

# TELECASTING

## IN THE ISSUE

New Applications  
Filed at FCC  
Page 80

Latest Set Count  
By Markets  
Page 92

Report on Film  
Activities  
Page 96

CAA Releases Full  
Grid Schedule  
Page 97

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

**In August,  
more people watched  
“BROADWAY  
TV THEATRE”  
than any other program  
on New York television!**

*It's the first time ever that a  
local show has topped every program  
on every N. Y. station. More than  
1,950,000 people saw it. (Telepulse)*

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



# Hero

## and Hero-Worshippers:

### **Knothole Gang Meets Bobby Shantz**

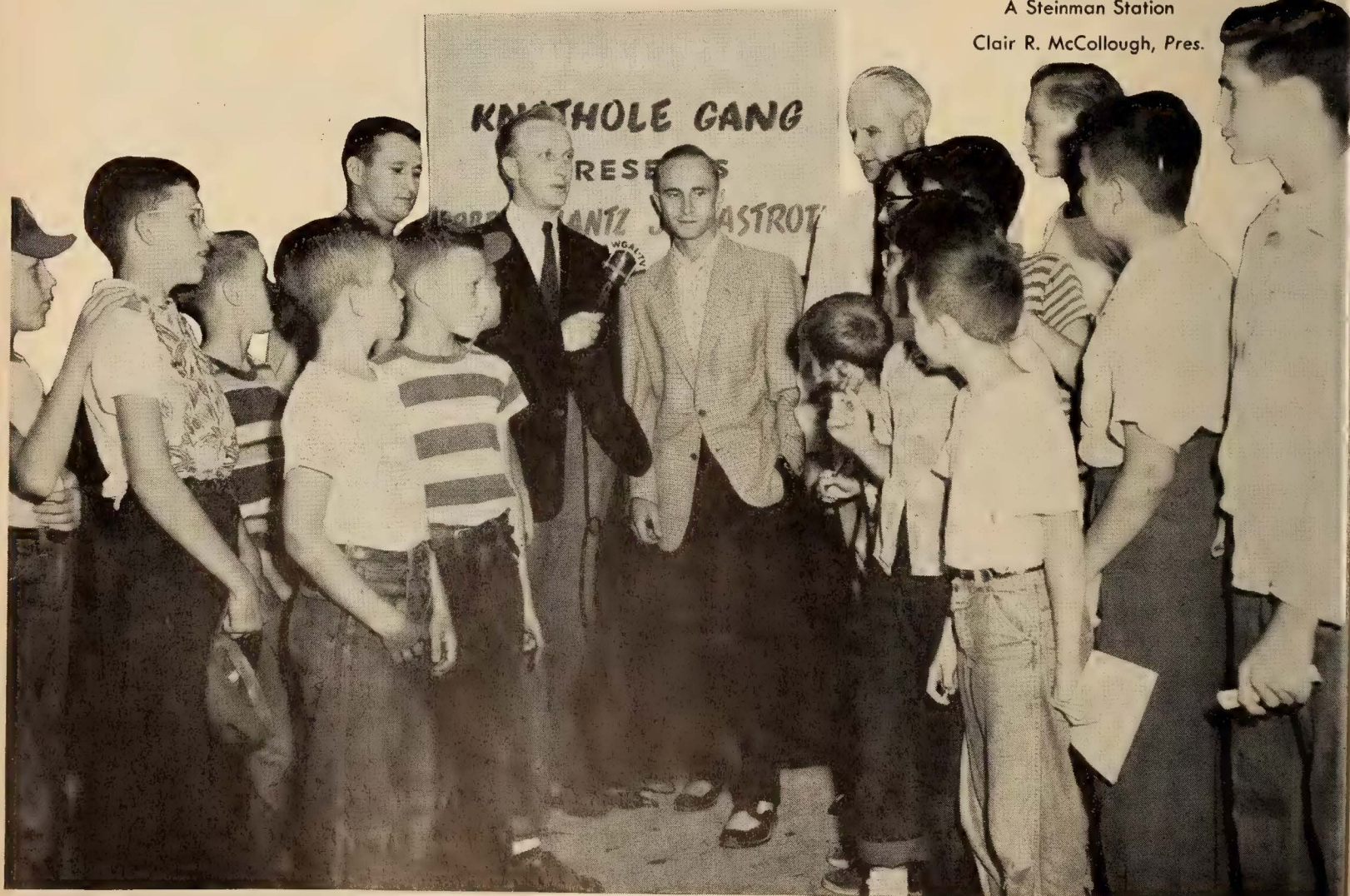
Center of attraction at WGAL-TV one evening recently was the Philadelphia Athletics' star pitcher, Bobby Shantz, who was in Lancaster as the special "Knot Hole Gang Guest" of Frank Spair, General Manager of the Lancaster Interstate League team. Following Bobby's visit to WGAL-TV studios where he was surrounded by admiring young baseball fans, the "Gang" together with Joe Astroth and Les McCrabb of the Athletics saw the Lancaster Red Roses and the York White Roses battle it out in an impor-

tant Interstate League game. The Knothole Gang is sponsored by WGAL and WGAL-TV. Members are admitted free to specified home games of the Lancaster Red Roses. The Knotholders have their own program on WGAL-TV every Saturday morning, with various sports figures as guests of honor.

# WGAL-TV

LANCASTER, PENNSYLVANIA

A Steinman Station  
Clair R. McCollough, Pres.



Represented by

**ROBERT MEEKER ASSOCIATES**

NEW YORK CHICAGO SAN FRANCISCO LOS ANGELES



SEPTEMBER 15, 1952

## JOINT APPLICANTS FOR TV

By LARRY CHRISTOPHER

**POLICY QUESTION** of whether two or more AM station operators in the same market can unite in a common TV venture—while continuing independent, competitive AM operations—was put before FCC last week in what is considered a pilot case.

WBML and WNEX Macon, Ga., separately owned and operated local stations, filed with the Commission a joint TV application for uhf Channel 47 and asked the FCC to waive its duopoly rule, Sec. 3.35, which precludes common ownership or operation of two stations of the same class in a single community.

WBML and WNEX assured the Commission that the joint TV station would in no way effect their respective AM operations. They affirmed that no combination advertising rates nor requirements would be instituted, nor would the policies of one outlet be affected by or contingent upon those of the other. In short, they promised continued separate and independent competitive AM operations.

Meanwhile, it was reported that two New York foreign language stations, WOV and WHOM, propose a joint TV application for uhf Channel 31 there, with the request expected to be filed with FCC this week (see story page 29).

### Macon Case Important

The outcome of the Macon case is considered to be of importance to many broadcasters who have long waited for the Commission to issue some sort of a policy statement respecting joint TV applications. The industry had hoped for a ruling before July 1, when processing of TV bids commenced.

Heretofore, FCC has said merely that such matters will be considered on a case-to-case basis.

Broadcasters in many markets have been faced with the decision to delay filing and possibly lose out in the television race, or to file and be set for lengthy comparative hearing with a local competitor.

In the latter situation, as WBML and WNEX pointed out, the hearing delay for the uhf channel would be further burdened by a prompt grant of the vhf facility there, thus giving the vhf service a several-year jump on the eventual uhf station which would have a difficult time obtaining uhf set cir-

culation and listeners.

If both the vhf and uhf stations could start out together, it was pointed out, the public also would have a choice of competitive services and would save money on installation of vhf-uhf equipment at the outset, rather than piecemeal.

The joint application explained the Sixth Report allocated only vhf Channel 13 and uhf Channel 47 to Macon, with WMAZ there, a 10-kw outlet on 940 kc, already on file for Channel 13. WBML has pending a bid for Channel 47, but this would be dropped if the joint WBML-WNEX application is accepted.

WBML is assigned 250 w on 1240 kc and WNEX 250 w on 1400 kc.

Macon is No. 54 in Group A-2 of the Commission's city priority list under its temporary processing procedure.

The joint application was filed

in the name of Macon Television Co., a new corporation equally owned by Middle Georgia Broadcasting Co. (WBML) and Macon Broadcasting Co. (WNEX). It specifies effective radiated power of 101 kw visual and 50.5 kw aural on Channel 47 with an antenna 496 ft. above average terrain.

Estimated construction cost of the joint station is \$255,300 with first year operating cost estimated as \$240,000 and first year revenue \$300,000.

### Company's Officers

Officers of Macon Television Co. include the following: President Emmett McKenzie, who is vice president, secretary-treasurer and one-third owner of WBML; Vice President Edward M. Lowe, president and 51% owner of WNEX; Vice President Peyton Anderson, vice president of WNEX; Vice President Ernest Black, who died after application was filed (see

## FCC Gets Pilot Case

page 101), president and one-third owner of WBML; Vice President and General Manager Alfred Lowe, general manager-vice president and 21% owner of WNEX; Secretary-Treasurer Ellsworth Hall Jr., secretary-treasurer and 12% owner of WNEX.

The Macon Telegraph Pub. Co. owns 16% of WNEX, which will result in about 8% ownership of Macon Television Co. This interest is voted by Mr. Anderson.

Allen Woodall, executive vice president and one-third owner of WBML, is not an officer in Macon Television Co.

Messrs. McKenzie, Black and Woodall formerly were principal owners of WCOS Columbia, S. C., but this interest was acquired in April by Charles W. Pittman, son-in-law of the late Mr. Black.

The WBML trio, along with W. R. Ringson, presently own Radio Augusta, Inc., licensee of WRDW

(Continued on page 84)

## NEW GRANTS

GRANTS for new uhf stations at Rockford, Ill., and Jackson, Miss., and a new vhf station at Roanoke, Va., were issued by FCC last week as processing of Group A-2 applications extended to Fresno, Calif., No. 35 on that city priority list, where four bids were notified of the need for comparative hearings.

These three new construction permits raise to 52 the total new station authorizations awarded by the Commission since lifting of the TV freeze [B•T, April 14, et seq.]. This total includes 44 commercial and 8 noncommercial educational station grants.

In all, 11 applicants were advised of the necessity for hearing since their bids are mutually exclusive with others, bringing to 154 the total number of applicants designated for hearing or so notified under the provisions of the McFarland Act.

The new CPs were issued to:

Jackson, Miss. (Group A-2, No. 29) — Mississippi Publishers Corp., granted uhf Channel 25, effective radiated power of 205 kw visual and 105 kw aural, antenna height above average terrain 490 ft. Estimated commencement date: Early 1953.

Rockford, Ill. (Group A-2, No. 32) — Winnebago Television Corp., granted uhf Channel 39, ERP 15.5

kw visual and 9.2 kw aural, antenna 640 ft. Estimated commencement date: Unknown.

Roanoke, Va. (Group A-2, No. 34) — Roanoke Broadcasting Corp. (WSLS), granted vhf Channel 10, ERP 250 kw visual and 125 kw aural, antenna 1,970 ft. Estimated commencement date: Three to five months.

The following applicants were notified of hearing:

Portland, Ore. (Group A-2, No. 2) — Cascade Television Co. is being notified its application for vhf Channel 8 is mutually exclusive with those of North Pacific Television Inc., Portland Television Inc. and Westinghouse Radio Stations Inc. (KEX), and indicates consolidation in hearing scheduled Oct. 1 [B•T, Aug. 25].

Peoria, Ill. (Group A-2, No. 24) — TV and Radio Peoria Inc. (WPEO) and Hilltop Broadcasting Co. (WWXL), both seeking uhf Channel 19, are being advised of need for comparative hearing.

Rockford, Ill. (Group A-2, No. 32) — Greater Rockford Television Inc. and Rockford Broadcasters Inc. (WROK), both seeking vhf Channel 13, are being advised of need for comparative hearing. Further issues with respect to Greater Rockford Television involve "overlap and anti-trust considerations."

Roanoke, Va. (Group A-2, No. 34) — Polan Industries and Times World Corp. (WDBJ), both seeking vhf Channel 7, are being advised of need for comparative hearing.

Fresno, Calif. (Group A-2, No. 35) — KARM, The George Harm Station (KARM) and California Inland Broadcasting Co. (KFRE), both seeking vhf Channel 12, are being notified of comparative hearing. The McMahan Co. and John Poole Broadcasting Co., both

seeking uhf Channel 53, are being advised of need for hearing.

All processing completed last week was in the Group A-2 line. Additional grants in Group B-1 were issued a fortnight ago [B•T, Sept. 8].

Concerning the Channel 25 grant at Jackson to Mississippi Publishers Corp., Maj. Frederick Sullens, 11% owner of the grantee and editor of its *Jackson Daily News*, stated it is hoped to get the new outlet on the air by the first of the year. Maj. Sullens reported he is going to the East this week to arrange for equipment and personnel. The grantee presently has contingent equipment orders with RCA.

### Balaban's Comment

Harry Balaban, theatre executive who is president of the Rockford Channel 39 grantee, Winnebago Television, reported it is planned to get on the air "as rapidly as possible."

All RCA equipment has been ordered by WSLS Roanoke, Channel 10 grantee, and it is hoped to have the station on the air in three to five months according to James I. Moore, vice president and general manager. Every effort will

(Continued on page 88)



# television grants and applications

Digest of Those Filed With FCC Sept. 5 through Sept. 11

## Grants Since April 14:

	VHF	UHF	Total
Commercial	10	34	44
Educational	2	6	8
Total	12	40	52

On the Air 110 1  
1 Includes XELD-TV Matamoros (Mexico)-Brownsville.

## Applications Since April 14:

	New	Amended	VHF	UHF	Total
Commercial	483	315	468	329	798 2
Educational	14	..	4	10	14
Total	497	315	472	339	812

2 One applicant did not specify channel.

## NEW STATION GRANTS

**ROCKFORD, Ill.**—Winnebago Television Corp. Granted uhf Ch. 39 (620-626 mc); ERP 15.5 kw visual, 9.2 kw aural; antenna height above average terrain 640 ft., above ground 691.2 ft. Engineering condition. Estimated construction cost \$180,000, first year operating cost \$75,000, revenue \$80,000. Post Office address 190 North State St., Chicago. Studio location to be determined. Transmitter location on U. S. 20, 2.2 miles west of Rockford. Geographic coordinates 42° 16' 56" N. Lat., 89° 10' 15" W. Long. Transmitter and antenna RCA. Legal counsel Krooth & Altman, Washington. Consulting engineer Walter F. Kean, Riverside, Ill. Principals include President Harry Balaban and Assistant Secretary-Treasurer Elmer Balaban, who jointly own the H&E Balaban Corp., Illinois and Michigan motion picture theatre and exhibition concern, which owns 50% of applicant. Both have identical interests in Esquire Theatre. Assistant Treasurer Irwin Dubinsky (18.75%), 75% owner of River Lane Amusement Corp., drive-in theatre; Rosalind Dubinsky (18.75%) (wife of Irwin Dubinsky), and H. W. Dubinsky (12.5%). [For application, see TV APPLICATIONS, B.T. July 14.] City priority status: Group A-2, No. 32.

**JACKSON, Miss.**—Mississippi Publishers Assn. Granted uhf Ch. 25 (536-542 mc); ERP 205 kw visual, 105 kw aural; antenna height above average terrain 491 ft., above ground 538 ft. Engineering condition. Estimated construction cost \$404,030, first year operating cost \$175,000, revenue \$125,000. Post Office address P. O. Box 427, Jackson, Miss. Studio location to be determined. Transmitter location SE corner of Pascagoula and S. West Streets. Geographic coordinates 32° 17' 48" N. Lat., 90° 11' 06" W. Long. Transmitter, antenna and studio equipment GE. Legal counsel Wheeler & Wheeler, Washington. Consulting engineer Raymond M. Wilmette, Washington. Principals include Vice President Major Frederick Sullens (11%), editor of Jackson Daily News, and Treasurer Walter G. Johnson, (25%), business manager of Jackson Daily News. [For application, see TV APPLICATIONS, B.T. Aug. 25, May 5.] City priority status: Group A-2, No. 29.

**ROANOKE, Va.**—Roanoke Broadcasting Corp. (WSLS). Granted vhf Ch. 10 (192-198 mc); ERP 250 kw visual, 125 kw aural; antenna height above average terrain 1,973 ft., above ground 174 ft. Engineering condition. Estimated construction cost \$320,000, first year operating cost \$150,000, revenue not estimated. Post Office address Shenandoah Bldg., 301 First St. S. W., Roanoke, Va.

## CALL ASSIGNMENTS

FCC assigned the following call letters to TV station permittees:

**KBTU (TV)** Denver, Col. (Colorado Television Corp. [KVDI], vhf Ch. 9); **WSBT-TV** South Bend, Ind. (South Bend Tribune, uhf Ch. 34); **WUTV (TV)** Scranton, Pa. (Appalachian Co., uhf Ch. 73); and **WEEK-TV** Peoria, Ill. (West Central Bestg. Co., uhf Ch. 43 (previously assigned WETV)).

Studio location 301 First St., S. W., Roanoke. Transmitter location west side of U. S. 221, Poor Mt., Va. Geographic coordinates 37° 11' 51" N. Lat., 80° 09' 10" W. Long. Transmitter and antenna RCA. Legal counsel Hanson, Lovett & Dale, Washington. Consulting engineer George C. Davis, Washington. Principals include President Paul C. Bredford, Executive Vice President James H. Moore, and Vice President and Secretary Henry E. Thomas. [For application, see TV APPLICATIONS, B.T. July 7.] City priority status: Group A-2, No. 34.

## HEARINGS

FCC on Sept. 10 notified 11 applicants for TV stations that their applications indicate the necessity for hearing. For full details, see story, page 79.

## APPLICATIONS

Listed by States

† Indicates pre-thaw application refiled (amended).

† **MOBILE, Ala.**—Pape Bestg. Co. (WALA) (modification of application), vhf Ch. 10 (192-198 mc); ERP 316 kw visual, 224 kw aural; antenna height above average terrain 460 ft., above ground 500 ft. Estimated construction cost \$450,650, first year operating cost \$250,000, revenue \$300,000. Post Office address 210 Government St., Mobile, Ala. Studio and transmitter location 210 Government St. Geographic coordinates 30° 41' 23" N. Lat., 88° 02' 36" W. Long. Transmitter RCA, antenna GE. Legal counsel Dow, Lohnes & Albertson, Washington. Consulting engineer L. J. N. du Treil & Assoc., New Orleans, La. [For earlier application, see TV APPLICATIONS, B.T. July 14.] City priority status: Group A-2, No. 16.

**SAN BERNARDINO, Calif.**—Orange Belt Telecasters, uhf Ch. 30 (566-572 mc); ERP 5.99 kw visual, 2.973 kw aural; antenna height above average terrain 2,510 ft., above ground 60 ft. Estimated construction cost \$22,575, first year operating cost \$40,530, revenue not estimated. Post Office address 474 Highland Ave., San Bernardino, Calif. Studio location to be determined. Transmitter location 74 Valley View. Geographic coordinates 34° 14' 11" N. Lat., 117° 18' 15" W. Long. Transmitter composite, antenna RCA. Principals include Bertram William Shaw, Everett L. Carson and Hal E. Heywood, all directors of applicant (application, although listing above three directors, indicates that none of them has any interest in station; no balance sheet was submitted but application stated that Messrs. Heywood and Carson have furnished total of \$500, with \$38,000 new capital to be forthcoming; source of new capital not indicated). Application stated that total staff of station for first year of operation would consist of above three persons. City priority status: Group A-2, No. 64.

**ATLANTA, Ga.**—WEAS Inc. (WEAS Decatur, Ga.), uhf Ch. 36 (602-608 mc); 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. Post Office address 217 West Ponce de Leon, Decatur, Ga. Studio and transmitter location Georgia Hotel, 114 Luckie St., NW, Atlanta. Geographic coordinates 33° 45' 37.5" N. Lat., 84° 23'

19" W. Long. Transmitter and antenna RCA. Legal counsel Philip M. Baker, Washington. Consulting engineer W. J. Holey, Atlanta, Ga. Principals include President E. D. Rivers Jr. (99.98%), president of WJIV Savannah, WGOV Valdosta, Ga., and KWEM West Memphis, Ark.; Vice President William H. Kelle Jr. (0.01%), and Secretary-Treasurer Hubert E. Ulmer (0.01%). Applicant also seeks new TV stations in Savannah, Ga. [see TV APPLICATIONS, B.T. July 7], Valdosta, Ga. [see TV APPLICATIONS, B.T. July 14], and Memphis, Tenn. [see TV APPLICATIONS, B.T. Sept. 8]. City priority status: Group B-2, No. 166.

**ATLANTA, Ga.**—Robert W. Rounsaville (WQXI), uhf Ch. 36 (602-608 mc); ERP 240.063 kw visual, 24.329 kw aural; antenna height above average terrain 343 ft., above ground 342 ft. Estimated construction cost \$295,500, first year operating cost \$300,000, revenue \$330,000. Post Office address 3165 Mathieson Drive, N. E., Atlanta, Ga. Studio location Peachtree Road and Mathieson Drive. Transmitter location 1430 W. Peachtree St. Geographic coordinates 33° 47' 38" N. Lat., 84° 23' 19" W. Long. Transmitter and antenna GE. Legal counsel Welch, Mott & Morgan, Washington. Consulting engineer John H. Mullaney, Washington. Sole owner of applicant is Robert W. Rounsaville, who also is owner of WBAC Cleveland, Tenn., WLOU Louisville, Ky., and 51% owner of WBEJ Elizabethtown, Tenn. City priority status: Group B-2, No. 166.

**MACON, Ga.**—Macon Television Co. (WBML and WNEK), uhf Ch. 47 (668-674 mc); ERP 101 kw visual, 50.5 kw aural; antenna height above average terrain 496 ft., above ground 437 ft. Estimated construction cost \$255,300, first year operating cost \$240,000, revenue \$300,000. Post Office address 230 Second St., Macon, Ga. Studio and transmitter location 230 Second St. Geographic coordinates 32° 49' 03" N. Lat., 83° 59' 53" W. Long. Transmitter and antenna RCA. Legal counsel Pierson & Ball, Washington. Consulting engineer Craven, Lohnes & Culver, Washington. Principals include President Emmett McKenzie, 1/3 owner and vice president of WBML-AM-FM Macon and former 1/4 owner of WRDW Augusta; Vice President Edward M. Lowe, president and 51% owner of WNEK-AM-FM Macon; Vice President Payton Anderson, vice president of WNEK; Vice President Ernest Black, president and 1/3 owner of WBML; Vice President and General Manager Alfred Lowe, general manager, vice president and 21% owner of WNEK, and Secretary-Treasurer Ellsworth Hall Jr., secretary-treasurer and 12% owner of WNEK. Equal (50%) stockholders in applicant are WBML and WNEK Macon [see story, page 79]. City priority status: Group A-2, No. 54.

**WORCESTER, Mass.**—Wilson Enterprises Inc., uhf Ch. 14 (470-476 mc); ERP 235 kw visual, 152 kw aural; antenna height above average terrain 875 ft., above ground 304 ft. Estimated construction cost \$232,088, first year operating cost \$275,000, revenue \$285,000. Post Office address 303 Slater Bldg., 390 Main St., Worcester, Mass. Studio location to be determined. Transmitter location Ashnebunskit Hill, atop WGTR (FM) tower. Geographic coordinates 42° 18' 07" N. Lat., 71° 53' 50" W. Long. Transmitter and antenna GE. Legal counsel Percy H. Russell Jr., Washington. Consulting engineer Felix D. Bonvouloir, Washington. Principals include President and Treasurer George F. Wilson (80%), from 1948 to 1952 president of WCNT Centralia, Ill., and from Sept. 1948 to Nov. 1951 commercial manager of WCFL Chicago; Vice President Jacqueline I. Wilson, daughter of Mr. Wilson and student at Skidmore College, Saratoga Springs, N. Y., and Secretary Kathleen Iris Wilson (20%), wife of Mr. Wilson. (Wilson Enterprises Inc. seeks FCC approval to purchase WAAB Worcester; see FCC Roundup, page 111.) City priority status: Gr. B-1, No. 110.

† **DETROIT, Mich.**—Booth Radio & Television Stations Inc. (WJLB), uhf Ch. 50 (686-692 mc); ERP 218 kw visual, 109 kw aural; antenna height above average terrain 469 ft., above ground 477 ft. Estimated construction cost \$300,037, first year operating cost \$253,400, revenue \$235,000. Post Office address 700 Buhl Bldg., Detroit 26, Mich. Studio location 10 Witherell St. Transmitter location 375 Midland Ave. Geographic coordinates 42° 24' 23" N. Lat., 83° 06' 40" W. Long. Transmitter and antenna RCA. Legal counsel Pierson & Ball,

# GRANT UPHELD

## NARTB Denied in School Bid

REQUEST of NARTB for reconsideration of the FCC's grant of a television CP to Kansas State College of Agriculture & Applied Science, Manhattan, Kan., was denied Wednesday by the Commission.

NARTB had claimed the FCC's July 23 grant had violated the Commission rules requiring all TV applicants, without distinction between commercial and educational applicants, to be legally, technically and financially qualified as a condition to grant without hearing [B.T. Sept. 1, July 28].

The Commission rejected the NARTB claim that the grant actually effected an amendment of the rules and was, therefore, a rule-making matter. In such case, NARTB had contended, the association and/or individual persons could be parties in interest.

FCC suggestion that protests under Sec. 309 must be filed under oath brought a reply from NARTB Thursday that the association had not based its appeal under that section.

Sec. 405 also was mentioned by the Commission, which contended NARTB did not make any showing of injury which would permit it to appear as a person aggrieved.

NARTB had explained, after polling its board on the proposed protest, that the petition was not filed in opposition to the Kansas State College grant but to the manner and method of FCC handling.

Washington. Consulting engineer George C. Davis, Washington. Principals include President John L. Booth (84.3%), also minority stockholder in Booth Newspapers; Mrs. John L. Booth (9.4%), and John L. Booth II (6.3%). Applicant also is licensee of WBBC Flint, Mich., and WSGW Saginaw, Mich., and seeks new TV stations in Battle Creek, Mich., Saginaw, Mich., and Grand Rapids, Mich. (applicant's TV application for Flint, Mich., will be withdrawn). City priority status: Gr. B-2, No. 161.

† **GRAND RAPIDS, Mich.**—Booth Radio & Television Stations Inc., uhf Ch. 23 (524-530 mc); ERP 206 kw visual, 103 kw aural; antenna height above average terrain 206 ft., above ground 103 ft. Estimated construction cost \$318,125, first year operating cost \$205,500, revenue \$189,280. Post Office address 700 Buhl Bldg., Detroit 26, Mich. Studio location to be determined. Transmitter location on 76th St., near Kraft Ave., 2.5 mi. north of Caladonia. Geographic coordinates 42° 49' 32" N. Lat., 85° 31' 55" W. Long. Transmitter, antenna and antenna RCA. Legal counsel Pierson & Ball, Washington. Consulting engineer E. H. Clark, Detroit. Principals include President John L. Booth (84.3%), also minority stockholder in Booth Newspapers; Mrs. John L. Booth (9.4%), and John L. Booth II (6.3%). Applicant is licensee of WJLB Detroit WBBC Flint, Mich., and WSGW Saginaw, Mich., and seeks new TV stations in Battle Creek, Mich., Saginaw, Mich., and Detroit, Mich. (applicant's TV application for Flint, Mich., will be withdrawn). City priority status: Gr. B-2, No. 142.

**TRENTON, N. J.**—Morrisville Bestg Co. (WBUD Trenton; formerly Morrisville Pa.) uhf Ch. 41 (632-638 mc); ERP 12.88 kw visual, 6.46 kw aural; antenna height above average terrain 378 ft., above ground 440 ft. Estimated construction cost \$215,903, first year operating cost from \$175,250 to \$200,000, revenue \$185,000 to \$210,000. Post Office address is listed % Morrisville

(Continued on page 112)





FORMAL opening of CBC television operation in Montreal (CBFT) was graced with presence of top U. S. radio personages Sept. 6. L to r: Merle Jones, vice president, CBS-TV; Charles R. Denny, NBC vice president in charge

of O&O stations; Mrs. Denny; Donald Manson, CBC general manager; Paul A. Walker, FCC Chairman; Thomson E. Moore, executive vice president, RCA (Canada); Andre Quiment, assistant to CBC's coordinator of TV. ➤

## CANADA DEBUTS

TV World Greet CBC

OPENING of Canada's first two television stations—CBFT (TV) Montreal Sept. 6 and CBLT (TV) Toronto Sept. 8—by Canadian Broadcasting Corp. featured high Canadian government officials and greetings on kinescope from TV officials of the four U. S. networks and video figures from four other countries.

Premier Louis St. Laurent and Revenue Minister J. J. McCann took part in opening ceremonies, while the kinescoped congratulations came from British Broadcasting Corp., stations in the Netherlands, Italy and Germany and from WOR-TV New York.

Opening the new stations, CBC Chairman A. D. Dunton reviewed the government's policy giving the task of operating TV in Canada to the CBC, and promised quality rather than quantity would be emphasized. He said Canadian talent and programs would dominate, and pointed to the significance of several Canadian advertisers taking time on the stations from the start.

At a pre-opening news conference Mr. Dunton said that for the time being there will be only three hours or so of telecasting each evening, but in the near future the schedule will be expanded.

A number of United States television officials were present at ceremonies, including FCC Chairman Paul Walker. Leading members of the Montreal and Toronto communities, including Mayors Camilien Houde and Allan Lamport, were present.

Meanwhile, CBC negotiations with U.S. TV networks were slowed down by disagreements on rates.

DuMont TV is expected to sign a contract with CBC soon for live programs, transcriptions and motion picture films, according to Dr. Thomas T. Goldsmith, DuMont president, at Montreal for the opening of CBFT (TV).

He said CBC has expressed satisfaction over DuMont terms, but that the contract has not yet been signed because U.S. advertisers feel CBC rate structure should be on the same basis as on U.S. TV stations. At present CBC rates are based on air time plus facilities, whether for live, film or relay shows, and are higher than rates on comparable U.S. stations. U.S. advertisers, he said, want to buy only air time, not facilities.

No settlement has been reached by CBC and NBC and CBS TV networks on importation of U. S. network shows from Buffalo, N. Y., to CBLT at less than the affiliate network rate. As a result Canadian Westinghouse Co. Ltd., Hamilton, which was to have brought in *Studio One*, is doing Canadian one-hour show *The Big Review*, three times monthly, and Campbell Soup Co. Ltd., New Toronto, which was to have relayed *The Aldrich Family*, is bringing in film of *TV Playhouse*.

September 15, 1952 • Page 81

## TRANSMITTERS

### Makers Optimistic on Production

TELEVISION transmitter manufacturers appeared last week to be getting into position to keep up with FCC's issuance of new TV grants.

