

# TELECASTING

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

You can't miss these call letters in Birmingham, either. For practically all of Birmingham's viewers watch WAFM-TV...practically all the time they are watching television.

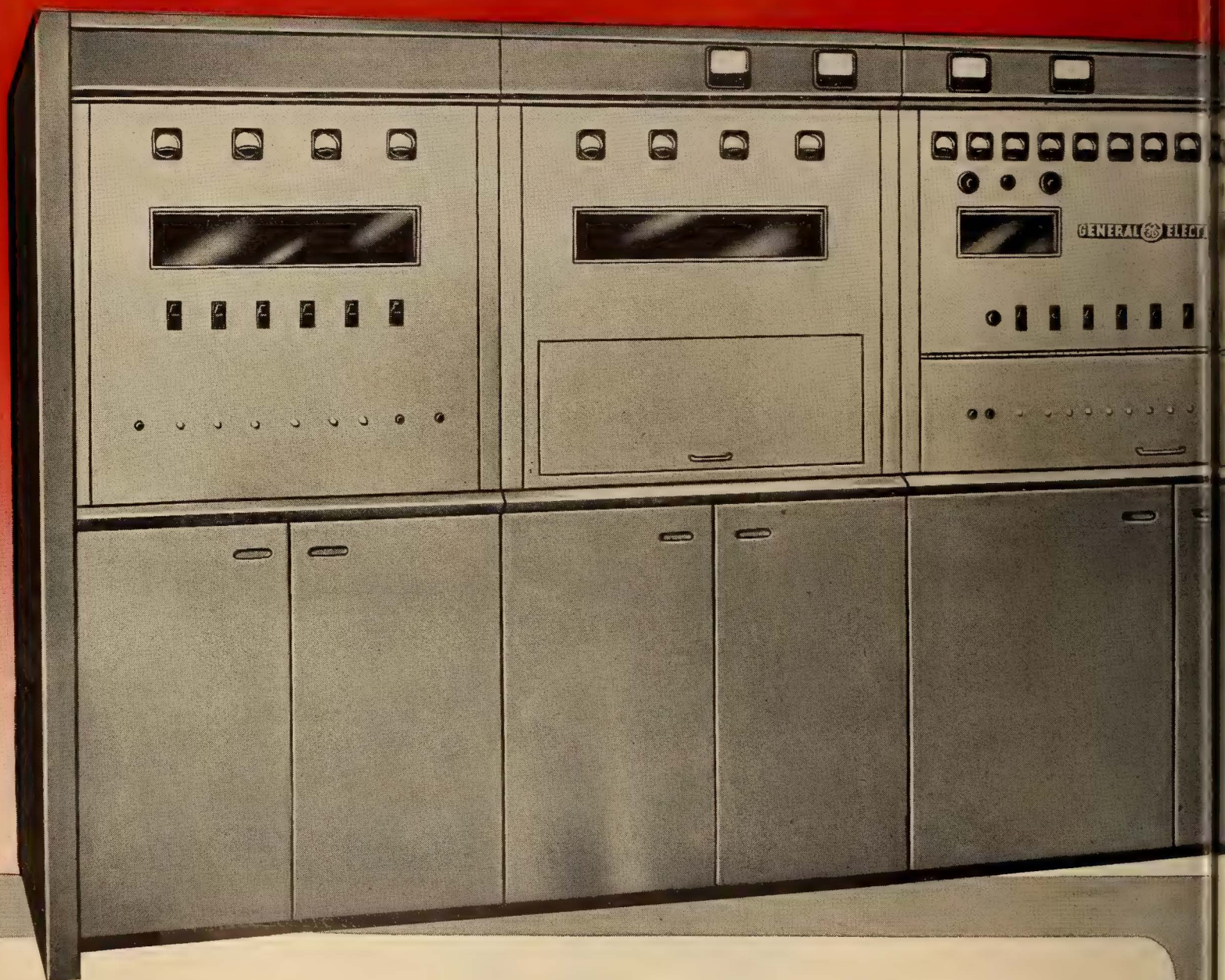
# WAFM -TV

Latest evidence: WAFM-TV has 13 of the top 15 weekly shows in town, 8 of the top 10 multi-weekly shows, according to the August Telepulse... *114% more quarter-hour wins than Birmingham's second TV station.* For availabilities, just call or write WAFM-TV, "Television Alabama," or CBS Television Spot Sales.





# G-E IS PRODUCING FOR HIGHEST POWER

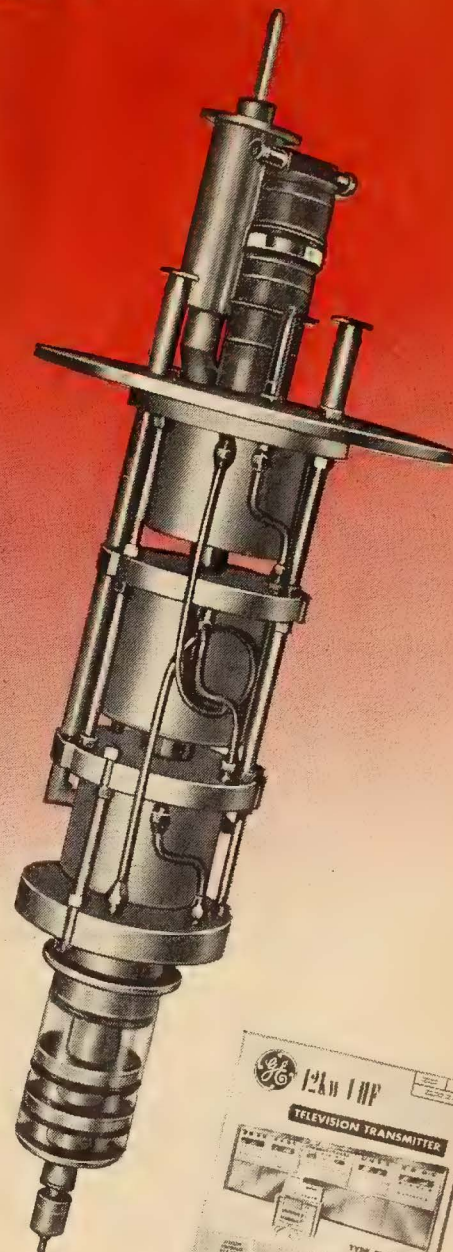
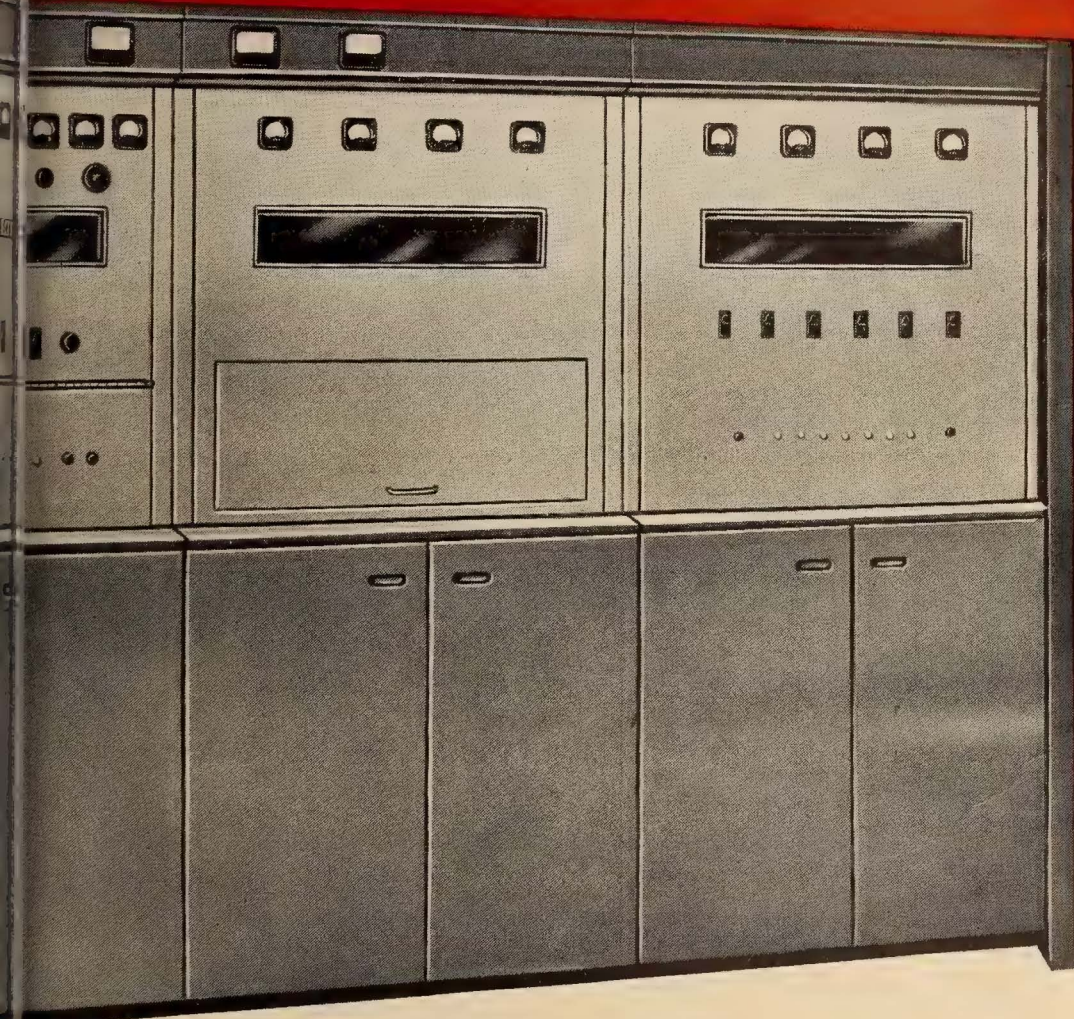


## GET "TRIPLE POWER"—ORDER YOURS TODAY!

- ★ **G-E 12 KW TRANSMITTER**—Highest power available in the industry today—order yours now!
- ★ **15 KW KLYSTRON TUBE**—A General Electric product and the heart of the 12 kw transmitter. You get *three times the power* of any other klystron tube. Remember the usable output for TV of a 15 kw klystron tube is 12 kilowatts for good amplitude linearity.
- ★ **G-E UHF HELICAL ANTENNA**—boosts radiated power 20-25 times for wide area coverage.
- ★ **NOW OPERATING**—This transmitter is currently operating at Electronics Park—the only installation of its power in existence today.
- ★ **LET YOUR MARKET BE YOUR GUIDE**—Check the General Electric UHF Transmitter program providing a Transmitter-Antenna combination to *fit your requirements* in markets large or small. Choose from transmitters ranging in power from 100 watts to 12 kw or more plus helical antennas with power gains of 5 to 25 times!
- ★ **SAME DRIVER UNIT POWERS ALL UHF TRANSMITTERS**—First in the industry to announce a *clear cut* UHF Transmitter program, General Electric uses a 100-watt unit to power all UHF transmitters from 1 kw to 12 kw or higher.



# 12 KW TRANSMITTERS UHF TELEVISION *Now!*



## G-E DEVELOPMENTS ESTABLISH UHF LEADERSHIP

**Three years ago**, it was recognized in G-E electronics laboratories that the klystron tube was far superior to conventional tubes in achieving high transmitting power for UHF. At the same time, it was discovered that high amplification in the klystron tube, joined with a 100-watt driver unit under development, would result in kilowatts of power. Success was apparent when, in 1950, G.E. exhaustively tested a 6 kw transmitter utilizing a 7.5 kw klystron tube. That test showed that even higher power could be achieved from klystron tubes.

**Today** General Electric offers you a 12 kw transmitter—highest power in the industry and the only complete plan of equipment requirements for UHF television operations!

**Future** power needs can only be obtained by advancing klystron tube development. General Electric is years ahead in realizing that basic fact. That's why G.E. is ready now with a 12 kw transmitter—ready with invaluable experience needed to go on and meet maximum power requirements as established by the FCC for UHF station operations.

Complete Television Equipment for UHF and VHF

GENERAL  ELECTRIC



### Get this new UHF Bulletin!

Complete specifications on G-E's high-power Transmitter. Write: General Electric Company, Section 292-22, Electronics Park, Syracuse, New York.



**OFFICER CURTIS AARON**  
and friends on *Six Gun*  
Theatre KPRC-TV,  
5:15 p.m. daily.



## -deep in the HEART of Houston

... there's a man-sized "cop" with all the attributes of Roy Rogers, Gene Autry, the Range Rider, and Kit Carson rolled into one ... and then some. He's a two-fisted fighter with a friendly grin and a big pack of loyal kids who call him "hero."

Now, cops may be cops, but Officer Curtis Aaron has a very special place in the hearts of Houston kids. He fights for lives. His main weapon is the medium of television over the facilities of KPRC-TV where he does daily battle against the dangers of traffic accidents.

The City of Houston has grown so rapidly that the problem of traffic suddenly loomed with terrifying force before the public eye. Children and adults needed to be taught to save their own lives by the simple expediency of caution on the road. It was clear that immediate action had to be taken ... action that would *reach* the individual.

KPRC-TV offered all of its services — time, facilities, talent — plus the "know-how" of its Pro-

duction Department — to the Houston Police Department for the purpose of **SELLING SAFETY** with the same dramatic impact used for commercial television advertising.

Within a few months, Officer Curtis Aaron became Mr. Traffic Safety ... and a hero whose word was gospel ... to the children of Houston and the surrounding territory. A total of 131 separate safety programs were planned and given, consuming a total of 36½ television hours PLUS 25 one minute announcements. These shows marked only the beginning of the Safety Crusade on KPRC-TV.

On April 30, 1952, KPRC-TV won the National Safety Council 1951 Public Interest Award for exceptional service to safety. KPRC-TV is proud of this award, and prouder still that it has a share in making traffic safety part of the daily thinking and conduct of the people in and around Houston.

The work of promoting public safety goes on at KPRC-TV, not as a hit and miss proposition, but as a year round program that's paying off in reduced traffic fatalities.

It's a BIG job ... this job of saving lives ... and in Houston, it's a big "cop" whose friendly grin is seen on KPRC-TV daily, convincing kids that SAFETY, first, last and always is their job, too!



**HOUSTON**

**JACK HARRIS**, General Manager

Nationally Represented by **EDWARD PETRY & CO.**



SEPTEMBER 22, 1952

## NEW FCC SPEED-UP EFFORT

Post-Thaw Authorizations Hit 60

By LARRY CHRISTOPHER

IN AN EFFORT to speed up even more the granting of new TV stations, FCC last week amended its temporary processing procedure so that beginning Oct. 15, until further notice, the Commission will suspend processing of new mutually exclusive applications and direct full staff attention to handling of the "many pending non-competitive applications."

FCC explained, however, that processing will continue on the more than 170 mutually exclusive applications (some already in hearing) that will be in hand Oct. 15 but because of the Commission's limited staff and small number of hearing examiners, new competitive applications will be passed over when they are reached on the processing lines in order to expedite handling "for a limited time" of non-competitive bids only.

Weekly public announcement of mutually exclusive applications "passed over" will be made, FCC said.

In separate actions, the Commission approved construction permits for seven more commercial uhf stations and authorized the sixth non-commercial educational station to the New York State U. Board of Regents, a uhf Channel 43 permit at Syracuse.

Comr. George E. Sterling dissented from the educational grant on grounds that educational applicants are required by the Communications Act to meet financial qualifications the same as commercial applicants.

The eight new grants increase the post-thaw authorizations to a total of 60, including 51 commercial (10 vhf and 41 uhf) and 9 educational (2 vhf and 7 uhf) stations.

The new grants included:

Denver, Col. (City Priority Group A-2, No. 1)—Mountain States Television Co., granted uhf Channel 20, effective radiated power 89 kw visual and 53 kw aural, antenna height above average terrain 440 ft. Estimated commencement date: Unknown.

Montgomery, Ala. (Group A-2, No. 26) — Capital Broadcasting Co. (WCOV), granted uhf Channel 20, ERP 88 kw visual and 44 kw aural, antenna 520 ft. Estimated commencement date: March 1, 1953.

Little Rock, Ark. (Group A-2, No. 27)—Little Rock Telecasters, granted uhf Channel 17, ERP 22 kw visual and 12.5 kw aural, antenna 490 ft. Estimated commencement date: Unknown.

Roanoke, Va. (Group A-2, No. 34)—Radio Roanoke Inc. (WROV), granted uhf Channel 27, ERP 105 kw visual and 62 kw aural, antenna 670 ft. Estimated commencement date: Dec. 15.

Fresno, Calif. (Group A-2, No. 35)—McClatchy Broadcasting Co. (KMJ), granted uhf Channel 24, ERP 105 kw visual and 53 kw aural, antenna 1,980 ft. Estimated commencement date: Unknown.

Columbia, S. C. (Group A-2, No. 37)—Radio Columbia (WCOS), granted uhf Channel 25, ERP 89 kw visual and 45 kw aural, antenna 650 ft. Estimated commencement date: Within six months.

Columbia, S. C. (Group A-2, No. 37)—Palmetto Radio Corp. (WNOK), granted uhf Channel 67, ERP 680 kw visual and 340 kw aural, antenna 590 ft. Estimated commencement date: By Christmas.

Syracuse, N. Y.—Board of Regents, New York State U., granted noncommercial educational uhf Channel 43, ERP 200 kw visual and 105 kw aural,

antenna 560 ft. Comr. Sterling dissented.

An additional 14 applicants were notified pursuant to the McFarland Act that their bids are mutually exclusive with others and hence must be set for hearing. Another applicant was consolidated in one Portland, Ore., proceeding already designated for hearing.

FCC indicated concern over corporate authority of certain applicants to engage in telecasting and also put the multiple ownership issue of overlap consideration into two more cases. The hearing actions included:

Portland, Ore. (Group A-2, No. 2)—North Pacific Television Inc., Channel 8 applicant, was consolidated in comparative hearing with Portland Television Inc. and Westinghouse Radio Stations Inc. (KEX), to be held in Washington commencing Oct. 1.

Knoxville, Tenn. (Group A-2, No. 21)—Television Services of Knoxville and W. R. Tuley, both seeking uhf Channel 26, are being advised their bids are mutually exclusive and thus require comparative hearing.

Madison, Wis. (Group A-2, No. 30)—Monona Broadcasting Co. (WKOW) and Radio Wisconsin Inc. (WISC), both seeking uhf Channel 27, are being advised comparative hearing is required, with additional corporate consideration cited with respect to WISC. Bartell Broadcasters Inc. and Earl W. Fessler (WMFM-FM), both seeking uhf Channel 33, are being advised hearing is necessary, with additional corporate authority consideration cited in the case of Bartell Broadcasters.

Fresno, Calif. (Group A-2, No. 35)—Robert Schuler, Sheldon Anderson, L. E. Chenault and Bert Williamson, a partnership (KYNO), and J. E. O'Neill, both seeking uhf Channel 47, are being advised comparative hearing is indicated. FCC also cited additional consideration of overlap for Sheldon Anderson individually.

Weslaco, Tex. (Group A-2, No. 36)—Rio Grande Television Corp. (KGBS Harlingen), Taylor Radio & Television Corp. (KRGV Weslaco) and Valley Television Inc., Brownsville, all three seeking vhf Channel 5, are being advised comparative hearing is required.

Waco, Tex. (Group A-2, No. 38)—KWTX Broadcasting Co. (KWTX) and Waco Television Corp., both seeking vhf Channel 11 are being advised comparative hearing is required. In case of Waco Television, additional issue of overlap consideration is cited.

Jackson, Mich. (Group B-1, No. 13)—

(Continued on page 100)

## SIGNAL OVERLAP

Crosley, Steinman Involved

POLICY QUESTION of the overlap of signals from TV stations which are in contiguous areas and under common ownership was posed by FCC last week in two major cases.

They bring to practical test the issue of multiple ownership in the new visual medium and raise the problem of possible "life or death" for certain existing stations and some proposed outlets.

In one proceeding, the Commission advised Crosley Broadcasting Corp. that applications to change the channels and powers of WLWT (TV) Cincinnati, WLWC (TV) Columbus and WLWD (TV) Dayton, Ohio, pursuant to show cause orders of the Sixth Report finalizing the TV reallocation, "would cause Grade A overlap between Cincinnati and Dayton stations and Grade B overlap between all three stations and involve multiple ownership question which indicates necessity of a hearing."

Conditional grants were issued, however, for the switch of WLWT from Channel 4 to Channel 5, WLWC from Channel 3 to 4 and WLWD from Channel 2 to 5 pending final determination of the overlap question, but FCC specified that the stations must continue with their present operating power

and so amend their applications to specify such power. Comr. George E. Sterling dissented and favored granting of full power as requested.

The three Crosley stations also were granted license renewals subject to issuance of appropriate orders modifying their licenses to reflect channel shifts required by the show cause orders.

In the other proceeding, that of WGAL-TV Lancaster, Pa., the Commission raised the issue of overlap between WGAL-TV and WDEL-TV Wilmington, Del. (see story page 67). Both are Steinman stations.

### Switch to Channel 8

FCC issued a conditional grant to WGAL-TV for modification of license to switch from Channel 4 to 8, pursuant to a show cause order of the Sixth Report. But the Commission set for comparative hearing the application of WGAL-TV for a regular construction permit on Channel 8 and the competitive bid of WLAN Lancaster for a new station on Channel 8 there.

WDEL-TV was advised that its application to increase power and change from Channel 7 to 12, also pursuant to a Sixth Report show cause order, raises a question of

overlap between WDEL-TV and WGAL-TV, indicating "the necessity of a hearing with the above-mentioned WGAL-TV application." Meanwhile, WDEL-TV was required to file an application for operation on Channel 12 with "minimum power."

Comr. Sterling also dissented in the WGAL-TV proceeding, stating, "I am of the opinion that the overlap results from the engineering standards adopted by the Commission and hence must be recognized as such."

Many policy problems have been brought forth by the Commission action in these cases, Washington attorneys pointed out, noting, as did Comr. Sterling, that the matter has been brought to a climax by the new engineering standards of the Sixth Report which have had the effect of broadening the signal contours of existing and proposed stations to an appreciable extent over the coverage areas provided in the pre-freeze standards. Thus the overlap potential has been magnified, it was noted.

These are among the questions asked by industry counsel last week following FCC's action in the Cros-

(Continued on page 68)



# television grants and applications

Digest of Those Filed With FCC Sept. 12 Through Sept. 18

## Grants Since April 14:

	VHF	UHF	Total
Commercial	10	41	51
Educational	2	7	9
<b>Total</b>	<b>12</b>	<b>48</b>	<b>60</b>
On the Air	111	1	

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

## Applications Since April 14:

	New	Amended	VHF	UHF	Total
Commercial	488	316	470	333	804
Educational	14		4	10	14
<b>Total</b>	<b>502</b>	<b>316</b>	<b>474</b>	<b>343</b>	<b>818</b>

2 One applicant did not specify channel.

## NEW STATION GRANTS

**DENVER, Col.**—Mountain States Television Co. Granted uhf Ch. 20 (506-512 mc); ERP 89 kw visual, 53 kw aural; antenna height above average terrain 440 ft., above ground 550 ft. Engineering condition. Estimated construction cost \$323,400, first year operating cost \$350,000, revenue \$300,000. Post Office address 1520 Clarkson St., Denver. Studio and transmitter location 1520 Clarkson St. Geographic coordinates 39° 44' 25" N. Lat., 104° 58' 37" W. Long. Transmitter and antenna RCA. Legal counsel Sher, Oppenheimer & Harris, Washington. Consulting engineer Robert M. Silliman, Washington. Principals include President Irving L. Jacobs (33 1/3%), 50% owner of Mammoth Sports Garden Co.; Vice President Sam S. Sigman (33 1/3%), 50% owner of the K&B Packing Co. (meat packers), and Secretary-Treasurer Morris Sigman, 50% owner of K&B Packing Co. (all principals are Denver residents). For application, see B.T. Aug. 4. City priority status: Gr. A-2, No. 1.

**MONTGOMERY, Ala.**—Capitol Bestg. Co. (WCOV-AM-FM). Granted uhf Ch. 20 (506-512 mc); ERP 88 kw visual, 44 kw aural; antenna height above average terrain 520 ft., above ground 550 ft. Engineering condition. Estimated construction cost \$275,000; first year operating cost \$300,000; revenue \$360,000. Post Office address Post Office Box 1029, Montgomery. Studio and transmitter location 3 mi. SE of Montgomery on Narrow Lane Road. Geographic coordinates 32° 20' 27.5" N. Lat., 86° 17' 30" W. Long. Transmitter and antenna RCA. Legal counsel Welch, Mott & Morgan, Washington. Consulting engineer W. J. Holey, Atlanta, Ga. Principals include President Oscar P. Covington (13.889%), Vice President Clara R. Covington (13.889%), Secretary-Treasurer Hugh M. Smith (2.778%), Margaret Covington Milwee (13.889%), Ethel Covington (13.889%), Peggy Milwee Covington (13.889%), Hazel C. Davies (13.889%), Earl B. Covington (13.889%). For application, see B.T. July 7. City priority status: Gr. A-2, No. 26.

**LITTLE ROCK, Ark.**—Little Rock Telecasters. Granted uhf Ch. 17 (488-494 mc); ERP 22 kw visual, 12.5 kw aural; antenna height above average terrain 490 ft., above ground 352 ft. Engineering condition. Estimated construction cost \$211,500, first year operating cost \$190,000, revenue \$200,000. Post Office address P. O. Box 420, Wichita Falls, Kan. Studio and transmitter location SE corner of Lee and McKinley Streets, Little Rock. Geographic coordinates 34° 45' 19.9" N. Lat., 92° 20' 41.7" W. Long. Transmitter, DuMont, antenna RCA, studio equipment DuMont. Legal counsel Haley & Doty, Washington. Consulting engineer William L. Foss, Inc., Washington. Principals include general partners Donald W. Reynolds (50%), president of Southwestern Publishing Co., which is licensee of KFSA, Fort Smith, Ark., and president of KHBG Okmulgee, Okla.; E. H. Rowley (45%), president and 20% stockholder of KWFT Wichita Falls, Tex., and Kenyon Brown (5%), 20% stockholder of Rowley-Brown Bestg. Co., which is licensee of KWFT. For application, see B.T. Aug. 25. City priority status: Gr. A-2, No. 27.

**FRESNO, Calif.**—McClatchy Bestg. Co. (KMJ). Granted uhf Ch. 24 (530-536 mc); ERP 105 kw visual, 53 kw aural;

antenna height above average terrain 1,980 ft., above ground 248 ft. Engineering condition. Estimated construction cost \$626,630, first year operating cost \$394,829, revenue \$295,000. Post Office address 21st and Q Streets, Sacramento. Studio location Stanislaus and Van Ness. Transmitter location 3 mi. SW of Auberry-Shaver Lake Road at Meadow Lake Junction. Geographic coordinates 37° 04' 41" N. Lat., 119° 25' 46" W. Long. Transmitter and antenna RCA. Legal counsel Dow, Lohnes & Albertson, Washington. Consulting engineer George C. Davis, Washington. McClatchy Newspapers own 100% of the applicant. Principals of the McClatchy Newspapers include President Eleanor McClatchy (33 1/3%), Vice President and Secretary-Treasurer Charlotte Maloney (33 1/3%) and James B. McClatchy (11.11%). Applicant is licensee of KWG Stockton, Calif., KFBK Sacramento, KERN Bakersfield, Calif., and KOH Reno. For application, see B.T. July 7. City priority status: Gr. A-2, No. 35.

**SYRACUSE, N. Y.**—U. of State of New York, State Educational Dept. Granted uhf Ch. \*43 (644-650 mc), ERP 200 kw visual, 105 kw aural; antenna height above average terrain 560 ft. Engineering conditions. Comrs. Webster and Sterling dissented. Estimated construction cost \$251,500. Post office address Dr. Lewis A. Wilson, U. of State of New York, State Education Dept., Albany. Geographic coordinates 43° 02' 04" N. Lat., 76° 07' 36" W. Long. Transmitter and antenna GE. Legal counsel Fischer, Willis & Panzer, Washington. Consulting engineer Francis E. Almstead. Principals include the Board of Regents, U. of State of New York. For application, see B.T. July 7. Temporary processing procedure does not apply to noncommercial, educational applications.

**COLUMBIA, S. C.**—Radio Columbia (WCOS). Granted uhf Ch. 25 (536-542 mc); ERP 89 kw visual, 45 kw aural; antenna height above average terrain 650 ft., above ground 548 ft. Engineering condition. Estimated construction cost \$247,117, first year operating cost \$244,630, revenue \$355,476. Post Office address Cornell Arms Bldg., Columbia. Studio and transmitter location Two Notch Road and Wisteria St. Geographic coordinates 34° 03' 22" N. Lat., 80° 58' 52" W. Long. Transmitter DuMont, antenna RCA. Legal counsel Pierson & Ball, Washington. Consulting engineer George C. Davis, Washington. Principals include President Charles W. Pittman (71%), Executive Vice President James W. Hicks, Vice President H. W. Pittman (29%), and Secretary-Treasurer Margaret B. Pittman. For application, see B.T. June 30. City priority status: Gr. A-2, No. 37.

**COLUMBIA, S. C.**—Palmetto Radio Corp. (WNOK). Granted uhf Ch. 67 (788-794 mc); ERP 680 kw visual, 340 kw aural; antenna height above average terrain 590 ft., above ground 420 ft. Engineering condition. Estimated construction cost \$409,274, first year operating cost \$266,000, revenue \$266,000. Post Office address Hotel Jefferson, P. O. Box 5307, Columbia, S. C. Studio location 1819 Main St. Geographic coordinates 34° 00' 34" N. Lat., 81° 02' 18" W. Long. Transmitter DuMont, antenna GE. Legal counsel Ernest W. Jennes, Covington & Burling, Washington. Consulting engineer Kear & Kennedy, Washington. Principals include Presi-

dent Samuel Litman (20%), Vice President J. W. Lindau III (20%), Treasurer W. Croft Jennings (20%), and Secretary Carlisle Roberts (20%). For applications, see B.T. Aug. 11, July 7. City priority status: Gr. A-2, No. 37.

**† ROANOKE, Va.**—Radio Roanoke Inc. (WROV). Granted uhf Ch. 27 (548-554); ERP 105 kw visual, 62 kw aural; antenna height above average terrain 670 ft., above ground 240 ft. Engineering condition. Estimated construction cost \$264,096, first year operating cost \$165,504, revenue \$160,000. Post Office address: Frank E. Koehler, Box 1110, Mountain Trust Bldg., Roanoke. Studio location 300 S. Jefferson St., Roanoke. Transmitter location Mill Mt. Geographic coordinates: 37° 14' 55" N. Lat., 79° 56' 08" W. Long. Transmitter, antenna and studio equipment RCA. Legal counsel Loucks, Zias, Young & Jansky, Washington. Consulting engineer Jansky & Bailey, Washington. Principals include President Leo F. Henebry (14%), jeweler at Roanoke, Bristol, Va., and Fayetteville, N. C.; Vice President James Kirk King (14%), 34% owner Roanoke City Mills (flour, feed); Secretary-Treasurer Ernest W. Mitchell (14%), 51% owner Mitchell Clothing Co.; Director Thomas Howard Beasley (13.3%), 56% owner Beasley Produce Exchange and Beasley Orchards; Director Wallace S. Clement (14%), food broker and warehouseman. For applications, see B.T. Aug. 4, July 14. City priority status: Gr. A-2, No. 34.

## TEMPORARY AUTHORITY GRANTED

KPTV (TV) PORTLAND, Ore. —

Granted temporary authority to operate new TV station on uhf Ch. 27 with reduced power pending delivery and installation of uhf transmitter specified in CP, for period Sept. 20 to March 20, with equipment tests beginning Sept. 18, and waived rules accordingly. Temporary operation will be with ERP 17.6 kw visual (transmitter output power of 1 kw visual, 500 w aural); antenna height above average terrain 1,020 ft. (See story, page 25).

## HEARINGS

FCC on Sept. 18 notified 16 applicants for TV stations that their applications indicate the necessity for hearing. One applicant was requested to provide additional financial data and charter in connection with TV station application. Five existing stations were notified that because of overlap and for other reasons, necessity for hearing is indicated. For full details, see story, page xx.

## NEW APPLICATIONS

(Listed by States)

**TERRE HAUTE, Ind.**—Polan Industries uhf Ch. 63 (764-770 mc); ERP 22.5 kw visual, 12.1 kw aural; antenna height above average terrain 536 ft., above ground 534 ft. Estimated construction cost \$246,600, first year operating cost \$200,000, revenue \$225,000. Post Office address 321 8th St. Post Office Box 1720, Huntington, W. Va. Studio location to be determined. Transmitter location about 3 1/2 mi. west

(Continued on page 74)

# TV RULE LOOPHOLE

WGRD Scores Versluis

CLAIM that Versluis Radio & Television Inc. proposes to establish a TV station in Grand Rapids, Mich., by using a Muskegon frequency is made by WGRD Grand Rapids in a petition asking FCC to set the application for hearing.

WGRD also charges Leonard A. Versluis, president and 100% stockholder of WLAV-AM-FM Grand Rapids, with "trafficking in licenses" through his sale of WLAV-TV (now WOOD-TV) to Grandwood Broadcasting Co.

