

TELECASTING

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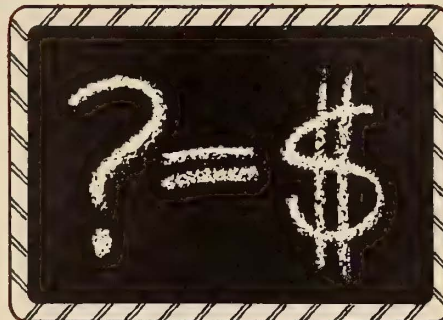
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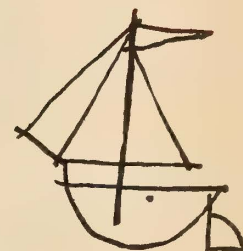
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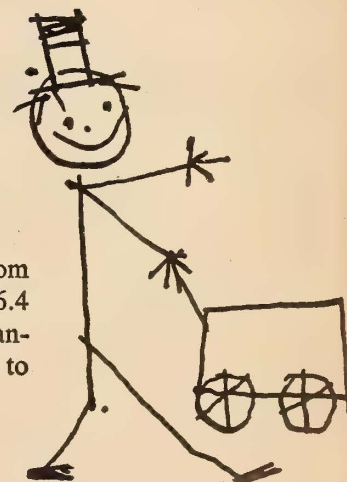
in our
7th
year



If you have question marks about using TV profitably *and* economically, DuMont has a pair of smart answers: two low-cost TV shows with proved audience appeal that are now available for co-sponsorship.



A favorite TV quiz show with a 766,000 mail count from January-June, 1952, and an average Nielsen rating of 16.4 from July '51-June '52. Its low cost and valuable time franchise make **TWENTY QUESTIONS** a bright answer to your TV problem.



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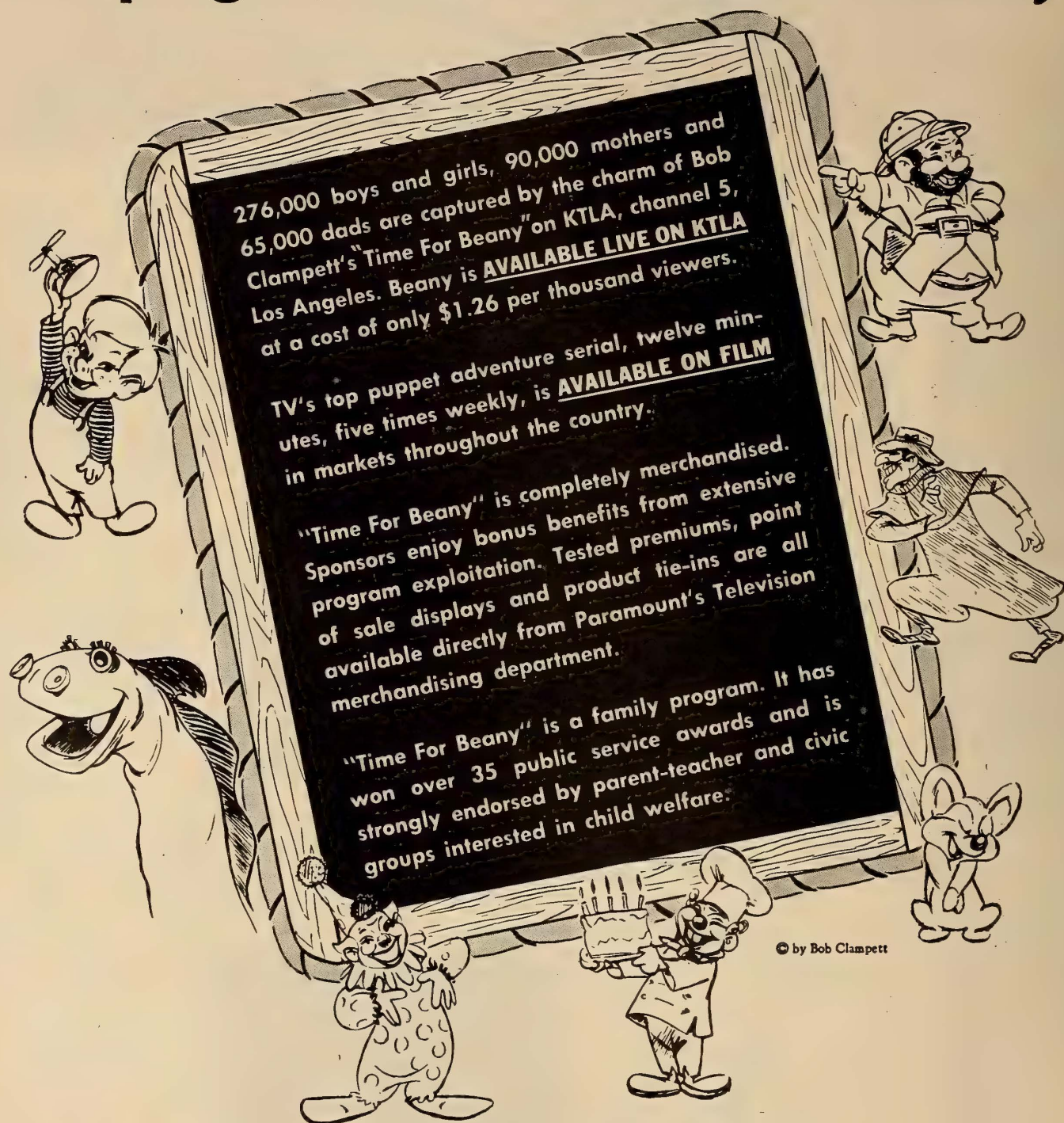
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TIME FOR BEANY

The program that sells ALL the family



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TV's top puppet adventure serial, twelve minutes, five times weekly, is **AVAILABLE ON FILM** in markets throughout the country.

"Time For Beany" is completely merchandised. Sponsors enjoy bonus benefits from extensive program exploitation. Tested premiums, point of sale displays and product tie-ins are all available directly from Paramount's Television merchandising department.

"Time For Beany" is a family program. It has won over 35 public service awards and is strongly endorsed by parent-teacher and civic groups interested in child welfare.

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ALWAYS IN FRONT BY AN OVERWHELMING MARGIN

OCTOBER 6, 1952

ADDITIONAL PROCESSING

Five Grants Swell Total

TOTAL of five more new station grants—four vhf and one uhf—were issued by FCC last week to increase post-thaw authorizations to 68—59 commercial and 9 non-commercial, educational permits.

An additional 15 applicants were notified that hearings are necessary on their requests. This brings to 205 the number of applications designated or slated for hearing since processing commenced in July following the final reallocation of the Sixth Report and Order [B•T, April 14 et seq.].

On Wednesday, the first comparative hearings on TV applications since September 1948 got underway in Washington for contested channels at Denver and Portland, Ore. (see story page 26).

FCC on Oct. 15 will stop processing new contested applications for an unspecified limited time in order to speed up handling of uncontested bids in cities without service. The amendment to the Commission's temporary processing procedure was announced a fortnight ago [B•T, Sept. 22].

The speed-up plan will not affect continued processing of hearing applications already designated or notified by Oct. 15, however, FCC pointed out. The plan was adopted in view of the large backlog of hearing cases already in hand.

The new grants are as follows: Lincoln, Neb. (City priority Group A-2, No. 28)—Cornhusker Radio and Television Corp., granted vhf Channel 12, effective radiated power 21.5 kw visual and 11 kw aural, with antenna height above average terrain 310 ft. Estimated commencement date: About Feb. 1, 1953.

Saginaw, Mich. (Group A-2, No. 33)—Lake Huron Broadcasting Corp. (WKNX), granted uhf Channel 57, ERP 1 kw visual and 0.6 kw aural, antenna 470 ft. Estimated commencement date: Unknown.

Wilkes-Barre, Pa. (Group A-2, No. 46)—Louis G. Baltimore (WBRE), granted uhf Channel 28, ERP 1,000 kw visual and 500 kw aural, antenna 1,220 ft. Estimated commencement date: Dec. 1.

Wilkes-Barre, Pa. (Group A-2, No. 46)—Wyoming Valley Broadcasting Co. (WILK), granted uhf Channel 34, ERP 250 kw visual and 130 kw aural, antenna 1,010 ft. Estimated commencement date: About Jan. 1, 1953.

Asbury Park, N. J. (Group B-1, No. 135)—Atlantic Video Corp., granted uhf Channel 58, ERP 100 kw visual and 50 kw aural, antenna 470 ft. Estimated commencement date: Unknown.

The following applicants were

notified of necessity for hearings:

Tampa, Fla. (Group A-2, No. 3)—Tampa Television Co., seeking vhf Channel 13, is being advised its application indicates necessity for hearing in consolidation with bids of Tampa Times Co. and Orange Television Broadcasting Co. for same facilities.

Saginaw, Mich. (Group A-2, No. 33)—Tri-City Television Corp. and Booth Radio and Television Stations Inc. (WSGW), both seeking uhf Channel 51, are being advised of need for comparative hearing.

Manchester, N. H. (Group A-2, No. 40)—Grandview Inc. (WKBR), applicant for uhf Channel 48, is being advised hearing is required on question of financial qualifications.

Portland, Me. (Group A-2, No. 45)—Oliver Broadcasting Corp. (WPOR) and Congress Square Hotel Co. (WCSH), both seeking vhf Channel 6, are being notified of hearing. Guy Gannett Broadcasting Services (WGAN) and Community Broadcasting Service, both seeking vhf Channel 13, are being notified of hearing.

Worcester, Mass. (Group B-1, No. 110)—Salisbury Broadcasting Corp., New England Broadcasting Co. (WNEB) and Wilson Enterprises Inc. (purchaser of WAAB, subject to FCC approval), all three seeking uhf Channel 14, are being notified of comparative hearing. Wilson Enterprises also is being advised FCC will inquire into additional

engineering and multiple application matters. WAAB has bid pending for uhf Channel 20, competitive with that of WTAG.

Trenton, N. J.—Morrisville, Pa. (Group B-1, No. 111)—Trent Broadcast Corp. (WTTM Trenton) and Morrisville Broadcasting Co. (WBUD Morrisville), both seeking uhf Channel 41, are being advised of hearing.

New Brunswick, N. J. (Group B-1, No. 138)—Home News Pub. Co. (WDHN-FM) and Chanticleer Broadcasting Co. (WCTC), both seeking uhf Channel 47, are being advised of hearing. Chanticleer also is being notified that geographic coordinates do not agree with transmitter site.

In other actions last week, FCC on Monday issued special temporary authority to Colorado Television Corp.'s KBTU (TV) Denver to commence operation on a commercial basis on vhf Channel 9 with ERP of 12.5 kw visual. The TV companion to KQOD Denver, which is the city's second television outlet to get on the air, was expected to air its initial test pattern yesterday (Sunday). Regular programming begins Oct. 12.

WOI-TV Ames, Iowa, was grant-

ed switch from vhf Channel 4 to Channel 5 pursuant to terms of the Sixth Report. ERP will be increased from 13 kw visual and 8 kw aural to 29.5 kw visual and 15 kw aural.

Sylvania Electric Products Co., Emporium, Pa., was authorized removal of limited time operation of its two experimental uhf stations in re-transmitting signals of WJAC-TV Johnstown, Pa., and other commercial outlets. Time now is limited for research and tests, subject to prior consent of stations whose programs are re-transmitted.

Two pending TV applicants have filed amendments to specify different channels. Television Montana, Butte, Mont., amends from vhf Channel 4 to Channel 6, while WLOK Lima, Ohio, switches from uhf Channel 41 to Channel 73.

WRAY Princeton, Ind., petitioned FCC to allocate uhf Channel 52 there.

BOXING BLACKOUT INS Views Legal Recourse

INTERNATIONAL News Service announced Thursday it had asked its legal department to study all ramifications of the "drastic restrictions imposed upon radio and TV stations by promoters of the recent Walcott-Marciano fight" with a view toward ascertaining what steps could be taken to "liberate radio and TV stations from such restrictions in the future."

In announcing the move, INS General Manager Seymour Berkson also disclosed that INS has called upon the Associated Press and the United Press to join it in an effort to effect a more satisfactory arrangement between news services and fight promoters "regarding any such restrictions on future sporting events."

The action followed protests from some broadcasters with respect to the re-creating of the Walcott-Marciano bout at the conclusion of the fight. All wire services notified radio clients that the promoters had imposed certain limitation rights although the notices to stations differed in interpretation.

INS told stations that the promoter of the fight, Herman Taylor, had announced that "any violation of the restriction against round-by-

round or blow-by-blow description of the fight by radio or TV will be subject to prosecution," including specifically a re-creation.

AP notified clients that "exclusive contracts . . . prohibit use on the air of the fight while it is in progress." The wire service added that the radio wire would carry a running story "slugged in advance for use after the fight ends" and that "the results of the fight will be as complete as other news requirements permit."

UP's Admonition

UP warned its clients not to carry a blow-by-blow or round-by-round description during the fight or a re-creation after the bout but told them they might use 100-word summaries of each round as a newscast at the conclusion of the event. UP also provided wrap-up and color stories.

Ned Irish, representing the International Boxing Club that promoted the fight, with Mr. Taylor, confirmed that his office had notified all wire services of the restrictions. He told BROADCASTING • TELECASTING the decision to impose a curb on blow-by-blow accounts and a re-creation at the end of a bout was taken because stations in the past have tended to give the impression

they are broadcasting the actual sports event.

In his statement Thursday, Mr. Berkson said that he had asked INS' legal department to consult with the legal departments of AP and UP with a view to coordinating the study of the legal aspects of the situation.

"The situation seems to revolve around the question of when and to what extent the news of a fight like the Walcott-Marciano fight or any other similar sports event promoted commercially comes in the public domain and can be broadcast fully regardless of all efforts to clamp down restrictions even after the fight is over," Mr. Berkson declared.

He noted that "the right to report current events, whether they be sporting events or any other events," is basically tied up "with the whole concept of freedom of the press, radio, etc."

"We are hopeful," Mr. Berkson said, "that our effort in this matter will result in better recognition of the rights of broadcasters and publishers alike to cover the news of such fights and in elimination of the disturbing confusion created as a result of the restrictions imposed

(Continued on page 82)

television grants and applications

Digest of Those Filed With FCC Sept. 26 Through Oct. 2

Grants Since April 14:

	VHF	UHF	Total
Commercial	11	48	59
Educational	2	7	9
Total	13	55	68
Commercial television stations on the air	110 ¹	1	111 ¹

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

Applications Filed Since April 14:

	New	Amended	VHF	UHF	Total
Commercial	512	319	482	349	831 ²
Educational	14	..	4	10	14
Total	526	319	486	359	845 ³

² One applicant did not specify channel.

³ Includes 68 already granted

[For summary of grants and notifications of hearing, see story, page 69.]

APPLICATIONS

(Listed by States)

† Indicates pre-thaw application refiled (amended).

GADSDEN, Ala.—Jacob A. Newborn Jr., uhf Ch. 21 (512-518 mc); ERP 22.1 kw visual, 11.05 kw aural; antenna height above average terrain 466 ft., above ground 150 ft. Estimated construction cost \$140,000, first year operating cost \$96,000, revenue \$128,500. Post Office address PO Box 1592, Beaumont, Tex. Studio and transmitter location 1200 Bellevue Dr., Gadsden, Ala. Geographic coordinates 34° 02' 09" N. Lat., 86° 00' 06" W. Long. Transmitter and antenna RCA. Legal counsel none. Consulting engineer McIntosh & Inglis, Washington. Sole owner is Jacob A. Newborn Jr., president-25% stockholder of Television Bcstrs. Inc., Ch. 31 applicant at Beaumont, Tex., president-20% of Beaumont Savings & Loan Assn., sole owner of San Marcos Laundry, San Marcos, Tex., owns real estate in Texas, Louisiana, Mississippi and Alabama and is board chairman of Industrial Research Foundation. City Priority Group A-2, No. 69.

ROME, Ga.—Coosa Valley Radio Co. (WROM), vhf Ch. 9 (186-192 mc); ERP 2.9 kw visual, 1.45 kw aural; antenna height above average terrain 708.7 ft., above ground 87.3 ft. Estimated construction cost \$68,415, first year operating cost \$18,000, revenue \$40,000. Post Office address 121½ Broad St., Rome, Ga. Studio and transmitter location 4.2 mi. SW of Horseleg Mt., Rome, Ga. Geographic coordinates 34° 14' 10" N. Lat., 85° 13' 50" W. Long. Transmitter and antenna RCA. Legal counsel not indicated. Consulting engineer Ben Akerman, Atlanta, Ga. Principals include President-Partner Dean Covington (33½%), partner in Andrews & Covington (Rome law firm), 60% owner of Ambulance Service Inc.; General Manager-Partner Edward McKay (33½%); Commercial Manager-Partner Charles E. Doss (33½%). City Priority Group A-2, No. 170.

BOISE, Idaho—Idaho Bestg. & Television Co. (KGEM), vhf Ch. 9 (186-192 mc); ERP 24.4 kw visual, 12.2 kw aural; antenna height above average terrain 2,248 ft., above ground 107 ft. Estimated construction cost \$85,872, first year operating cost \$90,200, revenue \$120,000. Post Office address Cassia St. at Eagleson Rd., Boise. Studio and transmitter location Deer Point Peak, 10 mi. NNE of Boise. Geographic coordinates 43° 44' 37" N. Lat., 116° 06' 51" W. Long. Transmitter composite, antenna RCA or equivalent. Legal counsel John H. Midlen, Washington. Consulting engineer Grant R. Wrathall, Aptos, Calif. Principals include President Frank C. Carman (25%), partner-general manager-25% owner of KUTA Salt Lake City, president-12½% owner of KLIX Twin Falls, Idaho, secretary-treasurer-12½% owner of KIFI Idaho Falls and KWIK Pocatello, Idaho, president-16.75% owner of KOPR Butte, Mont., board chairman and senior vice president of Pocatello

Television Corp. (prospective applicant for TV at Pocatello), 20% owner of Griffith, Gornall & Carman (Salt Lake City general contractor), president-22% owner of Rocky Mountain Bestg. System (radio time sales agency); Vice President David G. Smith (25%), partner-management assistant-25% owner of KUTA, 12½% owner of KLIX, KIFI and KWIK, treasurer-16.75% owner of KOPR, treasurer of Pocatello Television Corp.; Treasurer Grant R. Wrathall (25%), individual consulting engineer, partner-25% owner of KUTA, 12½% owner of KLIX, KIFI and KWIK, 16.75% owner of KOPR, 100% owner of CP for KPOO San Francisco, 29.8% owner of KULE Ephrata, Wash., vice president of Pocatello Television Corp.; Secretary D. Ray Owen Jr., partner in Owen & Ward, Salt Lake City law firm, secretary of KLIX and Pocatello Television Corp.; Edna O. McCrea (12½%), 12½% interest in KUTA, 6¼% owner of KLIX, 6¼% owner of KIFI and KWIK, 8.375% of KOPR; Edna O. McCrea as guardian of estate of Sharon Lee Powers (minor) (12½%), 12½% owner of KUTA, 6¼% owner of KLIX, 6¼% owner of KIFI and KWIK, 8.375% owner of KOPR. City priority Group A-2, No. 135.

TERRE HAUTE, Ind.—Chapman S. Root, uhf Ch. 63 (764-770 mc); ERP 95.6 kw visual, 51.6 kw aural; antenna height above average terrain 423 ft., above ground 487 ft. Estimated construction cost \$286,535, first year operating cost \$140,000, revenue \$150,000. Post Office address, studio and transmitter location 924 Lafayette Ave., Terre Haute. Geographic coordinates 39° 29' 09" N. Lat., 87° 24' 14" W. Long. Transmitter and antenna RCA. Legal counsel Philip Baker, Washington. Consulting engineer Commercial Radio Equipment Co., Washington. Sole owner Chapman S. Root is president and sole beneficiary of a trust operating the Associated Coca-Cola Bottling Plants Inc., Daytona Beach, Fla., which owns stock in Coca-Cola bottling plants as follows: Kansas City (15.4%), St. Louis (13.7%), Philadelphia (46.5%), Reading (36.4%), Coatesville, Pa. (28%). Mr. Root also is president-89% owner of Willis Bottle Gas Co., Terre Haute. City Priority Group A-2, No. 62.

CEDAR RAPIDS, Iowa—Cedar Rapids Television Co., vhf Ch. 9 (186-192 mc); ERP 210 kw visual, 105 kw aural; antenna height above average terrain 693 ft., above ground 674 ft. Estimated construction cost \$412,276, first year operating cost \$250,000, revenue \$250,000. Post Office address 915 Merchants National Bank Bldg., Cedar Rapids. Studio location Cedar Rapids, to be determined. Transmitter location 1.5 mi NW of Robins in Monroe Township, Linn County, Iowa. Geographic coordinates 42° 05' 09" N. Lat., 91° 42' 09" W. Long. Transmitter and antenna RCA. Legal counsel Cohn & Marks, Washington. Consulting engineer Kear & Kennedy, Washington. Principals include President Sutherland C. Dows (10%), holds 10 shares of KWCR Cedar Rapids, president and more than 25% interest in Iowa Electric Light & Power Co., Iowa Electric Co., Northwestern Light & Power Co., Central Iowa Telephone Co., Cedar Rapids & Iowa Railway Co., Central Iowa Grain Co., Dows Real Estate Co., Wyoming Co., all of Cedar Rapids, and director in various other Cedar Rapids firms and of a Milwaukee

insurance firm; First Vice President Harry G. O'Donnell (10%), president and less than 25% of Johnson Gas Appliance Co., Cedar Rapids, vice president and less than 25% of Johnson Mfg. Co., Mt. Vernon, Iowa, director and less than 25% of a bank and trust firm and a gas and electrical firm, both Cedar Rapids; Second Vice President William C. Culver (4%), president-51% of Culver Motors, president of Culver General Tire Inc. (80% owned by Culver Motors), president of Culver Car Leasing Co. (100% owned by Culver Motors); Secretary-Treasurer Donald T. Hines (4%), secretary and less than 25% interest in Fixtures Inc., Cedar Rapids, president and trustee in two Cedar Rapids theatre firms and of one Waterloo (Iowa) theatre firm and director of a Mason City (Iowa) theatre firm; Myron N. Blank (32%), owns 30% of Knalpa Foundation, (which owns Strand Amusement Co., applicant for TV in Hastings, Neb.), president-70% of Mid-West Television Co. (his wife, J. N. Blank, is vice president-secretary and holds 30% in Mid-West Television), which proposes to file for TV at Des Moines; Morris B. Ebin (16%), executive in several Minnesota and Iowa theatre firms and president of Ebin Foundation, Minneapolis; David E. Beardsley (5%), physician, medical director of Iowa National Mutual Insurance Co., Cedar Rapids, and director of Miles Lab. Inc., Elkhart, Ind.; Nicholas P. Craemer (5%), president-33% of Craemer Realty Co., vice president-33% of Craemer's Dept. Store, Cedar Rapids; Abe L. Smukekoff (5%), vice president-stockholder in KWCR, partner-½ of retail furniture firm; Harrison E. Spangler (5%), attorney. City Priority Group A-2, No. 49.

TOPEKA, Kan.—R. F. Schoonover, uhf Ch. 42 (638-644 mc); ERP 84 kw visual, 50.4 kw aural; antenna height above average terrain 574.4 ft., above ground 540 ft. Estimated construction cost \$181,231, first year operating cost \$125,000, revenue \$150,000. Post Office address 1000 W. 6th St., Topeka. Studio location Topeka, to be determined. Transmitter location 3.5 mi. W., 0.4 mi. N. of jct. of W. 10th and Gage Blvd., Topeka. Geographic coordinates 39° 04' 27" N. Lat., 95° 47' 26" W. Long. Transmitter DuMont, antenna RCA. Legal counsel J. A. Dickinson, Topeka. Consulting engineer Radio Engineering Co., San Francisco. Sole owner R. F. Schoonover is president-43½% owner of Schoonover Motors Inc. (Topeka), ½ partner of joint ventures in oil and gas exploration and development with Daryl F. Schoonover (son) and W. V. Barton (son-in-law). City Priority Group A-2, No. 43.

DETROIT, Mich.—Woodward Bestg. Co. (WCBO), uhf Ch. 50 (686-692 mc); ERP 924 kw visual, 462 kw aural; antenna height above average terrain 699 ft., above ground 725 ft. Estimated construction cost \$658,605, first year operating cost \$500,000, revenue \$500,000. Post Office address 3315-19 Barium Tower, Detroit 26. Studio location to be determined. Transmitter location 645 Griswold, Detroit. Geographic coordinates 42° 19' 49" N. Lat., 83° 02' 52" W. Long. Transmitter and antenna GE. Legal counsel Fly, Shuebruk & Blume, Washington. Consulting engineer Vandiver, Cohen & Wearn, Washington. Principals include President-Treasurer Max Osnos (99.2%), president-stockholder of Sams Inc. (Detroit department store), president of Randolph Drug Co., partner in Randolph Lafayette Parking Co.; Vice President-Secretary Jacob Keilman (0.4%), assistant to president of Sams Inc.; Waldo Abbott (0.2%), professor and director of broadcasting at U. of Michigan, Ann Arbor, and stockholder in Homer Ball Bearing Co., Ann Arbor; George C. Edwards (0.2%), judge of probate court, juvenile division, Detroit. City Priority Group B-2, No. 161.

MERIDIAN, Miss.—Birney Imes (WMOX-AM-FM), vhf Ch. 11 (198-204 mc); ERP 11.6 kw visual, 5.8 kw aural; antenna height above average terrain 250 ft., above ground 342 ft. Estimated construction cost \$90,000, first year operating cost \$108,000, revenue \$100,000. Post Office address, studio and transmitter location WMOX Bldg., 23d Ave. at 9th St., Meridian. Geographic coordinates 32° 21' 56" N. Lat., 88° 42' 07" W. Long. Transmitter and antenna RCA. Consulting engineer Claude M. Gray, Birmingham, Ala. Sole owner Birney Imes is also owner of WCBI Columbus, WLO Tupelo, WNAG Grenada, WROX Clarksdale, all Miss., and Commercial Dispatch, Columbus Miss. City Priority Group A-2, No. 101.

CAMDEN, N. J.—South Jersey Bestg. Co. (WKDN), uhf Ch. 17 (488-494 mc) (allocated to Philadelphia); ERP 112 kw visual, 67 kw aural; antenna height above average terrain 257 ft., above

ground 317 ft. Estimated construction cost \$232,500, first year operating cost \$144,000, revenue \$150,000. Post Office address and studio location 2881 Mt. Ephraim Ave., Camden. Transmitter location Camden. Geographic coordinates 39° 54' 30" N. Lat., 75° 06' 00" W. Long. Transmitter and antenna RCA. Legal counsel McKenna & Wilkinson, Washington. Consulting engineer A. D. Ring & Co., Washington. Principals include President-Treasurer Ranulf Compton (34%); Vice Presidents Florence J. Compton (20%); William R. Compton (14%), controller of National Folding Box Co., New London, Conn.; Douglass M. Compton (14%), superintendent at Robinson Paper Co., New London, Conn.; Vice President-Assistant General Manager Gordon Giffen (1%); Secretary-Assistant Treasurer True C. Giffen (14%). City Priority Group B-2, No. 160 (Philadelphia).

ROCHESTER, N. Y.—Schine Chain Theatres Inc. (owns 55% of WPTR Albany), uhf Ch. 27 (548-554 mc); ERP 260 kw visual, 138 kw aural; antenna height above average terrain 438 ft., above ground 325 ft. Estimated construction cost \$415,000, first year operating cost \$300,000, revenue \$300,000. Post Office address 40 N. Main St., Gloversville, N. Y. Studio location to be determined. Rochester, Transmitter location Pinnacle Hill, Brighton, N. Y. Geographic coordinates 43° 08' 07" N. Lat., 77° 35' 02" W. Long. Transmitter and antenna GE. Legal counsel Cohn & Marks, Washington. Consulting engineer A. D. Ring & Co., Washington. Applicant is owned 75% by Schinebro Inc. and 25% by Caroga Corp. President J. Myer Schine owns 130 of 200 sh. issued to Schinebro Inc.; Secretary-Treasurer Louis W. Schine, 70 of 200 sh. issued to Schinebro Inc. All Caroga Corp. stock is owned by Schinebro Inc. Other officers in applicant: Comptroller John A. May, Assistant Secretary - Treasurer Florence D. Thompson, Assistant Treasurer Bernard Diamond, Directors Hildegard Schine and Martha Schine, stockholders and officers in Hildemart Corp., top holding company for various hotel operating corporations. Schine Chain Theatres is holding company for more than 100 theatre owning and operating corporations and has other interests. City priority Group B-4, No. 191.