Spokesmen for RCA reported, meanwhile, that they are in production on 1 kw uhf transmitters and should be ready for shipments before the end of the year. Also in production at RCA are various vhf transmitters, with "substantial" shipments of 2 kw models expected within a month and delivery of 10 kw transmitters expected to start before the end of the year.

It also was noted RCA has recently shipped two 25 kw power amplifiers and two 20 kw models, and is ready to ship three other 25 kw models to stations not identified, at their own request for competitive reasons.

These shipments are in addition to RCA's flying of 500 w equipment to Denver to put KFEL-TV on the air; its subsequent shipment of 2 kw equipment to KFEL-TV; its shipment of its original Bridgeport (Conn.) experimental uhf station to Portland, Ore., for commercial operation by Empire Coil Co., and its shipment of a 25 kw power amplifier to WSAZ-TV Huntington, W. Va.

Paul Chamberlain, sales manager for commercial products, General Electric's Electronics Div., put it this way:

"The industry is now able to produce [both low and high-channel vhf antennas and transmitters] at a rate sufficient to meet the demand set forth by the issuance of construction permits" and within six or eight months "should be able to meet the demand for low-power uhf transmitters."

He warned, however, that "there will be a shortage" of high-power uhf transmitters—those above 1 kw—"for some years to come," because of "the large number of CP's to be granted in the uhf, plus the extra long lead cycles necessary to tool up and produce the special tubes for this equipment."

Mr. Chamberlain said GE is in production on both low and high-channel vhf transmitters and an-

tennas, plus vhf high-power amplifiers—35 kw for low channels and 20 kw for high channels—and "should be in a position to meet demand during the remainder of this year and next year."

He also reported that both low and high-power uhf transmitters are in production at GE, along with antennas.

Without disclosing its overall production outlook, DuMont announced today (Monday) that it has delivered a 5 kw vhf TV transmitter for use by WATV (TV)

Newark and has sold a 25 kw high power transmitter to WTVR (TV) Richmond.

WATV (TV) will use the new unit on Channel 13 when the station moves its transmitter site from West Orange, N. J., to the Empire State Bldg. in the near future. DuMont observed that WATV also has purchased a 50 kw DuMont transmitter, which will be installed when the FCC authorizes expansion to a higher power. At that time, the 5 kw

(Continued on page 94)

## JEFFERSON BID

### Filed for Vhf Ch. 8 In Florence, S. C.

JEFFERSON Standard Broadcasting Co. (WBT-WBTV (TV) Charlotte, N. C.) last Friday filed with FCC for vhf Channel 8 in Florence, S. C., listing a proposed investment of \$500,000.

In announcing that the application had been filed with the Commission, Joseph M. Bryan, Jefferson president, said that Melvin H. Purvis had been retained as managing director of the operation. Mr. Purvis is president and general manager of WOLS Florence, S. C., and a prominent attorney in that state. He is the former FBI agent who helped capture the notorious John Dillinger as well as chief counsel of the United States Senate subcommittee on federal manpower policies.

The Florence TV outlet would serve over 780,000 North and South Carolinians who now are receiving only fringe reception from distant stations, according to Mr. Bryan. He said he expects favorable action from FCC within the next few months.

Present plans outlined by Charles H. Crutchfield, executive vice president and general manager of Jefferson Standard (WBT), call for basic network affiliation with CBS, although no coaxial cable TV facilities are now connected to Florence. NBC, ABC and DuMont programs also may be available.

Mr. Crutchfield said network shows will be fed to the station via two separate microwave relay

transmitters to be installed between WBTV's main transmitter on Spencer Mt. and Florence.

Other programming will comprise WBTV-originated features as well as agricultural, religious, educational and entertainment programs "to further serve the best interests of the vast agricultural section within the station's coverage area."

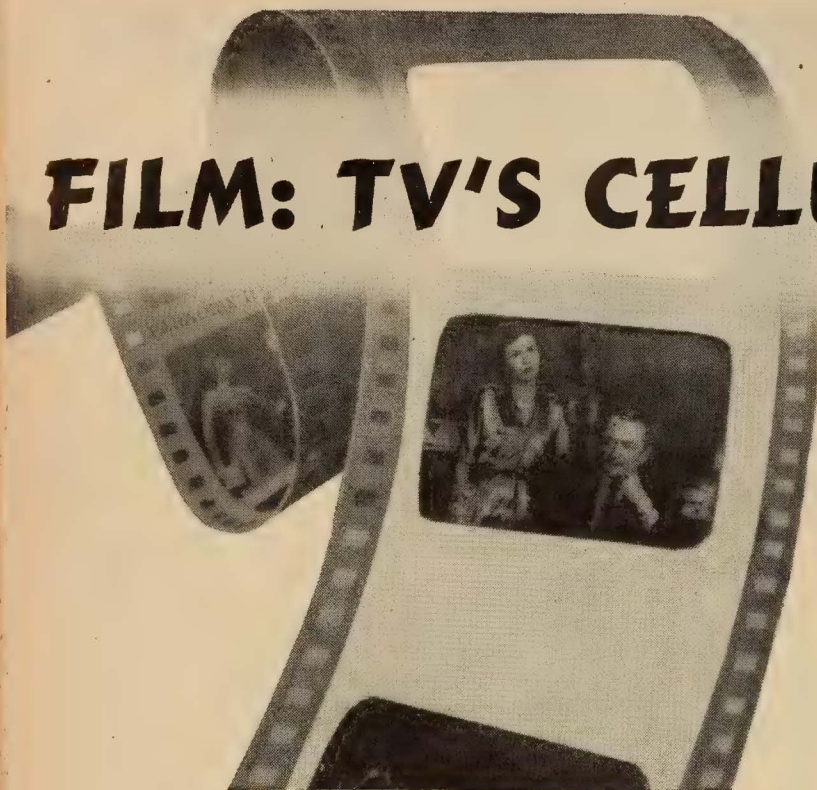
Overall, Jefferson Standard hopes to service 2,625,000 Carolinians through a combination of WBTV in Charlotte and the Florence outlet—an audience comparable to that of the Pittsburgh market area—Mr. Crutchfield said.

Jefferson proposes to operate on vhf Channel 8 with erp of 316 kw. Plans specify a 750-ft. tower to transmit a Grade A signal for a radius of 58 miles from Florence. Envisioned is television service for Lumberton, N. C., and the South Carolina cities of Darlington, Hartsville, Marion, Camden and Sumter.

Florence has a city priority status of A-2 No. 228 in FCC's allocations processing line, with no other applicants on file for that channel thus far.



# FILM: TV'S CELLULOID CELEBRITY



By DAVID SAVAGE

MANAGER OF WCBS-TV'S FILM DEPARTMENT

**P**ICTURE a group of Hollywood executives sitting about a conference table, all looking rather glum. A gentleman in dark glasses at the end of the table is saying, "Our latest picture is so bad I'm afraid to release it . . . the only thing we can do is palm it off on television."

This published cartoon never fails to get a laugh from visitors who see the blown-up copy of it in my office. Like all cartoons it is an exaggeration. In spite of some rather sad film offerings that have been shown on television in the past, we can, with assurance,

borrow the motion picture industry's own slogan and alter it slightly to read, "Motion Pictures [On Television] Are Better Than Ever." Better in terms of quality, in terms of show ratings, in terms of all around entertainment value.

This is also true of films produced especially for television. The prime example of this is *I Love Lucy*, whose quality and ratings have established a target for all producers to aim at.

However, in terms of air-hours, feature films originally produced for theatrical distribution constitute the bulk of film used on television today. The following observations, then, refer mainly to the problems encountered in this type of film programming.

## Decision of Programming Aims:

In programming feature films, some very important decisions must be made.

1. **Type of Show.** Shall we present a film show of various types of films, or shall we present a show of only one type? Television has room for both; and stations have been successful with both. There is, for example, the *Mystery Playhouse* (WABD New York). This show, as the name implies, presents only the better chillers and has attracted a loyal audience of considerable size. However, there is possibly more popularity in the general film shows—the most outstanding successes of which are probably *The Early Show* and *The Late Show* both (WCBS-TV New York) which have attained ratings of close to 20 (A.R.B.) in a seven-station market, competing against both live and film network and local shows. On these feature film shows we strive to present only the best and most recent films of all types—comedy, adventure, love, drama, mystery, both of American and British origin. Also to be consid-

ered from a programming point of view is the fact that such a show is much more flexible and allows a station to take advantage of various film offerings, rather than be restricted to one type.

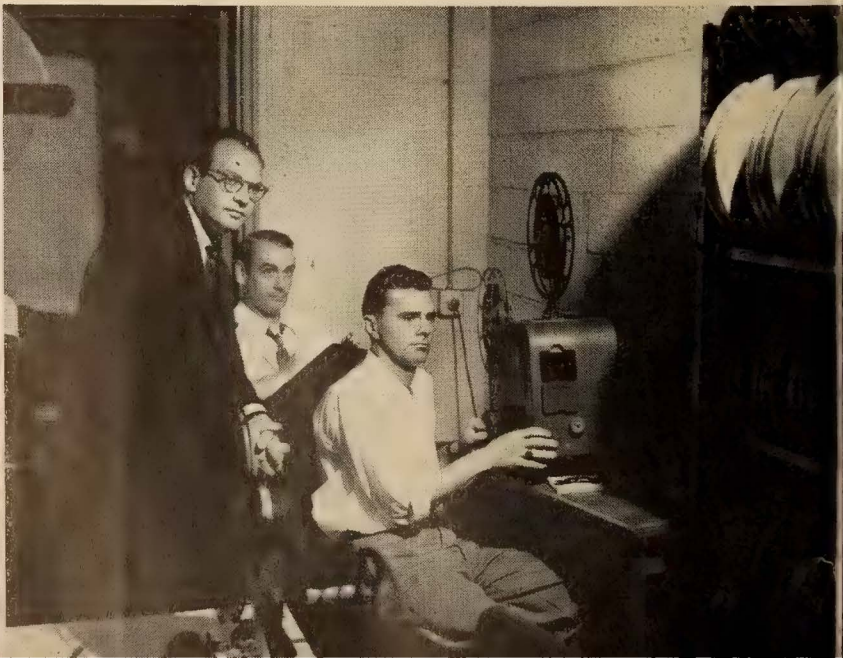
2. **Repeats.** Shall we repeat a good picture, or play a second grade product for the same money? Inevitably, this question has to be answered. And if the answer is "repeat," the next question is, "How often can we repeat a film in a given time?" Here, there is no one formula. The people in a given market, the number of channels, the audience composition for each show, the change in total audience for given shows—all these factors must be weighed. However, don't be afraid to ask for a mail reaction to a repeat or to any idea you may have for a new technique in film programming. You'll be happily surprised to learn how much people want to help you achieve better programming.

## Purchasing:

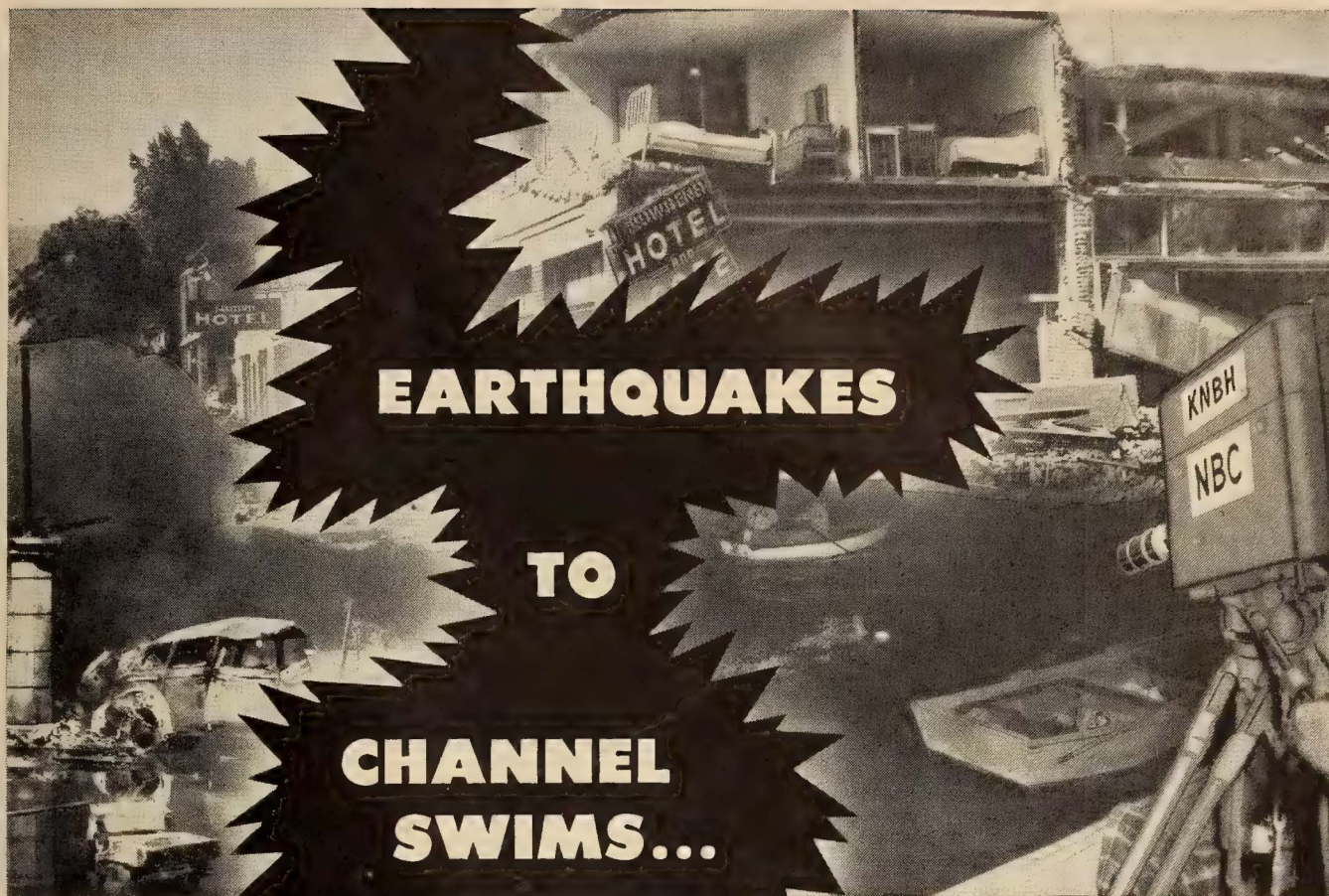
Your answers to the above will  
(Continued on page 113)

Film editing job at WCBS-TV New York by Harry Heitzer (seated), Mr. Savage (standing, center) and Chuck Hinds.

Mr. Savage joins (l to r) Syd Chatton and Jack Sherry in screening a feature film scheduled for broadcast on WCBS-TV.







IN LOS ANGELES  
KNBH IS FIRST  
IN ON-THE-SPOT  
TV NEWS  
COVERAGE!



TO SELL THE BUYING MILLIONS IN  
AMERICA'S 2ND LARGEST TV MARKET

Late evening, July 3, 72% of all TV sets in use in the vast Los Angeles area were tuned to KNBH... Channel 4.

Why? Because, as late as midnight, KNBH was bringing to well over half a million viewers an *exclusive* telecast of the heroic attempt of Florence Chadwick to swim the Catalina Channel.

Again — on July 9 — KNBH was on the air with live shots of the dramatic fire at Warner Brothers' Studio *one and one-quarter hours before any other station!*

Still again — on July 21 — when the earthquake struck at Tehachapi, KNBH was the *first* station on the air with the news.

And hours ahead with films taken by KNBH newsreel department, flown in by chartered airplane!

When you buy time on KNBH Channel 4 in Los Angeles, you're buying the complete world-wide facilities of NBC — the imagination, ingenuity and creative personnel which are making KNBH the most popular TV station west of the Rockies.

Consult KNBH, Hollywood, or your nearest NBC Spot Sales Office for complete details on availabilities.

NBC HOLLYWOOD

**KNBH** channel **4**



# FLASH!

## WAVE-TV OFFERS TOP AVAILABILITY!

A few excellent spot participations are still available on WAVE-TV's unique audience-participation show, "MAN ON THE STREET!"

**FORMAT:** On-the-street interviews by Foster Brooks, Louisville's most colorful television personality! Theater tickets and prizes awarded to people interviewed and to those who send in questions.

**FOSTER BROOKS:** A top-notch MC and wit — has appeared with Arthur Godfrey, Vaughn Monroe, Spade Cooley and others!

**TIME:** 11:45 to 12:00, Monday thru Friday — popular "rest period" in which thousands of extra housewives watch TV!

**AUDIENCE:** Large and loyal — a "guess-the-correct-answer-by-telephone" part of the program had to be discontinued because it always swamped our switchboard for hours!

**CHECK WITH: F & P!**

## WAVE-TV

FIRST IN KENTUCKY

Channel  
**5**

**NBC • ABC • DUMONT**  
LOUISVILLE, KENTUCKY

**FREE & PETERS, Inc.**  
Exclusive National Representatives

## Pilot Case on Joint Applicants for TV

(Continued from page 79)

Augusta, Ga., and applicant for vhf Channel 12 there. However, Messrs. McKenzie and Black are withdrawing from this firm.

In addition, Messrs. Woodall and the late Mr. Black are listed as president and vice president-secretary, respectively, of Radio Columbus Inc., licensee of WDAK Columbus, Ga., and uhf Channel 28 applicant there. Each holds a one-third interest in WDAK.

### Summarizes Position

Macon Television Co., in support of its request for approval of a jointly-owned TV station, summarized its position as follows:

The two parties to the instant application are aware of the policy considerations present when two corporations, each of which is a licensee of an AM station in a particular community, join together as an applicant for a television station to serve that community. The Commission has announced that it will consider applications of this kind on a case-to-case basis and has indicated that the applicable rule of the Commission (Sec. 3.35) will not be invoked to prohibit such a multiple ownership situation if a showing is made that the public interest, convenience and necessity will be served thereby.

It is submitted that in the instant case the exercise of a sound discretion requires a grant of this application for the following reasons:

(1) At the present time there is no television station in Macon, Ga. The only applicant for Channel 13 is Southeastern Broadcasting Co. (WMAZ), which presumably will receive a grant of its application without a hearing when Macon television applications are reached for processing.

If Middle Georgia Broadcasting Co. and Macon Broadcasting Co. proceed independently and separately as applicants for uhf Channel 47 there will, of necessity, be a hearing on these two applications, which will inevitably mean a delay of several years before the successful applicant will be able to construct and operate a uhf station in Macon.

By that time the vhf station on Channel 13 will have been in operation for several years. The public will have purchased vhf receivers and the problem of building up a uhf audience by the successful applicant for Channel 47 may well present an insuperable obstacle to successful operation of the station.

The instant application offers an opportunity for the Commission to make a grant of a uhf station to Macon at the same time that it grants a vhf station to Macon, which will permit competition on as equal a basis as possible in the community.

(2) The public interest will be served by the competition which will result from the simultaneous operation of a uhf and a vhf station in Macon. If the Commission does not grant the instant application without a hearing, and does grant the application of the Southeastern Broadcasting Co. for Channel 13 without a hearing, there will be a period of several years during which only one commercial television station will be operating in Macon. By granting the instant application at the same time that it grants the Channel 13 application, the Commission will be providing a choice of two services to the people of Macon.

It would undoubtedly involve less cost on the part of the listening public to install receiving equipment for both Channel 13 and Channel 47 at one time than it would if separate installations are required.

In addition to the obvious benefits to the public of having a choice of programs rather than being dependent upon a single station for television service, there are many and substantial other advantages which inure to the public from competition between two television stations which do not exist in a monopoly market.

(3) The grant of the instant application will not reduce competition between WBLM and WNEX. This, it is recognized, is the crucial policy question raised by the instant application. In order to satisfy the Commission that if the instant application is granted

competition between WBLM and WNEX will continue in the future as it has in the past, the applicant's two stockholders make the following representations and commitments:

(a) Each of the applicant's stockholders considers itself in all respects to be fully qualified to construct and operate a television station on uhf Channel 47, and in the event the Commission does not grant the instant application without a hearing, it is the present intention of the parties to dismiss the instant application and prosecute separately and independently their respective applications for Channel 47. The instant proposal, therefore, does not reflect a decision by either party that a pooling of resources is necessary to the successful operation of the proposed television station on Channel 47.

The obligations of each party to contribute cash and credit to the applicant television corporation are in no way related to the success or failure of the AM radio stations owned and operated by them. Each of the parties to the applicant corporation has financial resources adequate to meet its commitments to the applicant television corporation without regard to whether or not its AM station operates profitably.

Therefore, the interest of each party in the instant television application will be wholly unaffected by the success or failure of the radio station owned and operated by the other party. Each party will continue to receive 100 cents on the dollar from every dollar earned by its radio station, and every incentive that now exists for WBLM and WNEX to compete for the available AM advertising revenue will continue to exist if the instant application is granted.

(b) If the instant application is granted, Stations WBLM and WNEX will be operated independently and separately from each other in the future, just as they have been in the past. The station policy of each station will be determined by its own stockholders and directors, without consultation with the stockholders or directors of the other party.

The day-to-day operations of each of the two stations' programs, policies, sales policies, and the discharge of public service responsibilities will be determined and effectuated independently for each station by persons who will have no interest, financial or otherwise, in the other station.

### Rate Card Plan

(c) The applicant will have a rate card for the proposed television station which will in no way be tied in or related to the purchase of time on Station WNEX or Station WBLM. No advertiser will be required, as a condition for obtaining time on the television station, to buy time on either or both of the radio stations. Similarly, there will be no requirement of any kind that any advertiser, as a condition to obtaining time on one of the standard broadcast stations, will be required to purchase time on either the other standard broadcast station or the television station.

No special inducements, such as combination rates, will be offered advertisers to use more than one of these three stations. In the event that the television station can better serve its viewing audience by duplicating a program of one of the two AM stations, such an arrangement will be permitted but only under the same circumstances, conditions and terms that would prevail if a similar arrangement were being made between the AM station and a television station in which the owners of the AM station had no interest.

\* \* \*

The parties to the instant application believe that they have stipulated the necessary safeguards to insure the continued competition between WBLM and WNEX that will enable the Commission to grant the instant application under Sec. 3.35 of the Commission's rules. If, however, the Commission is of the opinion that any additional requirements or safeguards are necessary to insure the separation of the two AM stations presently licensed to the two parties to this application, it is respectfully requested that the Commission grant the instant application, subject to such additional conditions or stipulations as it may deem necessary or desirable in the premises.

## TVA-SAG SPAT

Authority Largely Settled

LONG-STANDING jurisdictional dispute between Television Authority and the Screen Actors Guild took a big stride toward settlement last week when the Associated Actors and Artists of America (AAAA) board in New York drew up new jurisdictional lines.

By a vote of 53-4, the AAAA board rescinded its resolution of April 19, 1950, vesting in TVA jurisdiction over the entire field of television and set up the following specifications:

(1)—TVA will have jurisdiction over "all talent (other than musicians) employed in live TV programs, defined as live broadcasts, filmed sequences made especially for entertainment portion of live program, and any other program by kinescope or similar device done in the manner of a live broadcast."

(2)—SAG will have jurisdiction over "all actors employed in the motion picture field, including, and without limitation, all motion pictures produced for use over television and also over all extras employed in such motion picture field in the State of New York."

(3)—Screen Extras Guild will have jurisdiction over "all extras employed in the motion picture field other than the State of New York."

A spokesman for TVA noted there still are several areas of jurisdiction requiring further exploration, such as TV film spots and "films done in the manner of live shows, including *I Love Lucy* and the *Red Skelton Show*." He expressed belief TVA should be represented at the current negotiation sessions between SAG and national advertising agencies and film producers, covering actors in filmed television commercials.

Preliminary negotiation sessions were held in New York on the spot commercial issue Monday and Friday but no contract is expected to be signed until mid-October when the present SAG and film producers pact terminates. The existing contract was not specifically tailored for spot commercials but included spots as part of an overall agreement.

## 'BLONDIE' RIGHTS

Acquired By Slesinger

TELEVISION, radio and motion picture rights to "Blondie" comic strip and movie series have been acquired by Slesinger Productions Inc., New York. Company has already completed a pilot film for the new series, which will be presented by the William Morris Agency.

Contract arrangements for package will allow either East or West Coast production, live or film. Series will star Hollywood starlet Jeff Donnell in title role with John Harvey as "Dagwood," and will be produced by Stephen Slesinger with Marc Daniels, former director of CBS-TV's *I Love Lucy*, as director.

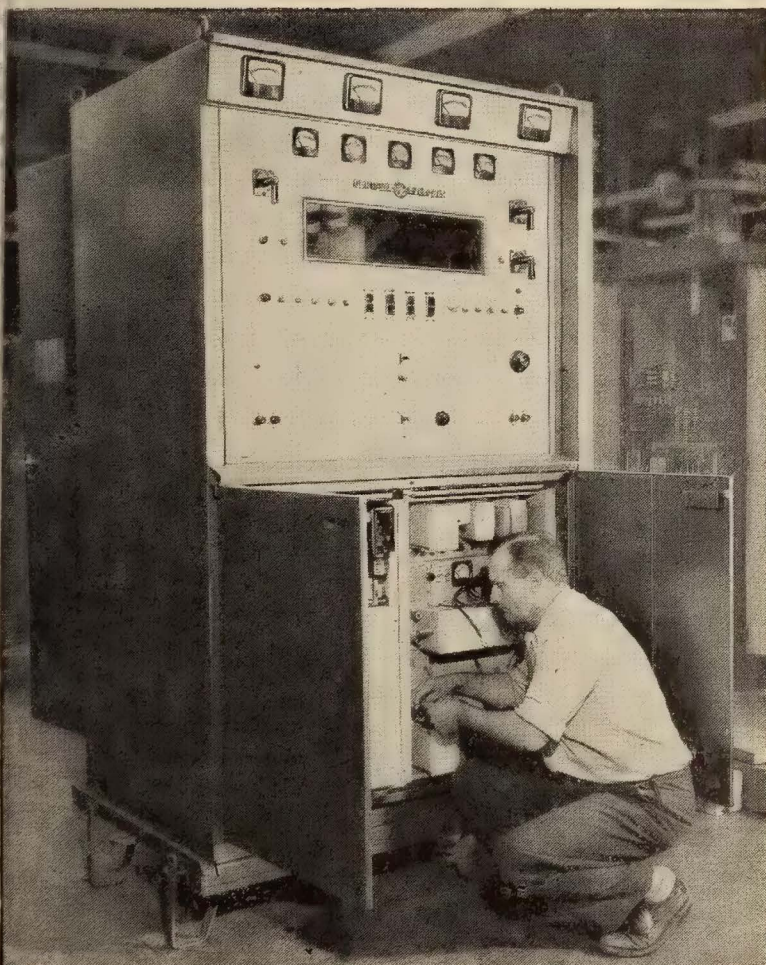




# TELEQUIPMENT NEWS

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

## HIGHEST POWER TV AMPLIFIER PASSES TESTS



Technician makes final factory inspection prior to shipment

### G-E factory production unit exceeds all FCC requirements

ELECTRONICS PARK, SYRACUSE—First off the production line and first of its kind ever built, General Electric's 35 kw amplifier was inspected and approved recently by network people. CBS engineers Bill Wright and Joseph Stern witnessed exhaustive characteristic and power output tests of the highest powered amplifier in the industry.

The unit will enable broadcasters to reach their FCC limit on all low VHF channels at reasonable cost. A motor-driven tuning mechanism makes it possible to use the amplifier on any one of channels 2 through 6.

#### West Coast to get amplifier

In October, a G-E unit will be delivered to KHQ, Spokane, in one of the first postfreeze CP's granted by FCC. This additional equipment will boost KHQ's power to 100 kw ERP on Channel 2.

#### Production continuing

Orders from broadcasters are being given immediate attention at Syracuse. Frank P. Barnes, broadcast sales manager for G.E., stated that orders are being taken now for delivery.

#### New bulletin available

An illustrated descriptive bulletin X54-148 on the new amplifier will be mailed to station managers and engineers on request. Write: *General Electric Company, Section 292-15, Electronics Park, Syracuse, N. Y.*

## G-E Broadcast Man 28 Years in Radio and Television

TV and radio broadcasters in New York State and northern Pennsylvania find their engineering and operational problems well understood by Bill Broughton, General Electric sales engineer in this territory. A veteran



of the industry, Bill has been in electronics since graduating from Cornell with a degree in electrical engineering in 1929.

Some of his more recent TV equipment customers include WHEC Rochester, N. Y., WKTV Utica, N. Y. and WQAN Scranton, Pa. Bill Broughton is a native of Schenectady, now makes his business headquarters at Syracuse.

GENERAL  ELECTRIC

### TUBE COST ONLY: 60¢ AN HOUR

Low maintenance record of picture output tubes based on 3½ year operation

Transmitter stability unsurpassed by any existing television station is claimed by WHEN, Syracuse. Chief engineer H. Eugene Crow operates the G-E 5 kw transmitter an average of 15 hours a day with an ERP of 27 kw visual and 13 kw aural.



Tuning seldom required

"Tube costs of the visual trans-

mitter amount to less than 60¢ an hour, and in a recent long-term stability test the transmitter required tuning only once in an 8-month period," he reports. "In this test we maintained band width even through several tube changes. We have found equipment quality of this kind to be standard with General Electric."

### UHF Technical Bulletins Available on Request

Four newly-printed engineering bulletins on UHF transmitting equipment are offered this week to station managers and engineers or applicants interested in UHF. A card to General Electric Co., Section 292-15, Electronics Park, Syracuse, New York will bring any one or all of the following bulletins to you by return mail.

ECB-9 100-watt UHF Television Transmitter Type TT-24-A  
ECB-10 12 kw UHF Television Transmitter Type TT-25-A  
ECB-11 High Gain Helical Television Antenna for UHF



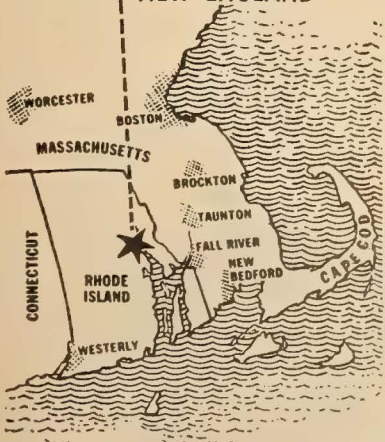






**PINPOINT  
YOUR  
PERSISTENT  
SALESMAN**

**UNDUPLICATED  
COVERAGE IN  
225,000 HOMES  
WITH PERSISTENT  
SELLING TO MORE  
THAN 675,000  
PEOPLE . . .  
IN PROSPEROUS  
SOUTHERN  
NEW ENGLAND**



Represented Nationally by  
**Weed Television**  
In New England — Bertha Bannan

## 'HOWDY DOODY'-LAND

Will Cover Canada, Mexico and Cuba

THEY'RE exporting Howdy Doody. The celebrated stateside puppet is going Pan-American in a continental expansion that promises to make him as well-known in Canada, Mexico and Cuba as he is presently in, say, Doodyville, U. S. A.