A separate petition filed by WGRD asks issuance of a notice of proposed rulemaking involving Sec. 3.607 of the FCC rules to plug a "loophole" by which purpose of the allocation principle may be defeated.

## Requests Channel 35

The Versluis application requests Channel 35 at Muskegon, one of two uhf channels allocated the city. WGRD contends the Versluis station's transmitter would be 22 miles from the center of Muskegon and 19.6 miles from the nearest point of Muskegon. It would be 13.5 miles from the center of Grand Rapids and only 11.1 miles from the nearest city limits, it is claimed.

WGRD is an applicant for the only other Grand Rapids frequency, Channel 23. Booth Radio & Television Stations Inc. (WJLB Detroit, WBBC Flint and WSGW Saginaw) is an applicant for the same Grand Rapids channel.

The WGRD petition, filed by Leonard H. Marks, of Cohn & Marks, states that the Grand Rapids market is several times as large as Muskegon, with the former having a population of 175,647, compared to 48,047 for the latter.

Grand Rapids would receive a signal of 86.5 dbu at the most distant edge compared to 81 dbu over Muskegon at comparable points, it is claimed on basis of a study of the Versluis application.

In charging Mr. Versluis with "trafficking," WGRD points to com-

parative data involving WLAV-TV costs, claiming discrepancies exist. "The contract for purchase (of WLAV-TV) shows that \$400,000 was paid for the physical assets referred to," it is charged, "\$100,000 was paid for land which apparently cost only \$1,900 and \$882,067.93 was paid for the value of the business, contracts, affiliation and going concern value.

"Thus, it is clear that whichever cost value noted (in Paragraph 7) is used, Mr. Versluis' profit in the sale of his television properties exceeds \$1 million."

Another set of discrepancies is claimed to exist in the financial data, showing "a difference of \$91,321 in his assets and \$33,935 in his net worth."

The WGRD petition charges that on Oct. 18, 1951, the day preceding transfer of WLAV-TV, Mr. Versluis bought a full page ad in the *Grand Rapids Press* in which he addressed a letter to the people of Grand Rapids. This sentence from the ad is cited by WGRD, quoting Mr. Versluis: "It is my wish to re-enter the television field at a later date with color, ultra-high frequency and all the innovations that are certain to be added to television of the future."

In the separate petition for rulemaking, WGRD declares a loophole exists in the rules, with the allocation principle defeated if the applicant is granted Channel 35 at Muskegon, "yet places a stronger signal in another community for which a channel assignment is made in the rules."



# LANCASTER SNARL

## Competitive Hearing Ordered by FCC

N CONTROVERSIAL and complex allocation actions, FCC last week took steps to solve channel assignment problems at Lancaster, Pa., and Nashville, Tenn.

In the Lancaster action, strongly opposed by Comr. George E. Sterling, the Commission:

1. Denied petition of WLAN Lancaster to reconsider and set aside the show cause order of the Sixth Report which would switch WGAL-TV there from Channel 4 to Channel 8.

2. Granted WLAN's further petition for comparative hearing of its new station bid for Channel 8 with the application of WGAL-TV for move from Channel 4 to 8.

3. Conditionally approved WGAL-TV's request for modification of license to operate on Channel 8 with the express provision that such grant is subject to being withdrawn upon determination of the competitive hearing on the bid of WGAL-TV for regular permit on Channel 8 and the application of WLAN for the same facility.

Concurrently, FCC advised WGAL-TV and WLAN that their bids for Channel 8 are mutually exclusive and require consolidated hearing, "including an issue on the financial and other qualifications" of WLAN.

### WDEL-TV Notified

The Commission further notified WDEL-TV Wilmington, Del., under common ownership with WGAL-TV, that its bid to change from Channel 7 to 12 (also required by the Sixth Report) and increase power raises question of overlap between WGAL-TV and WDEL-TV, indicating necessity for the application of WDEL-TV to be set for hearing with the WGAL-TV bid (see page 65). FCC meanwhile required WDEL-TV to file application to operate with minimum power on Channel 12.

At the same time, in the Nashville proceeding, the Commission majority:

Acknowledging error in the Sixth Report, deleted vhf Channel 5 from Nashville to satisfy minimum 190-mile co-channel separation from transmitter site of WMCT (TV) Memphis. Announced rule-making proceeding to allocate Channel 5 to Old Hickory, Tenn., community of 8,500 pop. 11 miles from Nashville but in its metropolitan area.

In the latter action, FCC set aside its conclusion in the Sixth Report granting the joint counter-proposal of WLAC and WSIX Nashville and counter-proposal of WKDA Nashville for assignment of Channel 5 there. FCC acknowledged that although Memphis and Nashville meet the 190-mile co-channel minimum spacing for Zone II, the Commission was unaware of the 187.5 mile separation be-

tween WMCT's transmitter site and Nashville.

The Commission further denied petitions of WMCT requesting modification of the FCC show cause order in order that it might change from Channel 4 to Channel 3 instead of to Channel 5.

Comrs. E. M. Webster and Frieda B. Hennock dissented from the Commission majority in the Nashville proceeding but did not detail their reasons.

Comr. Robert F. Jones, who is leaving FCC to join a private law firm, did not participate in any of last week's actions (see story page 23).

Meanwhile, other allocation developments last week included:

- Refusal by FCC to reconsider the Sixth Report so as to assign vhf channels to La Crosse, Green Bay, Wausau and Eau Claire, Wis., for noncommercial educational use in lieu of presently assigned uhf channels. FCC also refused request of State Radio Council to switch the reservation at Madison from uhf Channel 21 to vhf Channel 3. Chairman Paul A. Walker and Comr. Frieda B. Hennock dissented.

- Denial by Commission of petitions of WHIS Bluefield, W. Va., and WOAY Oak Hill, W. Va. [B•T, Aug. 11], for waiver of one-year waiting rule so as to amend allocations table to add channels there.

- Protest of FCC's proposal to allocate vhf Channel 4 to Irwin, Pa. [B•T, Sept. 1], filed by WWSW Pittsburgh, which charges Commission is seeking to add channel to Pittsburgh area by "indirection."

- Support of the Irwin proposal, filed by WMCK McKeesport, Pa., which would be eligible to seek the facility there.

- Petition by WBRY Waterbury, Conn., that FCC waive the one-year rule so as to add uhf Channel 83 there and thus eliminate competitive hearing between WBRY and WATR for uhf Channel 53. WBRY said Channel 83 is available without conflict and must have been overlooked by Commission in final allocation.

Setting WGAL-TV's application for switch to Channel 8 (as required by FCC's show cause order) for comparative hearing with the new-station bid of WLAN drew sharp protest from Comr. Sterling, who in his dissent pointed out that the Third Notice of Further Rule Making in March 1951, upon which the Sixth Report is based, clearly indicates the show cause orders for existing stations to change channels were part of the national reallocation plan and do not fall under Sec. 309 of the Act. Sec. 309 requires FCC to hold comparative hearings for competitive applicants seeking the same facility in a given area.

"I am convinced," Comr. Sterling said, "that had the 31 licensees concerned been advised by the Commission that they might be subjected to hearings on competing applications when the show cause orders were issued requiring a move to a different channel from the one occupied, the Commission would still have been in the 'ice age' because these licensees, for their own protection, would have objected to the show cause orders in order to avoid competitive hearings with new applicants for the new assignments in their respective communities."

WLAN long sought to intervene in the show cause proceeding whereby FCC would require WGAL-TV to change from Channel 4 to 8 and even went before the U. S. Court of Appeals some weeks ago. WLAN dropped its appeal when FCC acknowledged that Channel 8 had not been finally assigned to WGAL-TV, despite the show cause order, and indicated WLAN had lost no right to compete for the channel [B•T, Aug. 4].

The Commission majority in its memorandum opinion and order said WLAN's "request for reconsideration of the (FCC) dismissal of its request to intervene in the WGAL show cause proceeding is based on a misconception of the action taken by the Commission in its Sixth Report and Order and in the memorandum opinion and order of April 14 . . . In these proceedings the Commission endeavored to establish a new and revised television channel assignment table which would provide a truly nationwide television service with a minimum of interference. . . . It was, therefore, critical to the establishment of an efficient nationwide interference-free television service that greater separations be effected between stations."

### Separation Noted

The opinion noted that WGAL-TV on Channel 4 is 132 miles from WNBT (TV) New York and 86 miles from WNBW (TV) Washington, also on that frequency.

To accomplish the separation objectives, the majority said, "presented two questions with respect to Lancaster. First, the question was presented whether as a matter of good assignment principles the frequency in use should be retained in the community or whether another frequency should be assigned in place of the deleted frequency. Second, the question was presented whether, in the event that the assigned frequency were deleted and a new frequency substituted, the existing station should be authorized to operate on the new frequency in place of the deleted one."

"These are separate and distinct questions," the majority found. "The first is a rule making ques-

tion of a quasi-legislative nature, while the latter is solely a licensing problem, adjudicatory in nature."

The Commission noted that both WLAN and WGAL-TV supported the Third Notice proposal to allocate Channel 8 to Lancaster in lieu of Channel 4 and said FCC's "decision in the Sixth Report and order was limited solely to the assignment question and no determination was made concerning the licensee who would be authorized to operate Channel 8 in Lancaster."

The Commission pointed out it "expressly left open the question with respect to [WLAN's] right to comparative consideration, were it to make (as it now has) appropriate amendments to its application prior to final action on the WGAL-TV show cause order."

### Refutes Contentions

The FCC majority stated it finds "no merit" in WGAL-TV's contention that WLAN is not entitled to comparative hearing for the reason that the show cause order was promulgated not pursuant to Sec. 309 but pursuant to Secs. 303(f) and 312(b), thus being legislative in nature and not warranting comparative hearing.

"The sole rule making determination with respect to Lancaster which was made by the Commission was that which related to the assignment of specific television channels to Lancaster," the majority explained. "This determination, by rule making . . . is not, however, to be confused with the entirely different adjudicatory determination with respect to the licensing of persons to operate stations on these channels. And in particular, the specific question presented here as to whether an authorization should be issued to operate a television station in Lancaster on Channel 8 to the existing licensee of station WGAL-TV or to the new applicant [WLAN], in no respect presents any rule making question."

FCC based this conclusion upon the Ashbacker case as decided by the Supreme Court and now Sec. 309(b) of the Communications Act.

Pending final determination of the comparative hearing, FCC said it has three alternatives with respect to continued operation of WGAL-TV. It said WGAL-TV could continue on Channel 4 during that time, it could terminate Channel 4 operation, or third, could issue a conditional authority to operate on Channel 8. FCC preferred the third alternative since the first would continue the sub-minimum spacing problem and the second would leave Lancaster without service entirely.

The majority ruled that WGAL-TV should operate on Channel 8 with minimum power since "we recognize that permitting the existing station to incur substantial ad-

(Continued on page 70)



## Signal Overlap

(Continued from page 65)

ley and WGAL-TV proceedings:

● Does the scarcity of channels in TV mean that FCC will be more strict in its duopoly prohibition than in AM?

● How much overlap will be considered significant? ... Grade A overlap only or both Grade A and Grade B?

● How much "common control" of stations will be required for them to be considered under common control for duopoly proceedings? What percentage of dual ownership is significant?

● In considering overlap cases, how much weight will be given to other TV services available or proposed to the area involved?

● What about factors of other holdings in radio, movies, newspapers etc. within the same or ad-

jacent communities?

● How much weight will be given to the program offerings of the stations involved? Will it be more significant if the stations each are offering diverse programs rather than duplicating network shows?

The impact of television as a medium of communication as well as its economic value are other factors cited as possibly affecting the Commission's consideration of the multiple ownership problem.

Also pointed out was the psychological effect that would be put upon the Commission in ruling on a duopoly case involving an applicant which has multiple other TV holdings, as contrasted to an applicant which might have stations only in the two markets involved.

This brought observation that

the Commission may be expected to rule on the multiple-ownership cases on a case-to-case basis as it has in the radio field. Multiple TV holdings in diverse markets are now limited to five stations.

Sec. 3.636 of the Commission's rules pertaining to multiple ownership, as finalized by the Sixth Report [B•T, April, 14], provides:

(a) No person (including all persons under common control)<sup>12</sup> shall, directly or indirectly, own, operate, or control more than one television broadcast station that would serve substantially the same area as another television broadcast station owned, operated, or controlled by such person.

(b) No person (including all persons under common control) shall, directly or indirectly, own, operate, or control more than one television broadcast station, except upon a showing (1) that such ownership, operation, or control would foster competition among television broadcast stations or provide a television broadcasting service distinct and separate from existing services, and (2) that such ownership, operation,

<sup>12</sup> The word "control" as used herein is not limited to majority stock ownership but includes actual working control in whatever manner exercised.

or control would not result in the concentration of control of television broadcasting facilities in a manner inconsistent with public interest, convenience, or necessity; Provided, however, That the Commission will consider the ownership, operation, or control of more than five television broadcast stations to constitute the concentration of control of television broadcast facilities in a manner inconsistent with public interest, convenience, or necessity.

Certain of the industry counsel felt that the multiple ownership issue may be brought up in other cases and eventually may mean that some existing multiple-station operators might be forced to dispose of stations involved.

Others took an opposite view and explained that telecasters faced with potential duopoly situations could avoid them by not increasing power to the limit that would cause the overlap. They suggested that competitors who might propose "more efficient utilization" of the channel through higher power would not be successful in winning over the facility at time of renewal since FCC has ruled out the issue of coverage and area in comparative hearings involving the same market [B•T, Sept. 1].

### Would Enlarge Issues

In reply to the latter conjecture some counsel noted the issue of coverage and area comparison in consolidated hearings is under contest and a number of petitions have been filed with the Commission to enlarge issues in various hearings so as to allow such comparison. They contend that the problem may yet be resolved through court appeals.

Other potential overlap cases mentioned by industry attorneys included the Storer stations WSPD-TV Toledo, Ohio, and WJBK-TV Detroit. Both, however, received renewal of license for the regular period by the Commission last week. Toledo is 53 airline miles from Detroit.

Another overlap case is that of Greater Rockford TV Inc., applicant for Channel 13 at Rockford, Ill., which is mutually exclusive with the bid of WROK there. In notifying the firm that comparative hearing is required [B•T, Sept. 15], FCC interjected the overlap issue along with another on anti-trust. Wisconsin theatre operator Rolando F. Gran, 22.4% owner of Greater Rockford, also is 50% owner of Milwaukee Area Telecasting Corp., Channel 12 applicant at Milwaukee. FCC has said there would be overlap of 13 miles in Grade A coverage and 46 miles in Grade B coverage between the two proposed stations at Rockford and Milwaukee.

Meanwhile, FCC has interjected overlap issues into TV cases involving KYNO Fresno, Calif., and Waco Television Co., Waco, Tex. (see page 65). The KYNO issue concerns part-owner Sheldon Anderson in view of his bid for Tulare, Calif., where he operates KCOK. Overlap issue for Waco Television concerns Texas State Network bid at Fort Worth. Latter owns 40% of Waco firm.

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**WHAS-TV Louisville**

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# TV STATIONS VOTE UNITY **5** FIRST PLACES

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TV Booker



# Lancaster in Competitive Hearing Snarl

(Continued from page 67)

ditional expense involved in the construction of a television station operating with full power as proposed by WGAL Inc. in its application for a construction permit could result in an advantage to WGAL Inc. in a comparative consideration of its application with the competing application" of WLAN.

"In addition, there is a further reason for the limitation of this conditional grant to minimum power," the majority stated, noting WDEL-TV Wilmington has filed pursuant to another show cause order to switch from Channel 7 to 12 and increase effective radiated power from 0.476 kw to 316 kw. The majority continued:

In view of the common ownership of WGAL-TV and WDEL-TV, this application, together with the pending application of WGAL Inc., present the question whether the operations proposed would be in contravention of Sec. 3.636 of the Commission's rules relating to multiple ownership. This question, however, is not presented by the operation of WGAL-TV on Channel 8 at its present site with minimum power provided for by the Sixth Report and Order and by the operation of WDEL-TV on Channel 12 at its present site with minimum power provided for by the Sixth Report and Order.

In view of our conclusion that the applications of WGAL Inc. and [WLAN] should be designated for comparative hearing we believe that the application of WDEL Inc. for construction permit should be consolidated in that proceeding in view of the foregoing questions relating to multiple ownership. The considerations set forth above which impelled the grant of authority at this time to WGAL-TV for operation on Channel 8 apply equally to the operation of WDEL-TV on Channel 12. With respect to WGAL-TV, that authority was granted only conditionally in view of the pendency of the comparative hearing of the qualifications of WGAL, Inc. and Peoples. This latter consideration does not, of course, apply with respect to WDEL Inc. WDEL Inc. does not, however, have an application before us requesting operation on Channel 12 in Wilmington with minimum power, as does WGAL, Inc. with respect to Channel 8 in Lancaster. Since on application for such operation has been filed, specifications can not be drafted, and we are not in a position, therefore, to authorize the operation of WDEL-TV at this time on Channel 12 in Wilmington with minimum power.

We believe, however, that it is imperative that the channel changes contemplated by the show cause orders issued in this proceeding be accomplished with dispatch, and specifically, that WDEL-TV shift its operations from Channel 7 to Channel 12 in Wilmington at the earliest practicable date. Accordingly, WDEL Inc. is requested to file an application seeking authorization to operate WDEL-TV in Wilmington on Channel 12 with minimum power.

Taking issue with the majority's conclusions in several respects, Comr. Sterling dissented as follows:

I find it necessary to dissent from the action of the majority which holds a comparative hearing is necessary for

## Philadelphia Story

PROPOSAL that all Philadelphia City Council meetings and certain council committee meetings be telecast was made last week by Councilman Philip Lord. One of three Republican councilmen, Mr. Lord, said that council members have expressed a desire to have the public know more about their work. The best way to accomplish this, said Mr. Lord, would be to have the meetings telecast.

the purpose of determining the successful applicant for channel 8 at Lancaster, Pennsylvania. The Commission stated clearly in the Third Notice of Further Proposed Rule Making concerning the television service the reasons why it was issuing Show Cause Orders to change channels of the existing facilities in the 31 cities concerned. This is pointed out with emphasis in paragraph 9 as follows:

\* \* \* In the light of the information set forth in paragraphs 5, 6 and 7 herein, it is the judgment of the Commission that its actions will result in a better utilization of television channels in the United States, Mexico and the Dominion of Canada by increasing the service area of the stations already on the channels in question and reducing the interference which would be caused to new stations that will be added to the channels in question; will promote the public interest, convenience and necessity; and will more fully and completely carry out the provisions of the Communications Act of 1934, as amended. Accordingly, pursuant to the provisions of sections 303 (f) and 312 (b) of the Communications Act of 1934, as amended, the licensees and permittees listed in paragraph 8

## WAGE CONTROLS

WSB Defines 'Engineers'

AN OFFICIAL order interpreting the amended Defense Production Act with respect to wage-salary exemptions for "professional engineers" was issued by the Wage Stabilization Board last Wednesday.

In substance, the interpretation coincides with that handed down by the Office of Salary Stabilization this past summer. It covers "professional engineers employed in a professional capacity."

The interpretation makes plain that radio-TV broadcast technicians and others—maintenance, sales, stationary, etc.—do not properly fall within the definition, and thus are not exempt. Wage contracts negotiated for non-supervisory technicians with union (IBEW, NABET) membership are subject to WSB jurisdiction.

By contrast, the bulk of radio consulting engineers are "professional . . . employed in a professional capacity" and hence exempt from wage or salary controls. The definition may have varying application to engineers in electronics firms, depending on the nature of their work.

## Rules Change

IN A MOVE to simplify administrative procedure, the FCC last week amended its rules and delegated to the Chief, FCC Field Engineering & Monitoring Bureau, the right to authorize the Secretary to suspend the licenses of commercial radio operators when they violate the rules. Authorization could also be granted the Secretary to set the matters for hearing, if requested by the holder of the license. Similar authority was given to the Chief of FCC's Safety & Special Radio Services Bureau to give authorization to the Secretary for the issuance of orders suspending the licenses of amateurs.

above are directed to show cause in these proceedings and in accordance with the procedures hereinafter set forth why their licenses and permits should not be modified as set forth in paragraph 8 above in the event the Commission deletes from their respective cities the channels listed under the heading 'Present Channel Assignment' and substitutes therefor the channels listed under the heading 'Proposed Channel Assignment.'

This language makes it abundantly clear why the Commission found it necessary to change the operating assignment of station WGAL from Channel 4 to 8 in order to provide a national television allocation plan which would better serve the entire Country; consequently, the proceeding was not one under Section 309 of the Act by which the Commission must hold a comparative hearing for competitive applicants seeking a particular frequency in a particular community.

If the Commission anticipated that it would be required to entertain competing applications in the 31 Show Cause cities, it should have so indicated in the Third Notice. Moreover, if consideration had been given to competing applications for the 31 channel changes involved in these proceedings and if hearings were necessary, it would have been, in my opinion, impossible to have lifted the "freeze" on April 11, 1952.

It is well known that because of the mileage separation required between cities in order to provide an engineeringly sound, nationwide assignment plan, there is a chain reaction which affects co-channel assignments hundreds of miles from a particular city. It is obvious from the above that the assignment proceedings and the Show Cause proceedings were interdependent and constituted a single plan of action on the part of the Commission.

I am convinced that had the 31 licensees concerned been advised by the Commission that they might be subjected to hearings on competing applications when the Show Cause Orders were issued requiring a move to a different channel from the one occupied, the Commission would still have been in the "ice age" because these licensees, for their own protection, would have objected to the Show Cause Orders in order to avoid competitive hearings with new applicants for the new assignments in their respective communities.

I do not believe that the Ashbacher Case constitutes a precedent for the action taken by the majority. In that case, the filing of the application for change in facilities was initiated by a licensee whereas in the instant case the application for change in channel stems from the Commission's initial action in issuing the Order to Show Cause to WGAL. The latter merely followed the procedure required to carry out the Commission's determination with respect to the Show Cause Order.

I recognize the right of an applicant to file a competing application for existing facilities when the application of a licensee is before the Commission for renewal. The Commission issued a renewal of license to WGAL on Channel 4 as of July 30, 1952, subject to the Show Cause proceeding. Peoples did not have an application for comparative hearing on Channel 4, hence has no standing as a competing applicant. It would be proper for the Commission to consider an application requesting a comparative hearing when the license issued to WGAL on July 30, 1952 is up for renewal. In the interim WGAL should be authorized to operate on Channel 8 in accordance with the Show Cause Order.

I concur with the result of the action taken by the majority in making a conditional grant to WGAL-TV on Channel 8. I would be in favor of a full grant now.

I am of the opinion that the overlap results from the Engineering Standards adopted by the Commission and hence must be recognized as such.

In the Nashville action, the Commission explained "it is our view that Channel 5 is incorrectly assigned to Nashville at a sub-standard separation. We believe that we must reconsider our action on the Nashville counter-proposals in light of the facts now brought to light. If, in acting on these counter-proposals, we had been aware of the actual separation between Nashville and WMCT, we would not, and in fact could not under our standards, have assigned Channel 5 to Nashville.

"Upon reconsideration, therefore,

## No Mike Fright

MIKE DiSALLE, Democratic candidate for the U.S. Senate, last Wednesday took his Talkathon into a third Ohio city—Toledo—and came away with \$4,000 in campaign funds. Mr. DiSalle conducted a question-and-answer program telecast by WSPD-TV and broadcast by Toledo radio stations, answering some 450 queries from listeners - viewers. Earlier, the former OPS chief had appeared on similar shows in Columbus and Cincinnati [B•T, Sept. 8].

and based on our knowledge of the actual separation between Nashville and the WMCT transmitting site, we are required to deny the counter-proposals of the Nashville parties seeking the additional assignment of Channel 5 to Nashville and to correct the Sixth Report and Order and the table of assignments set out in Sec. 3.606 or our rules deleting therefrom the assignment of Channel 5 to Nashville."

FCC said, however, this did not preclude assigning Channel 5 to another city within the Nashville area provided the minimum 190 mile separation is met. Old Hickory was found to meet this test.

## Refuses Switch

The Commission refused to grant WMCT's petition to switch to Channel 3 or 10 in lieu of Channel 5 since it would violate rules relating to the temporary processing procedure.

In seeking waiver of the one-year rule, WHIS Bluefield asked the Commission to include the entire state of West Virginia in Zone I and to amend its table to substitute Channel 4 to 6 at Beckley for assign Channel 6 at Bluefield. WOAY Oak Hill asked that Oak Hill be included in Zone I so that Channel 4 could be allocated there.

FCC said no reasons for the waivers were advanced by the two petitioners and pointed out the Sixth Report explained why the waiting period is needed. The Commission continued:

We stated that such a provision serves a two-fold purpose: First, that it will permit the utilization of the Commission's limited personnel for the consideration and processing of the hundreds of applications for television stations which have been filed since the processing of such applications has commenced. We are of the view that prompt action upon these applications is necessary and desirable in view of the duration of the television proceedings since 1948, and the consequent freeze on the establishment of new stations.

We stated that the second end to be served by this provision is that the experience gained in the ensuing year in the consideration and processing of applications for new stations will be extremely valuable in the re-evaluation and reconsideration of the table of assignments and in the disposition of such petitions requesting an amendment to the table. Our experience since the processing of television applications commenced on July 1 has strengthened our belief that the one year waiting period prescribed by Sec. 3.609 is both necessary and desirable. No reasons have been offered by petitioners.

(Continued on page 72)



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- 2nd GODFREY'S TALENT SCOUTS.....WJBK-TV
- 3rd WHAT'S MY LINE?.....WJBK-TV
- 4th BOXING.....WJBK-TV
- 5th BIG TOWN.....WJBK-TV
- 6th DANGER.....WJBK-TV
- 7th DRAGNET.....WWJ-TV
- 8th GODFREY AND HIS FRIENDS.....WJBK-TV
- 9th RACKET SQUAD.....WJBK-TV
- 10th TELEVISION PLAYHOUSE.....WWJ-TV

*According to Pulse July Program Averages*



(Continued from page 70)

tioners nor are we aware of any reasons, for waiving the provisions of this rule, or for amending it to permit the consideration of such petitions as the instant ones.

WWSW Pittsburgh, respecting the Irwin proposal, noted FCC deferred action of the petition of WLOA Braddock, Pa., for reconsideration of the Sixth Report on the grounds that if Channel 4 is allocated to Irwin it may be applied for in Braddock.

"In other words," WWSW contended, the Commission thus suggests its willingness to assign Channel 4 to Braddock but only by indirection. But if the channel were directly assigned to Braddock it could be used in Pittsburgh."

## Criticizes 'Juggling'

"The pregoing type of juggling of assignments is wrong and is unnecessary under any conceivable interpretation of the Commission's powers," WWSW charged. "Since the plain purpose of Mayor [David L] Lawrence's petition [to assign Channel 4] to Irwin is to increase

television service to the Pittsburgh area, the issue should be met directly and not in such a way as to make the Commission appear guilty of subterfuge. Any scheme by which the actual result is an additional channel for Pittsburgh but which will require studios in Irwin should be rejected."

"Equally," WWSW asserted, the Commission should not become involved in any contrivance which will give unmerited preference to WLOA over other Pittsburgh area applicants.

## WMCK's Plans

WMCK McKeesport, in its support of the Irwin proposal of FCC on grounds it would result in efficient spectrum use, stated it plans to file for Channel 4 at McKeesport should the proposal be finalized.

In order to add uhf Channel 8 at Waterbury, WBRY would substitute uhf Channel 75 for reserved Channel 83 at Poughkeepsie, N. Y., and substitute uhf Channel 48 for 60 at Middletown, N. Y. WBRY explained no applications are pending for those channels in the two cities.

# RTMA MEET

5,775,000 TV Sets  
Seen for '52

TELEVISION set manufacture will approximate 5,775,000 units this year, in the "average" estimation of members of the Radio-Television Mfrs. Assn.'s Sales Managers Committee, as recorded during RTMA's three-day meeting in New York last week.

This figure was described as the "average" of all estimates by committeemen, and compares with the 1952 production forecast of around 5 million sets.

Other highlights of the first two days of the Wed.-Fri. sessions, in which more than a score of committee and section meetings were held, included plans to sponsor, in conjunction with New York Trade School, a course for training television technicians; organization of a combined phonograph industry committee, and plans for partial sponsorship of a contest among youthful amateur radio operators.

## To Choose Successor

Top news development of the three-day sessions was expected at a meeting of the RTMA board, which was to name a successor to President Glen A. McDaniel, either on a permanent or interim basis (see AT DEADLINE for late development). Mr. McDaniel has resigned, effective Oct. 1, to return to New York and the practice of Law [B•T, June 30]. Board Chairman A. D. Plamondon Jr. was slated to preside over this meeting.

Earlier, the Service Committee approved sponsorship of a TV technicians training course in conjunction with NYTS, a private institution. Teacher of the course will come from industry, RTMA will provide funds to help offset expenses not covered by tuition, and manufacturer's will provide equipment to be used in the course.

An industry advisory board also will be set up to counsel with both the teacher and the school.

In the phonograph industry conference, J. A. Berman of Shure Bros. Inc., Chicago, was named chairman of a combined industry committee of representatives from the radio-TV equipments and parts industry and the phonograph manufacturing, records, and needle industries. John W. Griffin of the Record Industry Assn. was appointed chairman of a subcommittee to devise a slogan or theme promoting music in the home while Norman C. Owens, of Webster-Chicago Corp., was designated to head a subcommittee to promote cooperation with other associations.

The ham operators contest plans approved by the Amateur Activities Section of the RTMA Parts Div., envision some 200 prizes for a Radio Club and Radio Contest being sponsored by RTMA and Boys' Life magazine in cooperation with American Radio Relay League and other amateur radio organizations and publications.

Contest is open to youths who are not already licensed amateur operators and who have not reached their 19th birthday by Jan. 1, when the competition opens, and prizes will be awarded in two categories: One, where manufactured receivers (including converted surplus) are used, and the other where home-built receivers (including those built from kits) are employed.

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HAS **TOP TWO** PROGRAMS!

**KEYL**

HAS **7** of top **10**!

**KEYL**

HAS **10** of top **14**!

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\* According to August 1952 Pulse, KEYL has 7 out of 10 (including the first two) and 10 out of the top 14.

- |                                   |                                   |  |
|-----------------------------------|-----------------------------------|--|
| 1. Wrestling—KEYL                 | 6. Television Playhouse—Station-B | 11. Arthur Murray Dance Party—KEYL     |
| 2. Amos and Andy—KEYL             | 7. Boxing—KEYL                    | 12. Martin Kane, Private Eye—Station-B |
| 3. Best of Groucho Marx—Station-B | 8. Lone Ranger—KEYL               | 13. Suspense—KEYL                      |
| 4. Playhouse of Stars—KEYL        | 9. Toast of the Town—KEYL         | 14. Summer Theatre—KEYL                |
| 5. Dangerous Assignment—Station-B | 10. Danger—KEYL                   |  |



(Continued from page 66)

of center of Terre Haute. Geographic coordinates 39° 28' 32" N. Lat., 87° 27' 29" W. Long. Transmitter and antenna GE. Legal counsel McKenna & Wilkinson, Washington. Consulting engineer A. D. Ring & Co., Washington. Principals include equal (20%) partners Albert S. Polan, E. G. Polan, Lincoln M. Polan, Dr. Charles M. Polan and Lake Polan Jr., all 20% partners in Polan Industries (mfrs. of glass envelopes for television tubes and electronic mfg.) and also 20% partners in Huntington Processing & Packaging Corp. (mobile machine shop units), Huntington. Applicant is grantee of new TV station in Ashland, Ky. City priority status: Gr. A-2, No. 62.

**UTICA, N. Y.**—Richard H. Balch, uhf Ch. 19 (500-506 mc); ERP 52.2 kw visual, 26.1 kw aural; antenna height above average terrain 878 ft., above ground 531 ft. Estimated construction cost \$358,052, first year operating cost \$250,000, revenue \$250,000. Post Office address 20 Whitesboro St., Utica 2, N. Y. Studio location to be determined. Transmitter location at intersection of Grace Hill Road and Smith Hill Road, about 2.5 mi. NE of Deerfield, 500 ft. SE of WKTU (TV) antenna. Geographic coordinates 43° 08' 34" N. Lat., 75° 10' 39" W. Long. Transmitter DuMont, antenna GE. Legal counsel Cohn & Marks, Washington. Consulting engineer Kear & Kennedy, Washington. Sole owner of applicant is Richard H. Balch, vice president of Frost Inc. (fishing tackle distributors), New York; president of Horrocks-Ibbotson Co. (fishing tackle mfrs.), Utica, N. Y., and interest in real estate and insurance companies. Mr. Balch was permittee of WFRB-AM-FM Utica which was deleted in 1948. City priority status: Gr. B-2, No. 144.

**MOUNT AIRY, N. C.**—Ralph D. Epperson (WPAQ), uhf Ch. 55 (716-722 mc); 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. Post Office address WPAQ, Mount Airy, N. C. Studio location WPAQ Bldg. Transmitter location within park grounds of Pilot Mt., 3 mi. almost due south of town of Pilot Mt., 1,570 ft. west of spectacular pinnacle known as Pilot Knob. Geographic coordinates 36° 20' 23.4" N. Lat., 80° 28' 48" W. Long. Transmitter and antenna RCA. Legal counsel A. L. Stein, Washington. Sole owner of applicant is Ralph D. Epperson, owner of WPAQ. City priority status: Gr. A-2, No. 691.