† ROCHESTER, N. Y.—WARC Inc. (WARC), uhf Ch. 15 (476-482 mc); ERP 102.5 kw visual, 51.3 kw aural; antenna height above average terrain 434 ft., above ground 325 ft. Estimated construction cost \$200,588, first year operating cost \$257,988, revenue \$296,807. Post Office address Sheraton Hotel, Rochester, N. Y. Studio location Sheraton Hotel, Rochester. Transmitter location Pinnacle Hill, Brighton, N. Y. Geographic coordinates 43° 08' 07" N. Lat., 77° 35' 02" W. Long. Transmitter and antenna RCA. Legal counsel Pierson & Ball, Washington. Consulting engineer Millard M. Garrison, Washington. Principals include President-Treasurer S. W. Townsend (26%), president-treasurer and 41% stockholder of WKST Inc. (WKST New Castle, Pa.); Secretary-Assistant Treasurer Wanda E. Townsend (25.2%), vice president and 37% stockholder of WKST; Vice Presidents Roger W. and Marjorie A. Clipp (40% together). Mrs. Clipp is 14% stockholder in WKST and treasurer-5.2% stockholders of WALL Midletown, N. Y. Mr. Clipp is general manager of WFIL-AM-TV Philadelphia and 32.4% stockholder in WALL. Also vice president is Stuart M. Frame (8.8%), managing partner of Crouch & Behan Co., Rochester (real estate, windows and fuel). City Priority Group B-4, No. 191.

BISMARCK, N. D.—Rudman Television Co., vhf Ch. 5 (76-82 mc); ERP 65.5 kw visual, 39.4 kw aural; antenna height above average terrain 300 ft., above ground 407 ft. Estimated construction cost \$331,000, first year operating cost \$152,140, revenue \$180,000. Post Office address Bismarck, N. D. Studio and transmitter location 2400 Rosser Ave., Bismarck. Geographic coordinates 46° 48' 27.7" N. Lat., 100° 45' 11" W. Long. Transmitter and antenna RCA. Legal counsel Ross K. Prescott, Dallas, Tex. Consulting engineer Guy C. Hutcheson, Arlington, Tex. Sole owner is M. B. Rudman, independent oil operator in Texas, Oklahoma, Louisiana, Arkansas, North Dakota, Illinois, Georgia, Florida, Alabama and South Dakota. He is 50% owner of Navarre Bldg., Denver. Applicant also is filing applications for Galveston, Tex., and Minot, N. D. City Priority Group A-2, No. 287.

MINOT, N. D.—Rudman Television Co., vhf Ch. 10 (192-198 mc); ERP 57.3 kw visual, 31 kw aural; antenna height above average terrain 387 ft.,

(Continued on page 78)

KPTV'S SIGNAL Extends 30-40 Miles—RCA

KPTV (TV) Portland, Ore.'s "primary coverage" will extend about 20 miles, RCA's Engineering Products Dept. noted last week. The department had a team of experienced technical experts at work surveying the Portland operation. KPTV's present power is 16 kw ERP.

This initial report of 20-mile effectiveness was reached after measurements of the station's signal, it was explained. KPTV is the first uhf station to take to the air commercially [B•T, Sept. 29, 22]. RCA's unit, reporting also on "secondary coverage," concluded it "will be provided to between 30 and 40 miles in the north and south directions (east and west directions are limited to 25 miles by mountain ranges)." Primary signal covers all major suburbs and the city's trading area.

Observation of signal quality showed excellent pictures over the area "with the exception of localized (and relatively small) areas which are 'shadowed' by intervening hills," the RCA department said. "A check of local radio and television industry (retailers, wholesalers, service shops, etc.) indicates that uhf has been received with almost unbounded enthusiasm by the great majority," it was claimed. The engineering team spent two weeks after the station's debut measuring signal strength throughout the Portland area.

RCA said, "First optimistic reports, which to many seemed almost too good to believe, are being solidly confirmed. . . ."

* * *

UHF PROGRESS

BRIG. GEN. David Sarnoff, RCA board chairman, last Tuesday compared the growth of uhf and the opening of KPTV (TV) Portland, Ore., nation's first commercial uhf station, to the Lewis and Clark pioneering explorations of the American Northwest.

In a 15-minute telecast shared with FCC Chairman Paul A. Walker and which was carried by KPTV as the station began regular programming with the first game of the World Series, Gen. Sarnoff praised Herbert Mayer, president of Empire Coil Co. Inc., which installed in Portland the dismantled equipment from the RCA experimental uhf station at Bridgeport, Conn., to be the first uhf commercial station on the air [B•T, Sept. 22].

Speaking from New York, where Sandra Mayer, daughter of Mr. Mayer, presented the RCA board chairman a citation in recognition of RCA's contribution to the development of television, Gen. Sarnoff said:

"In bringing television to Portland, Mr. Herbert Mayer . . . and his associates have acted in the traditional pioneering spirit of the great Northwest.

"As a triumph in radio exploration the opening of the uhf spectrum may well be compared with the historic Lewis and Clark expedition that opened up the Northwest wilderness.

"These ultra high frequencies are of great significance to the future of television. Hundreds of new channels bring additional millions of Americans into range of television programs."

Gen. Sarnoff praised Chairman Walker and his associates on the FCC "for their great interest in bringing the new trails of uhf into service.

"By licensing new stations they now encourage the television broadcasters to make use of these new pathways through the air by filling them with program traffic.

"We are happy to have had a part in blazing this trail across the continent and are pleased to have KPTV affiliated with the NBC's television network."

Speaking from Washington, D. C., Chairman Walker greeted KPTV as the "harbinger" of a new era of expansion for American television. He remarked:

"This takes television into a

Sarnoff, Walker Laud KPTV

new frontier of the ether. We can now have upwards of 2,000 stations. Thirteen hundred communities can have their own stations. More communities can have their own television station than now have a daily newspaper of their own.

"In due time other uhf stations will be built all over the nation," Chairman Walker said.

KPTV put the country's first commercial uhf program on the air Sept. 20, but regular programming did not begin until last Tuesday.

STOLKIN DENIES

TV Plans for RKO Movies

DESPITE a denial by Ralph E. Stolkin, who headed a syndicate which bought control of RKO Radio Pictures Inc. [B•T, Sept. 29, 22], that the studio plans "at this time" to release a \$20 million backlog of movies to TV, a report persists in Hollywood that RKO films which have outrun their theatrical release value, will be re-edited for video under a deal being negotiated with a major TV network.

Mr. Stolkin, who was elected firm president last Thursday, declared that "it is only a question of time until the film and TV industries will be cooperating fully." He expressed belief 85 to 90% of TV shows will be on film in the future.

Educators Hear Plans

FCC CHAIRMAN Paul A. Walker last Thursday told Pennsylvania educators four plans by which they may add more television channels to the four now reserved in that state for non-commercial educational use. Addressing the Annual Education Congress at Harrisburg under auspices of JCET, Chairman Walker said that after June 2, 1953, educators may (1) apply for "drop-in" channels, (2) request a deletion or substitution in other communities, (3) ask reservation of a commercial channel for non-commercial educational use or (4) apply competitively now for a commercial channel and use it either for commercial or non-commercial educational purposes.

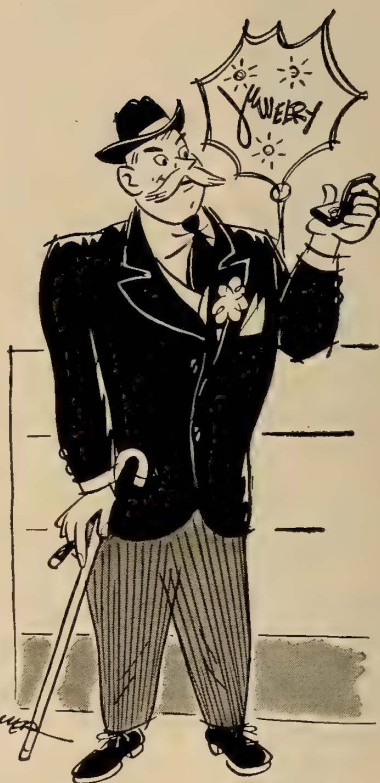
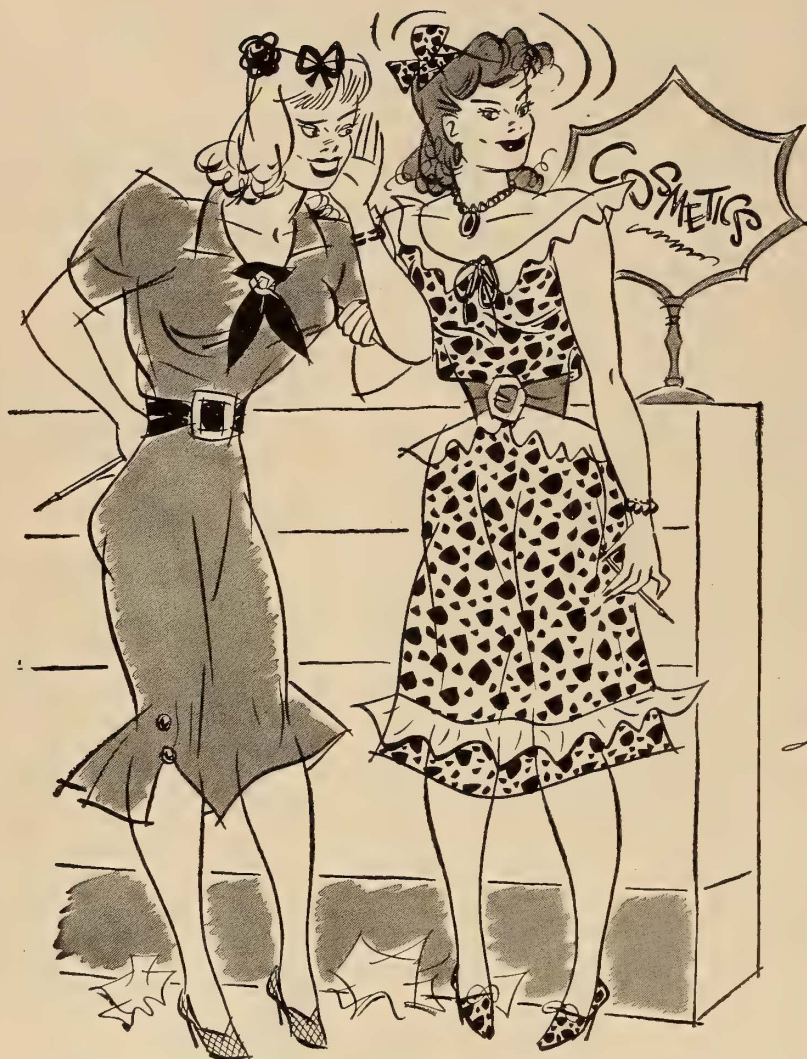
NCS Signs Seven

FIVE agencies and two advertisers subscribed to Nielsen Coverage Service within 10 days after it was made available to them, A. C. Nielsen Co. reported Thursday. The agencies are: Ted Bates Co.; Foote, Cone & Belding; Marschalk & Pratt; Morse International, and Young & Rubicam. Advertisers are Esso Standard Oil Co. and Borden Co.

United TV Sales

UNITED Television Programs Inc., Chicago, has sold *Counterpoint*, half-hour filmed series, to WOC-TV Davenport for 26 weeks and *Hollywood Off Beat* to National Bohemian Beer, Baltimore, for 13-week showing on WMAR-TV Baltimore. UTP's film package, *Big Town* has been renewed by the Streitmann Biscuit Co., Cincinnati, for airing on WSAZ-TV Huntington and has been sold to WJIM-TV Lansing and Fall City Brewing Co., Louisville, has renewed *Old American Barn Dance* over WSAZ-TV, all for 26 weeks.

FIRST TV signals transmitted by KPTV (TV) Portland, Ore., were measured by an RCA Service Co. testing truck when nation's first uhf station took the air last month [B•T, Sept. 29, 22]. Participating in tests are (l to r): Arnold I. Kothe, RCA Service Co. engineering department; Ernest C. Bottomley, TV technician; Bernard C. Chicoine, West Coast district sales coordinator, RCA Victor; J. David Callaghan, RCA Service Co. engineering department; John P. Boksenbom, vice president in charge of service firm's consumer products, who supervised tests; Harold E. Desfors, manager of press division, RCA Victor; Lawrence G. Borgeson, West Coast television service district manager, RCA Service Co. Initial survey, taken during early morning tour of city Sept. 18, showed a sharp, steady signal with resulting excellent coverage, RCA reported. Further reports were more enthusiastic (see story above). Antenna tower at rear of truck can be raised to 70 feet above street level.



"THEY"

**REPRESENTING LEADING
TELEVISION STATIONS:**

Davenport WOC-TV*
(Central Broadcasting Co.—WHO-WOC)

Denver KBTU
(Colorado Television Corporation)

Fort Worth-Dallas WBAP-TV*
(STAR-TELEGRAM)

Louisville WAVE-TV*
(WAVE, Inc.)

Miami WTVJ
(Wometco Theatres)

Minneapolis-St. Paul WCCO-TV
(DISPATCH-PIONEER PRESS)

New York WPIX
(THE NEWS)

St. Louis KSD-TV*
(POST-DISPATCH)

San Francisco KRON-TV*
(THE CHRONICLE)



FREE &

Pioneer Station

*Primary NBC Affiliates

SAY HE GETS ALMOST EVERYBODY INTO TELEVISION. WHAT ABOUT US?"

Free & Peters is now in its *sixth* year in television-station representation—sold our first TV order back in 1947.

Since then we've helped clear thousands of TV hours — have helped put dozens and dozens of successful advertisers and agencies "into television".

Operating an entirely separate Television Department in our New York, Chicago, Detroit, San Francisco and Hollywood offices (in all of which the rivalry between our TV specialists and our AM specialists is something you really ought to *see!*) we F&P Colonels are determined to keep on giving the *top* service in television . . . to keep on helping more and more people to "get into TV".

PETERS, INC.

Representatives Since 1932

NEW YORK
CHICAGO
ATLANTA
DETROIT
FT. WORTH
HOLLYWOOD
SAN FRANCISCO

	SUNDAY*				MONDAY				TUESDAY				WEDN	
	ABC	CBS	DuMONT	NBC	ABC	CBS	DuMONT	NBC	ABC	CBS	DuMONT	NBC	ABC	CBS
6:00 PM	<i>Strength For A Free World</i> F	<i>Man of the Week</i> L		Revere Meet the Press L										
6:15			<i>New York Times Youth Forum</i>											
6:30	TBA	Alcoa See It Now L		Gen Foods Roy Rogers F	Kellogg Space Cadet L									
6:45	Gruen W. Winchel L													
7:00	Skippy Peanut Butter You Asked For It L	Wrigley Gene Autry Show F	<i>Georgetown U. Forum</i>	P&G Red Skelton L			General Foods Capt. Video	<i>Up To Par</i> L			General Foods Capt. Video			
7:15												<i>Pepsi-Cola Short Stories</i> F		
7:30	<i>The Hot Sea</i> L	American Tobacco This Is Show Business L		Reynolds Metals Eddie Mayhoff F	Ironrite Hollywood Screen Test L	GM-Oldsmobile News L		P&G Those Two L	P&G Beulah F	Amer. Cig. & Cig. Co. News L		Chevrolet Dinah Shore L	Bendix Swanson (alt. wks.) L	GM-Oldsmobile News
7:45						Chesterfield Perry Comed		Camel News Caravan L		Lever Pepsodent 7:45-8 p. m.		Camel News Caravan L	The Name's The Same L	Chesterfield Perry Como
8:00								Winchell-Mahoney Show L		Shadow Wave Heaven For Betsy				Pillsbury Toni (alt.) Godfrey & His Friends L
8:15		Lincoln-Mercury Dealers Toast of the Town L			Sterling Drug Inspector Mark Saber Homicide Squad F	Lever Lux Video Theatre L	<i>Pentagon Washington</i>	Croasley-Speidel alternating		USA Canteen starts 10/14	<i>Power of Women</i>		Texas Co. Milton Berle L	<i>All-Star News L&F</i>
8:30	<i>All-Star News L&F</i>			Colgate-P-P Comedy Hour L		Lever-Lipton Godfrey's Talent Scouts L	<i>Johns Hopkins Science Review</i>	Firestone Voice of Firestone L		<i>The Red Button Show</i> S starts 10/14	Curtis Publishing Co. Keep Posted			Liggett & Myers Godfrey & His Friends L
8:45					<i>United or Not</i> L					Schick Crime Syndicated (alt.) L	Wine Corp. of America Where Was I?	P&G Fireside Theatre F	Bayuk Cigars Ellery Queen L	Colgate Strike It Rich L
9:00		General Electric Fred Waring L	Clorox Chlorophyll Gum Rocky King Detective	Goodyear Corp. (alt. with) Philco Corp. TV Playhouse		Philip Morris I Love Lucy F	<i>Guide Right</i>	Pearson Pharm. Hollywood Opening Night L		Electric Auto-Lite Suspense L	<i>Quick on the Draw with Bob Dunn</i>	Armstrong Circle Theatre L		R. J. Reynolds Man Against Crime
9:15	TBA				<i>All-Star News L&F</i>	Gen. Foods Instant Maxwell Coffee L	<i>Football Sidelights with Wismer</i>	Johnson Wax alt. with American Tobacco Co Robert Montgomery Presents		Block Drug Danger L	<i>Meet the Boss</i>		P. Lorillard Two For The Money F	Pabst Sales Co. Blue Ribbon Bouts L
9:30		Bristol Myers Break the Bank L	P&G and Larus & Bro. Co. Plainclothes Man			Gaines Dog Food, Life with Luigi	Adams Hat Stores Inc. Famous Fights							General Cigar Sports Spot Longines Chronoscope
9:45														
10:00	B. Graham Hour of Decision F	P. Lorillard The Web L	Arthur Murray Show	P&G The Doctor F										
10:15	<i>Films of Interest</i> F					Westinghouse Studio One Theatre L	Co-op Boxing from Eastern Parkway	Co-op Who Said That L						
10:30	<i>In Our Time</i> F	Jules Montenier What's My Line L	<i>Youth On The March</i>											
10:45														
11:00	Carter Prod. Drew Pearson L	Norwich Sunday News Spec.				Longines Chronoscope	Bayuk Ringside Interviews			Democratic National Committee 10/7, 10/21				
11:15 PM														

DAY

	SUNDAY				MONDAY - FRIDAY				SATURDAY				ABC
	ABC	CBS	DuMONT	NBC	ABC	CBS	DuMONT	NBC	ABC	CBS	DuMONT	NBC	ABC
9:00 AM													1:30 PM
9:15													1:45
9:30													2:00
9:45						CBS News M&W 9:45-10:15 Tu-Th-F 9:45-10							2:15
10:00					Arthur Godfrey 10-11 a.m. (See Footnote) <i>Wheel of Fortune</i> F, Only 10-11 a.m. S			<i>Prologue to the Future</i> F					2:30
10:15													2:45
10:30					<i>There's One In Every Family</i> S			<i>Campaign Call</i> L	<i>Scouting In Action</i> F				3:00
10:45													3:15
11:00									Ralston-Purina Space Patrol F		Florida Citrus Corp. Happy's Party		3:30
11:15								<i>United Nations</i> L					3:45
11:30					C-P-P (MWF) Strike It Rich L				Fleers Pud's Prize Party L	Brown Shoe Smilin' Ed McConnell F	International Shoe Co. Kids & Co.		4:00
11:45													4:15
12:00 N	<i>Papa Bear's Newsreel</i> F	<i>In The Park</i> L			Gen. Mills Bride & Gr'm L			<i>Portrait of A City</i> L					4:30
12:15 PM	Sweets Co. Tootsie Hip podrome L				Amer. Home All Products Love of Life								4:45
12:30					P&G Search for Tomorrow		Noontime News with Waller Roney			National Dairy The Big Top L			5:00
12:45	Voice of Prophecy Faith For Today L	M&M Ltd. Candy Carnival L		<i>The Nature of Things</i> L			<i>Take the Break with Don Russell</i>						5:15
1:00				Youth Wants To Know L			<i>Broadway Matinee M-W-F Ethel Thorsen T-Th</i>						5:30
1:15													5:45 PM

T I M E					
SUNDAY			MONDAY - FRIDAY		
CBS	DuMONT	NBC	ABC	CBS	DuMONT NBC
		Religious Hour Frontiers of Faith L		Gary Moore Show (See footnote)	
		American Inventory L		Campbell Soup Double or Nothing M-W-F	
		Bohn Alum. American Forum L		P & G Guiding Light L	
				Art Linkletter's House Party (See Footnote)	
	Miller Brewing Co Atlantic Refining Co.			The Big Payoff CPP (M-W-F)	
	Pro Football			P & G Welcome Travelers L	
Whistle Stop USA		Lief Eid News L			Armed Services Football 1:45-3:30
Cats Paw Rubber (alt. wks.) Quiz Kids (alt. wks. sustaining)		RCA (alt. wks.) Kukla, Fran, Ollie L	Mike & Buff S		
				Kate Smith L	
Where Do You Stand		Hallmark Hall of Fame L			
			United Nations M-F		
Lamp Unto My Feet		Quaker Oats Zoo Parade L		Lever Hwkns. Falls L	
	The Week In Religion			Gabby Hayes**	
				Mars, C-P-P Welch, Klog. Int. Shoe	
What in the World				Bauer & Blk. Standard Brands L Howdy Ddy.	
SATURDAY					
ABC	CBS	DuMONT	NBC		
				NCAA Football Game of The Week	
				General Motors L	
				Pontiac Fibal Score Board L	
				Co-op Rootie Kazootie L	

Explanation: Programs in italics, sustainings; Time, EST. L, Live; F, film; K, kinescopic recording; E, Eastern network; M, Midwestern; NI, non-interconnected stations.

NBC—Mon. thru Fri. "Today" 7-9 a.m., EDT & CDT, 7:15-20 Wed.—Fla. Citrus, 7:20-25 Wed.—Kenwill, 7:45-50 Mon.—Fla. Citrus Tu.-Wed.—Thurs.—Riggio, 8:15-20 Wed.—Mystic, Tu.—Thurs.—Fla. Citrus, Fri.—Doeskin, 8:20-25 Mon.—Pure-Pak, Thurs.—"Time," Fri.—Fla. Citrus 8:45-50 Wed.—Jackson-Perkins, 8:45-55 Mon.—Knox.

Mon. thru Fri. "Kate Smith"; 4-4:15, Mon. thru Thurs. P & G 4:45-5, Mon. Nestle—4:15-30, Tue. Doeskin—4:45-5, Tues. Johnson & Johnson—4:30-45, Wed. Pillsbury—4:15-5, Wed. Gerber—4:15-30, Thur. Penick & Ford—4:30-45, Thurs. Minute Maid—4:45-5, Thur. Simoniz—4:00-15, Fri. Knomark 4:15-45, Fri. Glidden—4:45-5, Fri. Toni.

**** Quaker Oats**—Mon. & Fri.

5:30-6 p.m., M-F, Firms listed sponsor Howdy Doody in 15 min. segments.

CBS—10:10-15—Tu. & Th., Star-Kist Tuna.
10:15-30, Mon.-Th.—Frigidaire & Owens-Corning, Alt. Days.
10:30-45, M-Th.—Lever.
10:45-11, M-Th.—Pillsbury.
11:30-12 n, Tu. & Th., Strike It Rich, sustaining.
1:45-2 p.m. Wed., Best Foods; Thurs., Stokely-Gary Moore.
2-2:30 p.m., Tu. & Th., Every Where I Go, sustaining.
2:45-3 p.m., Fri.—Green Giant Co.; 2:45-3 p.m., M-Th—Pillsbury; 3-3:15 p.m., M-W-Th—Lever Bros.; 3-3:15 p.m., Tu-Fri—Kellogg; 2:45-3:15 p.m.—House Party.

BROADCASTING
The Newsweek of Radio and Television
TELECASTING

October 6, 1952

Happy Birthday to us!



5

years on Television

5

years with RCA Victor



Musical Director • JACK FASCINATO

Producer • BEULAH ZACHARY

Director • LEWIS GOMAVITZ

Costume Designer • JOSEPH LOCKWOOD



New Lens Device;
RTMA Tube Sales

(Report 236)

VISTASCOPE, a lens device long in experimentation, has been used commercially for the first time by Revue Productions, Culver City, TV film production subsidiary of Music Corp. of America.

Linked directly with the movie camera, the device combines live action with photographs of foreground settings, replacing matte shots or construction of actual foreground settings. Revue Productions used the Vistascope for interiors of the French Louvre in "Mona Lisa," half-hour TV film in the *Biff Baker, U.S.A.* series, being filmed for American Tobacco Co., New York (Lucky Strike cigarettes). Series starts on CBS-TV Nov. 6. Vistascope Corp. of America, headed by Sol Lesser, is making the lens device available to producers on a royalty basis.

August Tube Sales
Near \$11 Million—RTMA

RADIO-Television Mfrs. Assn. reported last week that 68% of the TV picture tubes sold to receiver manufacturers in August were 18 inches and larger. Sales to set manufacturers in August totaled 597,625 units valued at \$10,970,215 compared with 324,143 tubes valued at \$6,847,290 sold in

July. Ninety-nine per cent of cathode ray tubes sold to receiver manufacturers in August were rectangular and 16 inches or larger.

CBS-TV Develops
New Set Technique

CBS Television scenic art department has developed a new scenery construction technique that uses prefabricated masonite flats in assorted stock sizes instead of the traditional muslin-on-frame used for walls, doors and partitions. The technique is now being demonstrated to sponsors, ad agencies and broadcasting executives. CBS-TV claims that the new technique not only speeds up set construction but permits more freedom in overall design, and assures better lighting and camera maneuverability.

New TV Lab
At Wisconsin U.

INITIAL outlay of \$105,750 and fund of \$24,000 have been appropriated by the U. of Wisconsin regents for construction and first-year operation of a closed circuit TV laboratory.

The facility will be used for "experience, instruction and re-

search," according to H. L. Ewbank, chairman of the university radio committee. Another group will supervise research to determine "the relative efficiency of different types of television programs with respect to content and method of presentation" of commercial and educational broadcasts. Research unit is headed by Dean John Guy Fowlkes.

Video Ventilation

TELEVISION personnel who have fretted about hot studios can take heart in an announcement that most TV stations to be constructed from now on will be cooler. According to Bern C. Benson, temperature control expert of Minneapolis-Honeywell Co., Minneapolis, whose engineers have designed a new cooling system, studios will be air-conditioned with new electronic temperature controls 100 times more sensitive than conventional types that are being used generally.