The *Howdy Doody Show* with Bob Smith will be launched on the full CBC Canadian radio network (Saturdays, 8:30-9 p.m.) for Ogilvie Flour Mills (hot cereal) and Kraft Caramels, starting with a firm 26-week contract, on the last Saturday in September. Stanfield Ltd., Montreal, is the agency for both advertisers on the radio show.

In addition, the *Howdy Doody* television program will be introduced to Mexico about Nov. 1 (five times weekly, 6:30-7 p.m.), in a Latinized version on XEW-TV. The Mexican version will contain the present cast of characters and a few additions. The format will include the puppets along with circus acts and the old-time movie feature.

Sponsorship interest has been high. American sponsors already underwriting the radio and TV versions of the program will be given first option on the Latin-American conception.

Following the kickoff in Mexico the program will also take off on CMQ-TV in Cuba, six times weekly, 5:30-6 p.m.

In order to service the program in Latin American countries, Martin Stone, president of Kagan Inc., owner of the program, has opened offices under the name of Producciones Mundiales S. A., in Mexico City with both a production and sales force.

The firm plans to film the programs and syndicate them throughout Latin America and then on a world-wide basis, Mr. Stone told BROADCASTING • TELECASTING.

The U. S. radio *Howdy Doody Show* is currently sponsored by Poll Parrot Shoes in 139 non-TV markets on NBC radio, 8:30-9:30 p.m., and is sold locally in the 60 TV markets on which it is carried. The show has been on the net-

work since December 1951.

The television show is on NBC-TV, five times weekly, 5:30-6 p.m., and is sponsored by Bauer & Black, Colgate-Palmolive-Peet Co., International Shoe Co., Kellogg Co., Standard Brands and Welch Grape Juice.

## New Station Grants

(Continued from page 88)

consider the above-entitled mutually exclusive applications for Channel 21 in the light of the requirements of Sec. 307(b) of the Communications Act. Second, if it is appropriate to consider the said applications in the light of Sec. 307(b), the further question is presented whether the scope of the issues in these proceedings permit the parties to adduce proof as to whether their respective applications would result in a more "fair, efficient and equitable distribution" of television channels.

With respect to the first question, it is clearly appropriate for the Commission to consider the above-entitled applications in the light of Sec. 307(b). . . . The Commission concluded in the Sixth Report and Order that the distribution of radio facilities in such a manner that the result is fair, efficient and equitable can best be achieved by the adoption of a table of assignments. The table of assignments and the rules which implement it make clear that this method of channel assignment is not rigid or inflexible.

On the contrary, under Sec. 3.607(b)

all channels are available for any unlisted community located within 10 miles of the community listed in the table. Thus, the table of assignments itself and the rules provide requisite flexibility for the consideration of factors which are relevant to a determination of the assignment question. In addition, in the table of assignments particular channels are, in numerous instances, assigned to two or more communities.

Where conflicting applications require the channel in such "hyphenated" communities, consideration with respect to the fair, efficient and equitable distribution of facilities is a relevant and necessary factor in the decision as to which such applications should be granted. In the instant proceeding the above-entitled applications have pursuant to the Commission's rules, requested authority to operate the same channel in different communities. The situation here is similar to that presented in the case of "hyphenated" communities; and in both cases, the determination as to which community should be licensed for the operation of the assignment is expressly held open by the Commission's rules.

The further question is presented whether the issues in these proceedings are adequate to permit proof in the light of the requirements of Sec. 307(b). . . . It is the view of the Chief Broadcast Bureau that it would be better practice to add the following specific issue, requested in the alternative, by petitioner:

To determine in the light of Section 307(b) of the Communications Act of 1934, as amended, which, if either of these applicants would provide the more fair, efficient and equitable distribution of radio (television) service.

Wherefore, in view of the foregoing it is respectfully requested that the alternative request of Vancouver Radio Corp. for the addition of the foregoing issue be granted.

## Washington Kid Shows

### LITTLE PLAYHOUSE

12:30-1:00 p.m.

Monday through Friday

With an average daily rating of 9.6 (ARB, August, 1952), "Little Playhouse" affords the advertiser an opportunity to promote his product to a maximum audience at a minimum cost.

PARTICIPATIONS—\$65



## Watch Washington

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

**WNBW**  
WASHINGTON

**4**

Represented by  
**NBC Spot Sales**

## Halsey Barrett Named

HALSEY BARRETT, New York manager of Consolidated Television Sales, distributors for filmed television programming, has been named Eastern sales manager. Before joining Consolidated in 1951, Mr. Barrett served as national spot sales



Mr. Barrett

manager for the DuMont Television Network. He was among the founders of the American Television Society in 1939 and was its president in 1941.



## FOR A HIGH AUDIENCE RATING APPLY THIS FORMULA —

Use a good show. Put it on WSB-TV in Atlanta, Georgia.

WSB-TV's ability to deliver huskier ratings than national averages again was publicized in a recent ad on the new Hopalong Cassidy films. Listing shown below is a reproduction from that ad. The city-by-city comparison of Hoppy's fat ratings show WSB-TV leading the field 'way up front. (New Orleans, the exception, is a one-station market). You get more for your money on WSB-TV . . . *far more.*

**wsb-tv**  
ATLANTA, GEORGIA

### CITY-BY-CITY RATINGS OF APRIL 1952\*

#### Source: ARB April City Report

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

#### Source: Videodex

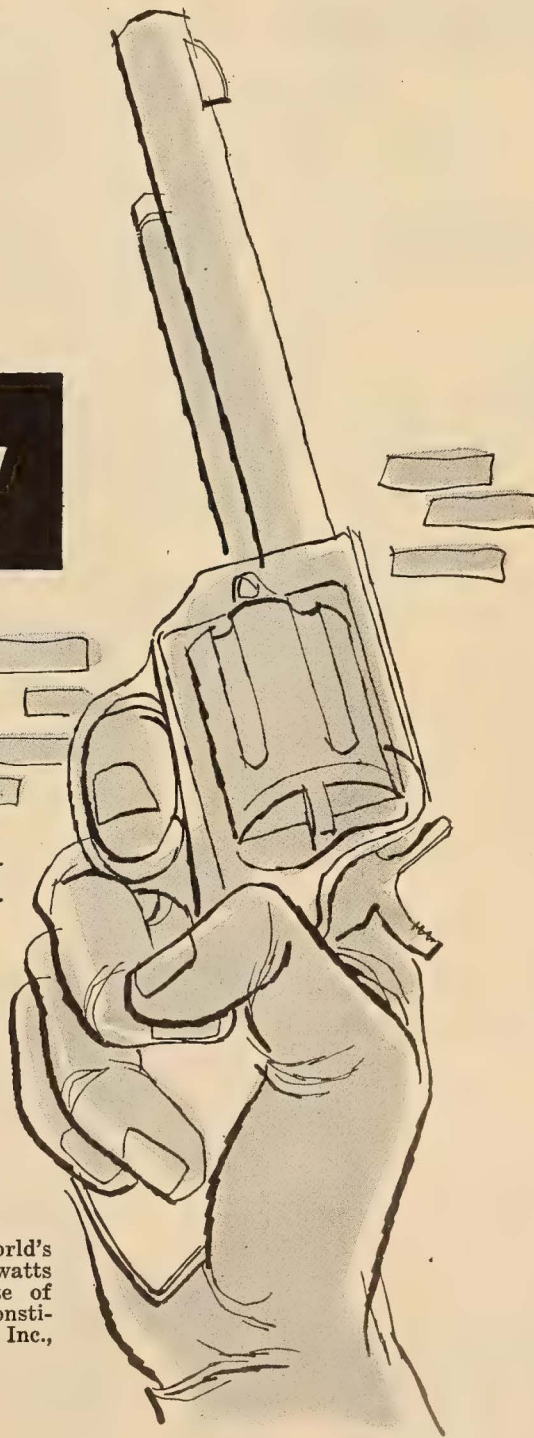
Buffalo	28.5	(Sat. 3:00-4:00 PM)
Columbus	19.0	(Sun. 4:00-5:00 PM)
Atlanta	33.9	(Sat. 6:00-7:00 PM)

#### Source: Pulse

New Orleans	47.8	(Sun. 1:00-2:00 PM)
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\*As reported by stations

WSB-TV telecasts from the world's tallest TV tower with 50,000 watts over Channel 2. An affiliate of The Atlanta Journal and Constitution. Edward Petry & Co., Inc., representatives.







THAT'S  
FLORIDA'S  
**WTW**

First and only TV  
Station in the South's  
fastest growing  
market

First TV Station in  
Florida—now Serv-  
ing over 825,000  
year-round Residents

Most Up-To-Date TV  
Operation in the South

It's an amazing South Florida  
TV Sales Story. Call your  
Free & Peters Colonel, Today.

**CHANNEL 4**  
**WTW**  
**MIAMI**

"Git Thar Fustest With the Mostest"  
— Lt. Gen. N. B. Forrest, C.S.A.

## telestatus



## August Pulse Rates Godfrey, 'Howdy' Top

(Report 233)

**T**OP 15 once-a-week evening TV shows and top 10 multi-weekly daytime shows for week of Aug. 1-7, compared to ratings for month of July, were released last week by Pulse Inc., New York, as follows:

### TOP FIFTEEN REGULARLY SCHEDULED ONCE-A-WEEK SHOWS

	Program Average Rating	Aug.	July
Godfrey's Talent Scouts (CBS-TV)	29.8	30.4	
Boxing (CBS-TV)	27.6	28.2	
Godfrey and His Friends (CBS-TV)	27.4	29.9	
Best of Groucho Marx (NBC-TV)	25.5	25.6	
Robert Montgomery (NBC-TV)	25.2	23.7	
My Little Margie (CBS-TV)	24.7	25.5	
What's My Line (CBS-TV)	24.0	24.4	
TV Playhouse (NBC-TV)	23.1	25.5	
Toast of the Town (CBS-TV)	21.9	23.6	
Racket Squad (CBS-TV)	21.5	21.3	
Big Town (CBS-TV)	21.2	22.8	
Kraft TV Theatre (NBC-TV)	20.6		
Gangbusters (NBC-TV)	20.0		
Amos 'n' Andy (CBS-TV)	19.9		
Playhouse of Stars (CBS-TV)	19.2		

### TOP TEN REGULARLY SCHEDULED MULTI-WEEKLY SHOWS

	Program Average Rating	Aug.	July
Howdy Doody (NBC-TV)	10.4	11.2	
Camel News Caravan (NBC-TV)	10.1	11.2	
Captain Video (DuMont-TV)	8.4	11.2	
Strike It Rich (CBS-TV)	7.9	7.4	
Big Payoff (NBC-TV)	7.5		
CBS-TV News (CBS-TV)	7.4	8.1	
Eddy Arnold (CBS-TV)	7.3		
These Two (NBC-TV)	7.3	8.1	
Liberace (NBC-TV)	7.1	7.2	
Music Hall (CBS-TV)	7.1	7.0	

### 'Best TV Plays' To Be Offered

SECOND annual volume of *The Best Television Plays*, edited by William I. Kaufman of NBC-TV's program department, will be published Sept. 26 by Merlin Press.

The nine plays selected from the 1950-51 season include: "The Pharmacist's Mate," by Budd Schulberg (*Pulitzer Prize Playhouse*); "The Night They Made a Bum Out of Helen Hayes," by Billy Rose (*The Billy Rose Show*); "The Kathryn Steffan Story," by Kathryn Steffan (*The Big Story*); "The Rocking Horse," by Doris Halman (*Armstrong Circle Theatre*); "Vincent Van Gogh," by Hoffman R. Hays (*Philco Television Playhouse*); "Borderline of Fear," by Joanna Roos and Edward Mabley (*Danger*); "Rosie's Hair," by Gertrude Berg (*The Goldbergs*).

The book also contains introductory remarks by well-known producers and directors as well as articles on behind-the-scenes activities by art directors, costume designers and other specialists.

\* \* \*

### Demos Top GOP In Nielsen Rating

HIGH water-mark in convention viewing came July 25 when a total of 14,556,000 different television homes tuned in to the Democratic National Convention. This exceeded the Republican Convention viewing peak of 13,097,000 TV homes. These figures were released last week in a special Nielsen Television Index report.

### Latest 'Trends' Survey Released by Pulse

PULSE INC.'s "Multiple TV Program Trends" for August 1952 showed that total quarter-hour of network time were 8% lower than in July 1952 but higher than in August 1951. The survey also indicated that about one-half of all TV time last month was devoted to programs in the 10 top rated categories, which follow:

CATEGORY	AVG. RATING
Talent	18.8
Comedy Variety	16.8
Drama and Mysteries	16.1
Boxing	15.9
Comedy Situation	14.8
Westerns	13.4
Quiz-Audience Participation	10.0
Feature Films	9.2
Wrestling	8.8
Musical Variety	7.5
Kid Shows	7.5

\* \* \*

### WHAS-TV Ups Rates Effective Oct. 1

WHAS-TV Louisville's new rate card No. 5, with an hourly base rate of \$600 for Class A time and \$120 for Class A announcement will go into effect Oct. 1, Ne Cline, sales director, said last week.

The new rate structure is based on an increase in television homes in the Louisville market since Jan. 1, Mr. Cline said. Most significant feature is addition of a new time bracket, 12 midnight to 12 noon Monday through Friday, as Class D time.

## Weekly Television Summary—

September 15, 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	179,875
Ames	WOI-TV	96,433	Matamoros (Mexico), Brownsville, Tex.	XELD-TV	24,500
Atlanta	WAGA-TV, WSB-TV, WLTV	215,000	Memphis	WMCT	144,615
Baltimore	WAAM, WBAL-TV, WMAR-TV	402,829	Miami	WTVJ	141,600
Binghamton	WNBF-TV	92,500	Milwaukee	WTMJ-TV	346,015
Birmingham	WAFM-TV, WBRC-TV	118,000	Minn.-St. Paul	KSTP-TV, WCCO-TV	329,215
Bloomington	WTTV	160,000	Nashville	WSM-TV	78,240
Boston	WBZ-TV, WNAC-TV	920,928	New Haven	WNHC-TV	310,000
Buffalo	WBEN-TV	279,204	New Orleans	WDSU-TV	108,675
Charlotte	WBTV	237,519	New York	WABD, WCBST-TV, WJZ-TV, WNBC	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		
Columbus	WBNS-TV, WLWC, WTVN	237,000	Newport News	WTAR-TV	130,000
Dallas			Oklahoma City	WKY-TV	147,350
Ft. Worth	KRLD-TV, WFAA-TV, WBAP-TV	186,021	Omaha	KMTV, WOW-TV	138,500
Davenport	WOC-TV	130,000	Philadelphia	WCAU-TV, WFIL-TV, WPTZ	1,067,475
Quad Cities	Include Davenport, Moline, Rock Is., E. Moline		Phoenix	KPHO-TV	67,400
Dayton	WHIO-TV, WLWD	246,000	Pittsburgh	WJAZ-TV	465,000
Denver	KFEL-TV	21,735	Providence	WTVR	224,000
Detroit	WJBK-TV, WWJ-TV, WXYZ-TV	804,766	Richmond	WTBR	139,030
Erie	WICU	165,100	Rochester	WHAM-TV	160,000
Ft. Worth			Rock Island	WHBF-TV	123,000
Dallas	WBAP-TV, KRLD-TV, WFAA-TV	223,961	Quad Cities	Include Davenport, Moline, Rock Is., E. Moline	
Grand Rapids	WOOD-TV	123,792	Salt Lake City	KDYL-TV, KSL-TV	83,240
Greensboro	WFMY-TV	169,675	San Antonio	KEYL, WOAI-TV	92,110
Houston	KPRC-TV		San Diego	KFMB-TV	147,250
Huntington			San Francisco	KGO-TV, KPAX, KRON-TV	433,000
Charleston	WSAZ-TV	112,000	Schenectady		
Indianapolis	WFBM-TV	257,000	Albany-Troy	WRGB	222,900
Jacksonville	WMBR-TV	68,000	Seattle	KING-TV	163,700
Johnstown	WJAC-TV	164,501	St. Louis	KSD-TV	413,000
Kalamazoo	WKZO-TV	236,653	Syracuse	WHEN, WSYR-TV	185,550
Kansas City	WDAF-TV	218,045	Toledo	WSPD-TV	191,000
Lancaster	WGAL-TV	162,813	Tulsa	KOTV	130,120
Lansing	WJIM-TV	110,000	Utica-Rome	WKTV	77,000
Los Angeles	KECA-TV, KHJ-TV, KLAC-TV, KNBH		Washington	WMAL-TV, WNBW, WTOP-TV, WTTG	382,930
	KTLA, KNXT, KTTV	1,324,088	Wilmington	WDEL-TV	117,610

Total Stations on Air 110\*

Total Markets on Air 65\*

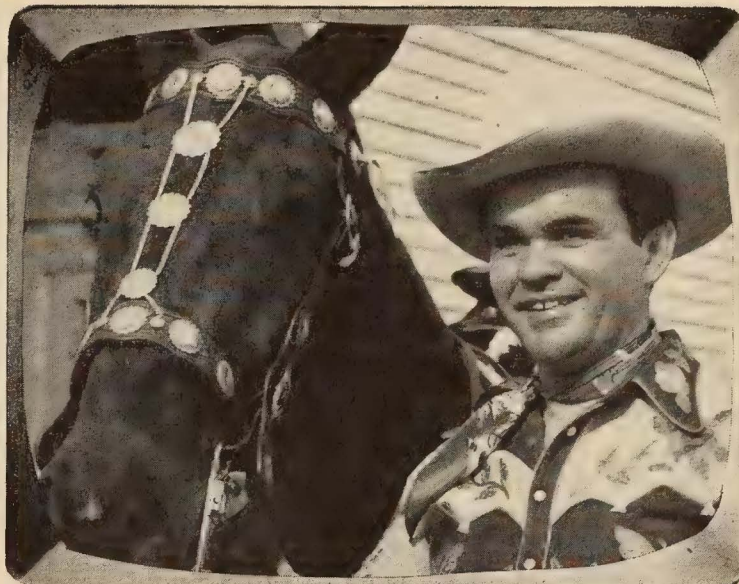
\* Includes XELD-TV Matamoros, Mexico

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

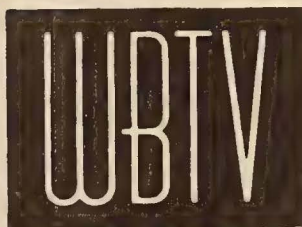
Estimated Sets in Use: 18,415,411



make  
small fry  
friends  
with  
fred



WBTV's own contribution to the cowboy craze, Fred Kirby corrals an average Videodex rating of 19.0 on his "Junior Rancho" programs (M-W-F, 5-5:30 PM). Over 2,000 Carolina children have appeared on the program with Fred since its debut in September, 1951. Praised by parents, teachers and civic leaders for its sound contribution to juvenile ideals, "Junior Rancho" offers advertisers a happy, hair-trigger reaction to their product appeals.



SERVING THE CAROLINAS'  
BIGGEST  
TELEVISION AUDIENCE

JEFFERSON STANDARD BROADCASTING COMPANY

*Represented Nationally by CBS Television Spot Sales*



## NEW CHICAGO UNIT

### Would Establish TV Center

TEMPORARY board of directors to promote the Chicago Unlimited movement was set up last Tuesday at a meeting of groups interested in developing Chicago as a television center. Meeting was held at the ABC Civic Theatre, Chicago.

The temporary board comprises S. C. Quinlan, WBKB (TV), for stations; Don Gallagher and John Weigel, freelance announcers, for talent; James Kellock, Wielding Studios, and Dallas Jones, Dallas Jones Productions, for film groups; Alan Fishburn, freelance, and James Jewell, James Jewell Radio-TV Productions, for packagers; Marty O'Shaughnessy, TV Fore-cast, and Robert Hurleigh, WGN and WGN-TV news director, for news; Ray Jones, AFRA and TVA.

Seventy persons attended the Tuesday meeting of the non-profit organizations.

Over \$10,000 was pledged, with WBKB offering to match the pledge of any other station.

## THEY DON'T LIKE TV SET TAX

### Massachusetts Town Levy May Become 'Cause Celebre'

THE little town of Stow, Mass.—population 1,697—found itself in the national spotlight last week because many of its residents don't like to pay a town tax of \$4.50 on TV receivers.

This two-year-old levy is imposed by Stow's Board of Assessors, supported by a state ruling that TV sets are non-essential personal property, like watches and jewelry.

A few days ago a Stow resident inserted an ad in the neighboring *Maynard Enterprise* complaining against "taxation without representation" and protesting the tax as illegal. Boston newspapers took up the incident and found that other Massachusetts communities weren't interested in such a tax.

Stow's assessors are able to spot TV owners by their antennas, though in some cases house occupants are asked if they own a receiver. The town is located 10

miles west of Concord.

Henry F. Long, state tax commissioner, ruled some time ago that TV sets were non-essential, removing them from the \$5,000 exemption allowed on personal property. This inspired the Stow assessors, headed by Harold J. Priest, to slap a tax on television sets. The assessors put a flat value of \$100 on all receives, no matter what type.

Delicate problem arises in the case of some residents whose houses are located on the boundary line separating Stow and Hudson.

Few attempts have been made to place municipal levies on radio or TV sets. A South Carolina law putting an annual license fee of \$1 to \$2.50 on radio sets was held invalid in 1931 by the U. S. District Court. WBT Charlotte, N. C., had asked an injunction to collect the tax, winning the case.

Three years ago a Pennsylvania Liquor Board tax on TV sets operated by taprooms, on the ground they provided motion picture exhibitions, was killed by a state court. The Supreme Court denied certiorari. The tax ranged from \$120 downward. Later the State Legislature amended the law to provide specific exemption for TV receivers.

## RCA Slide Projector

RCA VICTOR Div. (broadcast equipment section) is making available a new automatic projector for convenient presentation of either glass or cardboard-mounted slides in studio television productions. The RCA type TP-2A slide projector features a corrected, coated astigmatic five-inch F/3.5 lens; an indexed-rotatable turret, and a built-in forced-draft ventilating unit to cool the 100-w lamp.

## TV & the Beanstalk

PATIENCE is no virtue when a TV fan lives in a non-TV area like Puerto Rico—but he can do something about it, according to President Frank A. D. Andrea of Andrea Radio Corp. One ingenious TV enthusiast living near San Juan, Mr. Andrea said last week, bought a television receiver and had it installed. After strenuous efforts, the man reports, he now receives programs from Washington, D. C., Jacksonville, Norfolk, Atlanta and Havana. He says reception is best from 5 p.m. to 9 p.m., although Havana has been tuned in up to midnight. To achieve this reception, he placed on the top of his one-family home a 74-foot tower with rotor antenna!

## JUDGE RULES

### Ohio Censorship Illegal

CENSORSHIP laws in Ohio covering motion picture newsreels are in violation of the Ohio and U. S. Constitutions, according to a Wednesday ruling by Municipal Judge Frank W. Wiley, of Toledo. The ruling was based on a "friendly" court action brought by the State Division of Film Censorship against Martin G. Smith, owner of a Toledo theatre.

Mr. Smith, it was stated, deliberately had shown a newsreel not yet cleared by the censors. Judge Wiley held him not guilty on ground the laws on which the warrant was based were invalid.

Judge Wiley observed, "A film can be run in a television studio at any place in the country and reproduced in every home in Ohio that has a television set, and there is no attempt at censorship or taxation." Self-censorship in the movie industry has removed much of the possibility for evil, he added. He described censorship fees as taxing of films and "a form of prior restraint which violates the constitutional guarantees of freedom of speech and press."

"To subject a newsreel to our present censorship is of itself a greater evil than the possibility of evil against which the statute was designed to protect," Judge Wiley concluded. The state charges \$3 to censor newsreels, which Judge Wiley ruled was discriminating against one method of disseminating information in violation of equal protection clauses of Ohio and U. S. Constitutions.

## Venezuela TV

VENEZUELA's first TV station to be operated by the Venezuelan government is under construction on a mountain top overlooking the city of Caracas, and is expected to go on the air this December, Meade Brunet, vice president of RCA and managing director of RCA International Div., announced. The station will be RCA-equipped.

## Transmitters

(Continued from page 81)

transmitter will be used as a standby.

WTVR (TV) will operate with a 500 w transmitter, which will act as the driver for the new 25 kw unit when the station increases its power to maximum erp at a later date. A DuMont 5 kw transmitter has been in uninterrupted service since the station's debut in April 1948.

WTVR's transmitter is located in the metropolitan area of Richmond. The station recently completed construction of its DuMont-equipped studios and its new transmitting antenna which is 1,044 feet above average terrain.



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

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

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

Interested in low-cost telecasting that sells?

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

FREE & PETERS, INC.

Exclusive National Representatives

## The Quint Cities

COL. B. J. PALMER, President

ERNEST C. SANDERS,

Resident Manager

Davenport, Iowa







## NEVER—NO NEVER

Good old Fido will never renege the dish "dogs cry for"...muff his food-plug  
...when you USE FILM

Complete information concerning film selection and processing available...also details concerning special Eastman technical services, equipment, and materials. Address: Motion Picture Film Department, Eastman Kodak Company, Rochester 4, N. Y. East Coast Division, 342 Madison Avenue, New York 17, N. Y. Midwest Division, 137 North Wabash Avenue, Chicago 2, Illinois. West Coast Division, 6706 Santa Monica Blvd., Hollywood 38, California.



## TV'S NEWS ROLE

### SDX Meeting to Discuss

ROLE of television at news conferences is among leading topics scheduled for discussion at the national convention of Sigma Delta Chi in Denver Nov. 19-22.

The panel on newspapers also is expected to air such newspapermen's complaints as the charge that reporters often are made into "unwilling actors" for the TV public.

Colorado chapter of the professional journalism fraternity, the host chapter, expects more than 300 delegates to the four-day meeting.

Among those slated to speak are Arthur Hays Sulzberger, publisher of *The New York Times*; Sen. Fred Seaton (R-Neb.); Palmer Hoyt of *The Denver Post*, and Jack Foster of the *Denver Rocky Mountain News*.

Other key journalists and broadcasters have been invited to take part in the discussions.

## Television at Fair

NEW TELEVISION equipment was on exhibit at the annual York Interstate Fair at York, Pa., last week. Television demonstration was arranged by Allen B. DuMont Labs., and WNOW-TV York, new DuMont affiliate that will begin telecasting within next few months.



## film report

### Sales . . .

**Kelvinator Dealers Assn.**, Chicago, starts *Invitation Playhouse* on WGN-TV Chicago for 26 weeks from Sept. 17. The quarter-hour films, produced by **Rene Williams**, Hollywood, and owned by **Teevee Co.**, that city are distributed by **Guild Films Inc.** Agency is **Frank C. Jacobi Adv.**, Chicago.

**Katz Drug Co.**, Kansas City, Mo., has renewed *Invitation Playhouse* on WDAF-TV Kansas City for 13 weeks from Sept. 9. Agency is **Bruce B. Brewer & Co.**

### Distribution . . .

**Roland Reed Productions**, Culver City, has concluded negotiations with **William Morris Agency** to distribute the production firm's half-hour TV film series, *Rocky Jones Space Ranger*. Former arrangement with **Official Films** has been terminated.

### Availabilities . . .

**Sterling Television Co.**, N. Y., is releasing for TV a new series of 13 quarter-hour film programs, *Ghost Towns of the West*, produced by **Simmel-MeSurvey Inc.**, Hollywood. Series is based on true stories of Gold Rush days and has been

filmed in some of the West's famous ghost towns.

### Production . . .

**Dougfair Corp.**, Culver City, goes into production of 25 half-hour TV films in *Terry and the Pirates* series, Sept. 22, at **RKO Pathe Studios**. To be sponsored by **Canada Dry Ginger Ale Inc.**, N. Y., the programs are being scheduled in 60 individual markets. **Warren Lewis** produces the films. Agency is **J. M. Mathes Inc.**, N. Y.

\* \* \*

**Frank Wisbar Productions**, Hollywood, has started a new group of 12 half-hour films for **NBC-TV Fireside Theatre**. The program resumes Sept. 30 under sponsorship of **Procter & Gamble Co.** (Crisco, Ivory, Duz). Agency is **Compton Adv. Inc.**

\* \* \*

**A Men Productions Inc.**, Hal Roach Studios, Culver City, has been formed to produce science-adventure motion pictures which later will serve as basis for a TV series. **Curt Siodmak** is president-director; **Richard Carlson**, vice president-star, and **Ivan Tors** is secretary-treasurer-producer. First script, "A Men," co-authored by Messrs. Siodmak and Tors, goes into production tomorrow (Tuesday). **Leonard Baumasch**, Atomic Energy Commission, will serve as the technical adviser. In 1953 the feature will be broken into two segments and used as first two films in a TV series.

\* \* \*

**Gil Ralston**, producer for **Screen Televideo Productions**, Hollywood, and **Arthur Ripley**, motion picture producer - director - writer, have formed partnership to produce TV films. Mr. Ralston recently completed four half-hour **NBC-TV Cavalcade of America** films for duPont, two of which were directed and co-authored by Mr. Ripley.

\* \* \*

**Jack Chertock Television Productions Inc.**, Hollywood, has completed the first film in *Private Secretary*, half-hour TV series starring **Ann Sothern**. **Don Porter** portrays her employer in the situation comedies. **Chris Nyby** is the director [B•T, July 14].

### Random Shots . . .

**Guild Films Inc.**, Hollywood, has formed a **Television Research Dept.** to be directed by **Will L. Lane**, (Continued on page 98)

## NEW CODES

### N. Y. Laws Eased for TV

TWO LAWS easing restrictions on television production and transmission were enacted in New York City last week. The bills signed by Mayor Vincent R. Impellitteri amend the city's fire, electrical and building codes.

Under the new law, the television industry will be able to operate more effectively in legitimate theatres. The measures changed restrictions on staging, lighting, wiring, seating and the use of sprinkler systems.

The television industry committee, composed of representatives of the TV networks and **WPIX (TV) New York**, had long sought relief from the codes that were considered a prime factor in the threats of some television leaders to move operations to the West Coast.

