEAS Decatur, Ga.; WJTV Savannah, Ga.; WGOV Valdosta, Ga., and KWEM West Memphis Ark. Principal owner, E. D. Rivers Jr. (99.9%), also seeks TV stations in Savannah, Valdosta and Memphis [see TV APPLICATIONS, page 78, for Memphis application].

Portland, Ore.—Cascade Television Inc., VHF Ch. 8, ERP 316 kw visual, 158 kw aural antenna height above average terrain 1,281 ft., above ground 574 ft. Estimated construction cost \$692,367, first year operating cost \$480,000, revenue \$420,000. Principals include President George C. Sheahan (10%), petroleum distributor; Vice President David McKay (30%), president and majority owner of KOLO Reno, Nev., and KORK Las Vegas, Nev.; Vice President Clayton R. Jones (20%), president of stevedoring and ship-fitting firm; Treasurer Thomas W. Young (10%), president of wholesale jewelry firm, and five others with minority interest.

Change in Existing Station

KDYL-TV Salt Lake City, Utah, VHF Ch. 4, ERP 0.006 kw visual (from 0.004 kw visual), 0.003 kw aural (from 0.002 kw aural); antenna height above average terrain 3,083 ft. (from 542 ft.), above ground 182 ft. (from 330 ft.). Transmitter location to be 17 mi. SWW of Salt Lake City, instead of Mt. Nelson.

Change in CP Requested

KPTV (TV) Portland, Ore., UHF Ch. 27, ERP 87.9 kw visual (from 91 kw visual), 43.9 kw aural (from 46 kw aural); antenna height above average terrain 1,023 ft. (from 1,300 ft.), above ground 251 ft. (from 496 ft.). Studio location to be at 735 SW 20th Place, Portland. Transmitter location to be at north end of Council Crest Park in west hills of Portland, instead of Portland Heights.

NORTH DEBUT

TELEVISION debut of *Mr. and Mrs. North* has been set for Oct. 3 over CBS-TV, 10-10:30 p.m. EST. Colgate-Palmolive-Peet Co., sponsor of program on radio, will also sponsor television version. Sherman & Marquette is agency.

NETWORK LISTENING

PULSE'S report on nighttime radio listening in TV homes in New York area shows, contrary to popular belief, that 52.6% of radio listening was tuned to four networks as against 47.4% for independents; that all radio listening has increased in past 15 months. Survey prepared for CBS Radio.

Business Briefly

(Continued from page 5)

as musicians and colorful personalities, according to Irving Townsend, advertising manager.

NAME CHRISTIANSEN • Jewel Food stores, Chicago, names Christiansen Adv. as agency. James Green, formerly of Herbert S. Laufman Co., is account executive. Radio used.

ARNOLD BAKERS CHANGE • Benton & Bowles, N. Y., has resigned Arnold Bakers Inc. account, effective Dec. 1.

KIX BUYS • General Mills (Kix cereal) signs for one-minute announcement, plus opening and closing billboards, in each of the five M-G-M Radio Attractions programs on Mutual which are available for network sale. Purchase, under Mutual's multi-message plan, is effective with return of shows on Sept. 29 after summer hiatus. Agency for General Mills: Tatham-Laird, Chicago.

FOWLER GETS DEFENSE POST

HENRY H. FOWLER, Defense Production Administrator, named Friday by President Truman as Defense Mobilizer, succeeding Dr. John R. Steelman, assistant to President, who occupied post since resignation of Charles E. Wilson. Mr. Fowler continues production post until he can determine if office can be merged with new job. He told President he could not hold mobilization post longer than end of year.

CAMPAIGN SERIES

NEW CBS-TV program, *Whistle Stop Campaign*, scheduled to begin Sunday with film footage on each of two major Presidential nominees' campaign activities. First program set for 4-4:30 p.m. EDT but subsequent shows will be carried on Sundays, 3:30 p.m. EDT. Charles Collingwood to be narrator.

ANTELL FORMULA No. 1

CHARLES ANTELL Inc., maker of Formula No. 9 hair cream and shampoo, parlayed a \$240 TV show into a 12 million dollar business in two years," simply by not making mistake commonly being made today in television commercials," Charles D. Kasher, Antell president, told Merchandising Executives Club of New York, last week. "Superficially disguised radio commercials, jingles or animated billboards, don't belong on TV. They certainly can't do the job a salesman can, because no one can sell like a salesman," he said.