Weekly Television Summary—October 6, 1952—TELECASTING Survey

City	Outlets on Air	Sets in Area	City	Outlets on Air	Sets in Area
Albuquerque	KOB-TV	16,500	Matamoros (Mexico), Brownsville, Tex.	XELD-TV	24,500
Ames	WOI-TV	100,447	Memphis	WMCT	149,217
Atlanta	WAGA-TV, WSB-TV, WLTW	215,000	Miami	WTVJ	143,500
Baltimore	WAAM, WBAL-TV, WMAR-TV	410,076	Milwaukee	WTMJ-TV	352,506
Birmingham	WBFB-TV	92,500	Minn.-St. Paul	KSTP-TV, WTCN-TV	329,200
Birmingham	WAFM-TV, WBRC-TV	118,000	Nashville	WSM-TV	78,260
Bloomington	WTVF	160,000	New Haven	WNHC-TV	310,000
Boston	WBZ-TV, WNAC-TV	931,871	New Orleans	WDSU-TV	113,687
Buffalo	WBEN-TV	284,202	New York	WABD, WBS-TV, WJZ-TV, WNBT	3,059,400
Charlotte	WBTV	244,842	Newark	WOR-TV, WPIX, WATV	138,000
Chicago	WBKB, WENR-TV, WGN-TV, WNBQ	1,188,419	Norfolk		
Cincinnati	WCPO-TV, WKRC-TV, WLWT	365,000	Portsmouth	Newport News	130,000
Cleveland	WEWS, WNBK, WXEL	646,876	Oklahoma City	WTAR-TV	152,731
Columbus	WBNS-TV, WLWC, WTVN	237,000	Omaha	WKY-TV	141,910
Dallas	KRLD-TV, WFAA-TV, WBAP-TV	189,341	Philadelphia	KMTV, WOW-TV	1,085,549
Davenport	WOC-TV	138,000	Phoenix	WCAU-TV, WFIL-TV, WPTZ	67,400
Dayton	Quad Cities Include Davenport, Moline, Rock Is., E. Moline	249,000	Pittsburgh	KPHO-TV	535,000
Denver	WHIO-TV, WLWD	249,000	Portland, Ore.	KPTV (not yet estimated)	227,000
Detroit	KFEL-TV	38,919	Providence	WJAR-TV	139,032
Erie	WJBK-TV, WWJ-TV, WXYZ-TV	804,766	Richmond	WTVR	160,000
Ft. Worth	WICU	174,680	Rochester	WHAM-TV	138,000
Dallas	WBAP-TV, KRLD-TV, WFAA-TV	189,341	Rock Island	WHBF-TV	138,000
Grand Rapids	WOOD-TV	223,961	Quad Cities	Include Davenport, Moline, Rock Is., E. Moline	
Greensboro	WFMY-TV	123,792	Salt Lake City	KDYL-TV, KSL-TV	83,245
Houston	KPRC-TV	177,000	San Antonio	KEYL, WOAI-TV	95,838
Huntington			San Diego	KFMB-TV	150,850
Charleston	WSAZ-TV	117,637	San Francisco	KGO-TV, KPIX, KRON-TV	448,000
Indianapolis	WFBM-TV	265,000	Schenectady		
Jacksonville	WMBR-TV	68,000	Albany-Troy	WRGB	222,900
Johnstown	WJAC-TV	168,500	Seattle	KING-TV	171,000
Kalamazoo	WKZO-TV	236,653	St. Louis	KSD-TV	421,000
Kansas City	WDAF-TV	223,024	Syracuse	WHEN, WSYR-TV	189,422
Lancaster	WGAL-TV	162,813	Toledo	WSPD-TV	203,000
Lansing	WJIM-TV	110,000	Tulsa	KOTV	130,125
Los Angeles	KECA-TV, KHJ-TV, KLCB-TV, KNBH	1,347,154	Utica-Rome	WKTV	77,000
Louisville	KTLC, KNXT, KTVV	179,820	Washington	WMAL-TV, WNBW, WTOP-TV, WTTG	382,932
	WAVE-TV, WHAS-TV	179,820	Wilmington	WDEL-TV	117,613
Total Stations on Air 111*		Total Markets on Air 66*	Estimated Sets in Use: 18,697,133		

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

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
189,341
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

Television Grants and Applications

(Continued from page 70)

above ground 414 ft. Estimated construction cost \$346,000, first year operating cost \$147,000, revenue \$169,000. Post Office address Minot, N. D. Studio and transmitter location U. S. Hwy. 83, 1.7 mi. S of center of Minot. Geographic coordinates 48° 12' 37" N. Lat., 101° 17' 48" W. Long. Transmitter and antenna GE. Legal counsel Ross K. Prescott, Dallas, Tex. Consulting engineer Guy C. Hutcheson, Arlington, Tex. Sole owner is M. B. Rudman, independent oil operator in Texas, Oklahoma, Louisiana, Arkansas, North Dakota, Illinois, Florida, Georgia, Alabama and South Dakota. Applicant stated he is filing simultaneous TV applications for Bismarck, N. D., and Galveston, Tex. City Priority Group A-2, No. 232.

PITTSBURGH, Pa.—Telecasting Co. of Pittsburgh, uhf Ch. 16 (482-488 mc); ERP 89.5 kw visual, 50.7 kw aural; antenna height above average terrain 520 ft., above ground 480 ft. Estimated construction cost \$402,430, first year operating cost \$660,000, revenue \$675,000. Post Office address 2237 Henry W. Oliver Bldg., 535 Smithfield St., Pittsburgh 22. Studio location Pittsburgh, to be determined. Transmitter location Rue Grand Vue & Attica St., Pittsburgh. Geographic coordinates 40° 26' 45" N. Lat., 80° 02' 04" W. Long. Transmitter

DuMont, antenna RCA. Legal counsel McKenna & Wilkinson, Washington. Consulting engineer Commercial Radio Equipment Co., Washington. Principals include General Partners Thomas P. Johnson (45.5%), partner in Kirkpatrick, Pomeroy, Lockhart & Johnson (law firm), 10% stockholder in United Bestg. Corp. (inactive corporation and pre-thaw applicant for TV in Pittsburgh); Henry Oliver Rea (45.5%), part owner of WPOR Portland, Me., less than 25% in United Bestg. Co. (above), vice president and more than 25% in Oliver Iron & Steel Corp., general partner and more than 25% in Allegheny Pub. Co.; Managing Partners A. Donovan Faust (5%), assistant general manager of WDTV (TV) Pittsburgh; Larry H. Israel (5%), WDTV sales manager; William H. Rea (1%), treasurer of WPOR. City priority Group B-4, No. 180.

PITTSBURGH, Pa.—Agnes J. Reeves Greer (WKJF), uhf Ch. 53 (704-710 mc); ERP 258.1 kw visual, 130 kw aural; antenna height above average terrain 531 ft., above ground 426 ft. Estimated construction cost \$337,632, first year operating cost \$225,000, revenue \$225,000. Post Office address 238 Spruce St., Morgantown, W. Va. Studio and transmitter location 1715 Grandview Ave., Pittsburgh. Geographic coordinates 40° 26'

28" N. Lat., 80° 01' 34" W. Long. Transmitter and antenna GE. Legal counsel Dow, Lohnes & Albertson, Washington. Consulting engineer George C. Davis, Washington. Sole owner Agnes J. Reeves Greer is chief owner of WAJR-AM-FM Morgantown, W. Va., WDNE Elkins, W. Va., and WJER Dover, Ohio., president and holder of controlling interest in Greer Steel Co., Morgantown, Preston County Coal & Coke Co., Cascade, W. Va., and West Virginia Newspaper Pub. Co., which publishes two newspapers in Morgantown and a third in New Martinsville, W. Va. City priority Group B-4, No. 180.

WICHITA FALLS, Tex.—Wichita Falls Television Inc. (KTRN and KWFT each own 50%), vhf Ch. 6 (82-88 mc); ERP 22.3 kw visual, 11.3 kw aural; antenna height above average terrain 495 ft., above ground 495 ft. Estimated construction cost \$264,215, first year operating cost \$250,000, revenue \$280,000. Post Office address PO Box 420 and 917½ Scott St., Wichita Falls, Tex. Studio location to be determined. Transmitter location 2.5 mi. W of center of Wichita Falls. Geographic coordinates 33° 54' 00" N. Lat., 98° 32' 25" W. Long. Transmitter and antenna GE. Legal counsel Dempsey & Koplovitz, Dow, Lohnes & Albertson, both Washington. Consulting engineer Commercial Radio Equipment Co., Washington. Principals include Rowley-Brown Bestg. Co. (50%), licensee of KWFT-AM-FM Wichita Falls, and Texoma Bestg. Co. (50%), licensee of KTRN Wichita Falls.

Applicant's officers: President Kenyon Brown, vice president-20% of KWFT, officer and owner 19,079 sh. of 100,088 sh. in KGLC Miami, Okla., officer and owner 1,500 sh. of 5,000 sh. in KMBY Monterey, Calif., officer and owner 2,500 sh. of 5,000 sh. in KWRN Reno, Nev., owner of 5% of Little Rock Telecasters (holder of TV CP for Little Rock, Ark.), officer and 3,507 sh. of 19,503 sh. in KBYE Oklahoma City, officer and stockholder in motion picture exhibiting firm, boot and shoe firm, advertising firm and advertising consultant firm; Vice President Houston Harte, vice president-23.2% of KKKL San Angelo, Tex., 20% of KTRN and officer and extensive stockholder in more than a score of newspaper publishing, construction, automotive and other firms; Vice President Rhea Howard, president and 386 sh. of 6,998 sh. in Times Pub. Co., Wichita Falls (which owns 49% of KTRN); Vice President John H. Rowley, vice president-40% of KWFT, vice president and 3,313 sh. of 41,906 sh. in Rowley United Theatres Inc., partner and 4.81% in an oil firm; Director E. H. Rowley, president-20% in KWFT, president and 5,435 sh. of 41,906 sh. in Rowley United Theatres, partner in oil firms; Secretary Boyd Kelley, president-2.6% of KTRN; Treasurer Frank M. Dowd, secretary-treasurer of KWFT, treasurer of Rowley United Theatres Inc. and partner in oil firm. City priority Group A-2, No. 56.

CHARLESTON, W. Va.—Kanawha Valley Bestg. Co. (WGKV), vhf Ch. 8 (180-186 mc); ERP 316 kw visual, 158 kw aural; antenna height above average terrain 695 ft., above ground 573.5 ft. Estimated construction cost \$600,263, first year operating cost \$659,436, revenue \$865,956. Post Office address 208 Dickinson St., Charleston, W. Va. (PO Box 953). Studio location 208 Dickinson, Charleston. Transmitter location Woodward Branch Rd., Charleston. Geographic coordinates 38° 23' 01" N. Lat., 81° 41' 50" W. Long. Transmitter and antenna RCA. Legal counsel Dempsey & Koplovitz, Washington. Consulting engineer George C. Davis, Washington. Principals include President R. M. Venable (57.6%), president-50% of Forest Hills Co. (real estate), vice president and stockholder of Trojan Steel Co., owns interest in two Charleston banks; Vice President B. W. Venable (8.7%), secretary of Trojan Steel Co.; Secretary Willard H. Ervin Jr. (32.7%), secretary-treasurer and holds interest in WJOL Joliet, Ill., partner in Norman S. Fitzhugh & Co. (public accountants), president of One Morris Inc. (real estate), secretary of Hall Trucking and Service Co., treasurer of Star Gas Co. and Litton Realty Co., both Charleston; C. P. Vogel Jr. (1%). City priority Group A-2, No. 48.

Harrington, Richter & Parsons, Inc.

The only exclusive TV Station Representative

New York

Chicago

San Francisco

WLTV Atlanta

owned by Broadcasting, Inc.

WAAM Baltimore

owned by WAAM, Inc.

WBEN-TV Buffalo

owned by Buffalo Evening News

WFMY-TV Greensboro

owned by Greensboro News and Record

WDAF-TV Kansas City

owned by The Kansas City Star

WHAS-TV Louisville

owned by the Courier-Journal & the Louisville Times

WTMJ-TV Milwaukee

owned by the Milwaukee Journal

WTTG Washington

owned by Allen B. DuMont Labs., Inc.

WITH Portland, Ore., and Denver TV hearings underway Oct. 1 in Washington (see story, page 26) before FCC Hearing Examiners Elizabeth C. Smith and James D. Cunningham, respectively, here are dates additional TV proceedings are scheduled thus far by the Commission. All will be held in Washington.

Oct. 15—Harrisburg, Pa. (Examiner William G. Butts). Tampa-St. Petersburg, Fla. (Examiner Basil P. Cooper).

Oct. 20—Jackson, Mich. (Examiner J. D. Bond). Wichita, Kan. (Examiner H. B. Hutchison).

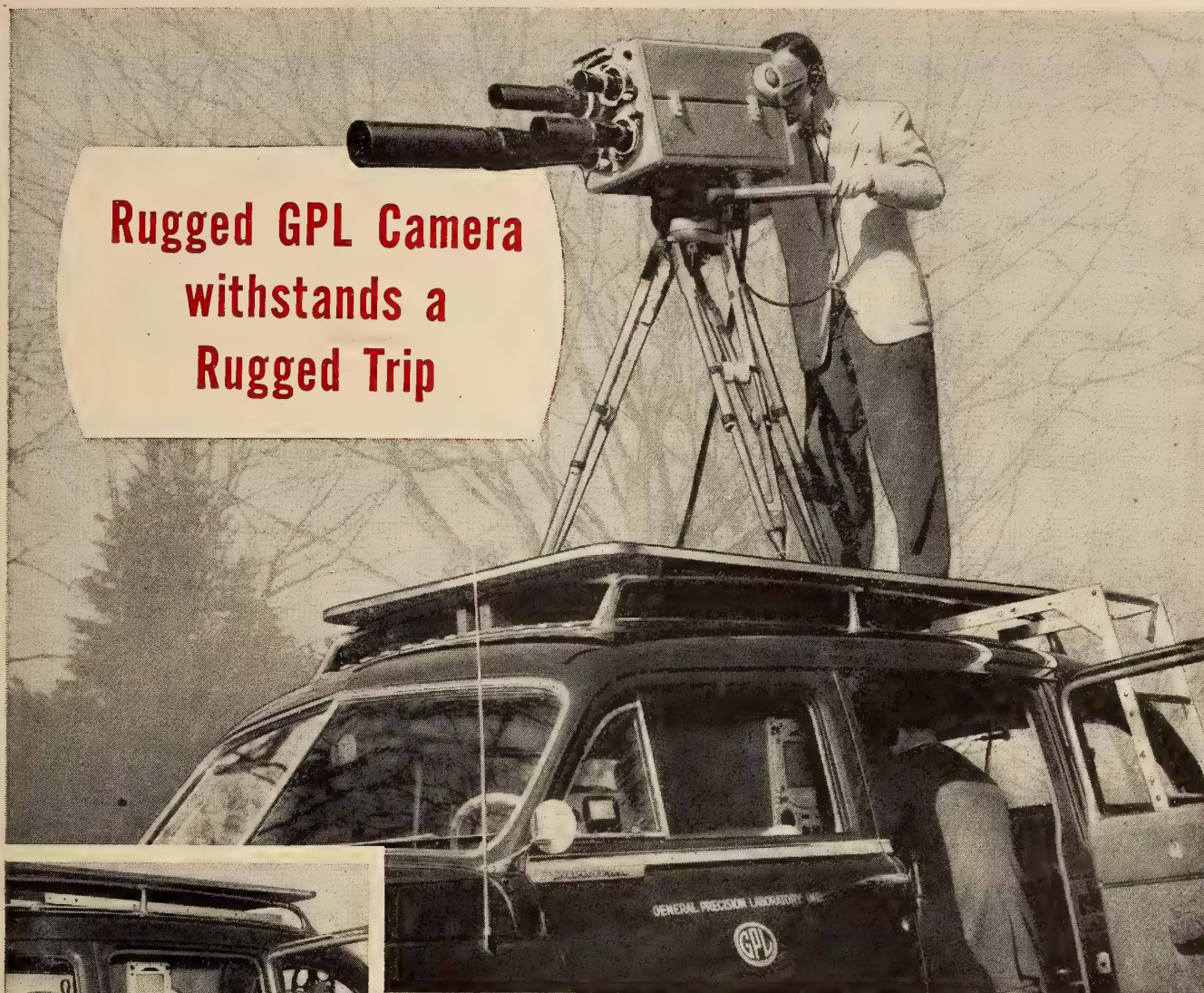
Dec. 8—Canton, Ohio (Examiner Fanny N. Litvin). Postponed from Oct. 1.

Waterbury, Conn., proceeding was dissolved following dismissal of WERY bid. Application of WATR there pending uncontested [B-T, Sept. 29].

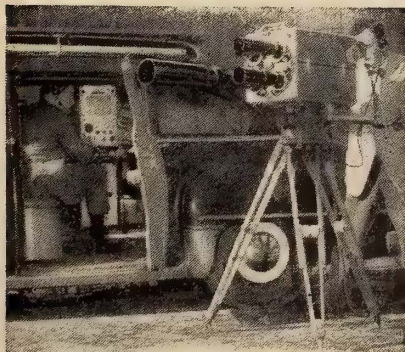
Weston Account

WESTON BISCUIT Co., formerly handled by W. Earl Bothwell agency, which has merged with Geyer Adv., New York, announced last week that the latter agency will handle the advertising for its package cookies. Campaign plans will be announced later. Television reportedly is being considered.

Rugged GPL Camera withstands a Rugged Trip



EQUALLY RUGGED and service-free on trip was GPL Utility Projector with "3-2" intermittent which permits use with I. O. camera for film telecasting from remotes.



GPL STUDIO CAMERA CHAIN was packed in station wagon . . . demonstrating mobility of entire chain for fast coverage of news events, sports, other programs in the field.



20,000 Miles Cross-Country Without Camera Service

This GPL image orthicon camera has just completed a demonstration tour to studios in 67 cities from Maine to Mexico . . . Michigan to Miami.

Without a single service operation, it took the bumps of 20,000 miles of hard driving. It was loaded and unloaded more than 150 times. Every working element received far more than normal wear and tear, as usual on demonstrations. Yet nothing failed, nothing needed replacing.

This is the kind of ruggedness you

may have for both studio and field operations, PLUS all the precision of GPL camera design. This unit is engineered for smooth, fast control, from pushbutton turret change to remote adjustment or iris and focus.

For the stations just starting, it has many special advantages: in compactness of chains, ease of operations.

Write, wire or phone, for full details of the camera equipment that is the "industry's leading line—in quality, in design."



General Precision Laboratory

INCORPORATED

PLEASANTVILLE

NEW YORK

Export Department: 13 E. 40th St., New York, N. Y.

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

GPL

Cable address: Arlab

TOWER RULES

PROPOSED rule-making proceedings to modify Part 17 of FCC's rules on lighting and marking of radio-TV towers and to modify CAA's minimum flight altitude rules are seen as forthcoming actions following the final government-industry meeting on the tall towers-air navigation problem last Monday in Washington.

FCC Comr. E. M. Webster and CAA Deputy Administrator F. B. Lee, co-chairmen of the joint meetings attended by representatives of the government and the broadcasting and aviation industries, accepted the report of an "ad hoc" committee. The committee was named earlier to investigate a possible method of achieving uniform treatment by regional airspace subcommittees of applications for radio and TV towers over 500 ft. high located adjacent to existing airways [B•T, April 28].

The report recommended that existing procedures be continued for the handling of tower clearance applications on a case-to-case basis by regional airspace subcommittees and concluded that general fixed criteria for the handling of such applications are not practical [B•T, Sept. 15]. The report included suggested changes for Part 17 of FCC's rules to modify tower marking and lighting requirements.

It also bore an attachment, not

Lighting and Marking Proposal Expected

a part of the report, setting forth CAA's proposed addition to the *Manual of Procedure* of the CAA Office of Aviation Safety relating to "obstruction clearance for objects located outside but adjacent to the limits of present civil airways or direct routes."

Calling of the first joint meeting last spring to consider the potential air hazard of tall towers stemmed from announcement of FCC's Sixth Report and Order finalizing the TV reallocation and providing for potential establishment of over 2,000 TV stations in nearly 1,300 communities with tower height of 2,000 ft. permissible. Aviation interests became alarmed that 2,000 ft. towers would soon be built in many areas, but the ad hoc report found that only about 5% of the towers expected to be constructed will exceed 1,000 ft.

PROF. CABELL GREET, CBS speech consultant since 1937 and associate professor of English at Barnard College, has resumed his duties at the network after a seven-month leave of absence for lectures in Europe.

Merlin H. Aylesworth

(Continued from page 30)

best possible facilities for such service; to make the entire structure self-supporting, for if radio is to survive, broadcasting must stand on its own legs."

Pursuing that goal during the following decade, NBC under Mr. Aylesworth's direction created noted religious programs and such musical programs as *Music Appreciation Hour* and *American Album of Familiar Music*; such variety shows as *Fleischmann Hour* with Rudy Vallee and guests and Eddie Cantor's *Chase & Sanborn Program*. With *Amos 'n' Andy*, NBC established the daily serial program as a basic radio formula.

"Deac" Aylesworth, as he was affectionately known to hundreds of friends in every aspect of American life, was born July 19, 1886, in Cedar Rapids, Iowa, the son of the Rev. Barton O. Aylesworth. He attended Colorado Agricultural College, U. of Colorado, U. of Wisconsin and Columbia U. and in 1908 received his law degree from Denver U.

After practicing law in Fort Collins, Col., from 1914, he became chairman of the Colorado Public Utilities Commission, which he left in 1918 to join the Utah Power & Light Co. A year later, he was appointed managing director of the National Electric Light Assn., remaining in that post until 1926, when Owen D. Young of General Electric, Gen. Guy E. Tripp of Westinghouse and Maj. Gen. James G. Harbord of RCA persuaded him to enter radio.

After Mr. Aylesworth left the NBC presidency in January 1936, he stayed for two years as chairman of RKO and then transferred his activities to the newspaper field as an executive of the Scripps-Howard newspapers, in March 1938 becoming publisher of the New York *World-Telegram*, Scripps-Howard evening paper in that city. He resigned in 1941 and during the war years served as an executive consultant to the Office of the Coordinator of Inter-American Affairs.

In recent years, Mr. Aylesworth has maintained a Rockefeller Center office as an attorney and business consultant. One of his clients was Cities Service Co., which at his persuasion started a weekly program on NBC in February 1927 and is today the oldest continuous advertiser in network radio. He was chairman of the executive committee of Ellington & Co., New York advertising agency.

In 1909 Mr. Aylesworth married the former Blanch Parrott, the marriage ending in divorce. In 1945 he married the former Caroline Andrews McEnteer, who was with him at the time of his death. He also is survived by two children of his first marriage, Barton Jerome Aylesworth and Dorothy Aylesworth, and a sister.

Funeral services were held Friday morning in New York. Burial was at Redding, Conn.

CBS, NBC OPEN

West Coast TV Centers

SIDE-BY-SIDE sprint by CBS and NBC to complete their new West Coast TV plants for the fall season ended last weekend when both facilities began operations.

Emanating from CBS Television City, Beverly Blvd. and Fairfax Ave., Los Angeles, was *My Friend Irma* on Friday, 8:30-9 p.m. (EST). Special *All Star Revue* inaugurated the facilities of NBC Television Center, Burbank, on Saturday 8-9 p.m. (EST).

CBS has set up more than \$1.5 million worth of electronic equipment and specially designed video gear. The initial unit, which cost an estimated \$12 million and covers 15 acres, represents the first step in a reported \$35 million eventual investment. The unit consists of a six-story engineering building and four 12,000-sq. ft. studios, two for audiences, each seating 350 persons, and two, non-audience.

There also is 35,000 sq. ft. of office space, providing facilities for story conference rooms, writers, directors, producers, stars' dressing rooms and three 4,500-sq. ft. rehearsal halls.

Newest Equipment

Included in the newest equipment are an all-electronic stage-lighting control installation, which can control 5,250,000 w; five audio consoles, built at CBS-TV New York; \$250,000 worth of cameras, motor-driven camera cranes and 30 miles of coaxial cable.

Designed by architects William L. Pereira and Charles Luckman, CBS Television City, when completed, will cover 25 acres and include two more studios and a 13-story administration building of 600,000 sq. ft. Ground was broken Dec. 29, 1950.

The first unit of NBC Television Center, Burbank, covers five acres of the 48-acre tract and represents an estimated cost of \$2.7 million of a reported \$25 million eventual investment.

The initial structure includes a 140 x 180-ft. service building connected with two 12,600-sq. ft. theatre type studios, each seating 500 persons. Studios contain five RCA TK-11-A cameras, 24 TV monitors, complete sound proofing, air conditioning and fire-preventive sprinkler systems.

**TOP QUALITY
MOTION PICTURES**
Since 1932



Up-to-date
completely
equipped
New York
studios

**VIDEO VARIETIES
CORPORATION**
Office: 41 E. 50th St., N.Y. 22 MU 8-1162

WISE BUYERS Buy KFMB-TV

San Diego's First
and only TV Station
Blankets California's
Third Market!

San Diego's
1951
Furniture, Radio
and Household
STORE SALES
were
\$40,330,000

**KFMB-TV,
KFMB-AM**
San Diego 1, Calif.
Represented
by **THE
BRANHAM CO.**

John A. Kennedy, Board Chairman · Howard L. Chernoff, Gen. Mgr.

Sales . . .

International News Service, New York, announces the sale of its packaged TV news service to KBTB (TV) Denver, Col. The 12 minutes of the daily Telenews film, INS special TV news wire, and the regular INS leased wire report start coincidental with KBTB's target date, Oct. 13.

* * *

Exclusive contract has been signed by WBNS-TV Columbus, Ohio, with Motion Pictures for Television Inc., for a film library of over 800 titles at a total cost of \$100,000. Station reports that the agreement gives WBNS use of the largest single film library in the country.

* * *

Hamilton Watch Co., Lancaster, and International Silver Co., Meriden, Conn., start their alternating weekly sponsorship of *Your Jeweler's Showcase* in 20 TV markets on various schedules, Oct. 2 for 26 weeks. Stations are: KNBH (TV) Hollywood, KRLD - TV Dallas, KPRC-TV Houston, WNBQ (TV) Chicago, WCBS-TV New York, WNBW (TV) Washington, KSTP-TV Minneapolis, WCAU-TV Phila-

BI-CITY PACKAGE

WOR-TV, WFIL-TV Offer

TWO-market plan is being offered TV clients by WOR-TV New York and WFIL-TV Philadelphia, whereby an advertiser sponsoring a program on either station can have it simultaneously telecast by the other at the straight cost of the program plus the time on both stations which will absorb the cable costs.

Sales pitch points out that the New York-Philadelphia area comprises about 25% of the nation's TV homes, containing 4,386,900 TV sets as of July 1, more than the next four cities combined. Plan is called a "two for one" offer, as time on both stations can be purchased for less than the cost of certain other New York TV stations alone.

Continuing the revision of its program schedule to obtain a more efficient and economical operation, WOR-TV last week disclosed that in addition to dropping the midnight-to-four a.m. *All-Night Show* [B•T, Sept. 29], it is also lopping an hour off its afternoon schedule. Programming, which on non-baseball days has started at 1:30 p.m., will, after the conclusion of the World Series, begin at 2:30 p.m.

While such live programs as *Barbara Welles Show*, *Buster Crabbe Show*, *Barnes Family Album*, *Dave Elman's Curiosity Shop*, *Music in Silhouette* and *Mac Perrin's Tune Room* are being discontinued, station spokesmen pointed out that WOR-TV is by no means switching to a complete film operation. In fact, they said, during the week the film telecasts will remain pretty much as they have been with some increase in film programs during the weekends.

BROADCASTING • Telecasting



film report

Availabilities . . .

Helen Ainsworth Corp., headquartered at 197 N. Canon Dr., Beverly Hills, has been formed to distribute and produce TV film series on a regional basis, by Sam Nathanson, theatrical distribution sales executive with Columbia Pictures, and Helen Ainsworth, head of the Beverly Hills talent agency bearing her name.

New firm has acquired distribution rights to 13 quarter-hour TV films in *Hollywood Newsreel*, produced by Herman Pesos, and featuring Gene Norman as commentator on news about movie stars.

Already completed by Mr. Nath-

anson is *You*, 13 3½-minute color films featuring Gerald Heard, scientist-philosopher-writer. Production schedule calls for 50 to 100 films yearly.

Also completed is the quarter-hour pilot film of *Nickelodeon*. Starring the *Sportsmen Quartet* in a Gay 90's format, the singing group tells the story of an 8½-minute silent film. Narrated in a humorous vein, a group of these films has been acquired from Library of Congress. Lyrics and music were written by Dean Reisner and Eddie Kay.

Production . . .

PILOT film in the TV version of ABC Radio *Defense Attorney* is being completed by Desilu Productions, Hollywood, starring Mercedes McCambridge, creator of the title role. Fletcher Markle is directing under the production supervision of Don Sharpe.



she's lovely ...
she's engaged ...

**SHE WATCHES ALEXANDER
FILM COMMERCIALS!**

Fair lady is, in fact, a consumer . . . a big one! And it will pay you to woo her with Alexander film commercials. You'll find (as have more than 100 of the nation's biggest advertisers) that there is no finer way to win the hearts and purse-strings of dainty demoiselles.

A big reason why it pays to rely on Alexander for your film commercial needs is experience. Fastidious women, women of distinction and, in fact, the women of the world appreciate the care, the quality and the "know-how" that are inherent in

the Alexander approach: . . . Production quality that has evolved through more than thirty years of experience and progress in audio-visual advertising; the kind of experience that makes a girl sit up and take notice! . . . Precision processing in Alexander's own laboratories that achieves the most exacting contrast-control for telecasting that pleases milady's eyesight! . . . Multi-track sound recording direct to 16mm for extra high fidelity, so Mlle. doesn't have to whip out her ear trumpet to catch your sweet sales story!