In signing the two bills, Mayor Impellitteri lauded the city government and the television industry for their cooperative efforts in working out the problem. He commented that the laws enacted by the City Council were "the result of a year of very careful study by a committee representing the television industry with representatives of city departments concerned with television . . . and proves once again that industry and government can solve problems of vital importance to all the people."

In a follow-up, the **Television All-Industry Committee** announced intentions to set itself up as a permanent organization to deal with similar problems faced by the industry. Serving on the committee are:

**Clure Owen**, **Frank Marx** and **Felix Kemp**, **ABC**; **Henry Grossman**, **Walter Pierson** and **Richard Forsling**, **CBS Television**; **Roger Clipp** and **Harry Millholland**, **DuMont**; **J. R. Poppele** and **Charles Singer**, **General Teleradio Inc.**; **Paul Lynch** and **Joseph D'Agostino**, **NBC** and **Tom Howard** and **Otis Freeman**, **WPIX (TV) New York**. **David J. Jacobson**, **CBS-TV** director of public relations, is public relations counsel for the committee.

## WABD (TV) SALES

### Seven New Sponsors Signed

**WABD (TV) New York** has signed seven new sponsors for more than \$600,000 worth of billings, **Richard E. Jones**, station's general manager, announced last week. He added that several other contracts for sponsorship of programs on **WABD (TV)** currently are in negotiation.

New business was contracted by the following advertisers: **Philip Morris & Co.**, New York, through **Biow Co.**; **Pacific Coast Borax Co.**, New York, through **McCann-Erickson Inc.**; **Bristol-Myers Co.**, New York, through **Doherty, Clifford & Shenfield**; **National Carbon Co.**, New York, through **William Esty & Co.**; **Miller Brewing Co.**, Milwaukee, through **Mathison & Assoc.**, that city; **Greater New York Kaiser - Frazer Dealers Advertising Council Inc.**, through **William H. Weintraub Co.**, and **Congress of Industrial Organizations (CIO)**, Washington, through **Henry J. Kaufman & Assoc.**, that city.

## ATTENTION: Film Buyers, Program Directors, Film Producers, Agency TV Depts.

FILMS OF THE NATIONS DISTRIBUTORS, Inc.  
62 West 45th Street New York 36, N. Y.

## STOCK SHOTS

RELEASE No.: 3.

Available in: 16mm. black & white or color

DATE: May 25, 1952

SUBJECT: MEXICO

LENGTH IN FEET

SCENE #	DESCRIPTION	9
1	Aerial shot of S. Mexico coastline	
	MEXICO CITY	
2	Airport...plane moving on runway...passengers...baggage	72
	trucks...building	7
3	Avenida Juarez...main street of city	
4	Chepultapec Park...small boats on lake...musicians in	93
	costume...people...children riding miniature train.	17
5	Shot of volcano Popocatepetl	
6	Scenes at Floating Gardens of Xochimilco flower vendors	
	in boats...scenic shots of waterways...tourists...clubhouse	90

We are now cataloging more than 5 million feet of recently taken and new STOCK SHOTS. We are adding new footage daily. The first TEN releases are ready and are yours for the asking, free of charge. We'll send you additional releases as they become available. For inclusions in our mailing list and free releases write to

**FILMS OF THE NATIONS DISTRIBUTORS, Inc.**  
62 West 45th Street, New York 36, N. Y.



## POLIO FIGHT

### WEWS (TV) Aids Campaign

AS OHIO's polio cases passed the 275 mark, WEWS (TV) Cleveland stepped up its campaign against the dread disease.

Kits and instructions for duplicating WEWS's Polio Pledge Day were sent to all Ohio TV stations and chapter chairmen of the National Foundation for Infantile Paralysis.

When polio cases began spreading through northeastern Ohio, local March of Dimes officials asked WEWS for a 15-minute program on polio precautions. Instead, WEWS devoted an entire broadcast day as Polio Pledge Day.

Beginning at 8:30 a. m. and continuing through the signoff at midnight, WEWS devoted almost every local program and about 12 spots to precautions to be taken against infantile paralysis. The WEWS Polio Pledge Day was termed "a dramatic and effective use of television for the good of the community."

## ID ANNOUNCEMENTS

### Petry Lists Advantages

COMMERCIAL advantages of TV station identification announcements are outlined in a presentation by the TV division of Edward Petry & Co., station representative, that currently is being distributed to advertisers and agencies.

Entitled "A Quickie on Quickies" and employing the format of a TV script, the report calls identification announcements TV's "talking billboards" and cites these commercial advantages: "Good availabilities between high-rated programs," "high frequency impact," "wide market coverage" and "low cost per customer contact."

The 15-page presentation cites specific examples of ID availabilities, with ratings, TV homes reached and cost-per-thousand figures in three typical markets and for early evening, late evening and noon hours. It lists seven ways in which ID's can be used to achieve advertising goals and reports Class A costs on the 13 Petry-represented TV stations.

## Media Control Course

COURSE at George Washington U. Law School, Washington, D. C., to include lectures, research and discussion on government regulation of the mass media of communication, with special emphasis on radio and television, will be conducted during the fall term on Thursday evenings, beginning Oct. 2, by Asst. Prof. Louis H. Mayo. Information may be obtained at The Law School, 720 20th St., NW, Washington 6, D.C.

WOR-TV will telecast sessions of the UN's General Assembly in daily half-hour presentation starting Oct. 14. Telecasts will be public service features.

## NCAA GAMES

### Full Schedule Announced

COMPLETE schedule of 11 NCAA football games to be covered this fall by NBC-TV was to be announced yesterday (Sunday) on a special NBC-TV program, *Kick-off 1952* (3-3:45 p.m. EDT). The schedule of telecasts, to start this Saturday under the sponsorship of General Motors, follows:

Sept. 20, Texas Christian at Kansas U.; Sept. 27, Princeton at Columbia; Oct. 4, Michigan at Stanford; Oct. 11, Texas A & M at Michigan State; Oct. 18, Cornell at Yale.

Oct. 25, Purdue at Illinois; Nov. 1, Ohio State at Northwestern; Nov. 8, Oklahoma at Notre Dame; Nov. 15, Alabama at Georgia Tech; Nov. 22, USC at UCLA, and Nov. 29, Army vs. Navy at Philadelphia.

Sportscasters Mel Allen, Tommy Harmon, Russ Hodges and Bill Henry will cover the NCAA football schedule, the network also announced.

Mr. Allen will announce all games except that of Oct. 4 between Stanford and Michigan, which will be handled by Mr. Harmon. Mr. Henry will serve as commentator while Mr. Hodges will provide the color for the games.

General Motors will sponsor the telecasts in behalf of all its divisions, including Chevrolet, Pontiac, Oldsmobile, Buick, Cadillac, GMC truck & coach, Frigidaire and other units [B•T, Aug. 25].

## 'QUICK' EXPANDS

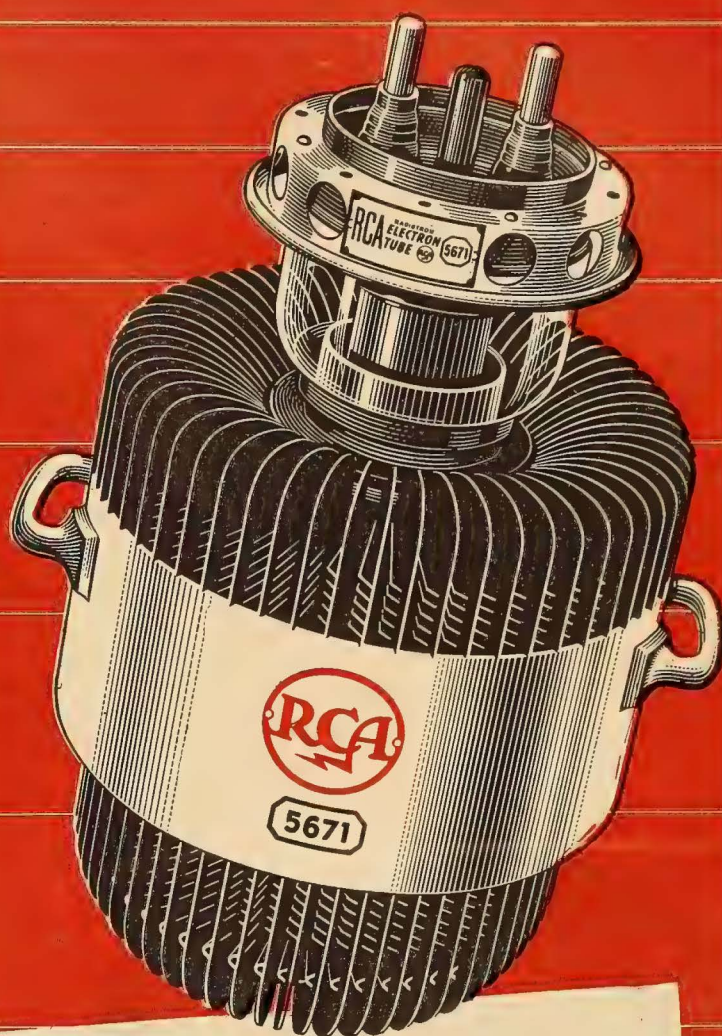
### More TV in N.Y. Editions

COMPREHENSIVE coverage of television will be included in *Quick* magazine, effective with the Oct. 20 issue when the publication expands its Metropolitan New York editions by 32 pages.

Included will be detailed listings of TV programs in the New York area, news and feature material on TV shows and personalities and news of developments in the industry from a business, scientific and entertainment point of view.

## Johns Hopkins Bldg.

JOHNS HOPKINS U. announced last week that construction would begin soon on what the university believes to be the first academic auditorium to be built with permanent installation of television broadcasting facilities. The building, Shriver Hall, is to cost more than \$1 million, and is slated to be completed by the autumn of 1953. It is to be equipped with video cabling facilities and microwave facilities, so that the university can broadcast nationally or locally from its stage.



## The tube with the "built-in cash register"



If you operate a 50-kw AM transmitter using high-level modulation ... if you still use older-type, pure-tungsten filament tubes ... then this high-power triode can literally save you thousands.

**Take tube cost per hour, for instance:** In a number of 50-kw "AM's", RCA-5671's are still operating after serving over 30,000 hours. Here, as a result of the longer life of the RCA-5671, actual tube cost runs about 4 cents an hour per tube!

**Take filament-power cost, for instance:** The thoriated-tungsten filament of the RCA-5671 takes 60% less power than pure-tungsten filaments of comparable older tube types—can save you \$1300 or more a year. Take advantage of these major savings. For details, write RCA, Section PI37, Harrison, N. J.

**For tube service in a hurry, call your local RCA Tube Distributor.**



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



## Film Report

(Continued from page 96)

former associate editor of *Holiday*. He will concern himself with trends in national video programming, availability of national time slots, local price trends, viewing habits and local merchandising practices to exploit sponsored programs at point-of-sale.

KNXT (TV) Hollywood *The Late Show*, comprised of feature films telecast six times weekly, has inaugurated the policy of presenting the film's star as guest each evening.

David O. Selznick has selected his 1947 RKO feature film, "The Farmer's Daughter," for an experimental re-issue in Minneapolis theatres. If successful, he will re-issue all of his motion pictures to theatres instead of releasing them to TV.

### Film People . . .

Sam Lake, business manager of Screen Gems Television Inc., New York, to Guild Films Inc., New York, as general sales manager.

Tom Duran will join Videopix Inc., Pittsburgh, Oct. 1 to represent the company in the mid-Atlantic states. He has been sales executive for WCAE Pittsburgh the last 10 years.

Edward W. Rinker joins the Chicago sales staff of Sarra Inc. He was with Bielefeld Studios, same city.

Richard Bare has resigned as director of NBC-TV's *Eddie Mayehoff Show*, now being filmed by Key Productions, Hollywood. Irving Brecher resigned as producer two weeks ago. President Lou Place is serving in both capacities temporarily.

Norman Colbert, supervising film editor of Filmcraft Productions, Hollywood, is serving as head editor on a series of five-minute Community Chest films to be telecast on all Los Angeles TV stations and Fox West Coast theatres. They will also be available to TV stations throughout the nation for use in Chest campaigns.

Bernard J. Prockter, president of Prockter Productions and chairman of PSI-TV Inc., New York, television film producers and distributors, has sailed to Europe for a five-week trip during which he hopes to arrange for TV film productions in Italy, France, England and Germany, and acquire rights for properties which will be produced in the U. S.

## WMAL News Maker

WMAL-TV Washington's *Your Commissioner's Report* made front page news in local newspapers when during its half-hour broadcast last Monday D. C. Commission Chairman F. Joseph Donahue, answered a question by Bryson Rash, ABC White House correspondent and WMAL-AM-TV director of special events, on whether he would like to vote on salary increases of the heads of the fire and police departments from \$11,130 to \$12,000 yearly. Comr. Donahue said yes, and Comr. Renah Camalier, also on the program, seconded. The move was made official the next day.

duced in the U. S.

Paul F. Heard, head of Paul F. Heard Inc., Hollywood, in New York for conferences concerning further religious TV film production. The producer has just completed *What's Your Trouble?* a quarter-hour video film series.

Robert de Sousa, regional sales manager for Major Television Productions Inc., Culver City, in the New York home office for conferences with Irving Lesser and Seymour Poe, executive heads of the firm.

Tony Owen, president of National Repertory Theatre Inc., Hollywood, in New York en route to London for conferences on further TV film production.

## RCA C-C TUBE

Now Ready for Market

FIRST commercial version of the Vidicon industrial TV camera tube, was announced last week by RCA Victor's Tube Dept. at Harrison, N. J. L. S. Thees, general sales manager, said the tube, designed for closed circuit TV equipment, makes possible simple, compact and low-cost TV camera equipment for industrial, scientific, educational and other non-entertainment use.

The tube (RCA-6198) is a tenth the size of a standard broadcast TV camera tube, Mr. Thees said, and will make possible the design of a TV camera similar in size to the 16mm home movie camera. It will allow televising of scenes with 100-200 foot-candles of incident illumination. RCA plans to make available in the fall components designed for use with the new tube, he said.

GENERAL Electric Co.'s Tube Dept. has completed series of five electronic tube application clinics in five California cities. Clinic aimed at bringing detailed information on new tube developments and applications of electronics equipment manufacturers' engineering staffs.

## MEDICAL MUDDLE

Opinions Vary on Video

MEMBERS of the American Medical Assn. and The American Psychological Assn. seem to differ as to television's impact on children.

AMA's *Journal*, in its Sept. 6 issue, urged telecasters to "acknowledge the adverse medical and psychological implications found in many crime-and-horror programs."

That same week, however, the APA, meeting in Washington, was told that TV, far from being a psychological monster, may actually help overcome the teacher shortage and may teach children the better things in life [B•T, Sept. 8].

The AMA *Journal* said that the television industry would do well to sponsor medical research projects to determine the effects of crime shows on children:

"Indeed, the television industry would be well advised to accomplish this (research project) voluntarily and as rapidly as possible in order to neutralize the growing hue and cry for government regulation and its attendant evils of censorship."

On the other side of the ledger, David Kemisar, director of guidance at Champlain College, Plattsburg, N. Y., told the AMA that experience has taught him there is no evidence of difference in personalities and behavior of children exposed to TV and those in non-TV areas.

## COLUMBIA-NBC

New TV Courses Listed

TV PROGRAM techniques and special effects will be included in the list of 1952-53 radio-television courses offered by Columbia U., New York, in cooperation with NBC, it has been announced by Erik Barnouw, who supervises broadcasting courses.

The Columbia-NBC series is starting its ninth year with provision made for the first time for students to major in either radio or TV. Study program leads to a bachelor of science degree in General Studies, Mr. Barnouw said. Winter and spring sessions start Sept. 25 and Feb. 4, respectively.

Among new courses are "Television Program Techniques," under William C. Hodapp, producer of NBC-Sloan Foundation's *American Inventory*, and "Special Video Effects" under James A. Glenn, head of NBC's special effects department.

## NBC-TV to Air Operas

NBC-TV will present eight operas this coming season, broadcast monthly on Sunday, 3-4 p.m., starting Oct. 19 with Benjamin Britten's "Billy Budd," which will be given its American premiere on the telecast. Samuel Chotzinoff, NBC general music director, will produce the opera series, which will be given in English.

**TV film spots**

**animated & live action**

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**8 seconds**

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## Movie Interests Owning, Seeking TV

(Continued from page 27)

in Telenews Productions Inc. and part owner of various newsreel theatres, executive vice president and secretary and 25% stockholder. Mr. Scheffel is president and secretary of applicant; Mr. Burger, treasurer. Applicant also seeks new TV stations in Springfield, Ill., Sioux City, Iowa, and Duluth, Minn. City priority status: Group A-2, No. 27.

**LITTLE ROCK**—Wrather, Hill & Alvarez, vhf Ch. 11, ERP 220 kw [B.T. July 21]. Principals include 50% owner J. D. Wrather Jr., president and 50% stockholder, Jack Wrather Productions, Los Angeles, and president and 60% stockholder, Wrather TV Productions, Los Angeles. Mr. Wrather also is part owner of Superior Television Co., Corpus Christi, Tex., TV applicant. City priority status: Group A-2, No. 27.

### CALIFORNIA

**BAKERSFIELD**—Lemert Bestg. Co., vhf Ch. 10, ERP 61.7 kw [B.T. July 7]. Principals include Lewis F. Blumberg, employe of Motion Pictures for Television Inc., president and 32.2% stockholder; Jack Benny, motion picture, radio and TV star, 8.9%; William Goetz, production head, Universal-International Pictures, Los Angeles, 8.9%. City priority status: Group A-2, No. 132.

**MONTEREY**—Monterey Radio-Television Co. (KMBY), vhf Ch. 8, ERP 10 kw [B.T. July 7]. Principals include Harry L. (Bing) Crosby Jr., motion picture, radio and TV star, as vice president-treasurer and 24% stockholder. Mr. Crosby is also principal in KXLY-TV Spokane, Wash. City priority status: Group A-2, No. 164.

**SANTA BARBARA**—Santa Barbara Bestg. & Television Corp., vhf Ch. 3, ERP 42.7 kw [B.T. Aug. 4]. Principals include Ronald Colman, motion picture and radio star, 10% stockholder. City priority status: Group A-2, No. 94.

**STOCKTON**—KXOB Inc. (KXOB),

vhf Ch. 13, ERP 229 kw [B.T. Aug. 4]. Principals include Sherrill C. Corwin, owner of Corwin Theatres Corp. (owns theatres in California), secretary-treasurer and 15% stockholder in applicant; Edward G. Burke Jr., 25% owner of Screen Assoc. Inc., Los Angeles, 15% stockholder in applicant; Ralph E. Stoklin, 12.5% owner of Screen Assoc. Inc., 15% stockholder in applicant. Messrs. Corwin, Burke and Stoklin also have stock interests in WMAV-TV Inc., TV applicant for Springfield, Ill. (See also Mid Continent Television Inc., Wichita, Kan.) City priority status: Group A-2, No. 53.

### COLORADO

**DENVER**—Aladdin Radio & TV Inc. (KLZ), vhf Ch. 7, ERP 72.5 kw [B.T. June 23]. Principals include Frank H. Ricketson Jr., president (no stock interest) of Fox Intermountain Theatres Inc. and 50% owner of Atlas Theatre Corp. (chain of Colorado theatres), treasurer and 13.5% stockholder in applicant; Theodore R. Gamble, president and with wife 80% stockholder in Gamble Enterprises Inc. (owns theatres in Indiana, Ohio and Pennsylvania and, through interest in Standard Theatres Inc. in Wisconsin), vice president and 20.3%. Mrs. Gamble has stockholdings in individual theatres in California. Mr. Gamble also has stock interest in Mt. Hood Radio & Television Bestg. Corp., TV applicant for Portland, Ore. City priority status: Group A-2, No. 1.

**DENVER**—Denver Television Co., vhf Ch. 7, ERP 316 kw [B.T. July 14]. Principals include John M. Wolfberg, president and director of Denver theatre chain, president and 34% stockholder; James M. Stewart, motion picture, stage and radio star, 19.6%. City priority status: Group A-2, No. 1.

**DENVER**—Metropolitan Television Co., vhf Ch. 4, ERP 100 kw [B.T. July 7]. Applicant owns KOA there. Principals include Bob Hope, motion picture, radio and TV star, 50% stock-

holder. City priority status: Group A-2, No. 1.

### FLORIDA

**FORT MYERS**—Fort Myers Bestg. Co. (WINK), vhf Ch. 11, ERP 9.77 kw [B.T. June 9]. Principals include Daniel Sherby, 12½% owner of Castle Outdoor Theatre Co., vice president. City priority status: Group A-2, No. 396.

**JACKSONVILLE**—Florida-Georgia Television Co., vhf Ch. 12, ERP 316 kw [B.T. Aug. 25]. Principals include Mitchell Wolfson, president of Wometco Theatres (exhibition chain) which operates WTVJ (TV) Miami, vice president and 5% stockholder; Sidney Meyer, vice president of Wometco Theatres, 5% stockholder. Wometco Theatres also owns 10% of applicant. Same interests have stockholdings in TV applications for Tampa and Charlotte, N. C. City priority status: Group B-4, No. 196.

**TAMPA**—Orange Television Bestg. Co., vhf Ch. 13, ERP 316 kw [B.T. July 14]. Principals include Mitchell Wolfson, 2½%, and Sidney Meyer, 2½%. Messrs. Wolfson and Meyer are president and vice president, respectively, of Wometco Theatres (exhibition chain) which operates WTVJ (TV) Miami. Same interests have stockholdings in TV applications for Jacksonville and Charlotte, N. C. City priority status: Group A-2, No. 3.

### GEORGIA

**COLUMBUS**—Martin Theatres of Georgia Inc., vhf Ch. 28, ERP 76 kw [B.T. July 7]. Applicant is owned by Martin Theatres of Florida Inc., of which E. D. Martin is president and 33½% stockholder, R. E. Martin is vice president and 33½% stockholder, C. L. Patrick is secretary-treasurer, and estate of R. E. Martin Sr. is 33½% stockholder. City priority status: Group A-2, No. 42.

**SAVANNAH**—WSAV Inc., vhf Ch. 3, ERP 35 kw [B.T. June 16]. Principals include William K. Jenkins, president of Georgia Theatre Co., 19.8% stockholder in applicant. City priority status: Group A-2, No. 22.

### ILLINOIS

**HARRISBURG**—Turner-Farrar Assn., vhf Ch. 22, ERP 11 kw [B.T. June 30]. Same principals (O. L. Turner, Oscar L. Turner, Charles O. Farrar, Ethel M. Turner, Harry R. Horning) as Turner-Farrar Theatres (owns theatres in Illinois). City priority status: Group A-2, No. 484.

**ROCKFORD**—Greater Rockford Television Inc., vhf Ch. 13, ERP 202 kw [B.T. July 7]. Principals include Rolando Frederick Gran, one third owner of Standard Theatres Inc. (owns chain of Wisconsin theatres), 22.4% stockholder in applicant. Mr. Gran also has 50% interest in Milwaukee Area Telecasting Corp., TV applicant for Milwaukee, and 14% interest in Valley Telecasting Corp., TV applicant for Green Bay, Wis. City priority status: Group A-2, No. 32.

**SPRINGFIELD**—Great Plains Television Properties Inc., vhf Ch. 20, ERP 18 kw [B.T. Aug. 4]. Owned by Transcontinental Properties Inc. Principals of Transcontinental include Herbert Scheffel, president and 19% stockholder in Telenews Productions Inc. and part owner in various newsreel theatres, president and 25% stockholder; Alfred G. Burger, executive vice president and 16% stockholder in Telenews Productions Inc. and part owner of various newsreel theatres, executive vice president and secretary and 25% stockholder. Mr. Scheffel is president and secretary of applicant; Mr. Burger, treasurer. Applicant also seeks TV stations in Little Rock, Ark., Sioux City, Iowa, and Duluth, Minn. City priority status: Group A-2, No. 41.

**SPRINGFIELD**—WMAV-TV Inc. (WMAV), vhf Ch. 2, ERP 100 kw [B.T. July 28]. Principals include Sherrill Corwin, owner of Corwin Theatres Corp. (owns theatres in California), 10% stockholder in applicant; Edward G. Burke Jr., 25% owner of Screen Assoc. Inc., Los Angeles, 10% stockholder in applicant; Ralph E. Stoklin, 12.5% owner of Screen Assoc. Inc., 10% stockholder in applicant. Messrs. Corwin, Burke and Stoklin also have stock interests in KXOB Inc., TV applicant for Stockton, Calif. (See also Mid-Continent Television Inc., Wichita, Kan.) City priority status: Group A-2, No. 41.

### INDIANA

**EVANSVILLE**—Premier Television Inc., vhf Ch. 62, ERP 90 kw [B.T. July 21]. Applicant is owned 90% by Grand-Carlton Corp., exhibitor. Jesse D. Isadore J. and Oscar K. Fine, each one-third owner and executive of Grand-Carlton, also are officers in ap-

(Continued on page 100)

# The Stage Is Set at WHEN

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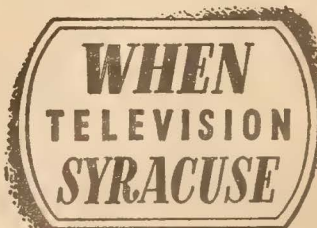
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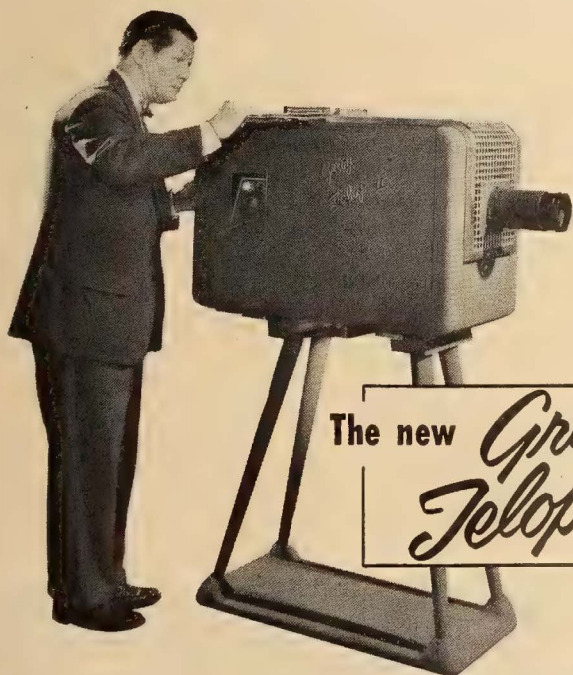
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A MEREDITH STATION

September 15, 1952 • Page 99



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# Movie Interests Owning, Seeking TV

(Continued from page 99)

plicant. City priority status: Group A-2, No. 17.

**FORT WAYNE**—Fort Wayne Television Corp., vhf Ch. 33, ERP 282 kw [B.T. July 14]. Applicant is owned 100% by Alliance Theatres Corp. Principals in applicant include: President P. J. Dee, president-8% owner of Alliance; Vice President S. J. Gregory, vice president of Alliance; Secretary William J. Friedman, assistant secretary-3% owner of Alliance and 1.1% of KIOA Des Moines and WLOL Minneapolis; Treasurer Herbert L. Stern Sr., treasurer-14% owner of Alliance. City priority status: Group A-2, No. 12.

## IOWA

**MASON CITY**—Twin States Television Co., vhf Ch. 3, ERP 24.7 kw [B.T. Sept. 1]. W. K. Niemann, vice president and 16% owner of applicant, is vice president-21.4% owner of General Pictures Production Inc., Des Moines. City priority status: Group A-2, No. 183.

**SIoux CITY**—Siouxland Television Co., vhf Ch. 9, ERP 50 kw [B.T. June 30]. Arthur Sanford, president and 55% owner of applicant, is vice president and 55% owner of Affiliated Theatres Inc., Sioux City. City priority status: Group A-2, No. 39.

**SIoux CITY**—Great Plains Television Properties Inc., vhf Ch. 36, ERP 18.4 kw [B.T. Sept. 1]. Sole owner is Transcontinental Properties Inc., of which Herbert Scheffel is president-25% owner and Alfred G. Burger is executive vice president, secretary and 25% owner. Mr. Scheffel also is president-19% owner of Telenews Productions Inc. and Mr. Burger is executive vice president-16% owner of Telenews Productions. Both are part owners of various newsreel theatres. Mr. Scheffel is president and secretary of applicant and Mr. Burger is treasurer. Applicant also seeks TV stations in Springfield, Ill., Duluth, Minn., Little Rock, Ark. City priority status: Group A-2, No. 39.

## KANSAS

**WICHITA**—The C. W. C. Co., vhf Ch. 16, ERP 198 kw [B.T. July 14]. President-10% owner of applicant is Stanley H. Durwood, theatre operator in Kan-

sas and Missouri. Vice president is Henry S. Ungerliedner, 50% owner of Ungerliedner & McGhan, theatre ticket equipment firm. City priority status: Group A-2, No. 6.

**WICHITA**—Mid Continent Television Inc., vhf Ch. 3, ERP 100 kw [B.T. July 7]. Principals include 20% stockholder Sherrill C. Corwin, owner of Corwin Theatres Corp. (theatre chain in California). Mr. Corwin also has stockholdings in WMAY-TV Inc., TV applicant for Springfield, Ill.; and in KXOB Inc., TV applicant for Stockton, Calif. City priority status: Group A-2, No. 6.

## KENTUCKY

**HENDERSON**—Ohio Valley Television Co., vhf Ch. 50, ERP 25 kw [B.T. July 28]. Operator of AM station WSON there, applicant is owned 60% by Citizens Theatre Co., Henderson, whose officers include President M. A. Lightman Jr., Vice President Leo King and Secretary-Treasurer W. E. McClure. Malco Theatres Inc., Memphis, holds 50% interest in Citizens Theatre Co. City priority status: Group A-2, No. 17 (Evansville, Ind.).

**PADUCAH**—Columbia Amusement Co., vhf Ch. 6, ERP 10.4 kw [B.T. July 7]. Applicant is Paducah exhibitor. Principals include: Leo F. Keller, president and 41.9% owner; John W. Keller II, first vice president and 8.4%; R. R. Kirkland, second vice president and 12.4%; and Irene B. Keller, third vice president and 37.3%. City priority status: Group A-2, No. 146.

## LOUISIANA

**NEW ORLEANS**—WSMB Inc., vhf Ch. 20, ERP 200 kw [B.T. July 7]. Operator of AM station WSMB there, applicant is 50% owned by Paramount Gulf Theatres. Officers in WSMB Inc. include Leonard H. Goldenson and Robert H. O'Brien, president and secretary-treasurer, respectively, of United Paramount Theatres; and Gaston J. Dureau and Carl F. Dixon, president and assistant secretary, respectively, of Paramount Gulf Theatres. City priority status: Group B-4, No. 184.