**TOLEDO, Ohio**—The Community Bcstg. Co. (WTOL), vhf Ch. 11 (198-204 mc); ERP 316 kw visual, 158 kw aural; antenna height above average terrain 1,000 ft., above ground 1,042 ft. Estimated construction cost \$805,383, first year operating cost \$1,033,127, revenue \$1,244,989. Post Office address 709 Madison Ave., Toledo 2, Ohio. Studio location not indicated. Transmitter location on Cedar Point Road near Norden Road, 3 mi. east of Harbor View. Geographic coordinates 42° 40' 22" N. Lat., 83° 22' 47" W. Long. Transmitter and antenna RCA. Legal counsel Pierson & Ball, Washington. Consulting engineer A. D. Ring & Co., Washington. Principals include President and Treasurer Frazier Reams (70%), Vice President Morton Neipp (10%), Secretary and Managing Director Thomas S. Bretherton (10%) and Assistant Secretary Glenn H. Reams (10%). City priority status: Gr. B-4, No. 192.

## CALL ASSIGNMENTS

FCC assigned the following call letters to TV station permittees:

**WITV (TV)** Ft. Lauderdale, Fla. (Gerico Investment Co., uhf Ch. 17; previously assigned WFTV (TV)); **WAKR-TV** Akron, Ohio (Summit Radio Corp., uhf Ch. 49); **WMAC-TV** Massillon, Ohio (Midwest TV Co., uhf Ch. 23); **WKST-TV** Newcastle, Pa. (WKST Inc., uhf Ch. 45); **WHUM-TV** Reading, Pa. (Eastern Radio Corp., uhf Ch. 61); **WEEU-TV** Reading, Pa. (Hawley Bcstg. Co., uhf Ch. 33); **WTVU (TV)** Scranton, Pa. (Appalachian Co., uhf Ch. 73; previously assigned WUTV (TV)); and **WLSL-TV** Roanoke, Va. (Roanoke Bcstg. Corp., vhf Ch. 10).

**FLORENCE, S. C.**—Pee Dee Television Corp., vhf Ch. 8 (180-185 mc); ERP 27.7 kw visual, 13.85 kw aural; antenna height above average terrain 353 ft., above ground 355 ft. Estimated construction cost \$169,155, first year operating cost \$115,000, revenue \$150,000. Post Office address P. O. Box 1211, Florence, S. C. Studio and transmitter location 3 mi. NW of Florence on U. S. 52, site of WJMX (AM). Geographic coordinates 34° 13' 40" N. Lat., 79° 47' 58" W. Long. Transmitter DuMont, antenna RCA. Legal counsel Dow, Lohnes & Albertson, Washington. Consulting engineer Craven, Lohnes & Culver, Washington. Principals include President Eugene E. Stone (71%), president and 58.1% owner of WJMX Florence; Vice President Lewis B. Hyman Sr. (71%), vice president and 52% owner of WDSC-AM-FM Dillon, S. C.; Vice President and Secretary Paul H. Benson Jr. (71%), secretary and 32.9% of WJMX; Treasurer J. Boone Aiken (71%), owner of Aiken & Co. (general insurance, real estate, property management, mortgage loans and investments), Florence; W. Lee Flowers (71%), president and majority stockholder of W. Lee Flowers & Co. (wholesale grocers in Lake City and Marion, S. C.); and Lumberton, N. C.; Joseph K. Martin (71%), president and 14% owner of WDSC-AM-FM; DeLeon Finkler (71%), owner of retail radio and television sales and service business, Florence; John G. Hyman (71%), 90% owner of Hyman Drug Co., Pamlico, S. C., and 25% to 50% interest in various motor companies (automobile sales and service); Willie B. Cox (71%), president of Cox Motors (Hudson and Packard automobile dealers), Florence; L. Carl Hyman (71%), president of Hyman Auto Co., Lake City and Hemingway, S. C.; I. Percy McWhite (71%), president of Palmetto Bank & Trust Co., Lake City, distributor for Gulf Oil Corp. and 50% owner of Thomlinson & McWhite, cotton ginners, Lake City; Philip B. Brown (71%), vice president and 2% owner of WDSC and secretary-treasurer and 50% owner of Brown-Lucius Corp. (FCX dealer agent, farmer's cooperative), Dillon; John McDonald Law (71%), vice president and 8.9% owner of WJMX, and engaged in real estate and business sales on commission basis, and Dr. Dexter M. Evans (71%), general practice of medicine, Lake City. City priority status: Gr. A-2, No. 228.

**GALVESTON, Tex.**—Rudman Television Co., uhf Ch. 35 (596-602 mc); ERP 227 kw visual, 119 kw aural; antenna height above average terrain 469 ft., above ground 482 ft. Estimated construction cost \$422,500, first year operating cost \$366,000, revenue \$420,000. Post Office address Mercantile Bank Bldg., Dallas, or 5507 Edlen Drive, Dallas, or c/o Ross K. Prescott, 1430 Life of America Bldg., Dallas. Studio and transmitter location on State Hwy. 6 at Hitchcock, Tex., 14 mi. NW of Galveston. Geographic coordinates 29° 20' 59" N. Lat., 95° 01' 13" W. Long. Transmitter and antenna GE. Legal counsel Ross K. Prescott, Dallas. Consulting engineer Guy C. Hutcheson, Arlington, Tex. Sole owner of applicant is M. B. Rudman, independent oil operator in Texas, Oklahoma, Louisiana, Arkansas, North Dakota, Illinois, Georgia, Florida, Alabama and South Dakota; principal offices in Mercantile Bank Bldg., Dallas. He also seeks TV stations in Bismarck and Minot, N. D. City priority status: Gr. A-2, No. 58.

## APPLICATIONS MODIFIED

**LOS ANGELES, Calif.**—John Poole Bcstg. Co. (KBIG) (modification of application), uhf Ch. 22 (518-524 mc); ERP 540 kw visual, 315 kw aural; antenna height above average terrain 2,929 ft., above ground 146 ft. Change in antenna because of proposal of U. of Southern California to mount its TV antenna for uhf Ch. \*28 on tower owned by John Poole Bcstg. Co., now used by KFMV (FM) Los Angeles. For earlier application, see B-T, July 7.

**THOMASVILLE, Ga.**—E. D. Rivers Sr. (modification of application). Geographic coordinates changed to 30° 50' 55" N. Lat., 83° 57' 12" W. Long. For application, see B-T, July 14.

**MUNCIE, Ind.**—Tri City Radio Corp. (WLBC) (modification of application), to change ERP from 17.4 kw visual, 8.7 kw aural, to 18.05 kw visual, 9.1 kw aural; change antenna height above average terrain from 524 ft. to 526 ft. For application, see B-T, June 16.

**BALTIMORE, Md.**—WITH-TV Inc. (WITH) (modification of application), uhf Ch. 60 (749-752 mc); ERP 104 kw visual, 58.5 kw aural; antenna height above average terrain 304 ft., above

ground 360 ft. Estimated construction cost \$283,500, first year operating cost \$250,000, revenue \$200,000. Post Office address 7 East Lexington St., Baltimore 3, Md. Studio location 7 East Lexington St. Transmitter location 1220-1230 Curtain Ave. Geographic coordinates 39° 18' 58" N. Lat., 76° 36' 03" W. Long. Transmitter DuMont, antenna RCA. Legal counsel Arnold, Fortas & Porter, Washington. Consulting engineer Jansky & Bailey, Washington. Modification of application; for earlier application see B-T, Aug. 4.

**LINCOLN, Neb.**—Cornhusker Radio & Television Corp. (KOLN) (modification of application), vhf Ch. 12 (204-210 mc); ERP 21.6 kw visual, 10.8 kw aural; antenna height above average terrain 313 ft., above ground 377 ft. Estimated construction cost \$195,129, first year operating cost \$180,000, revenue \$200,000. Post Office address % Radio Station KOLN Lincoln, Neb. Studio and transmitter location 40 and W Streets. Geographic coordinates 40° 49' 23" N. Lat., 96° 39' 28" W. Long. Transmitter and antenna RCA. Legal counsel Fisher, Wayland, Duvall & Southmayd, Washington. Consulting engineer Commercial Radio Equipment Co., Washington. Principals include President Edward M. O'Shea (now 48.5%; proposed 41.78%); Vice President Harold E. Anderson (now 2.5%; proposed 15.5%), and Secretary Bennett S. Martin (now 48.5%; proposed 41.78%). Modification of application; for earlier application see B-T, July 28.

**FARGO, N. D.**—WDAY Inc. (WDAY) (modification of application), to change ERP from 64.4 kw visual, 32.2 kw aural, to 70.55 kw visual, 35.275 kw aural; change antenna height above average terrain from 460 ft. to 172 ft. For application, see B-T, June 23.

**PORTLAND, Ore.**—Cascade Television Co. (modification of application); type of antenna and other equipment changes. For application, see B-T, Sept. 15.

**PHILADELPHIA, Pa.**—Lou Poller (modification of application), uhf Ch. 23 (524-530 mc); ERP 1,000 kw visual, 500 kw aural; antenna height above average terrain 755 ft., above ground 685 ft. Studio location to be determined. Transmitter location on Waverly Road. Geographic coordinates 40° 05' 30" N. Lat., 75° 10' 36" W. Long. Transmitter RCA, antenna GE. For earlier application, see B-T, Aug. 11.

**KNOXVILLE, Tenn.**—WKGN Inc. (WKGN) (modification of application); change in stockholders, and service contours in engineering report corrected. For application, see B-T, July 28.

**NASHVILLE, Tenn.**—WSIX Bcstg. Station (WSIX) (modification of application), vhf Ch. 8 (180-186 mc); ERP 316 kw visual, 168 kw aural; antenna height above average terrain 1,065 ft., above ground 631 ft. Estimated construction cost \$623,570, first year operating cost \$500,000, revenue \$500,000. Change in antenna height to conform with approval given to applicant by Air Coordinating Committee for increase in tower height. For earlier application, see B-T, July 14.

**WICHITA FALLS, Tex.**—Wichtex Radio & Television Co. (KFDPX), (modification of application); change antenna height above average terrain from 510 ft. to 504 ft. For application, see B-T, June 30.

**HONOLULU, T. H.**—Radio Honolulu Ltd. (modification of application); additional corporate and financial data submitted. For application, see B-T, July 7.

## EXISTING STATIONS

### Changes Requested

**WKNB-TV NEW BRITAIN, Conn.**—Mod. CP (which authorized new TV station), to increase ERP from 180 kw visual, 90 kw aural, to 206 kw visual, 103 kw aural; move transmitter location from 3.3 mi. NE of Southington (Hartford), Conn., to Rattlesnake Mt., ¾ mi. SE of junction of U. S. 6 and Connecticut Route 10, south of Farmington, Conn.; antenna height above average terrain 970 ft. Estimated cost of change \$334,379.

**WEEK-TV PEORIA, Ill.**—Mod. CP (which authorized new TV station), to change studio location from "to be determined" to 2907 Springfield Road, Groveland Township, Ill.

**WNAC-TV BOSTON, Mass.**—Amended application to change ERP from 200 kw visual, 100 kw aural, to 26.6 kw visual, 13.3 kw aural; antenna height above average terrain 470 ft.

**WWLP (TV) SPRINGFIELD, Mass.**—Mod. CP (which authorized new TV station) to change ERP from 115 kw visual, 58 kw aural, to 150 kw visual, 75 kw aural; change transmitter location from Mt. Tom, 1.75 mi. NW of Holyoke, Mass., and studio location



**AT SIGNING of pact for General Motors to sponsor NCAA games on NBC-TV were (l to r) Asa S. Bushnell, director, NCAA TV program for 1952; William F. Hufstader, GM vice president in charge of distribution staff; and Paul Garrett, GM vice president of public relations staff.**

from "to be determined," to North West St., Proven Mt., Agawam, Mass.; antenna height above average terrain 704 ft.

**WSYR-TV SYRACUSE, N. Y.**—Mod. CP (which authorized new TV station) to change type of antenna.

**WFMV-TV GREENSBORO, N. C.**—Mod. CP (which authorized changes in existing station) for extension of completion date from Oct. 20, 1952, to April 20, 1953.

**WHUM-TV READING, Pa.**—Mod. CP (which authorized new TV station) to change transmitter location from 2 mi. SSW of Summit Station, Berks County, Pa., to 2.7 mi. SSW of Summit Station, Berks County, Pa.; antenna height above average terrain 1,766 ft.

**WMCT (TV) MEMPHIS, Tenn.**—Change from Ch. 4 (66-72 mc) to Ch. 3 (60-66 mc), ERP from 13 kw visual, 7 kw aural, to 100 kw visual, 50 kw aural; antenna height above average terrain from 666 ft. to 977 ft. Estimated cost of change \$200,000.

## EDUCATIONAL OUTLET

### Phila. Possibility Looms

**POSSIBILITY of establishing a cooperative educational television station in Philadelphia, in Memorial Hall, Fairmount Park, at a cost of \$1 million was reported by Walter Biddle Saul, president of the Board of Education.**

Mr. Saul reported that the mayor, other city officials and the Park Commission were considering the possibility of having the city convert the hall to use as a television studio. He added that the survey to date, including inspection of Memorial Hall by architects and other investigations by engineers and television experts has cost nothing. All work, he said, has been done voluntarily.

## KMTV (TV) Expansion

**KMTV (TV) Omaha has marked its third anniversary with an announcement of a huge expansion plan. Owen Saddler, general manager, said the station will immediately begin constructing a large, modern, air-conditioned, acoustically-treated studio, larger than the one now in use. The remodeling plan also calls for a new film processing room, glass-enclosed control room, news room, new offices and greatly enlarged storage area.**



# APS

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Maurice B. Mitchell, General Manager  
ASSOCIATED PROGRAM SERVICE  
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### Are you sick of BLOOD, SEX and STEERS?

This is a message to stations, advertisers  
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We are now releasing the famous Encyclopedia  
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Sponsors like Southwestern Bell Telephone  
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found them to be superb examples of class  
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The subjects are listed below. The cost is  
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**"the library that pays for itself"**

Story of Christopher Columbus  
Robert Cavalier, Sieur de Las Salle  
Benjamin Franklin  
George Washington  
Thomas Jefferson  
Daniel Boone  
Lewis and Clark  
Alexander Hamilton  
John Marshall

John Quincy Adams  
Eli Whitney  
Andrew Jackson  
Daniel Webster  
John C. Calhoun  
Henry Wadsworth Longfellow  
Horace Mann  
John C. Fremont  
Abraham Lincoln

Andrew Carnegie  
Booker T. Washington  
Susan B. Anthony  
Washington Irving  
James Fenimore Cooper  
John Greenleaf Whittier  
Oliver Wendell Holmes  
Louisa May Alcott



# WICC-TV PLANS

## Building, Promoting Begins

CONSTRUCTION of WICC-TV Bridgeport, Conn., is slated to start this week, with completion scheduled by January. Arrangements already are made for the station, described as New England's first uhf outlet, to contribute to Bridgeport's continuation as a uhf testing ground.

President Philip Merryman, signing a \$270,000 contract with Graybar Electric Co. for both studio and transmitting equipment, said agreement terms provide for Federal Telecommunications Labs., which will supply equipment through Graybar, to use WICC-TV to field test its laboratory developments in new TV equipment under actual operating conditions.

Bridgeport is noted as the site of RCA's pioneering experimental uhf station, which has been sold to Empire Coil Co. and sent to Portland, Ore., where it was slated to go on the air over the past weekend (see story page 25). Under the arrangements with Federal, Mr. Merryman reported, that company will use WICC-TV to test any laboratory developments it wishes, including color as well as monochrome TV.

Mr. Merryman said total construction and equipment cost of WICC-TV will be about \$350,000. A new building is under construction seven miles north of Bridgeport to house both the TV station—on Channel 43—and WICC studios. WICC-TV will use a 435-ft. tower and effective radiated power will be about 20 kw initially, going to 200 kw upon delivery of equipment expected about mid-1953. The station will be affiliated with ABC-TV, with local programming stressing community news and events.

Federal is supplying transmitter, master control and other studio equipment as part of a complete station package, which also will include tower, antenna, cameras, lighting and wiring and other electrical equipment, all supplied through Graybar.

Mr. Merryman said he expected about 15,000 uhf sets to be in the area by the time the station goes on the air. Several manufacturers are cooperating by holding training sessions for service men, in addition to instituting set promotion campaigns, he said.

## WNBT (TV) Buys

WNBT (TV) New York has bought the syndicated film series, *The All American Game of the Week* for presentation 13 weeks, starting this Wednesday from 7-7:30 p.m. Consolidated Television Sales is distributing the series, produced by Sportsvision Inc., Hollywood. Series also will be shown over WBEN-TV Buffalo, starting this week, under the sponsorship of Coca-Cola. Agency: Comstock & Co., Buffalo.



WICC-TV President Merryman (l) signs contract with Thomas Gallatin of Graybar Electric Co., which will furnish uhf equipment for station.

## RECEIVER SALES

### Andrea Sees Banner Year

PREDICTION that 1953 will be a banner year for television receiver sales was voiced by Frank A. D. Andrea, president of the Andrea Radio Corp., New York, at a trade showing of his firm's 1953 line in the Waldorf-Astoria Hotel last week.

He tempered his optimism with a warning that the industry must profit from what he called the recent experience in Denver. He said the "dumping of old and work-over receivers has left a great many unhappy owners in Denver."

Mr. Andrea observed that there is "a great potential for replacement of small screen receivers and tremendous new markets open to us when the new FCC-authorized vhf and uhf stations get on the air."

Lynn Eaton, Andrea's general sales manager, said the firm's new TV receiver line includes complete coverage of uhf with factory-installed continuous uhf tuner or vhf only, with provision for adding strips or complete tuner later.

## NEW USES OF TV

### Tested by B&O, RCA Victor

NEW uses of television in railroading which may save both time and money were explored last week by the Baltimore & Ohio Railroad and RCA Victor at the B & O's Barr Yard in Chicago.

Instead of walking among trains and over tracks, a checker sat before a newly-developed Vidicon industrial TV system and listed numbers of cars as they passed before an unattended camera. Speaking for RCA Victor, W. W. Watts, vice president in charge of RCA Engineering Products Dept., commented that railroading is the newest and one of the most challenging of a growing list of industrial and scientific fields.

TV SPOT announcement promotion campaign on behalf of DuMont retail TV dealers in New York is being carried over DuMont's WABD (TV) New York. Some 40 spots per week are being used.

## COLUMBIA COURSE

### Planned for ABC-TV

ACTUAL seminar in American civilization given by Columbia U. School of General Studies will be presented in a weekly series over the ABC-TV network, starting Sat., Oct. 4, 7-7:30 p.m. EST.

In a joint statement to be released yesterday (Sunday) by Robert E. Kintner, ABC president, and Louis M. Hacker, dean of Columbia U. School of General Studies, the series, entitled "Seminar," was described as a study of the major contributing factors of civilization in the U. S., as derived from the impact of great thinkers, great writers and great books.

Program will be based on a regular course given at Columbia and will examine such books as Toynbee's *Civilization on Trial*, Marx and Engels' *Communist Manifesto*, Freud's *Civilization and Its Discontents*, and works by St. Augustine, John Calvin, John Locke, Adam Smith and Ralph Waldo Emerson.

Dean Hacker observed that only 75 students are permitted to register at Columbia for the course but through TV millions of viewers will be permitted to take part. The audience, he said, may obtain a syllabus of the new course from the School of General Studies and may take a final examination. The TV audience will receive no academic credit, however.

The series will be conducted by Donald N. Bigelow, assistant professor of history at Columbia U., and will be produced at ABC's 58th St. Theatre in New York under the supervision of John W. Pacey, director of public affairs for the network.

## SKIATRON STOCK

### 108,000 Shares for Sale

COFFIN, Betz & Co., Phila., is offering 108,000 shares of additional common stock, par value 10 cents, of Skiatron Electronics & Television Corp. at \$2.50 per share.

Proceeds will be used by the company to carry on a public test of its pay-as-you-see television system known as Subscriber-Vision in the New York metropolitan area. The company, according to the offering circular, is now preparing an application to the FCC for authorization to embark on this public test in the scheduled development of Subscriber-Vision.

## Bishop Sheen to Resume

BISHOP Fulton J. Sheen's television program, *Life Is Worth Living*, will be resumed over the DuMont Television Network Nov. 18 in the Tuesday 8 p.m. time spot it occupied last season, Chris J. Witting, DuMont's general manager, has announced.

## KBTB (TV) DEBUT

### Is Set for Oct. 12

COLORADO Television Corp., licensee of KVOD Denver and grantee of vhf Channel 9 that city, will begin engineering test programs next Monday and its interim commercial program operation Oct. 12 as KBTB (TV), it was reported last week.

Simultaneously, recent additions to the staff were announced by Joe Herold, who was appointed general manager of the new video outlet in mid-August.

Latest plans call for KBTB to operate on an interim basis to about Nov. 30, with 12 kw ERP; from Nov. 30 to March 1, 1953, with 24 kw ERP, and with ERP of 240 kw visual and 120 kw aural after March 1, when permanent installation of RCA unit and full power are expected. Transmitter location is atop Lookout Mt. and temporary studios at 1100 California St. New studios are under construction.

KBTB will feature some live programming from the first day's operation and will open as a CBS and ABC affiliate, according to Mr. Herold.

Staff additions include Sam Worsham, formerly with WOW-TV Omaha, named production facilities manager, and Jerry Lee, WOAI-TV San Antonio, new commercial manager. Other appointments are: W. L. Murray, RCA Engineering Products and WOW-TV, film manager; Carl Bliesner, WREN Topeka, transmitter supervisor; James Butts, KWWL Waterloo and WOI-TV Ames, both Iowa, studio supervisor; Rosa Lee Samuels, former assistant manager of KFXJ Grand Junction, Col., office manager and secretary to Mr. Herold.

Top principals of Colorado TV Corp. are W. D. Pyle, president, and T. C. Ekrem, vice president, owners of KVOD. Mr. Ekrem also is secretary-treasurer and sales manager of KBTB.

Colorado TV Corp. was in the forefront of TV applications granted by the FCC last July in the first post-thaw steps taken by the Commission. The bid was unopposed for vhf Channel 9 in Denver [B•T, July 21, 14, 7]. Estimated construction cost is \$394,000.

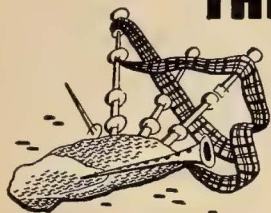
Mr. Herold came to KBTB from RCA where he was TV station planning consultant. Previously he had been associated with the late John Gillin at WOW Inc., helping to construct WOW-TV, and was manager of television and technical director. Mr. Herold has helped construct two other TV stations—both in South America—in addition to WOW-TV and KBTB.

PAMPHLET, "Television Do's and Don'ts," designed to aid religious broadcasters in making more forceful presentation on TV, has been compiled by Charles H. Schmitz, director, broadcast training, National Council of Churches of Christ, New York.

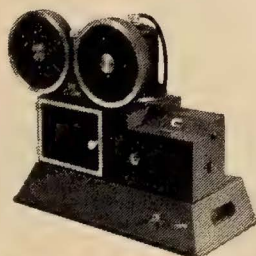




## THE MAURER 16mm TAKES THE HIGH ROAD, TOO!



It's a high road to Scotland for a commercial documentary... high in time and expenses. Results must be perfect! So Ken Richter, filming "The Romance of Silver Design" for Reed and Barton, uses the Maurer "16"... as you'd expect. Professionals everywhere use the camera designed for professional work. Study the unique features of the Maurer "16."



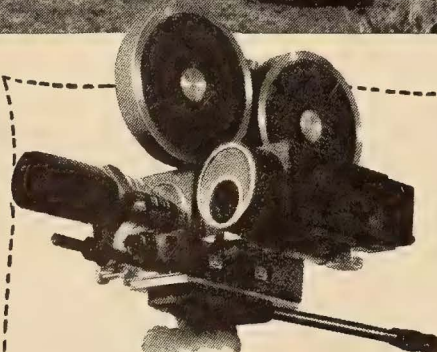
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**THE MODEL F PRIME RECORDING OPTICAL SYSTEM AND GALVANOMETER.** A complete light modulating unit for recording sound photographically upon standard film, requires no special servicing or spare parts (other than recording lamp).



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

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**A much-needed fresh new concept of  
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*Musical Film*

produced by **STUDIO FILMS, INC.**

**New Faces! New Talent! Name Stars! The pick of perennial Favorites  
Pops and Standard Hit Tunes! "Hit Parade" story production technique for  
greater visual impact, more effective programming and sponsor success**

You've been hoping and waiting for a service like this. At last, here it is! A solid, well-balanced library with top-notch entertainment quality, sure-fire audience appeal. Made right, priced right for easy sale to your sponsors. Backed by an organization with a reputation for delivering the goods—UNITED TELEVISION PROGRAMS, Inc., the same people who for 18 years have made the STANDARD RADIO TRANSCRIPTION LIBRARY a buy word for quality, dependability and service in the radio industry. When you have the UTP MUSICAL-FILM LIBRARY you have a service tailor-made to your programming and sponsor needs . . . because you are equipped with . . .

**A Hand-Picked, Well-Balanced Basic Library**

A wide selection of standard pops, all-time show hit tunes, perennial favorites, sparkling novelties. No deadwood. All fresh, live stuff. You'll want to use—and re-use—every single selection.

**Supplemented by Monthly Releases**

Fresh, new favorites—all the very best in TV musical entertainment.

**Outstanding "Name" Talent**

Featuring The Ink Spots, Connee Boswell, Phil Brito, June Valli, Marion Morgan, Sunny Gale, Irving Fields and many other stand-out musical performers.

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Each film a finished story production with special settings, costuming, reaction shots and full supporting cast . . . in production for more than a year by Studio Films, Inc., Cleveland, Ohio, on their modern sound stages with the latest and best equipment.

**Sound on Film—complete sound track**

Each selection has complete sound track right on the film . . . no need to sync action with phono platters, etc.

**Merchandising Support**

UTP know-how backs you all the way with mats, glossies, publicity and other merchandising aids to help you sell your sponsors.

**Realistic Pricing**

Rates are well within the lowest budget and made to attract prospective advertisers. You'll find it easy to sell this service on a quality-at-low-cost basis.

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**Bob Haymes** Featured in more than 25 Columbia Pictures. Starred on radio and in top nightspot appearances.



**June Valli** Currently featured on the Lucky Strike "Hit Parade" television program, NBC TV network, Saturdays.



**Maureen Cannon** Star of Paul Whiteman TV show; "Up in Central Park" Broadway Musical hit, and others.



**Phil Brito** "The Music Man" Top recording star of MGM and Musicraft Records.



**The Ink Spots** Favorites of millions for years. Many of their recordings have never been equalled in sales.

**U**nited  
**T**elevision  
**P**rograms, Inc.

444 Madison Avenue  
New York—PL 3-4620

360 North Michigan  
Chicago—CE 6-0041

140 North La Brea  
Hollywood—WE 8-9181

UTP—voted the best TV film distributor by 137 leading advertising agencies (Billboard—June 14, 1952).

Other highly-rated top-selling releases: Counterpoint Royal Playhouse • Hollywood Off-Beat • Big Town Double Play with Durocher and Day • Sleepy Joe Old American Barn Dance • Movie Quick Quiz The Chimps and others.



# Station KRLD Dallas

*Texas' Most Powerful  
Television Station*

★  
SERVES THE LARGEST  
**TELEVISION  
MARKET...**

*Southwest*  
**DALLAS and  
FORT WORTH**

More than a Million  
urban population in the  
50-mile area  
More than TWO MILLION  
in the 100-mile area

**NOW**

**186,021**

TELEVISION HOMES  
IN **KRLD-TV'S**  
EFFECTIVE COVERAGE  
AREA

EXCLUSIVE CBS  
TELEVISION OUTLET FOR  
DALLAS-FORT WORTH  
AREAS

This is why  
**KRLD-TV**  
Is your best buy

Channel 4... Represented by  
**The BRANHAM Company**

## telestatus



**P**ABST boxing bouts on CBS-TV Wednesday night continued to lead the Nielsen national list of TV programs during the two weeks ending Aug. 9, both in number of TV homes reached and percentage of TV homes reached in program station areas. Top 10 lists follow:

### NUMBER OF TV HOMES REACHED

Rank	Program	Homes (000)
1	Pabst Blue Ribbon Bouts (CBS)	5,253
2	My Little Margie (CBS)	5,227
3	Arthur Godfrey & Friends (Liggett & Myers Tobacco) (CBS)	5,178
4	Arthur Godfrey & Friends (Toni-Gillette Razor Co.) (CBS)	4,860
5	Dragnet (NBC)	4,750
6	Arthur Godfrey & Friends (Pillsbury Mills Inc.) (CBS)	4,152
7	Racket Squad (CBS)	4,152
8	Goodyear TV Playhouse (NBC)	3,970
9	You Bet Your Life (NBC)	3,926
10	Assignment-Manhunt (NBC)	3,906

### PER CENT OF TV HOMES REACHED IN PROGRAM STATION AREAS

Rank	Program	Homes %
1	Pabst Blue Ribbon Bouts (CBS)	31.8
2	Arthur Godfrey & Friends (Liggett & Myers Tobacco) (CBS)	31.7
3	Arthur Godfrey & Friends (Toni-Gillette Razor Co.) (CBS)	30.5
4	My Little Margie (CBS)	29.8
5	Dragnet (NBC)	29.3
6	Big Town (CBS)	28.4
7	Arthur Godfrey & Friends (Toni-Gillette Razor Co.) (CBS)	28.3
8	Racket Squad (CBS)	27.5
9	Robt. Montgomery Presents (American Tobacco Co.) (NBC)	26.7
10	Gangbusters (NBC)	26.6

### 'Scouts' Leads Trendex For Week of Sept. 1-7

TOP 10 Trendex ratings for sponsored evening network TV pro-

grams for the week of Sept. 1-7 follow:

Rank	Program	Network Rating
1.	Talent Scouts	(CBS) 35.8
2.	Your Show of Shows	(NBC) 34.5
3.	Godfrey's Friends	(CBS) 34.2
4.	Gangbusters	(NBC) 30.9
5.	Big Town	(CBS) 29.0
6.	Racket Squad	(CBS) 28.6
7.	My Little Margie	(CBS) 28.2
8.	Toast of the Town	(CBS) 27.4
9.	The Hunter	(CBS) 25.7
10.	Your Hit Parade	(NBC) 25.5

### Yale '36 Grads Weak On TV, Prefer Radio

SURVEY of the 830 members of the Yale U. graduating class of 1936 shows 334 watch television an average of 55 minutes and 12 seconds daily, according to an article on the class in the September issue of *Harper's Magazine*. Some 445 members do not own a TV set, but they own an average of 2.79 radios each.

Average income is \$19,226.41, of which \$11,329.01 was earned and \$5,189.30 unearned.

### Set Shipment Lag Reported for 7 Months

TELEVISION set shipments to dealers during the first seven months of 1952 totaled 2,406,757, according to Radio-Television Mfrs. Assn. A year ago 2,588,816 sets had been shipped in the same pe-

## Pabst Bouts Continue To Head Nielsen List

(Report 234)

riod. July shipments totaled 288,247.