PEOPLE...

APPOINTMENT of CHARLES E. WILSON, former director of Office of Defense Stabilization, as national campaign chairman for 1952 Crusade for Freedom announced by Henry Ford II, national chairman. Mr. Ford has left for six-week trip abroad to inspect Munich facilities of Radio Free Europe.

DAVID HALE HALPERN, vice president. Owen & Chappell, New York., in charge of radio and television, to Biow Co., same city, as account supervisor on Ruppert Brewery.

LESTER S. ROUNDS, Benton & Bowles, N. Y., account executive, returns to the public relations staff of Kudner Agency, N. Y., as director of promotion, Sept. 15.

BAYARD R. HAND, formerly with Elmer Roper and John F. Dunn, with Stewart Douglass & Assoc. to Fuller & Smith & Ross, N. Y., as research associate.

ROBERT F. MESKILL joins the Chicago sales staff of O. L. Taylor representative firm, replacing Jack Grosscup, who has resigned. Mr. Meskill is former general manager of WJBC Bloomington, Ill.

NOEL E. THOMPSON, former assistant of KGNC Amarillo, Texas, reappointed to staff as sales manager succeeding late John G. Ballard. Recently Mr. Thompson has been at KFYO Lubbock and KTSA San Antonio. KELLY MADDOX, former NBC Chicago production director, named program manager of KGNC-TV, effective Oct. 1. He will be stationed at WFAA-TV Dallas for training until March.

BECKMAN HEADS ABC STATION RELATIONS

ALFRED B. BECKMAN has been promoted to national director of ABC's newly integrated radio and TV station relations department. Ernest Lee Jahneke, vice president and assistant to president, announced Friday. William A. Wylie, director of ABC's radio stations department, was named manager of new department and Don Buck, regional manager of TV stations department, becomes director of sales and station traffic, position formerly held by Mr. Beckman.

Mr. Jahneke said integration of radio and TV station relations does not set pattern for other ABC departments, which will continue to function separately. Station relations integration seemed logical when research showed majority of new ABC TV stations going on air will be co-owned by ABC radio affiliates, he stated.

WNBC WNBTV (TV) CHANGES

WNBC and WNBTV (TV) New York this week reorganize their radio and television personnel, Ted Cott, NBC vice president and general manager of WNBC-WNBTV announced, because of greater expansion of local programs. Under new plan, Richard (Dick) Pack, program director of WNBTV, becomes director of program operations of WNBC-WNBTV. Jack Grogan, in charge of programs of WNBC, shifts to WNBTV as production supervisor. Under Mr. Pack, Steve White, staff director and writer-producer of Kate Smith radio show, becomes program manager of WNBC, and Peter Affe, operations supervisor of WNBTV, becomes program manager of WNBTV. WNBTV will have its own permanent studio and its own engineering crew hereafter.



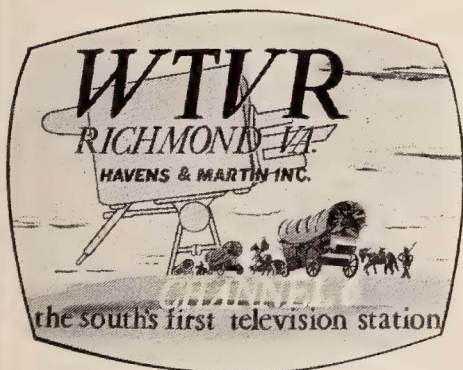
Kellogg's does a complete job ...

SO DO HAVENS AND MARTIN, Inc. STATIONS ...

WMBG
WCOD
WTVR

American industry is big with advertising-studded successes, yet none is bigger than Kellogg. Advertising, and especially air advertising, has taken Corn Flakes and other fine products of this Battle Creek firm into every nook and cranny of our country—and many other countries. Kellogg does a complete job, from farmer to miller to delectable product to dealer to consumer. And in the rich Virginia markets, Havens and Martin Stations help the assembly line move faster.