## MICHIGAN

**BATTLE CREEK**—W. S. Butterfield Theatres Inc., vhf Ch. 64, ERP 1,000 kw [B.T. July 21]. President of applicant is M. F. Gowthorpe, president and treasurer of Consolidated Theatres Inc., B & J Theatres Inc., J. R. Dennison Theatre Co., Carley Amusement Co., Butterfield Michigan Theatres Co. and Bijou Theatrical Enterprise Co., Detroit; vice president-secretary of applicant is William A. Ruble, vice-president-secretary of Butterfield Michigan Theatres Co. and Bijou Theatrical Enterprise Co.; vice president of applicant is Paul A. Seippel, vice president of Butterfield Michigan Theatres Co. and a director of applicant is H. Edward Stuckey, vice president of Butterfield Michigan Theatres Co. Sole stockholder of Class A and Class C stock is Bijou Theatrical Enterprise Co., Detroit. Applicant also seeks TV station in Flint, Mich. [B.T. July 7]. City priority status: Group B-1, No. 15.

**FLINT**—W. S. Butterfield Theatres Inc., vhf Ch. 16, ERP 998 kw [B.T. July 7]. See application at Battle Creek, Mich.

## MINNESOTA

**DULUTH**—Great Plains Television Properties Inc., vhf Ch. 38, ERP 17 kw [B.T. Sept. 8, Aug. 18]. See application at Sioux City, Iowa.

**DULUTH**—Lakeland Telecasters Inc. (WREX), vhf Ch. 6, ERP 55 kw [B.T. July 14]. Principals include Rolando Frederick Gran, one-third owner of Standard Theatres Inc. (theatre chain in Wisconsin), 5% stockholder. Mr. Gran also has a 22.4% interest in Greater Rockford Television Inc., TV applicant for Rockford, Ill.; 50% interest in Milwaukee Area Telecasting Corp., TV applicant for Milwaukee; and 14% interest in Valley Telecasting Corp., TV applicant for Green Bay Wisconsin. City priority status: Group A-2, No. 10.

## MISSOURI

**ST. LOUIS**—St. Louis Amusement Co., vhf Ch. 11, ERP 316 kw [B.T. July 7]. Applicant is owned 42% by Fanchon & Marco Enterprises Inc., whose secretary, James H. Arthur, is secretary-treasurer of applicant. City priority status: B-4, No. 179.

## NEBRASKA

**HASTINGS**—Strand Amusement Co., vhf Ch. 5, ERP 61.4 kw [B.T. Aug. 25]. Principals include: Frank D. Rubel, president and 25% owner; Fred E. Teller Jr., vice president and 20%; Edna C. Rubel, secretary and 25%;

Knalba Foundation, 30%. City priority status: Group A-2, No. 256.

## NEVADA

**LAS VEGAS**—Desert Television Co., vhf Ch. 13, ERP 2.48 kw [B.T. July 14]. Operator of AM station KRAM there, applicant is owned 88.8% by Huntridge Theatres Inc. City priority status: Group A-2, No. 209.

## NEW JERSEY

**ASBURY PARK**—Atlantic Video Corp., vhf Ch. 58, ERP 100 kw [B.T. Sept. 1]. Walter Reade Jr., is president-49% owner of applicant and Edwin Gage is vice president-secretary-49% owner. Mr. Reade also is president of Walter Reade Theatres and is New York and New Jersey theatre operator. Mr. Gage is associated with Mr. Reade in some of the New York and New Jersey theatre operations. City priority status: Group B-1, No. 135.

## NEW MEXICO

**ALBUQUERQUE**—Greer & Greer, vhf Ch. 7, ERP 91 kw [B.T. June 30, April 21]. E. John Greer, 50% owner of applicant, has interest in nine theatres in Santa Fe and New Mexico. Saloma S. Greer, 50% owner of applicant, has interest in four Santa Fe theatres. Applicant also seeks TV station in Santa Fe [B.T. June 30]. City priority status: Group B-4, No. 201.

**SANTA FE**—Greer & Greer, vhf Ch. 2, ERP 10 kw [B.T. June 30, April 21]. See application at Albuquerque.

## NEW YORK

**ALBANY**—Patron Bestg. Co., vhf Ch. 23, ERP 255 kw [B.T. Aug. 11]. Operator of AM station WPTR there, applicant is owned 55% by Schine Chain Theatres Inc. President of applicant is J. Myer Schine. City priority status: Group B-2, No. 141.

**BUFFALO**—Chautauqua Bestg. Corp., vhf Ch. 17, ERP 166 kw [B.T. Aug. 11]. Applicant is owned 29.6% by Gary L. Cohen, executive vice president, who is manager and 25% owner of Van Buren Amusement Enterprises Inc., drive-in. Secretary of applicant is Irving Cohen, sole owner of Allendale, Plaza, Corning and other theatres. Robert C. Hayman, exhibitor, owns 8.3% of applicant. Chautauqua Bestg. Corp. also is TV applicant at Jamestown, N. Y. City priority status: Group B-4, No. 181.

**BUFFALO**—Copper City Bestg. Corp., vhf Ch. 7, ERP 155 kw [B.T. Aug. 18]. Licensee of WKTU (TV) Utica, N. Y., and AM station WKAL Rome, N. Y., applicant is 56% owned by President Myron J. Kallett, head of Kallett Theatres Inc. and other theatre companies. Other officers in applicant include Vice President Robert M. Kallett and secretary Joseph S. Kallett. City priority status: Group B-4, No. 181.

**JAMESTOWN**—Chautauqua Bestg. Corp., vhf Ch. 58, ERP 62.6 kw [B.T. July 28]. See application at Buffalo. City priority status: Group A-2, No. 97.

**NIAGARA FALLS**—Frontier Television Inc., vhf Ch. 7, ERP 316 kw [B.T. Sept. 1]. Applicant is 50% owned by Cataract Theatre Corp. President Richard A. Hayman is 11% owner of Cataract Theatre Corp. and 33% owner of County Theatres Corp. Secretary Raymond A. O'Connor is officer and director of Cataract Theatre Corp. City priority status: Group B-4,

No. 181.

**SCHENECTADY**—Van Curler Bestg. Corp., vhf Ch. 35, ERP 246 kw [B.T. July 14]. Holding 25% interest each are President Simon H. Fabian, president of Fabian Theatres; Vice President Eleanor Fabian Rosen, and Secretary Edward L. Fabian, assistant secretary of Fabian Theatres. City priority status: Group B-2, No. 141.

## NORTH CAROLINA

**CHARLOTTE**—Piedmont Electronics & Fixture Corp., vhf Ch. 9, ERP 316 kw [B.T. Sept. 15]. Principals include President and 10% stockholder Herschel Hill Everett, president and 50% owner of Everett Enterprises Inc. (chain exhibition); Vice President and 15% stockholder Mitchell Wolfson, president of Wometco Theatres (exhibition chain), and 10% stockholder Wometco Theatres. Mr. Wolfson and Wometco Theatres own WTVJ (TV) Miami, have interests in TV applications for Jacksonville and Tampa, Fla. City priority: Group B-4, No. 199.

**WINSTON-SALEM**—Mary Pickford Rogers, vhf Ch. 12, ERP 117 kw [B.T. July 7]. Applicant is president of Comet Productions Inc. and Triangle Productions Inc. and 25% owner of United Artists Corp. City priority status: Group B-3, No. 175.

## OHIO

**MANSFIELD**—Ferguson Theatres Inc., vhf Ch. 36, ERP 17 kw [B.T. July 14]. William N. Skirball is president-40% owner of applicant and 50% owner of Skirball Bros. (theatre management), Cleveland, with interest in various other theatre and retail candy companies. Jack H. Skirball is vice president-40% owner of applicant and independent motion picture producer, Hollywood. Joseph Lisauer is secretary-treasurer of applicant and general manager of Ferguson Theatres and Skirball Bros. City priority status: Group A-2, No. 95.

## OKLAHOMA

**OKLAHOMA CITY**—Oklahoma Television Corp., vhf Ch. 9, ERP 316 kw [B.T. July 14]. Applicant is owned 30% by Video Independent Theatres. Secretary Henry S. Griffing is president of theatre firm. City priority status: Group B-4, No. 194.

## OREGON

**PORTLAND**—Mt. Hood Radio & Television Corp., vhf Ch. 6, ERP 100 kw [B.T. July 28]. Operator of newly purchased AM station KOIN there, applicant is 43.5% owned by Theodore R. Gamble, president and with wife 80% stockholder in Gamble Enterprises Inc. (owns theatres in Indiana, Ohio and Pennsylvania and, through interest in Standard Theatres Inc., in Wisconsin). Mrs. Gamble has holdings in individual theatres in California. Mr. Gamble also has stock interests in Aladdin Radio TV Inc., TV applicant for Denver. City priority status: Group A-2, No. 2.

## PENNSYLVANIA

**JOHNSTOWN**—Rivoli Realty Co., vhf Ch. 56, ERP 85 kw [B.T. April 21]. Walter M. Thomas is president-12% owner of applicant. Margaret E. Gartland is secretary-57% owner of applicant. Mr. Thomas is 50% owner of Laurel Theatre and 33% owner of Roxy Theatre, Johnstown. Miss Gartland is 50% owner of Laurel Theatre and 33% Roxy Theatre. City priority

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status: Group B-2, No. 151.

#### SOUTH CAROLINA

**CHARLESTOWN, S. C.** — Charles Bestg. Co., vhf Ch. 2, ERP 54.9 kw [B.T. July 14]. Operator of AM station WHAN there, applicant is 20% owned by Frederick G. Storey, president and one-third owner of Community Theatre Corp., Atlanta, Ga. City priority status: Group A-2, No. 55.

#### TENNESSEE

**CHATTANOOGA** — Southern Television Inc., vhf Ch. 12, ERP 63.5 kw [B.T. Sept. 1, June 30]. Applicant is owned 37.5% by President Moses Lebovitz, president of Independent Theatres Inc.; and 12.5% by Joel W. Solomon, secretary-treasurer of Independent Theatres. City priority status: Group A-2, No. 14.

**KINGSPORT** — Kingsport Bestg. Co., vhf Ch. 28, ERP 22.2 kw [B.T. July 14]. Operator of AM station WKPT there, applicant is owned 8% by Kingsul Theatres Inc. City priority status: Group A-2, No. 273.

#### TEXAS

**BEAUMONT** — Lufkin Amusement Co., vhf Ch. 4, ERP 100 kw [B.T. July 21]. Stockholders in applicant, who have extensive theatre interests in Texas, include Ernest Lynn Kurth, president and 21.9%; J. H. Kurth Jr., vice president and 24.4%; Mrs. Louis E. Henderson, 38.3%; R. W. and M. E. Kurth, both minority stockholders. E. L. Kurth also has interest in Forest Capital Bestg. Co., TV applicant at Lufkin, Tex. City priority status: Group A-2, No. 9.

**CORPUS CHRISTI** — Superior Television Co., vhf Ch. 10, ERP 222 kw [B.T. July 28]. Applicant is 50% owned by J. D. Wrather Jr., half-owner and president of Jack Wrather Productions Inc., Los Angeles, and part owner of KOTV (TV) Tulsa. City priority status: Group B-4, No. 197.

**LUBBOCK** — Lindsey Television Co., vhf Ch. 5, ERP 100 kw [B.T. July 21]. Applicant is owned 80% by Lindsey Theatres Inc., operator of eight theatres there. City priority status: Group A-2, No. 50.

**LUFKIN** — Forest Capital Bestg. Co., vhf Ch. 9, ERP 11.3 kw [B.T. June 21]. Operator of AM station KTRE there, applicant is owned 16% by Vice President E. L. Kurth Sr. and 10% by Mrs. Ola Thompson. Both have Texas theatre interests and are part owners of Lufkin Amusement Co., TV applicant at Beaumont, Tex. City priority status: Group A-2, No. 361.

**WICHITA FALLS** — Rowley-Brown Bestg. Co., vhf Ch. 6, ERP 100 kw [B.T. July 21]. Operator of KWFT there, applicant is owned 20% each by President E. H. Rowley, president of Rowley United Theatres Inc.; Vice President John H. Rowley, vice president of theatre firm, and Agnes D. Rowley. City priority status: Group A-2, No. 56.

#### VIRGINIA

**NORFOLK** — Chesapeake Services Inc., vhf Ch. 10, ERP 316 kw [B.T. Sept. 15]. Principals include Jeff Hofheimer, 8%; Alan J. Hofheimer, 7.5%; Robert G. Hofheimer, 8%; Albert G. Hofheimer, 7.5%; all having interests in Visulite Theatres, Norfolk, Va., and Leon B. Back, 2.5%, vice president and general manager, Rome Theatres Inc.,

Baltimore. City priority status: Group B-4, No. 189.

#### WASHINGTON

**SEATTLE** — Mount Rainier Radio & Television Bestg. Corp., vhf Ch. 7, ERP 316 kw [B.T. July 28]. See Mount Hood Radio & Television Bestg. Corp. application at Portland, Ore. City priority status: Group B-4, No. 185.

#### WEST VIRGINIA

**HUNTINGTON** — Greater Huntington Radio Corp. (WHTN), vhf Ch. 13, ERP 242 kw [B.T. July 14]. Biggs-Long Realty Corp. is 99% owner of applicant, which in turn is owned by Greater Huntington Theatre Corp. President of all three firms is A. B. Hyman; first vice president and treasurer is S. J. Hyman; second vice president is Jack S. Hyman; secretary and assistant treasurer is J. S. Silberstein, and assistant secretary-treasurer is Hazel M. Harer. City priority status: Group B-4, No. 202.

#### WISCONSIN

**GREEN BAY** — Valley Telecasting Corp., vhf Ch. 6, ERP 55 kw [B.T. July 14]. Elmer Reed Brennan is vice president-14% owner and Rolando Frederick Gran is 14% owner of applicant. Mr. Brennan is northern district manager of Standard Theatres Inc. (owns chain of Wisconsin theatres), and Mr. Gran is one third owner of Standard Theatres Inc. and also has 50% interest in Milwaukee Area Telecasting Corp., TV applicant for Milwaukee; 5% interest in Lakehead Telecasters Inc., TV applicant for Duluth, and 22.4% interest in Greater Rockford Television Inc., TV applicant for Rockford, Ill. City priority status: Group A-2, No. 73.

**MILWAUKEE** — Milwaukee Area Telecasting Corp., vhf Ch. 12, ERP 316 kw [B.T. July 28]. Loron E. Thurwachter is vice president-10% owner and Rolando Frederick Gran is general manager-50% owner. Mr. Thurwachter is owner of Park Theatre, Waukesha, and Mr. Gran is one-third owner of Standard Theatres Inc. (owns chain of Wisconsin theatres). Mr. Gran also has 22.4% interest in Greater Rockford Television Inc., TV applicant for Rockford, Ill.; 14% interest in Valley Telecasting Corp., TV applicant for Green Bay, Wis., and 5% in Lakehead Telecasters Inc., TV applicant for Duluth. City priority status: Group B-4, No. 182.

#### HAWAII

**HONOLULU** — Royaltel, vhf Ch. 2, ERP 28 kw [B.T. June 9]. Herman B. Rosen, Louis P. Rosen, Ralph Davis and Helen Speck are each 1/4 owner of applicant. Herman Rosen is general manager and Louis Rosen is vice president of Royal Amusements Ltd. (motion picture distribution and exhibition), and Mr. Davis and Miss Speck also are associated with Royal Amusements Ltd. Not subject to temporary processing procedure.

### WTSA AUCTION

#### Aids Child Victim of Tragedy

WTSA Brattleboro, Vt. led a campaign which raised nearly \$2,000 to aid a 4-year-old victim of a tragic accident.

Little Gary Smith of nearby Springfield, Vt., became locked in an abandoned ice box for eight hours Aug. 7. Last week he was still in a coma but doctors believed he would live. During the second week of Gary's coma, WTSA made plans for a Gary Smith Day. Merchandise was solicited to be auctioned. Records were played for \$1 donations. Response was so great, WTSA reports, that the \$1 record requests were played for an entire week.

Some WTSA staffers worked as much as 18-20 hours daily for three days when the drive was at its height. Among them were Phillips G. Terhune, station manager; Edward Somes, chief engineer; Larry Simth and Bud Hawkins, disc jockies, and Hal Shaw, program director.



**DON BELL, KRNT Des Moines disc jockey, poses in full Indian dress just after a ceremony which inducted him into a Sac and Fox Indian tribe. The ceremony, at which Mr. Bell was given the name Wa Bi Ma Qua (White Bear), was a highlight of the annual Pow-Wow celebration of the tribe at Tama, Iowa.**

### ERNEST D. BLACK

#### Had Three Station Interest

**ERNEST D. BLACK, 59, principal in three Georgia stations, died Sept. 6 after a short illness. He was president of WBML Macon and WRDW Augusta, and vice president of WDAK Columbia.**



Mr. Black

Mr. Black was president of the company that founded WPDQ Jacksonville, Fla., a decade ago, later selling the property. He also was president of WCOS Columbia, S. C., until last spring when he sold his interest to Charles Pittman, his son-in-law.

A native Georgian, Mr. Black was active in state, civic and business affairs. He was president of Central Cotton Oil Co., Macon, and past-president of National Cottonseed Crushers Assn. Last year he was president of the Macon Chamber of Commerce.

### PROMOTE RADIO

#### Stations Place BAB Ads

BAB officials reported last week some 125 radio stations were placing its radio-promoting advertisements in local newspapers, and that the number appeared to be growing at the rate of 15 to 20 stations a day.

This report came three days after BAB kicked off its unprecedented national paid-space radio-promotion campaign on Monday [B.T. Sept. 8].

Mats of the full-page ads which BAB placed in leading newspapers and business magazines are being made available to stations for placement in their local newspapers. Most of the stations which have requested these mats also are using the reprints which BAB has prepared for distribution over the stations' own signatures as mailing pieces, officials said.

They felt that all BAB member stations were participating in a third phase of the campaign—on-the-air promotion of radio as an advertising, information, and entertainment medium.

McCann-Erickson, New York, created and executed BAB's campaign, working directly with a bureau subcommittee headed by Louis Hausman, administrative vice president of CBS Radio.

### KOL TO MOVE

#### New Site Near Transmitter

KOL SEATTLE will move its studios, offices and recording facilities, about Oct. 1, to 1100 W. Florida St., it was announced last week by Archie Taft Sr., president of the Seattle Broadcasting Co. The new location, still under construction, is near the station's transmitter.

At the new address, the station will have 4,000 sq. ft. of floor space, an increase over the present facilities in the Northern Life Tower, which KOL has occupied since 1928. In line with the change in programming started last spring and which emphasizes music, news and sports, KOL will install new turntables and a new record library, and will use 45 and 33 1/3 rpm records exclusively, Mr. Taft said.

### PROTECT YOURSELF, your STAFF, your CLIENTS

from the daily hazard of

#### LIBEL, SLANDER, INFRINGEMENT OF COPYRIGHT, INVASION OF PRIVACY

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


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

USE CAUTION—LADY LUCK IS A DESERTER!

IT COSTS SO LITTLE TO BE SURE WITH INSURANCE.


For details, write to the Pioneer in this line.

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



**WDUZ**  
ABC NETWORK

*in* **GREEN BAY, WIS.**



**BUTTERNUT COFFEE**  
(BUCHANAN - THOMAS)  
NEWS SIX MORNINGS A  
WEEK WILL SOON START  
SIXTH YEAR.

**BENA LAIRD, PRES.**

**CALL JOHN E. PEARSON CO.**



## Postmaster Please Be Careful

(Continued from page 28)

efforts along these lines inadvertently created some difficulties both for ourselves and the postal department. Of course, we were careful not intentionally to violate or infringe upon postal regulations, but since some of the things we did with direct mail had never been done before, no rules existed either to guide or limit us. In at least one instance, a WIBW mailing resulted in the issuing of a new national postal regulation!

### Window Envelope Used

As early as 1939, our agency suggested that one good way to make a mailing look worth opening was to give the addressee a glimpse of what it contained. Instead of using a window envelope in the conventional way, it was suggested that the window in the envelope could be placed directly over all or part of the gadget contained in the mailing. This idea was used on our January 1939, net mailing, and the envelope window showed the strip of net inside. The mailing proved very effective, and the window envelope was used in this way a number of times.

In May 1941, WIBW sent out a magnetic compass mailing, with an envelope which showed, through a small window in the upper left corner, the actual compass inside. Because of the bulk of the compass and the comparative fragility of the window, some handling difficulties were encountered by postal employees. The result was a new regulation: Windows in envelopes cannot be used for any purpose other than to show name and address of addressee, and must be located in the conventional address area.

In addition to inspiring a new ruling, we also learned that whenever a direct mail piece seems to present a mailing problem, it's a wise idea to make test mailings to the East and West Coasts and also to discuss our problem with postal authorities. Many times, these authorities have been exceptionally helpful in suggesting ways to solve such problems.

Another way we have used to

arouse interest in opening a mailing is to imprint provocative copy on the envelope. In June 1945, we sent out a mailing which said, on the envelope, "WARNING to POSTMASTER. Contrary to BROADCASTING's recent suggestion, THIS ENVELOPE DOES NOT CONTAIN a Brunette BATHING BEAUTY."

Actually enclosed was an 8½"x11" sheet which reprinted a cartoon from BROADCASTING for May 21, 1945. The drawing by Sid Hix showed a postman about to deliver a curvacious, bathing-suited brunette to a startled and delighted advertising executive. The caption: "What'll those WIBW promotion people think of next!"

Another time a WIBW mailing comprised a pint fruit jar which contained a rolled printed message. To be sure that the corrugated package containing the glass jar went to the addressee and not to some lesser employee, the mailing label was printed to read:

"Mail Clerk, please see that this is delivered unopened to addressee."

Unfortunately, the post office interpreted our message, intended for the mail clerk of the recipient firm, to be a request not to open the package for postal inspection. The result was that many of the packages, intended for parcel post, were sent first class with some 40 or 50 cents postage due. Since the great bulk of the mailings was delivered to addressees without interference or extra postage due, the Third Assistant Postmaster General arbitrarily decreed that the post office was due about \$500 extra in postage and billed WIBW accordingly. A personal trip to Washington finally was necessary to settle the matter, which was done happily, quickly and with all courtesy on the part of the Postmaster's office.

The teaser copy now used on the envelopes or labels of WIBW mailings generally reads: "Postmaster: Please handle carefully—There's a (name of gadget) inside." This message serves the double purpose

of assuring careful handling and of encouraging the recipient to open the mailing. And, in addition, all mailings are clearly labeled, "Fourth class mail; may be opened for postal inspection if necessary."

While we were learning from our successes and our mistakes, the response to WIBW's direct mail program was at all times highly gratifying. No effort ever has or ever will be spared to make these mailings just as effective as we can make them, and a search for good usable gadgets is continuously carried on. All of us at WIBW and at The Carter Agency are "gadget conscious," and we examine and consider many possibilities for every one we finally select.

One example of this unrelenting effort to make our mailings thoroughly authentic and effective occurred in connection with an April 1939 mailing piece. The piece announced WIBW's new antenna. One of the big factors in the wide reception of WIBW's strong signal is the unusually fine ground conductivity in this area. To make the signal even stronger, WIBW's transmitter was located in rich loam on a farm in the Kaw River Valley. In order to dramatize this feature, an actual sample of the loam from the transmitter site was secured, placed in tiny boxes and used on the mailing. To get this loam, and to be dead sure that it was the actual loam itself, a member of the agency staff made a trip to the transmitter and personally shoveled the dirt into a burlap bag, loaded it into the car and returned it to Kansas City, where the loam was packaged.

### Gadgets by the Hundreds

Literally hundreds of gadgets have been used by WIBW since the first mailing in 1937, and never have we repeated exactly the use of any gadget. If any item has been used once, it will not be used again unless it represents a new and different development in the same field. The gadgets that have been incorporated into WIBW's three-dimensional mailings have ranged from strips of asbestos to heads of wheat.

Some of the many items we've mailed out include: Cigarettes, chewing gum, fish hooks, hard boiled eggs, candy suckers, sewing kits, coffee measures, crochet hooks, pot holders, screwdrivers, wind-shield scrapers, lamb's wool utility pads, grapefruit spoons, teapot tiles, soap tissues, flower seeds, razor blade holders, Carborundum sharpening stones, plastic bowl covers, brass tacks, airmail labels—and even a wedding ring (imitation, of course).

Naturally some gadgets and some mailings have attracted more interest than others. We are particularly proud of the long-time pulling power of our yardstick mailing. This was an excellent-quality, varnished hardwood yardstick which went out in December 1940, and even today we get re-

quests for extra yardsticks—requests we unfortunately are unable to fill.

The imitation or miniature wedding ring wouldn't have a chance of getting on our mailing list today. Through experience we have learned that useful, usable gadgets are most appreciated and best remembered, and now a "must" for all items selected by WIBW is usefulness. A few of the gadgets, like the yardstick, are imprinted with the name of the station. Many of them bear no identification as to source, but the selection of useful gadgets helps assure that the name of WIBW will be remembered by timebuyers, and naturally that's a primary consideration with us.

During the past four and a half years, records have been kept of the number of requests for "extra" gadgets. We feel that this helps to measure the interest in our campaign, and we also feel that the results have shown this interest to be high. Over the four and a half year subject period, the people on our highly selective national mailing list of 2,200 to 2,300 names have returned to us a total of 6,663 reply cards and we have sent out 37,305 gadgets in answer to these requests for "extras." That figure, of course, excludes the number of gadgets used in the initial mailings.

The breakdown into yearly totals shows a definite increase in 1951, but otherwise there hasn't been too much fluctuation:

Year	Total Cards	Total No. Gadgets Requested	Average Cards Per Mailing	Average Gadgets Requested Per Mailing
1948	1,135	6,315	162	902
1949	1,655	9,827	236.5	1,407
1950	1,399	6,482	233	1,080
1951	1,947	11,476	324.5	1,913
*1952	526	3,181	191	1,935

\*Total—to date, including returns on the third of six mailings.  
Avg.—first two mailings, only.

The 1951 increase in returns can be traced to two mailings in particular—a plastic snack tray and a Christmas Carol Book. We had 393 reply cards requesting 1,287 extra plastic snack trays. With the late-November Christmas Carol Book mailing, however, we really beat our own record: There were 752 cards returned, asking for 4,932 extra books, and we distributed an additional 1,000 books on request in Topeka and Kansas City, where our affiliate station, KCKN, is located.

The Christmas Carol Book was sent to the usual list but was a

### FARMERS

Prefer WIBW because we've served their interests for 25 years. WIBW is the farm station for Kansas and adjoining states.

**WIBW** The Voice of Kansas  
in TOPEKA

### Looking for Radio & Television Technicians?

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

Write to: PLACEMENT MANAGER



**RCA INSTITUTES, INC.**

A Service of Radio Corporation of America

350 West Fourth Street, New York 14, N. Y.





ATTENDING NARTB District 15 meeting are seated (l to r) Lloyd Yoder, general manager, KNBC San Francisco; Glenn Shaw, general manager, KLX San Francisco, and NARTB District head, and William Pabst, general manager, KFRC San Francisco; standing (l to r) are Vince Francis, general manager, KGO-TV San Francisco; David McKay of KOLO Reno and KORK Las Vegas, Nev., and KGYW Vallejo, Calif.; Arthur M. Arlet, West-Marquis Agency and San Francisco Ad Club president; Sheldon Anderson, KCOK Tulare, and Charles W. Collier, Ad Assn. of the West.

combination mailing for both WIBW and KCKN. A Christmas Carol book had been used by WIBW and KCKN in 1946, and the continued frequent requests for extras (four years later) determined us to use a similar approach again. For our 1951 mailing we followed our policy of never repeating, exactly, any previous mailing by securing a Christmas Carol book of a different format, larger and more complete in its selections.

Other gadgets that have pulled sell in our mailing include: Silver-plated butter spreaders, plasticasters, plastic light cord pulls, window scrapers, razor-knives, eggmers, biscuit cutters and plastic salt and pepper shaker sets.

Integrated with our continuing campaign of three-dimensional mailings has been a yearly and sometimes semi-yearly report on the listening habits of the Kansas radio audience. The first such book, "Kansas Radio Facts," was issued in 1937, the year our campaign began.

These impartial surveys are conducted by Dr. F. L. Whan of the University of Wichita, who this year is presenting the 16th annual survey of the Kansas radio audience. The importance of usefulness in direct mailings is forcefully illustrated by the big demand for these outstandingly popular surveys.

To sum up, we've had a lot of

fun with the usual incidents that have happened since we began our three-dimensional direct mailings. We enjoy and value the friends we've made. We're proud of the "fan mail" the mailings have brought us, and we appreciate the national recognition that has come to us for this campaign. Six times WIBW has received major awards for yearly phases of the campaign—most recently when the National Advertising Agency Network gave the May 1951-May 1952 WIBW campaign a high award in its national competition.

But the primary purpose of any kind of advertising is, of course, to get sales results, and without such results we would not have been justified in continuing the campaign. I'm happy to say that our direct mail campaign has played an important part in achieving for WIBW a proved nationwide acceptance among its trade. Our sales representatives continually report to me that this advertising has helped them substantially in landing important specific new accounts, and in renewing contracts.

For all these reasons, you can expect to keep on seeing on your desk those envelopes and packages with the familiar words, "Postmaster, Please be careful. There's a Real WIBW Gadget Inside!"



ASSEMBLED in the Mark Hopkins Hotel for the Northern California NARTB District 15 meeting are (l to r) Knox LaRue, KONG Visalia; David H. Sandberg, Avery-Knodel Co.; Clem Randau, KXOB Stockton; Lewis Tee Garden, Standard Radio; James Connolly, vice president, ABC, San Francisco; Jock Fearnhead, general manager, KYA San Francisco, and Alfred Crapsey, KNBC San Francisco.



THESE seven broadcasters also were on hand at the NARTB District 15 meeting. They are (l to r) Philip Lasky, general manager, KPIX (TV) San Francisco; Jack Frost, RCA Hollywood; Arthur Hull Hayes, manager, KCBS San Francisco; Lindsey Spight, vice president, Blair-TV; Paul R. Bartlett, KFRE Fresno; Otto Brandt, KING-TV Seattle, and John Ross, head, John Ross Agency, San Francisco.