Following are RTMA's estimated shipments to dealers by states for the seven-month period this year:

State	Total
Alabama	28,692
Arizona	8,988
Arkansas	6,908
California	245,241
Colorado	8,460
Connecticut	55,066
Delaware	8,854
D. C.	23,091
Florida	42,815
Georgia	53,846
Idaho	118
Illinois	136,028
Indiana	95,522
Iowa	42,211
Kansas	14,900
Kentucky	32,858
Louisiana	27,358
Maine	3,965
Maryland	40,671
Massachusetts	101,213
Michigan	99,259
Minnesota	33,206
Mississippi	6,937
Missouri	61,548
Montana	98
Nebraska	20,938
Nevada	17
New Hampshire	9,615
New Jersey	90,783
New Mexico	3,273
New York	294,011
North Carolina	48,903
North Dakota	120
Ohio	186,925
Oklahoma	39,179
Oregon	906
Pennsylvania	206,376
Rhode Island	15,955
South Carolina	11,185
South Dakota	339
Tennessee	33,677
Texas	111,566
Utah	12,752
Vermont	2,333
Virginia	44,743
Washington	34,443
West Virginia	26,451
Wisconsin	37,157
Wyoming	260

GRAND TOTAL

2,406,757

## Weekly Television Summary—September 22, 1952—TELECASTING Survey

City	Outlets on Air	Sets in Area	City	Outlets on Air	Sets in Area
Albuquerque	KOB-TV	16,500	Louisville	WAVE-TV, WHAS-TV	179,820
Ames	WOI-TV	96,433	Matamoros (Mexico)	Browns-	
Atlanta	WAGA-TV, WSB-TV, WLTV	215,000	ville, Tex.	XELD-TV	24,500
Baltimore	WAAM, WBAL-TV, WMAR-TV	410,076	Memphis	WMCT	144,690
Binghamton	WNBF-TV	92,500	Miami	WTVJ	141,600
Birmingham	WAFM-TV, WBRC-TV	118,000	Milwaukee	WTMJ-TV	352,506
Bloomington	WTTV	160,000	Minn.-St. Paul	KSTP-TV, WCCO-TV	329,200
Boston	WBZ-TV, WNAC-TV	920,928	Nashville	WSM-TV	78,260
Buffalo	WBTN-TV	279,204	New Haven	WNHC-TV	310,000
Charlotte	WBTV	237,519	New Orleans	WDSU-TV	113,687
Chicago	WBKB, WENR-TV, WGN-TV, WNBQ	1,188,419	New York	WABD, WCB5-TV, WJZ-TV, WNBT	3,059,400
Cincinnati	WCPO-TV, WKRC-TV, WLWT	365,000	Newark	WOR-TV, WPIX, WATV	
Cleveland	WEWS, WNBK, WXEL	637,684	Portsmouth-		
Columbus	WBNS-TV, WLWC, WTVN	237,000	Newport News	WTAR-TV	130,000
Dallas	KRLD-TV, WFAA-TV, WBAP-TV	186,021	Oklahoma City	WKY-TV	152,731
Davenport	WOC-TV	130,000	Omaha	KMTV, WOW-TV	138,503
Dayton	Quad Cities Include Davenport, Moline, Rock Is., E. Moine		Philadelphia	WCAU-TV, WFIL-TV, WPTZ	1,067,476
Denver	WHIO-TV, WLWD	246,000	Phoenix	KPHO-TV	67,400
Detroit	KFEL-TV	21,735	Pittsburgh	WDTV	535,000
Erie	WJBK-TV, WWJ-TV, WXYZ-TV	804,766	Providence	WJAR-TV	227,000
Fr. Worth	WICU	165,100	Richmond	WTVR	139,032
Dallas	WBAP-TV, KRLD-TV, WFAA-TV	186,021	Rochester	WHAM-TV	160,000
Grand Rapids	WOOD-TV	223,961	Rock Island	WHBF-TV	130,000
Greensboro	WFMY-TV	123,792	Quad Cities Include Davenport, Moline, Rock Is., E. Moine		
Houston	KPRC-TV	177,000	Salt Lake City	KDYL-TV, KSL-TV	83,245
Huntington-			San Antonio	KEYL, WOAI-TV	93,172
Charleston	WSAZ-TV	112,000	San Diego	KFMB-TV	147,250
Indianapolis	WFBM-TV	257,000	San Francisco	KGO-TV, KPX, KRON-TV	433,000
Jacksonville	WMBR-TV	68,000	Schenectady-		
Johnstown	WJAC-TV	168,500	Albany-Troy	WRGB	222,900
Kalamazoo	WKCO-TV	236,653	Seattle	KING-TV	163,700
Kansas City	WDAF-TV	223,024	St. Louis	KSD-TV	421,000
Lancaster	WGAL-TV	162,813	Syracuse	WHEN, WSYR-TV	185,550
Lansing	WJIM-TV	110,000	Toledo	WSPD-TV	203,000
Los Angeles	KECA-TV, KHJ-TV, KLCB-TV, KNBH	1,324,088	Tulsa	KOTV	130,125
	KTIA, KNXT, KTTV		Utica-Rome	WKTU	77,000
			Washington	WMAL-TV, WNBW, WTOP-TV, WTTG	382,932
			Wilmington	WDEL-TV	117,613

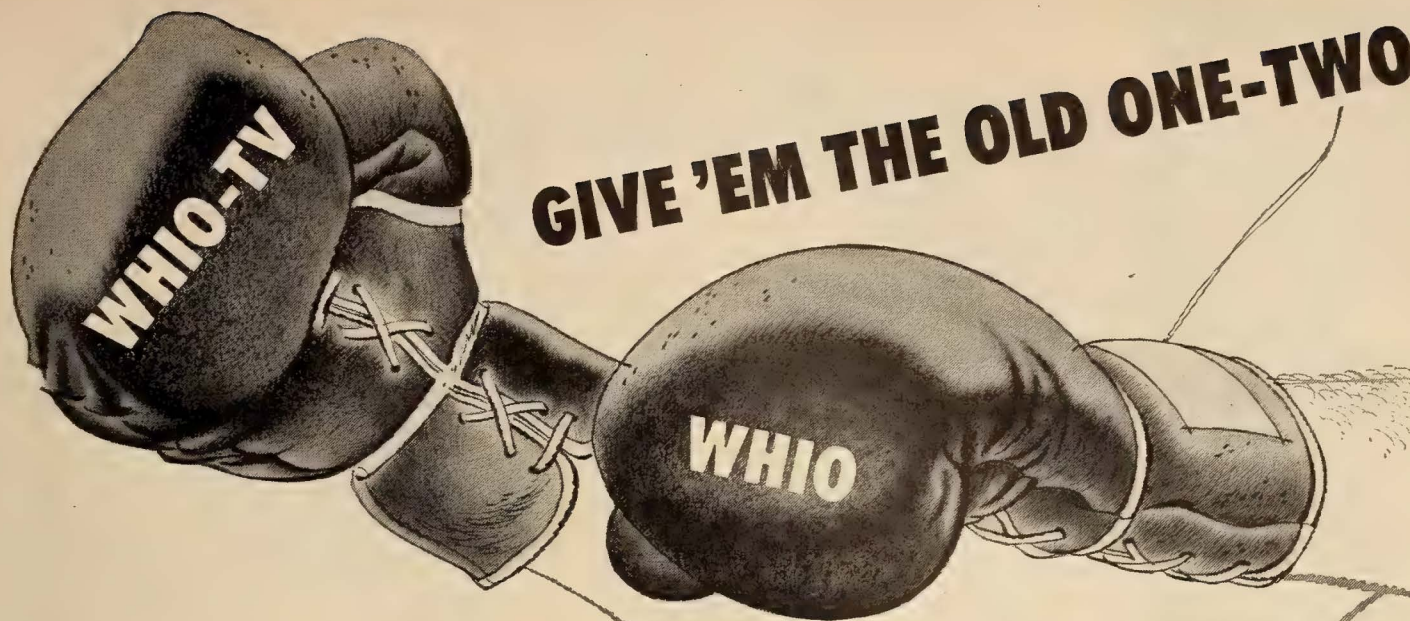
Total Stations on Air 110\*  
\* Includes XELD-TV Matamoros, Mexico

Total Markets on Air 65\*

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: 18,539,991





## ....FOR A KNOCKOUT IN THE DAYTON MARKET

Here's the combination for *real* saturation—of a rich, free spending market. There's proof in just one look at the figures.

### WHIO-TV coverage

*1st in Dayton*

14 of the top 15 once-a-week shows—seen on WHIO-TV. 8 of top 12 multi-weekly shows, with locally-produced WHIO-TV "Front Page News" leading them all. (*July Pulse*)

### WHIO coverage

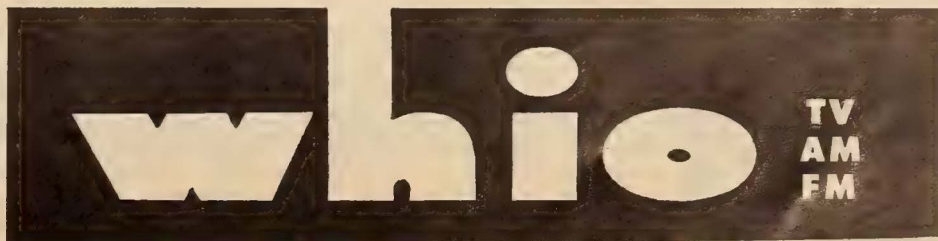
*1st in Dayton*

37.9% of the total radio audience. This compares with 13.5% for Station B; 26.5% for Station C; and 14.1% for Station D. (*Hooper average for the past year*)

## THE DAYTON MARKET

1,293,595 prosperous prospects—366,457 families. Payrolls in Dayton for 1951—\$630,951,822. Retail sales for Dayton and Montgomery County—\$475,000,000. Average weekly industrial pay check—\$83.67—highest in Ohio, one of highest in the country. Dayton has been designated a "Preferred City" by Sales Management for the past 19 months.

**YOU CAN DOMINATE THE DAYTON MARKET WITH EITHER WHIO-TV OR WHIO — WITH BOTH OF THEM TOGETHER, YOU CAN SATURATE IT. ASK NATIONAL REPRESENTATIVE GEORGE P. HOLLINGBERY CO. FOR FULL INFORMATION**





**WISE  
BUYERS  
BUY...**

**KFMB**  
**For  
More  
Business**

**TV channel-8**

**San Diego's  
1<sup>ST</sup> and Only  
TV Station  
Blankets  
California's  
Third Market!**

**K  
F  
M  
B  
AM  
550  
K.C.**

**San Diego  
Has  
An Annual  
RETAIL  
SALES  
Volume  
of over  
675  
MILLION  
DOLLARS!**

**KFMB-TV,  
KFMB-AM  
SAN DIEGO 1, CALIF.  
Represented by  
THE BRANHAM CO.**

## Jones Resigns; Massing Possible Successor

(Continued from page 23)

President could name a Republican, Democrat or Independent to the post.

Another name mentioned was Benedict P. Cottone, FCC general counsel, who has been with the Commission since 1936.

The unexpired portion of Mr. Jones' seven-year term runs until June 30, 1954. Since Congress is not in session, the appointment of his successor would be on a recess basis and subject to confirmation by the new Congress when it convenes in January.

Another possibility is that with only six weeks remaining until the Presidential elections, Mr. Truman might elect to allow the vacancy to lapse until his successor takes over in January. Under the Communications Act, the Chief Executive selects the chairman of the FCC from among its seven-man membership. Hence the President might be disposed to permit the Jones post to remain vacant in order to permit the new Chief Executive—whether Eisenhower or Stevenson—to select his own chairman at the same time.

Chairman Walker, who passed the statutory retirement age of 70 in January of 1951, indicated recently that he has no intention of retiring in the foreseeable future. It is a fact, however, that he is continuing to serve at the pleasure of the President and that the new President would be in a position to name his own chairman. Comr. Walker's term of office nominally does not expire until June 30, 1953—six months after the new Chief Executive takes office.

Mr. Massing was born in Crawfordsville, Ind., Dec. 10, 1893. He served in the Army in World War I, afterward learned accounting and had several jobs in private industry until entering the U.S. Coast Guard in 1925.

In March 1931 he was honorably discharged from Coast Guard and joined the Federal Radio Commission as chief of the broadcast section. In June 1932, he became chief of the license bureau of the FRC.

When the radio commission was succeeded by the Federal Communications Commission, following passage of the Communications Act of 1934, Mr. Massing became chief of the FCC license division, a position he held until last March when he was appointed assistant secretary of the FCC.

Mr. Massing is married and has two children, Richard Massing, now serving in the armed forces in Trieste, and Mrs. Patricia Reynolds.

When Comr. Jones was sworn in as a member of the FCC on Sept. 5, 1947, he left behind him a hard-earned reputation for self-effacing labor and the plaudits of his fellow colleagues on Capitol Hill.

He came to Congress in 1939 and won acclaim for his service as chairman of the House Appropriations Subcommittee which pared Interior Dept. funds by 50%—a

move which cut heavily into patronage jobs. Democratic leaders even joined forces with regular Republicans in closing ranks behind him.

Born in Cairo, Ill., he worked through high school and college—Ohio Northern U.—emerging as an orator and fighter which was to stand him in good stead later for bitter skirmishes which characterized some of the controversial issues involving the Commission in succeeding years.

Armed with a law degree, he opened private practice in Lima, Ohio, and in 1935 became county prosecuting attorney. Then came successive tenures in Congress, beginning with the 76th, as representative from Ohio's fourth district. Generally regarded as a member of the GOP conservative bloc in Congress, he had embarked on his fifth term.

### Appointed in 1947

Comr. Jones was named to the FCC by President Truman in June 1947, following withdrawal of the nomination of Ray C. Wakefield, a California Republican. He was confirmed unanimously by the Senate that July, following approval, 13-0, by the Senate Interstate & Foreign Commerce Committee. Hearings were heated, characterized chiefly by columnist Drew Pearson's virtual one-man campaign to link him with the Black Legion.

Before joining FCC, Mr. Jones notified the agency he had sold his 18% interest in Northwestern Ohio Broadcasting Corp., then FM permittee and AM applicant, now WIMA-AM-FM Lima.

Comr. Jones was a major figure—and often dissenter—in a number of FCC decisions touching vitally on key broadcast cases and issues. His dissents were often stinging, sometimes to the discomfort of his fellow Commissioners.

In February 1948 he lashed out at the Commission for its proposed ruling in the controverted WHLS Port Huron case involving right to censor political broadcasts containing libelous material. Comr. Jones sternly chastised the Commission for enunciating "dangerous" dicta and held that WHLS did not act unlawfully in the first instance.

He also attacked Commission application of the so-called Avco rule in certain cases involving station transfers. He frequently held that FCC had overstepped its jurisdictional bounds in broadcast cases and applied the word "dicta" more than occasionally.

Comr. Jones has been equally stern with industry on such questions as color TV, with respect to possible anti-trust violations by manufacturers. He also hit out at "power segments of the industry" and multiple interest operations. He predicted the imminence of color TV as early as 1948. Radio's "economic thinking" also commanded his attention.

## SET DEALING

Austin Distributors Meet

THERE will be no questionable TV set dealing practices in Austin, Tex. (where one vhf and two uhf channels have been granted), according to J. C. Kellam, general manager of KTBC and the projected KTBC-TV on Channel 7 there.

KTBC-TV sponsored a meeting of some 60 distributors and factory representatives to work out plans to "avoid the pitfalls which showed up in Denver" in the matter of undesirable set dealers and TV service men. KTBC-TV expects to be on the air by Dec. 1 if RCA delivery schedules hold up, Mr. Kellam said. Austin grantees are Texas Broadcasting Co. (KTBC), Channel 7 [B•T, July 14]; Capital City Television Co., Channel 18 [B•T, July 14], and Tom Potter, Channel 24 [B•T, Aug. 25].

## First Commercial Uhf

(Continued from page 25)

from 500 to 750 sets, equipped for uhf reception, in the hands of its dealers in time for the opening.

Philco has sufficient sets in the city to take care of demand, it reported. It has been carrying on a sales and service training program there ever since the CP was issued.

Admiral has rushed a shipment of sets to Portland, with uhf strips to convert one of its turret tuner channels to the uhf band. It has also ordered extra strips shipped to the city from Standard Coil Co., Los Angeles tuner maker. Admiral officials doubted that they could have enough receivers in the market to take care of demand.

Emerson reported it was making "a particular effort" to get sets into the area, with some shipments already made. Emerson also reported that special field engineers have been conducting training sessions for service men and helping dealers set up service departments.

### DuMont Meeting

DuMont scheduled a special dealers' meeting to be conducted by the DuMont distributor in the area, Nash-Kelvinator Sales. Dr. Allen B. DuMont is scheduled to address the group. Details on current and projected DuMont shipments into the market could not be immediately ascertained.

Zenith has been sending strips to the Portland area since the CP was issued. It has not been able to send more than the original allotment of sets due to the tightness of its inventory.

Motorola is sending sets into the market, with uhf strips ordered from Standard Coil in Los Angeles.

Hallcrafters reported it was shipping receivers with uhf tuners and vhf sets with converters.

Sentinel reported that it was sending sets, with strips to come from Standard Coil Co. in Los Angeles.



*...now television*

*has been  
added  
to make  
it...*

**Radio  
830 KC**

**WCCO**

*Basic CBS Affiliates*

**TV  
Channel**

**4**

**IN THE MINNEAPOLIS-ST. PAUL MARKET**

Represented Nationally by

Radio Spot Sales...for Radio • Free and Peters...for Television



## PUBLIC BUYING

### Would Finance R. I. Outlet

CITIZENS of Rhode Island are being offered an opportunity to become owners of a TV station in Providence at \$1 per share.

Shares are being sold by Television Assoc. of Rhode Island Inc. (TVARI), which hopes to lay a formal application before the FCC soon.

All bona fide residents of Rhode Island are eligible to purchase up to 25 shares with first option on any further issues of stock by the corporation.

The board of directors, of which Philip A. Ostrow is chairman, has been authorized to issue shares of stock up to the amount of \$666,666. Each shareholder will have one vote for each share held in the policy and operation of the station.

TVARI wants Rhode Islanders to act quickly so that it may apply soon for one of the two yet unassigned commercial franchises. One commercial station (WJAR-TV) already is in operation. Also unassigned is an educational station franchise.

The association estimates that \$25,000 would be sufficient to cover initial expenses, including the placing of deposits on tower, antenna and transmitter equipment. It was estimated that about \$250,000 would be needed to cover further costs.

In case TVARI should not be licensed, unspent funds would be returned, the association reported.

## Another 1st for WOW-TV

in the rich  
Omaha Area Market

"Live" Camera  
Facilities  
from Sign-On  
'till Sign-Off

For commercials, giving you greater advertising impact, flexibility, low cost, and convenience—PLUS—sales results.

For full information, rates and availabilities—call or write

FRED EBENER, Sales Mgr.  
or any  
JOHN BLAIR-TV Office

# WOW-TV

OMAHA

NBC & DUMONT AFFILIATE  
A MEREDITH STATION

Frank P. Fogarty, Gen'l Mgr.

# CANADIAN TV

WESTERN Canadian broadcasters have urged the Canadian federal government to give independent stations encouragement and an immediate go ahead to bring television to all Canadian communities. Members of the Western Assn. of Broadcasters, meeting at Banff Springs Hotel, Banff, Alta, Sept. 11-13, unanimously endorsed the resolution to be sent to the Canadian government.

E. A. Rawlinson, CKBI Prince Albert, and WAB president, pointed out that TV is the only luxury, service or convenience which Canadians do not have on as wide a basis as do U.S. citizens. Jim Allard, general manager of Canadian Assn. of Broadcasters, Ottawa, urged independent station owners to study the suitability of wire TV for their communities in view of the present TV licensing which only permits the government-owned Canadian Broadcasting Corp. to operate TV stations.

George Chandler, CJOR Vancouver, warned WAB members that TV will drain off skilled technicians from AM stations when it comes to Canada on a large scale, just as it has in the U. S. Pat Freeman, CAB sales director, Toronto, pointed out that while AM radio would suffer under the initial impact of TV, it would continue as an important and effective advertising medium.

The WAB annual meeting also dealt with civil defense. Chairman Rawlinson told the meeting that the radio industry knows less today of its role in civil defense than it did a year ago. The biggest problem, he stated, was the lack of a clear-cut government policy affecting radio stations.

WAB went on record opposing the present annual license fee, which it described as a fee "on the right to hear radio broadcasts." It urged Ottawa to eliminate the annual \$2.50 license and not to create such an annual

## A Winning Loser

VOICING her ambition paid off for Alice McCoy who was a contestant for the title "Miss Television of 1952" sponsored by WATV (TV) Newark and U. S. Treasury Bond Div. At the quarter-final eliminations, Bob Brown, m. c. of the show, questioned Miss McCoy about the career in which she was most interested. "Advertising and publicity" was the reply. Alice was the judges' second choice but before she left the studio she was presented with a card from Harold Friedman, one of the contest judges. One week later Alice started a new job—publicity assistant at Harold Friedman & Assoc., Newark public relations and publicity consultants.

## WAB Urges Green Light For Independents

★  
license for TV sets.

About 150 WAB members and delegates attended the meeting, which was preceded by a two day conference of the CAB board of directors under CAB chairman Malcolm Neill, CFNB Fredericton.

Gerry Gaetz, CJCA Edmonton, was elected WAB president for 1952-53, succeeding Mr. Rawlinson. Directors elected were J. D. Craig, CKX Brandon; Hal Crittenden, CKCK Regina; and Bill Rae, CKNW New Westminster.

## NBC FILM DIV.

### Sarnoff Announces Plans

COMPLETE satisfaction with 1953 production and sales plans of NBC's film division was voiced fortnight ago by Robert Sarnoff, vice president in charge of the division, before leaving for Europe.

Following the first bi-annual sales staff meeting in New York, Mr. Sarnoff announced plans had been made for the division's four major film properties: *Dangerous Assignment*, half-hour show already sold in 58 markets; *Hop-along Cassidy*, new half-hour show sold in 42 markets; *International Theatre*, new half-hour series featuring Douglas Fairbanks, to be produced in London and scheduled for December release, and *Lilli Palmer Show*, 15-minute program.

Mr. Sarnoff will confer with Mr. Fairbanks in London on *International Theatre* plans.

## 16mm FILM SUIT

### Could Open TV Field

BETTER moving pictures may be made available to television in the long run if the U. S. District Court in Philadelphia acts favorably on a suit filed by a local 16mm film distributor, it has been claimed.

Kunz Motion Picture Service, the distributor, filed a \$3,125,000 suit charging 15 film producers conspired to fix prices and restrain or otherwise monopolize trade. Kunz, which has offices in Philadelphia and Baltimore, provides 16mm films for schools, private clubs, hotels and other groups.

While the complainant, Carl Kunz, does not distribute films to TV, his attorneys—Arnold G. Maikan and David H. Isacson—said that a decision favorable to Mr. Kunz would open up the field of better movies for television, provided the stations could pay the price.

The suit was viewed as embracing practically the whole motion picture industry, with defendants comprising eight major and seven minor film producers.

## KTUL TV PLANS

Awaiting FCC Grant

ELABORATE preparations KTUL Tulsa, based on its application for vhf Channel 8, assigned to Muskogee, are being made for



Mr. Abbott

the station's projected entry in television, according to John Esau, vice president, general manager of the CBS Radio affiliate.

Last week Harry Abbott, now AM continuity and production chief, became head of the new KTUL television development department. Mr. Abbott recently returned from a tour of top West Coast TV stations.

Taking over as KTUL radio continuity chief is Rudy Cohen.



Mr. Cohen



Mr. Pickett

Roy Pickett of the KTUL announcing staff, who also is experienced in photography and film production, will assist Mr. Abbott. Mr. Esau said.

Mr. Esau said the two TV heads and the station's engineering staff will devote much of their time making ready for the station's debut—"when and if . . ."

KTUL's application for Channel 8 [B•T, July 7] plans operation of a maximum power station. Mr. Esau said KTUL would erect a tower atop Concharty Mountain midway between Tulsa and Muskogee, and studios both in Muskogee and Tulsa.

Mr. Esau said the station has practically all its TV equipment on hand. KTUL is licensed Tulsa Broadcasting Co., owned by the Griffin radio and television interests, which also own KFP Fort Smith, Ark., and KOM Oklahoma City, the latter also television applicant.

## Telecast Draws Throng

THOUSANDS of TV-hungry residents of Ogden, Utah, flocked downtown to see a special closed circuit telecast, presented jointly by the Ogden Chamber of Commerce and KSL-TV Salt Lake City, Sept. 5-6. Ogden does not now receive a regular TV signal. Ogden first telecasts were presented some 200 TV sets in 30 local appliance dealers' stores over 9,000 feet of coaxial cable.



## ARNOFF MEDAL

### SMPTE Honors Jensen

XEL G. JENSEN, director of television research at Bell Telephone Labs., has been elected to receive the David Sarnoff Gold Medal presented each year by Society of Motion Picture & Television Engineers. Award will be presented at Society's convention in Washington Oct. 6-10 [B•T, Sept. 15].

Mr. Jensen joined the laboratory in 1922, spending four years in radio work. Later he directed a London test station for trans-Atlantic telephone service, returning to the U. S. in 1930 to work on coaxial cable projects. He has been working on TV projects since 1935. He is a native of Copenhagen and holds an electrical engineering degree from Royal Technical U. After a year there as instructor he came to this country to study at Columbia U.

## CASTLE NAMED

### Special CBS Sales Agent

WILMOT CASTLE Co., Rochester, N. Y., manufacturer of operating room appliances, is the exclusive sales agent for the industrial color television system developed for medical use by the CBS Labs. Div. of the network, Frank Stanton, CBS president, and Wilmot V. Castle, Wilmot Castle president, announced jointly last week.

Sales agreement calls for the firm to supply the special color-balanced operating room lights for the unit and to handle sales and distribution while CBS Labs. Div. will provide equipment and all engineering and development work.

The closed circuit color television equipment already has been installed at the U. of Pennsylvania, the U. of Kansas, the U. of Chicago and at the College of Surgeons, Lisbon, Portugal.

## UTP LIBRARY

### Stations to Air Oct. 1

UNITED Television Program's new musical library will start on subscribing TV stations effective Oct. 1. Milt Blink, firm's executive vice president, announced last week. He noted five stations are ready to sign, adding he expects to have more than 10 subscribers by that date.

The UTP library, produced by Studio Films Inc., Cleveland, consists of filmed musical brevities by recording and TV performers in two to four and one-half minute time segments [B•T, Sept. 1].



# film report

## Sales . . .

Miller Brewing Co., Milwaukee, starts *March of Time*, weekly half-hour TV film series, on KTTV (TV) Hollywood, for 26 weeks from Oct. 3. Contract was negotiated by Harry Smart, from Blair-TV, Chicago, station's national sales representatives, with Mathisson & Assoc., Milwaukee, agency servicing beer account.

\* \* \*

Gibson Co., Indianapolis (distributors, Arvin radio-TV sets), started *Invitation Playhouse*, two quarter-hour films weekly, on WFBM-TV that city, for 13 weeks from Sept. 20. Negotiations were concluded by Robert De Vinny, midwestern sales manager for Guild Films Inc., and Rolf Brandis, representing Ruben Adv. Agency, that city, which services the account.

\* \* \*

Serutan Co., Newark, has bought United Television programs' half-hour film series, *Hollywood Off-Beat*, for KNXT (TV) Los Angeles; WCCO-TV Minneapolis; KSL-TV Salt Lake City, and KMTV (TV) Omaha.

\* \* \*

KTTV (TV) Hollywood has scheduled its recently purchased half hour TV film series as *The Big Night*, to be seen every Tuesday, starting Oct. 7 for 26 weeks. Dale Sheets, station film director, has concluded negotiations on the following:

*Ramar of the Jungle*, filmed by Arrow Productions, Hollywood, features Jon Hall as the American educated doctor who returns to the jungle for medical research. The purchase amounted to about \$45,000 and was negotiated with Leon Fromkess, production firm's executive producer.

*Abbott and Costello*, filmed by TCA Productions, Culver City, was purchased from MCA-TV Ltd., Beverly Hills, for a reported \$104,000.

*Heart of the City*, filmed by Gross-Krasne Inc., Culver City, is the second run of CBS-TV *Big Town* and features Patrick McVey as the crusading newspaper reporter. Series was distributed by United Television Programs Inc., Hollywood, for an approximate \$22,000.

\* \* \*

Lippert Pictures Inc., Hollywood, utilized 32 spot announcements, from 20 to 60 seconds in length, in a \$4,200 TV saturation campaign for the Los Angeles opening of firm's feature film release, "Hellgate." TV guest appearances were made by film's stars Joan Leslie, Sterling Hayden and Ward Bond,

and writer-director Charles Marquis Warren.

\* \* \*

Alexander Film Co., Colorado Springs, Col., announces the recent TV commercial productions for the following organizations:

Maurer-Neuer Corp., Kansas City, Mo., two 20-second films through C. Wendel Muench & Co., featuring Rodeo Brand Meats. Stark, Wetzel & Co., Indianapolis, Ind., 14 films featuring meats through Baker, Johnson & Dickinson, Milwaukee, Wis. Keebler-Weyl Baking Co., Philadelphia, one 20-second Town House Cracker film through McKee & Albright. Continental Airlines, Denver, two 20-second films through Galen E. Broyles Co. B. F. Goodrich Co., Akron, Ohio, eight films featuring Brunswick Tires through Griswold-Eshleman Co., Cleveland. Diamond Milk Co., Columbus, Ohio, one 60-second and three 20-second cartoon films through Harry M. Miller Inc. Morton Potato Chip Co., Dallas, Tex., four 10-second films through Ira DeJernett. Carter Carburetor Corp., St. Louis, Mo., six 12-second films through Oakleigh R. French & Assoc. Avco Manufacturing Corp., Connersville, Ind., 26 films featuring American Kitchens through Ruthrauff & Ryan, Chicago. Magic Chef Inc., St. Louis, six 12-second films through Krupnick & Assoc. Inc.

\* \* \*

Five Star Productions, Hollywood, has announced TV film commercial production for the following organizations:

Pacific Coast Borax Co., New York, for *Death Valley Days* through McCann-Erickson Inc., that city. Standard Oil Co. of Calif., San Francisco, 17 commercials for *Chevron Theatre* through BBDO, that city. Parker Pen Co., Janesville, Wis., through J. Walter Thompson Co., Chicago. American Brewing Co., New Orleans, through Walker Saussy Adv., that city, featuring Regal Beer. Carnation Co., Los Angeles, one animated closing commercial for CBS-TV *Burns and Allen* through Erwin, Wasey & Co. Ltd., that city.

\* \* \*

United Artists Television, New York, has sold two of its syndicated programs, *Sports Parade* and John Kieran's *Kaleidoscope*, to CBFT (TV) Montreal, according to John Mitchell, UA-TV vice president. Another UA-TV program *Telesports Digest*, was one of the first programs ever sold commercially to CBLT (TV) Toronto.

## Distribution . . .

Sterling Television Co., New York, handling distribution for *Going Places With Gadabout Gaddis*,

package of 26 quarter-hour outdoor adventure films produced by Beacon Television Features, Boston. Series has been sold to Pontiac Dealers' Assn., Boston, through the William Small Agency; Breslau Bros. Dept. Store, Schenectady, through the Nelson Agency; the Old Stone Bank, Providence, through T. Robley Louttit Agency, and to WHEN (TV) Syracuse on participating basis.

## Production . . .

Filmcraft Productions, Hollywood, completed two quarter-hour and twelve one-minute TV film programs, featuring Gov. Adlai Stevenson, within an hour, Sept. 12. Informed the preceding evening that the Presidential candidate had altered his schedule to cover the filming, the firm turned a hotel room into a small sound stage within 40 minutes the following morning. Commissioned by Hollywood-For-Stevenson Committee, the programs will be televised on the networks during campaign.

## Random Shots . . .

Castegnaro Productions Inc., 5746 Sunset Blvd., Hollywood, has been formed by Mario Castegnaro to offer special effects and rear-projection equipment to TV advertisers and their agencies. Pioneer in motion picture process photography, Mr. Castegnaro's innovations have already been used in *The Files of Jeffrey Jones*, *Boston Blackie* and *The Unexpected* TV film series.

## 123,000 TV SETS

IN THE QUAD-CITY AREA

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

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

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

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



Quad-Cities' favorite

**WHBF**

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



# CBS Passes The 25-Year Mark

(Continued from page 60)

its system of color telecasting. CBS reported a gross of \$105,397,580 during 1949, with a net of \$4,184,079.

Further realigning top personnel to coordinate AM and TV operations, CBS early in 1950 promoted sales vice president William Gittinger to the senior management group as vice president and assistant to the president; Hubbell Robinson became vice president in charge of TV as well as radio programs; J. L. Van Volkenberg was made vice president in charge of network sales for both radio and TV; James Seward became vice president for business affairs and Frank B. Falknor was named vice president in charge of program operations. Daniel T. O'Shea joined CBS as vice president and general executive. Dr. Peter C. Goldmark, in charge of engineering research and development, and Louis Hausman, sales promotion and advertising head, were made vice presidents.

CBS won a major victory when the FCC in October announced the CBS color system as standard for the industry, but RCA instituted a court battle to have the Commission decision rescinded. Its monochrome TV network schedule virtually sold out at night, CBS added a 4½-hour afternoon TV period.

In radio, CBS programs aver-

aged 14 out of the Nielsen "Top 20" lists for the year, with eight of the weekday daytime "Top Ten." CBS Radio Network time sales hit a new high of \$70,745,000, up 12% over 1949. CBS gross for the year was \$124,105,408; net was \$4,105,329.

Early in 1951, CBS bought KTSL (TV) Los Angeles, renaming it KNXT (TV), and disposed of its minority interest in KTTV (TV). In June, Hytron Radio & Electronics Corp., tube manufacturer, was acquired along with its set-making subsidiary Air King Products Co., whose name was changed to CBS-Columbia Inc. Bruce A. Coffin, Hytron president; Lloyd H. Coffin, chairman of the board, and David H. Cogan, president of CBS-Columbia Inc., were elected CBS vice presidents.

\* \* \*

WITH addition of tube and set manufacturing organizations to CBS, the company's operations were divided into six units, each with its own president, who was also a CBS vice president. The units and their top executives, in addition to Hytron and CBS-Columbia, were: CBS Radio, Howard S. Meighan; CBS Television, J. L. Van Volkenburg; CBS Labs., Adrian Murphy; Columbia Records, James B. Conkling.

In May the Supreme Court upheld the FCC decision on color and on June 25, when commercial color standards became effective, CBS broadcast the first full hour commercial color TV program in history.

Plans for marketing color receivers were under way and regular periods of color-casting were added to the CBS-TV schedule, but in October Charles E. Wilson, director of defense mobilization, asked that plans for color sets be suspended to conserve critical material. CBS compliance halted both manufacture and broadcasts of color.

Although CBS maintained its leading position among radio networks during 1951, its advertising revenue was curtailed by a 10% reduction in network rates, forced by advertisers who claimed the increasing TV audience was seriously diminishing the number of radio listeners, particularly during evening hours. To attract new business, CBS offered the *Red Skelton Show* on a week-by-week basis and sold other programs on alternate week plans or in other forms of shared sponsorship. A selective facilities plan was introduced whereby a program sponsored on only part of the full CBS Radio Network was made available to other sponsors on a regional or local basis.