Woo her with Alexander film commercials. She'll love you for it!

--- Write Today for Full Details ---



COLORADO SPRINGS

New York • Dallas • Hollywood • Detroit • San Francisco • Chicago

Boxing Blackout Studied by INS

(Continued from page 69)

on the Walcott-Marciano fight."

Both UP and AP indicated to BROADCASTING•TELECASTING they did not plan at this time to join INS in any further exploration of the question. Both expressed the viewpoint that the matter involved the IBC and individual stations, rather than the news services which, they said, act as a transmission agency.

A spokesman for another wire service said that coverage of the Walcott-Marciano bout had been sufficient for a re-creation of the bout. He added that to his knowledge news of a sports event is in the public domain once it is completed and a radio station would be justified in re-creating it.

Quick to protest the promoter's ban was Mark L. Haas, vice president of KMPC Los Angeles. Mr. Haas said it was the first time he could recall that radio stations were prohibited from re-creating a sports event following the end of the event.

KMPC had sold a re-created version to Los Angeles Brewing Co. after INS and United Press had assured him the station could use their blow-by-blow accounts for re-creation, Mr. Haas said. But the afternoon of the fight, he added,

they notified the station it could not use their reports and that such reports were for publication only.

Mr. Haas said INS sent him the following wire, forcing cancellation of the re-creation:

To all INS clients:

INS has been legally informed that under restrictions announced by Promoter Herman Taylor of the Joe Walcott-Rocky Marciano fight in Philadelphia tonight that the INS round-by-round description that will be carried on this wire is for publication only.

Taylor states that there are no limitations on radio or television reports on the outcome of the fight, but that the round-by-round or blow-by-blow description cannot be used for purposes other than publication, including specifically the re-creating or simulating of the fight on a blow-by-blow basis on any radio or unlicensed TV broadcast.

Promoter Taylor announced that any violation of the restriction against round-by-round or blow-by-blow description of the fight by radio or TV will be subject to prosecution.

In announcing cancellation of the re-creation KMPC told the whole story to its listeners for disappointing them. "KMPC believed that such a re-creation was a service to which the radio audience is entitled and for which there are numerous precedents, not only with fights but with other major sports events as well," the station informed its audience.

Mr. Haas added later, "This sets a precedent in radio broadcasting and apparently is the opening round of a battle between radio and television on the one hand and theatre television on the other. I recognize the right of sports promoters to protect their sports events as they are in progress, but I do not recognize any right for them to control news of the event after it is over. I feel that radio and television as an industry should recognize that something must be done to protect their rights."

As far as could be learned, no complaints up to Friday had been filed with the FCC, NARTB or any of the congressional committees concerned with radio-TV.

INS-TELENEWS BUY

Goes on Five ABC Outlets

PURCHASE of INS-Telenews daily service of film and TV news wire by ABC for the network's five owned and operated TV stations was to be announced today (Monday) by the INS television department.

Service to WJZ-TV New York is effective today and will start Oct. 13 on WENR-TV Chicago, KECA-TV Los Angeles and KGO-TV San Francisco. Service to WXYZ-TV Detroit will begin Nov. 24. Department said the service now goes to more than 81% of the nation's TV market areas. It was said ABC is the second major TV network to contract for INS-Telenews service, CBS-TV having been a client for the past four years.

FREELANCE FEES

ALA, SWG Study Plan

MEMBERSHIP of the Authors League of America and the Screen Writers Guild will vote Oct. 15 on the first contract covering freelance television writers and ABC-TV, NBC-TV and CBS-TV. ALA will consider the pact at a meeting in New York and SWG will do the same in Hollywood.

The contract sets up a minimum basic agreement negotiated with the networks and will go into effect Oct. 16 if ALA and SWG members approve. It covers network shows originating from New York, Chicago and Hollywood.

The following minimum scale for writers has been proposed, with the first figure in each case indicating the commercial fee and the second the sustaining fee:

On programs of five minutes or less: Originals, \$110 and \$80; adaptations, \$90 and \$65. On 5½ to 10 minutes: Originals, \$200 and \$145; adaptations, \$160 and \$115. On 10½ to 15 minutes: Originals, \$300 and \$215; adaptations, \$250 and \$175. On 15½ to 30 minutes: Originals, \$525 and \$375; adaptations, \$400 and \$300. On 30½ to 45 minutes: Originals, \$650 and \$450; adaptations, \$500 and \$350. On 45½ minutes to one hour: Originals, \$800 and \$600; adaptations, \$600 and \$425. On 60½ minutes to 75 minutes: Originals, \$950 and \$700; adaptations, \$700 and \$500.

While the contract covers syndicated shows and film series turned out by the networks, these provisions will be negotiated as soon as networks employ writers for such tasks. SWG is representing these writers in negotiations.

The agreement also contains provisions for music and lyrics written specifically for TV. Songs for a series will be paid for on a basis of \$375 (commercial) and \$265 (sustaining) while lyrics without music, \$200 (commercial) and \$150 (sustaining).

SSC&B Elects

THOMAS B. COLEMAN, formerly of J. Sterling Getchel, New York, and Barrett Welch, previously of Foote, Cone & Belding, same city, have been elected vice presidents of Sullivan, Stauffer, Colwell & Bayles, N. Y.

HELLER NAMED

AFTRA Executive Secretary

APPOINTMENT of George Heller as national executive secretary of the newly-formed American Federation of Television and Radio Artists (AFTRA) was announced in New York Wednesday on the eve of union negotiations with the major networks for radio contracts Friday.

Mr. Heller, who was national executive secretary of Television Authority since its organization in 1949, will direct the affairs of the 10,000 radio and television performers that make up AFTRA. Three weeks ago TVA merged with the American Federation of Radio Artists to form AFTRA [B•T, Sept. 22].

Mr. Heller's appointment was acted upon by the new union's national board of 107 members. Under the new formation, Knox Manning of Hollywood, former president of AFTRA, becomes temporary chairman of AFTRA, and Lawrence Tibbett, formerly chairman of TVA, becomes temporary co-chairman.

Status of A. Frank Reel, who was national executive secretary of AFTRA, is still undetermined. He is reported to be considering an offer to become secretary of AFTRA's New York local.

AFTRA's board has ruled that performers working in either or both unions now will pay single dues based on the old scale of AFTRA locals in their respective cities. Previously artists paid dues to both AFTRA and TVA if they worked in both radio and television.

AFTRA Friday began radio contract negotiations with Mutual, NBC, CBS and ABC. Although Mr. Heller could not disclose the union's demands at that time, he indicated that AFTRA would seek a general wage increase and provisions for setting up a welfare fund. He added that negotiations on television contracts will begin Oct. 22 and radio and TV talks "eventually will be merged." Present radio and television pacts expire Oct. 30 and Nov. 30, respectively.

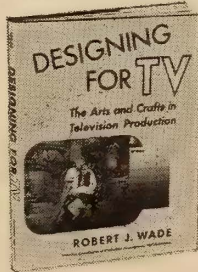
Just Published! DESIGNING for TV

The Arts and Crafts
of Television Production

By Robert J. Wade, NBC TV
With a Foreword by "Pat" Weaver

Here's the first and only book written primarily for the artist, art director or art-craftsman who is now working or wants to work in the fast growing TV field. Mr. Wade lists and classifies all the production arts employed in television and outlines the tested, basic techniques which may be used in solving day-to-day production problems.

The book is literally packed with practical applications, examples of artwork, designs, stylizations, etc. (as used by the major networks and individual stations), innumerable diagrams and "how-to-do-it" hints. A copy of Mr. Wade's well-known device, the Telechrome Gray-Scale is included. 224 double-column pages, 179 illustrations \$8.50



AT YOUR BOOKSTORE—OR DIRECT FROM
PELLEGRINI & CUDAHY
Publishers
41 E. 50th St. New York 22, N. Y.

IMMEDIATE DELIVERY

RCA TUBES IN STOCK AT ALLIED!

RCA-5820. General Purpose Image Orthicon—in stock at ALLIED. **RCA-5820, \$1200**

RCA-5826. Studio Type Image Orthicon—in stock at ALLIED. **RCA-5826, \$1300**

Our prices and conditions of sale are identical to those of the manufacturer. Look to ALLIED for prompt delivery of all RCA Broadcast-type tubes. Let us save you time and trouble.

Refer to your ALLIED 236-page Buying Guide for station equipment and supplies. Get what you want when you want it! Ask to be put on our "Broadcast Bulletin" mailing list.

ALLIED RADIO
Broadcast Division
833 W. Jackson Blvd., Chicago 7,
Call: HAYmarket 1-6800

OPEN HOUSE FOR CLIENTS AND PROSPECTS

Agencies Also Invited to NBC Chicago Promotion

NBC Chicago has come up with a client and agency promotion idea which will set a precedent for a network division and possibly serve as a pilot model for future exploitation by other NBC stations.

Division executives are planning a day-long television open house late in October for some 2,000 persons from midwest advertising agencies and from area manufacturing firms, all potential television buyers. Invitations will be mailed to all agencies and clients regardless of size and present broadcast billing, with present and potential network and local clients being shown the inner-workings of television.

Designed to familiarize buyers and sponsors with the whys of video, including how costs are set, the open house is scheduled to start at 10 a.m. and continue through 5 p.m., with a buffet luncheon served at the noon hour.

NBC Vice President Harry Kopf, station manager for WMAQ and WNBQ (TV), will serve as official host. John Keys, advertising and promotion manager for both stations, is working with all de-

partment managers in coordinating plans, which will be presented at a general meeting this week.

The plan includes tours for all guests, handled by directors and producers who know the video operation and can answer business and production questions. Because the size of the crowd may be large, it is planned to have a single TV show operating simultaneously in several locations, with local video personalities appearing for "a bit" before the cameras in a parade of talent lasting from one to one and one-half hours.

Demonstrations will be carried on in all departments, from film to sales, with a representative of each department available for questioning.

KEARNEY NAMED

In ABC-TV Sales Shift

DON L. KEARNEY, national manager of ABC-TV Spot Sales, has been named national sales manager of the network's owned television stations under ABC's new policy of having its owned outlets represented nationally by independent representation companies.



Mr. Kearney

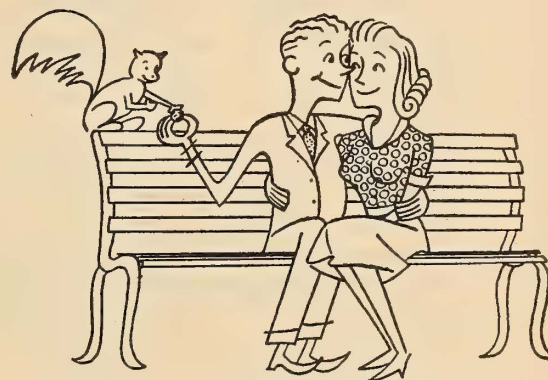
Mr. Kearney will coordinate national selling activities of the ABC-owned television stations with those of the representatives named by ABC—Edward Petry & Co. and Blair-TV. He also will supervise program sales on all five ABC-owned television stations—WJZ-TV New York, WENR-TV Chicago, WXYZ-TV Detroit, KECA-TV Los Angeles, and KGO-TV San Francisco—and will be the network's executive liaison officer between the Petry and Blair-TV companies.

Mrs. E. Azcarraga Jr.

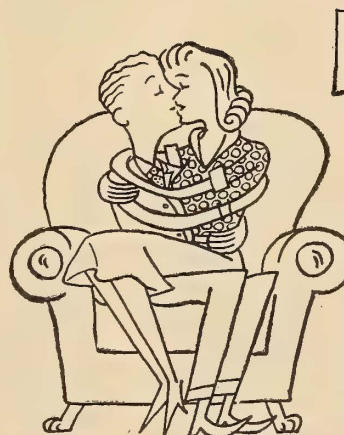
MRS. EMILIO AZCARRAGA Jr., 22, wife of the vice president in charge of TV operations for the Emilio Azcarraga broadcast interests in Mexico, died Tuesday night in Doctor's Hospital, New York, where she had been admitted as a patient Sunday for treatment of a spinal disorder. The Azcarraga properties include XEW, XEW-TV, and XEQ in Mexico City and construction permits for TV stations in Paso de Cortes, Monterrey, Guadalajara, Tampico, Veracruz and Guanajuato. The remains were returned to Mexico City Tuesday night for burial.



One-arm driving is fine...



..so is one-arm "park benching"



..but it takes two arms to get the best results

to sell Memphis you need **BOTH**

WMC and WMCT

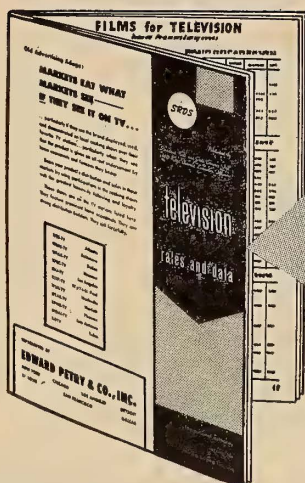
NBC—5000W

790 K.C.

Memphis' Only

TV Station

owned and operated by the Commercial Appeal
National Representatives - The Branham Company



"films for television"

a new section to appear every month
in **TELEVISION RATES AND DATA**

starting in November

The increasing use of film in television has created a new need—the need for a comprehensive, organized source of information for film buyers.

STANDARD RATE now fills this need with "Films for Television" in TVRD, every month, with in-between Bulletins as required. Here is a market place for TV films—where producers and distributors show their available and forthcoming film products—where buyers of film see what's being offered.

I—Films Produced for Television

ONE HOUR FILM PROGRAMS

TYPE & NAME OF SHOW	Number	Producer	Distributor	How Available	Cost Range	Running Time Minutes
Drama—Series						
KING'S CROSS ROADS	104	Sterling TV		Syndicate	\$100-\$750	
Drama—Western						
HOPALONG CASSIDY	49		NBC Film	Syndicate	\$75-\$700	
Religious						
THAT I MAY SEE		Jerry Fairbanks	Family Theater	Open		

QUARTER HOUR FILMS

Children's						
THE CHIMPS	13	Crosby Enterprises				
CYCLONE MALONE	65	Consol. TV				
FUN WITH FELIX						
FUNNY BUNNIES	26 wks.	Fletcher Smith (NY)				
JR. SCIENCE	14	Olio Video TV (NY)				
TIME FOR BEANIE	Continuous	Sia. KTLA				
UNK AND ANDY	26	Jack Kenaston				
Commentary						
HOLLYWOOD		Johnson &				

HALF HOUR FILM PROGRAMS

Cartoon						
PERIL PINKERTON	44 (cont'd)	Illustrate	Illustrate	Open	\$30-\$75	26
TELE-COMICS	1 (plan 25)	Illustrate	Illustrate	Open	75% "A"	
Children's						

SHORTS: 1-10 MINUTE

Children's						
FUNNY BUNNIES	26 wks.	Dynamic				
Commentary						
TELEVISION		Jerry				

II—Producers of Film Programs for Television

(Producers of Films Listed in Part I are marked with *)

CALIFORNIA—Hollywood

Allegro Productions, Inc. (Republic Studio)
4024 Ratford Ave., No. Hollywood, Calif.
Tel: Sunset 2-1121 — Mr. Wm. Lava, Pres.

***William F. Brody Productions, Inc.**
5545 Sunset Blvd., Hollywood 28, Calif.
Tel: Hempstead 6844 — Wm. F. Brody

***Cathedral Films**
140 N. Hollywood Way, Hollywood, Calif.
Tel: Ch 2-7777 — W. J. K.

***Desilu Productions**
9908 Santa Monica Blvd., Beverly Hills, Calif.
Tel: Cr-17258 — Jess Oppenheimer

ILLINOIS—Oak Park

Atlas Film Corp.
1111 So. Blvd., Oak Park, Ill.
Tel: Austin 7E-8600 — L. P. Mornlee

NEW YORK—New York

Films produced for television, listed under HOUR, HALF-HOUR, QUARTER-HOUR, and 1-10 MINUTES for quick use by film buyers and users.

Film producers, listed alphabetically by states and cities (shown here) and also separate alphabetical listings by name.

Film distributors, listed alphabetically by states and cities. An alphabetical list, by name, of distributors also included.

III—Distributors of Films Produced for Television

(Distributors of Films Listed in Part I are marked with *)

CALIFORNIA—Hollywood

***Consolidated TV Sales**
Sunset at Van Ness, Hollywood 28, Calif.
Hollywood 9-6369 — Peter M. Robeck

***Jerry Fairbanks, Inc.**
6052 Sunset Blvd., Hollywood, Calif.
Tel: Hudson 2-1101 — Ralph Cattell, v.p.

MASSACHUSETTS—Boston

Beacon Television Features
420 Boylston St., Boston, Mass.
Tel: Ch 2-7777 — W. J. K.

DuMont Film Department
515 Madison Ave., N. Y. 2, N. Y.
Tel: Murray Hill 8-2600 — A. Stewart

DuMont Teletranscription
515 Madison Ave., N. Y. 2, N. Y.
Tel: Murray Hill 8-2600.

***Jerry Fairbanks, Inc. (Branch, see Hollywood)**
551 Fifth Ave., N. Y. 17, N. Y.
Tel: MU 2-5171

***INS-Telenews**
235 E. 45th St., N. Y. 17, N. Y.

IV—Distributors of Feature Films Available for Television

(Produced for Theater, Education, Etc.)

CALIFORNIA—Hollywood

Baker Distributors
100 W. Sunset, Hollywood, Calif.
Tel: Hi 2-9700 — Mr. Morris De Mayo
Features: 29—Romantic; 6—Comedy; 2—Adventure

Features: 58—Drama—Various Types
Shorts: 43—Documentary; 16—Sports

ILLINOIS—Chicago

Quality Film Co.
630 N. Dearborn, Chicago, Ill.
Tel: Wa 2-9716 — Mr. Martin Worth
Shorts: 48—Children's; 17—Cartoon

Feature film distributors, listed alphabetically by states and cities, including type and number of films available.

CALIFORNIA—Los Angeles

Commercial films producers, listed alphabetically, including the names of the products for which they have produced films, and the advertising agencies handling the accounts.

CALIFORNIA—Hollywood

Jerry Fairbanks, Inc.
6052 Sunset Blvd., Hollywood 28, Calif.
Tel: Hudson 2-1101 — Jerry Fairbanks
White Owl Cigars — Young & Rubicam
Five Star Productions
6526 Sunset Blvd., Hollywood 28, Calif.
Tel: Hempstead 4807 — Harry Wayne McMahan
Cory Corp.—Dancer — Fitzgerald & Sample

CALIFORNIA—Los Angeles

Tel: Whitehall 4-6971 — A. G. Dunlap
O'Cedar — Young & Rubicam
Kling Studios, Inc.
601 N. Fairbanks Court, Chicago, Ill.
Tel: Delaware 7-0400 — Fred Niles
Admiral — Erwin Wasey & Co.

NEW YORK—New York

American Film Producers
1600 Broadway, New York, N. Y.
Tel: Plaza 7-5915 — Robert Gross

...an added service for:

■ television

■ stations

■ advertising
agencies

■ advertisers

a two-way opportunity for
film producers
film distributors

"*Films for Television*," as a part of TELEVISION RATES AND DATA, an SRDS publication, now brings valuable, wanted information to the one place where time buyers, film buyers, and advertisers have for years looked for rates, facilities, and technical requirements of TV stations.

Those who produce films for television and those who distribute film programs and feature movie films released for television gain in two ways from this added service:

1

Free listing of your services . . . as illustrated on page opposite. Be sure to send necessary information AT ONCE to Standard Rate and Data Service, Inc., 1740 Ridge Ave., Evanston, Ill.

2

A good place to describe your service, your films, your availabilities, your rates or terms. Advertising rates are the same as for the regular section of TELEVISION RATES AND DATA.

TO EQUIPMENT MANUFACTURERS—"Films for Television" provides the logical spot for description of cameras (accessories, sales, rentals), film laboratories, film servicing and editing. **TO OTHERS**—And for services such as talent agencies, music, costume rental, etc.

Important note—Closing date for listing data is the 12th of the month preceding publication; for advertisers, the 17th of the month preceding publication. The subscription price, \$10.00 a year, entitles subscribers to between-issues Bulletin Service.

S R D S



STANDARD RATE & DATA SERVICE, INC.

the national authority serving the media-buying function

Walter E. Botthof, Publisher

1740 RIDGE AVENUE • EVANSTON, ILLINOIS

SALES AND SERVICE OFFICES: NEW YORK • CHICAGO • LOS ANGELES
publishers of consumer magazine rates and data • business publication rates and data • national network radio and television service • radio rates and data • television rates and data • newspaper rates and data • transportation advertising rates and data • A.B.C. weekly newspaper rates and data • consumer markets, serving the market-media selection function

SMITH RADIO

Hits Lufkin Co. TV Bid

SMITH Radio Co., Port Arthur, Tex., applicant for vhf Channel 4, that city, last week asked the FCC to dismiss a competing application from Lufkin Amusement Co., for Beaumont, on grounds the latter failed to file sufficient information with the Commission.

Smith Radio seeks Channel 4 in Port Arthur and Lufkin, Channel 4 in Beaumont. FCC assigned it for use in either community. The Commission then notified Smith Radio its application and that of Lufkin were mutually exclusive and must be set for consolidated hearing. Lufkin Amusement comprises some officers of East Texas Theatres Inc.

The petitioner claimed that Lufkin failed to supply articles of incorporation, balance sheets showing financial support, and other data. Smith Radio cited Sec. 1,371 of the Commission's rules stating applications "which fail to comply with requirements (filing answers to all questions and submitting new exhibits and data) by the time they are received for processing, will be dismissed." Petition was prepared for Joe B. Carrigan and James K. Smith, equal partners, and by Loucks, Zias, Young & Jansky, Washington, D. C. attorneys.

Never put a ceiling on what WLW-TELEVISION can do for YOU

WLW is radio's most famous merchandising and promotion organization.

Now, to WLW-Television, comes this same know-how . . . experience . . . vigor . . . But Expanded!

It's the WLW-Television Client Service Department . . . with 20 . . . yes, 20 complete and distinct services . . . all at work for you!

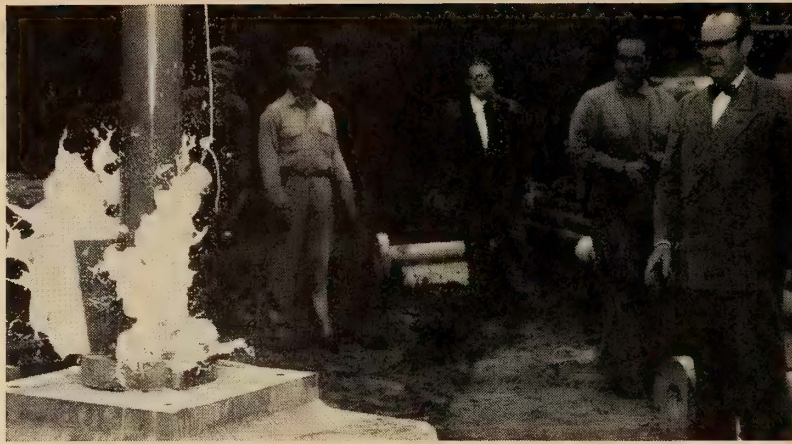
The Client Service Department is your creative assault unit in the WLW-Television coverage area . . . doing for your product everything . . . from holding dealer meetings to jet-rocketing your sales charts with point-of-purchase action!

Plugging your advertising dollar . . . many fold!



WLW-T CINCINNATI WLW-D DAYTON WLW-C COLUMBUS

Sales Offices: Cincinnati, Dayton, Columbus, Chicago, New York, Hollywood



GALLON of Wisconsin milk splatters against the first column of a new 1,032-ft. tower being erected by WTMJ-TV Milwaukee. Christening new tower is Walter J. Damm (r), vice president and general manager of radio, Journal Co., station licensee. Workmen were not identified.

SET MARKET

Siragusa Gives Opinion

ALTHOUGH color television is now "feasible," costs are still too high and color will not be on the market for two to four years. This was predicted by Ross D. Siragusa, president of Admiral Corp., Chicago, who spoke Thursday in New York to the Society of Security Analysts.

Mr. Siragusa said "one thing is certain" about color TV. When the system is finally adopted, it will be all-electronic and compatible. He also said that (1) multiple set ownership as in radio will become the rule rather than the exception; (2) the trend is toward large screen sets, and (3) obsolescence will be a large factor in future TV set sales.

Admiral, which sells a 21-inch model for \$200, will need at least nine months to catch up with orders, he said. Increasing demand for this size, he added, is causing tube makers to fall behind in production as large-size tube production slows down mass output. He estimated at least 30 million sets will be sold within five years.

Mobile TV Caravan

MOBILE TV caravan, built to specifications by RCA, will be put on display by the Army Signal Corps during the 72d semi-annual convention of the Society of Motion Picture & Television Engineers, opening in Washington today (Monday). System is designed to explore use of TV as a tactical and training medium in the U. S. Army. It comprises self-contained equipment for production of scenes from three field cameras or a film chain. Associated sound can originate from microphones, tape discs or film. Combined audio-video signals can be fed simultaneously to kine-scope-recording equipment and via microwave link to a remote point up to 20 miles away. TV production can be displayed on ten 16-inch, direct-view monitors and on a 6x8 foot projection screen. Consulting engineers and attorneys are invited by Broadcast Equipment Div. of RCA Victor to see display.

WBTV Clinic

WBTV (TV) Charlotte, N. C., staff members will discuss all phases of TV operation for benefit of prospective educational and commercial TV licensees in the Carolinas at a TV clinic set by the station for Oct. 22-23. Those attending also will inspect WBTV facilities in operation. FCC Chairman Paul A. Walker has been invited to speak at a banquet set the season day of the clinic.

WBAP-TV BIRTHDAY

New Equipment Marks Fete

COINCIDING with WBAP-TV Fort Worth's fourth birthday Sept. 29, George Cranston, general manager, announced the addition of new engineering equipment.

Mr. Cranston listed the new equipment as a TS-20 Relay Switcher, a Master Switcher and an RCA Genlock. In addition, the anniversary was observed in salutes to the station by all programs.

Lighting Clinics

STUDIO lighting as a means of improving television pictures will be discussed and demonstrated at a series of clinics to be held at the General Electric Lighting Institute in Cleveland for a week starting Oct. 13. Guest TV network speakers and GE specialists will discuss lighting for engineers and production specialists who are expected to attend two clinics at Nela Park. TV cameras will take pictures of lighting situations and monitors will reflect the quality of picture. Sessions will be conducted in a model studio built in the institute's auditorium, and cover lighting for various type sets.

NBC-TV's show, *Today*, Mon.-Fri., 7-9 a.m. EDT, has been awarded U. S. Navy citation for "outstanding public service."

MIDWEST LINK

Planned in Relay System

A TV radio-relay channel between Chicago and Milwaukee, to go into service the middle of 1953, replacing present provisional facilities, and a subsequent extension of the channel to provide TV program transmission between Chicago and Minneapolis are called for in an application filed with the FCC Wednesday by AT&T for a microwave radio-relay system connecting Minneapolis with Milwaukee and Chicago.

In addition to the TV service, the new \$5 million system will provide additional telephone service for the tri-state area. Eventual use of the system to provide a TV channel from Chicago to Minneapolis will give that city another hookup with the AT&T TV network facilities, which now reach Minneapolis by coaxial cable out of Des Moines.

FILM FIRM FORMED

As South American Link

FORMATION of South American Motion Picture Producers Assn., 6253 Hollywood Blvd., Hollywood, to act as intermediary in the production of TV and feature films abroad, has been announced by Max E. Gilmore, attorney and firm president.

SAMPFA will secure equipment, technicians, stars and raw celluloid for films made outside the U.S., and act as representative in arranging distribution.

CBS Signs WNOK-TV

SIGNING of WNOK-TV Columbia, S. C., as a CBS-TV primary supplementary interconnected affiliate was announced last week. The affiliation will become effective Jan. 1. Station authorized by FCC in mid-September is under construction by Palmetto Radio Corp., licensee of WNOK Columbia, and is assigned uhf Channel 67. H. Moody McElveen Jr. is general manager.