#### Registration for NARTB District 15 (Calif., Hawaii, Nev.)

Held at San Francisco, Calif., Sept. 4-5 [BoT, Sept. 8]  
[Dist. 16 registration on page 165]

Adler, Arthur, KWSD Mt. Shasta; Anderson, Sheldon, KCOK Tulare and KYNO Fresno; Arnoux, Campbell, Television Board, NARTB; Baziuk, Walter L., KERN Bakersfield; Bartlett, Paul R., KFRC Fresno; Brandt, Otto, KING-TV Seattle, Wash.; Brown, Thad H., director of TV, NARTB; Chenault, L. E., KYNO Fresno; Collins, Keith, KFBK Sacramento; Crapsey, Alfred, KNBC San Francisco; Doherty, Richard P., director, Employer-Employee Relations, NARTB.

Engstrom, G. L., O'Neill Television, Fresno; Fellows, Harold E., President, NARTB; Fearnhead, Jock, KYA San Francisco; Fisher, C. H., KUGN Eugene, Ore.; Good, Phil, KCNO Alturas; Greene, D. M., KSTN Stockton; Grant, Charles, KDON Santa Cruz; Halliwell, Nolan, KSUE Susanville; Hardy, Ralph W., director, Government Relations, NARTB; Harris, David, KWG Stockton; Hauser, Carroll R., KHUM Eureka; Hibdon, Milt, KBOX Modesto; Kees, Hewitt M., KOH Reno, Nev.; Knowlton, Ann., KDON Santa Cruz.

La Rue, Knox, KONG Visalia; Leake, Paul, KROW Oakland; Mallory, Charles, KSJO San Jose; McClung, Mrs. Hugh, KYOS Merced; McKay, David, KOLO Reno, Nev.; MacLeod, Don, KATY San Luis Obispo; Marquardt, M. F., World Broadcasting System; Myers, Robert J., DuMont Labs.

O'Neill, J. E., O'Neill Television, Fresno; Pabst, William, KFRC San Francisco; Randau, Clem, KXOB Stockton; Ricketts, Leo, McClatchy Broadcasting Co.; Sanford, William, KMJ Fresno; Schacht, Jack, KMOD Modesto; Shaw, Glenn, KLX Oakland; Stoddard, Bob, KATO Reno, Nev.; Stubblefield, William T., director, Station Relations, NARTB; Stuelpnagel, Bud, KYOS Merced.

Theodore, Charles, O'Neill Television, Fresno; Treynor, William K., Station Relations, NARTB, San Francisco; Vause, C. R., KLX Oakland; Weis, Pierre, World Broadcasting System; Westlund, Art, KRE Berkeley; Woody, M. F., KYOS Merced; Yoder, Lloyd, KNBC San Francisco.

WEEKLY quarter-hour *Well at Work*, heard on CBS Pacific Radio Network, is dramatized story of medicine in industry and prepared by American Medical Assn.

Key to a  
\$6 Billion  
Market

WELL

560 kc.

The Philadelphia  
Inquirer Station

An ABC Affiliate

First on the Dial

In America's Third Market

Represented by THE KATZ AGENCY

THE LATEST  
WCKY  
STORY

### MAKE YOUR ADVERTISING A HIT IN CINCINNATI

On WCKY's Daily Hit Parade 6:15-7 PM with  
Nelson King

More Cincinnatians listen to the Daily Hit  
Parade than to any other program  
at this time.

For the largest audience at the  
lowest cost—BUY WCKY





**D**ETAILS on how merchandising at NBC works have been outlined in a promotion brochure featuring "Mike"—your happy salesman, the symbol of NBC's new Merchandising Department." Biographical sketches of those in NBC's field force are included along with a map of the network's merchandising districts.

#### TOTEM POLE PROMOTION

NEW four-color, double-fold promotion piece has been issued by MBS to agencies and advertisers. Again featuring the "Plus Network" theme, folder displays a totem pole design with emphasis on both "high man" and "low man" symbolizing high radio listening leadership and low cost.

#### MRS. CONNECTICUT CHOSEN

TWO month campaign culminated last week with the selection of Mrs. Joan Parrella as "Mrs. Connecticut of 1952." Contest was sponsored by WICC Bridgeport, Conn., and Lenox Jewelers in that city. Several spots per day were purchased on WICC by the jewelry concern, followed by a plug for the contest. A small calling card with the inscription "It's the talk of the town! WICC Mrs. Connecticut Contest sponsored by Lenox Jewelers" was enclosed with every piece of mail going out of the store and station.

**There's More  
SELL**

on . . .

**WRNL**

**RICHMOND  
VIRGINIA**

**910 KC — 5 KW**

**ABC  
AFFILIATE**

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

## programs promotion premiums



#### ALL ABOARD

MORE than 1,300 people were aboard WGAR Cleveland's "Fair Train Special" on Sept. 9 for a trip to Columbus to join in the third annual Northern Ohio Day, according to station reports. WGAR offered special half-fare and free admission to the fair in on-the-air promotion preceding the event, which also served as a farewell party for farm director Bob Smith. Mr. Smith now is associated with the Ohio Shorthorn Breeders Assn.

#### MUSIC COURSE

MUSIC course for public school teachers will be offered by WQXR New York in cooperation with its parent, *The New York Times*, beginning Sept. 24 in New York Times Hall. Abram Chasins, music director at the station, will serve as moderator for 15 weekly lectures to be delivered by guests prominent in the music field.

#### UHF CLARIFIED

ANSWERS to many of the public's questions about UHF were given in a full-page newspaper ad that appeared in Denver fortnight ago. Ad was run as a public service by Raytheon TV with inquiries directed to Contractor's Heating & Supply Co., distributor of firm's sets in that area. Copy gave rules to be followed as guides to better TV buying and explained UHF in layman's language.

#### CORN PICKING CONTEST

MECHANICAL corn picking contest will be sponsored by WGN Chicago in cooperation with the Bloomington-Normal Junior Chamber of Commerce on Oct. 11 at Brokaw Farm near Chicago. Contest, station reports, is expected to draw 40,000 persons. Trophies, cash prizes and merchandise will be awarded to the winners. The station has designated Oct. 11 as "Corn Harvest Day" and will feature farm-themed programs, some of which will originate at the contest scene.

#### NEW TALENT

YOUNG St. Louisans with musical talent will be given a chance to perform on radio on a program planned by WEW St. Louis. *Stepping Stones to Stardom*, scheduled for airing each Saturday, will feature boys and girls 18 years of age or younger. Five contestants will compete weekly for five weeks. Winners of each contest will meet on the sixth program when a winner will be selected. Music teachers have been asked to serve as judges.

#### WBEL STREAMERS

STREAMERS bearing WBEL Beloit, Wis., call letters are being carried on 1,000 cars and trucks in the outlet's listening area, according to the station. A safety slogan, endorsed by WBEL, is used on the streamers with police, trucking companies, taxicabs and filling stations cooperating to get the streamers attached to car bumpers.

#### 'FOREMAN TOM' CONTEST

WITH six bicycles as incentive, Milwaukee youngsters took time out from summer vacations to write letters on the meaning of the pledge taken by members of the "Foreman Tom B Square Ranch Club," an activity of *Foreman Tom* program on WTMJ-TV Milwaukee. Three boys and three girls bikes were awarded to the six children who submitted the best letters.

#### PROMOTION ON INCOME

LATEST promotion brochure released by WOWO Ft. Wayne, Ind., concentrates on the fact that "the average man in WOWO-Land earns an income far above the national average." Claim is backed up with statistics on incomes in the station's market and points to advantages of reaching a "well heeled" audience through WOWO. Booklet also features reprints of WOWO newspaper ads and billboard displays.

#### WLW WINS CONTEST

WINNER of a promotion-publicity contest held this summer among stations over 5 kw which carry Pure Oil Co.'s *News Time* program is WLW Cincinnati. A wall plaque praising WLW's campaign on behalf of the oil company's "Name the Old Cars, Win a New Car" contest has been sent to the station.

#### CANADIAN TV SALUTE

TWO-WAY phone interview between Albany and Montreal was arranged by WPTR in the former city as a salute to the baby Canadian TV industry on Sept. Roger Stevens, news editor at the station, talked with CBC executive Aurele Seguin, who commented on the future of the industry in Canada. Recording was aired on Mr. Stevens' noon newscast.

#### RADIO GOES TO FAIR

RADIO entertainment was brought to the Stanislaus District Fair by KMOD Modesto, Calif., last week with an hour long show which was the feature attraction each evening. Participants for the performance were selected from the audience. Station reports that nearly 5,000 persons witnessed each broadcast and the experiment was so successful that the fair board has contracted with KMOD to produce a similar show for the next four years.

#### 'MYSTERY TUNE' SHOW

FEATURING a "mystery tune" and certificates for merchandise for correct answers, *Beat the Band* was aired for the first time Sept. on WLAW Boston. Listeners will be quizzed by telephone during the daily program. Merchandise awards will be given to listener whose correct identifications of the "mystery tunes" are first received by mail.

#### PUBLIC SERVICE SCHEDULE

ARRANGEMENTS have been completed by WHLI Hempstead, L. I., with schools and major industrial firms on Long Island to broadcast public service announcements this fall and winter. In the event of bad weather, the station will carry "No School Today" announcements when requested and also notices to industrial plant employees if plants are forced to close.

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

**5,000 WATTS**

**W F M J**

**Duplicating on 50,000 Watts FM**



## WOKE SPECIALS

### Station Has Busy Week

REWS from WOKE Oak Ridge, Tenn., were more than slightly busy during the last week of August.

From Aug. 27 through Aug. 30, WOKE crews were gyrating between the Woodland Shopping Center in Oak Ridge and the Anderson County Improvement Fair in nearby Clinton, Tenn. During that time, WOKE aired a total of 7½ hours directly from the shopping center and 6½ hours from the fair.

Some 5,000 shoppers filed through the new center between 7-9 p.m. Aug. 27, day of the formal opening. And fair officials are so pleased with radio results that already they are planning a WOKE fair promotion for next year.

## WSB APPROVES

### Wage Boost at Stations

AMERICAN Federation of Radio Artists' contracts with KWKW Pasadena, KLAC Hollywood and KBIG Avalon, calling for salary increases above the normal percentages for staff announcers, were approved last week by the Wage Stabilization Board.

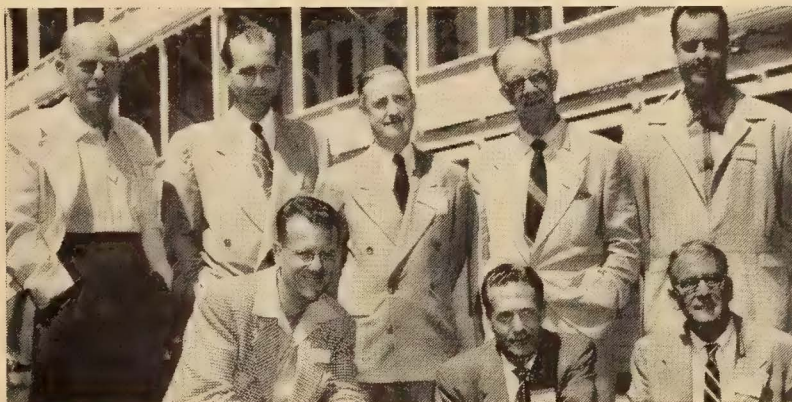
Retroactive to May 1, minimum weekly salaries for announcers at KWKW were raised from \$78.75 to \$83; at KLAC from \$90 to \$97.00, and a flat \$90 wage was established at KBIG, which started operations June 1.

## Westinghouse Plant

WESTINGHOUSE Electric Corp.'s new electronic tube plant and division headquarters at Elmira, N. Y., has been completed, E. W. Ritter, vice president in charge of the Electronic Tube Div., announced last week. The plant, on a 114-acre tract, houses headquarters executive offices, engineering laboratories, two separate manufacturing areas, warehousing and shipping facilities. Of steel, brick and concrete, it is fireproof and covers 65,000 square ft.



ALBERT J. JOHNSON (r), KOY Phoenix, NARTB District 16 director, is welcomed to the Coronado, Calif., meeting by these San Diegans (l to r) Howard L. Chernoff, KFMB-AM-TV; Charles E. Salik, KCBQ; Mayor John Butler; Thomas E. Sharp, KFSD, and Rear Adm. John Roper, commandant, 11th Naval District.



OTHERS who attended the NARTB District 16 meeting were (front row, l to r) Robert J. McAndrews, KBIG Avalon; Norman Ostby, Don Lee Broadcasting System, Hollywood, and Lincoln Simonds, Weed & Co., Hollywood; back row, Lee Little, KTUC Tucson; Norman Nelson, Southern California Broadcasters Assn.; Charles E. Hamilton, KFI Los Angeles; Phil Hoffman, KECA-TV Los Angeles, and A. E. (Gene) DeYoung, KERO Bakersfield.

### Registration for NARTB District 16 (Ariz., Calif., Nev.)

Held at Coronado, Calif., Sept. 8-9

Dist. 16 story, page 48; Dist. 15 registration on page 103

Arnoux, Campbell, WTAR-TV Norfolk, Va.; Best, Bill, UP Assns., Los Angeles; Brown, Thad H., managing director, Television Operations, NARTB, Washington, D. C.; Chernoff, Howard L., KFMB-AM-TV San Diego; Cox, Jim, West Coast representative, BMI, Hollywood; DeYoung, Gene, KERO Bakersfield; Doherty, Richard P., director, Employee - Employer Relations, NARTB, Washington; Fellows, Harold E., president, NARTB, Washington; Fowler, Clinton H., KGER Long Beach; Gamble, Joseph E., KCMJ Palm Springs; Glickman, David, BROADCASTING • TELECASTING, Hollywood; Hardy, Ralph W., director, Government Rela-

tions, NARTB, Washington; Hamilton, Charles, KFI Los Angeles; Haverlin, Carl, president, BMI, New York; Hoffman, Phil, KECA-TV Hollywood.

Johnson, Albert, KOY Phoenix; Jones, Kenneth K., director, Radio-TV, San Diego State College; Keavy, Hub, AP, Los Angeles; King, Peter J., SESAC Inc., Los Angeles; Knight, Mark, AP, San Francisco; Langlois, Cy, president, Lang-Worth Inc., New York; Little, Lee, KTUC Tucson; Marquardt, Maynard, western manager, World Broadcasting System, Hollywood; Mathews, Joseph, manager, Weed & Co., San Francisco; McAndrews, Robert J., KBIG Avalon; Myers, Robert, KFMB San Diego; Myers, Robert, sales representative, Allen B. DuMont Labs., Hollywood; Nelson, Norman, Southern Calif. Broadcasters Assn., Los Angeles.

Ostby, Norman J., vice president, Don Lee Broadcasting System, Hollywood; Paul, Sol, BROADCASTING • TELECASTING, New York; Phillips, Harper M., KVOA Tucson; Purcell, Bob, KTTV (TV) Hollywood; Redfield, Frank P., KIPN Phoenix; Salik, Charles E., KCBQ San Diego; Sampson, Richard T., KXO El Centro; Schamblin, Leo A., KPMC Bakersfield; Sharp, Thomas E., KFSD San Diego; Shoemaker, Lisle F., KFMB-AM-TV San Diego; Simonds, Lincoln P., Pacific Coast manager, Weed & Co., Hollywood; Smith, Lester M., Blackburn-Hamilton Co., San Francisco; Smith, Calvin J., KFAC Los Angeles; Smucker, Ray, KYUM Yuma; Stubblefield, William L., director, Station Relations, NARTB, Washington; Tatum, Donn B., director, Western Div., ABC-TV, Hollywood; Treynor, William K., Station Relations, NARTB, San Francisco; Walker, F. R., district sales manager, broadcast equipment, General Electric Co., Los Angeles; Weis, Pierre, sales manager, World Broadcasting System, New York; Wallace, Tom, KTKT Tucson.

## NPA STATUS

### Future Is in Doubt

STATUS of the National Production Authority, the operating agency which doles out materials for radio-TV station construction and set production, hung in the balance last week.

There was speculation that the agency may be de-emphasized, with lesser or subordinate roles for electronics and other claimant groups within NPA held out as a possibility in the event of a mobilization realignment. There may be no action, however, until after the election. Except for the steel strike, broadcasters and manufacturers have found materials in growing supply.

Speculation arose following the appointment of Henry H. Fowler as new director of the Office of Defense Mobilization. He will continue as chief of the Defense Production Administration, which functions on the same level with NPA but with perhaps greater policy responsibility. A new NPA administrator will be chosen. Mr. Fowler will serve until Dec. 31.

Possibility that NPA would be merged with the Dept. of Commerce was given some credence. In that eventuality, realignment would give NPA a bureau status within the Commerce Dept. and imply a reduction of information and other personnel already instituted because of congressional fund cuts.

# WWJ

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# HENNOCK URGES

## Local Action in L. A. Talk

ACTION of the FCC in reserving the 242 non-commercial educational TV channels will not of itself bring educational television to the American people, FCC Comr. Frieda B. Hennock last Monday told members of the Los Angeles Educational Television Committee.

Speaking at a meeting called by the U. of Southern California's Allan Hancock Foundation, which was granted UHF reserved Channel 28 [B•T, Sept. 1], Comr. Hennock said the university's UHF station planned in Los Angeles "may yet become the first educational station to commence regular operations."

"In any event, it will likely be the first educational television station in the UHF band to go on the air," she said.

Although the FCC has reserved educational channels, "only local action on the city, county or state level directed toward the actual building of these stations as soon as possible can realize that opportunity and spread their benefits throughout each community," Comr. Hennock said.

Calling TV "a veritable treasure chest for education," she said video is likely to become the ultimate mass medium of communications. "For TV is a synthesis of radio, the press and the film; yet it is superior to each and all of them."

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# FCC actions



SEPT. 5 THROUGH SEPT. 12

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 111.*

## September 5 Applications . . .

### ACCEPTED FOR FILING

#### License for CP

WQAM-FM Miami—License for CP, as mod., which authorized new FM.

WCRL Oneonta, Ala.—License for CP which authorized new AM.

WNCA Siler City, N. C.—License for CP, as mod., which authorized new AM.

#### Change Transmitter Type

KJNO Juneau, Alaska—Mod. CP, as mod., which authorized new AM, to change type of trans.

#### Extension of Completion Date

KBMY Billings, Mont.—Mod. CP, as mod., which authorized change in frequency, power, trans. and studio location, for extension of completion date.

WBEN-FM Buffalo—Mod. CP as mod., which authorized new FM, for extension of completion date to 12-31-52.

#### Approval of Studio Location

WKMT Kings Mtn., N. C.—Mod. CP which authorized new AM for approval of ant., trans. and studio location as State Hwy. 161, near Kings Mtn., N. C.

#### AM—910 kc

KLCN Blytheville, Ark.—Mod. CP, which authorized change in frequency, to increase power from 1 to 5 kw.

#### AM—1220 kc

WKMT Kings Mtn., N. C.—Mod. CP, as mod., which authorized new AM, to increase power from 500 w to 1 kw.

#### Renewal of License

Following stations request renewal of license:

WKRG Mobile, Ala.; KFRE Fresno, Calif.; KTRB Modesto, Calif.; KGO San Francisco; WCBM Baltimore, Md.; WBMD Baltimore; WATC Gaylord, Mich.; WKBZ Muskegon, Mich.; WKDN Camden, N. J.; WJZ New York; WNBC New York; WGTL Kannapolis, N. C.; WHLM Bloomburg, Pa.; WCPA Clearfield, Pa.; WHWL Nanticoke, Pa.; WEDO McKeesport, Pa.; WAPA San Juan, Puerto Rico; WESC Greenville, S. C.; ESFA Nacogdoches, Tex.; KOPP Ogden, Utah; WCAV Norfolk, Va.

#### Change Antenna Height

WPRO-FM Providence, R. I.—CP to change ant. height above average terrain from 450 to 458 ft., change ant. type and ant. system to accommodate proposed TV construction.

### TENDERED FOR FILING

#### Request SSA

WCHO Washington Court House, Ohio—SSA to operate on unl. Sept. 19, Oct. 10 and 17 and Nov. 4.

## September 8 Applications . . .

### ACCEPTED FOR FILING

#### Requests Name Change

KAGH Crossett, Ark.—CP to change from 1240 kc, 100 w to 1340 kc, 250 w. AMENDED to change name of applicant to Fleet Inc.

#### Request SSA

WCHO Washington Court House, Ohio—SSA to operate unl. Sept. 19, Oct. 10 and 17 and Nov. 4 to broadcast games and election returns.

#### Extension of Completion Date

WWOL-FM Buffalo—Mod. CP, as mod., which authorized new FM, for extension of completion date.

KANU Lawrence, Kan.—Mod. CP, as

mod., which authorized new non-commercial station, for extension of completion date.

WTCN-TV Minneapolis—Mod. CP which authorized changes in existing station, for extension of completion date to 12-1-52.

WRSW Warsaw, Ind.—Mod. CP, as mod., which authorized new AM for extension of completion date.

WNEW New York—Mod. CP, as mod., which authorized changes in existing AM, for extension of completion date.

#### License for CP

KDSX Denison, Tex.—License for CP, as mod., which authorized change in frequency; decrease in D power; change from D to unl.; and installation of DA-DN.

WWOC Manitowoc, Wis.—Mod. CP as mod., which authorized new AM, for extension of completion date.

#### Renewal of License

Following stations request renewal of license:

WMGY Montgomery, Ala.; WJAT Swainsboro, Ga.; KWPC Muscatine, Iowa; WDBC Escanaba, Mich.; KUOM Minneapolis; KBOA Kennett, Mo.; KWRE Warrenton, Mo.; WCEC Rocky Mount, N. C.; WHIZ Zanesville, Ohio; WIAC Santurce, Puerto Rico; KURV Edinburg, Tex.; WFMV-TV Greensboro, N. C.; WKZO-TV Kalamazoo, Mich.

### TENDERED FOR FILING

#### AM—1450 kc

KPLT Paris, Tex.—CP to change frequency from 1490 to 1450 kc.

### APPLICATION RETURNED

KTRY Bastrop, La.—RETURNED application for renewal of license.

## September 9 Decisions . . .

### BY BROADCAST BUREAU

#### Extension of Completion Date

WNEW New York—Granted mod. CP for extension of completion date to 12-15-52; conditions.

#### AM—1150 kc

WCEN Mt. Pleasant, Mich.—Granted license covering increase in power, installation of new trans. and DA-N.

new vertical ant. and ground system and change in hours of operation.

### Change Studio Location

WPNX Phenix City, Ala.—Granted license to change studio location.

WJLD Homewood, Ala.—Granted license covering change in trans. and studio locations and installation of new trans.

### License Granted

WTUS Tuskegee, Ala.—Granted license for AM 580 kc 500 w-D.

### Change Antenna System

WHFC Chicago, Ill.—Granted license covering changes in ant. system.

### Daytime Power Increase

KBUC Corona, Calif.—Granted license covering increase in D power 1370 kc 500 w, 1 kw-LS, DA-N, unl.

### Change Name

WOW-AM-TV Omaha, Neb.—Granted mod. licenses to change name to Meredith WOW Inc.

### Modification of CP

WSSC Sumter, S. C.—Granted mod. CP for approval of ant. trans. and main studio location; conditions.

### Extension of Completion Date

WCAM Camden, N. J.—Granted mod. CP for extension of completion date to 11-15-52.

## September 10 Decisions . . .

### ACTIONS ON MOTIONS

#### By Comr. E. M. Webster

WATM Atmore, Ala.—Granted petition to accept late appearance in proceeding upon application.

Azalca Bestg. Co., Mobile, Ala.—Granted petition to accept late filing of notice of intention to appear in proceeding re application.

Mid-Continent Television Inc., Wichita, Kan.—Granted petition to amend application to specify Ch. 10 in lieu of Ch. 3; bring up to date certain financial information concerning applicant; modify programming and submit two amendments to Articles of Incorporation. On Commission's own motion, application removed from hearing docket.

Mt. Scott Telecasters Inc., Portland, Ore.—Granted petition to amend application to change minimum hours of operation, location of main studio, and other minor changes due to typographical errors.

Chief, Broadcast Bureau—Granted petition for extension of time from Sept. 8, 1952, to and including Sept. 22, 1952, to file exceptions to Initial Decision re application of KWBR Oakland, Calif.

Aladdin Radio & Television Inc., Denver, Col.—Granted petition to amend application to specify conventional ant.; revise engineering data to increase ERP from 72.5 kw to maximum of 316 kw; increase ant. height from 928 ft. to 1,006 ft.; specify changes in officers and directors of corporation; set forth minor changes in financial data; increase number of hours of operation.

#### By Hearing Examiner James D. Cunningham

Aladdin Radio & Television Inc., Denver Television Co., KMYR Bestg. Co., Metropolitan Television Co., Denver, Col.—Notice is given that prehearing conference will be held in Room 2232, New Post Office Building, Washington, D. C., beginning at 2:00 p.m.,

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Ion., Sept. 15, 1952, on applications in his proceeding for purpose of considering procedure to be followed in hearing; necessity or desirability of amplification, clarification, amplification, or limitation of issues; possibility of stipulating facts and limiting number of witnesses; necessity or desirability of prior mutual exchange of exhibits among parties.  
By Comr. E. M. Webster.  
The Brush-Moore Newspapers Inc.,

Canton, Ohio—Granted petition for authority to take depositions in proceeding re application.  
Mt. Hood Radio & Television Bcstg. Corp., Portland, Ore.—Granted motion to take depositions, and supplemental motion to take depositions in proceeding re application.  
Pioneer Bcstrs. Inc., Portland, Ore.—Granted motion for order to take depositions.  
(Continued on page 111)



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Situations Wanted 20¢ per word—\$2.00 minimum • Help Wanted 25¢ per word—\$2.00 minimum

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## Help Wanted

### Managerial

**CBS affiliate** in excellent but small highly competitive market in West. Compensation, good base salary plus liberal share of earnings. Write in full giving references and experience. Box 415R, BROADCASTING • TELECASTING.

### Salesmen

**CBS station** in highly competitive Southeastern city will add one salesman to present staff. Remuneration on commission basis with adequate draw. Write in full giving references and experience. Box 410R, BROADCASTING • TELECASTING.

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

**Wanted—Experienced** local sales manager for 250 watt radio station in Southeastern New Mexico. Must be male with car. Salary according to ability. Will work with continuity chief. Immediate opening. Write to Dave Button, KSVP, Artesia, New Mexico.

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

### Announcers

**Florida coast station.** Need two combination men. Both must be heavy on announcing that sells. Send tape or disc, experience record, references, first letter. \$80. for 44 hours. Box 900P, 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** 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.

**Combination announcer-engineer.** First class ticket. Permanent position Western Pennsylvania. Write Box 326R, 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—A good** morning man who can do hillbilly and popular and also do race program in the afternoon. Good setup for a good man with a Southern station. Send audition, references, experience and salary expected. Write Box 376R, BROADCASTING • TELECASTING.

**Experienced announcer** wanted by Minnesota station. Must be able to type and own car. Good salary. Good opportunity for right man to earn extra money selling. Box 380R, BROADCASTING • TELECASTING.

**Wanted immediately—announcer-engineer** with first class to work in 250 watt network station in Southeastern New Mexico. Good salary depends on experience and ability. Box 385R, BROADCASTING • TELECASTING.

**Three combination men, daytime, new station, Morrilton, Arkansas, opening November.** Box 390R, BROADCASTING • TELECASTING.

**Newsman, single.** To write local news and be featured local news commentator. Narrator-style voice. Promotional build-up. Ohio. Box 433R, BROADCASTING • TELECASTING.

## Help Wanted (Cont'd)

**Announcer** with first phone, emphasis on announcing. 5 day, 35 hour week. 40 miles from New York City. Kilowatt. Send all. Box 417R, BROADCASTING • TELECASTING.

**Wanted—Hillbilly DJ—announcer** at 250 watt East Central network affiliate. Rush audition, complete information. Box 424R, BROADCASTING • TELECASTING.

**Personality DJ, chuckle-provoking** ad-lib, zany, trick—"cue-ins", character voices—impersonations. Single. Ohio. Box 434R, BROADCASTING • TELECASTING.

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

**1000 watt Mutual affiliate** offers chance for advancement to announcer-salesman. \$70. week plus 20% commission. Livewire can earn \$150.-\$200. a week. First class license desired but not required. No TV competition. Please do not send returnable material or discs. Write William T. Kemp, KVWO, Box 926, Cheyenne, Wyoming.

**Four combo men.** Two needed immediately . . . two within ninety days, for new radio station in central Michigan. No experience necessary, just voice. Here's your chance with kilowatt, full-time NBC affiliate. Sixty dollars for forty-four hours, increase with experience. Call or write WCEN, Mt. Pleasant, Michigan.

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

**Wanted—Versatile, experienced** staff announcer for permanent position. Send background, service record, tape or disc audition and recent photo to William Winn, WJOC, Jamestown, N. Y.

**Wanted—Staff announcer** for 250 watt independent. Send audition and letter to WJPD, Ishpeming, Michigan.

**Wanted—Announcer** with first class phone ticket. Salary commensurate with ability. Opportunity to attend Mississippi State College on off hours. Joe Phillips, Manager, Radio Station WSSO, Starkville, Mississippi.

## Technical

**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, Virginia station.** Starting salary, \$100.00 per week. Personal interview necessary. Reply Box 398R, BROADCASTING • TELECASTING.

**Wanted—First class operator** with or without experience. Box 435R, BROADCASTING • TELECASTING.

**Virginia kw** needs engineer. State minimum salary expected. Box 436R, 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.

**Excellent opportunity** for engineer. Top salary if qualified chief and or can handle announcing duties. Immediate opening. Permanent position. Call or write KXAR, Hope, Arkansas.

## Help Wanted (Cont'd)

**Need first class engineer** for transmitter. \$50 for 40 hours. Time and half overtime. Write Ed McLeod, Chief Engineer, WCBT, Roanoke Rapids, N. C.

**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 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, WIRE, Enterprise, Alabama.

**Wanted—First class engineer.** Control board. Experience necessary. WKRM, Columbia, Tennessee.

**Combination engineer-announcer, 1000 watt daytime, \$70.00 week, 44 hours, WMOC, Covington, Ga.**

**Experienced first class engineer, capable of becoming chief.** Radio Station WSSV, Petersburg, Va.

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

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

**Transmitter engineer, first phone, \$60.00 start, 40 hours, no announcing, automatic increases.** WTVH, 235 S. Jefferson Ave., Peoria, Illinois.

**Engineer, first class ticket, contact** Victor Voss, WWCA, Gary, Indiana.

**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

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

**Combination continuity writer—announcer** for small Southern station. Also, combination engineer-announcer. Experience unnecessary. Box 379R, BROADCASTING • TELECASTING.