Gross income of CBS and its subsidiaries in 1951 was \$175,695,587; net was \$6,360,097.

Early in 1952 American Safety

Razor bought *Red Skelton* for 12 broadcasts and Westinghouse Electric Corp. became first "selective facilities" sponsor (subsequently buying the full CBS Radio as well as CBS-TV networks) for coverage of both political conventions and election night, plus an interim "Get Out the Vote" campaign, and it looked as if the tide had turned. But CBS Radio time sales continued to drop (the first six-month gross was down 24.4% from the 1951 level) and rumors spread that the network was contemplating "stabilizing" rate cuts of 50% or more.

\* \* \*

CBS Radio affiliates met in emergency session in New York July 1 and 2, adopting a strongly-worded resolution which not only opposed any further radio rate reductions but demanded restoration of the 10% cut of the year before, with 20% increase in daytime rates. George B. Storer, Storer Broadcasting Co., one of the organizers of the station meeting, was named chairman of an affiliates committee authorized to confer with CBS officials on a solution to the pressing rate problem.

Six weeks later at another general affiliates session, this time in Chicago, a new discount plan which amounted to an average 25% cut in CBS Radio nighttime rates was announced, together with an increase in weekday daytime charges of about 5.5%. The plan, immediately approved by more than 95% of the affiliates, who took a 15% reduction in CBS payments for their commercial hours (the network standing the difference), went into effect Aug. 25, and the next few weeks saw similar reductions advanced by NBC and ABC radio networks, with Mutual admittedly planning to follow suit. By Sept. 15, the Goodwill stations, WJR Detroit and WGAR Cleveland, were the only CBS Radio regular affiliates not accepting the new plan.

Awaiting Commission action on the proposed ABC merger with United Paramount Theatres, which would clear the way for its acquisition of WBKB (TV) Chicago from

UPT, CBS secured approval to merge WCCO and WTCN-TV Minneapolis into a new company with CBS holding 47% of the stock, and also acquired a 45% interest in KQV Pittsburgh, a TV applicant. CBS-TV holdings also included WCCB-TV New York, KNXT (TV) Los Angeles and 45% of WTOG-TV Washington. The \$7 million CBS Television City in Hollywood was last week nearing completion and work had begun on a \$2 million radio-TV building in Washington.

With gross time sales for the first six months nearly double those for the like period of 1951, CBS TV endeavored to keep time sales up through the summer through special discounts of 10% on time and 25% on talent. An NPA decision in July to permit limited manufacture of color receivers, provided military orders were not affected, found video engineers of CBS and CBS-Columbia Inc. fully occupied with defense work, CBS reported. CBS said that in view of active or passive resistance by most of the TV manufacturers to the CBS color system, further broadcast or manufacturing efforts to promote the system "are not justified at this time." CBS, which in March had demonstrated its color system, received via a tri-color tube as well as a revolving color wheel stated it would continue color research, however.

Adrian Murphy was named CBS Radio president in March, Howard Meighan moving from that post to the overall CBS management. Mr. Murphy and J. L. Van Volkenburg, president of CBS-TV, were elected to the CBS board in August, the month Joseph H. Ream retired as executive vice president. Richard Salant, attorney from Rosenman, Goldmark, Colin & Kaye, CBS counsel, was made a CBS vice president.

## Ad Recognition Week

ADVERTISING Recognition Week will be observed Feb. 15-21, the Advertising Assn. of the West announced last week. Howard W. Loughby, senior vice president AAW, is in charge of preparations.



## Blue Skies

... don't fool little Bismarck. He knows it doesn't take long for a few grey clouds to change the picture. In your case, KFJR can be the key to rich new markets which help you weather changing conditions. Any John Blair man will tell you How and Why.

# KFJR

BISMARCK, N. DAK.

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

THE LATEST  
**WCKY**  
STORY

## MAKE YOUR ADVERTISING A HIT IN THE SOUTH

Use WCKY's Famous JAMBOREE  
7:05 to 11 PM

BMB shows WCKY has more families listening 3 to 7 times per week at night than any other 50,000 watt station covering the South.

For results in the South—  
PUT YOUR ADVERTISING  
ON WCKY'S JAMBOREE





# front office



**ROBERT C. MAYO**, sales manager, WOR-TV New York, named director of sales.

**VARREN ABRAMS**, CBS-TV Spot Sales research department, N. Y., named manager of CBS-TV Spot Sales' Detroit office. **RALPH PATT**, who has represented both Radio and Television Spot Sales there, will concentrate on Radio Spot.

**K. WOOD** elected vice president and appointed general manager, WWSO Springfield, Ohio.



Mr. Wood

**RUSSELL G. WINNIE**, assistant general manager of WTMJ-AM-TV Milwaukee, elected to board of directors of The Journal Co., licensee of stations, succeeding **L. W. HERZOG** who resigns from board.

**WILLIAM A. COOK**, manager, KWRO Coquille, Ore., to KCOY Santa Maria, Calif., in similar capacity. He succeeds **JO W. BENES**, now manager, KDB Santa Barbara. Mr. Cook is replaced by **GEORGE W. STRATTON**, former news editor, WKYW Louisville.

**W. CHASE IDOL Jr.** appointed employee service supervisor, Jefferson Standard Broadcasting Co., Charlotte, N. C., licensee of WBT-AM-FM and WBTB (TV) there.

**HERB STEWART**, former vice president-general manager, WICU Erie, Pa., to Orange Television Broadcasting Co., Tampa, Fla., as executive vice president and member of board of directors.

**J. G. PALTRIDGE**, former general manager, KYA San Francisco, appointed assistant to **SHELDON F. SACKETT**, president, KROW Oakland, Calif. **RUSS COGLIN**, program director, KROW, adds duties of assistant to Mr. Paltridge.



Mr. Paltridge

**ROY H. HOLMES**, sales manager WINS New York, to WPAT Paterson, N. J., as national sales manager. He will be at WPAT's New York offices in RKO Bldg.

**DONALD A. THURSTON**, WTVN St. Johnsbury, Vt., appointed resident manager of station.

**MAJ. EDGAR L. TIDWELL**, USA, chief of operations, Far East Network, transferred to Armed Forces Radio Service, L. A., in similar capacity.

**WILLIAM YONAN**, ABC Chicago radio executive, to NBC same city, as coordinator of sales services.

**HANK FORBES**, WLYN Lynn, Mass., appointed station's general manager in charge of programming and sales.

**GORDON BURNETT**, commercial manager, CFCH North Bay, named manager of CJKL Kirkland Lake. **BILL KING**, salesman, CJKL, appointed commercial manager of CFCH.

**ARTHUR E. DAHL**, account executive, Frederic W. Ziv Co., to sales staff, KMBC-KFRM Kansas City.

**HERBERT FLEIG**, sales staff, WLWT(TV) Cincinnati, to WKRC-TV same city, in same capacity.

**GRANT H. WILLSON** named assistant manager, KVWO Cheyenne, Wyo.

**J. G. SANDISON**, sales staff, WTMJ Milwaukee, transfers to WTMJ-TV in same capacity.

## Personals . . .

**WILLIAM S. HEDGES**, vice president, NBC, appointed chairman of radio division of 1952 fund raising drive, Travelers Aid Society of New York. . . . **B. FLOYD FARR**, vice president and general manager, KEEN San Jose, appointed to advisory board of San Jose State College. . . . **DWIGHT HAUSER**, director, ABC Western Div., father of boy, Erich, Sept. 5.

**ROBERT FEHLMAN**, manager, WHBC Canton, Ohio, presented "Governor's Award" at Ohio Newspaper Assn. banquet Sept. 18 in Columbus. Mr. Fehelman represented broadcasters of Ohio who were recognized for "outstanding job in publicizing the state of Ohio this year." . . .

**WILLIAM J. DEMPSEY**, partner, Dempsey & Koplovitz, Washington, D. C., law firm, will teach Federal Communications Law course at Georgetown U. as guest professor during current term. . . .

**KEITH KIGGINS**, former owner, WIKK Erie, Pa., and recently in charge of TV sales for Edward Petry & Co., N. Y., is in Mercy Hospital, San Diego, Calif. . . . **ELDRD WALTER STEINMANN**, promotion manager, WCUM Cumberland, Md., and son of **KARL F. STEINMANN**, owner, married Donna Sue Foley, Sept. 13.

## First with the Most . . . the MeBS story

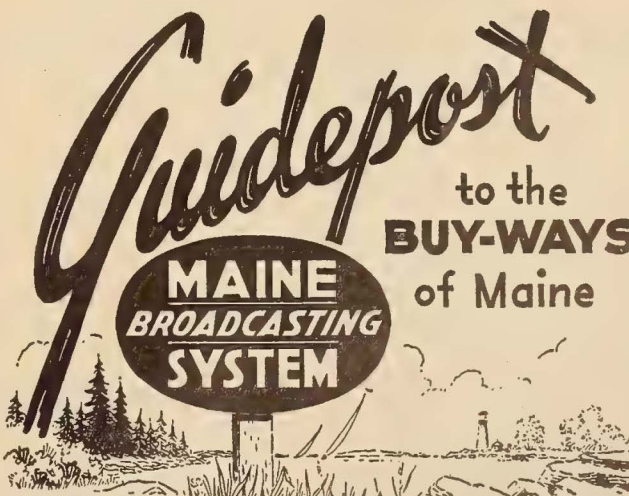
FIRST in Maine —

WCSH 1925 — WLBZ 1926 — WRDO 1932

FIRST in Prestige and Public Service

M-O-S-T complete coverage of state's concentration of buying power.

M-O-S-T listenership—only state group regularly programmed for Maine people.



WCSH  
Portland

WRDO  
Augusta

WLBZ  
Bangor

Represented by  
**Weed & Company**  
Nationally

**Bertha Bannan**  
New England

## THE QUILL

Should radio and television cover press conferences?  
Read

"The Decline and Fall of The Press Conference"

By Walter T. Ridder,  
Washington Correspondent  
in the September Issue  
now out

The QUILL, 35 E. Wacker Dr.,  
Chicago 1, Ill. A monthly magazine  
for newsmen-editors of radio-tv  
\$3 a year

FOUNDED 1912

## INDUSTRY EMPLOYMENT

Some 10% Rise Seen

INCREASE of 10% in employment by Dec. 15 expected by communications equipment manufacturing industry, according to the Dept. of Labor's Bureau of Employment Security, with "severe shortages" faced in professional, technical and skilled occupations.

Two-thirds of the equipment firms are experiencing difficulty in finding qualified workers, it was stated, including electronic engineers. Strong demand for TV sets as a result of approval of new stations and high defense work expenditures are cited as main causes of the labor shortage.



## WKEI KEWANEE

New Station Is on Air

WKEI Kewanee, Ill., 100 w on 1450 kc, went on the air for the first time Sept. 11, it was noted last week. New station is owned by E. D. Scandrett, who serves as president; Harold Rothrock, consulting engineer of Bedford, Ind., and Ray Knochel, WPRC Lincoln, Ill.

Other personnel include Arch E. Cameron, Bud S. Mohnen, Fred W. Cale and Frank E. Janes, announcers; Phil Miler, sports announcer, and Sharon Ling, receptionist.

## PR Group Formed

FORMATION of Southern Public Relations Assoc. to service southern states and promote better public understanding of public relations profession and standards was announced in Alexandria, La., Sept. 10. Directors of the new affiliated group are: James Aldige Jr., James Aldige Jr. & Assoc., New Orleans; Robert K. Butcher, R. K. Butcher Assoc., Shreveport; Jack Gould, Gould, Blieden & Manley, Baton Rouge, and Claude Morgan, Claude Morgan & Assoc., Alexandria. Firms also operate in Lake Charles and Monroe. Chairman Gould said new group will offer services not obtainable through any single agency, and its activities will be expanded to Texas, Mississippi and other states.

**Key to a  
\$6 Billion  
Market**

**WNHC**

560 kc.

**The Philadelphia  
Inquirer Station**

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

Represented by THE KATZ AGENCY

## air-casters



**WILLIAM BERNIS**, ABC radio's program production supervisor, to WJZ New York as program director, succeeding **RAY DIAZ** [B-T, Sept. 8].

**BERTHA KURTZMAN**, ABC-TV telecast coordinator, to network's WJZ-TV New York as operations manager.

**JUD WOODS**, radio-TV executive, Brewer Adv., Kansas City, to KOA Denver, as TV coordinator.

**GEORGE R. BONNELL**, WJBO Baton Rouge, La., to WIHL Hammond, La., as program, news and production director.

**BUD MASON**, announcer, WBTA Batavia, N. Y., promoted to program director. **BILL STOKES** and **DAVE JENSEN**, announcers there, appointed director of continuity and promotion and night disc jockey, respectively. **CHUCK DANIELS**, WUSJ Lockport, N. Y., and **JIM FAGAN**, to WBTA as announcers.

**BILL CLOSE**, KOY Phoenix, promoted to chief announcer.



Mr. Close

**DONALD CALLEN**, announcer, KHJ Hollywood, to KBIG Avalon, in similar capacity.

**WILLIAM STUMPF** to WMTR Morristown, N. J., as part-time announcer.

**AL LEIBERT**, WLOW Norfolk, to announcing staff.

**WICC** New Haven, replacing **MIKE MERRILL** who returns to U. of Virginia.

**BOB POWELL**, WBIG Greensboro, and **BEATRICE BURKE**, to promotion staff, WDVA Danville, Va.

**MARILYN HENRY** to continuity staff, WSAZ Huntington, W. Va. **CHARLES DAILEY** to station's announcing staff.

**BUD COULSON**, director of publicity, KHJ Hollywood, to serve in similar capacity for Community Chest fund drive, that city.

**SUSAN SEYMOUR**, *The Patriot Ledger*, Quincy, Mass., appointed women's program director of KVWO Cheyenne, Wyo.

**AL JOHNS**, sports commentator, KFWB Hollywood, to KPOL Los Angeles, as sports director.

**ANNE HAYES**, women's director, KCMO Kansas City, appointed radio-TV consultant for Missouri Federation of Women's Clubs.

**BETTY HARTLANE**, head of guest relations, ABC Western Div., named president of The Guesters, Hollywood group of guest relations personnel from radio-TV stations and ad agencies.

**JUDY WILSON** appointed advertising copywriter, CKVO Kelowna, B. C. **AL HOOKER** and **MAC BOYLE** to station as announcers.

**ED A. THILENIUS** named sport director, WRFC Athens, Ga.

**LES TREMAYNE**, Hollywood radio actor, assigned role in MGM feature film, "Dream Wife."

**HERBERT JOHNSTON**, KSLM Salem, Ore., to announcing staff, KEX Portland. **ARVED CHRISTENSEN** to latter station as continuity writer.

**PATRICIA REEDER**, society and women's editor, *Morning & Evening Record*, Troy, N. Y., to promotion department, ABC Western Div.

**SID LASHER** returns to WAGA-TV Atlanta, Ga., as production director after tour of duty with Air Force. **DAVID MAYO** to WAGA-AM-TV as merchandising manager.

**MAL KLEIN**, night operations manager, KLAC-TV Hollywood, to conduct TV courses at Beverly Hills Adult Education School.

**JOE BISHARA PHILLIPS**, announcer, WKOP Binghamton, N. Y., and Sally Pack have announced their marriage.

**WILLIAM TALMAN**, Hollywood radio-TV actor, father of girl, Sept. 7. **FRED WALKER**, director of public affairs at WTTM Trenton, and Catharine Sullivan have announced their engagement.

## News . . .

**JACK LABRIE** to WCCM Lawrence, Mass., as news editor.

**JERRY GAMMON**, news writer and TV news coordinator, WHAS-TV Louisville, to Reynolds Metals Co., as public relations assistant to Keen Johnson, former Kentucky governor. **CY SMITH**, WHAS writer, will succeed him.

**DICK WALTON** appointed chief announcer, WICE Providence, R. I., in addition to present duties as news editor.

**HANK WEAVER**, newscaster, ABC Western Div., assigned role in 20th Century-Fox feature film, "Call Me Madam."

**ROSS NERBY**, CKPG Prince George, B. C., to CKOV Kelowna, B. C., on news staff.

**JOHN RICE**, news editor, KTLA (TV) Hollywood, has retired.

## U. S. SHOWS LEAD

August Canadian Rating

LEADING Canadian network programs in August originated in the United States, according to the national rating report of Elliott Haynes Ltd., Toronto. Leading evening programs were *Twenty Questions*, rating 13.5; *Man Lanza* 11.5, *Doris Day* 11.4, *Gre Gildersleeve* 10, and *Happy Motel* (Canadian program) 7.4.

Five leading daytime network programs were *Ma Perkins* 13, *Right to Happiness* 13, *Pepp Young's Family* 12.8, *Big Sister* 12.7, and *Road of Life* 12. French language five leading evening programs were *La Pause Qui Rafrechat* 15.8, *Jouez Double* 13.2, *Raconteur de Chez Nous* 12.3, *Chanson de Vacances* 11.2, and *Qui Au le Dernier Mot* 9.4. Five leading daytime French-language shows were *Rue Principale* 23.9, *Jeunes Doree* 23.1, *Quelles Nouvelles* 17. *Francine Louvain* 17.6, and *Grand Soeur* 17.3.

## KING TAKES BOW

For Election Coverage

KING-AM-TV Seattle is taking bows for its Sept. 9 coverage of the Washington State primary election. A simulcast covered political races, keeping viewers abreast of latest developments, station reports.

Allen Pomroy, Seattle mayor commented, "The coverage KING was most satisfying both from informative and interesting aspects. It was amazing how KING set up to cover the state so completely. KING and commentators Charles Herring and Richard Bos certainly are to be complimented for the fast, complete coverage."

Lee Schulman, KING-TV program director, successfully undertook the project of compiling returns in a manner more complete and rapid than ever had been attempted before, the station said. The election returns were presented as a public service with General Electric, Dr. Roos Do Food and Aero-Wax participating in the simulcast's cost.

*It's Happening in New Haven!*

**WNHC**

sells

autos & service

7

YEARS

Marker Motors Have Used  
6 quarter-hours per week

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

**WNHC NEW HAVEN**  
**NBC RADIO**

Represented nationally by The Katz Agency



## BARTLETT BUYS KFRE KRFM(FM) Control

CONTROL of KFRE KRFM (FM) Fresno, Calif., CBS outlet on 94.0 with 50 kw, will go to Paul R. Bartlett, president of California Island Broadcasting Co., licensee, with FCC approval of the stock sale, application for which was filed Sept. 11.

By acquiring the interest of Jess Rodman, automobile distributor and cattle rancher, for \$360,000, Mr. Bartlett will have 60% interest in the stations and continue as president. He currently owns 24% of the company. William C. Crossland, Fresno attorney, owns 40%.

Mr. Bartlett has been KFRE manager since its start in January 1942 and became president seven years later. He helped Mr. Rodman found the station. Mr. Crossland is the company's legal counsel and secretary. Mr. Rodman has been serving as board chairman.

Mr. Bartlett said the company will continue to push its TV application for vhf Channel 12 in Fresno. Mr. Bartlett recently sold his controlling interest in KERO Bakersfield to a group of station employees headed by Albert E. (Gene) DeYoung, now president and general manager [B•T, July 4], for a reported \$110,000. Mr. Bartlett is president of the California State Radio & Television Broadcasters Assn.

## GE Relocation Plans

LONG-RANGE plan for General Electric Co. to move part of its New York executive offices to suburban site near White Plains, N. Y., was announced last week, dependent in part upon securing appropriate rezoning of optioned property.



**CONSTANT SERVICE  
OF HIGHEST TYPE  
WILL NET SPONSORS  
INCREASED SALES IN  
HALIFAX NOVA SCOTIA  
JOS. WEED & CO.  
350 Madison Ave., New York,  
(Rep.)  
5000 WATTS—NOW!**

## GRID SIGNINGS

### More Contracts Announced

ADDITIONAL signings of contracts to air football games were announced last week.

Three Philco dealers and Philco Distributors Inc., of the Philadelphia area, are to cooperate in joint sponsorship of Villanova games to be broadcast on WIP Philadelphia.

WGN Chicago will air "the 10 top" games in the midwest, beginning with the Iowa State-Illinois contest Sept. 27. Broadcasts are being sponsored by the Chicago Metropolitan Dealers Chevrolet Club. Campbell-Ewald is the agency.

WHAS-TV Louisville has signed Paul Bryant, U. of Kentucky grid mentor, to narrate play-by-play descriptions of all Kentucky games, to be telecast on the Sunday following the games. First half will be participating, with Bond Clothes paying for the second half of the telecasts.

WDSU-TV New Orleans will bring viewers all Louisiana State U. and Tulane U. gridiron games on the Sunday night after the games. The film series, *Football Highlights*, was to have begun yesterday with the LSU-Texas game. Program is sponsored by the D. H. Holmes Co. and Philco.

WRNO Orangeburg, S. C., and WCSC Charleston, S. C., are among stations carrying the full schedule of Citadel's games. Other stations may be signed. Series was to have begun Sept. 20 with the Citadel-Georgia Tech. contest. Sponsors are Typhoon Air Conditioning Co. and Gas Engine & Electric Supply Co.

KRNT Des Moines reports the sale of the station's complete football and basketball broadcasting schedule to the Home Federal Savings & Loan Co. of Des Moines.

WILM Wilmington for the third straight year will carry the entire schedule of the U. of Delaware grid warriors. Sponsor is Sterling Auto Sales, Wilmington Dodge-Plymouth dealer.

Four more stations have announced that they will broadcast the U. of Notre Dame pigskin schedule. They were WITH Baltimore, Md., KGFJ Los Angeles, KALI Pasadena and KFOX Long Beach, Calif.

## Paley 'Materials' Plan

WILLIAM S. PALEY, CBS board chairman and former chairman of the President's Materials Policy Commission, last week warned against dangers of the growing shortage of raw materials in this country and proposed a continuous study, financed by industry, to overcome the problems. He outlined the plan in speaking at a luncheon meeting of the National Industrial Conference Board in New York on Wednesday.

**kima**  
CBS YAKIMA  
[WASHINGTON]  
OPERATES



dependable  
**AMPEX**  
RECORDERS

The COMPLETE DEPENDABILITY of Ampex is repaying many a radio broadcasting station with real dollar savings! Such savings result from greatly reduced maintenance, elimination of mechanical breakdowns, and negligible out-of-service periods. Ask for an Ampex demonstration in your studio...



Completely Reliable  
on TIME SAVING, MONEY SAVING  
REMOTE CONTROL



"... our first Ampex Recorder showed us what a real professional quality tape recorder could be. The reproduction is, of course, nearly perfect that no detection is possible. In addition, the remote control facilities allow an announcer-operator to completely control our four units, even to cue-ing up tapes while reading an announcement on the air. Mechanically, the Ampex is the first we have seen that is built to "broadcast" standards of quality."

*J. Barry Watkinson*  
J. Barry Watkinson  
Chief Engineer

**AMPEX**  
*Magnetic Tape Recorders*  
**AMPEX ELECTRIC CORPORATION**  
Redwood City • California



## MEDIA MEN'S ASSN.

### To Admit Women Members

MEDIA Men's Assn. of New York will admit women to membership for the first time since its organization 10 years ago. The name of the group will be changed to Media Buyers Assn., it was revealed at the first fall meeting last Wednesday.

Previously, membership was limited to male buyers of space and time. "The trend toward employment of women in agency media buying operations," according to Murray Thomas, media director of Anderson & Cairns Inc. and president of the association, "has accelerated in recent years to a point where we can mutually profit by throwing open the doors, not only to all space buyers but to buyers of radio and TV time as well."

## Match Book Awards

SIX stations have been honored with Match Industry Awards for "distinguished use of book match advertising," with presentations to be made Sept. 26—60th anniversary of the patent on match books. Winner of "Joshua" plaque in radio-TV field is WTOG Savannah, Ga. Stations receiving certificate awards in broadcast field are: WBT-WBTV (TV) Charlotte, N. C.; WBAL Baltimore, Md.; WIBW Topeka, Kan.; WBML Macon, Ga.; KIEV Glendale, Calif.

## UN Offerings

AMERICAN ASSN. for the United Nations is making available to radio stations throughout the country two recorded features for use during United Nations Week, Oct. 19-25. One is a series of spot messages from outstanding Americans, entitled *Headliners Speak for UN*, produced in cooperation with the American Jewish Committee. The other is a 15-minute dramatic cantata, *Children's Letter to the UN*, presented by the American Veterans Committee in cooperation with the UN group.

## allied arts



**WILSON OELKERS**, purchasing agent, radio-TV div., Philco Corp., named general purchasing agent for firm, succeeded by **MERLE N. THOMPSON**.

**ROBERT C. GRAY**, manager of TV technical operations, RCA Service Co., Gloucester, N. J., appointed firm's area manager in New England, New York and New Jersey territories.

**RICHARD A. NORMAN** appointed manager of manufacturing for General Electric Co.'s cathode ray tube operations, Syracuse, N. Y.

**FRED R. ELLINGER** elected president of Waldom Electronics Inc., Chicago. He will continue operation of Ellinger Sales Co., midwest sales representative of electronics manufacturers.

**F. D. MEADOWS**, Dage Electric Co., Beech Grove, Ind., appointed general sales manager.

**DANIEL STARCH & STAFF**, research organization, moving executive and general offices from Manhattan to Mamaroneck, N. Y., about mid-October. Firm will retain sales and service office in New York.

**J. A. MILLING**, executive vice president, Howard W. Sams & Co., Indianapolis, named chairman of government relations committee of Assn. of Electronic Parts & Equipment Mfrs., trade group of 120 midwest firms.

### Equipment . . .

**GRAYHILL**, Chicago, announces manufacture of Series No. 23 push button switch measuring 1.047 inches from end of plunger to end of terminal tips. Diameter is 1/2 inch at widest point. Contact resistance is reported to be .007 ohms maximum before use and .015 ohms maximum

after approximately 200,000 operations.

**SOUTHWESTERN INDUSTRIAL ELECTRONICS Co.**, Houston, Tex., announces production of new combined ohmmeter and leakage tester, Model C-3. Instrument is designed for production testing of transformers and condensers, and ranges from 1 ohm to 1 million megohms.

**TELEWAVE LABS. Inc.**, Brooklyn, N. Y., announces manufacture of series of fixed coaxial pads for application in circuits operating at frequencies from zero to 10,000 mc. Pads are of Pi and T construction utilizing metallized film resistors.

**POLARAD ELECTRONICS Corp.**, Brooklyn, N. Y., announces production of series of microwave signal sources covering frequency range of 634 to 10,750 mc in five units. These employ reflex klystron as source of microwave energy.

**TECHNICAL APPLIANCE Corp.**, Sherburne, N. Y., announces production of low-loss triple-circuit antenna selector, Cat. No. 873 designed primarily for selection at receiver of signals from any one of three antennas. Maximum transfer of energy with minimum loss is attained through positive contact points an impedance closely matching transmission line.

**DAGE ELECTRONICS Corp.**, Beech Grove, Ind., announces production of new portable self-contained TV camera featuring all adjustments on unit. Dimensions are 14" long, 9 3/4" high and 4 1/2" wide.

**UNITED TRANSFORMER Co.**, N. Y., announces production of small hermetically sealed transformer. Unit covers entire range of audio requirements for sub-miniature equipment and has overall case dimensions of 1/2 x 11/16 x 29/32 inches.

**PENTRON Corp.**, Chicago, announces production of 10 1/2 inch reel adapter which increases recording or playback time to full 4 hours. Attachment converts Pentron Multi-Speed tape recorder and both Pentron tape reproducers for use with 2,400 ft. standard broadcast reels.

**ZENITH RADIO Corp.**, Chicago, announces manufacture of 21 new radio models. Three new 21-inch TV consoles with "K-53" chassis were also announced.

### Technical . . .

**J. T. BURGESS** to engineering staff, WDVA Danville, Va. **RUSH SAWYERS** and **MARVIN TERRY**, engineers there, leave station to join Voice of America operations in Manila.

**J. E. HOWELL**, WTSB Lumberton, N. C., appointed chief engineer there.

CERTIFICATE of merit has been awarded to WHLI-AM-FM Hempstead, N. Y., by Long Island Home Builders Institute "in recognition of their outstanding contributions to all residents of Long Island in presenting numerous public service programs, created for the safety, convenience and better living conditions of all Long Islanders."

## CED STATEMENT

### Views Information Activities

FOREIGN information activities of the U. S. should be geared more to "needs and aspirations" of other peoples than to the effort of selling America and condemning communism, the Committee for Economic Development has asserted.

In a new statement on national policy titled, "The Threat to Our National Security," CED, a private organization, urged information activities be continued on an adequate scale with this goal in mind. "Actions speak louder than words and the best foreign propaganda positive action which other people can see will serve their purposes as well as our own," the committee declared.

## USAF TAPES

### Disc Jockey Aid Asks

AIR FORCE is asking the aid of 1,500 disc jockeys in 27 states to assist in procuring volunteer aircraft spotters for the Ground Observer Corps by using personalized tape recordings (provided by the Air Force) on their local program.

Lt. Col. Robert P. Keim, chief of the Air Force Public Information Office in New York, said that the disc-jockey plan was decided upon after a highly successful test was made in August.

Twenty disc jockeys were selected as an individual tape-recorded announcement. In each case, the disc jockey's name, station, program title, city and state were mentioned by the "Air Force reporter" making the spot.

Col. Keim will notify the 1,500 disc jockeys in the "Operation Skywatch" area by letter within two weeks. Tapes will accompany the letters. Voice work is being handled by S/Sgt. Syd Byrnes, former manager of WCCC Hartford.

## SETS TO DENVER

### RTMA Gives July-Aug. Count

TV SET manufacturers shipped over 23,800 video receivers in the Denver market area in July and August, according to Radio Television Mfrs. Assn. The city was without TV service until KFEL-TV took the air in July and the first post-freeze station.

Shipments of TV receivers to dealers in the Denver market area this year follow:

Counties	Jan. through June, 1952	July 1952	August 1952	Total
Adams	21	80	253	354
Arapahoe	21	398	809	1,220
Boulder	86	167	1,102	1,355
Denver	784	5,650	13,395	19,829
Jefferson	21	347	735	1,103
Larimer	19	124	222	365
Weld	28	200	359	587
<b>Total</b>	<b>980</b>	<b>6,966</b>	<b>16,875</b>	<b>24,821</b>

Total Sets Shipped in U. S. 2,089,818 316,940 305,880 2,712,638

# KGW

THE

## People's Choice

IN

## PORTLAND, OREGON

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

REPRESENTED NATIONALLY BY EDWARD PETRY & CO., INC.



# RADIO LAUDED

## At Texas Assn. Meet

RADIO can stand on its two hind feet with apologies to none," Phil McHugh, radio-TV director, Tracy-Locke Agency, Dallas, declared in speech last Wednesday before the Texas Assn. of Broadcasters.

Some 117 registrants, representing 101 of Texas' 187 stations, attended the semi-annual meeting of the TAB in Ft. Worth.

Championing radio, Mr. McHugh said that "its effectiveness, cost-wise, based on ARBI studies, is exceptionally powerful."

Mr. McHugh cited a just-completed case study on Imperial Sugar made in Oklahoma-Texas which proved conclusively that radio outpulled all other media by wide margins.

He added, however, that "there is room for all media in the advertising spectrum, and the sooner present radio management realizes that over 97% of the homes nationwide had radio, the sooner it will sell its wares on a practically saturation format."

The TAB elected Boyd Kelly, KTRN Wichita Falls, president, succeeding J. M. McDonald, KCRS Midland. Others elected were Willard Deason, KVET Austin, vice president; Louis Cook, KNOW Austin, secretary-treasurer. New directors include Byron Ogle, KRGV Weslaco; Ray Hearnson, KTRH Houston. Carry-over board members include Richman Lewin, KTRF Lufkin and Tom Krister, KGNC Amarillo.

David Morris, manager, KNUZ Houston, spoke on block programming. His success story was based on knowing your market and programming accordingly. KNUZ specializes in music and news, Mr. Morris said.

Fred Palmer, management consultant, spoke on "How to Close the Sale," emphasizing that management should spend more time in actual selling and should provide salesmen with more working tools. Mr. Palmer charged that "radio today lacks selling ideas."

Ken Brown, KWFT Wichita Falls, spoke on political libel aspects of broadcasting.

## Clutch Hitter

SUCCESSFUL use of radio in warning workers of the Hughes Aircraft Co., Culver City, Calif., when roads to the plant were made impassable by a torrential rain is presented in a new BAB booklet distributed to members and advertising agencies last week. Bearing the title, "In the Clutch," the booklet was prepared in the form of an abbreviated dramatic script. A covering letter states: "Only radio, among all media of advertising and communication, had the speed, the flexibility and the coverage to do the job."

## RADIO-TV HABITS

### Studied in Seven Cities

POLL of radio-TV habits and opinions of people in more than 1,200 homes in seven cities has been completed by the advertising class of Georgian Court College, Lakewood, N. J. Cities surveyed were New York, Boston, Camden and Trenton, N. J., Philadelphia, Pittsburgh and Louisville.

Using direct door-to-door and telephone interviews, the class asked questions on the number of radios in homes, automobile set ownership, make of TV sets, color television, etc. The study started this summer and was compiled by John O'Connor, Fordham U. graduate, Georgian Court staff member and lecturer.