A GOLD MINE

Tested Radio-TV Programs

Dramatic, Music, Mystery, Comedy, News, Sports, Political, Safety, Educational, Religious, Contests

Over 500 Radio-Television Tested Programs in the Summer Issue

A tool for stations, agencies, sponsors, and program builders now sent to leading networks, stations, etc. in U. S., Canada

SPECIAL ANNUAL OFFER: \$6.00; SUMMER ISSUE: \$3.00, cash or COD

(order today—few copies available)

RADIO-TELEVISION TESTED PROGRAMS

204 Park Ave., Yonkers 3, N.Y.

TV IN GERMANY

Tuxen Gives Details

PLAN to erect Radio Saarbrücken-TV in Saarbrücken, Germany, as the first commercial TV station on the continent, has been disclosed.

This was coincidental with arrival in the U. S. of Hans H. Tuxen, commercial manager of Radio Saarbrücken, to study American radio and TV techniques.

Radio Saarbrücken, a 20 kw station seeking an increase to 100 kw, was described by Mr. Tuxen as the only commercial radio station in the area that was once Greater Germany. The station, which broadcasts exclusively in German, had a dollar value advertising billing of more than half a million in 1951, Mr. Tuxen said.

He said a 200 kw station, Radio Saarlouis, will be erected in Saarlouis and will start operations about May 1, 1953.

Radio Saarbrücken is represented by the Pan American Broadcasting Co.

ABC TV Center

CONSTRUCTION on a 70-by-90-ft. engineering building at ABC Television Center, Los Angeles, has been completed. Containing engineering offices, a 32-by-40-ft. one-camera studio and projection room, the new building houses film editing and cutting, purchasing, continuity acceptance, plant maintenance and repairs and electronic maintenance departments.

JOINT FACILITY IN TV

Actual Production on Capitol Hill Begun

FIRST of a series of 12-minute, 16mm color movies of Washington highlights by cameramen of the Joint Senate-House Recording Facility has gone into production.

The first shooting will be used to tell the pictorial story of the nation's capital. Others contemplated are on Mt. Vernon, Arlington Cemetery, the Capitol, monuments and government agencies.

Prints will be made available at cost to congressmen for sponsorship on TV and for projection in schools and civic organizations. Robert J. Coar, coordinator of the Capitol Hill facility, estimates that the first film will cost about \$850; subsequent ones should run less.

This latest activity of the Joint Recording Facility is an outgrowth of its TV activities which began last February. At that time, two cameras were added to the existing tape-recording equipment for the use of solons wishing to send film recordings to TV stations in their home districts or states.

Tape and disc recordings for congressmen desiring to furnish messages to home town radio stations have been made by Mr. Coar since 1935. At first the facilities were a concession in the Capitol, but in 1947, after considerable controversy, they were made part of

the Congressional services. About 1,000 discs are cut and mailed per week, with about 32 Senators and 200 Representatives regular weekly or bi-weekly users. They pay \$3.50 per 16-inch disc, and do the mailing themselves. The radio studios are on the fifth (attic) floor of the old House Office Bldg.

Advent of TV forced Mr. Coar to add two cameras and two cameramen to what is now an eight-man staff. Congressmen pay \$36.50 for the first minute, \$10 for each additional minute for a film "take." Already, a regular clientele of seven Senators and five Representatives use the Joint Facility's TV service—mostly for weekly one-minute shots.

Preparing for a much greater use of film to carry congressmen's messages back home, the 82d Congress authorized the construction of two TV studios, a dressing room and a developing and printing plant. These are now under construction, under the supervision of David Lynn, architect of the Capitol. Their cost is estimated at \$30,000.

TV studios are being established on the first floor of the old House Office Bldg. They are superseding the old House of Representatives' baths, where, tradition says, many

an old-time great found relaxation after a grueling day on the House floor.

Each studio will be 40x60 ft., and will be equipped with the latest motion picture and electronics equipment. The dressing room will be 10x14 ft. One studio will be equipped with three Hollywood-type Auricon Pros. These will be equipped to carry 1,200 ft. of 16mm color film, or enough for 30 minutes of "shooting." The normal camera carries between 200 and 400 ft. of film.

Use of Three Cameras

Plans are to use the three cameras simultaneously. One will be in a fixed, head-on position, the others will be angled with one set for closeups. Provision will also be made for rear-screen projection.

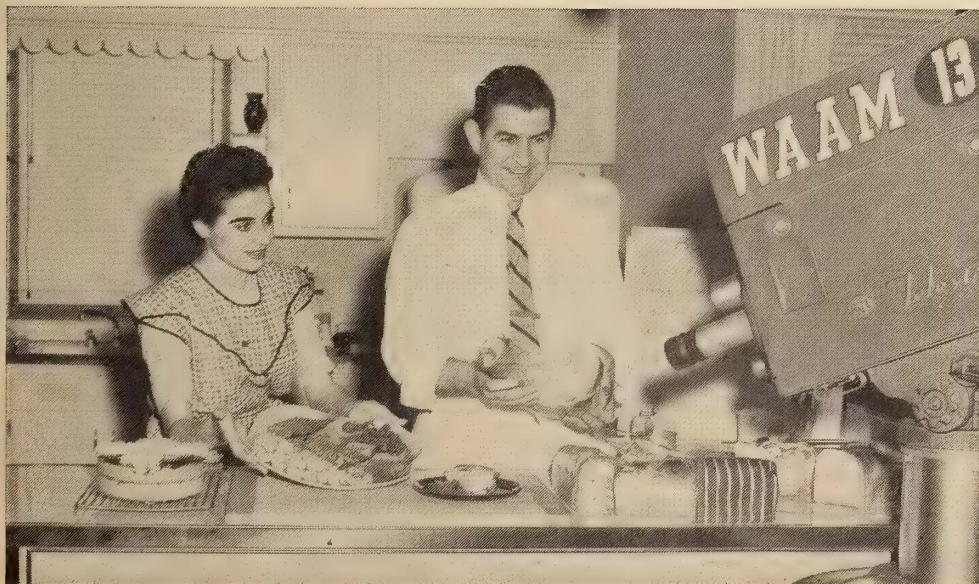
The other studio will be used as a screening room, and will also contain facilities for fixed, short takes.

Total cost of the TV equipment will be about \$65,000, Mr. Coar estimated. This will come, he said, from the \$114,000 profit made in the five years' existence of the Joint Recording Facility. Funds to run the facility are appropriated each year, and surpluses are turned into the Treasury's general fund.

Although all film recordings will be done on color film, black and white prints will be made for TV station use.

Two Cooks Sell Better Than One!

"HOME COOKING" WITH MR. AND MRS. IS TELEVISED MONDAY THRU FRIDAY 11:00 TO 11:45 A.M. FROM THE MODERN WAAM KITCHEN . . . AND THE RESULTS ARE AMAZING!



Every morning, Monday thru Friday, at eleven, Mr. and Mrs. get to work in a kitchen set up just for television. The WAAM cameras see everything that goes on in the oven, the pots and pans, the chopping board, the mixing bowls, etc. At home, thousands and thousands of Maryland housewives sit and watch while Mr. and Mrs. demonstrate how to prepare the most delicious meals in the most economical manner. The sponsored products are sold beautifully and solidly. THE COST IS LOW—\$48 per participation less frequencies—one of the sweetest buys in television. Look into it!

WAAM

TELEVISION . . . CHANNEL 13 . . . BALTIMORE

Represented nationally by Harrington, Righter & Parsons, Inc.

DuMONT—ABC Affiliate

PENNIES have been attached to a new promotion piece being distributed by WICC Bridgeport, Conn., to retailers in that area. Cartoon figure, holding the coin, says "You'll admit a potential customer is worth a penny . . . well it costs less than a penny to advertise on WICC."

DAYTIME PROGRAMMING

FULL-PAGE ad stressing CBS Radio's daytime programming was run in *New York Times* and *Herald-Tribune* fortnight ago. Also scheduled to appear in nine trade publications is an ad showing Grace Mathews, radio's *Big Sister*, with the caption: "Her picture never appears—yet 15 million people know exactly what she looks like!"

SUCCESS MEANS FAILURE

A PROGRAM, so successful that it was a failure, has been reported by WKLO Louisville, Ky. Beecher Frank, station's disc jockey, invited his teenage devotees to an on-the-air "open house" and anticipated several hundred would attend. An estimated 2,000 youngsters jammed the studio for the event. Space limitations made it necessary for WKLO to cancel the show. Disappointed students, the station says, are confident that "Beech" will host another open house when adequate facilities are obtained.



...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

programs promotion premiums



'CHRISTMAS IN JULY'

HARRY VON ZELL, announcer who airs spots for Grayson's, ready-to-wear store for women, on West Coast stations, received 1,500 Christmas cards as a result of a "Christmas in July" stunt. Instead of the usual July clearance sale, Grayson's, through the Milton Weinberg Adv. Co. of Los Angeles, promoted a "Christmas in July" sales. Mr. Von Zell began each commercial by wishing listeners a Merry Christmas. Grayson's reported sales volume in all stores up 55% over last July.

WPEN'S CUSTOMER-FRIENDS

WPEN Philadelphia sends mailing piece recalling days of general stores when customer-friends of the proprietor gathered around potbellied stove and discussed the day's happenings while making a purchase or two. WPEN says times have changed but people haven't and that WPEN has more buying-friends than any other station in that market.

LETTERS RECEIVED

MORE than 300 letters of commendation were received by WDRC-FM Hartford in a 10-day period following the start of WDRC-FM's rebroadcasting programs of WQXR-FM New York. Letters came from Connecticut, Massachusetts and (Long Island) New York.

RONSONS FOR EXECUTIVES

RONSON Art Metal Works Ltd., Toronto, is offering silver plaques and cash prizes, as well as Ronson lighters to top executives of stations doing best publicity and promotion on its Trans-Canada network show, *It Happened Here*. First prize is \$100, with other prizes \$50 and \$25, plus plaques and lighters.

SCHOOL BOOK COVERS

NEW program promotion stunt has been distributed by WTOP Inc. Washington, D. C., in the form of textbook covers for 5,500 school children in area. Instructions are provided showing children how to cover book. Cover tells students, "After study—relax with WTOP-AM-FM-TV" and gives checklist for marking off WTOP-CBS radio-TV stars they have heard or seen during week. Promotion cites cover as "another reason why WTOP Television is the most viewed and WTOP Radio is the most listened-to in this area!"

'SOUNDS OF CENTURY'

WLW Cincinnati's "Sounds of the Century" contest, a feature of the station's fall block programming, is now underway. Basis of the contest is a series of eight sounds, familiar to everyone in the WLW coverage area. These sounds are being amplified and will be played on WLW programs. Eight listeners who correctly identify the sounds will each receive a 1952 Kaiser. WLW is offering its listeners an additional opportunity to win a Yellow Dragon model Kaiser automobile. Listeners are asked to submit a 25-word statement on the subject, "The sound of the century which meant most to me was . . ." These mail entries will be judged at the end of the series.

'MONDAY QUARTERBACKS'

QUARTER-HOUR live *Monday Quarterbacks*, packaged by Jack Douglas Productions, Hollywood, started on KNBH (TV) that city for Hoffman Radio Corp., L. A. (Easy Vision TV sets), Sept. 29 for 12 weeks. Program features Bob Waterfield, Los Angeles Rams quarterback, and his analysis of the previous day's Rams game. Football personalities will be introduced by sportscaster Bob Kelly and a telephone device has been perfected whereby viewers may call in questions. Agency is Foote, Cone & Belding, L. A.

ONE-MAN SHOW

ONE-MAN dramatic presentation titled *Night Editor* is being presented weekly over WMAR-TV Baltimore under sponsorship of Kaiser-Frazer dealers in that area. Show features Hal Burdick and is set in a newspaper office. As news comes into his desk the *Night Editor* selects one item to cue his story for the night.

SPECIAL TV SECTION

A SPECIAL 18-page supplement was published in the Sept. 21 issue of *The Milwaukee Journal*, honoring The Journal Co.'s WTMJ-TV Milwaukee. The supplement, partially printed with color, brings readers up to date on the outlook for television in general and for WTMJ-TV in particular.

WGBH CELEBRATES

WGBH (FM) Boston last Saturday marked first anniversary of its founding with broadcast of opening performance of Boston Symphony Orchestra and review of past year's programs. Ralph Lowell, trustee of Lowell Institute and head of its Cooperative Broadcasting Council, spoke preceding the concert. Mr. Lowell and Henry B. Cabot, president of the trustees of the orchestra, also were to recreate the opening of WGBH Oct. 6, 1951. FCC Chairman Paul A. Walker was scheduled to deliver a special message. WGBH is an educational FM outlet operated with the "advice and cooperation" of the institute.

PROMOTING POWER

RADIO stations carrying the Fred-eric W. Ziv transcribed series, *Freedom, U.S.A.*, starring Tyrone Power, will participate in local promotional and publicity campaigns in connection with Mr. Power's appearance in "John Brown's Body" in 60 cities, starting Nov. 1. Local stations will tie in with promotional plans when Mr. Power appears in their cities.

CELEBRITY INTERVIEWS

KECA-TV Los Angeles *Andy Kelly Presents*, sponsored by Kaiser-Frazer Dealers Assn., that city, features packager Andy Kelly in interviews with celebrities. Weekly quarter-hour program stresses the "third man" or other personality of each guest. Agency is Ad Assoc., L. A.

It's Happening in New Haven!

WNHC

sells
COFFEE

8 MONTHS

James McDonnell has been
selling his special private
blend of coffee on WNHC

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

WNHC NEW HAVEN
NBC RADIO

Represented nationally by The Katz Agency

CAB NAME CHANGE

On '53 Convention Agenda

CANADIAN Assn. of Broadcasters wants to change its name to the Canadian Assn. of Broadcasting and Television Operators during the association's 1953 convention. This is one of the constitutional changes planned and discussed at the recent CAB board of directors meeting, at Banff, Alta. It is also planned to expand the number of directors from 11 to 14 with a two year term for each director, and a limit of two successive terms for any director.

With no licenses approved as yet for independent TV in Canada, and government policy still confined to TV operation by the government's Canadian Broadcasting Corp., the CAB directors have taken a long chance on recommending the association name change to their members. They hope the government will change its mind on TV licenses before next March when the CAB meets at Montreal.

The CAB has under consideration a plan of industrywide insurance, to cover pensions for staff, insurance on equipment and towers, and libel insurance. Overall rates for the broadcasting industry would allow smaller stations to come in on these insurance schemes. The subject will likely come up at one of the closed sessions of the CAB meeting. Montreal agenda is to include one day devoted to agency problems, a second day to management questions, and two days to internal CAB business, the latter open only to members and associate members. No luncheon or dinner speakers are planned.

An aggressive personal selling program in the province of Quebec this past summer by Henri Lepage, CHRC Quebec, a CAB director, and CAB General Manager T. J. Allard, Ottawa, resulted in 10 new French-language station members for the CAB, bringing the total membership to 115 stations, and leaving only 21 independent stations in Canada not CAB members.

New member stations are CHAD Amos, CJVD Val d'Or, CKRN Rouyn, CKLS La Sarre, CJSO Sorel, CKLD Thetford Mines, CHGB Ste. Anne de la

Far More FM

MORE than 40,000 classes in New York City grade schools and high schools will listen each week during this school year to the Board of Education's WNYE (FM) programs, according to the 1952-53 program bulletin released Friday. Rapid growth from 9,000 classes in the 1947-48 school year was attributed by school officials to the greater availability of FM radios in schools and to improved programming.

Pocatiere, CHEF Granby, CFDA Victoriaville, and CKSM Shawinigan Falls.

Canadian copyright problems will be aired before Canadian Exchequer Court Justice J. C. A. Cameron at Toronto late in November, when CAB and Composers, Authors & Publishers Assn. of Canada (CAPAC) will present their cases on the controversial ruling of the Canadian Copyright Board that broadcast copyright fees be based on a percentage of station gross revenue [B•T, April 7].

FALL PROMOTION

WMAQ, WNBQ Begin Oct. 12

FALL promotion for local and network clients on WMAQ and WNBQ (TV), NBC's O&O stations in Chicago, will give 200 advertisers an estimated \$50,000 worth of plugs. Planned by John Keys, stations' promotion and advertising manager, the 10-week campaign will include on-the-air mentions, newspaper ads, car cards and magazine space.

WMAQ, starting Oct. 12, will promote radio with 30,000 lines of newspaper space in the four Chicago dailies and 13 out-of-town dailies for one month. Two-sheet color posters will go into subway, elevated and suburban transit railway platforms in mid-November for two months. Total of 5,000 lines of newspaper advertising will promote clients and shows on WNBQ (TV) for six weeks starting Nov. 1. Car cards also will be used.

PROGRAM CONTROL

Industry Gets Support

STRONG support for the governing of television programming by voluntary action of station management was cast by Martin H. Work, executive secretary, National Council of Catholic Men.

Mr. Work spoke before the 26th national meeting of the National Council of Catholic Women held in Seattle, Sept. 20-24.

"There are only two practical ways to govern television programming," said Mr. Work. "The first is by the voluntary action of those responsible for the management of television stations; the second is by an alert public opinion."

Mr. Work told delegates that in his opinion, "the television industry is making a sincere and honest effort to control and restrain itself. They need our cooperation for a fair trial," he added.

He pointed out that Catholics have an obligation to praise and condemn TV programs with equal fairness. "By not praising and condemning with impartial fairness," Mr. Work cautioned, "we Catholics vitiate the influence that we might bring to bear on the future of television."

The National Council of Catholic Men produces the Catholic portion of the NBC-TV feature, *Frontiers of Faith*, and three network radio programs: *The Catholic Hour* (NBC); *Christian in Action* (ABC), and *Faith in Our Times* (MBS).

SEATTLE AD STUDY

Radio-TV Dates Announced

DATES for the study of radio and TV in the weekly advertising course of the Advertising & Sales Club, Seattle, have been set. They are:

Planning and writing the radio campaign, Nov. 6, Warren McCloy, KIRO Seattle continuity director, instructing; writing for television, Nov. 13, John Jessup, Romig C. Fuller & Assoc., Seattle, account executive; tour of KOMO Seattle, Jan. 15, Ray Baker, vice president and commercial manager; supervising; tour of KING-TV Seattle, Jan. 22, A. P. Hunter, sales manager, the supervisor. Radio-TV tours are part of a general exploration of the major advertising media. Courses began Sept. 25 with first sessions confined to planning and copy preparation.

Socialist Labor Buys

SOCIALIST Labor Party of America has purchased time on CBS Radio for a campaign address by its Presidential candidate, Eric Hass, today (Monday), 10:45-11 p.m. (EST). He will speak from studios of a CBS Radio affiliate in the Midwest, probably Chicago or Milwaukee.

AD CLUBS

AFA's Proud Asks Support

ADVERTISING clubs were urged fortnight ago by C. James Proud, assistant to president, Advertising Federation of America, to give vigorous support to AFA's Crusade for Truth in Advertising to help restore maximum public faith.

On a speaking tour through the South, Mr. Proud said "the advertising and selling machine creaks and shudders in many places" because of loss of power through public distrust, misunderstanding and excesses.

He cited a survey which directly contradicts studies that repeatedly have shown that the public credits the broadcast media with greater believability than any others. He said:

Leroy Kemp, director of research for Charles L. Rumrill Co., found in [a] survey that two out of five persons, actually 41% of those queried, said they did not generally accept the truthfulness of advertising in newspapers, magazines, on radio and on television.

To make the survey more interesting, he checked specific answers from 1,000 people questioned regarding their faith in the various media. Magazines came out on top with 66% trustworthiness; newspapers were second with 60% believability; TV was third with 55% and radio was fourth—only 52% rating for trustworthiness. He did not ask about any other medium, or he might have gotten even lower scores.



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

KMBC
of Kansas City
KFRM
for Rural Kansas

... 6th oldest CBS Affiliate ...

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 South-western Washington.

REPRESENTED NATIONALLY BY EDWARD PETRY & CO., INC.

AD RATES

Political Issue—Carlson

ADVERTISING practices were injected indirectly into the heated political campaign last week with a charge that the Administration plans to "browbeat" certain anti-Democratic newspapers, and presumably their radio-TV properties if station ownership is involved.

The blast was leveled by Sen. Frank Carlson (R-Kan.), top aide to GOP Presidential nominee Dwight Eisenhower. It promptly was dismissed by Administration officials as "just politics."

Sen. Carlson claimed he had information that anti-Truman papers would face a probe prior to the election—probably those which had uncovered corruption and scandal in the Administration. He cited the subpoena served on the Kansas City Star Co. last June as "emphasizing the nasty political flavor of these election year attacks on newspapers."

The Kansas City Star Co. owns the *Star*, the *Times* and WDAF-AM-TV that city. It was ordered to produce all corporate records and contracts of the paper and stations since Jan. 1, 1926. The question of possible anti-trust action was raised [B•T, June 30]. Sen. Carlson thought the incident "significant," and said there would be others.

The inference in this and other cases has been that there may



DISCUSSING Register & Vote Campaign are Tennessee Gov. Gordon Browning (seated), and (l to r) Jack Drake, WLAC Nashville newsmen, and Parry Sheftall, Tennessee Assn. of Broadcasters president.

be a question of forced combination advertising rates. Some papers have been charged with attempting to monopolize advertising through unit rates, that is, requiring advertisers to buy space in both papers under common ownership in the same city. More than 170 U. S. newspapers use this combination ad feature.

Roy A. Roberts, president of the Kansas City Star Co., stated last week that "we as yet have been charged with nothing." He added that the firm "opened all our books" to the inquiry under subpoena by a grand jury. Included are all contracts signed by WDAF-AM-TV and pacts for news services and features.

Sen. Carlson quoted President Truman as stating Sept. 11 that "... so far as I can remember, I never had the support of the metropolitan press in Missouri when I was running for the Senate ..."

Sen. Carlson said the plan calls for the Dept. of Justice "to subpoena files, letters, memoranda and records of newspapers and to subject them to thorough examination by Truman appointees during the closing weeks of this political campaign ..."

PERFORMANCE TESTED

Failure Causes Delay—FCC

AM and FM stations have been reminded by FCC that the Commission's Rules & Regulations require certain performance measurements at yearly intervals. FCC added that failure by some stations to do this has resulted in delay on their applications for license renewal.

It is necessary to make these performance tests during the four-month period preceding the date of filing an application before FCC, stations were reminded. Aside from the fact that the failure to make timely and proper measurements reflects a lack of diligence on the part of the licensee, the Commission can not grant renewal applications until such measurements are made and must resort, in many cases, to time-consuming correspondence, it was pointed out.

CONSTRUCTION

'No New Start' Policy Confirmed by DPA

ALLOCATIONS of structural steel for the first quarter of 1953, to be siphoned off only for new starts on construction "directly essential to the defense program," were announced by the Government last Wednesday [B•T, Sept. 29].

With few exceptions, the allotments are limited to advance quotas already advanced for next January-April and virtually preclude the start of any new major radio-TV station or other building until next spring, the Defense Production Administration indicated.

"Catching up with outstanding allotments of structural steel will take longer than with other types of steel because of the excessive backlog of structural orders already on the books at the time of the strike and because of the greater relative loss of production of structural steel," Ralph S. Trigg, DPA deputy administrator, said in announcing the allocations.

For this reason, he stressed, the only new starts permitted in industrial expansion (radio-TV falls in that category) and in commercial and other construction will be limited to essential projects. Radio-TV construction already underway probably will receive materials to complete projects. Broadcasters may continue to self-authorize small quantities of copper, aluminum and steel on smaller construction, remodeling or alterations.

First Quarter Allocation

The Electronics Division of the National Production Authority, claimant for civilian requirements, was not allocated steel for the first quarter compared to 250 and 450 tons in the third and fourth quarters, respectively, of 1952.

DPA earlier had announced first-quarter-1953 allocations of controlled materials for civilian industries. Set-makers will receive about 75% of their fourth-quarter steel quotas and 60% of their third-quarter allotments. Copper and aluminum will remain virtually the same.

The "snapper" here is that future allocations are based on these two quarters—six months for which the set industry underestimated its steel requirements prior

to the steel strike last spring.

Manufacturers currently are getting about 35% of base period steel usage, but the amount may be increased as steel becomes more plentiful next spring. They are receiving 50-55% of their pre-Korea copper and aluminum quotas. These percentages pose a reversal of the situation when steel at one time was in heavier supply than copper and aluminum.

Despite the steel cutback, industry probably will meet its seasonal demands for radio-TV receivers and other products.

No general relief from cobalt and nickel shortages is in sight for manufacturers of permanent magnets used in radio-TV receivers.

An industry advisory group has advised NPA a "high recovery" of these materials from scrap will not help the industry because some companies are putting scrap back into military and defense-supporting products.

Only 20% of the magnet industry's output goes to civilian radio and television manufacturers, with the balance earmarked for the preparedness program.

Pure tungsten, used in tube filaments in radio-TV receivers and other electronic components, has been decontrolled by NPA, along with molybdenum. Both materials were described as in "adequate supply" to fulfill military, defense-supporting and civilian requirements. The decontrol order, however, does not liberalize use or increase allocations of these materials.

WICC Goes Fulltime

WICC Bridgeport began round-the-clock operation last Saturday, and claims to be the only 24-hour operation in Connecticut. The 11:30 p.m. to 6 a.m. portion will be taken up Mon.-Sat. by *Dick's Den*, starring Dick Alexander.

MOST POWERFUL—MOST POPULAR

WVAM has attained the dominating position in this Altoona—Central Pennsylvania Market

★ With Listeners

★ With Local Advertisers

POWER + PUNCH = RESULTS

first with the finest
DAY AND NIGHT

Weed & Co. representatives



BROADCASTING • Telecasting

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

ILGWU TIME

Bought for Demos' Show

CELEBRITIES of radio, TV, stage and screen are joining hands with Administration leaders to present a series of transcribed broadcasts in ABC for the Democratic party campaign program.

Time for the series was purchased by the International Ladies Garment Workers Union (AFL), headed by David Dubinsky, who announced plans for the 15-minute broadcasts. Opening program was aired last Wednesday, 10:15-30 p.m. (EST), with President Truman the leadoff speaker. He was introduced by comedian Georgie Jessel.

The Wednesday series will feature in subsequent weeks, Sen. Estes Kefauver (D-Tenn.), Vice President Alben Barkley (with Dinah Shore), Vice Presidential nominee John Sparkman (D-Ala.) (with Will Rogers Jr.) and Gov. Adlai Stevenson, Democratic Presidential candidate. Gov. Stevenson will be introduced by Tallulah Bankhead, star of NBC's *The Big Show*.

ILGWU is one of several labor groups underwriting sponsorship for political programs on the major networks prior to the Nov. 4 election.

BASEBALL NETWORK

Planned for Wash.-Alaska

AT LEAST 12 Washington stations and possibly several Alaskan stations will be linked in a special network next spring to carry live broadcasts of all Seattle Rainiers' baseball games, it was announced last week.

Archie Taft Jr., general manager, KOL Seattle, said that his station will feed the games to KVOS Bellingham, KBRC Mt. Vernon, KONP Port Angeles, KRKO Everett, KTAC Tacoma, KPUY Puyallup, KBRO Bremerton, KGY Olympia, KELA Centralia - Chehalis, KBKW Aberdeen and KAPA Raymond. Other Washington stations may join the network, Mr. Taft said, adding that there also is a possibility that six Alaskan outlets will carry the games by direct network wire.

GRIDCAST PACTS

More Signing Reported

THE 1952 gridiron season was gathering momentum last week as further signings were reported by stations across the nation. Other signings were reported earlier [B•T, Sept. 22].

Phillips Petroleum Co. will sponsor "Big Ten Game of the Week" on some 20 video stations in about 12 states. Series is produced by Sports-vision Inc., Los Angeles.

Twenty-four Michigan stations and one Ohio station will broadcast all nine Michigan State College games over a midwest radio network. Feeds will originate at WKAR-AM-FM East Lansing.

Dairymen's Cooperative Sales Assn., through Ketchum, MacLeod & Grove Inc., will sponsor U. of Pittsburgh games over KDKA Pittsburgh.

Ohio Oil Co. will sponsor a top-flight slate schedule of nine midwest games over WOWO Fort Wayne, Ind. KNBC San Francisco will air 10 West Coast games.