## Help Wanted (Cont'd)

**Copywriter** for busy independent Western New England station to handle a copy writing. Also, write and broadcast daily women's show, of interest to housewives. Give complete details in letter. Excellent opportunity with progressive station. Box 375R, BROADCASTING • TELECASTING.

**Ohio daytime** thousand watt need girl with good commercial copy writing experience, also capable of announcing women's shows. Excellent working conditions and opportunity to use your ability. Send resume, experience, photograph and sample copy. Box 387R, BROADCASTING • TELECASTING.

**Midwest regional indie** wants top-notch PD who knows how to build and hold an area audience. Experienced, qualified man who can manage programming and air personnel can expect security, fair salary, pleasant community and excellent working conditions. Box 396R, BROADCASTING • TELECASTING.

**News director.** The man we want now holding this position in a medium sized station, doing an outstanding news job, in a competitive market. He is looking for a chance to better his present status. He must be a first rate newscaster, thoroughly experienced in compiling and editing local and wire news and be able to manage a news department. All replies confidential. Box 411R, BROADCASTING • TELECASTING.

**Continuity writer, 10,000 watt, clear channel.** Midwestern network station needs a reliable continuity writer. This is a good position in a fine city with excellent working conditions, etc. Applications treated with confidence. Send full details including samples of continuity, background and snapshot if available. All material will be returned to you. Opportunity for a work if qualified. Write at once to Personnel, Radio Station KSOO, Sioux Falls, South Dakota.

**Immediate opening** for a male or female continuity chief. Experience preferred. Complete charge of all continuity. Send letter, full details, copy samples. Healthful climate, progressive town. Salary according to ability. Write to Dave Button, KSVP, Artesia, New Mexico.

**Experienced commercial copywriter** for 5000 watt CBS affiliate. Immediate opening. Write Radio Station WCSO, Charleston, S. C.

**Immediate opening** trained man or woman copywriter. Send sample copies, salary requirements, photo, reference in first letter. WIDE, Biddeford, Maine.

## Television

### Technical

**Wanted—Chief engineer** for UHF television station in Southern metropolitan market. Excellent opportunity. Please give references, salary requirement and experience. Write Box 313P, 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

**Eleven years** of successful management experience . . . 22 years in radio including ownership. Worked both small and metropolitan markets. All phases covered with good references. Sober, family, 42 years. Will work on salary plus percentage or will lease. Box 388R, BROADCASTING • TELECASTING.

**Proven record.** Presently, 250 day timer from \$800. monthly loss to profit for last eight. Absentee owner selling. Prefer Southwest, South, consider all. Thirty-six, ten years experience. Administrative, selling, sports, news, programming. Want manager small market, sales manager medium. Wife can Gal Friday, bookkeep. Box 408R, BROADCASTING • TELECASTING.

**Desire management** small market. Background—supervisory, sales, news commentator. Proven saleable ideas. Outstanding record. Willing acquire stock interest. Best industry references. Box 420R, BROADCASTING • TELECASTING.



## Situations Wanted (Cont'd)

### Salesman

**alesman-program director**—two-in-one combination for added revenue, better listener appeal. Seven years selling, announcing, programming. Box 13R, BROADCASTING • TELECASTING.

### Announcers

**nnouncer-salesman** for radio or television station. College graduate, 28, eleven years experience. Excellent record. Excellent references. Now announcing for Southern 10 kw CBS affiliate. Contact Box 409R, BROADCASTING • TELECASTING.

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

**nnouncer, play-by-play, news, staff,** excellent references, preferably South. Box 371R, BROADCASTING • TELECASTING.

**ise jockey, five years experience in** major Midwestern market 50 kw AM-TV. Looking for progressive organization presenting opportunity to establish name in area. Show consists of humor cue-in gimmicks and top ten tunes. Box 377R, BROADCASTING • TELECASTING.

**nnouncer, 5 years experience including** sales, continuity, programming, married, child, permanent. \$70. minimum, advancement. Box 378R, BROADCASTING • TELECASTING.

**DJ-announcer. Three years solid commercial** experience all phases. Operate board. Good references. Box 386R, BROADCASTING • TELECASTING.

**ave six years combination announcing-**engineering experience, three years chief. Some selling. Not a floater. Box 89R, BROADCASTING • TELECASTING.

**½ years experience—sports announcer;** football, basketball, baseball, salesman, staff announcer, news editor. Box 91R, BROADCASTING • TELECASTING.

**egro announcer—draft exempt, married,** college graduate. Six months experience 250 watt Midwest station—DJ, news, copywriter. No hotshot. Sincerely interested in radio future. Prefer Northeast or Midwest, but will consider any reasonable offer. Box 392R, BROADCASTING • TELECASTING.

**xperienced staff announcer, all phases,** East or South. Disc, letter on request. Box 393R, BROADCASTING • TELECASTING.

**All-round announcer. Specialist in** news, Special events, sports. Friendly, sincere delivery. Regional, clear-channel, network experience. Box 399R, BROADCASTING • TELECASTING.

**Johnny wants a job. 25, single, veteran,** experienced as announcer, news-caster, making commercials sell. Letter, photo, tape on request. Box 400R, BROADCASTING • TELECASTING.

**xperienced announcer, married, 27,** deferred. Prefer congenial, regional station in Northeast. Box 401R, BROADCASTING • TELECASTING.

**xtensive experience. Northwestern** grad, 29, married, desires metropolitan 5000 watts or over. "Different" DJ, news, special events. Box 405R, BROADCASTING • TELECASTING.

**Announcer-writer, married, vet,** experienced—sports, news, staff, DJ, TV experience. Reliable, sober, available now. Anywhere in the U.S.A. Tape, disc or interview. Box 406R, BROADCASTING • TELECASTING.

**ewscaster: newsmen—authoritative** nature voice—delivery. Desires mature advancement. Newsroom only. 5 years experience. \$100.00 minimum. Box 412R, BROADCASTING • TELECASTING.

**nnouncer available—Mature voice, all** phases of operations. Strong on commercials, news. Good writer-board man. Experience New York City independents. Married, sober, draft exempt. Resume, disc, tape on request. Box 413R, BROADCASTING • TELECASTING.

**nnouncer, thoroughly experienced,** young, single, veteran. Right for lively DJ shows. Prefer Southern California and Northeast Seaboard. Available immediately. Box 414R, BROADCASTING • TELECASTING.

**nnouncer interested in getting start,** strong on news, commercials. 15 months training, all phases radio at reliable school. Veteran, married. Tape, photo, references available. Box 418R, BROADCASTING • TELECASTING.

## Situations Wanted (Cont'd)

**3½ years announcing, 1 year PD. Seek** permanence, good salary as small station PD or metropolitan announcer. Hardworker, dependable, employed. Box 425R, BROADCASTING • TELECASTING.

**Good dependable program director,** play-by-play. Now employed 50 kw. Wants West. Money secondary to opportunity. Best references. Stable. Box 427R, BROADCASTING • TELECASTING.

**Capable, reliable, well-rounded staff** man, desires affiliation with established organization in major market, preferably Southeast. Top Pulse rating. \$85. minimum base. Tape and photo plus background on request. Box 428R, BROADCASTING • TELECASTING.

**Announcer—Radio-TV experience over** some NY stations. Strong on commercials, straight announcing. Radio acting. Veteran. Free to travel. Disc upon request. James Adonis, 62 Halsted St., East Orange, N. J.

**Woman newscaster-editor, speaks five** languages. College degrees. Operate board, write copy. \$75. start. Lydia Driggs, 737 Eleventh St., N.W., Washington, D. C. Metropolitan 5255.

**Announcer, colored, recent graduate.** Promotional ideas; can sell. Ambitious. Nathaniel Johnson, 520 Morgan St., Pittsburgh 19, Penna.

**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.

**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.

**Want DJ job on folk, western and** country music program. Have Texas accent. Know records and music. Tape on request. Dunny Sims, 21 Prince Street, New York City 12, N. Y.

### Technical

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

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

**Need a chief engineer and program director?** Topflight team, qualified by many years experience. Available two weeks notice. Family men, sober, reliable, best references. Problems a specialty, new or old operation, any locale. Box 372R, BROADCASTING • TELECASTING.

**Chief engineer - announcer, married,** family, age 26, 4 years announcing. Available immediately. Present salary \$75. week. Details first letter. Box 384R, BROADCASTING • TELECASTING.

**Fifteen years experience, ten years** plant sup't. five kw directional. Good knowledge design, installation, maintenance studio and transmitter and directionals. One hundred college hours. Physics and math majors. All replies considered. Box 397R, BROADCASTING • TELECASTING.

**Engineer with five years experience,** two as chief. Veteran with car. Texas only. No announcing. Box 419R, BROADCASTING • TELECASTING.

**First phone, no broadcast experience.** Single, 27, 3 years radio-TV. Technically trained. No announcing. Prefer Midwest. Box 423R, BROADCASTING • TELECASTING.

**Engineer, experienced chief, maintenance.** Excellent record. Box 429R, BROADCASTING • TELECASTING.

## Situations Wanted (Cont'd)

**Engineer—5½ years broadcasting experience.** First phone. Desire good paying job as transmitter operator. Box 431R, BROADCASTING • TELECASTING.

**First phone, no station experience, six** years radio mechanic. Midwest, no announcing. Box 903, Kansas City, Missouri.

**First phone, second telegraph. Tech** school graduate. 12 years communications experience. No broadcasting experience. Frank Backlin, Box 23, Bethpage, New York.

**First class ticket. Experience various** phases broadcasting. Good references. Draft exempt. Thorough background. TV or radio station with TV plans in near future preferred. Eastern cities. Ernest Lipshutz, 1333 51st Street, Brooklyn, N. Y.

### Production-Programming, Others

**Real local news editor, not newspaper** copy cat. 9 years radio. Highly qualified for news operation. Tape interviews. Good air voice. News style. Box 421R, BROADCASTING • TELECASTING.

**Attention! Experienced news director** now available. Excellent references. NARND, SDX. Box 394R, BROADCASTING • TELECASTING.

**Copywriter-announcer. 29. Eight years** experience, four stations; Two 5 kw Mutuals; two independents including metropolitan. Solid network preferred. Box 395R, BROADCASTING • TELECASTING.

**Programming-advertising executive.** Sales-conscious. Employed radio-TV. Supervise complete programming and/or advertising (copy) operation: radio and/or TV. Want responsibility, your confidence. Box 402R, BROADCASTING • TELECASTING.

**Program director-sports director 3½** years, net, indie, 28, university, \$100, family. Steady, ready! Box 403R, BROADCASTING • TELECASTING.

**Man 9 years experience programming,** local news. Wife, experienced traffic manager. Hard workers. Valuable staffers. Good industry references. Box 422R, BROADCASTING • TELECASTING.

**Seasoned news editor desires job in** New England, New York, Pennsylvania area. Currently employed Midwest 5 kw network affiliate. Box 430R, BROADCASTING • TELECASTING.

## Television

### Managerial

**After thirteen years of network televi-**sion experience in operations and station relations, I have resigned from my network job to locate as TV station manager. Inquiries invited. Dick Rawls, 35 Stephen Drive, Pleasantville, New York.

### Announcers

**Experienced four years AM, two years** TV. First phone. 27. Box 382R, BROADCASTING • TELECASTING.

## Situations Wanted (Cont'd)

### Technical

**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.

**Engineer, experienced, licensed, de-**sires to discuss opportunity with building station. Box 407R, BROADCASTING • TELECASTING.

### Production-Programming, Others

**Anyone seeking middleman for TV** movies in Germany or Europe? Berliner, experienced TV programmer with contacts for producing and/or distributing movies. Box 404R, BROADCASTING • TELECASTING.

**Desire TV opportunity ad agency or** production firm NYC. 2½ years advertising experience. TV production training. Vet, draft exempt. Box 426R, 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.

**Southwest—250 w unlimited. \$6,000** monthly potential. No competition. \$42,000. Terms possible. Box 370R, BROADCASTING • TELECASTING.

**Western and midwestern station. In-**dependents, affiliates. Priced from \$12,000 up. Jack L. Stoll & Associates, 4958 Melrose Ave., Los Angeles 29, Calif.

**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.

### Equipment, etc.

**For sale on or about January 1, 1953** one GE six bay superturnstile 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.

**50,000 feet new #10 Copperweld ground** radial wire. Immediate delivery. Box 381R, BROADCASTING • TELECASTING.

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

(Continued on next page)

# 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.



## For Sale (Cont'd)

250 watt Western Electric transmitter now operating 1490 kilocycles. Excellent condition, wonderful tone, available November 10. Granted 1000 watts, \$2400.00, WMOC, Covington, Ga.

Television tower formerly used for station WPIX, 200 foot, condition like new, immediate delivery, complete in all respects including 200 foot coaxial cable. Selling price \$8,500. Karl Koch Erecting Co., Inc., 352 Casanova St., Bronx 59, N. Y. Kilpatrick 2-3800.

## Wanted to Buy

### Equipment, etc.

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

Want used 250 watt in good condition for use as spare. Give complete details. Prefer Northeast area where inspection is possible. Box 374R, BROADCASTING • TELECASTING.

Wanted — Kilowatt AM transmitter, frequency monitor, Western Electric 25-B console, KEAR, San Mateo, Calif.

Langevin ProGar program guardian limiting amplifier. Equipment advertised in BROADCASTING • TELECASTING 1947, '48 and '49. Write or phone KSON, 630 F St., Maryland Hotel, San Diego, Calif., att: Norman Burwell, Chief Engineer-General Manager.

Magnecorder PT6-J and PT6-AH, Hallcrafters SX-42, B&W 400 distortion meter, four channel remote amplifier, W. E. 9A head. WCNE, Connersville, Indiana.

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

Wanted—RCA 76-B series console for enlarged Harlem studios. State price and condition. WLIB, 207 East 30th St., New York City.

Wanted—Console in good condition. State make and model. DePaul U. Speech Dept., 2353 N. Kenmore Ave., Chicago, Illinois.

Record library, need hillbilly and pop. Robert M. Smith, 1612 Grand Avenue, Kansas City 8, Missouri.

## Miscellaneous

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

## Employment Service

### EXECUTIVE PLACEMENT SERVICE

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

HOWARD S. FRAZIER

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

## 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

## Production-Programming, Others

## WRITER-ENGINEER

If you enjoy writing and have a good rounded knowledge of radio transmitting and audio gear, you may be interested in a position we have open to edit and write instruction books. Old established Midwestern manufacturer. Give full detail first letter. Box 373R, BROADCASTING • TELECASTING.

## Situations Wanted

### Announcers

## MORNING MAN

Nationally recognized one of nation's tops. Now top man in highly competitive market. Over 15 years radio. \$10,000. minimum. Box 432R, BROADCASTING • TELECASTING.

## Production-Programming, Others

Our chief announcer desires job as PD and/or assistant manager. He is competent, personable and industrious. 30. A family man, sober, well educated, a veteran and experienced in net and indie operations. He has our highest recommendations. Present management would like to see him advance. Perhaps you have the right opportunity. If so, ask us for full details. Box 325R, BROADCASTING • TELECASTING.

## Wanted to Buy

### Stations

Do you own an AM property that has been a consistent loser?

Have you just about decided to take your licking—sell the station and get out before your investment is a total loss?

Would you like to turn the property over to management with proven records of substantial profit for two stations in fourteen years?

I am qualified in all phases of operation. 21 years experience. Widely known and respected in the radio industry and home community. Know large and small station problems. Know large and small market operations.

Presently operating second station of management career. Want ownership-management agreement with not less than fifty percent of stock interest assigned to me when your station goes in the black. Salary and other compensation can be negotiated. Prefer to locate in medium-size market in Florida, the southwest or Pacific Coast.

All replies held in confidence. Will arrange meeting at your convenience for further discussion. Desire to complete change by January 1, 1953. Address reply to Box 807P, BROADCASTING • TELECASTING.

## Equipment, etc.

FIELD STRENGTH METER USED, REGARDLESS OF CONDITION, HAVING STANDARD BROADCAST BAND ONLY IS WANTED BY UNDERSIGNED. STATE CONDITION, MAKE AND PRICE.

B. Hillman Bailey, Jr.  
c/o KSIG  
Crowley, Louisiana

## SCIENTIST ROLE

### Filled Best in Industry

TECHNICIANS, engineers and scientists—in electronics and other fields—"would perform a far greater service in war industries" than in the military services in the event of all-out war, Arthur S. Flemming, a mobilization manpower official, asserted Sept. 5.

In an address to the national convention of the Alpha Sigma Phi fraternity in Pocomoke Hills, Pa., Mr. Flemming said a policy recalling all technicians to active service would be "suicidal." Skillful personnel who finish their college work and serve in the armed forces would remain in the reserves, according to Mr. Flemming, chairman of the Manpower Policy Committee, Office of Defense Mobilization.

## UPT Dividend

UNITED Paramount Theatre whose merger with ABC is currently awaiting FCC decision, last week declared a dividend of cents a share on outstanding common stock. President Leonard Goldenson, announcing the board action, said the dividend is payable Oct. 17 to stockholders of record on Sept. 26.

## For Sale

### Equipment, etc.

## FOR SALE

Several RCA image orthicon camera chains without lenses.

Box 224R, BROADCASTING • TELECASTING

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

## Texas Indie \$75,000.00

A 1000 watt independent making profit even though owners devote very little time to operation. Priced right at \$75,000.00, not including land and building, but includes valuable advertising contracts—a going business—excellent coverage—valuable location.

## 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

## Midwest \$50,000.00

A profitable independent operation showing consistent increase. The only station in an attractive city and a rich county. Liberal financing arranged.

## FARM DIRECTOR

10,000-watt network station interested in interviewing well established Southwestern 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 list complete qualifications and enclose photograph. All inquiries will be held in confidence. Unusual opportunity for advancement. Box 416R, BROADCASTING • TELECASTING.



## FCC Actions

(Continued from page 106)

positions in proceeding re application. Oregon Television Inc., Columbia Empire Telecasters Inc., Portland, Ore.—Referred to full Commission petition to transfer lay hearings from Washington, D. C., to Portland, Ore.

KMYR Bestg. Co., Metropolitan Television Co., Denver, Col.—Referred to full Commission petition to transfer hearing from Washington, D. C., to Denver, Col.

### September 11 Applications . . .

#### ACCEPTED FOR FILING

##### Modification of CP

KVOM Morrilton, Ark.—Mod. CP which authorized new AM for approval of ant., trans. and studio location.

KEUN Eunice, La.—Mod. CP which authorized new AM, for approval of ant., trans., and studio location and change type of trans.

##### Extension of Completion Date

KWSK Pratt, Kan.—Mod. CP which authorized new AM for extension of completion date.

##### Renewal of License

Following stations request renewal of license:

WLAD Banbury, Conn.; WINZ Hollywood, Fla.; WPIN Largo, Fla.; WORZ Orlando, Fla.; WSB Atlanta; WROM Rome, Ga.; WENR Chicago; WMAQ Chicago; WOI Ames, Iowa; WSLI Pikesville, Ky.; WMTC Vancleve, Ky.; WOTW Nashua, N. H.; WNYC New York; WPAQ Mt. Airy, N. C.; WLW Cincinnati; WVCH Chester, Pa.; WPIT Pittsburgh, Pa.; WVPO Stroudsburg, Pa.; WPAL Charleston, S. C.; WPIK Alexandria, Va.; WPDZ Clarksburg, W. Va.

#### TENDERED FOR FILING

##### AM—960 kc

WLXW Carlisle, Pa.—CP to change frequency from 1380 to 960 kc and change ant. system.

## Scores TV, Movies

TELEVISION and motion pictures were scored by Mayor Vincent R. Impellitteri of New York last week for allegedly depicting Italians or Italian-Americans as gangsters. He told a Columbia Citizens Committee dinner meeting in New York that "it has been nauseating to see murder mysteries or gangster films time and again with a killer depicted as a swarthy person with an Italian name," directing his complaint at both television and motion pictures.

#### NATIONAL NIELSEN-RATINGS

##### TOP RADIO PROGRAMS

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

##### EXTRA-WEEK

July 27-August 2, 1952

##### EVENING, ONCE-A-WEEK

Current Rank	Program	Current Rating %
1	Dragnet (NBC)	5.7
2	Lineup, The (CBS)	5.3
3	Great Gildersleeve (NBC)	5.0
4	You Bet Your Life (NBC)	4.9
5	Johnny Dollar (CBS)	4.6
6	Romance (CBS)	4.5
7	Mr. Chameleon (CBS)	4.5
8	Railroad Hour (NBC)	4.3
9	What's My Line (NBC)	4.2
10	Godfrey's Talent Scouts (CBS)	4.2

Homes reached during all or any part of the program, except for homes listening only 1 to 5 minutes.

Copyright 1952 by A. C. Nielsen Co.

# FCC roundup

New Grants, Transfers, Changes, Applications



## box score

### SUMMARY THROUGH SEPT. 11

	On Air	Licensed	CPs	Appls. Pending	In Hearing
AM Stations	2,353	2,332	139	311	211
FM Stations	635	582	73	22	8
TV Stations	109	98	59	812*	154

\* Filed since April 14.

(Also see Actions of the FCC, Page 106)

For Television Grants and Applications, See Page 80.

## Docket Actions . . .

### FINAL DECISIONS

Tracy, Calif.—West Side Radio. FCC returned to pending file application for new AM station on 710 kc, with 250 w daytime, to await decisions in hearings regarding clear channels and daytime skywave transmissions. Decision and order Sept. 9.

Spartanburg, S. C.—James Cozby Byrd Jr. FCC adopted initial decision granting application for new AM station on 1400 kc, with 250 w fulltime; conditions. Estimated construction cost about \$1,350 (major items of equipment, including transmitter, already on hand); estimated first year operating cost \$26,000, revenue \$28,600. Mr. Byrd is student at U. of S. C. and also teaches a course there in electronics. Simultaneously, FCC denied mutually exclusive application of Southernair Bestg. Co. Decision and order Sept. 9.

KJAY Topeka, Kan.—S. H. Patterson. FCC denied application for nighttime power increase from 1 kw to 5 kw on 1440 kc, DA. Decision Sept. 9.

WTNJ Trenton, N. J.—WOAX Inc. FCC rescinded order of Dec. 20, 1950, which revoked license. Order Sept. 9.

WMRO Aurora, Ill.—WMRO Inc. FCC granted application for license renewal. Order Sept. 9.

### OPINIONS AND ORDERS

Bluefield, W. Va.—Daily Telegraph Printing Co. FCC denied petitions requesting reconsideration of Sixth Report & Order [B.T., April 14] so as to waive one-year waiting period rule or amend rules to include entire state of W. Va. within Zone I and substitute Ch. 4 for Ch. 6 at Beckley, W. Va., and assign Ch. 6 to Bluefield; also, denied request of Robert R. Thomas Jr., Oak Hill, W. Va., for waiver or amendment to include Oak Hill within Zone I and assign Ch. 4 to Oak Hill. Comr. Jones dissented. Memorandum opinion and order Sept. 11.

Washington, D. C.—NARTB. FCC dismissed petition asking reconsideration of Commission's grant of new non-commercial educational TV station on vhf Ch. #8 to Kansas State College of Agriculture & Applied Science [B.T., July 28]. Comr. Jones concurred in the result. Memorandum opinion and order Sept. 11.

New York—Allen B. DuMont Labs. Inc. FCC denied petition for reconsideration and further clarification of Commission's memorandum opinion and order re Paramount-ABC, DuMont, CBS, et al., proceedings [B.T., Aug. 4].

## Non-Docket Actions . . .

### AM GRANT

Montrose, Pa.—Montrose Bestg. Corp. Granted 1250 kc, 1 kw daytime, antenna 240 ft.; engineering condition. Estimated construction cost \$17,507, first year operating cost \$16,500, revenue \$16,500 (non-profit operation is proposed by applicant). Principals include President W. Douglas Roe (\$9,000 cash contribution to corporation), executive secretary of Montrose Bible Conference; Secretary Arthur W. Kuschke (\$3,000 contribution), vice president of F. E. Parkhurst Insurance Inc., Treasurer Lynn L. Rider (\$2,000 contribution), retired cost accountant; Esther R. Weir (\$3,000 contribution, accountant for Montrose Bible Conference); Eldred J. Hinds (\$3,000 contribution), Atlantic Petroleum dealer; Don T. Birchard (\$3,000 contribution), dairy farm owner, and Arthur M. Parce (\$2,000 contribution), clergyman at Im-

ident of WLYN Lynn, Mass., and owner of Faye Assoc. and treasurer-stockholder of Mayfair Realty Co., both Boston, for \$43,000. Granted Sept. 10.

## New Applications . . .

### FM APPLICATIONS

Tuscaloosa, Ala.—Radio Station WTBC-FM, 96.9 mc. (Ch. 245), ERP 17.3 kw; antenna height above average terrain 321 ft., above ground 405 ft. Estimated construction cost \$11,000, first year operating cost \$12,000, revenue \$15,000. Equal (1/3) partners are Bertram Bank, Lamar Branscomb and Jeff Coleman; trio is licensee of WTBC (AM) Tuscaloosa. Filed Sept. 8.

Wabash, Ind.—School City of Wabash, Ind., 91.3 mc (Ch. 217), 10 w output. Estimated construction cost \$3,328. (Noncommercial educational FM application.) James R. Oliver is director of audio-visual education for applicant. Filed Sept. 10.

### TRANSFER REQUEST

WAAB Worcester, Mass.—Transfer of control from The Olin Corp. to Wilson Enterprises Inc. for about \$160,000. Principals in transferee include President and Treasurer George F. Wilson (80%), Vice President Jacqueline I. Wilson and Secretary Kathleen Iris Wilson (20%). Wilson Enterprises is applying for new TV station in Worcester [see TV APPLICATIONS, page 80]. Filed Sept. 11.

### TRANSFER GRANTS

WGRO Bay City, Mich.—Granted transfer of control from Gail Griner, Marguerite Griner and Edward Dillon to James Gerity Jr., for \$12,000. In addition, Mr. Gerity retains Messrs. Griner and Dillon as consulting engineers for WABJ Adrian, Mich., for one year at \$6,000 and \$5,000 respectively. Mr. Gerity is owner of WABJ. Granted Sept. 10.

KOLN Lincoln, Neb.—Granted assignment of license from Inland Bestg. Co. (license of KBON Omaha) to Cornhusker Radio & Television Corp. for \$43,000. Assignee is applicant for new TV station in Lincoln [see TV APPLICATIONS, B.T., July 28]. Principals include President Edward M. O'Shea (48.5% now; 41.78% proposed); Vice President Harold E. Anderson (2.5% now; 15.5% proposed), and Secretary Bennett S. Martin (48.5% now; 41.78% proposed). After assignment estimated first year operating cost \$102,000, revenue \$112,000. For details on principals see FCC ROUNDUP, B.T., Aug. 18. Granted Sept. 10.

KSNY Snyder, Tex.—Granted assignment of CP from John Blake, individually and as administrator of estate of Mrs. Pauline Buckner Blake, deceased, to J. T. Hughes, Wendell Mayes, Wendell Mayes Jr. and William W. Jamar Jr., d/b as Snyder Bestg. Co., for \$85,000. Mr. Hughes (50%), president, is city manager of Interstate Theatres, Brownwood, Tex.; Mr. Mayes (30%), vice president, is president and owns controlling interest of KBWD Brownwood and KNOW Austin, Tex.; Mr. Mayes Jr. (10%), secretary-treasurer, is program director and office manager of KBWD, and Mr. Jamar (10%) is salesman for KBWD. Granted Sept. 10.

KNEU Provo, Utah—Granted transfer of control from Lester R. Taylor, et al., to D. Spencer Grow and John F. Peterson for \$19,765. Mr. Grow (60%), president, is 42% owner of KEXO Grand Junction, Col., 38% of KEEP Twin Falls, Idaho, and 80% owner of Pacific Development Co., Provo (real estate). Mr. Peterson (40%), vice president, is 40% owner of Peterson & Grow Inc., Provo (builders). Granted Sept. 10.

WTSA Brattleboro, Vt.—Granted transfer of control from Granite State Bestg. Co. to Theodore Feinstein, pres-

## SENATORS' POLICY

### Would TV Road Games Only

REVERSAL in television planning for Washington Senators' baseball games next season has been announced by the club's president, Clark Griffith. Home games will not be seen on TV next year. TV rights for next year's 77 road games, however, will be offered this winter to the highest bidder.

Although there was a slight drop in attendance reported this season when 26 of the team's 77 games were scheduled in a limited telecast policy, no specific reason was given for the change. Main obstacle in the possible telecast of out-of-town games would be the high cable cost, according to H. J. Kaufman & Assoc., Washington, agency for Heurich Brewing Co., same city, sponsor of the home games this season.

## Malone to WXEL (TV)

TED MALONE, veteran radio personality, is to become star of WXEL (TV) Cleveland's program, *Today's Top Story*, it was announced last week. The show is sponsored by the National City Bank of Cleveland, and is aired Mon.-Fri. 11:10-11:15 p.m.

*When It's BMI It's Yours*

Another BMI "Pin Up" Hit—Published by Ridgeway

## YOU BELONG TO ME

**On Records:** Jo Stafford—Paul Weston—Col.; Patti Page—Mer.; Sue Thompson—Mer.; Joni James—MGM; Freddy Martin—Vic.; Jan Garber—Cap.; Tamara Hayes—Vic.; Buddy Lucas—Jubilee; Helen Foster—Republic; Dean Martin—Cap.; Grady Martin—Dec.

**On Transcriptions:** Earl Sheldon—Associated; Henry Jerome—Langworth.

**BROADCAST MUSIC INC. 580 FIFTH AVENUE**  
NEW YORK • CHICAGO • HOLLYWOOD NEW YORK 17, N. Y.



# TV Grants, Applications Sept. 5-11

(Continued from page 80)

Bestg. Co., Morrisville, Pa. Studio location 108 N. Broad St., Trenton. Transmitter location on Shabakunk Road at crossing of Shabakunk Creek north of Trenton. Geographic coordinates 40° 15' 58" N. Lat., 74° 45' 45.9" W. Long. Transmitter and antenna RCA. Legal counsel John F. Clagett, Washington. Consulting engineer William E. Bennis Jr., Washington. Sole owner is Verna S. Hardin. City priority status: Gr. B-1, No. 111.