Among major results reported by survey were these:

347 homes have two radios, 335 have three, 212 contain one; 858 have car radios, 326 do not; 1,099 have a TV set, 22 have two receivers (with RCA and Philco the most popular make and 17-inch the most popular size); 441 people would delay new TV set purchases until color TV is available, 414 would not; 708 attend movies less frequently because of TV, 541 about the same; 610 do not read less (fiction) than before, 428 read less; 930 do not read newspapers less, 138 do; 633 said they did not shift to a TV-advertised product since buying TV, 379 said they did.

# VOICE ARM

MACHINERY to improve the effectiveness of shortwave Voice of America is being overhauled on a number of fronts, without regard to the outcome of the November political elections.

Plans for strengthening the U. S. radio arm are the appointment of a key broadcast industry executive to direct VOA, a friendly inquiry into the overall U. S. international information program and continued analysis of prospects for international television.

A major policy step is the appointment of Alfred H. Morton, former NBC executive and pioneer in TV development, as deputy administrator (director) for broadcasting services in the VOA's parent International Information Administration [AT DEADLINE, Sept. 15].

Mr. Morton succeeds Foy Kohler, with whom he has been serving as special assistant since Sept. 8. Mr. Morton talked with Dr. Wilson Compton, IIA administrator, in Washington last week preparatory to assuming his duties Oct. 1.

It was understood Mr. Morton would receive about \$14,000 in his post—far less than he made in private life, but more than the \$10,800 specified for that position. It was presumed that Dr. Compton has asked him to remain through next year regardless of any political changes this fall, and that he would take leave of absence from his TV station consultant firm, Alfred H. Morton Assoc.

VOA's future also is under study on Capitol Hill where a Senate Foreign Relations subcommittee is gathering data for an investigation this fall. Headed by Sen. William J. Fulbright (D-Ark.), the group is expected to meet this month. Tours of European Voice facilities and hearings are indicated after the election, with the full committee reporting findings to the Senate next January [B•T, Sept. 1, Aug. 11].

### International Picture Watched

Meanwhile, the State Dept. is keeping close watch on international TV developments—as are other government agencies. Of particular interest are the information and psychological warfare aspects.

Two years ago the department submitted a pilot study which doubted it could set up video facilities in Europe. But any progress by private interests in creating facilities, it was said, will be watched by the State Dept. with a view to using them in the future.

The State Dept. is not presently in localized "live" television overseas and it may be a year or two before it actually gets into it. It does furnish kinescopes and films to European countries with TV. Its authorities feel that international or trans-oceanic network TV is still at least five years away—as predicted by Brig. Gen. David

## Strengthening Process Is Begun



**BRIEFING** Mr. Morton (seated) on his new duties as director of the Voice of America is Mr. Kohler, former chief who joins Secretary of State's Policy Planning Staff.

\* \* \*

Sarnoff, RCA board chairman, who has proposed a "Vision of America."

Department communications specialists periodically call on private groups (like the Massachusetts Institute of Technology) for research in the improvement of technical equipment to strengthen the Voice. TV research is one phase.

# 30 Years

## of Fitting a Medium to a Market

# WSYR ACUSE

NBC AFFILIATE

## Covers ALL of the Rich Central N.Y. Market

Write, Wire, Phone or Ask Headley-Reed

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

Another BMI "Pin Up" Hit—Published by Hill & Range

## I WENT TO YOUR WEDDING

**On Records:** Patti Page—Mer.; Steve Gibson—Vic.; Sammy Kaye—Col.; Florence Wright—Sav.; Little Sylvia—Jubilee; Hadda Brooks—Okeh; Guy Lombardo—Dec.; Grady Martin—Dec.; Jimmy Wakely—Cap.; Hank Snow—Vic.; Johnny Bond—Helen Carter—Col.

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





**K**ITS are being distributed by CBS Radio containing comprehensive data on all its current programs. Information is arranged chronologically. Sunday through Saturday and divided between daytime and nighttime. Prepared for agencies and editors to facilitate checking of program facts, the idea was conceived by press information director George Crandall. Kits carry the slogan "Its CBS Radio for Sound Entertainment."

#### PACKAGE OFFER

KCKN Kansas City, Mo., offers a special package of 26 125-word announcements for \$220 to advertisers. Offer is made on broadside on which a red woolen bow has been glued. General Manager Ben Ludy and Manager Joe Story advise prospective advertisers that spots may be live or transcribed, may be used in one day, to saturate market during special promotions or best suited to needs during a calendar month, with additional spots pro rated.

#### 'A KID & HIS DOG'

WMAL-TV Washington unveiled a new show last Thursday entitled *A Kid and His Dog*. The program, telecast 9-9:30 p.m., is "aimed at improving a youngster's understanding of his pet, and at making the animal a closer member of the family." It is hoped also that showing children the proper care and training of dogs will reduce number of traffic accidents in which dogs are victims.

#### WHAS COVERS FIRE

ON-THE-SPOT coverage of a grandstand fire which caused an estimated \$80,000 damage at the Kentucky State Fair was given by WHAS Louisville. WHAS had set up a "big top" circus-like tent from which it was originating shows. When fire broke out, 5,000 persons were in the grandstand. Luckily, no one was injured. Less than 15 minutes after the first alarm, Barney Arnold, WHAS farm director, had a recording with news director Dick Oberlin on the air. The sta-

## programs promotion premiums



tion is proud also of the fact that more than 24,800 persons visited its tent during the fair, Sept. 5-12.

#### KFAB FANS

DURING the sweltering six days of the Nebraska State Fair KFAB Omaha distributed 10,000 fans. Printed across the cardboard coolers were the words, "I am a KFAB Fan." In addition, several KFAB programs were originated from the fairgrounds. Don Shoemaker, KFAB promotion manager, estimated that more than 80,000 fair-goers saw or took part in KFAB programs at the 1952 Nebraska exposition.

#### CANADIAN 'TALENT'

CANADIAN "talent" was televised in pre-opening ceremonies at CBLT (TV) Toronto in persons of four of Canada's leading bank robbers, who had escaped Sept. 8. CBLT telecast police photos and descriptions every hour, from early afternoon until official opening at 7:15 p.m. Noting pictures on TV receivers, CBC Board Chairman A. D. Dunton referred to them as "Canadian talent." CFRB Toronto had first news of the jail break on an early-morning disc jockey show when a woman phoned in a tip before police announced it.

#### KMOX PIECE

MAILING piece by KMOX St. Louis points out to advertisers: "If you sell anything that's sold in St. Louis grocery stores, it's crystal clear that you'll sell more of it when you use the most sales-effective participating programs in all St. Louis—Lee Adams' *Housewives Protective League-Sunrise Salute* combination." Last year, says KMOX, 2,177 retail grocers took part in Lee Adams' annual mer-

chandising campaign. This campaign has just begun for the 1952-1953 season, station adds, and urges advertisers to "assure your sales future," by using KMOX.

#### ESSO DECALS

DECALS calling attention to *Esso Reporter* newscasts have been distributed to Esso dealers throughout its listening area by WPTF Raleigh, N. C. Three-color decals call attention to station call letters, time of newscasts and identification with Esso Oval, and have been placed on display in gas station doors and windows. They also were sent through mail with letter suggesting placement.

#### BLOCK PROGRAMMING

PROMOTION campaign for WLW Cincinnati's new block programming schedule comes to a climax this week when a new broadcasting format will be presented by the Crosley outlet. On-the-air promotion has been backed with cab covers and publicity releases to more than 700 newspapers in the station's listening area. All promotion stressed the phrase, "The date—nine twenty-eight," day when the new program concept goes into effect.

#### COURTESY DRIVE

KSL Salt Lake City and the city's police department have joined forces in a courtesy-safe driving campaign which is making friends for KSL and a sponsor, Ken Garff Co., local Oldsmobile dealer. Twice weekly a different driver in Salt Lake City is cited by police for exceptionally courteous driving and names of winners are announced on KSL during the Ken Garff Co. show.

#### RECORD GIVEAWAY

JOINT promotion campaign by Dr. Posner's Shoes Inc., N. Y., and Tops Music Enterprises, L. A. (VOCO children's records), features 72 one-minute transcribed jingle spot announcements on KBIG Avalon, Calif., for four weeks from Sept. 15. During period, Southern Calif. shoe retailers are offering two records with each pair of Dr. Posner's shoes. Agency is Frank-Gold Agency, L. A.

#### STRAW VOTE

COPYRIGHTED report of straw vote taken by WCCO-AM-TV Minneapolis on political sentiments in Dodge County, Minn., has been prepared by Charles H. Smith, station's research director. Findings

gave Gen. Dwight Eisenhower 66% of the vote compared to 32% polled by Gov. Adlai Stevenson, with results reported on special broadcasts by the stations. Ballot was offered in eight towns and adjacent areas to determine impact of candidates' speeches in nearby Flowville (Kasson).

#### VIOLETS PROMOTE CKAC

ANNIVERSARY of 30th year of operation is being observed by CKAC Montreal with a violet contest. Forty-four advertising executives in the Montreal area have received a flower pot complete with an African violet and a letter from the station urging them to tend the plant carefully till Oct. 3. On that date, plants will be judged at the station. Delivery of plants was preceded by a letter from the station informing the recipient that "Violet" was coming to stay for a few weeks and asking that she be treated with "patience, tenderness and understanding."

#### EDUCATION SERIES


IDEA of a senior high school radio instructor has been adopted by WKBZ Muskegon, Mich., and incorporated as the basis for a series of programs on education. Programs are aimed at a teen-age audience and adult listeners and aired twice weekly with school officials as participants. Among topics explored thus far are high school athletics, summer jobs and night school opportunities. Series has won endorsement and active cooperation of Muskegon Board of Education, WKBZ reports.

#### RADIO AND CROPS

FOLDER claiming that "the cream of the crop is in the South Okanagan" is being distributed by CKOK Penticton, B. C., to point up "your best B. C. buy in radio." Folder quotes B. C. Agriculture Dept. fruit crop estimates as evidence of growing market and claims CKOK "completely dominates South Okanagan market, with results that are incomparable to any other interior station." Claim also is made that Penticton is fastest growing city in Canada.

#### 'MILWAUKEE TALK'

A PROMOTION which attracted national interest a year ago has been revived by WTMJ Milwaukee on *The Grenadiers* program. Booklet titled *Milwaukee Talk*, which comprises sayings sent in by listeners to program, is being reprinted by *Milwaukee Journal* station. During first week, 3,000 copies of booklet were sold at Wisconsin State Fair where *Grenadiers* originated daily broadcasts. Booklets sell for 10 cents and were reprinted in part by newspapers and magazines last year when first offered.



# EARS THAT HEAR


**IN YOUNGSTOWN ARE EARS THAT BUY!**

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

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

**Concentrated Coverage and No Waste Circulation**

**REP. FORJOE & CO. INC.**





## INAUGURAL SEATS

Radio-TV May Get 180

WITH 180 seats tentatively allocated to radio-TV, seats and podium construction in Washington, D. C., for inauguration of the next President is due to get under way early next month. Letting of the \$100,000 contract was announced last week.

Of the total 1,500 seats for newsmen, 756 are to be allocated to the press, with the remaining 564 bearing the notation, "Press Guests." This is a duplication of the 1949 inaugural facilities, according to the present plans of David Lynn, architect of the Capitol.

As in the 1949 inauguration, TV cameras will be accommodated on a stand above the press section.

Allotment of space for radio-TV newsmen is under the supervision of the Radio-TV Correspondents' Galleries, of which Hollis Seavey, MBS director of Washington operations, is chairman. Robert M. Menaugh, superintendent of the House Radio-TV Gallery is handling the requests. Arrangements for other facilities—such as the parade and reviewing stand—should be made through the winning party's national committee.

Joint Inaugural Committee is headed by Sen. Carl Hayden (D-Ariz.), and includes Sens. Ernest W. McFarland (D-Ariz.) and Styles Bridges (R-N.H.) and Reps. Sam Rayburn (D-Tex.), John W. McCormack (D-Mass.) and Joseph W. Martin Jr. (R-Mass.). Leslie L. Biffle, secretary of the Senate, is secretary of the committee.

## Ban Rescinded

BAN on the release to radio and newspapers of news about a crime still under investigation was rescinded by the Morristown, N. J., Board of Aldermen last week. Merrill Morris, WMTR Morristown news director, argued the newsmen's case. The board agreed that radio and newspapers had cooperated with authorities in the past by withholding certain information on cases when requested.

## 'Moose' Time

ORDER from local unit of the Loyal Order of the Moose for time to air brief Mooseheart ceremony each evening has been received by WISL Shamokin, Pa. Ceremony is observed every evening at 9 in all Moose lodge halls. Test run during August proved so successful that lodge renewed contract for year, with ceremony aired as station break. WISL offered time on free basis but lodge insisted on paying because "WISL is doing an outstanding job of public service."

## Our Respects to

(Continued from page 54)

company's Division of Huasteca Petroleum Co., a Mexican subsidiary, particularly when Standard was fighting the Mexican expropriations of American-owned oil properties in that country.

Then followed actual selling with Stanco Inc., another Standard subsidiary in cosmetic products (Dagget & Ramsdell), just prior to World War II. He returned to D & R after the war, eventually becoming sales manager.

He joined WPIX March 1, 1948, as account executive of the station which was to begin operations June 15 of that year. He held that position until his appointment as WPIX sales manager.

Born in Brooklyn July 12, 1909, he received his early education at Poly Prep C.D. School there. Six-foot-two and of athletic build, Mr. Patterson's hobbies are trout fishing and golf.

With his wife, the former Martha Jane Hollis, whom he married in 1932, and two children, Roy, 15, and Joan 17, he lives at 53 Park Ave., Bronxville, N. Y.

A Navy veteran of World War II, he served as lieutenant commander on carrier duty in American and Pacific waters and saw battle experience.

## WEST COAST CBS

Promotion Plans Reviewed

REPRESENTATIVES from 35 West Coast CBS Radio stations were promised the biggest fall program promotion campaign in the network's history when they met at the Beverly Hills (Calif.) Hotel on Sept. 11 to hear details from New York and Hollywood CBS Radio executives.

The meeting followed a similar clinic in New York Sept. 4-5 attended by 100 representatives from 78 CBS Radio stations [B•T, Sept. 8].

The West Coasters heard Louis Hausman, administrative vice president; Charles Oppenheim, administrative manager of sales promotion and advertising, and E. Eldon Hazard, network sales manager, who also had participated in the New York clinic.

Mr. Hausman said a recent Pulse survey showed radio listening in television homes is increasing. He termed findings "one of the most encouraging signs network radio advertising has seen in months." The survey is part of a move by CBS Radio to learn more about radio listening in television homes, he said.

Guy della Cioppa, CBS Radio vice president in charge of network programs, Hollywood, reviewed successes of summer programs being retained for the fall schedule.

## Gives Fall Lineup

The list of advertisers new to CBS Radio was presented by Mr. Hazard. He also listed the complete West Coast radio evening lineup for the fall.

Mr. Oppenheim, who supervised preparation of the promotion kits sent to all CBS Radio stations, explained the campaign.

Promotion aids afforded Columbia Pacific Radio Network stations were outlined by Sherril Taylor, director of sales promotion, advertising and exploitation for CPN-KNX Hollywood. Leon Forsyth, merchandising manager, CPN-KNX, presented a sample kit.

Publicity and exploitation and their value in selling programs on the West Coast were outlined by Irving Fein, West Coast director of publicity and exploitation, and Lloyd Brownfield, CBS Radio director of press information, Hollywood.

Station representatives at the clinic were:

Frank Reardon, KBOW Butte; Donald J. Quinn, KXOC Chico; Tom Wiseheart, KROD El Paso; Harry H. Burum, Paul Bartlett, KFRE Fresno; Fred Kramer, Sherril Taylor, KNX Hollywood; S. M. Aston, KMBY Monterey; Joseph E. Gamble, James Hadlock, KCMJ Palm Springs; Thomas Kelland, KOOL Phoenix; Burl C. Hagadone, Roger Hagadone, KJRL Pocatello; H. G. Wells, KOLO Reno; A. Wayne Baker, KSL Salt Lake City; Evelyn Clark, KCBS San Francisco; Clay Osborne, KXLY Spokane; Edith Smith, KGDM Stockton; Lisle F. Shoemaker, Hobby Myers, KFMB San Diego; Leroy Hiatt KRNK Roseburg; Marvin E. Johnston, KWIE Kennewick; Carroll R. Hauser, KHUM Eureka.

## NATIONAL SHOES

Sues Schaefer Brewing, BBDO

NATIONAL Shoes Inc., N. Y., has filed claim for damages of \$1 million in the Bronx County Supreme Court against F & M Schaefer Brewing Co., Brooklyn, and its agency, BBDO, over the use of the "Ring the Bell" theme.

National Shoes, a chain of some 80 retail stores in the U. S., stated in its Sept. 9 complaint that it has used the words "Ring the Bell" since 1944 in all its correspondence, newspaper, television, radio advertising and other forms of publicity. The company said that for this advertising and publicity it spent more than \$3 million.

In August 1952, the complaint said, F & M Schaefer Brewing Co. began to advertise, on radio, television and in newspapers, a slogan, "Schaefer Rings the Bell." It said BBDO, as agency for Schaefer, "conceived and adopted for use the words 'Rings the Bell'" for the brewing company. The complaint further stated that "the defendants have adopted and use the slogan with full knowledge of plaintiff's prior use thereof and of the secondary meaning attached thereto in the minds of the public."

The complaint declared that the "trade name and slogan has been impaired and the plaintiff has been damaged in the sum of \$1 million." Spokesmen for BBDO and Schaefer declined to comment on the action.



...and for AM, FM and TV  
it's Marconi!

The ingredients are blended to perfection! You'll be first with the latest equipment, first in performance, first to receive the benefit of the latest technical advances, because Marconi are specialists in broadcasting equipment.

**OPERATION**—Marconi can bring a wealth of experience to your broadcasting problems because Marconi owns and operates one of the first radio stations in North America.

**CONSULTING SERVICE**—Marconi can help you with engineering plans and surveys because Marconi has more experience in these fields than anyone else in Canada.

**EQUIPMENT**—Everything from microphone to antenna, designed, installed, adjusted and guaranteed ...that's the experienced Marconi service.

# Marconi

the greatest name  
in radio and television

CANADIAN MARCONI COMPANY

Established 1902

Vancouver • Winnipeg • Toronto  
Montreal • Halifax • St. John's

## AGRICULTURE

We've been programmed for the farmer for 25 years. That's why WIBW-advertised goods sell so well in Kansas and adjoining states.

# WIBW

The Voice of Kansas  
in TOPEKA



## TV DEMONSTRATION

Set by WISC-DuMont Labs.

SPECIAL six-day demonstration of the newest television transmitting and receiving equipment was held at the Madison (Wis.) Home Show which opened Sept. 14.

The television transmitter division of Allen B. DuMont Labs, Clifton, N. J., has sent more than \$25,000 in equipment for use by DuMont and WISC Madison engineers. WISC is cooperating with DuMont in arranging for entertainment, including a closed circuit telecast for reception on DuMont receivers set up at the show site.

## AFA District Elections

DELEGATES to the annual convention of the seventh (Deep South) district of the Advertising Federation of America in Birmingham Sept. 12-13 elected Ashley Chambers, general manager of Dixie Distributors Inc., Birmingham, as governor. Other officers chosen: Forbes McKay, president of the *Farm and Ranch*—Southern Agriculturist Pub. Co., Nashville, first lieutenant governor; Winston Haas, Winston Haas Agency, Mobile, Ala., second lieutenant governor; Arthur E. Burdge, Coca-Cola Co., Atlanta, third lieutenant governor; Lionel Baxter, Birmingham, secretary, and H. M. Baker, Baton Rouge, treasurer.

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# FCC actions



SEPTE. 12 THROUGH SEPT. 18

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

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

## September 12 Applications . . .

### ACCEPTED FOR FILING

#### Extension of Completion Date

**KSWB Yuma, Ariz.**—Mod. CP as mod., which authorized new AM, for extension of completion date. AMENDED to change completion date.

**KPFA (FM) Berkeley, Calif.**—Mod. CP as mod., which authorized new FM, for extension of completion date.

#### AM—1010 kc

**KPOO San Francisco**—Mod. CP as mod., which authorized new AM, to change from 1 to 10 kw-D; install DA; change trans. and studio location. AMENDED to change from 10 to 2.5 kw; change from DA to non-DA; change trans. and studio location from Richmond, Calif., to San Francisco.

#### Increase Antenna Height

**WRKD Rockland, Me.**—Mod. CP, which authorized new AM, to increase ant. height.

#### AM—1450 kc

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

#### AM—550 kc

**WLIN Merrill, Wis.**—CP to change from 1 to 5 kw; change from DA-N to DA-DN; change trans. and studio location from Merrill to Wausau, Wis. AMENDED to change trans. location and ant. system.

#### Renewal of License

Following stations request renewal of license:

**WLS Chicago; WMIX Mt. Vernon, Ill.; WLAU Lawrence, Mass.; WOR New York; WRNY Rochester, N. Y.; WRZ Clinton, N. C.; WNAO Raleigh, N. C.; WAYN Rockingham, N. C.; WKRC Cincinnati, Ohio; WNAD Norman, Okla.; WSM Nashville, Tenn.; WTPR Paris, Tenn.**

#### License for CP

**WTVB-FM Coldwater, Mich.**—License for CP as mod., which authorized new FM.

#### Change Transmitter Type

**WFSS Coram, L. I.**—Mod. CP to change trans. to RCA, Type BTF-3B, 3 kw; ant. to Collins, 37M-6-Ring; move studio to Colonial Dr., Patchogue, N. Y.; overall height above ground from

317 ft. to 320 ft.; ant. height above average terrain from 530 ft. to 524 ft.

### TENDERED FOR FILING

#### Extension of SSA

**KOB Albuquerque**—Extension of SSA to operate on 770 kc, 25 kw-N, 50 kw-D unl., using trans. authorized under CP for period beginning 3 a.m. EST, Oct. 1.

#### Change ERP

**WOW-TV Omaha, Neb.**—Mod. CP to change ERP from 16.2 kw vis., 8.5 kw aur. to 100 kw vis., 50 kw aur. Ant. height above average terrain 580 ft.

### APPLICATION RETURNED

**WVLN Olney, Ill.**—RETURNED application for renewal of broadcast license.

## September 16 Decisions . . .

### BY BROADCAST BUREAU

#### Granted License

**WQAM-FM Miami, Fla.**—Granted license covering changes in existing FM station: Ch. 235, 8.2 kw; ant., 360 ft.

#### Extended Completion Date

**KMYC-FM Marysville, Calif.**—Granted mod. CP for extension of completion date to 11-7-52.

**KPFA (FM) Berkeley, Calif.**—Granted mod. CP for extension of completion date to 2-21-53.

**KWSK Pratt, Kan.**—Granted mod. CP for extension of completion date to 10-8-52.

**WTCN-TV Minneapolis, Minn.**—Granted mod. CP for extension of completion date to 12-1-52.

Following granted mod. CPs for extension of completion dates as shown:

**KANU Lawrence, Kan.**, to 10-10-52;  
**WBNF-FM Buffalo, N. Y.**, to 12-31-52;  
**and WRSW Warsaw, Ind.**, to 3-31-53, conditions.

#### Locations Approved

**KBWL Blackwell, Okla.**—Granted mod. CP for approval of ant. and transmitter location, and specify main studio location.

**KCRB Chanute, Kan.**—Granted mod. CP for approval of ant., transmitter and main studio location.

**WJAZ Albany, Ga.**—Granted mod. CP for approval of ant., transmitter and main studio locations.

#### Granted License

**KGDE Fergus Falls, Minn.**—Granted

license covering change of facilities installation of DA-N, conditions; 1250 kc, 1 kw-LS, 500 w-N, DA-N, unl.

## ACTIONS ON MOTIONS

By Comr. E. M. Webster

**KOIN Inc., Portland, Ore.**—Granted petition for dismissal without prejudice application for new television station.

**WATM Atmore, Ala.**—Granted petition for dismissal without prejudice application.

**KAKE Wichita, Kan.**—Granted request for dismissal of petition of Aug. 14 for additional time to file reply to motions; petition for extension of time filed by Chief of FCC Broadcast Bureau granted by Commission on Aug. 29; petition of KAKE dismissed at moot.

**The Israel Putnam Co., Putnam Conn.**—Granted petition to amend application to specify 1350 kc in lieu of 1340 kc; change power from 250 w to 500 w; change hours of operation from unl. to day only, and make changes in ant. system and trans., and application, as amended, removed from hearing docket.

**News Sentinel Bestg. Co., Fort Wayne Ind.**—Granted petition to amend application to effect correction of geographical coordinates and changes in engineering data resulting therefrom.

**Stark Bestg. Corp., Canton, Ohio**—Granted petition for continuance of hearing in proceeding re application for new television station and that of Brush-Moore Newspapers, Inc., Canton, Ohio, from Oct. 1 to Dec. 8, 1952.

By Hearing Examiner

James D. Cunningham

**KMYR Bestg. Co., Denver, Col.**—Granted motion for leave to amend application for new television station which involves revisions in Articles of Incorporation; changes in capitalization; provides for issuance of debentures; changes in number of shares owned by the stockholders; sets forth required information concerning subscription and issuance of debentures and stock to subscribers and stockholders, etc.; amended application continued in hearing status.

## September 16 Applications . . .

### ACCEPTED FOR FILING

#### Requests TV Ant. on AM Ant.

**KFOU Clayton, Mo.**—CP to mount TV ant. on new AM ant., contingent on grant of application for television station.

#### Seeks Site Approval

**KCTG Cottage Grove, Ore.**—Mod. CP (which authorized new AM station) for approval of ant. and transmitter location; specify studio location.

#### Request License Renewals

Following stations request renewal of license:

**WVOK Birmingham, Ala.; WWPF Palatka, Fla.; WKTG Thomasville, Ga.; WHL Hammond, La.; WLS Lansing, Mich.; WMUS Muskegon, Mich.; WTEI Philadelphia, Pa.; WOAY Oak Hill, W. Va.; WFOK Milwaukee, Wis.; WDNC-FM Durham, N. C.; WPIC-FM Sharon, Pa.; WLEE-FM Richmond, Va., and KIRO-FM Seattle, Wash.**

### TENDERED FOR FILING

#### Requests TV Ant. on AM Ant.

**WICA Ashtabula, Ohio**—CP to mount TV ant. on northernmost tower of directional array.

### APPLICATION RETURNED

**WERD Atlanta, Ga.**—Returned appli-

## A. I. Samuelson

FUNERAL SERVICES were held last Thursday for A. I. Samuelson, 63, chief electrician, WBBM Chicago, who died last Monday at Henshin Hospital, Chicago, after a three-month illness. Mr. Samuelson had been with WBBM since 1931. Prior to his work with the CBS Chicago affiliate, he had been a chauffeur with the Atlass family, founders of WBBM. H. Leslie Atlass today is vice president and general manager of the station.

WBAL Baltimore has converted four of its turntables to incorporate the latest equipment for playing 45 rpm records, which are recommended by record companies for high fidelity sound production.

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## WALTER J. STILES

Consulting Television Engineer  
1003 Loyalty Building, Portland, Oregon  
ATwater 4282  
Washington, D. C.—REpublic 6160

cation for renewal of license.

## September 17 Applications . . .

### ACCEPTED FOR FILING

Modification of CP  
KEXX San Antonio, Tex.—Mod. CP,  
which authorized new AM, for ap-  
proval of ant., trans., and studio loca-  
tion and change type of trans.

### Renewal of License

Following stations request renewal  
of license:

WJIM Lansing, Mich.; WSGW Saginaw, Mich.; WQDI-FM Quincy, Ill.; WIKY-FM Evansville, Ind.; WSOC-FM Charlotte, N. C.; WSJS-FM Winston-

(Continued on page 99)

## JAMES R. BIRD

### Consulting Radio Engineer

Fairmont Hotel, KYA. 33 Elm Ave.  
San Francisco 8, Calif. Mill Valley, Calif.  
DOuglas 2-2536 DUnlap 8-4871



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## Help Wanted

**Wanted** . . . topflight announcing staff; engineering staff except chief; one good local salesman and topflight newsman. Announcers send tape or disc and full information. New Southern station. Box 465R, BROADCASTING • TELECASTING.

## Managerial

**Sales manager.** Must have aggressive sales record. Man who can produce immediate billing, sold on sound basis and direct other salesmen. High income, job security, opportunity to advance. We own two AM stations, have filed TV application, plan another AM application. 15% commission against draw (amount open) plus override or bonus arrangement. Send complete letter giving educational and employment record, family status, present income. Strictly confidential. Write Harley West, WGRO, Bay City, Michigan.

**Manager:** Assistant manager for new station in Albion, Michigan. Should know sales and small market operation. Good opportunity. Also hiring salesmen and combo men with licenses. M. Wirth, WOAP, Owosso, Michigan.

## Salesmen

**Local salesman.** Southwestern network affiliate wants top man. Now interviewing. Generous salary, car allowance, commission. Photo necessary. Box 486R, BROADCASTING • TELECASTING.

**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.

**Salesman with good sales record.** We own two AM stations, plan to file for third AM. TV application now on file. Please send complete letter, including educational and employment record, family status, present income, 15% commission against draw (amount open). Good income, job security, opportunity to advance. Strictly confidential. Write Harley West, WGRO, Bay City, Michigan.

**Midwest CBS affiliate with large regional market** wants experienced time salesman. Must have car. Salary according to ability. Write WJEF, Pantlind Hotel, Grand Rapids, Mich.

**Florida Gulf Coast station needs hard-hitting, pavement-pounding salesman,** who knows his worth and believes his income is limited only by his own initiative and ingenuity. Send photo, references, full details and salary and/or commission expected. WPCF, Panama City, Fla.

**Good opening for experienced salesman.** Send photo, references, experience and salary expected to Wm. B. Caskey, WPEN, Philadelphia.

## 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.

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

## Help Wanted (Cont'd)

**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.

**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.

**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.

**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.

**Experienced hillbilly disc jockey** who can handle early morning show . . . SE. Send tape. Box 453R, BROADCASTING • TELECASTING.

**Morning personality by Midwest 5 kw station.** Capable of handling Western shows and building strong morning audience. Unlimited opportunity in one of Midwest's most progressive stations. Send audition, photo, full details and salary requirements to Box 463R, BROADCASTING • TELECASTING.

**Announcer-engineer.** Northeastern Minnesota independent. Full story, tape, photo. Pay dependent on ability. Box 467R, BROADCASTING • TELECASTING.

**Announcer.** Straight staff. Experience preferred. Midwest 250 watt ABC market 30,000. 40 hour week. Submit resume, experience, qualifications, references, expected salary. No audition tapes or discs. Box 469R, BROADCASTING • TELECASTING.

**Network station has immediate opening** for staff announcer who can do good news job. Send all information, salary requirements and audition first letter. Box 485R, BROADCASTING • TELECASTING.

**Personality DJ, chuckle-provoking ad-lib, zany, trick "cue-ins," two-way conversation, character voices, impersonations, cartoon, radio, movie stars.** Single. Ohio. Box 496R BROADCASTING • TELECASTING.

**\$520 more a year than you now earn** if you are a top announcer with first class engineers ticket. Southeastern station in market of over 300,000, with TV application. Send complete data with present earnings, tape or disc. Box 500R, BROADCASTING • TELECASTING.

**Wanted: Staff announcer with warm, friendly personality and good voice** for Virginia station with TV application. Tell all first letter including salary requirements. Send tape or disc. Box 501R, BROADCASTING • TELECASTING.

**Operator - announcer with first class phone.** Announcing experience preferred. Mutual - ABC affiliate. Ideal working conditions. \$65.00 to start. Box 505R, BROADCASTING • TELECASTING.

## Help Wanted (Cont'd)

**Wanted: Announcer-engineer.** Florida West Coast station. Send resume, audition. Replies confidential. Box 506R, BROADCASTING • TELECASTING.

**Combination announcer-engineer, first class ticket.** Emphasis on announcing. Will take inexperienced man who shows promise. Kilowatt daytime station serving Southern Illinois. Adequate housing, good living conditions, available recreational facilities. \$65.00 per week to start. Contact General Manager, WFRX, West Frankfort, Ill.

**Announcer-engineer.** First phone. Must have solid announcing ability. Growing organization with two AM stations. TV application filed, third AM application ready for filing. Good pay, job security, advancement possibilities. Send complete letter with educational and employment record, family status, present income. Strictly confidential. Write Harley West, WGRO, Bay City, Michigan.

**Can offer experienced young DJ with sales background** fine opportunity with Michigan ABC affiliate. Salary \$70.00 weekly (plus sales commission) to start. WIBM, Jackson, Michigan.

**Versatile staff announcer, experienced in disc shows, news and sports.** Contact William Winn, Program Director, WJOC, Jamestown, New York.

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

**Hillbilly and folk music announcer** needed immediately. Start right figure for right man. Must have successful experience in at least medium market. State salary, experience, references first air mail letter. Also, must handle straight announcing assignments. WORZ, Orlando, Florida.

**Announcer-engineer.** Good announcing, willing worker, know music. Southerner only. Can make chief. Ideal working conditions, excellent salary, permanent. Send photo, audition, details to: Win Beaver, WRAG, Carrollton, Alabama.