Five local Willys-Overland dealers have bought a quarter in each of eight high school games to be telecast by WAAM (TV) Baltimore.

KXIC Iowa City, Iowa, will feed U. of Iowa games to a network of 11 Iowa radio stations.

Standard Oil of Indiana is sponsoring Nebraska U. gridcasts over KFAB Omaha.

Metropolitan Realty Co. and the Jim Ryan Construction Co. will sponsor broadcasts of all U. of Notre Dame games over KOIL Omaha.

Don Allen Chevrolet, Pittsburgh, will sponsor broadcasts of nine Penn State games over KQV Pittsburgh.

Cott Bottling will sponsor the full schedule of Boston College, Holy Cross and Yale U. games, a total of 17 games, on WNAC Boston. Agency is John C. Dowd Inc.

Area Kaiser-Frazer dealers will sponsor seven Naval Academy games over WWDC Washington.

KANS Wichita, Kan., will air all U. of Kansas games.

WTOB Winston-Salem sold a total of 188 quarter-hours of sponsored football programs, including sponsorship of 15 college contests, 12 local high school games and several special football features.

WFIL Philadelphia will air U. of Pennsylvania games. Before game-time, Berry Bros. Buick dealer will

NATIONAL NIELSEN RATINGS* TOP RADIO PROGRAMS

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

REGULAR WEEK

August 17-23, 1952

EVENING, ONCE-A-WEEK

Current Rank	Program	Current Rating Homes %
	(Average for all Programs)	(3.9)
1	Dragnet (NBC)	6.5
2	Railroad Hour (NBC)	6.5
3	F.B.I. in Peace and War (CBS)	6.1
4	You Bet Your Life (NBC)	6.0
5	Life With Luigi (CBS)	5.6
6	Romance (CBS)	5.5
7	Gene Autry Show (CBS)	5.5
8	People Are Funny (CBS)	5.5
9	Great Gildersleeve (NBC)	5.3
10	Johnny Dollar (CBS)	5.3

EVENING, MULTI-WEEKLY

	(Average for all Programs)	(2.3)
1	Lone Ranger (ABC)	4.6
2	One Man's Family (NBC)	4.4
3	News of the World (NBC)	4.1

WEEKDAY

	(Average for all Programs)	(3.9)
1	Romance of Helen Trent (CBS)	6.7
2	Right to Happiness (NBC)	6.7
3	Our Gal, Sunday (CBS)	6.7
4	Ma Perkins (CBS)	6.6
5	Backstage Wife (NBC)	6.6
6	Pepper Young's Family (NBC)	6.6
7	Road of Life (NBC)	6.3
8	Big Sister (CBS)	6.2
9	Guiding Light (CBS)	6.1
10	Aunt Jenny (CBS)	5.8

DAY, SUNDAY

	(Average for all programs)	(1.8)
1	True Detective Mysteries (MBS)	3.7
2	Shadow, The (MBS)	3.6
3	Martin Kane, Private Eye (NBC)	3.2

DAY, SATURDAY

	(Average for all Programs)	(3.9)
1	Theatre of Today (CBS)	7.6
2	Stars Over Hollywood (CBS)	6.8
3	Grand Central Station (CBS)	6.5

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

Copyright 1952 by A. C. Nielsen Co.

sponsor "Pigskin Parade." Immediately after the games, Shore Brothers, Pontiac dealers, will sponsor "Touchdown Review."

Package of 85 sports events—including football games of Notre Dame and Drake U. and high school basketball contests—have been bought on KIOA Des Moines, Iowa, by Iowa Packing Co., NAPA Des Moines Warehouse and Friedman's Chrysler Agency for cooperative sponsorship.

WHFB and WHFB-FM Benton Harbor, Mich. reported sellout of a 45-game broadcast schedule—WHFB for Michigan U. games, WHFB-FM for Michigan State tilts, with Whirlpool Corp. as sponsor. Other commitments: 13 high school games, sponsored by Coca Cola, and 12 Detroit Lions pro contests, by Goebel Brewing Co.

MERCHANDISING DIV.

Established by Foley Firm

INAUGURATION of a new merchandising department to negotiate with manufacturers for products tied in with Foley-owned properties has been announced by George F. Foley, head of the radio-TV production firm bearing his name.

Mr. Foley named Joseph F. Kelly Jr., formerly of the merchandising staffs of Gimbel Bros. and Lord & Taylor department stores, New York, to head the division. Mr. Kelly will make his headquarters in the firm's New York offices.

AD PROMOTION

AAW-AFA Plan 'Week'

ADVERTISING as an aid to better living in America is the message behind plans to expand to nationwide promotion the fourth annual Advertising Recognition Week, which was originated by the Adv. Assn. of the West.

Co-sponsoring Advertising Recognition Week, scheduled for Feb. 15-21 next year, will be the Adv. Federation of America, according to Howard Willoughby, executive vice president of *Sunset Magazine*, senior vice president of AAW and general chairman of the advertising week project.

Also joining on the local level will be such organizations as local chambers of commerce, through the U. S. Chamber of Commerce. AAW's mid-winter conference, set for Jan. 24-25 at Fresno, will discuss plans further. R. C. Ostrand, vice president of Cline Adv. Service, Boise, Ida., and president of the Boise Adv. Club, is chairman of the project's plans committee and will distribute a kit of campaign materials.

FRANK EDWARDS, WOR New York and MBS commentator, is offering listeners free copies of a booklet listing voting records on major issues of every member of Congress. Mr. Edwards distributed a similar booklet to nearly a million persons in 1950.

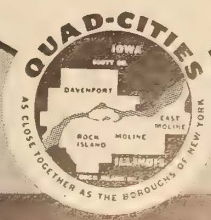
THE QUAD-CITIES

72nd in RETAIL SALES

among Sales Management's
162 Metropolitan Areas

STEADILY increasing is the standing of the Quad-Cities among the 162 standard metropolitan areas. Now in 72nd place for retail sales volume, the Quad-Cities continue to grow. And growing with the community for over 25 years, WHBF is a powerful influence in the homes of over 240,000 Quad-Citians—quality people who buy quality goods—yours included, if you so desire.

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



Quad-Cities favorite
WHBF
TELCO BUILDING ROCK ISLAND, ILLINOIS
Represented by Avery Knodel, Inc.

FAMILY

WIBW has been a farm station for almost a quarter-century. We sell Kansas and adjoining states because we've served them well. We're one of the family.

WIBW The Voice of Kansas
in TOPEKA

KLRA Little Rock, Ark., combined with U. S. Marines to broadcast appeals for blood to meet the local Pulaski County October quota. Station set aside regular program from 4:30 to 5:15 p.m. for appeal. T/Sgt. Walter Stewart interviewed six Korean veterans who testified to need for blood. KLRA employes handled incoming calls, with station receiving more than 30 pledges and several cash donations.

Moral Aspects

WHAS Louisville's program, *Moral Side of the News*, has been given a special honor award by the National Council of Churches of Christ for "a courageous attempt to provide insight into contemporary events and issues." The program places four clergymen (Catholic, Protestant, Jewish and Unitarian) on a panel presided over by a businessman. Moral issues involved in an outstanding news event of the previous week are discussed.

WSTV Aids Blood Drive

IMPORTANCE of WSTV Steubenville, Ohio, in the Jefferson Co. Red Cross chapter's Defense Blood Program is attested in a letter from the chapter, accrediting WSTV with 38% of "walk-ins," and adding that "your announcers really not only put their voices, but their hearts into every appeal."

Emergency Appeal

WBAL Baltimore has answered an emergency call from the city's

in public service . . .

Sinai Hospital for a rare type of blood. A post-operative patient was dangerously ill, and losing ground. The hospital had contacted all local blood banks. No blood of the type needed was to be found. Within an hour after WBAL aired the plea, the hospital was swamped with calls from persons offering to be donors.

Football Drive

DRIVE to spark interest in high school football in Raleigh, N. C., was brought off successfully by WNAO, WPTF and WRAL in that college football-minded city. Stations simultaneously aired a special program, selling season tickets to the games and memberships in local High School Boosters Clubs. Program featured sports directors of two outlets—WNAO's Jimmy Simpson and WPTF's Jim Reid—and disc jockey Earl Shaw of WRAL. Together they put campaign over the top, raising \$5,116.

Urgent Plea Heeded

WHEN WABD (TV) New York telecast an appeal for RH negative type O blood for a dying Fair Lawn (N. J.) housewife the night of Sept. 14, the response was overwhelming and heartwarming. Within a few hours, the station reported, between 50 and 60 pints of blood were donated.

Bond-Selling Contest

WTOD Toledo, in publicizing its program, *Bonds Away*, which promotes the sale of U.S. Defense Bonds, for three months held a letter-writing contest and awarded a \$25 bond to the writer who wrote best on "Why I Buy Defense Bonds."

Aids Tragedy Victims

KGAE Salem, Ore., reported as its latest activity in the public interest its broadcasts appealing for funds to help survivors of a family in which three of nine members died when fire destroyed their home.

'Clean House' Drive

WSTC Stamford is cooperating with the city's Cleaning House Assn. in a campaign to encourage residents to vote in the November elections. By Election Day, 444 spot announcements will be broadcast urging the public to go to the polls.

KCBS Stages 'B-Day'

KCBS San Francisco has staged a "B-Day," turning its Studio A at the Palace Hotel into a "blood bank" by bringing an eight-bed

mobile unit into the studio and for 12 hours airing appeals for blood donors on every program. The event marked m.c. Bill Weaver's seventh consecutive "B-Day" for the Red Cross campaigns, according to Arthur Hull Hayes, CBS vice president in that city and KCBS general manager.

WFIL Aids Fund

MORE THAN \$220,000 in cash and pledges was raised for the United Cerebral Palsy Assns. of Pennsylvania and southern New Jersey in a 15½-hour radio-TV marathon produced by WFIL-AM-TV Philadelphia.

'Radios for Kids'

WHAS Louisville called off its campaign to raise money for its "Radios for Kids" drive when enthusiastic response caused concern as to its effect on polio fund raising. In a five-day push, more than \$1,200 was received by the station in answer to spot announcements and disc jockey mentions. With the money, 70 radios were installed in polio wards in Louisville and Lexington, Ky., hospitals with the understanding that when the polio patient needs decreased, the radios would be transferred to children's wards in the same hospitals. The radios were table models equipped with headsets. For the most part, the headsets were installed by volunteer WHAS technicians.

WBRC's Marathon

WBRC Birmingham conducted a 12-hour marathon broadcast Sept. 13 to raise funds for the purchase of an ante-bellum colonial mansion in Birmingham, to be preserved as a shrine and museum. Program was opened by the mayor. Local talent was featured in a series of variety sketches which followed.

Entire show was aided by Jimmy Kirby, WBRC disc jockey. Nearly \$10,500 was raised, of which 85% was collected before the broadcast was over.

Life Saved

WTVL Waterville, Me., received a request to broadcast an urgent need for a rare type of blood. A new mother at a local hospital had received the last transfusion possible from the community blood bank. Three announcements were aired. Half-hour after the third announcement nine donors appeared at the hospital, six of whom had the needed type. Continuous transfusions were credited with saving the patient's life, said Carleton Brown, WTVL president-general manager.

Hands Across the Lake

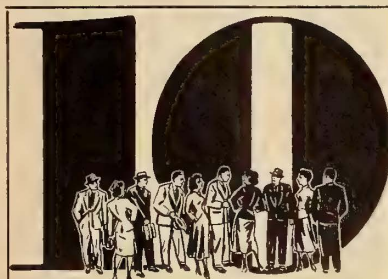
WMTE Manistee, Mich., brought two families together who were separated by the Spanish American War in 1898, when W. R. Wilson, retired railroad employe, tuned in WMTE from Sturgeon Bay, Wis., across Lake Michigan, and began thinking of friends of his boyhood days, the Swank family of Manistee. A letter to WMTE got results when the station's news director, John A. Sullivan, was able to find members of the Swank family in Manistee for a reunion.

Gets 'Em Registered

LAST DAY vote registrations in Glasgow, Ky., received boost, as WKAY that city kept the air hot with 145 plugs in 11 hours asking citizens to register, according to Jack Eversole, acting station manager. Station said the county clerk reported 228 registrations that day, some of them non-voters for several years.

Laudable Teamwork

WHEN Nick Campofreda, WAAM (TV) Baltimore sports director and m.c. of *Tee Vee Waamboree* variety show, was asked to make a request for a rare-type of blood for a local hospital patient, he was



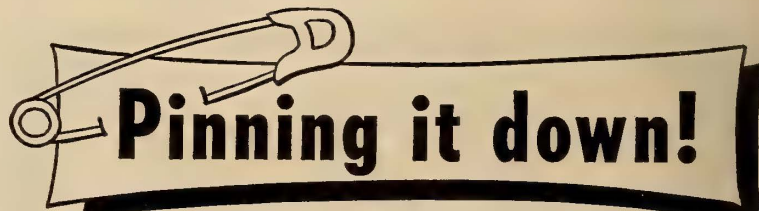
customers for every penny!

You know exactly what you get when you buy TRANSIT RADIO—America's booming new advertising medium. TRANSIT RADIO delivers your advertising message to a paid circulation audience—by actual fare count—at less than \$1 per thousand! In addition, you get a bonus of thousands of home listeners to WWDC-FM! The unique story of TRANSIT RADIO is ready for you. Just ask your Forjoe man.

WWDC F M

WASHINGTON, D. C.

and other Transit Radio stations represented by Forjoe & Co.



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

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

WBBW serves you best in Youngstown with its . . .

ABC

CONCENTRATED COVERAGE
AND
NO WASTE CIRCULATION
REP. FORJOE & CO. INC.



warned that no previous appeal had been successful. Nevertheless, Mr. Campofreda aired the urgent request. Within 10 seconds, he had a viewer-volunteer. It turned out that Ken Calfee, WAAM's writer-producer-director of *Tee Vee Waamboree*, had the needed blood type and was more than willing to make a donation.

* * *

Hospital Program

WFBG Altoona, Pa., since Aug. 18, has been airing a program especially tailored for the staff and patients of a state tuberculosis sanatorium at nearby Cresson, Pa. The program, broadcast weekdays 8:45-9 a.m., airs music requests and notes birthdays and anniversaries of patients and gives news of particular interest to the hospital. An editorial in the September issue of the hospital monthly publication expresses appreciation for WFBG's interest. John M. Snyder is WFBG managing director.

* * *

Blood Blackout

WNGO Mayfield, Ky., dramatized the drive for blood when a Red Cross bloodmobile visited the station area by going off the air for a half hour while eight members of its staff gave their blood. Announcements preceding the blackout noted WNGO would be off the air "while the staff is donating blood, 100%."

* * *

Cancer Marathon

SPORTS personalities joined with Art Tacker, disc jockey at WCRB Waltham, Mass., to raise \$700 for a cancer fund on a marathon program. Show started at 6:30 a.m. and ended at 2:30 p.m., with noted celebrities taking phoned contributions. Among those appearing were Mike Holovak, head football coach, Boston College; Bennie Friedman, head coach at Brandeis U.; Sid Gordon, Boston Braves outfielder, and Tommy Collins, featherweight boxing champion.

WEOK Fund-Raising

WEOK Poughkeepsie, N. Y., broadcast a two-hour program Sept. 19 on behalf of the Assn. for Mentally Handicapped Children in Poughkeepsie, with appeals for funds being made by Mrs. Eleanor Roosevelt, Superintendent of Schools Fox Holden and others. Local talent provided musical entertainment.

* * *

KAYL Alleviates Tragedy

WHEN 7-year-old Stanley Kieran died of polio Sept. 20 and the following day the Kiernan home caught fire, KAYL-AM-FM Storm Lake, Iowa, took matters into its own hands, according to Program Director Paul R. Benson. Announcer Andy Lynn and several Junior Chamber of Commerce members began an impromptu 90-minute broadcast at 3 p.m. Sept. 21 which they called "Operation Heart," asking listeners to donate whatever they could to aid the stricken family. At the program's close \$2,300 had been pledged from 15 northwest Iowa towns, and 48 hours later the total had grown to \$2,900 and included offers of two dwellings with moving assistance promised by the Junior Chamber of Commerce.

* * *

WPFB Commended

EFFORTS of WPFB Middletown, Ohio, in recruiting blood donors and promoting other American Red Cross activities have drawn commendation from ARC's local chapter. Ames Gardner, chapter chairman, praised station staff and WPFB President-General Manager Paul Braden for "an outstanding job" and for giving "freely of their time and facilities in the interest of our community."

* * *

WBNS-TV Film Encore

FILM shown last spring on WBNS-TV Columbus, Ohio, titled "Devil on Wheels," a story about "hot-rods," received such a big response that the sponsor of the *Ohio National Bank Theatre* program on which it appeared, Ohio National

One Man Operation

DON DRENNER, KGGF Coffeyville, Kan., engineer, has a hobby that literally would make an author or printer blush. He is both a printer and an author. Unable to get his literary efforts published, Mr. Drenner sets type and publishes his own works. His hand-operated publishing "house" is called the Zauberberg Press, or Magic Mountain Press, named after Thomas Mann's novel, *Magic Mountain*. The radio engineer's latest work, a full-length novel, *The Vault of Night*, soon will be off the Zauberberg Press. He has been writing technical articles in radio, and poetry for publication for some time. Mr. Drenner's unusual hobby extends to his method of operation: He often rewrites sections as he sets the print; his book will contain the printer's correction sheet in the appendix to explain misspelled or misprinted words.

Bank, has secured a copy of the film and turned it over to the Columbus police department for free educational showing to central Ohio clubs and societies. Motion Pictures for Television Inc. is distributor.

* * *

WTTH 'Pledge-A-Thon'

WTTH Port Huron, Mich., and its licensee, the *Times Herald* there, raised nearly \$1,000 plus household goods to assist a family of 10 when their home was destroyed by fire. WTTH featured a "Pledge-A-Thon" to raise its share of the amount.

* * *

WARM Gets Workers

WARM Scranton, Pa., has been commended by the Pennsylvania Dept. of Labor and Industry for a successful spot announcement in recruiting tomato pickers in northeastern Pennsylvania during a recent worker shortage. Fred J. Peters, manager of the department's Pittston office, lauded the station for "this fine community service," calling the results "manifest testimony to your considerable listening audience."

* * *

Cancer Funds

WNAC-TV Boston raised more than \$20,000 for the "Jimmy Fund," a cancer research fund for children, in a 3½-hour telecast Sept. 28. Entertainment celebrities and civic officials took part. The telethon drew phone pledges from all over New England, the station reported.

FILM EXCHANGE

Jacobson Sees TV Activity

HERBERT L. JACOBSON, director-general of the Trieste Radio Network, predicts an exchange of television films between the nations of Europe and the U. S. He was to arrive in New York today aboard the liner "Constitution."

In a statement for release today, Mr. Jacobson noted that Europeans have become accustomed to dubbed versions of American movies and would accept dubbed telefilms "if prices are within European range." The four-station Trieste Radio Network, which is installing television, broadcasts to Italy and Yugoslavia from the free territory.

Amateur Exams By Mail

FCC last week invited attention of amateur radio operators serving in the armed forces to a new rule which permits examination for Advanced Class operating privileges before the end of the one-year waiting period. Where servicemen are overseas or otherwise unable to reach one of the Commission's examining points, the examination may be conducted by mail under specified conditions, FCC said. Further information may be had from the Engineer-in-Charge, District 24, FCC, Washington 25, D. C.

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SEPT. 26 THROUGH OCTOBER 2

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 29 Decisions . . .

BY BROADCAST BUREAU

Granted STA

KBTB Denver, Col.—Granted STA to operate on commercial basis on Ch. 9; ERP 12.5 kw vis. 6.3 kw aur.; ant. height 757 ft.; engineering conditions; for period beginning Sept. 29, and ending in no event later than 3 a.m. EST, April 1.

AM—1360 kc

KVIM New Iberia, La.—Granted license covering change in frequency: 1,360 kc, 1 kw-D.

Move Transmitter Location

WELC Welch, W. Va.—Granted license covering installation of new trans. and moving trans. and studio approx. 200 ft. to adjoining building.

Extension of Completion Date

WKSJ Pulaski, Tenn.—Granted mod. CP for extension of completion date to 11-15-52.

WVAM Altoona, Pa.—Granted mod.

CP for extension of completion date to 4-1-53.

WFMV-TV Greensboro, N. C.—Granted mod. CP for extension of completion date to 4-20-53.

WPRT Prestonsburg, Ky.—Granted mod. CP for extension of completion date to 11-16-52.

KGKO Dallas, Tex.—Granted mod. CP for extension of completion date to 12-1-52.

Modification of CP

KTRW Tacoma, Wash.—Granted mod. CP for approval of ant., trans. location, and change type trans.

Transmission Authority

Lansing Bestg. Co., Lansing, Mich.—Granted authority to transmit by leased telephone wire, programs consisting of play-by-play descriptions of Michigan State College football games to CKLW Windsor, Ont., beginning Sept. 27, and ending Nov. 22.

Delete FM

WTRI-FM Troy, N. Y.—Granted request to cancel license and delete FM at Troy, N. Y.

WRXW (FM) Louisville, Ky.—Granted request to cancel license and delete FM.

Replaced Expired CP

WKCS Knoxville, Tenn.—Granted CP to replace CP which authorized new noncommercial educational FM which expired 9-2-52, with completion date of 12-1-52. (Fulton High School.)

Change Studio Location

WSBA-TV York, Pa.—Granted mod. CP to change studio location.

Change Antenna Height

WTRF-TV Norfolk, Va.—Granted mod. CP to change ant. height from 350 ft. to 760 ft. and make ant. changes.

September 29 Applications . . .

ACCEPTED FOR FILING

Modification of CP

KRCH Hot Springs, Ark.—Mod. CP, which authorized new AM, for approval of ant., trans. and studio locations.

WTRP La Grange, Ga.—Mod. CP,

which authorized new AM, for approval of ant. and trans. locations.

AM—850 kc

WNEJ San Juan, P. R.—CP to change from 850 kc, 5 kw to 850 kc, 10 kw; change trans. location from between San Juan and Carolina, P. R., to Barrio De Palmas, P. R.

License Renewals

Following stations request renewal of license:

WJJD Chicago; WVMC Mt. Carmel, Ill.; WOPA Oak Park, Ill.; WIRL Peoria, Ill.; WHBY Appleton, Wis.; WEAU Eau Claire, Wis.; WIBU Poyette, Wis.; WRJN Racine, Wis.; WKLJ Sparta, Wis.

Change ERP

WAZL-FM Hazleton, Pa.—CP to change ERP from 7.6 kw to 6 kw; ant. height above average terrain from 610 ft. to 632 ft.

WWLP (TV) Springfield, Mass.—Mod. CP which authorized new TV to change ERP from 115 kw vis. 58 kw aur. to 150 kw vis. 75 kw aur.; trans. location from Mt. Tom, approx. 1.75 mi. NW, Holyoke, Mass. to North West St., Provincetown, Mass.; studio location from "to be determined" to North West St.; trans. from vis. & aur. DuMont 1500 to GE TT-25-A vis. & aur.

WEWS (TV) Cleveland—CP to change ERP from 16 kw vis. 8 kw aur. to 100 kw vis. 50 kw aur.

Designate Studio Location

WEEK-TV Groveland Township, Ill.—Mod. CP, which authorized new TV, to designate studio location as 2907 Springfield Rd., East Peoria, Ill.

Extension of Completion Date

WBEN-TV Buffalo—Mod. CP, as mod., which authorized changes in existing TV, for extension of completion date to 12-31-52.

KTBS Hot Springs, Ark.—Mod. CP, which authorized increase in power, installation of new trans. and DA-N, for extension of completion date.

WJFA Caguas, P. R.—Mod. CP, as mod., which authorized new AM, for extension of completion date.

License for CP

WWOC Manitowoc, Wis.—License for CP, as mod., which authorized new AM.

WJZ-TV New York—License for CP which authorized new TV.

License Renewals

Following stations request renewal of license:

WIBV Belleville, Ill.; WJBC Bloomington, Ill.; WKRO Cairo, Ill.; WIND Chicago; WDAN Danville, Ill.; WKAN Kankakee, Ill.; WQUA Moline, Ill.; WCMY Ottawa, Ill.; WTAQ La Grange, Ill.; WHBF Rock Island, Ill.; WTMV East St. Louis, Ill.; WGEZ Beloit, Wis.; WCLO Jonesville, Wis.; WLCX LaCrosse, Wis.; WKTY LaCrosse; WLIN Merrill, Wis.; WTMJ Milwaukee; WMIL Milwaukee; WEKZ Monroe, Wis.; WJMC Rice Lake, Wis.; KPHO-TV Phoenix, Ariz.

TENDERED FOR FILING

AM—1450 kc

KMBL Junction, Tex.—Mod. license to increase power from 100 to 250 w (contingent on KVOU change in frequency).

AM—1400 kc

KVOU Uvalde, Tex.—CP to change

from 1450 to 1400 kc.

APPLICATIONS RETURNED

License Renewals

RETURNED following applications for renewal of license:

WIGM Medford, Wis.; WCRA Effingham, Ill.

October 1 Decisions . . .

ACTIONS ON MOTIONS

By Comr. E. M. Webster

American-Republican Inc., Waterbury, Conn.; WATR Inc., Waterbury, Conn.—Granted petition to dismiss without prejudice TV application. On Commission's own motion, removed from hearing docket application of WATR Inc. for CP for new TV.

Tampa Bestg. Co., Tampa, Fla.—Granted petition for dismissal without prejudice of application for CP for new TV.

Denver Television Co., Denver, Col.—Granted petition to amend application to substitute Vernon C. Hines for F. Kirk Johnson as 1st vice president and to show 15% stock partnership interest of each of James M. Stewart and F. Kirk Johnson in application of Gulf Television Co., for TV station in Galveston, Tex.

Aladdin Radio & Television Inc., Denver, Col.—Granted petition to amend application to show certain stock transactions; changes in stock percentages; and to show height of proposed tower as 226 ft. in lieu of 220 ft.

Allentown Bestg. Corp., Allentown, Pa.—Granted petition for extension of time from Sept. 25, to Oct. 27, for filing reply to the exceptions of the Chief, Broadcast Bureau, to exceptions of Easton Pub. Co. to initial decision issued re application and that of Allentown Bestg. Corp.

Columbia Empire Telecasters Inc., Portland, Ore.—Granted petition to amend TV application to substitute Richard M. Brown for W. D. Redbury as treasurer and add relevant data with regard to Mr. Brown's citizenship, education, and business experience.

Northwest Television & Bestg. Co.—Granted petition to amend application to submit amendment to exhibit 1 by adding exhibit 1-a, the amended by laws of applicant, to show change in number of directors; indicate change in number of directors, composition board of directors, and add minutes meeting of July 7, as exhibit 2-b; add exhibit 3-a to revise estimated costs of operation, etc.

Oregon Television Inc., Portland, Ore.—Granted petition to amend application to revise all sections V-C and V-G and to submit all engineering exhibits pertaining thereto.

By

Hearing Examiner Elizabeth C. Smith
Mount Hood Radio & Television Bestg. Corp., Portland, Ore.—Granted petition to amend application in order to correct drafting error which appeared in engineering statement submitted as part of amendment tendered Sept. 10, and accepted Sept. 19.

Cascade Television Co., Portland, Ore.—Granted petition to amend application to show certain changes in technical proposal with respect to power gain loss from vertical polarization.

North Pacific Television Inc., Portland, Ore.—Granted petition to amend application to correct mathematical

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error in one of geographical coordinates and to bring application up-to-date with respect to more recent information from manufacturer concerning gain and height of electrical center of ant.

by Hearing Examiner H. B. Hutchison
Wichita Television Corp. Inc., Wichita, Kan.—Granted motion to amend application for CP for new TV to show additional stock subscribers and sup-

porting data; further agreements not heretofore included in application; change location proposed site and studio; increase in estimated cost of construction; increase in estimated cost of operation and estimated revenue for first year of operation; current financial statement and plans for financing proposed construction; increase in hours of operation and changes in pro-

(Continued on page 99)

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Help Wanted

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Sales manager—New York State independent regional. No TV. Excellent guarantee plus commission on all sales. Must have topnotch radio background, proven sales record. Interview necessary. Excellent opportunity for advancement to general manager. Send photo, resume, references. Box 608R, BROADCASTING • TELECASTING.