**CHARLOTTE, N. C.**—Piedmont Electronics & Fixture Corp., vhf Ch. 9 (186-192 mc); ERP 316 kw visual, 158 kw aural; antenna height above average terrain 1,158 ft., above ground 1,049 ft. Estimated construction cost \$690,797, first year operating cost \$480,000, revenue \$520,000. Post Office address P. O. Box 2727, Charlotte, N. C. Studio location to be determined. Transmitter location Plaza Road, 1.4 mi. south of Newell, N. C. Geographic coordinates 35° 15' 35" N. Lat., 80° 44' 02" W. Long. Transmitter and antenna GE. Legal counsel Cohn & Marks, Washington. Consulting engineer Kears & Kennedy, Washington. Principals include President Herschel Hill Everett (10%), president and 50% owner of Everett Enterprises Inc. (motion picture theatres, Charlotte); Executive Vice President Henderson Belk (22%) (son of W. H. Belk, who died in Feb. 1952, leaving 350 corporations in 14 states, most of which were dry goods and mercantile outlets, part of which are now controlled by Henderson Belk); Vice President Mitchell Wolfson (15%), 10% owner of Wolfson-Meyer Theatre Enterprises Inc. (real estate holding company which owns theatre chain); Secretary David M. McConnell (10%), general counsel for various Belk interests; Treasurer Carl G. McGraw (5%), president of Union National Bank, Charlotte, and ten minority stockholders. Wolfson-Meyer Theatre Enterprises Inc. owns 10% of WTVJ (TV) Miami, Fla. City priority status: Gr. B-4, No. 193.

**PORTLAND, Ore.**—Cascade Television Co., vhf Ch. 8 (180-186 mc); 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. Post Office address Cascade Television Co., c/o John R. Latourette, Corbett Bldg., Portland, Ore. Studio location to be determined. Transmitter location at NW corner of intersection of Ridgeway Drive and City View Drive on Mount Scott, 1 mi. SE of Portland city limits, about 1,500 ft. west of site of KPOJ (AM). Geographic coordinates 45° 27' 15" N. Lat., 122° 33' 06" W. Long. Transmitter and antenna GE. Legal counsel Arthur W. Sharfeld, Washington. Consulting engineer Kears & Kennedy, Washington. Principals include President George C. Sheahan (10%), 75% owner of United Petroleum Corp. (petroleum marketing); Vice President David McKay (30%), president and 60% owner of KORO Reno, Nev., president of KORK Las Vegas, Nev. (which is 90% owned by KORO) and 49% owner of KGYW Vallejo, Calif.; Vice President Clayton R. Jones (20%), president and 39% owner of W. J. Jones & Son Inc. (stevedoring and ship fitting); Treasurer Thomas W. Young (10%), president and 30% owner of Butterfield Bros. (wholesale jewelers); Secretary John R. Latourette (5%), partner (50%) in Portland law firm of Latourette & Latourette; G. Spencer Hinsdale (10%), H. & H. Mines (mining); Zina A. Wise (5%), Griffith Rubber Mills (mfr. rubber products); Thomas W. Dant (5%), Dant & Russell Inc. (lumbering), and H. G. Wells Jr. (5%), vice president and 10% owner of KORO and KORK. City priority status: Gr. A-2, No. 2.

**ALTOONA, Pa.**—John C. Kahn, vhf Ch. 10 (192-198 mc); ERP 7 kw visual, 3.42 kw aural; antenna height above average terrain 1,068 ft., above ground 207 ft. Estimated construction cost \$754,100, first year operating cost \$300,000, revenue \$450,000. Post Office address 1108 16th St., N. W., Washington, D. C. Studio location to be determined. Transmitter location 7 mi. N.W. of Altoona, Pa. Geographic coordinates 40° 33' 96" N. Lat., 78° 26' 30" W. Long. Transmitter and antenna RCA. Legal counsel and consulting engineer Gordon W. Levoay, Hollywood, Calif. Sole owner of applicant is John C. Kahn, owner of John C. Kahn Co. (investment banker), Washington, and real

estate business, Washington. City priority status: Gr. B-3, No. 176. [For earlier application, see TV APPLICATIONS, B-T, July 7].

**FLORENCE, S. C.**—Jefferson Standard Bestg. Co., vhf Ch. 8 (180-186 mc); ERP 316 kw visual, 189.6 kw aural; antenna height above average terrain 797 ft., above ground 775 ft. Estimated construction cost \$558,000, first year operating cost \$250,000, revenue \$200,000. Post Office address Wilder Bldg., Charlotte, N. C. Studio and transmitter location: On Cherokee Rd. at Saluda Dr. Geographic coordinates 34° 10' 58" N. Lat., 79° 47' 23" W. Long. Transmitter RCA, antenna GE. Legal counsel Kirkland, Fleming, Green, Martin & Ellis (Reed Rollo), Washington. Consulting engineer A. D. Ring & Co. (Howard T. Head), Washington. Principals include President J. M. Bryan, 1st vice president of Jefferson Standard Life Insurance Co.; Executive Vice President Charles Crutchfield, and Vice President-Secretary-Treasurer Larry Walder. Sole owner of applicant is Jefferson Standard Life Insurance Co., Charlotte, N. C. City priority status: Gr. A-2, No. 228.

**MONTPELIER, Vt.**—WCAX Bestg. Corp. (WCAX Burlington, Vt.), vhf Ch. 3 (60-66 mc); ERP 17.34 kw visual, 8.67 kw aural; antenna height above average terrain 2,713 ft., above ground 99 ft. Estimated construction cost \$200,619, first year operating cost \$72,000, revenue not estimated. Post Office address 135 Main St., Burlington, Vt. Studio location on Main St., near School St. Transmitter location on Mount Mansfield, 6.25 mi. east of Underhill. Geographic coordinates 44° 31' 36" N. Lat., 72° 45' 57" W. Long. Transmitter Gates, antenna RCA. Legal counsel Hanson, Lovett & Dale (Eliot C. Lovett), Washington. Consulting engineer George E. Gautney, Washington. Principal owner is President and Treasurer C. P. Hasbrook (99.7%), whose only business interest is WCAX. City priority status: Gr. A-2, No. 145.

**NORFOLK, Va.**—Chesapeake Services Inc., vhf Ch. 10 (192-198 mc); ERP 316 kw visual, 158 kw aural; antenna height above average terrain 368 ft., above ground 395 ft. Estimated construction cost \$474,927, first year operating cost \$337,560, revenue \$570,000. Post Office address 402 National Bank of Commerce Bldg., Norfolk, Va. Studio and transmitter location Boissvain and Euclid Avenues. Geographic coordinates 36° 52' 00" N. Lat., 76° 18' 40" W. Long. Transmitter RCA, antenna GE. Legal counsel Pierson & Ball, Washington. Consulting engineer Weldon & Carr, Washington. Principals include President Harry B. Price Jr. (8%), president and 59% owner of Price's Inc. (retail electrical appliances and television), Norfolk; Vice President Pretlow Dorden (8%), president and 50% owner of Colonial Chevrolet Corp., Norfolk; Secretary Alan J. Hofheimer (7½%), Norfolk attorney, and has interest in various Virginia motion picture theatres; Jeff Hofheimer (8%), general manager of all Hofheimer Visulite Theatres, general offices in Norfolk, and has interest in various Virginia motion picture theatres; Robert G. Hofheimer (8%), president, general manager and 30% owner of Dart Cleaning, Norfolk, and has interest in various Virginia motion picture theatres; Albert G. Hofheimer (7½%), secretary-treasurer, general manager and 25% owner of Blue Bird Laundry, Norfolk, and has interest in various Virginia motion picture theatres; John Twohy II (8%), president of Commonwealth Sand & Gravel Corp., Norfolk; Leon B. Back (2½%), vice president and general manager, Rome Theatres Inc. (Baltimore motion picture exhibitors), Baltimore, Md.; and Ben Strouse (2½%), vice president and general manager, WDDC-AM-FM Washington. General Teleradio Inc., New York, owns 40% of applicant; General Teleradio is licensee of KHJ-AM-FM-TV Hollywood, WOR-AM-FM-TV New York, WNAC-AM-FM-TV Boston, KGB San Diego, WONS Hartford, Conn., WEAN Providence, WGTB (FM) Paxton (Worcester), Mass., and KFRC San Francisco. City priority status: Gr. B-4, No. 189.

**WALLA WALLA, Wash.**—Walla Walla Union Bulletin Inc., vhf Ch. 5 (76-82 mc); ERP 11.38 kw visual, 5.69 kw aural; antenna height above average terrain 252 ft., above ground 509 ft. Estimated construction cost \$199,989, first year operating cost \$100,000, revenue \$100,000. Post Office address First Ave. and Poplar St., Walla Walla. Studio and transmitter location NW corner

of First Ave. and Poplar St. (Walla Walla Union-Bulletin Bldg.). Geographic coordinates 46° 03' 58" N. Lat., 118° 20' 07" W. Long. Transmitter and antenna RCA. Legal counsel Krieger & Jorgenson, Washington. Consulting engineer Robert M. Silliman, Washington. Principals include President John G. Kelly (11%), Vice President Martha V. Kelly, Vice President Donald Sherwood (30%), Secretary Roland E. Miller (4%), Treasurer Arthur A. Carey (4%) and Norman M. Kelly (49%) (principals also have interest in Walla Walla Canning Co. and Church Grape Juice Co.). City priority status: Gr. A-2, No. 211.

## EXISTING STATION Change in ERP

**KDYL-TV SALT LAKE CITY, Utah**—Intermountain Bestg. & Television Corp., vhf Ch. 4 (66-72 mc), 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.). Estimated cost of change not indicated. Transmitter location 17 mi. SW of Salt Lake City (instead of near summit of Mt. Nelson). Geographic coordinates 40° 36' 20" N. Lat., 112° 09' 58" W. Long.

## MODIFICATION OF CP Change in ERP

**KPTV (TV) PORTLAND, Ore.**—Empire Coil Co., vhf Ch. 27 (548-554 mc), 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 735 SW 20th Place (from "to be determined"). Transmitter location North End of Council Crest Park (in west hills of Portland) (instead of Portland Heights, NW Skyland Blvd., near NW Thompson Road). Geographic coordinates 45° 30' 00" N. Lat., 122° 42' 30" W. Long. (from 45° 32' 54" N. Lat., 122° 45' 40" W. Long.). Transmitter and antenna RCA. [See TV Grants, B-T, July 21.]

## NON-COMMERCIAL Chernoff Urges Calif. Meet

METHODS of utilizing the eight non-commercial educational channels reserved by the FCC for California should be discussed in a statewide conference, Howard L. Chernoff, general manager, KFMB-TV San Diego, has suggested.

Mr. Chernoff proposed this at a statewide educational TV meeting called by Ray Simpson, state superintendent of schools, and held in Sacramento. TV and educational representatives later voted to appeal to Gov. Earl Warren for such a conference.

Robert Burgert, San Diego chairman of a PTA radio-TV group, said the California Congress of Parents and Teachers would support a TV educational system only if it is supported by state taxpayers. He described educational TV as a "just charge on all the people of the state."

Mr. Chernoff, sole California TV representative to attend the Sacramento session, said a majority of commercial telecasters feel they would be faced with strong competition if educational stations take the air.

COMPARISON between ground-grid amplifiers and pentode and cascode amplifiers in vhf and uhf bands was contained in paper presented by Robert D. Baker, senior engineer of the Tuner Div., P. R. Mallory & Co., Indianapolis, at meeting of Radio Club of America last Thursday at General Electric Auditorium, New York.

## Over the Transom

NEW TV grantee's future for business is indicated in the experience of WAFF Baton Rouge, La., awarded a permit for uhf Channel 28 several weeks ago and planning start of operation in February 1953 [B-T, Aug. 18]. Tom E. Gibbons, vice president-general manager, reports requests already have been received for five hours of national spot programs and a "number of announcements besides even a large request for local business. This all without any contacts to the agencies." WAFF is constructing complete new studio-office building for AM-TV.

## TV 'VITALIZES'

### Engstrom Tells Engineer

HOW TV has "vitalized" other sciences and subjects was discussed by Dr. E. W. Engstrom, vice president in charge of the RCA Laboratories Div. at the communication symposium of the Centennial of Engineering Sept. 11 at Chicago.

The techniques of TV, Dr. Engstrom said, have spilled over to radar, pictorial communications, electron microscopy and have created new ideas in tubes and circuits.

It has also had its effect in social, cultural and political spheres, he said.

Referring to the election campaign, Dr. Engstrom said:

At the moment we are in the midst of pre-election fanfare which should not obscure the important fact that the American voter is getting a broad and close-at-hand picture and understanding of candidates, platforms and principles. He will more than ever before have a basis for his political convictions. He will know with more certainty just who will receive his approval and vote. . . . Television should enable a revival of personalized democracy which, in simpler times, was attained through the town meeting or through public debate between candidates.

Dr. Engstrom foresaw the use of TV more widely by church and school. Of educational TV stations he said:

We may soon see evolve a pattern of adult education that surmounts evening classes and correspondence courses in convenience and effectiveness. Television courses can bring the blackboard, the laboratory, the art gallery, the library into the home with great efficiency, keeping much of the personalized treatment of the classroom.

International TV, he said, "will enable a proximity that breeds understanding and friendliness between individuals. It will provide an interchange, heretofore unobtainable, of ideas and culture that may well hasten the day of a free and peaceful world."

FIRST consumer magazine advertisements designed to explain TV service men's accomplishments and problems are being used by General Electric Tube Dept. in *Life* and *Collier's* Sept. 8 and Oct. 4, respectively.



# Film: TV's Celluloid Celebrity

(Continued from page 82)

determine which of the current trends in feature film purchasing you will follow.

**Library Deals.** Big distributors, such as MPTV and Unity and a few others, have enough features to offer you their entire library in our market on an exclusive basis. The number of runs may or may not be restricted, depending on the deal. Such library deals offer economical programming with greatest flexibility, but do not insure the top quality in every film which might be needed for certain prestige shows.

**Single Package Deals.** There are many groups of features, some of which are top-draw products. A sample is the Peerless Television package (Edward Small features). There are many such packages with many distributors, and it is these packages, to varying degrees, which represent the best in feature film programming. More expensive, to be sure, but *quality*. Such packages may be bought for a premiere run in your market, or more generally, for a specified number of runs in a specified time. The latter arrangement has become almost standard for film purchasing, except for single-sponsor shows. This is due to the advantageous amortization schedules which can be effected.

**Agency Representation.** Purchasing can be very tricky and requires a great deal of study. It is not amiss to do some serious thinking about letting a group-purchasing agency (e.g., Mallard TV) handle your film purchasing, especially if yours is a small market. Group purchasers can wield more buying power, will probably have better contacts and, because they act for many markets simultaneously, can be of important aid to each. Moreover, they can probably do a more efficient job of film inspection, expediting returns, etc.

## Legalities:

Union and guild restrictions, original screen credits, music clearance and many other aspects of each given feature must be carefully examined by the station. Here, a word of caution. Many stations have accepted and used questionable films (from the standpoint of satisfaction of these clearances) upon indemnity of the distributor. This indemnification is nothing more than a guarantee by the distributor to compensate the station for possible losses which may result from suits brought by unions, composers, previous owners, etc. However, an indemnity is only as good as is the distributor's financial standing. One way to strengthen this indemnification is to ask the distributor to take out a policy insuring against such losses. Obviously, such an insurance policy protects the distributor

as well as the station. A company writing such policies now is Lloyds of London.

## Editing:

Editing generally falls into three classifications: Cutting to proper time length to fill a TV program schedule, removal of objectionable material and cutting for insertion of commercials.

**Cutting to Time.** One of the most important men on the staff of any station is the "poor unfortunate" to whom falls the responsibility of editing. Here, training is all important. Where possible, Hollywood training and background should be sought. You cannot cut a picture by merely "taking it from the top" or chopping out sequences. We have proved this conclusively. A single film ("Love From a Stranger," MPTV) was cut by two different men in our shop—one, a long experienced Hollywood editor, and the other, a newcomer who was being taught the ropes. On one hand, we emerged with a beautiful love story, building to a powerful ending of shattering impact... running time 58:30, thank you. On the other hand, we had a weak film which gave the impression that the heroine was a girl of very questionable morals. To cut a film down to 58 or even 44 minutes takes know-how. We exchange scene sequences, remove or insert flashbacks, and do a really painstaking job—never to merely cut to time, but to present the best entertainment we can within a given time limit. As a sign over the desk of one of our editors says, "Any fool can make a 90-minute film. It takes a genius to make it look better in 50 minutes."

**Removal of Objectionable Material.** Screening and cutting material which may be in bad taste is a big problem, particularly with British films, which generally are more realistic than American productions. However, scenes must be removed with extreme caution, always keeping in mind how pertinent they are to the story line.

**Breaks for Commercials.** And then there are the commercials—praised be the sponsors. In this connection, simple and obvious as it sounds, let's not cut a picture to insert a commercial any old place. Wait for that transition of thought, after the big scene. Actually, with enough experience, films can be viewed in terms of phrases, sentences, paragraphs and chapters. Try to learn this trick and insist upon proper placement of commercials, at the end of a chapter, and watch the improvement in the over-all show.

## Handling:

Just as a live set is cleared and made ready for the next show, any film edited for air *must* have cuts

restored before being sent back to the distributor. This is an obligation the station must live by. With prints being circulated to stations all over the country, the distributors take the responsibility of checking and "healing" a print that goes out. But in all fairness they cannot do an efficient job unless they get back all original footage. Careful records should be maintained so that each deleted sequence is reinserted in its proper spot. This is a responsibility that stations have, not only to the distributors, but certainly to other stations as well.

## Future of Film Programming:

With the success of feature films on television today, the question growing in importance daily is, "Where is product going to come from tomorrow?" Certainly the Hollywood studios are not going to open the doors of their vaults. It is just not financially feasible right now, and probably not for another two or three years. Before this golden day comes, the whole economic picture of television will be changed, including a tremendous increase in the number of stations. Probably the main hope for the immediate future will have to lie with the independent producers whose picture don't warrant theatrical re-issue, and yet would make good television fare. We emphasize the word "hope" because television for these film makers is far from a promised land. There have been several leading theatrical independents who have initiated sales to television. These men have not only failed to make a killing in television, compared to theatrical revenue, but have actually found their theatrical business quite adversely affected.

Perhaps there are to be some more pictures made available by banks which hold foreclosures on them, but even the number of films in this category (not already released) is comparatively small, numbering a total of some 30 films. The pickings for first-run films are going to be slim, and sharp maneuvering can be expected on the part of stations and advertisers as well as on the part of film distributors, to whom new films represent bread and butter.

There is, at this time, a great deal of interest in foreign films for which English sound tracks are to be dubbed. Costs aren't small for a really top grade job, but we've seen some dubbing techniques which have attained unbelievably amazing results. This might be a very important source of material, and could have two major results. First, it would bring to the television home a sense of reality and directness in story and acting which has been typical of good foreign films. Second, it might educate a great multitude of people to the values of foreign films.

Most of the foregoing does not apply to special television films—the series of 13 or 26 minute films planned, produced and sold exclu-



VISITING CBS-TV's *Break the Bank* show in New York is Harold London (l), buyer for Gray Drug Stores Inc., Cleveland, shown with program's m. c. Bert Parks (c) and Wallace T. Drew, advertising manager, Bristol-Myers Co., show's sponsor.

sively for television. Most popular lengths are the 13 and 26 minute, but there have been successful series in five minute, three minute, and one minute lengths. In such films, the problems of length, union, clearances, continuity, etc., have already been solved by the producer prior to his first sales pitch to the station or advertiser.

Of course, there is no ceiling on the amount of special film for television. In fact, so much is being released that the much heralded "residual value" of such packages seems to be seriously threatened, with the station again faced with determining whether it should play the second run of one series, or for a few dollars more, the first run of a new package.

Still, due to the nature and advantages of film programs, possibility of recouping program costs through second and third runs, flexibility, and selectivity of markets, elimination of on-air errors, etc., and with the programming success stories of features, there can be no doubt as to the ever growing importance of film in television programming. However, present day producing and financing plans for these series may have to be revised.

There are many case histories to document the place films have earned in television. On the network programming level, they are currently sharing the spotlight right along with the top live shows in terms of popularity-ratings. In addition, from the local station programming standpoint, films, and especially features, are doing an outstanding job of providing maximum entertainment for the smaller budget, while providing an excellent medium for attracting local advertisers. Also, of course, the use of 20-second and one-minute commercials in feature film shows are greatly helping national advertisers pin-point their sales messages in specific markets.

Thus, there can be no denying the importance of film as *profit-making* television programming, and as a vehicle of entertainment in proportions almost impossible to duplicate, especially in the case of feature films.

This, then, is the film story as related to television today—an exciting story to be sure, and one which has merely begun.





# at deadline

## RAYTHEON ELECTION, QUARTERLY DIVIDEND

RE-ELECTION of officers and election of directors for coming year reported Friday by Raytheon Mfg. Co., Waltham, Mass. Company also reported that regular quarterly dividend of 60 cents per share of \$2.40 cumulative preferred stock will be paid Oct. 1 to holders of record at close of business Sept. 15.

Officers re-elected: Charles F. Adams Jr., president; Ernest F. Leatham, assistant to president; David T. Schultz, vice president and treasurer; Wallace L. Gifford, Ray C. Ellis, Percy L. Spencer, Norman B. Krim, David R. Hull and Ivan A. Getting, vice presidents; Paul F. Harnah, secretary and general counsel; J. E. Smith, G. E. M. Bertram, Henry F. Argento and John A. Beedle, assistant vice presidents; Allen E. Reed, comptroller, and Elmer J. Gorn and Ruth E. Rabb, assistant secretaries.

Directors elected: Charles F. Adams Jr., Ralph D. Booth, William Gammell Jr., Wallace L. Gifford, Carl J. Gilbert, Robert H. I. Goddard, George L. Lengreth, Stanley P. Lovell, William H. Raye and D. T. Schultz.

Mr. Adams, reviewing company's achievements in past year, noted that Raytheon's radio and television activities had constituted problem, but added that sale of new sets has improved and that present task is to meet demand by increased production.

## WRITERS GUILD TO MEET

WESTERN Region of Radio Writers Guild meets tonight (Monday) in Hollywood to map plans to strengthen organization, from which half of executive council and heavy percentage of writer members have resigned within past few weeks. It will be first membership meeting since Authors League of America ordered support of Screen Writers Guild strike against Alliance of TV Film Producers. SWG strike is now in sixth week.

## WOULD EXPAND ISSUES

TWO MORE TV applicants petitioned FCC Friday to enlarge and clarify issues in their respective comparative hearings. They were Portland Television Inc., in Channel 8 proceeding at Portland, Ore., and WDSM Superior, Wis., in Channel 6 proceeding in that city. Portland Television asks inclusion of issue to compare areas and populations to be served, earlier opposed by FCC counsel [B•T, Sept. 1], while WDSM asks issue on Sec. 307(b) comparison (see story page 79). Portland Television opposes as "vague" earlier KEX Portland petition to enlarge issues.

## NEW SELLING TECHNIQUE

WNBT (TV) New York introducing new kind of "personalized selling" technique designed to cut advertisers' costs by utilizing 20, 30, 40 and 60-second live station break announcements. Station has fully equipped small studio, called "house of station breaks," solely for this project and claims costs will be reduced by savings on films. First advertiser using technique, starting today (Monday), is Robert Hall clothes.

## POSTPONEMENT

POSTPONEMENT of Canton, Ohio, Channel 29 TV hearing from Oct. 1 to Dec. 8 asked of FCC Friday by WCMW Canton on grounds principal witness, S. L. Huffman, president-general manager and 50% owner, following Aug. 26 heart attack, can't resume activities until mid-November. WCMW's bid in competition with that of WHBC Canton.

## SPEED-UP 'IN REVERSE'

TEMPORARY processing procedure set up by FCC to expedite TV to cities without service and to stimulate uhf is working in reverse, WFPG Atlantic City charged Friday in petition for revision of procedure. Noting inequities in grants to cities in Group A (without service) and Group B (with service), WFPG said it didn't know when Commission might reach its bid for uhf Channel 46. Atlantic City is No. 66 on A-2 line. WFPG suggested transfer of uhf communities in Group A to priority positions in Group B or acceleration of Group A and deceleration of Group B processing. FCC made three more grants in Group A earlier in week (see page 79).

## MAYO SALES DIRECTOR

APPOINTMENT of Robert C. Mayo, sales manager of WOR-TV since 1949, as sales director was announced Friday. He is succeeded as sales manager by John F. Sloan, general manager of WPAT Paterson. Mr. Mayo joined WOR sales in 1940 and was previously with CBS and WCBS New York sales staffs. Before going to WPAT in 1946, Mr. Sloan was WCBS account executive. Appointments follow resignation of R. C. (Pete) Maddux as vice president in charge of sales for WOR-TV [B•T, Sept. 8]. (For other WOR and Mutual changes, see story page 25.)

## 'MEET THE PRESS' CONTRACT

DENIAL of published reports that Revere Copper & Brass is planning to change its sponsorship of *Meet the Press* from weekly to alternate-week arrangement made last week by representatives of advertiser; agency, St. Georges & Keyes, and owners of show, Martha Rountree and Laurence Spivak. Jack Perlis, public relations representative of owners, pointed out that contract had just been signed for regular weekly sponsorship of program in its new 6 p.m. time spot on NBC-TV beginning Sunday, Oct. 5.

## MILLION IN BUSINESS

NEW BUSINESS and renewals on WCBS-TV New York for August amounted to more than \$1 million, George R. Dunham, general manager, announced Friday. This does not include time bought on WCBS-TV by network sponsors, he said.

New clients for second half of August included: Vick Chemical Co., American Home Foods, Liebmann Breweries, S. A. Schonbrunn & Co., Philip Morris, Procter & Gamble, Kirsch's beverages, and Personal Products Corp. Renewals included Standard Brands, Benson & Hedges, and Converted Rice Inc. New business in first two weeks of August came from Westlox Div., General Time Corp.; Crosley Div., Avco Mfg. Corp.; Monarch Wine Co., D. L. Clark Co., A. S. Harrison Co., and International Silver.

# PEOPLE...

FRED J. HAMM, M. H. Hackett agency account executive, and HARVEY N. VOLMAR Kenyon & Eckhardt account executive, to Geyer, Newell & Ganger, N. Y., as account supervisors.

RHEAN D. CUNNINGHAM promoted to acting chief engineer of KFEL-AM-FM-TV Denver. He has been with KFEL for year, having aided in closed circuit telecasts of 1951 World Series.

MILTON M. SIDNEY, assistant to president and general manager of Razor Blade Div. Marlin Firearms Co., Newark, to Pal Blade Co. and Personna Blade Co., N. Y., as executive vice president.

ALFRED A. NORCOTT, with Kenyon & Eckhardt, N. Y., since 1947, appointed assistant secretary.

RAY LINTON, freelance program consultant in Chicago, to Charles Michelson Inc., N. Y., radio and TV transcription program firm, as manager of company's newly established Chicago office, 360 N. Michigan Ave.

## NARTSR NAME CHANGE TO BE MADE OFFICIAL

CHARTER amendment changing name of National Assn. of Radio & Television Station Representatives to Station Representatives Assn. expected to be sent to New York State Dept. of Corporations this week, NARTSR (SRA) Managing Director Thomas Flanagan said Friday. Change, authorized in prior meeting of membership, was made for simplification and to avoid confusion of NARTSR and NARTB, Mr. Flanagan said. He also reported appointment of three committees. Nominations group, to report at annual membership meeting Dec. 10, consists of Lewis H. Avery, Avery-Knodel, chairman; Max Everett, Everett-McKinney, and Robert Meeker, Robert Meeker Assoc. Dues committee: H. Preston Peters, Free & Peters, chairman; Adam J. Young, Adam J. Young Inc., and Thomas F. Clark, Thomas F. Clark Inc. Auditing committee: Joseph Timlin, Branham Co., chairman; Martin Henry, Katz agency, and Philip Schloeder, Avery-Knodel.

## NEW TV APPLICATION

ONLY one new application filed at FCC Friday although several applicants amended or modified their applications or CPs. Total applications filed since April 14 now 813 (see TV APPLICATIONS, page 80). New application:

WPAQ Mt. Airy, N. C., uhf Ch. 55, erp 21.4 kw visual, 10.7 kw aural; antenna height above average terrain 1,480 ft., above ground 370 ft. Estimated construction cost \$150,700, first year operating cost \$125,000, revenue \$135,000.

### Modification of CP

WHUM-TV Reading, Pa., change transmitter location to 2.7 mi. SSW of Summit Station from 2.8 mi. SSW of Summit Station. Antenna height above average terrain 1,766 ft. [See TV GRANTS, Sept. 8.]

### Amendments of Applications

KNOE Monroe, La., change erp to 183 kw visual, 91.6 kw aural, from 96.5 kw visual, 48.2 kw aural. WHP Harrisburg, Pa., change from Ch. 33 to Ch. 55, and erp to 218 kw visual, 109 kw aural, from 241 kw visual, 121 kw aural.

KIMA Yakima, Wash., change to show increase in number of stockholders.



IN THE HEART OF AMERICA...

It's The  
**KMBC  
KFRM**

Team and It's

*Wholehearted and "Wise"*



*"Women-Wise"... \**

KMBC-KFRM is wise in the ways of a woman. So is Bea Johnson, newly appointed KMBC-KFRM Director of Women's programs and conductress of the "Happy Home," (8:30-9:00 AM, Monday through Friday). But that's not all. *Women in the Heart of America* know all about Bea Johnson, too. They know her as housewife and mother, and one whose wide experience can provide them with the answers to their problems. That is the reason why they requested her return to the air. As Joanne Taylor on KMBC from 1936 to 1941, she was one of their all-time favorites.

So now, more than ever before, the relationship between The KMBC-KFRM Team and the women of the Kansas City Primary Trade Area exists as a very effective cycle. These women are well acquainted with Bea Johnson. Bea and The Team are likewise well aware of the wishes of these listeners and are first to supply them with the program material that they want. The association of Bea Johnson, KMBC-KFRM and the lady listeners is an unbeatable combination—for the advertiser. Bea's sincere recommendation coupled with the prestige of KMBC-KFRM is certain to make sales of any product or service carried on "Happy Home."

\* This is the third of a series on The KMBC-KFRM know-how which spells dominance in the Heart of America.



Call KMBC-KFRM or Free & Peters for the story of Bea and the "Happy Home." **BE WISE—REALIZE...** that to sell the Whole Heart of America Wholeheartedly, it's "Happy Home" on...



The **KMBC-KFRM** Team

CBS RADIO FOR THE HEART OF AMERICA

OWNED AND OPERATED BY MIDLAND BROADCASTING COMPANY





NEW YORK  
BOSTON  
CHICAGO  
DETROIT  
SAN FRANCISCO  
ATLANTA  
HOLLYWOOD

# WEED AND COMPANY

RADIO STATION REPRESENTATIVES