Havens and Martin Stations, WMBG, WCOD, and WTVR, are available to alert advertisers as the modern way to sell in the Old Dominion State. There are reasons aplenty! Havens and Martin Stations are the only complete broadcasting institution in Richmond; for more than a quarter century they've featured the kind of public service that builds loyalty and affection; they bring NBC to viewers and listeners; they're a quality operation doing a job for quality products.



FIRST STATIONS OF VIRGINIA

WMBG AM **WCOD** FM **WTVR** TV

Havens & Martin Inc. Stations are the only complete broadcasting institution in Richmond. Pioneer NBC outlets for Virginia's first market. WTVR represented nationally by Blair TV, Inc. WMBG represented nationally by The Bolling Co.

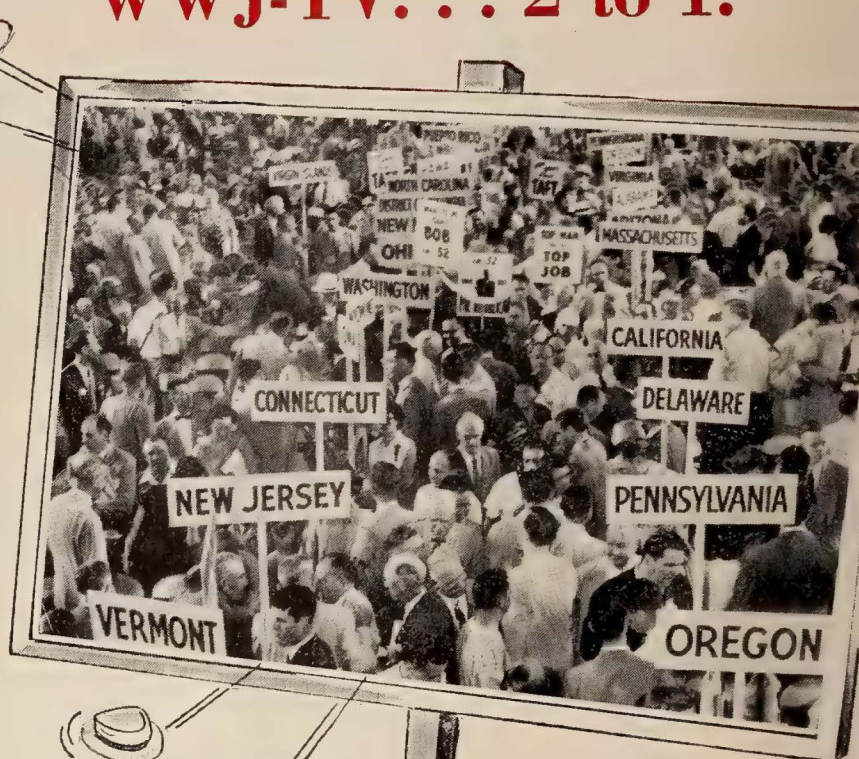
Once again Detroiters vote for WWJ-TV... 2 to 1!

Whenever all 3 Detroit TV stations telecast the same event . . . such as the World Series or the President's speech . . . Detroit's TV advertisers get additional visual proof of Detroiters' preference for WWJ-TV. The recent convention telecasts confirmed this again . . . when more Detroiters saw the conventions on WWJ-TV than on both other stations combined. Here are the survey figures:

WWJ-TV's Share of the Audience During Convention Telecasts

Monday 7/7	
8:30-11:00 P.M.	48%
Tuesday 7/8	
8:30-11:00 P.M.	53%
Wednesday 7/9	
8:30-11:00 P.M.	50%
Thursday 7/10	
8:30-11:00 P.M.	63%
Friday 7/11	
7:00-9:00 P.M.	60%

Source: American Research Bureau



At all other convention sessions—morning, afternoon and late evening—viewers' preference for WWJ-TV was in the same ratio.

Ask the Hollingbery man for further facts, figures—and availabilities.



WWJ TV

NBC Television Network

FIRST IN MICHIGAN

Owned and Operated by THE DETROIT NEWS

National Representatives: THE GEORGE P. HOLLINGBERY COMPANY

ASSOCIATE AM-FM STATION WWJ