**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.

**Combination man, sober, no floater.** Emphasis on announcing. WULA, Eu-faula, Alabama.

**Morning man—Genial, easy, selling delivery.** Balanced choice of music. Must be able to handle general announcing. Send full information and tape or disc. Lou Cate, WHPA, Williamsport, Pa.

**\$100.00 per week for topflight announcer-engineer in beautiful college city, Appleton, Wisconsin.** Send tape or disc immediately. Gerald A. Bartell, Empire Building, Milwaukee, Wisconsin.

## Technical

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

**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.

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

## Help Wanted (Cont'd)

**Chief who can announce** wanted immediately. \$325. per month. Genia staff, small CBS station. Box 440R, BROADCASTING • TELECASTING.

**Wanted—Chief engineer . . . 5000 watt Midwest directional. AM operation with TV application.** Send full particulars including experience and minimum salary accepted to Box 462R, BROADCASTING • TELECASTING.

**Transmitter engineer, announcing optional.** Ohio. Box 495R, BROADCASTING • TELECASTING.

**Need engineer immediately with first class ticket.** Box 497R, BROADCASTING • TELECASTING.

**Wanted: Engineer, announcer-engineer** at 250 watt East Central network affiliate. Announcing experience desirable not essential. Box 504R, BROADCASTING • TELECASTING.

**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.

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

**First class engineer.** \$65.00 week, WKUL, Cullman, Alabama.

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

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

**Licensed engineer for 1000 watt ABC affiliate.** Experience helpful but not necessary. Excellent opportunity for advancement. Ideal living and working conditions in medium sized Michigan town. No announcing. Write or call WTHH, Port Huron, Michigan.

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

**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

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

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

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

**Continuity writer, experienced for Michigan NBC affiliate.** Box 466R, BROADCASTING • TELECASTING.

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

**Copywriter, experienced. Must produce terse, convincing, retail sales copy.** KIND, Independence, Kansas.



## Help Wanted (Cont'd)

**Newsman**, good opportunity for journalism graduate looking for working experience on topnotch Ohio network news station. Fulltime news job. Gather, write and broadcast news. Good voice essential. Previous experience helpful. No tapes or disc until requested. Full information first letter. Box 470R, 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. All 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 air 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.

**Wanted**—Young man or woman who can write commercial script and announce. No great experience required. FCC ticket desired but not required. In the heart of the fishing and hunting country. Please do not send returnable material. Wm. T. Kemp, KVWO Box 926, Cheyenne, Wyoming.

**Experienced copywriter**. Michigan 1 kw net affiliate. Please send photo and references with sample commercial copy. WBEK, Battle Creek, Michigan.

**Midwest CBS affiliate**, large regional market, wants topnotch PD with ability to build and hold area audience. Experience qualified man able to manage programming and announcing staff. Good salary and excellent working conditions. Write WJEF, Pantlind Hotel, Grand Rapids, Mich.

**Engineer-announcer** for WMIT's 325,000 watt ERP transmitter and studio on Clingman's Peak, Mt. Mitchell, N. C. Living quarters and meals furnished employees, providing higher than average compensation. Write full details to: WMIT, Charlotte, N.C.

**Continuity gal** who handles traffic and does intelligent job of writing commercials that sell. Swell spot in college city, good working conditions, fine station, professional staff. Rush complete information to P.O. Box 120, Lexington, Kentucky.

## Situations Wanted

### Managerial

**Ten year man**—N. Y. state, 34, family, references. Experienced following phases supervisory—announcing, network sports, news, special events promotion. Desires manager-chief announcer position. Box 446R, BROADCASTING • TELECASTING.

**Station manager** . . . shirt sleeve manager presently employed as such. Net and independent experience all phases—traffic, continuity, sportscasting, news, programming and sales. Civic-minded. Box 459R, BROADCASTING • TELECASTING.

**Manager available**. My 1951 record was: sales: \$84,545.60 and net: \$18,981.62. January to September 1952, sales: \$62,888.42, and net: \$23,521.00. Sell, announce, play-by-play, civic-minded, worker, love radio. Box 475R, BROADCASTING • TELECASTING.

**Manager**: Extensive management, sales, programming background with proven formula for increasing revenue in highly competitive markets. Box 478R, BROADCASTING • TELECASTING.

**Manager**, assistant manager, program manager. AM-TV. 20 years experience major networks, all phases. Aggressive, idea man, happily married, two swell kids. Box 482R, BROADCASTING • TELECASTING.

**Sales manager-producer** of sales. Experienced broadcasting man, last three years television, wants to represent you in major Southeastern market handling feature films, syndicated shows or other services sold to TV stations or broadcasting stations. Eloquent record and adequate reason for being available. Formerly sales manager of one of country's top television stations. Box 510R, BROADCASTING • TELECASTING.

## Situations Wanted (Cont'd)

### Salesmen

**Salesman**, college graduate. Aggressive, imaginative, with knowhow. Excellent sales record. Box 484R, BROADCASTING • TELECASTING.

### Announcers

**Announcer-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.

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

**Disc 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.

**Newsreader**: newsman—authoritative mature voice—delivery. Desires mature advancement. Newsroom only. 15 years experience. \$100.00 minimum. Box 412R, BROADCASTING • TELECASTING.

**Announcer**—first phone. 2 years training and experience. 25, draft exempt veteran, married. Box 441R, BROADCASTING • TELECASTING.

**Announcer**—six years. Staff, audience shows. Prefer West. Now employed. Minimum \$70. Box 444R, BROADCASTING • TELECASTING.

**Good experienced staff announcer**, commercials, DJ, news, personality, conscientious, reliable. Box 447R, BROADCASTING • TELECASTING.

**If experience counts**, I'm your man! 19 years radio—1 year TV. News, MC, DJ, commercials that sell. Best references. Letter, photo and tape on request. Box 455R, BROADCASTING • TELECASTING.

**SRT graduate**. Experienced in all phases of announcing. Wide and varied knowledge of music/sports. Box 456R, BROADCASTING • TELECASTING.

**All-round announcer**. CBO. Young, matured voice; light experience. Free to travel. Box 457R, BROADCASTING • TELECASTING.

**Stop your S.O.S.**—I'm here! College grad, speech major. Good broadcasting voice. Fluent Spanish. No chance of your losing me to Army—vet. Dependable, not lazy. Seeking start. Box 458R, BROADCASTING • TELECASTING.

**Announcer-DJ**. Three years all phases. Available immediately. Good references. Box 460R, BROADCASTING • TELECASTING.

**Folk singer**, experienced DJ musician. Have own style. Want locate Southwest. Box 461R, BROADCASTING • TELECASTING.

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

**Strong play-by-play man**, 4 years. Married, veteran, experience all phases. Presently manager. Will travel. Box 468R, BROADCASTING • TELECASTING.

**Young announcer** with news and DJ experience, veteran and single. Box 472R, BROADCASTING • TELECASTING.

**Announcer, DJ**, looking for permanency in East, Midwest or South. Good idea man! Box 476R, BROADCASTING • TELECASTING.

**Announcer-newsreader**. One year AFRS, 3 with commercial. Full network background. Network. My specialty—MC of quiz shows, local dance bands. Prefer Michigan, North Carolina. Box 483R, BROADCASTING • TELECASTING.

**Tired of New York City**. Sports announcer seeking permanent position at progressive station. Top play-by-play. Outstanding references. Box 487R, BROADCASTING • TELECASTING.

## Situations Wanted (Cont'd)

**Air-stounding announcer**—boardman! Experienced news, DJ, sports, minimum \$50. Available immediately. Box 488R, BROADCASTING • TELECASTING.

**Announcer**, young, single, veteran. Music, news and sports. Control board operator. Box 489R, BROADCASTING • TELECASTING.

**Johnny** interested in getting start as announcer. Strong on news-commercials. 15 months training all phases radio at reliable school. Tape on request. Box 491R, BROADCASTING • TELECASTING.

**Position wanted**. Announcer, disc jockey, age 27, single, veteran. Light experience. Will travel. Disc or tape available. Box 493R, BROADCASTING • TELECASTING.

**Announcer**, two years experience, all phases. Married, wants settle down. Travel East or South. Box 502R, BROADCASTING • TELECASTING.

**Announcer**, two years solid commercial, newsman. Married, will travel to good paying, permanent job. Box 503R, BROADCASTING • TELECASTING.

**Attention!** Copywriter-announcer with ability, desires experience. Personality plus, strong commercial delivery. Ad-lib or straight. Experience my goal. Box 507R, BROADCASTING • TELECASTING.

**Hillbilly personality DJ**. Must play personals. News, commercials, board. Progressive station only. Prefer Ohio, Penna. All considered. Background, tape request. Box 514R, BROADCASTING • TELECASTING.

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

**Combo, announcer**, first phone, single, 24, two years independent, network experience, desires permanent Midwest location. Joseph Blume, Plateau 4698, St. Louis, Mo.

**Announcer**—Launch this lad's career. Young, draft exempt, veteran. Experience light, potential heavy. Write or call Ken Fried, 73 Hegeman Avenue, Brooklyn 12, N. Y. DI. 6-1003.

**First phone, ham**. Desire broadcast work at studio and transmitter. Prefer East. Vincent Giangregorio, 108-31 48th Ave., Corona, L. I., N. Y.

**Hard hitting air salesman** for Northeast metropolitan market. 8 years experience. Aggressive top morning man with proven sales record. Morning record show wanted across board. Preferably independent operation. Present income \$125.00—\$175.00 per week base plus talent. My home address: Fred H. Haggerty, 107 S. New Jersey Ave., Atlantic City, N. J. Phone Atlantic City 4-7112.

**Recent graduate** of Northwest Broadcasting School with first phone, wants position as announcer or combo. Forest Lovett, 5816 N. E. Fremont, Portland, Oregon.

**Available immediately**. Experienced DJ, commercial, news. Announcer! 25, single, veteran, car. No floater, ambitious, responsible. Lou Shabott, 1935 64th St., Brooklyn, N. Y.

### Technical

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

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

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

**Woman**, 29, second phone, working on first. Available immediately. Graduate of technical school. Desires broadcasting work. Also have office experience. Box 443R, BROADCASTING • TELECASTING.

**Engineer**, eight years, 28, car, college. Permanent. Notice. Box 445R, BROADCASTING • TELECASTING.

## Situations Wanted (Cont'd)

**Chief engineer**. Experienced all phases, including construction. Reliable, efficient, professional. Consider position television station. Available November. Professional, permanent position only. Box 480R, BROADCASTING • TELECASTING.

**Radio-TV technical**. Second class radio-telephone license. Some experience. Will travel. Box 490R, BROADCASTING • TELECASTING.

**Engineer**, first phone. One year experience. No announcing. Draft exempt. Box 492R, BROADCASTING • TELECASTING.

**Engineer-announcer**. Experienced, university degree, 7 year background AM, some TV. Veteran, single. East Central only. Present salary \$90. Box 494R, BROADCASTING • TELECASTING.

**Engineer**. Experienced, single, 26. Veteran. Car. 100 mile radius NYC. Interview desired. Box 508R, BROADCASTING • TELECASTING.

**Ambitious RCA Institutes graduate**, first phone, TV training, two years varied AM experience. Draft exempt. Theodore Bonn, 108 Grand Ave., Ridgefield Park, N. J.

**Engineer**, first phone. Technical school graduate. TV studio and transmitter training. Veteran. No station experience. John Santino, 102-13 51st Ave., Corona, L. I., New York.

### Production-Programming, Others

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

**Programming position**, preferably PD. 5 years experience. Degree. Veteran. Single. Box 451R, BROADCASTING • TELECASTING.

**Program director** unhappy, desire change. Twelve years broadcasting experience. Capabilities; program, traffic, station director. Advance musician, hillbilly-pop DJ. Reference. Box 464R, 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.

**Program director**. 30. Eight years experience, all phases. PD three stations, including regional network and metropolitan independent. Box 477R, BROADCASTING • TELECASTING.

**Available**: Experienced gal copywriter with sponsors for references. Air experience as personality deejay. Traffic experience. Michigan, Wisconsin, Illinois preferred. \$75.00. Box 481R, BROADCASTING • TELECASTING.

**Radio-TV production, promotion**, or similar work preferred. Young woman, experienced radio copywriting, account servicing. Box 498R, BROADCASTING • TELECASTING.

**Copywriter**, good, who also sells, announces, handles news and promotion. Box 499R, BROADCASTING • TELECASTING.

**Experienced copywriter**, good voice for women's shows, available in six weeks. Prefer West. Box 512R, BROADCASTING • TELECASTING.

## Television

### Salesman

**Commercial manager**, experienced in radio and newspaper sales management, seeks position in TV sales. Box 452R, BROADCASTING • TELECASTING.

### Production-Programming, Others

**Experienced**, both production and engineering in major Eastern affiliates. Four coast-to-coast net shows to my credit. Interested in director, producer or technical operations. What have you? I'm listening. Box 479R, BROADCASTING • TELECASTING.

**Motion picture booker**, young man, 32, experienced in all phases film distribution, desires opportunity in television. Correspondent, typist and office detail man. Salary secondary. New York City only. Box 509R, BROADCASTING • TELECASTING.

(Continued on next page)



## 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.

California—Profitable station in rich agricultural area. Priced to sell. Box 442R, BROADCASTING • TELECASTING.

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

### Equipment, etc.

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

Two Presto SR950 deluxe tape recorders, slightly used, perfect condition. Will sacrifice. Box 471R, BROADCASTING • TELECASTING.

40-New, Cat. No. 14F439, .25 MFD, 20,000 volts, D. C. General Electric capacitors. Case dimensions: 4-11/16" x 8" x 7" high, 11-11/16" overall height. Weight, 18 lbs. Price, \$40.00 each F.O.B. shipping point. Box 515R, BROADCASTING • TELECASTING.

Minitape recorder, nearly new condition. \$175.00. Radio Station WDAY, Fargo, North Dakota.

250 watt Western Electric transmitter now operating 1490 kilocycles. Excellent condition, wonderful tone, available November 10. Granted 1000 watts, \$1800., WMOC, Covington, Ga.

Two Western Electric 9A heads newly factory reconditioned. First \$75.00 takes. WRAC, Racine, Wisconsin.

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

250 watt, composite AM transmitter. Class C final, rack model exciter unit. Just taken out of service, ideal for standby or auxiliary transmitter. Phil Melone, Chief Engineer, WTBO, Cumberland, Maryland.

Used recording tape—7" reels. 6 for \$4.00. 12 for \$7.00. Prepaid. Brown, 1201 Brentwood, St. Louis 17, Missouri.

Gates 250 C-1 Xmtr. complete. Some new components. Best cash offer. Box 1060, Bradenton, Florida.

16mm Houston processing machine. Model K1A. Like new. List \$5,500. Bargain at \$3,500. Camera Equipment Co., 1600 Broadway, New York 19, N. Y.

## Wanted to Buy

### Stations

To invest in progressive AM station; preferably Southern with option to purchase entire operation. Box 450R, BROADCASTING • TELECASTING.

Interested in purchase of indie station in metropolitan East Coast. Want to contact young, vigorous and experienced personnel interested in investing in operation. Background of local sales programming—news preferred. Box 513R, BROADCASTING • TELECASTING.

### Equipment, etc.

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.

### Miscellaneous

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

First class phone license at our resident school. Also correspondence course. Serving the industry since 1937. Write now for catalogue. Don Martin Radio & TV School, 1653 North Cherokee, Hollywood 28, Calif.

## Situations Wanted

### Managerial

### STATION MGR. AVAILABLE

1951 Record

Sales: \$84,545.60 Net \$18,981.62

January 1st to September 1st, 1952

Sales: \$62,888.42 Net: \$23,521.00

Sell, Announce, Play-by-Play, Civic-Minded, Worker.

Can't buy into station—Desire Change

BOX 474R

BROADCASTING • TELECASTING

## Television

General manager with technical and engineering background. Highest calibre, pioneer TV executive. Experience in:

UHF and VHF

Station Planning

Construction

Operation

Large and Small Stations

Consulting

FCC Applications

Management Minded — Dollar

Conscious

Your letterhead will bring full

information.

Box 473R,

BROADCASTING • TELECASTING

## Situations Wanted

### Production-Programming, Others

Northwestern-NBC Television Institute Graduate (1952) desires position as director and/or producer. Will accept additional duties such as cameraman, photographer, film director, etc. Broad education, experience in motion pictures and executive experience in Education. Can set up and supervise complete photographic department. Veteran, age 31. Box 454R, BROADCASTING • TELECASTING.

## For Sale

### Equipment, etc.

## TV APPLICANTS

### NEW

## TV TRANSMITTER

## AVAILABLE

Make offer for brand new RCA TTSA Channel 7-13 TV transmitter, tubes, filter-crystals, control console included. Transmitter crated, ready to ship from RCA, Camden.

Box 511R

BROADCASTING • TELECASTING

## - WILL SELL -

### IMMEDIATE DELIVERY

## RCA TELEVISION 16MM

## PROJECTOR

## TYPE TP — 16A

Also Jeep Type Camera and two (2) 1850-A Iconoscope Tubes.

L. SHERMAN ADAMS

200 Berkeley St.,

Boston 16, Mass.

## CBC APPROVALS

### Board Grants Shift

CJEM Edmunston, N. B., was granted permission to change from 1380 kc with 1 kw to 570 kc and same power at Sept. 5 Canadian Broadcasting Corp. board of governors meeting in Montreal. CFRB Ottawa was granted permission for a 1 kw emergency transmitter, and CKSF Cornwall for a 100 w emergency transmitter. CFYT Dawson operating with 100 w on 1400 kc will move to 1230 kc on same power.

Following stations were given permission for share transfers and control of the companies were not affected:

CHEX Peterborough, CKWS Kingston, CHOK Sarnia, CHRL Roberval, CFAB Windsor, N. S., CKEN Kentville, CKLD Thetford Mines, CKL Nelson, CKX Brandon, CJON St. John's, CJBR Rimouski, CKLW Windsor, CHEF Granby, CJOR Vancouver, CKRD Red Deer, CFCH North Bay, CJKL Kirkland Lake, CKGB Timmins, and CHLN Three Rivers. Corporate name of CKLD Thetford Mines, was permitted to be changed to Radio Thetford Limitee.

Transfer of CKLS La Sarre control was deferred as was the request of CHNO Sudbury, for supplementary 250 w transmitter on 1240 kc.

## AAAA Examinations

SEVENTH annual examination conducted by the American Assn. of Advertising Agencies will be held in 16 cities throughout the U.S. on Feb. 14 and Feb. 23, 1953. The examinations, designed to attract high-calibre young people into advertising, include tests of aptitude, temperament and practical knowledge of the field.

## Employment Service

### WANT A GOOD EXECUTIVE?

Competent, reliable General, Commercial and Program Managers: Chief Engineers, Disc Jockeys, Sportscasters, other specialists. Tell us your needs today. Delays are costly.

HOWARD S. FRAZIER

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

## Eastern Independent

**\$50,000.00**

The only independent in an excellent eastern market of more than 100,000 city population. This combined operation is profitable and growing.

## 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

## Southern Network

**\$50,000.00**

A fulltime bonus affiliate—the only station in a growing southern market. Good financing available.

## 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.



## OPINIONS AND ORDERS

Nashville, Tenn.—FCC reconsidered and set aside its action in Sixth Report Order [B.T. April 14] which granted joint counterproposal of WLAC Nashville and WSIX Nashville for assignment of vhf Ch. 5 to Nashville, and ordered that, effective 30 days after publication in Federal Register, Table of Assignments in Sec. 3.606 of rules be amended to delete Ch. 5 from assignments to Nashville; further, FCC denied petitions of WMCT Memphis requesting modification of Commission's show cause order (which requires that move from vhf Ch. 4 to vhf Ch. 5) so as to permit that station to move to vhf Ch. 3. Comrs. Webster and Henock dissented. (FCC proposed rule making to assign vhf Ch. 5 to Old Hickory, Tenn.) Memorandum opinion and order Sept. 18.

WGAL-TV and Peoples Bestg. Co., Lancaster, Pa.—FCC (1) denied petition of Peoples Bestg. Co. to reconsider and set aside show cause order why assignment of WGAL-TV should not be changed from vhf Ch. 4 to vhf Ch. 8, but (2) granted Peoples Bestg. Co.'s further petition for comparative hearing of its application for new TV station at Lancaster on vhf Ch. 8, and (3) granted request of WGAL-TV for modification of license to operate on vhf Ch. 8 with ERP 7.2 kw visual, 6 kw aural, antenna height 270 ft., upon express condition that grant is subject to being withdrawn upon determination of proceeding involving its application and that of Peoples Bestg. Co. for vhf Ch. 8. Comr. Sterling issued dissenting opinion. Memorandum opinion and order Sept. 18.

Wisconsin State Radio Council and Radio Wisconsin Inc., Madison, Wis.—FCC denied petitions requesting reconsideration of Sixth Report Order B.T. April 14) so as to assign vhf Chs. 2, 7 and 13 to LaCrosse, Green Bay, Wausau and Eau Claire, respectively, or noncommercial educational TV in lieu of uhf channels now assigned LaCrosse, Eau Claire, Marinette, Wausau and Chilton for that purpose, and to assign uhf Ch. 21 for commercial broadcasting and vhf Ch. 3 for non-

# fcc roundup

New Grants, Transfers, Changes, Applications



## box score

SUMMARY THROUGH SEPT. 18

	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	110	98	67	818*	170

\* Filed since April 14.

**CALL ASSIGNMENTS:** WMOZ Mobile, Ala. (Gadsden Radio Co., previously assigned WGSN); KRCH Hot Springs, Ark. (Hot Springs Bestg. Co., 1270 kc, 1 kw D); KVOM Morrilton, Ark. (Morrilton Bestg. Co., 800 kc, 250 w D); KXXL Monterey, Calif. (S. A. Cisler, 630 kc, 500 w D); WKKO Cocoa, Fla. (Brevard Bestg. Co.); WBOY Tarpon Springs, Fla. (WBOY Bestg. Assoc., 1470 kc, 5 kw D); WCGA Calhoun, Ga. (Gordon County Bestg. Co., 900 kc, 1 kw D); WRHT Griffin, Ga. (Griffin Bestg. System, 1320 kc, 1 kw D); KJRG Newton, Kan. (George Basil Anderson, 950 kc, 500 w D); WLEX Lexington, Ky. (Fayette Bestg. Co., 1300 kc, 1 kw fulltime; previously assigned WKLY); WTCW Whitesburg, Ky. (KY-VA Bestg. Corp., 920 kc, 1 kw D); KEUN Eunice, La. (Tri-Parish Bestg. Co., 1490 kc, 250 w fulltime; WBRN Big Rapids, Mich. (Paul A. Brandt, 1460 kc, 500 w D); WFBM (FM) Flint, Mich. (Flint Board of Education, noncommercial, educational FM); WION Ionia, Mich. (Ionia Bestg. Co., 1430 kc, 500 w D); KLEA Lovington, N. M. (Property Land Best. Co., 1050 kc, 250 w D); WDLC Port Jervis, N. Y. (Port Jervis Bestg. Co., 1490 kc, 100 w fulltime); WFOB-AM-FM Fostoria, Ohio (Seneca Radio Corp., previously assigned WFOS [AM] and WFOB [FM]); KCTG Cottage Grove, Ore. (Coast Fork Bestg. Co., 1400 kc, 250 w fulltime); WGSW Greenwood, S. C. (Radio Greenwood Inc.); WAEW Crossville, Tenn. (Arthur Wilkerson Lumber Co., 1340 kc, 100 w fulltime); WLAF LaFollette, Tenn. (LaFollette Bestg. Co., 1450 kc, 100 w fulltime); KEYY Provo, Utah (Mid-Utah Bestg. Co., previously assigned KNEU); KUTV (FM) Salt Lake City, Utah (Utah Bestg. & Television Co.), and WAPL Appleton, Wis. (Bartell Bcstrs. Inc., 1570 kc, 500 w D).

(Also see Actions of the FCC, Page 94)

commercial educational broadcasting at Madison. Comrs. Walker and Henock dissented. Memorandum opinion and order Sept. 18.

**Temporary Processing Procedure**—FCC amended its temporary processing procedure for television broadcast applications so that, beginning Oct. 15, it will suspend processing of mutually exclusive applications. Commission will continue to process non-competitive applications in order of priorities set forth in its temporary processing procedure. Order Sept. 18.

## DECISION

Reading, Pa.—Radio Reading. FCC denied application of John J. Keel and Lloyd W. Dennis Jr., tr/as Radio Reading, for new AM station on 1510 kc, 1 kw fulltime, DA-DN. Decision Sept. 16.

## INITIAL DECISION EFFECTIVE

Big Rapids, Mich.—Frank Tefft Jr. FCC gave notice that, since no exceptions have been filed to initial decision re application of Frank D. Tefft Jr. for new AM station on 1400 kc, 100 w fulltime, and Commission has not ordered review thereof on its own motion, the initial decision denying application became effective Sept. 15. Notice Sept. 16.

## INITIAL DECISION

Farrell, Pa.—Sanford A. Schafitz. Hearing Examiner Hugh B. Hutchison issued initial decision looking towards grant of 1470 kc, 500 w daytime; condition. Simultaneously, hearing examiner denied application of Greater New Castle Bestg. Corp. for 1460 kc, 1 kw D. Initial decision Sept. 18.

## Non-Docket Actions . . .

## TRANSFER GRANTS

KWLK Longview, Wash.—Granted transfer of control from C. O. Chatterton, d/b as Twin City Bestg. Co., to Longview Publishing Co. for \$65,690. Principals in assignee include President J. M. McClelland (31%), Secretary-Treasurer J. M. McClelland (10%), Ruth P. McClelland (5%), and R. A. Long Trust (49%). Assignee held 32% interest in station before transfer. Granted Sept. 9.

## FM GRANTS

Honolulu, Hawaii—Henry T. Lee. Granted 92.3 mc (Ch. 222), ERP 6 kw; antenna height 33 ft. Engineering condition. Estimated construction cost \$210,400, first year operating cost \$84,000, revenue \$80,000. Sole owner is Henry T. Lee, president of Kaimuki Finance Ltd. (real estate and insurance) and president of '29ers Ltd., d/b as Kailua Tavern. Granted Sept. 18.

Jasper, Ala.—Bankhead Bestg. Co. Granted 103.7 mc (Ch. 273), ERP 17.5

kw; antenna height 50 ft. Engineering conditions. Applicant is licensee of WWWW Jasper. Granted Sept. 18.

Berlin, N. H.—White Mountains Bestg. Co. Granted 103.7 mc (Ch. 279), ERP 10 kw; antenna height 160 ft. Engineering condition. Applicant is licensee of WMOU Berlin, N. H. Granted Sept. 18.

## TRANSFER GRANTS

KORC Mineral Wells, Tex.—Granted assignment of license from Raymond River to J. Elroy McCaw for \$45,000. Mr. McCaw is 50% owner and president of KELA Centralia-Chehalis, Wash., 1/2 owner and secretary-treasurer of KYAK Yakima, Wash., 1/2 owner and secretary-treasurer of KALE Richland, Wash., 21% owner of KLZ Denver, 50% owner of KPOA Honolulu, Hawaii, 50% owner of KILA Hilo, Hawaii, 50% owner of KYA San Francisco, and sole owner of KRSC Seattle. Granted Sept. 18.

KLUF-AM-FM Galveston, Tex.—Granted transfer of control from Orrin Tucker to George Roy Clough, radio repair service and real estate investments, Helen Clough (wife of George Roy Clough), LeRoy D. Clough, engineer at KLUF-AM-FM, and Braden E. Clough, administrative-traffic manager at KLUF-AM-FM. Previous to April 25, 1951, George Roy Clough was majority stockholder and Helen D. Clough, LeRoy D. Clough and Braden E. Clough were minority stockholders in the station. Transfer involves cancellation of \$90,000 note. Granted Sept. 18.

## New Applications . . .

## AM APPLICATIONS

Bentonville, Ark.—Northwest Arkansas Radio & Television Inc., 840 kc, 1 kw daytime; antenna 300 ft. Estimated construction cost \$21,583, first year operating cost \$36,000, revenue \$45,000. Principals include President Dwight Morris (83.4%), owner of Dwight Morris Motion Picture Productions and president, general manager and 90% owner of University Bus Lines from 1945 to 1949; Vice President G. Don Thompson (16%), program manager for KOTV (TV) Tulsa, Okla., and vice president and 10% owner of Kirkpatrick Inc. (distributor of film and motion picture equipment and supplies), Tulsa, from 1946 to 1949; Secretary Clayton N. Little (0.4%) (other interests not indicated), and W. H. Enfield (0.4%) (other interests not indicated). Filed Sept. 12.

Warren, Ark.—Pines Bestg. Co., 860 kc, 250 w daytime; antenna 250 ft. Estimated construction cost \$18,900,

first year operating cost \$25,000, revenue \$40,000. Principals include Paul Fisher (50%), teacher and steward for Arkansas Polytechnic College, Russellville, Ark., and John G. Rye (50%), Russellville attorney. RESUBMITTED; first filed July 29 [FCC ROUNDUP, B.T. Aug. 18]. Re filed Sept. 11.

Eldorado, Kan.—O. A. Tedrick, 1360 kc, 500 w daytime; antenna 200 ft. Estimated construction cost \$15,725, first year operating cost \$37,200, revenue \$62,000. Sole owner of applicant is O. A. Tedrick, Poplar Bluff (Mo.) attorney, and secretary and owner of 190 shares of capital stock of KWOC Poplar Bluff, Mo. Filed Sept. 17.

Waverly, Ohio—Alice B. Hively, 1590 kc, 500 w daytime; antenna 185 ft. Estimated construction cost \$20,000, first year operating cost \$30,000, revenue \$36,000. Sole owner of applicant is Alice B. Hively, 90% owner of Howard Hively Inc. (Lincoln-Mercury automobile dealer), Cincinnati, and 62.2% owner of Beasley-Grove Co. (Ford automobile dealer), Columbus, Ohio. Filed Sept. 18.

Newcastle, Wyo.—Newcastle Bestg. Co., 1240 kc, 250 w fulltime; antenna 150 ft. Estimated construction cost \$20,300, first year operating cost \$34,500, revenue \$37,200. Principals include President Joe Aimonetto (24 1/2%), 50% owner of Craig Chevrolet Co., Newcastle, Wyo.; Vice President Lola Aimonetto (24 1/2%), housewife, and Secretary-Treasurer Floyd A. Sparks (1%), general manager of Black Hills Light Opera Co., Rapid City, S. D. Filed Sept. 12.

## TRANSFER REQUESTS

KFRE Fresno, Calif.—Transfer of control from California Inland Bestg. Co. to Paul R. Bartlett through sale by Stockholder J. E. Rodman to Mr. Bartlett 60% interest for \$350,000. Mr. Bartlett is 24% stockholder of KFRE and general manager. Filed Sept. 17.

KATY San Luis Obispo, Calif.—Assignment of license from John R. Rider and Morden R. Buck, d/b as San Luis Bestg. Co., to KATY: Sweetheart of San Luis Obispo Inc., for \$30,000. Principals in assignee include President Maynard F. Marquardt (30%), Western Manager and 3% owner of World Bestg. System (transcription library), Los Angeles, 1st vice president and 7.5% owner of KWTC Barstow, Calif., and independent real estate buying and selling; Vice President Glenn Porter (20%), sound engineer for Paramount Pictures Corp., Hollywood, and independent real estate buying and selling; Secretary Louise Litten Marquardt (30%), independent real estate buying and selling, and Treasurer Mildred Litten Porter (20%), independent real estate buying and selling. Filed Sept. 18.

WDEC Americus, Ga.—Transfer of control from The Americus Bestg. Co. to W. G. Pearlman (90%), Charles C. Smith (5%) and J. Frank Myers (5%) for \$28,000. Mr. Pearlman is 98% owner of W. G. Pearlman Dept. Store, Mr. Smith is manager of WDEC and Mr. Myers is Americus attorney. Filed Sept. 8.

WLAQ Rome, Ga.—Transfer of control from News Publishing Co. to Station WLAQ through transfer of interest of B. H. Mooney (deceased) to B. H. Mooney Jr., Jennie F. Mooney and James F. Mann. No monetary consideration. Filed Sept. 3.

WROK-AM-FM Rockford, Ill.—Transfer of control from Rockford Bcstrs. Inc. to E. Kenneth Todd, L. C. Miller, F. Ward Just and William M. Layman, all of whom already have interest in WROK, by stock transfer. Filed Aug. 8.

WFML (FM) Washington, Ind.—Transfer of control from Paul R. Bausman (deceased) to Mrs. Helen Bausman, executrix of estate of Paul R. Bausman. No monetary consideration. Filed Aug. 14.

KPRS Olathe, Kan.—Assignment of CP from Johnson County Bestg. Co. Inc. to Twin City Advertising Agency Inc. in order to complete transfer; assignment of license already granted, but assignment of CP which permits station to move from Olathe, Kan., to Kansas City, Mo., also has to be transferred. No monetary consideration. Filed Sept. 12.

WIBR Baton Rouge, La.—Assignment of license from Owen W. Ware and G.

(Continued on page 100)

## FCC Actions

(Continued from page 95)

Salem, N. C.; WIXL-FM Dallas, Tex.

## TENDERED FOR FILING

## Replace Expired CP

KECC Pittsburg, Calif.—CP to replace expired CP to change night power.