Commercial manager wanted by 250 watt fulltime station. Must have a man who can create and sell his creations, who is willing to pound the pavement for advancement. Salary in line with proven ability plus commission. Send full information to W. Kemble, 142 Main Street, Lockport, N. Y.

Salesmen

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

Western New York indie has opening for aggressive salesman. \$75.00 weekly plus 5%. Advancement for good man. Box 603R, BROADCASTING • TELECASTING.

Salesman—Strong local salesman for 5000 watt basic Midwest metropolitan station. Substantial draw. Settled, reliable men only. TV applicant. Send details, photo. Box 616R, BROADCASTING • TELECASTING.

1,000 watt Illinois independent wants salesman. Commission, \$65.00 weekly guarantee, car allowance. Personal interview required. State age, experience. Box 646R, BROADCASTING • TELECASTING.

If you know radio and can sell, we would like to talk with you. We have an immediate opening in our sales department, with guaranteed income plus commission and the commercial managership the first of the year. If you are successful as commercial manager, you can start grooming yourself for the station managership. Write Box 653R, BROADCASTING • TELECASTING.

Salesman with good sales record, and who believes in aggressive action, and knows his personal worth, and is convinced that his income can only be limited by his own initiative and ingenuity, is needed immediately by an independent 1 kw fulltime radio station located in the Tidewater, the largest market of Virginia and one of the fastest growing markets in the country. Send photo, references, record of sales, and weekly draw against commission expected to William M. Manrow, Manager, Station WCAV, Helena Building, Norfolk, Va.

Experienced, married salesman will be given active, established accounts now serviced by manager. Weekly draw against commission. Car expense arrangement. Personal interview necessary. WLPO, La Salle, Ill.

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

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

Help Wanted (Cont'd)

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.

Engineer-announcer, 1 kw Southeast independent, TV future. \$60.00 for 40 hours, 1½ overtime. Send disc or tape, picture, employment record, etc. Box 527R, BROADCASTING • TELECASTING.

Here is a wonderful opportunity for a disc jockey who can build an audience and sell. We need a strong personality who wants to live in a medium sized Midwestern city and become a part of one of the most progressive and effective radio operations in the country. Send full information, tape and picture, first letter. Box 545R, BROADCASTING • TELECASTING.

Wanted: combination engineer and announcer. Heavy on announcing (must be good). \$80.00 per week. Location is Louisiana. Ideal working conditions. Write Box 593R, BROADCASTING • TELECASTING.

California station now featuring classical programming from six to midnight contemplating extending to six in the morning. Announcer with classical background, good voice and first class ticket desired. \$1.80 an hour to start for forty-hour week. Give full background and include tape or recording. Box 595R, BROADCASTING • TELECASTING.

Announcer-hillbilly DJ on 5000 watt basic Midwest metropolitan station. Salary plus talent. Reliable, steady, settled men only. Send tape, photo. Box 615R, BROADCASTING • TELECASTING.

Staff announcer needed for Midsouth, network and regional affiliate. Top pay for top man plus good opportunity. Box 618R, BROADCASTING • TELECASTING.

Have immediate opening for combo. Some copy writing. Send tape and details if interested. Box 621R, BROADCASTING • TELECASTING.

Triple threat man wanted who can write, announce and has ticket to operate transmitter starting salary \$230.00 month, with automatic increases twice yearly. If interested wire as position available not later than October 11. Box 640R, BROADCASTING • TELECASTING.

Wanted—Combination announcer-engineer. Accept on announcing. Ability more important than experience. Pacific Northwest coastal town, small solid market. Send tape or disc, full details first letter. Start \$65.00. Box 660R, BROADCASTING • TELECASTING.

Wanted: An announcer with experience, must have good voice for news-casting and commercials, fulltime job, good pay in East Texas college town. No night work. Box 661R, BROADCASTING • TELECASTING.

New Eastern Pennsylvania station needs three combination men. Must be strong on announcing. First class ticket necessary. Excellent salary for experienced men. Permanent positions. 40 hour week. Send full particulars first letter. Box 668R, BROADCASTING • TELECASTING.

Wanted: Radio announcer with first class radio-telephone operators license for combination work. Good pay, insurance benefits, forty-eight hour week. Call or write Mr. Herbert H. Lee, Radio Station KDHL, Fairbault, Minn.

Help Wanted (Cont'd)

Wanted: Announcer-engineer. First phone, emphasis on announcing. Daytime, salary open. Write KLTF, Little Falls, Minnesota. Send full information and tape.

Announcer: must be experienced, well recommended. Send audition and resume to Manager, KNUJ, New Ulm, Minn.

Announcer-engineer, emphasis announcing. \$75.00 week. Mail audition to KTFS, Texarkana, Texas.

Announcer—First phone, emphasis announcing. Ideal conditions. \$65.00 start, 40 hours, five days. Contact Program Director, WALK, Patchogue, Long Island, New York.

Combination announcer-engineer wanted by WBYS, Canton, Illinois. Send disc or tape, full particulars. Salary strictly open, advancement open, housing good. Apply now.

Experienced announcer to join congenial staff of 1,000 watt independent. News and music show. No board work. 40 hours. Call or forward audition to WCNT, Centralia, Illinois.

Beautiful Virginia—Combo man wanted quickly. If good quality voice, we will train. \$240 month with automatic raises guaranteed. Wonderful opportunity. Write or call WCVA, Culpeper, Virginia.

Announcer wanted. If you have six months experience, contact us. State expected salary. WFCB, Dunkirk, New York.

Wanted: Announcer for night shift, to also assist in sales. \$200.00 month to start. Call James Childress, WHCC, Waynesville, North Carolina.

Experienced announcer, immediately. Must be able to write continuity, have excellent references. Wire or call WICY, Malone, N. Y.

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

Technical

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

Combination engineer - announcers wanted Southern daytime, clear channel, 1000 watt. All new equipment, good working conditions. Tape or disc, state salary required, references. Applications accepted for other staff positions all departments. Box 656R, BROADCASTING • TELECASTING.

Nebraska. First class engineer wanted for chief engineer position at KCOW, Alliance, Nebraska. Job mainly technical. Some opportunity for limited amount of announcing. \$300.00 per month.

Wanted—Chief engineer, 250 watt CBS station in Southwest. Man we want is good technician and probably now employed as assistant engineer at larger station. Announcing ability desirable but not essential. Good salary to good technician. Write full qualifications to: Jim Duncan, KSIL, Silver City, New Mexico.

Engineer wanted. KOPR, Butte, Montana. Car necessary.

Have immediate opening for first class operator with or without experience, call or wire Lloyd McKinney, Chief Engineer, WACL Waycross, Georgia.

Engineer: first phone, no experience necessary. Contact Chief Engineer, WBCK, Battle Creek, Michigan.

Help Wanted (Cont'd)

Wanted: Engineer, 40 hour week, \$200.00 month. Call James Childress, WHCC, Waynesville, North Carolina.

First class engineers and combos with tickets. WKEL, Kewanee, Illinois.

Immediately—Engineer-announcer for network station. Send salary requirements, background and disc first letter. WMLT, Dublin, Georgia.

Wanted—First phone man to fill opening now. WRDL, West Point, Georgia.

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

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.

Immediate opening for first class operator. \$50.00 for 40 hours. Time and half for all over 40 hours. Contact Dan Williams, Radio Station WVOT, Wilson, N. C.

First class engineer. One experienced on directional antenna preferred. Good salary, fine working conditions. Contact Chief Engineer, WVOW, Logan, West Virginia.

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.

News director - supervisor, five-man sports, farm and news department. Only experienced men with Journalism Degree need apply. Good salary with bonus. 5 kw Midwest. Box 544R, BROADCASTING • TELECASTING.

Pennsylvania daytime kw needs news man with good radio voice and journalism experience. Opportunity to become news editor. Best facilities, assistant and tape recorders. Ability more important than experience. Box 598R, BROADCASTING • TELECASTING.

Wanted: All-round, versatile, experienced program director for major network California station in medium size market. Ability to do play-by-play, audience participations, ad-lib and sell on and off the air. Above average requirements and remuneration. Box 600R, BROADCASTING • TELECASTING.

Wanted—5000 watt station in Midwest needs copywriter. Experience preferred. Send full details first letter, also samples of continuity. Box 611R, BROADCASTING • TELECASTING.

Program director: Upper Midwest independent wants mature man of wide experience. Must be happy in small community. Right man can start at hundred weekly with opportunity for advancement. Write Box 627R, BROADCASTING • TELECASTING.

Continuity writer. Send complete information and salary expected. KCOL, Fort Collins, Colorado.

Copywriter needed at once 50,000 watt CBS affiliate. Must be able to furnish background of successful experience, be competent and stable. If interested send photo, experience and full details to KWKH, Shreveport, Louisiana.

Wanted: Program director for progressive independent in small market. Must be able to handle programming, special events, sports play-by-play and local news. Salary commensurate with ability. Contact Manager, WELF, Easley, South Carolina.

Television

Technical

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

Situations Wanted

Managerial

Family man, 37, fully qualified to accept and operate successfully, single station operation. Sober, reliable and experienced. Presently employed in top metropolitan operation. Background complete in all phases. Box 526R, BROADCASTING • TELECASTING.

Desire manage new station in small market. Excellent radio background. First phone. Box 563R, BROADCASTING • TELECASTING.

Manager or sales manager. Over twenty years of constructive radio background. I have the desire and ability to do a good job in management and sales. Can furnish the best of reference. Box 577R, BROADCASTING • TELECASTING.

General or sales manager. Experienced all phases. 15 years radio. 10 years successful sales and management experience both net and indie operations. Have outstanding record of results in small and medium size markets. Ideal manager for absentee ownership. Can take complete responsibility. Interested Midwest or MidSouth. Top references, 39, married, good education and appearance. Strong on sales, programming and results. If you have a tough one, contact me. Box 606R, BROADCASTING • TELECASTING.

Merchandising experience, extensive radio and communications background, capable organizer-supervisor, A. B. and LL.B. Degree. Box 609R, BROADCASTING • TELECASTING.

Commercial manager: Now employed with successful network affiliate that has 92% of its advertising time sold. Present salary \$9,000 per year. Excellent references, astonishing sales record and proof. Can also bring my assistant sales manager. Desires position with radio or TV station. Reason for change, prefers fair commission pay basis. Box 620R, BROADCASTING • TELECASTING.

Program director-manager. Experienced independent, network. Know programming, promotion, sales. Two degrees. TV preparation. Genial. Versatile. Box 630R, BROADCASTING • TELECASTING.

Manager—Present station 5 years; 17 years radio experience all phases. Family man desires to make home in Southwest. Box 634R, BROADCASTING • TELECASTING.

Manager desires complete operational responsibility with reasonable retainer plus override. Presently stymied by non-radio background ownership. Now managing and programming independent station in highly competitive AM-TV market. Box 635R, BROADCASTING • TELECASTING.

General manager. Disgusted with managers? Ready to sell your station at any price? Here's a man with sufficient maturity and experience to make your station profitable. Twenty years radio management, sales, merchandising. Mature judgment assures solid results, not youthful experiments. Hard work good programming, real know-how gets high sales, low overhead. Small and medium market experience, North and South. Just brought station, up for sacrifice sale, out of deep red into profitable lead in ultra competitive four station market. Prefer single station market in mild climate where results will be rewarded with part ownership. Reasonable salary and percentage to start. Fine reference. Welcome strict investigation. Box 638R, BROADCASTING • TELECASTING.

Manager with six years managerial experience, fourteen in radio. Excellent background includes good business administration and advertising education. Sober family man past 35. My policy: aggressive, alert selling; progressive promotion and programming; strict business administration. South-eastern states preferred. Box 666R, BROADCASTING • TELECASTING.

Salesmen

Salesman or salesman-program director. Ten years experience large and small markets, all phases. Desires position with opportunity. Age 28, family man. Box 652R, BROADCASTING • TELECASTING.

Announcers

Announcer: 4½ years experience, married, veteran. Know all phases radio. Prefer South. Minimum salary \$75.00. Box 590R, BROADCASTING • TELECASTING.

Young announcer, experienced all phases. Single, veteran. Middlewest preferred. Box 601R, BROADCASTING • TELECASTING.

Situations Wanted (Cont'd)

Network newscaster—a name you know well—wants to leave New York. Looking for radio and/or television station in medium-sized town where he and his family can put their roots down. This man came from small towns and can do a job for you as executive and commentator. Box 592R, BROADCASTING • TELECASTING.

Diligent, personable announcer for TV or radio. Wide commercial experience plus AFRRS. Being released from Army soon. Can send disc or arrange personal interview anytime after November First. Top references. College. Will travel. Box 594R, BROADCASTING • TELECASTING.

Experienced announcer-network, independent. College degree, young, draft exempt. Presently employed in Northeast area. Desires permanent relocation. Tape, photo. Box 597R, BROADCASTING • TELECASTING.

Experienced announcer—news, all sports, topflight play-by-play. Outstanding DJ, song, platter and patter show. Great ad-lib, clever gags and gimmicks. Night club experience as MC and vocalist. Tape or disc, photos, and complete details on request. Box 605R, BROADCASTING • TELECASTING.

Want position with a future. 29, single, deep voice. Specialize sports and news. Personality. Will travel. Box 610R, BROADCASTING • TELECASTING.

Network calibre play-by-play. Now employed 50 kw sports "unconscious" station. Wants metropolitan area year-round play-by-play. Best references. Tops on basketball. Box 617R, BROADCASTING • TELECASTING.

Experienced announcer, all phases. Eastern states only. Wants settle down. Box 623R, BROADCASTING • TELECASTING.

Combination, limited experience, first phone, draft exempt. Eastern Pennsylvania or New Jersey. Box 629R, BROADCASTING • TELECASTING.

Announcer—4 months experience. Have done disc shows, news and board work. Emphasis on permanence. Am not a wanderer. Prefer New Jersey and vicinity. Would consider New England. Prefer live audition to disc. Please insert phone number. Married, veteran. References. Box 631R, BROADCASTING • TELECASTING.

Announcer: 4 years experience major market, staff, news, production, copy. Veteran, 26. Trade salary dollars for permanent future. Box 632R, BROADCASTING • TELECASTING.

Newscaster-editor, 4 years experience major market, authoritative delivery. Veteran, 26, journalism graduate. Travel New York State or New England for interview. Box 633R, BROADCASTING • TELECASTING.

Announcer: personality. 16 years experience. Interested salary and commission, minimum \$500.00 per month. Box 637R, BROADCASTING • TELECASTING.

A-1 announcer, beginner, college, dependable, enterprising, family man, gregarious, hardworking. Immediately. Box 639R, BROADCASTING • TELECASTING.

Combination man—Plenty experience both, News, commercials, play-by-play, chief engineer or other. Veteran, family, automobile. Dependable man requires good salary. Oklahoma-Arkansas-Texas. Box 644R, BROADCASTING • TELECASTING.

Newsman, 8 years experience, seeks connection with good Eastern station. Good writer, with effective delivery. Box 645R, BROADCASTING • TELECASTING.

Bob Hope signed contract for \$2,000.00 for a daily 15 minute show. I will do a two-hour broadcast just as good for \$250.00 weekly. Box 647R, BROADCASTING • TELECASTING.

Versatile girl, radio-TV. Women's announcer-DJ. Continuity-traffic. Box 649R, BROADCASTING • TELECASTING.

Announcer-control board operator: experience light. Versatile, reliable, married, draft exempt. Desires settling small community. South preferred. Immediately available. Resume, disc on request. Mel Bennett, 193-04 Station Road, Flushing, New York.

Want a start, veteran, married. Excellent radio-TV training. Good announcer-writer. Tops with news-sports. Any opening considered. Grover Carpenter, 405 East 12th Street, New York 9, New York. Gr. 3-2001.

Situations Wanted (Cont'd)

Experienced announcer. Control board operator. Capable, reliable, draft exempt, desires general staff opening. Specializing sports, play-by-play, prefer small community. Resume, tape, disc on request. Andy Denonn, 169 Columbia Heights, Brooklyn 2, New York. Main 4-0088.

Selling voice, clear, mature. Three years university; announcing school. Some commercial board and mike experience. Single, 30, veteran. Prefer mainly announcing, in Midwest. Charles May, 4001 Bell, Kansas City, Missouri.

An unusual twist in presenting a DJ show. Live music (piano and organ) combined with records. This plus network calibre staff work. Eleven years of radio and TV background. For full details, write or phone: Sandy Singer, 7000 Sheridan Road, Chicago, Illinois.

Young announcer short on experience, long on potential, good boardman and newscaster. Pathfinder graduate. Mark de Stevens, Harris Apts., No. 2, 203 E. Okmulgee, Muskogee, Oklahoma.

2 announcers, brothers. Experienced. All-round staffers, strong news, DJ. Draft exempt, 1 or both. Tapes available. Wire or phone Larry & Bill Travis, 411 B St., N. E., Washington, D. C.; Atlantic 4062.

Announcer, 25, veteran, graduate college radio school. One year experience staff man-DJ. Voice very pleasant, diction very good, sales good, personality pleasant, appearance good. Prefer station possibility television. Contact Announcer, 196 Wyoming Avenue, South Orange, New Jersey.

Technical

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

Combo—Experienced, first class engineer and versatile announcer. Qualified for both staff and free lance work. Available December 1. Prefers native state of California. Box 557R, BROADCASTING • TELECASTING.

First class ticket announcer, female. Wants transmitter job. Box 596R, BROADCASTING • TELECASTING.

Engineer, first phone. Graduate of RCA. 3 months experience. Draft exempt. Box 604R, BROADCASTING • TELECASTING.

Presently employed chief desires change in near future. 10 years experience. AM-FM construction. 4 years present position. Prefer Midwest. Box 622R, BROADCASTING • TELECASTING.

Chief engineer to take complete charge of broadcast and television station. Consider only professional engineering position. State full particulars first letter. Box 625R, BROADCASTING • TELECASTING.

Engineer, first phone. 1½ years TV station (present employment). 1 year chief engineer/combo. Single, car, don't drink. Available October 17. Cartwright, 826 North Zangs, Dallas, Texas.

Transmitter operator. First license, considerable broadcast experience. Single, move anywhere. References. Please specify requirements. Lewis Sherlock, General Delivery, Denver, Colorado.

Announcer. First phone. Good voice quality, West only. Minimum seventy-five. Box 315, Rushville, Nebraska. Telephones 54W12, 286J.

Production-Programming, Others

MC and DJ. 7 years experience. Now doing successful DJ and audience participation shows in major market, 32, personable. Minimum \$125.00. Box 599R, BROADCASTING • TELECASTING.

News director, 35, university graduate. 17 years writing, covering local, foreign news. First class voice, delivery. Proven saleable news-exploitation ideas: newscast, commentary, roundtable, special events. Box 602R, BROADCASTING • TELECASTING.

Copywriter—announcer. Experienced, young, married, draft exempt. East Coast preferred. Tape and sample copy available. Box 607R, BROADCASTING • TELECASTING.

PD: unusual ability. Successful, employed, experienced: local, regional, independent, net. Box 628R, BROADCASTING • TELECASTING.

Situations Wanted (Cont'd)

Program director, presently managing 1 kw independent station, desires program director position in large Western station. Box 638R, BROADCASTING • TELECASTING.

Professional woman currently employed. Experienced public relations, research, social service, publishing. Available radio-television assignment, weekends. New York City or environs. Box 641R, BROADCASTING • TELECASTING.

Program director available for station near New York City. Young, competent idea man, completely familiar with production, work well with staff. Announcer for major metropolitan outlet. Good technical background, first phone. Need greater responsibility, pay . . . about to get married. Box 643R, BROADCASTING • TELECASTING.

Sports director—Experienced, thoroughly trained. Presently employed. Also interested program director. Veteran, college, West Coast, Southwest preferred. Box 649R, BROADCASTING • TELECASTING.

Program director: experience: station experience from 250 to 50,000 watt as program director, manager, announcer, continuity director. Network and agency experience over NBC and ABC. Will furnish highest references from past and present affiliations. Presently program director of leading station and regional network. Box 650R, BROADCASTING • TELECASTING.

Wanted: Progressive boss with brains and practical vision. By radio-TV commercial writer long on experience and ability. No fancy gimmicks—just solid selling copy. Agency preferred. Box 657R, BROADCASTING • TELECASTING.

Continuity. Experienced, trained, radio-TV. Young college graduate, single, veteran. James Riordan, 1427 South 46th Avenue, Omaha 6, Nebraska.

Television

Managerial

General manager and/or chief engineer. Highest calibre, veteran 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.

Technical

Cameraman-technician experienced on RCA/DuMont equipment. Switching, audio, film. Veteran, single. Box 624R, BROADCASTING • TELECASTING.

Production-Programming, Others

TV-radio production—programming. Young woman, 12 years experience radio publicity-promotion, TV production, newspaper-trade paper reporter, Magazine writer, wants out of New York. Box 642R, BROADCASTING • TELECASTING.

For Sale

Stations

Midwest station, AM-FM, 1 kw xtrmr, metropolitan market. Desirable location. Monthly net \$2,000. Box 549R, BROADCASTING • TELECASTING.

California: Profitable affiliate in rich agricultural area. Priced to sell. Box 612R, BROADCASTING • TELECASTING.

Equipment, etc.

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.

Used heavy duty guyed 235' tower. Formerly supported heavy FM antenna. Suitable for some TV antennas. Dismantled. Midwest area. \$1,500. cash. Write Box 551R, BROADCASTING • TELECASTING.

One Idec 3 legged self-supporting galvanized 350 foot tower. 20 pound rating, in bundles on the ground, never erected. Includes base insulators and lighting equipment. Price \$4000.00. FOB San Francisco. Box 658R, BROADCASTING • TELECASTING.

360 foot new 3½ rigid co-ax RCA MI-19113-1 and two elbows MI 19113-2. Price \$1800.00. FOB San Francisco. Box 659R, BROADCASTING • TELECASTING.

(Continued on next page)

Wanted to Buy

Stations

Wanted to buy—Station in single station market preferably daytime out of TV coverage. Write full particulars and terms to Box 602, Dunn, North Carolina.

Equipment, etc.

Station in Alabama wants to buy used console, turntables and 250 watt equipment. Box 591R, BROADCASTING • TELECASTING.

Wanted—Used transmitter for stand-by. 250 or 1000 watt in good condition. Box 626R, BROADCASTING • TELECASTING.

Used Ampex 400, good condition. State price and availability. Box 665R, BROADCASTING • TELECASTING.

Need 5 kw transmitter in good condition not over ten years old. Also dual or single channel console in good condition, both commercial. Air mail information to W. D'Orr Cozzens, Inter-mountain Network, 146 South Main Street, Salt Lake City, Utah.

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.

Help Wanted

Announcers

PERSONALITY WANTED

One of the top metropolitan radio independents accepting applications from disc jockeys. Applicants must have winning personality and convincing sales and performance record. Write in detail to Box 654R, BROADCASTING • TELECASTING.

AM station going on the air with television in November needs capable announcers for AM and TV. The men we want must be conscientious, hard working and well grounded in broadcast fundamentals. Above all, they must be co-operative. Salary will be tailored to fit abilities and experience. Station is network affiliate in pleasant Pennsylvania city. Write full details including present salary and complete references. Write Box 655R, BROADCASTING • TELECASTING.

Wanted to Buy (Cont'd)

Technical

ARE YOU QUALIFIED

to CHIEF ENGINEER

a TELEVISION STATION

and our AM Station in Texas?

Unless you are sound in theory

and experience, do not apply.

Write Box 651R, BROADCASTING • TELECASTING.

AUDIO ENGINEER

Immediate opening for man to assist in design of studio equipment for radio and TV broadcasting. Good practical knowledge plus experience in radio broadcast techniques major requisite. Location: Midwest. Send complete detail's with photo to Box 614R, BROADCASTING • TELECASTING.

Production-Programming, Others

TECHNICAL WRITER

Old established Midwest radio manufacturing company has immediate opening for man with flair for writing. Good technical knowledge of radio broadcast equipment desired for writing instruction manuals and preparation of technical literature. Send complete details with photo to Box 613R, BROADCASTING • TELECASTING.

Situations Wanted

Managerial

Want TV Commercial Manager?

Competent sales executive. 5 years local and national television sales. Experience includes middle market station and leading national tele representative. Box 648R, BROADCASTING • TELECASTING.

Situations Wanted (Cont'd)

Former radio executive desires to re-enter broadcasting field. Fourteen years experience as manager of key radio stations. Two years as chief radio timebuyer for one of the world's largest advertising agencies. Prefer position with radio station or advertising agency on West Coast who will appreciate an honest - hard working employee. Security, first, monetary consideration secondary. Reply Box 664R, BROADCASTING • TELECASTING.

New York broadcasting veteran seeks opportunity as TV station

Sales Manager

17 years radio and television sales experience—local, national spot and network.

Top industry contacts and references. Age 44, college graduate. Minimum income required: \$10,000.00. Your inquiry is invited and will be treated in strict confidence.

BOX 669R

BROADCASTING • TELECASTING

For Sale

Equipment, etc.

Are you trying to get on the air quickly with your new television construction permit.

Here's the answer to the steel shortage for you. For sale, erected 400' self-supporting Truscon type D-30 tower. Designed to resist thirty-pound wind pressure in accordance with specifications of RTMA. Can be dismantled and shipped within thirty days. Wire or write Box 663R, BROADCASTING • TELECASTING.

Wanted to Buy

Stations

Experienced manager has an urge to invest. Has enough cash for reasonable down payment. Location secondary to potential. No broker but a sincere search for good station buy. All replies confidential. Write to Box 619R, BROADCASTING • TELECASTING.

KNOXVILLE CP

Dick Bcstg. Seeks Relief

REQUEST that FCC require Knoxville Ra-Tel Inc. to "declare its intentions" with respect to its pending application for a 1 kw daytime outlet in Knoxville, Tenn. has been filed by Dick Broadcasting Co., a competing applicant, in a petition for relief.

The petitioner told the Commission it feels that Knoxville Ra-Tel does not intend to "proceed to competitive hearing" with Dick Broadcasting. It asked FCC to require the company to state its intent on grounds that residents of Knoxville are being deprived of additional radio service.

Both applications for CPs were designated for consolidated hearing last April but no hearing date was set. Dick Broadcasting cited Commission rules requiring declaration of intent at the time an application is designated for hearing, and said that normally hearing is slated shortly after notice of designation. In the absence of declared intent, it held, Knoxville Ra-Tel's application should be dismissed.

Wanted to Buy (Cont'd)

Equipment, etc.

WANTED TO BUY

RCA 77D MICROPHONES, TURNTABLES, in good condition.

Fred Freeland

KLING STUDIOS, INC.

601 N. Fairbanks Ct., Chicago 11, Ill.

Miscellaneous

WHO PAINTED WBTV's 562 FOOT TOWER?

J. M. HAMILTON & CO.

PAINTING • MAINTENANCE
ERECTION • SKILLED WORKMEN

YEARS OF EXPERIENCE

Box 2432 Gastonia, N. C.

1736 Columbia Rd., N. W., Wash., D. C.

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.

Radio Station and Newspaper Appraisals

Tax, estate and many other personal problems create the need for an independent appraisal. Extensive experience and a national organization enable Blackburn-Hamilton Company to make accurate, authoritative appraisals in minimum time.

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RADIO STATION AND NEWSPAPER BROKERS

WASHINGTON, D. C.
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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

FOR SALE TRANSIT TYPE FM RECEIVERS

6 Stromberg-Carlson complete with tubes
(3 chassis with spare parts)

16 Electronic Research type receivers complete
(2 chassis with spare parts)

Make Offer F.O.B.

Huntington, West Virginia

Call or Write

W P L H

P. O. Box 390

FCC Actions

(Continued from page 95)

gram proposals resulting therefrom; changes in and additions to proposed staff.

October 1 Applications . . .

ACCEPTED FOR FILING

License for CP

KPLN Camden, Ark.—License for CP, as mod., which authorized new AM.

KCSB San Bernardino, Calif.—License for CP which authorized change in hours of operation, power, trans. equipment and location and installation of DA-N. AMENDED to change name of applicant to F. P. D'Angelo.

Renewal of License

WMBD-FM Peoria, Ill.—Requests renewal of license.

October 2 Decisions . . .