## September 18 Applications . . .

## ACCEPTED FOR FILING

## AM—1430 kc

KALI Pasadena, Calif.—CP to increase power from 1 to 5 kw; install new trans., and make changes in DA.

## License for CP

WKEI Kewanee, Ill.—License for CP, as mod., which authorized new AM.

## Extension of SSA

KOB Albuquerque—Extension of SSA to operate on 770 kc 25 kw-N 50 kw-D ml. using trans. authorized under CP for period beginning 3 a.m. EST Oct. 1.

## Renewal of License

Following stations request renewal of license:

WLBS Birmingham, Ala.; WBBM Miami Beach, Fla.; WRUF Gainesville, Fla.; WBBM Chicago; WNOP Newport, Ky.; WWL New Orleans, La.; WKBC North Wilkesboro, N. C.; KCRQ Prineville, Ore.; WISR Butler, Pa.; WEAB Greer, N. C.; KMCO Conroe, Tex.; WARL Arlington, Va.; WNNT Warsaw, Va.

## Change Studio Location

WSBA-TV York, Pa.—Mod. CP, which authorized new TV, to change studio location from 53 N. Duke St., York, to Spring Garden Township, York.

## TENDERED FOR FILING

## AM—850 kc

WILD Birmingham, Ala.—Mod. CP to increase power from 5 to 10 kw-D and change type of trans.

## Change Transmitter Location

WKVM San Juan, Puerto Rico—Mod. CP to change trans. location from Arecibo, Puerto Rico to Suchville and make changes in DA.



(Continued from page 99)

T. Owen, d/b as Community Bestg. Co., to same two principals, each to be 50% stockholder in Community Bestg. Co. Inc. Change from a partnership to a corporation for purpose of better efficiency in management and administration and for income tax reasons. No actual change of management or control; no monetary consideration. Filed Sept. 12.

**WKWK Muskegon, Mich.**—Assignment of license from Nicholas William Kuris to Nicholas William Kuris and Gladys Kuris, d/b as NK Bestg. Co., because funds for construction of station came from joint funds of Mr. and Mrs. Kuris, who have conducted financial affairs as husband and wife partnership without written agreement since they were married in 1914; this application seeks correction of legal status of licensee. No actual change of ownership or operation except change to include licensee's spouse; no monetary consideration. Filed Sept. 18.

**KWRN Reno, Nev.**—Assignment of license from Nevada Radio-Television Inc. to Millett F. Keller (90.9%) and Franz J. Robischon for \$33,000. Mr. Robischon is manager of KWRN. Mr. Keller is an optometrist in Great Falls, Mont. Filed Sept. 8.

**WHKK Akron, Ohio**—Assignment of license from United Bestg. Co. to The WHKK Bestg. Co. for \$82,755. Principals in assignee include President Philip R. Herbert (50%), sales manager for the Upco Co. (paint mfrs.) and sales manager for WHKK from 1945 to 1948, and Secretary-Treasurer Jackson B. Maurer (50%), sales manager for WHKK and sales manager for WHK Cleveland from 1944 to 1952 (salesman there from 1935 to 1944). Filed Sept. 8.

**WATG-AM-FM Ashland, Ohio**—Assignment of license from The Ashland Printing & Bestg. Co. to Mahoning Valley Bestg. Corp. for \$57,500. Principals in assignee include President John Cherpack Jr. (31.9%), Vice President Gene Trace (31.9%), Secretary-Treasurer Anthony N. Ross (31.9%) and Assistant Secretary Theodore T. Macejko (4.3%), and other minority stockholders. Assignee is licensee of WBBW Youngstown; each stockholder will hold same percentage of interest in both stations. Filed Sept. 11.

**WBEX Chillicothe, Ohio**—Acquisition of control of Shawnee Bestg. Co. licensee, by John E. Halliday and Marjorie B. Halliday for \$22,333 for 66.6% interest. Mr. Halliday is Gallipolis (Ohio) attorney and Mrs. Halliday is housewife. Filed Sept. 16.

**WJEH Gallipolis, Ohio**—Acquisition of control of Ohio Valley on the Air Inc., licensee, by John E. Halliday and Marjorie B. Halliday for \$8,667 for 80% interest. Mr. Halliday is Gallipolis attorney and Mrs. Halliday is housewife. Filed Sept. 16.

**WFAK Memphis, Tenn.**—Transfer of control from Frank J. Keegan to WFAK Inc.; change from individual to corporation. No actual change of ownership or control; no monetary consideration. Filed Aug. 21.

**KATL Houston, Tex.**—Acquisition of control by W. H. Talbot, New Orleans (La.) attorney, through purchase of 45% interest from E. A. Stephens for \$15,000. Mr. Talbot already has 45% interest. K. H. Robinson retains his present 10% interest. Filed Sept. 8.

**KWFT Wichita Falls, Tex.**—Transfer of control from E. H. Rowley (1,875 shares), John H. Rowley (3,750 shares) and Agnes D. Rowley (1,875 shares) (a total of 20,000 is held by these three which is equal to 80% interest) to Kenyon Brown for \$13,500. Mr. Brown, who now has 5,000 shares, will have 12,500 shares after transfer, or 50%. Filed Sept. 2.

## Deletions . . .

TOTAL deletions of licensed stations since Jan. 1: AM 7, FM 8, TV 0. New deletions:

**WFJS (FM) Freeport, Ill.**, license. Economic.

**WLEX Lexington, Ky.**, license. Licensee of WLEX purchased WKLX Lexington [FCC Roundup, B.T., Aug.

(Continued from page 65)

Spartan Broadcasting Co., seeking uhf Channel 48, is being advised comparative hearing is required with bids of WIBM Inc. (WIBM) and Jackson Broadcasting and Television Corp. (WKHM).

Another applicant, Great Plains Television Properties Inc., seeking uhf Channel 38 at Duluth, is being asked to furnish additional financial data and charter authority to engage in TV.

FCC's notice amending its temporary processing procedure follows:

The Commission, by order, amended its temporary processing procedure for television broadcast applications so that, beginning Oct. 15, 1952, and until further notice, it will suspend the processing of mutually exclusive applications (i.e., those which compete for the same channel in the same community or require comparative hearing for other reasons). This is being done to enable the Commission to concentrate, for the time being, on the processing of many pending non-competitive applications.

The temporary processing procedure adopted by the Commission in the Sixth Report and Order was designed to make television service available to the greatest number of people in the shortest period of time. Under this procedure, applications are grouped within categories based on the present lack of television service in the communities for which they are filed. On July 1, 1952, the Commission commenced the processing of the "post freeze" applications for new television broadcast stations. Since that time, 65 mutually exclusive applications were designated for hearing and 168 additional applicants were advised that their applications could not be granted because they were mutually exclusive with other applications.

Because of the limited number of Commission hearing examiners and other staff members engaged in hearing work it would not be possible to try such cases until the present backlog is removed, and therefore no useful purpose would be served by designating additional applications for hearing at this time. For this reason the interests of parties who have filed or who will file mutually exclusive applications will not be adversely affected by the processing only of non-competitive applications at this time. It is anticipated that the hearings in the cases now designated for hearing and those additional mutually exclusive applications already processed by the Commission will not be concluded for a considerable period. Accordingly, in order to bring television service as quickly as possible to as many people as possible, the Commission feels that the public interest will be served by processing, for a limited time, non-

competitive applications only.

The Commission will continue to process non-competitive applications in the order of priorities set forth in its temporary processing procedure. Where mutually exclusive applications are filed, the Commission will pass such applications and will issue public announcements weekly of the applications that were passed. If mutually exclusive applications are amended so as to remove the conflict, the Commission will consider such applications at that time. The Commission will re-examine its backlog of hearing cases from time to time. When it appears the Commission personnel engaged in hearing work will be available for the handling of additional cases, the Commission will resume the processing of mutually exclusive applications.

## AP RADIO

### Radio Study Unit Named

TWO-FOLD program to improve the Associated Press radio news report was recommended last week by a committee of AP member radio station representatives at an organizational meeting in New York.

The proposals include: (1) "inauguration of a type of continuing study organization from the radio membership to coordinate the needs and desires of individual members as required due to changing times and changing news interests," and (2) "setting up of an exchange among all radio members of helpful news and programming information so as to make the fullest and most profitable use of the AP radio wire service."

The seven-man committee, authorized by the AP board of directors to make recommendations to improve the radio news report, consisted of Les Mawhinney, news director of KHJ Los Angeles, who was elected chairman; M. H. Bonebrake, president and general manager of KOCY Oklahoma City, vice chairman; Tom Eaton, news director, WTIC Hartford, secretary; and Joe N. Bryant, president and general manager of KCBD Lubbock, Tex.; Jack Shelley, news manager of WHO Des Moines; Jack Krueger, news editor of WTMJ Milwaukee, and Daniel W. Kops, executive vice president and general manager of WAVZ New Haven.

To implement the program, two subcommittees were set up—one on the "News Report" to be headed by Mr. Krueger, and the other on "News Programming," to be headed by Mr. Kops.

AP executives participating in the discussions included Frank Starzel, general manager; Oliver Gramling, assistant general manager; Alan J. Gould, executive editor; John H. Aspinwall, radio editor, and Paul Mickelson, general news editor.

JOSEPH RUSSAKOFF, president of Vanguard Adv., N. Y., has been named to the faculty, school of business administration, at Manhattan College, where he will teach advertising media.

(Continued from page 65)

SCREEN WRITERS GUILD six-week-old strike against Alliance of TV Film Producers may be settled by a compromise, it was reported last week.

Representatives from both groups are scheduled to meet this week after holding two "exploratory" sessions described as "very satisfactory." The first meeting Sept. 12, was instigated by Ronald Reagan and Pat Somerset, president and assistant executive secretary, respectively, of Screen Actors Guild, and Roy Brewer, IATSE representative, who said they act as individuals seeking labor peace "because the strike situation" "harming the industry."

In a surprise move last week the newly-organized Television Writers of America voted to support SWG by observing its picket line, although not agreeing with SWG's strike principle. The new union agreed to "withhold material" from ATFP.

The strike had been weakened soon after it began Aug. 11 when Radio Writers Guild refused to support SWG, upon which Authors League of America, parent organization of both SWG and RWG, voted a permanent restraining order to force RWG to support the strike.

SWG asks royalties for open-ended TV films and additional payment for re-use where a producer acts as contractor with the pre-sold product, plus minimums. ATFP is opposed to residual rights, but is willing to repay writers for re-use of material, although not for each re-use.

## STRAUS NAMED

### To Demo Finance Po

APPOINTMENT of Nathan Straus, president of WMCA New York, as deputy finance chairman of the Democratic National Committee was announced last week. Beardsley Rummler, head of the group's finance committee.

Mr. Straus served as New York campaign manager for Sen. Estes Kefauver (D-Tenn.) this summer before the national political conventions in Chicago.

## ABC-PG Contract

ABC Hollywood and the Publicists Guild last week agreed on salary increases and improved working conditions for three members in ABC sales promotion effective Oct. 15. New contract identical to and has been merged with that pact covering five members in press information, signed last July [B.T., Aug. 4]. Sales promotion members' salary raised to \$86.75 for 40-hour, five-day week minimum stipulated in contract.

## Hawaii FM Outlet

FIRST United States territory to have an FM station will be Hawaii. The FCC last Thursday granted Channel 222 (92.3 mc) with ERP of 6 kw to Henry T. Lee, Honolulu real estate and insurance agent. Besides being the first FM station in a territory, Mr. Lee's station will be one of the largest FM outlets built within the last several years. Construction cost is estimated at \$210,400, with first year operating cost about \$84,000 and revenue \$80,000.



## Full Text of ABC Letter

(Continued from page 26)

ave not had for the past several years.

To effect these changes we propose to maintain the same gross evening rates; therefore, to enable the advertiser to enjoy an average 5% saving, we must increase our discounts, which will not run up to 2%.

For all daytime rates, seven days a week, morning and afternoon, we propose a 5% increase in the published rate of your station. These rates would be rounded to the nearest dollar. Monday through Friday earnings most of this increase will be passed on to advertisers and will result, after a standard six months protection period, in increased revenue for both of us. In the afternoon Monday through Friday we propose to establish increased discounts which will offset the 5% increase rates so that the net cost to the advertiser will remain the same. On Saturdays we propose to have these larger afternoon discounts apply all day long—thereby resulting in a decreased net cost to the advertiser on Saturday morning.

On Sundays we propose to have the morning discounts apply all day long. The gross rates on Sunday afternoon which are 66% prior to 4:00 p.m. local time and 75% between 4:00 and 6:00 p.m. local time will be reduced to 52½% of the evening rate. Since the other three networks have pegged Sunday afternoon rates at regular daytime values or some time, this move is obviously necessary in order for us to regain our competitive position.

The overall net result of these changes will be a loss of net revenue received from our advertisers, which of necessity must be accompanied by a reduction in compensation to all affiliated stations. This reduction will be another 15% decrease equal to the reduction we effected July 1, 1951, and accomplished in the same manner. Compensation will continue to be computed on your present evening gross rates and the new higher daytime gross rates, and this additional 15%, together with the 5% already in effect, will be deducted from the compensation so computed.

Like NBC, we plan to grant vertical contiguity for non-contiguous periods of the broadcast day. Under his sales policy, a daytime advertiser may buy an evening program and make the two contiguous at their respective rates. The two important examples at the moment are General Mills and Sterling Drug. Under this plan General Mills can combine *Whispering Streets*, The Betty Crocker program, Cal Tinney with the *Lone Ranger*—*Silver Eagle* evening strip or contiguous rates purposes. In the case of Sterling *My True Story* and *Mystery Theater* will be combined on Wednesday only to establish a 55-minute rate. Using this example *Mystery Theater* will be billed at 30/55th of the 55-minute evening rate and *My True Story* at 25/55ths of the morning rate.

In connection with vertical contiguity for non-contiguous periods, we will establish a new sales policy effective Oct. 1, 1952, specifying that no advertiser shall be entitled to contiguous rates for non-contiguous periods of less than 15 minutes duration. Five minute strips in any part of the broadcast day will no longer

qualify for contiguous rates. Naturally, present advertisers are excepted from this policy as long as their programs continue on ABC. The two specific cases at present are the three General Mills Betty Crocker strips and the Philco five-minute strip 10:30-10:35 p.m. NYT.

In addition, for evening advertisers we plan to continue the present policy of horizontal contiguity after 6:00 p.m. local time. We will continue our present restriction that an advertiser must buy at least 60 minutes of evening time in segments of not less than 15 minutes each in order to enjoy this contiguity. The Gulf Oil—John Daly program, which was originally placed as a summer show, has renewed on a regular basis directly as a result of this policy.

We are currently setting the schedule for a series of regional affiliate meetings for this fall. We regret that the action of our competitors in making comparable changes effective, in the case of CBS on Aug. 25, 1952, and NBC on Sept. 28, 1952, does not permit us to hold this matter in abeyance until the conclusion of these regional meetings. We look forward during these meetings to a detailed discussion with you of the entire matter of rates, both in relation to this present step and future possibilities. In the meantime, we most strongly urge your cooperation and quick approval of this proposal.

Already we are in a non-competitive position with NBC and CBS and will remain so until this plan is approved by all of our stations. Obviously our advertisers are most anxious to have specific information regarding their programs. May I ask that, after you consider this most important problem, you execute promptly the attached rider to our present affiliation agreement, which incorporates these changes, and return it to ABC station relations as soon as possible. It is of great importance that this be done by Friday, the nineteenth of September.

We realize that this requires very prompt action on your part on a very serious matter. We know, however, that your consideration of the problem will be made easier because of the published actions of CBS and NBC which paralleled this proposal so closely. In order to explain our position more fully, we have planned a special closed circuit at the regular closed circuit time on Monday, Sept. 15, 1952. May we urge you to listen to this closed circuit which will be devoted entirely to this matter. Al Beckman, Bill Byle, the other members of the station relations department and I will be most happy to discuss this with you if you wish.

Once again, may I seek your cooperation and reemphasize the necessity of your prompt approval by executing and returning to us the attached contract rider.

Very Sincerely,  
(Signed)  
Ernest Lee Jahncke Jr.

ABC radio is making its Hollywood studio facilities available to its clients and others in broadcasting, advertising, acting, announcing and music fields. Equipment includes 22 Ampex tape recorders and RCA acetate lathes and is available for making audition recordings, spot announcements, program ideas, air shows, talent presentations, interviews or sound effects. Lloyd Hockin is recording supervisor.

## SLOAN'S DUTIES

### KHJ-TV Assignment Added

JOHN F. SLOAN, WOR-TV New York's sales manager [B•T, Sept. 15], last week was given the additional assignment of heading national sales, in New York and Chicago, for KHJ-TV Los Angeles.



Mr. Sloan

The appointment was announced Thursday by General Teleradio Inc., General Tire & Rubber Co.'s radio-TV subsidiary which owns WOR-TV and KHJ-TV as well as the Don Lee and Yankee networks and a majority stock interest in Mutual.

Operating from WOR-Mutual headquarters in New York, Mr. Sloan will supervise 18 salesmen in New York and Chicago in work on the KHJ-TV account.

The appointment follows recent changes in the Los Angeles TV station representation alignment, when Edward Petry & Co., which represented KHJ-TV in the past, took on representation of ABC's KECA-TV along with ABC's radio and TV stations in New York and San Francisco [B•T, Sept. 8, 1].

Mr. Sloan's additional assignment came less than a week after he resigned as general sales manager of WPAT Paterson, N. J., to join WOR-TV. BROADCASTING • TELECASTING's story on that change inadvertently identified Mr. Sloan's former position at WPAT as that of general manager rather than general sales manager. D. J. Wright is executive vice president and general manager of WPAT.

## ABC-TV COMMITTEE

### Meets in N. Y. Today

FIRST meeting of the newly organized ABC-TV Advisory Committee will be held at the network's headquarters in New York today (Monday), Alfred R. Beckman, national director of ABC's radio and television station relations departments, announced Wednesday.

The ABC-TV Advisory Committee, consisting of executives of five television affiliates, will meet with Robert E. Kintner, ABC president; Alexander Stronach Jr., vice president of the ABC-TV network and Mr. Beckman in an all-day session.

## Canadian Set Output

PRODUCTION of TV receivers in Canada during July totaled 5,550 sets, according to the Radio-Television Mfrs. Assn. of Canada. Sales for July reached new all-time high of 7,492 sets valued at \$3,398,944. This compared with 5,670 sets sold in June, and 323 sets sold in July 1951. Sales for the first seven months of 1952 totalled 38,178 sets, and total sales of TV sets in Canada to end of July 1952 numbered 116,616.

## Late Fall Stir

(Continued from page 23)

Motors, of which Pontiac cars is a division.

At least three major advertisers are contemplating spot campaigns: The Nestle Co., American Safety Razor, and Warner-Hudnut.

The Nestle Co. (chocolate), through Cecil & Presbrey, New York, is working on a 10-week radio and TV spot announcement schedule, to start Oct. 15 in about 30 markets.

American Safety Razor, New York (Blue Star blades)—not to be confused with its Silver Star blade campaign now running spots in 150 markets—will launch a spot radio-only campaign Oct. 6 for nine weeks in 40 markets in central, midwest and southwest areas. BBDO, New York, is the agency.

Warner-Hudnut, through Dancer-Fitzgerald-Sample, New York, is reported considering a spot campaign using television only, which, if approved, would start after Jan. 1.

Luden's Inc., through J. M. Mathes Inc., will sponsor the 5:45-6 p.m. segment on Mondays of *Howdy Doody* for its Fifth Avenue candy bar, effective today (Monday) on 47 NBC-TV stations. The client may manufacture chocolate caricatures of the *Howdy Doody* characters.

## AFRA-TVA

### Merger Approved by AAAA

LONG-AWAITED merger of the American Federation of Radio Artists with Television Authority into the American Federation of Television & Radio artists (AFTRA) was approved Wednesday by the board of the Associated Actors & Artistes of America (AAAA).

The vote for the merger was unanimous with two abstentions—the Screen Actors Guild and the Screen Extras Guild. It was reported that representatives of the screen guilds could not take a stand in the absence of instructions from their respective boards in Hollywood.

George Heller, national executive secretary of TVA, noted that AAAA's action automatically cancels the convention of the organization scheduled for Sept. 22-25. The main objective of the convention was to speed action on a merger with AFRA, which the latter organization approved last month.

The effect of AAAA's action was to unite into one union some 20,000 radio and television performers. AFRA and TVA decided on the consolidation after five AAAA member unions failed to agree on a merger into one large union. The other member unions are Actors Equity Assn., Chorus Equity Assn., American Guild of Variety Artists and the American Guild of Musical Artists. The television and radio artists had voted for a two-branch merger if the full merger was not effected by last July 1.





# at deadline

## RTMA NAMES SECREST, PLAMONDON TO TOP SPOTS

RTMA return to system of unpaid presidencies authorized Friday as board elevated General Manager James D. Secrest to executive vice president and named Board Chairman A. D. Plamondon Jr. to additional office of president, succeeding Glen A. McDaniel, who is resigning after 18 months tenure to return to law practice in New York [B•T, June 30] and who was named RTMA general counsel. John W. Van Allen, retiring as general counsel after 25 years' service, was retained as general counsel emeritus.

Changes, effective Oct. 1, were voted on recommendation of special committee of past presidents, which remains in being to make continuing study of organizational structure and recommend changes as indicated. Ultimate employment of paid president not ruled out under this system but neither is one now under consideration, it was said. Committee members: R. C. Sprague, Leslie F. Muter, Paul V. Galvin, and Max F. Balcom, with Messrs. Plamondon and McDaniel as *ex officio* members.

Dr. W. R. G. Baker of General Electric, director of RTMA engineering department, was nominated to board of directors of American Standards Assn., at ASA request that one be designated. Establishment of new public relations and advertising committee for RTMA also was authorized, but final details of appointments had not been finally worked out late Friday. Membership promotion committee mapped broad plans for expanding RTMA participation of electronics equipment manufacturers outside radio-TV field. Meanwhile, Irving W. Rosenberg, of DuMont Labs., was named to set division's executive committee as successor to Dr. Allen B. DuMont, who resigned committee post but remains on RTMA Board.

## RADIO AND TV CLUBS MERGE; NAME OFFICERS

MERGER of Radio Executives Club of New York and American Television Society into new organization, Radio & Television Executives Society, has been approved by membership of REC and ATS in mail vote which also elected official slate of officers and governors proposed by joint nominating committee [B•T, Aug. 25].

First year officers are:

Robert W. Sarnoff, NBC vice president, president; Fritz Snyder, CBS, first vice president; G. W. Johnstone, National Assn. of Mfrs., second vice president; Claude Barrere, program representative, secretary, and S. R. Dean, CBS treasurer, treasurer.

Board of governors comprises:

Robert L. Coe, DuMont TV Network; William H. Fineshriber Jr., executive vice president of MBS; Ernest Lee Jahnce Jr., ABC vice president and assistant to president; Don McClure, account executive, McCann-Erickson; Bruce Robertson, BROADCASTING • TELECASTING; Elliot M. Sanger, executive vice president and general manager, WQXR New York; Robert Saudek, director TV Radio Workshop, Ford Foundation; Reggie Schuebel, Wyatt & Schuebel; George T. Shupert, Peerless TV Productions, and Eugene S. Thomas, George P. Hollingbery Co.

## BRILLO SPOT TV

AS RESULT of successful spot tests in selected markets earlier this year, Brillo Mfg. Co. will launch evening TV spot campaign slated to reach 50% of all TV homes in major markets from coast to coast. Surveys of 15,000 housewives before and after selected tests showed substantial market gain. Commercial theme is "Brillo gives twice the shine in half the time." J. Walter Thompson Co., N. Y., is agency.

## COURT RULE REVISIONS EXPLORED BY FCBA

TO EXPLORE possible revisions in rules of court as might be indicated by Hobbs Act, Federal Communications Bar Assn. President Arthur Scharfeld, along with John Steen and Tom Wall, met late Friday afternoon with Chief Judge Harold M. Stephens and Clerk Joseph W. Stewart of U. S. Court of Appeals for D. C. Hobbs Act pertains to review of orders of FCC, including rule-making proceedings such as Sixth Report, permits direct plea to Court of Appeals instead of first to special three-judge District Court as before.

FCBA group including Messrs. Scharfeld, William Dempsey, Henry Fischer and Tom Wilson meets today (Monday) with FCC group including Comr. Rosel H. Hyde, Fred Ford, Joseph Kittner and Richard Solomon to begin work on revision of certain rules of practice and procedure necessitated by McFarland Act changes in Communications Act as well as upcoming TV hearings.

## FCC RESOLUTION PRAISES JONES

PRAISE for service he rendered as member of FCC came to former Comr. Robert F. Jones from his fellow Commissioners Friday, when they unanimously adopted following resolution proposed by Chairman Paul A. Walker:

By your resignation today you have brought to a close a distinguished career of service with the Federal Communications Commission during which you devoted yourself tirelessly to the demanding duties of your office.

The five years during which you served on the Commission have been marked by phenomenal growth and progress in the field of communications as a result of which we have been faced with problems of the utmost complexity and importance. Your contribution to the resolution of those problems has been most valuable and significant and one in which you can justly take the highest pride.

Your experience as a lawyer, as a member of the Congress, and as a keen student of administrative law, coupled with your ability to master the complex technical problems confronting the Commission, enabled you to render an invaluable service in the performance of our mutual duties.

It is with deep regret that we end our association on the Commission with you, but you carry with you our sincerest wishes for future success in your endeavors.

A copy of this letter is being entered on the permanent minutes of the Commission.

## NEW TV APPLICATION

ONE new television station application filed at FCC late Friday raised total requests to 819. It is:

ORLANDO, Fla.—Central Florida Enterprises Inc., vhf Ch. 6, ERP 100 kw visual, 50 kw aural; antenna height above average terrain 426 ft. Estimated construction cost \$317,595, first year operating cost \$278,677, revenue \$325,000. Principals include Francis K. Whitaker (1/3), attorney; Eldon G. Wiggins (1/3), attorney, and G. Clarence Ziegler (1/3), dairy owner. City priority status: Group A-2, No. 76.

# PEOPLE...

WILLIAM KENNETH HOLL, FCC executive officer, named management officer for District of Columbia Friday. Appointment effective Sept. 29, when Mr. Holl will transfer to new position in D. C. Dept. of Administration at \$12,000 salary. ROBERT W. COX is FCC assistant executive officer and acting budget officer, presumably will become acting executive officer.

ROBERT L. NOURSE Jr., account executive, and DORIS MORGAN, media and production both with Dancer-Fitzgerald-Sample, L. A. join Roy S. Durstine, same city.

ALICE ROSS, Duane Jones & Co., N. Y., t. Kastor, Farrell, Chesley & Clifford, that city as timebuyer.

EDWARD C. OBRIST, manager WNHC-TV New Haven, has been given additional duties as manager of WNHC radio.

## TEXAS DELEGATES URGE PROBE OF CONGRESS PROBES

INVESTIGATION by NARTB board of whole problem of Congressional investigations of radio and television asked by NARTB District 13 Friday as two-day meeting closed in Fort Worth (early story page 34).

Texans said probe should go into methods of informing public on background and purpose of those who initiate Congressional investigations. Present reporting procedures should be examined carefully, delegates contended in resolution, with all news facilities of radio-TV networks and stations as well as wire service alerted to assist in job.

Among other resolutions was proposal that future district meetings include engineering sessions.

Harold Hough, WBAP-TV Fort Worth, presiding at TV clinic as representative of NARTB TV Board, warned TV broadcasters to move carefully in buying equipment and hiring personnel. He said radio personnel should be utilized and training programs adopted.

Three network lines into Southwest predicted by end of year by C. F. Weekley, Southwestern Bell Telephone Co. He said Cotton Bowl football game will be fed north. Other members of TV panel were Jim Crocker KRLD-TV Dallas; Ralph W. Nimmons, WFAA-TV Dallas; Jack McGrew, KPRC-TV Houston; George B. Storer Jr., KEYL (TV) San Antonio; Richard P. Doherty, NARTB.

Questioners included Kenyon Brown, KWFB Wichita Falls, District 13 director; Jack Pink KONO San Antonio; Marshall H. Pengra KGKB Tyler; David Morris, KNUZ Houston.

## THREE NEW GRANTS

GRANTS for three new AM stations, plus move of WPIN Clearwater, Fla., to St. Petersburg, approved by FCC Friday. New authorizations:

Baton Rouge, La.—Capital City Bestg. Co. granted 1 kw day on 1260 kc. Co-owners: Stanley W. Ray and Jules J. Paglin, also operators WBOK New Orleans and KAKO Lake Charles.

Woodstock, Va.—County Bestg. Service granted 250 w fulltime, 1230 kc. Owner: Radio attorney Frank Fletcher.

Maryville, Mo.—Maryville Radio & TV Corp. granted 1580 kc, 250 w day. All local ownership.

Capital City Bestg.'s Mr. Ray reported new outlet at Baton Rouge to stress Negro and hillbilly music programming will be on air Nov. 15. Paglin-Ray station trio to be sold as OK Group. Messrs. Paglin and Ray seek ulu TV Ch. 26 at New Orleans.

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# BACKBONE OF AMERICA



The American farmer has always been the backbone of America. Through far-reaching changes in the last twelve years, the farmer has become one of America's most important consumers as well. Here are some of the factors that have made him "Your Best Customer:"

In 1940 income from farming was less than \$11 billion; in 1951 it was \$37.5 billion.

In 1950 the farmer's purchases of consumer merchandise were 2½ times what they were in 1940.

In 1940 total farm assets were \$54 billion. By 1951 they were \$153 billion. In this same period, mortgages, in relation to assets, were reduced 67%.

In 1940 the spendable cash held by farm families was \$4 billion; in 1951 it was nearly \$20 billion—\$3,178 per family—many times the liquid assets of the average city dweller.

These are just a few of the statistics that illustrate how important it is to reach the rural market—your best customer. In WLW-Land, WLW radio reaches more of them more often for less than any other medium. Ask to see the WLW story of "Your Best Customer".

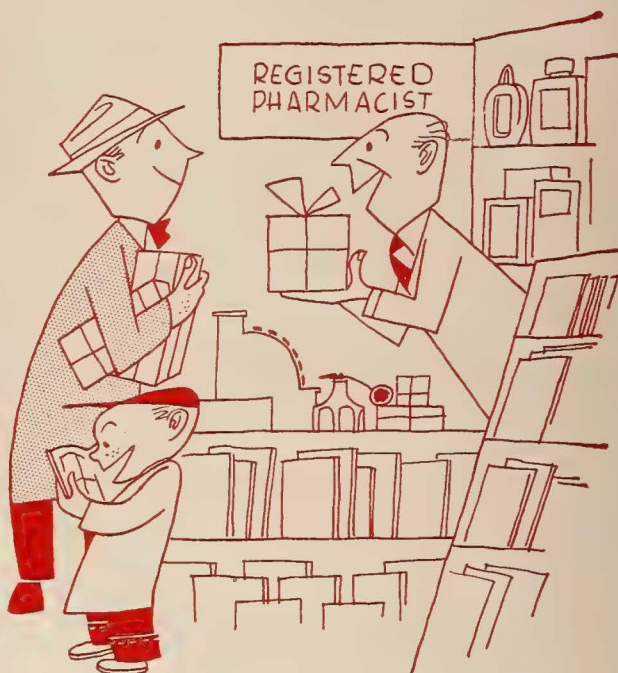
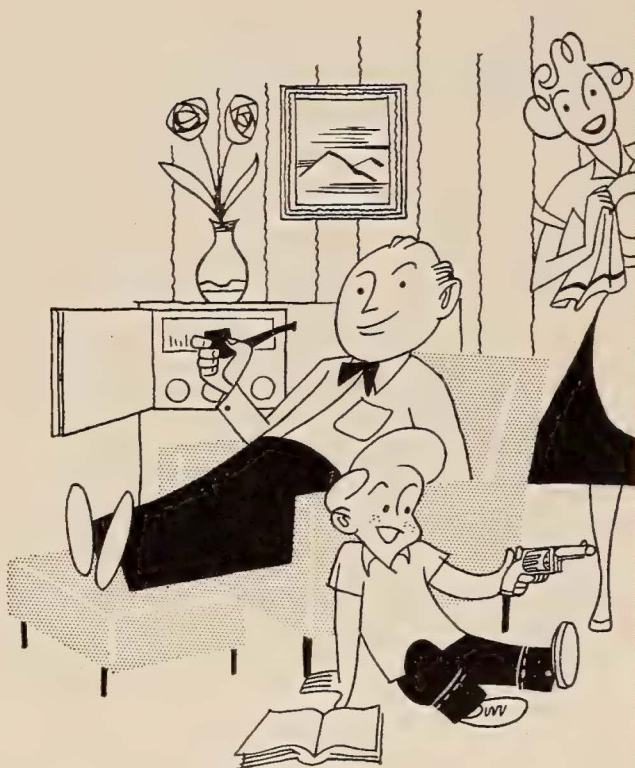
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# millions listen... millions buy!



## WJR MARKET DATA

(primary coverage area)

		Per Cent of Total U. S. Market
Population.....	12,601,300	8.3%
Radio Homes.....	3,784,170	8.1%
Drug Sales.....	\$464,447,000	10.3%

Here is a tremendously important drug market—accounting for over 10% of national drug sales. Use the *one single medium* that reaches *all* of this market. Use WJR, the Great Voice of the Great Lakes.

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