BY COMMISSION EN BANC

Advised of Hearing

Salisbury Bestg. Corp., New England Bestg. Co., Wilson Enterprises Inc., Worcester, Mass.—Are being advised that applications for new TV stations on Ch. 14 are mutually exclusive and indicate necessity of hearing; also advised Wilson Enterprises that Commission would inquire into additional engineering and multiple application matters.

Trent Broadcast Corp., Trenton, N. J.; Morrisville Bestg. Co., Morrisville, Pa.—Are being advised that applications for new TV stations on Ch. 41 in Trenton and Morrisville, respectively, are mutually exclusive and indicate necessity of hearing.

Home News Bestg. Co., Chanticleer Bestg. Co., New Brunswick, N. J.—Are being advised that applications for new TV stations on Ch. 47 are mutually exclusive and indicate necessity of hearing; also advised Chanticleer that coordinates do not agree with trans. site.

Tri-City Television Corp., Booth Radio & Television Stations Inc., Saginaw, Mich.—Are being advised that applications for new TV stations on Ch. 51 are mutually exclusive and indicate necessity of hearing.

Grandview Inc., Manchester, N. H.—Is being advised that application for new TV station on Ch. 48 indicates necessity of hearing on question of financial qualifications of corporation.

Oliver Bestg. Corp., Congress Square Hotel Co., Portland, Me.—Are being advised that applications for new TV stations on Ch. 6 are mutually exclusive and indicate necessity of hearing.

Guy Gannett Bestg. Services, Community Bestg. Service, Portland, Me.—Are being advised that applications for new TV stations on Ch. 13 are mutually exclusive and indicate necessity of hearing.

Tampa Television Co., Tampa, Fla.—Is being advised that application for new TV on Ch. 13 indicates necessity for hearing in consolidated proceeding.

BAB SUMS UP MEETS

Radio Rate Rise Seen

RADIO STATION managers and sales chiefs across the nation regard radio's position today as stronger and its prospects brighter than at any time in the past two years and believe rates will begin to rise again—especially daytime rates—as soon as TV's advent has been "digested."

This optimistic grass-roots consensus was reported last week by BAB President William B. Ryan on the strength of meetings with more than 2,000 station heads, sales managers and salesmen in the recently completed series of 42 day-

long clinics conducted by BAB throughout the country. Almost 600 stations were represented at the meetings, which started in April and ran through mid-September.

"The men who own and manage radio stations and sell time for stations appear much more certain now that radio advertising has a great future than they have been since early 1950," Mr. Ryan asserted. "This new confidence . . . is based on a combination of increasing billings and intuition. The vast majority of station managers we talked to felt 1953 could be their best year in history if they worked hard enough."

Other principal conclusions by the clinic participants—whom BAB described as the "largest group of radio sales personnel ever to attend such a series of meetings"—were reported as follows:

- Double-billing is becoming "a major cooperative advertising problem" as a result of pressure from some retailers. It must be rejected or "irreparable harm" will be done to the entire industry.

- "There's no ceiling to the amount of local business stations can do."

- Other media can look for radio to become a stronger competitor with most stations planning to go after larger shares of the direct mail, newspaper, outdoor and TV budgets in their respective markets.

- De-emphasis of ratings as a major sales tool is underway throughout the country.

- Radio salesmen are becoming "announcement happy" and should build up program sales as the "heavy artillery" of radio advertising.

- Improvement of radio copy—to get more "sell" into it—is a No. 1 assignment.

- The reservoir of competent trained sales personnel is inadequate and a crisis may develop soon as a result of TV stations drafting many good radio salesmen.

- Cooperation among stations

at the state and local levels will "flourish" if the current disposition toward joint cooperative efforts continues, with joint solicitation of non-radio advertisers getting major attention.

Mr. Ryan reported that more than 60 major new ideas have been placed on BAB's planning board as a result of suggestions received from station management during the clinics.

One of these is development of a simplified rate card based on the announcement unit rather than the nighttime hour unit. The theory behind this: Why should radio's rate cards be based on the unit which is least frequently sold—the nighttime hour—rather than on the announcement, which is sold most often? In any event, it was felt, the announcement rate should at least be given priority in display on the rate card.

The consensus of station management, Mr. Ryan said, was that the period of rate adjustment soon will be over, and that station rates will not be greatly affected by the network revisions. However, it was felt that the overall discussion of nighttime radio rates has brought to light necessary changes for some stations. In these cases it was felt adjustments at the local level will continue for some months.

Most radio men consider radio rates to be far below what they should be, based on sales results, and feel that "radio rates will begin to go up again, especially during daylight hours, as soon as the 1,800 new television stations that have been authorized are 'digested' and the complete extent of TV competition is known in every market," Mr. Ryan's report continued.

McConnell Represents

JOSEPH H. MCCONNELL, NBC president, will represent the communications field at Manhattan College (N. Y.) Centennial Year Symposium Oct. 23. Symposium's subject will be "America To Be."

**WANTED
AT ONCE
♦
TV PROGRAM
DIRECTOR
♦
Major Market
Station**

Send all pertinent information, background, photo and complete experience to:

BOX 670R, BROADCASTING

Renewal of License

Following stations granted renewal of licenses for regular period:
WTNJ Trenton, N. J.; WMIS Natchez, Miss.; WSIP Paintsville, Ky.; WKIN Kingsport, Tenn., and WOKE Oak Ridge, Tenn.

Remote Control Operation

WGST-FM Atlanta, Ga.—Granted extension of waiver of Sec. 3.265 of rules, to permit station to operate by remote control for the period ending April 1, 1953, with same conditions as those of original grant.

IMMEDIATE OPENING FOR TRANSMITTER ENGINEER

Start seventy dollars for forty hour week, plus mileage allowance. Applicant must have directional antenna experience. Send all details including photo to:

**CHIEF ENGINEER, KRMG,
TULSA, OKLAHOMA**

"Isn't radio wonderful!"

WLS

CHICAGO 7

(see inside front cover)

Clear Channel Home of the National Barn Dance

Demos Appeal to FCC

(Continued from page 23)

the public into accepting them as authentic.

As frankly admitted by the authors, this plan is intended to circumvent the principle of equal radio and TV time for rival candidates.

The authors of the plan are aware that the Democratic party will be unable to meet this "blitz" because: It would be impossible for the Democrats to raise an extra \$2,500,000 cash overnight, and also because the Democrats would not have time to prepare rebuttal programs even if cash were available.

The sudden and complete domination of the air waves, plus the advantage of a one-party press, would give the Republicans almost total control of communications in the decisive areas of the country during the decisive weeks of the campaign.

We do not think it necessary to stress the grave question of public policy that is raised. We think all Americans are mindful of what has happened to other nations when the main sources of information are subverted or brought under the domination of a privileged group.

As you will see from the details of this scheme, it could be promoted only by an arrangement between a very wealthy group and the managements of the great corporations sponsoring national programs, plus the cooperation of the radio and TV stations broadcasting these programs, and General Eisenhower himself.

Referring to the plan itself, Mr. Ball charged that the spots "are to be obtained by getting national advertisers to surrender their spots for these three weeks, thus throwing their purchase open to the Republican and Democratic parties from the stations and the networks."

He quoted the "authors" as saying that "since the Republican plan would be organized and the Democratic would not, the Republicans could obtain the lion's share of the good time." He also called FCC's attention to the practice, as outlined, of obtaining recorded statements by Gen. Eisenhower and later recruiting persons to ask

matching questions, which were then recorded and filmed and fitted with the answers.

"The Volunteers for Stevenson wish to call the FCC's attention to the deception involved in this type of contrived presentation, which is analogous to the technique of composite pictures so roundly condemned by Congress and the public when utilized by the Republican plan in the Maryland elections . . ." the petition said. Mr. Ball further quoted the plan:

It has been proven over and over in the course of radio-TV experience that spots are the quickest, most effective, and cheapest means of getting across a message in the shortest possible time.

It is recommended that \$2 million be spent in three weeks on this campaign. This is at the rate of \$34 million a year for a national advertiser—an unheard-of-saturation campaign in the radio-TV field. Then again, when it is remembered that this \$2 million would be spent in only 49 counties, the pressure probably increases to that equivalent to spending at the rate of \$135 million a year—a tremendous message-leverage in key areas. . . .

Thus these spots will consist of questions raised by people speaking in the accents of the various areas, answered by the General with all the warmth and charm of which he is capable. They will be aired at the rate of roughly one an hour over the pick of 56 TV and 244 radio stations in these 49 areas.

The production of the spots themselves is relatively simple. . . . Roughly 40 to 60 spots can be made in this way with a great saving of time and money without decreasing effectiveness.

The disclosure that the National Citizens for Eisenhower Committee had tabbed up to \$2 million for 40 radio and 40 TV Eisenhower spots in crucial areas was public knowledge apparently to everyone—save the Democrats and the Volunteers for Stevenson Committee.

Springfield Advised Next

The Volunteers group then "revealed" the plan to Democratic officials in Springfield. What followed was a explosive attack by Mr. Ball, executive director of the group. He charged that the GOP planned to "blitz" the air with spots, and lashed out at the "high-powered hucksters of Madison Ave." who he said conceived the plan. As a result, he added, "from morning to night . . . airwaves and TV screens will be filled by the omnipresent Gen. Eisenhower every hour on the hour."

Mr. Ball also chided Sen. Richard Nixon (Calif.), GOP Vice Presidential hopeful, for his famous radio-TV program, claiming that the writers "worked in all the elements of soap opera success — mother love, Horatio Alger, modest heroism . . . everything but Young Widder Brown herself. . . ."

The Republican National Committee denied any knowledge of the radio-TV spot blueprint which, of course, the Citizens for Eisenhower had prepared to underwrite. National committee has a spot campaign underway at Kudner Inc. for Senatorial-Congressional campaigns.

When the smoke had cleared, Mr.

Levin summarily called his news conference. He explained the plan: 15-second to one-minute radio and TV spots featuring Gen. Dwight Eisenhower in 50-plus counties of 12 states, lost to the GOP in 1948, the last three weeks of the drive.

Mr. Reeves said the figure is closer to "several hundred thousand dollars," and that the \$2 million previously reported was far too high. He said Mr. Levin had used figures in an old plan "which is not feasible because the (TV and radio) spots are not for sale and the money is not available." He continued:

The cold truth is that the Citizens for Eisenhower group has not bought one single radio spot, nor has it contracted to buy one single radio spot, nor has it approached any of the stations or networks with an eye to reserving radio spots.

However, the Democrats have been buying up radio and TV spots in huge quantities for the last several weeks and they have been paying cash on the barrel head for these spots.

Walter Williams, chairman of the citizens' group, denied the existence of any \$2 million fund but said his unit was collecting funds for the drive. He added that the committee's project did not coincide with Mr. Levin's plan, which had fallen into "enemy" hands within four days after he completed it.

Time Opened

Mr. Levin said the citizens committee had persuaded some large advertisers to permit stations to pre-empt time for the announcements inasmuch as such time is now difficult to negotiate.

GOP National Committee authorities earlier expressed doubt that advertisers were being persuaded to yield choice radio-TV adjacencies for the Eisenhower recordings and films. They said they knew of such activity, and also denied Kudner Inc. was preparing any spots or programs involving appearances of Gen. Eisenhower.

Mr. Ball had said "three big advertising agencies" were being utilized by the GOP high command, referring to Kudner Inc., BBDO and Ted Bates Co.

Mr. Ball also conceded that the Democrats have scheduled 12 network simulcasts, plus film segments, for the Stevenson campaign in October, but were lacking funds. The Volunteers, he said, have been assigned the task of raising funds. Radio-TV account is being handled by Furman & Feiner, New York.

The official organ of the Democratic party, *The Democrat*, last week tipped its hand on "national radio and television time scheduled for the rest of the campaign through the Democratic National Committee." It issued the table so that state and local groups can avoid conflicts in slating local broadcasts.

The time reserved represents a

\$1 million-plus in availabilities and covers 47 periods bought on all the major radio-TV networks, with sponsorship undertaken by the Democratic National Committee, Volunteers and other groups, varying in each instance. Sum is estimated on the basis of rates for full radio and TV network coverage per program.

The table comprises afternoon segments on ABC radio for women's shows (*It's Up to You*) and simulcasts using one or two separate networks. Evening time fans out to cover ABC radio, CBS Radio and TV, MBS radio, NBC radio-TV, and DuMont TV Network. On election eve alone the Democrats have reserved eight half-hour segments (10:30-11 p.m.), enveloping all radio and TV networks at that time that evening. They already have bought substantial network time.

In the meantime the Republicans are working on their Kudner spot program, revealed last week, and other network availabilities. They reported a tremendous response to Clare Booth Luce's NBC-TV appearance last Tuesday. Mrs. Luce spoke on communism, with the aid of film clips.

Donations to Date

Contributions totaling about \$30,000 have poured into GOP National Committee headquarters as an aftermath of Sen. Nixon's radio-TV talk. "Hundreds" of letters specifically suggested they be used to help defray the estimated \$75,000 spent for network time on CBS Radio, MBS and NBC-TV.

Officials said it may be used for that purpose or applied toward another Nixon simulcast, with portions of the sum siphoned off to the Senatorial and Congressional Campaign Committees.

This is a technical but also an important matter. Any political committee is limited by the Hatch Act to \$3 million for all expenditures. National committees of each party have been careful to conform to the law by asking allied groups to pick up the tab for different broadcasts, hopeful that the 83d Congress will amend the Hatch Political Activities and Corrupt Practices Acts in due course. Each committee must report expenditures with the Clerk of the House. Moreover, there's a strong desire to avoid giving either party more campaign issues. Neither party doubts privately that the law will be amended eventually.

The money problems of both parties were pointed up in still another way last week. Arthur Summerfield, GOP National Committee chairman, appealed again for funds, claiming that the "overwhelming public demand for Eisenhower and Nixon radio-TV appearances [and other media] comprises an ever-increasing burden upon our finances." TV, he added, makes the "financial squeeze even tighter." He called on national committee members to contact each state fi-



CHNS

The Shortest Route
To Results in
This Area Is Via

HALIFAX NOVA SCOTIA

Maritimes Busiest Station

Contact

JOS. WEED & CO.

350 Madison Ave., New York

5000 WATTS

NOW!

nance group chairman for assistance.

In other developments:

- The National Republican Congressional Committee reported expenditures for June-through-August of \$4,349.66 for TV (Joint Senate-House Recording Facility); \$1,594.33 for TV (Audio-Video Recording Co., Washington and New York); \$82.38 for TV (Audio-Video Products Corp., New York); \$245.82 for TV (Colortone Press, Washington); \$2,751.77 for recordings (Joint Senate-House Recording Facility).

- CBS announced it will employ new and improved visual aids along with remote pickups in its election night coverage for Westinghouse Electric Corp. Sig Mickelson, CBS director of news and public affairs, will supervise overall editorial, technical and production personnel.

- MBS plans to add "thousands of miles" of circuits to its coast-to-coast facilities for election coverage, for which Chevrolet Div. of General Motors and Chevrolet Dealers are reportedly dickering.

- Michael DiSalle, Democratic candidate for the Senate from Ohio, carried his Talkathon to Cincinnati last week, with WLWT (TV) feeding program to WCPO, WCPO-TV and WKRC-TV.

- WBT Charlotte, N. C., reported "unlimited cooperation" from all stations who supplied personnel for a remote simulcast of Gen. Eisenhower's speech Sept. 27. WBT and WBTW (TV) sold the simulcast to an institutional sponsor who urged listeners-viewers to register and vote.

- WAVE-TV Louisville reported tremendous viewing audience for two remote political telecasts—Gen. Eisenhower's speech Sept. 22 and Gov. Stevenson's talk Sept. 27—both paid political programs.

MOVIE TV

McDonald Supports

COMDR. E. F. McDonald Jr., president of Zenith Radio Corp., Chicago, hopes that theatre television will be expanded into thousands of theatres, but even then there will be a need for pay-as-you-see TV in private homes.

Theatre TV on a national scale is desirable, he told a Zenith distributors meeting last week, so that "events of national interest can be seen by the millions of people who either can't afford, or for some other reason do not own, TV sets."

But theatre TV should not have a monopoly on great events like the Walcott-Marciano fight. They should be made available to home television too. The probability is that such events will not be awarded to home TV unless paid for by subscription television, he said.

Zenith has been promoting its Phovision system of subscription television.

STATLER INSTALLS

TV in 1,000 Rooms

TV PROGRAM service utilizing a multiple-outlet antenna system was inaugurated last week by the Hotel Statler, Washington, D. C. in its 1,000 rooms and suites, at no extra charge to guests.

Inauguration of the system was announced Friday by Herbert C. Blunck, general manager of the Statler. Radio-TV-press reception and buffet luncheon marked the occasion in the hotel's Presidential Suite. A World Series baseball telecast was scheduled.

Among those accepting invitations were FCC Chairman Paul A. Walker and Comrs. George E. Sterling, Rosel H. Hyde, E. M. Webster and Robert Bartley. Other invited guests included civic leaders, radio-TV personalities and executives.



LUNCHEON was occasion used by WIP Philadelphia to premiere the Frederic W. Ziv Freedom, USA series in that city before civic officials, military representatives and educators. Discussing program are (l to r) Benedict Gimbel Jr., WIP president-general manager, who gave the Sept. 26 luncheon; Frederic R. Mann, president of Seaboard Container Corp., and Nathan Alexander, Weightman Advertising Agency. Program, featuring Tyrone Power, is locally sponsored by Seaboard, Sunday, 6:30 p.m. EST.

CHICAGO'S ELEVATOR STRIKE

Broadcasting Business Goes On—But Not as Usual

CHICAGO's elevator strike slowed the pace for broadcasting last weekend as many workers were grounded at lobby levels.

Stations, networks, agencies and affiliated groups devised makeshift methods to continue operations.

Roche, Williams & Cleary agency, for example, set up headquarters in the Hotel Morrison, while two smaller agencies moved into the Bismarck Hotel. Russel M. Seeds Co., which occupies floor space atop the Palmolive Bldg., moved a skeleton crew into its art department on the third floor.

Agency Picture

Leo Burnett agency was in good shape broadcastwise at its radio and TV staff headquarters on the second floor of the London Guaranty Bldg. Production people there and at Young & Rubicam across the street plodded up as many as 20 flights of stairs in order to carry on at least a minimum of business activity.

Radio and television stations, unlike newspapers, were not exempted from the strike call. Staffers at WBKB (TV) walked up 12 floors to continue operations on schedule, maintaining an engineering crew on the 40th floor of the American National Bank Bldg. at its transmitter site. Engineers were moved in before the strike began and were prepared for a long siege with cots, canned goods, a stove and refrigerator.

NBC, in the Merchandise Mart, was outside the strike zone. ABC, in the Opera Bldg., made an arrangement for use of one elevator

TV commercials which stress the performance ability of a product, Mr. Carter said. He added that registration of the sales argument in this type of commercial is invariably of the highest order.

It is possible to achieve the most satisfactory results with a combination of techniques, Mr. Carter declared. He said that his company research showed a commercial that embodied both demonstration and animation techniques that scored high in effectiveness.

As part of a panel discussion offered by the Advertising Research Foundation at Wednesday's session, Dr. E. L. Deckinger, chairman of ARF's committee on Radio-TV Rating Methods, outlined several projects currently under his direction, as he had at an American Marketing Assn. meeting the week before [B•T, Sept. 29]. Edgar Kobak, ARF president, served as moderator during the panel talks, which cen-

Rate Trends Highlight ANA Meet

(Continued from page 25)

tered on the topic, "New Horizons for Advertising Research—the Promise Is Being Performed."

An upswing in advertising expenditures by the nation's leading advertisers of an average 4% anticipated for 1953 as compared with this year was reported in an ANA survey released at the opening day session. Taking 1951 as the "yardstick year," the report listed 1953 automotive advertising expenditures 25% above; drugs and cosmetics, up 15%; food and grocery products (except canned goods), up 10%. The study also showed that sales volume is expected to be 5% higher next year, the same amount that 1952 sales are estimated to be ahead of 1951.

Other speakers at the three-day ANA meeting included John P. Cunningham, executive vice president of Cunningham & Walsh, "Never Underestimate the Power of Advertising"; James Peckham, executive vice president, A. C. Nielsen Co., "Was That Promotion Worthwhile?"; William C. McKeehan Jr., vice president, J. Walter Thompson Co. and chairman of the Joint ANA-AAAA Committee, on "Understanding of Our Economic System." The Advertising Council presented a panel of speakers discussing the topic, "How Advertising Is Influencing Great Events."

ANA delegates were entertained at their Tuesday evening banquet by CBS Radio and Television. Garry Moore, was master of ceremonies for the program, produced by Lester Gottlieb, CBS Radio vice president in charge of network programs. Thomas Curtin, assistant to the general advertising manager, Westinghouse Electric Corp., headed the ANA entertainment committee.

WILS Names Taylor

O. L. TAYLOR Co. has been appointed exclusive national representatives for WILS Lansing, Mich.

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

Another BMI "Pin Up" Hit—Published by Marks

GLOW WORM

On Records: Mills Brothers—Decca; Johnny Mercer—Capitol; Frankie Carle—Victor; Spike Jones—Victor; Hugo Winterhalter—Victor.

(non-exclusively licensed by BMI)

BROADCAST MUSIC INC. 580 FIFTH AVENUE
NEW YORK • CHICAGO • HOLLYWOOD NEW YORK 100



at deadline

CHANNEL SWITCH PROTECTION IS ASKED

TELEVISION stations changing frequency under terms of FCC's allocation should not have their licenses jeopardized by competitive applications for new channel, NARTB District 4 delegates resolved Friday as two-day meeting closed at Pinehurst, N. C. (early story page 32). Members felt FCC should decline to accept any competitive application which would not have been acceptable for filing except because of channel change.

District urged FCC to relax operator rules "in this FM stronghold" on ground present requirements impose hardship on stations.

Another resolution pledged policy of "fair competition and fair and stable rates," pointing to fact that broadcasting business is thriving in this district.

KLZ COMMERCIAL RATIO PROBED AT HEARING

MAJOR emphasis in TV hearing for Denver's Channel 7 Friday was on KLZ policy respecting division between commercial and sustaining time. President and General Manager Hugh B. Terry stated station had no fixed policy in that regard, but said each program was based on its merit, that whether it was salable or not made no difference in its scheduling. In point of fact, Mr. Terry pointed out, KLZ's ratio was 70% commercial to 30% sustaining. For proposed KLZ-TV, ratio is 60% commercial to 40% sustaining, he indicated.

This marked third day of hearing and second day Mr. Terry has been on stand (for earlier story, see page 26). Also heard Friday in behalf of KLZ were former Colorado Governor John Vivian, Assistant School Superintendent Dr. Roy Hinderman and Dr. Irvin Hinds.

All of Friday at Portland Channel 21 hearing was devoted to testimony by Irwin S. Adams, president-chief owner Mt. Scott Telecasters Inc. (KGON), on personal qualifications and details of Portland market. He is to resume Monday with additional exhibits. Vancouver Radio Co. (KVAN Vancouver), Channel 21 competitor, will follow later with non-engineering evidence.

THEATRE-TV HEARING

SPECIFICS of accounting and cost phase of theatre TV hearing, scheduled to begin Oct. 20, were set forth by FCC Friday. To be heard by Commission *en banc* will be details on following from Motion Picture Assn. of America and National Exhibitors Theatre TV Committee: (1) Theatre TV projection equipment—kinescope projection, film storage and Eidophor; (2) costs of theatre TV transmission—cost studies, AT&T price quotations, comparison of radio spectrum utilization. Commission also asked MPAA and NETTC to furnish it with list of witnesses and summary of testimony by Oct. 9, announced hearings would start at 10 a.m. in auditorium of National Museum.

WHBQ AMENDS APPLICATION

HARDING College, licensee WHBQ Memphis, Friday tendered amended post-thaw TV application at FCC for vhf Channel 13 with effective radiated power of 238 kw visual, antenna height above average terrain 501 ft. Estimated construction cost \$445,092, first year operating cost \$400,000, revenue \$465,000.

NBC ROBBED

NBC CASHIER'S office robbed of estimated \$4,000 by three well-dressed armed bandits who entered second-floor RCA Bldg. quarters about 12:45 p.m. Friday, herded seven occupants into private office, looted one cash drawer but missed two others, escaped.

Business Briefly

(Continued from page 5)

Shampoo and other products), names Anderson & Cairns, N. Y., to handle its advertising, effective at once.

KLEENEX BUYS ● International Cellucotton Products, Chicago, for Kleenex, buys five-minute NBC radio evening news show. Program, to start early in 1953, will feature John Cameron Swayze. Purchase follows signing for segments of NBC-TV's *Today*.

KASTOR NAMED ● Orange Crush Co., Chicago, names H. W. Kastor & Sons, same city, to handle advertising on Orange Crush and Old Colony beverages. *Green Hornet*, now sponsored on MBS, will be dropped, replaced by local radio in bottlers' areas. Account executive: John Gillis.

LIONEL BUYS ● Lionel Corp., N. Y. (toy trains), to sponsor *All Aboard* on CBS-TV (Sun., 12:15-30 p.m. EST), in 13-week seasonal campaign starting Oct. 19. Agency: Buchanan & Co., N. Y.

HOLIDAY SPECIALS ● Longines-Wittnauer Watch Co., N. Y., signs for hour-long special musical programs on CBS-TV on Thanksgiving and Christmas days (5-6 p.m. EST). Agency, Victor A. Bennett Co., N. Y.

KOA TV AMENDMENT PROTESTED BY KMYR

CHARGING illegal transfer of control is involved, KMYR Denver petitioned FCC Friday to deny proposed amendment of TV application of Metropolitan Television Co., new owner KOA Denver. Both seek vhf Channel 4 (see story page 26). KMYR contended Metropolitan filed amendment only five days before start of hearing and argued proposed changes are not "minor," as Metropolitan asserts, but "substantial."

KPOA ANSWERS KGU

THERE'S no substance at all to allegations by KGU Hawaii that KPOA TV application for Channel 4 there was not filed in good faith, KPOA told FCC last week. In fact, John D. Keating, KPOA co-owner, told Commission, it had originally filed for low-band vhf Channel 2 in December 1950, had signed equipment contract with GE in January 1951 and year later in May with RCA.

CBS BUILDING

CBS, which quietly took title to Sheffield Farms Bldg. on W. 57th St. in New York few weeks back, will shortly announce plans to convert it into TV studio and office building. Unconfirmed reports say roof will be adapted for helicopter landing field to speed delivery of spot news films for telecast by CBS-TV.

PEOPLE...

ALEX SHERWOOD, vice president, Standard Radio Transcription Services, N. Y., resigning effective immediately after 14 years with company. SRTS in process of selling its library outright to stations. Mr. Sherwood's future plans not yet announced.

PAUL MENSING, from H. I. Christal station representative firm, Chicago, to NBC Radio Spot Sales, same city, replacing CLIFF BARBORKA, who has joined John Blair & Co., Chicago, as radio salesman.

EUGENE C. HOLCOMBE, feed merchandising manager of Kellogg Co., Battle Creek, appointed advertising manager of Borden Co.'s special feed products division.

J. ROBERT MYERS, formerly purchasing manager NBC-TV, named NBC director of production controls for production department.

JOHN L. SINN, president, Ziv Television Programs, and Mrs. Sinn flew to Europe Friday, to be gone about month. Trip is primarily vacation but Mr. Sinn may supervise some location shots for future series.

WILLIAM E. ROBINSON, Kenyon & Eckhardt, N. Y., to Grey Adv., that city, as head of TV-radio copy.

ABC-UPT

(Continued from page 5)

in "eventual complete unification of the motion picture industry . . . with the television and radio industry."

Duopoly conflict also was pointed up by Broadcast Bureau. It said that holders of 33% of stock of proposed AB-PT would also own 54% of Paramount Pictures Corp. stock, AB-PT would own KECA-TV Los Angeles (now owned by ABC) and Paramount Pictures would own KTLA (TV) Los Angeles.

DuMont urged denial of merger application on ground that merged company would be violation of Clayton Act. It also emphasized that combination of radio-TV network and theatre chain would give merged company overwhelming buying power in film market. It also mentioned conflict of interest between two segments of combined company. ABC owned and operated stations are profitable, DuMont said, therefore need for capital is by network not stations. Network, not being licensee, has no standing, DuMont said.

In separate motion in proposed findings, DuMont asked Hearing Examiner Leo Resnick to disregard FCC's Aug. 1 order deleting from record evidence regarding anti-trust violations prior to 1948. DuMont said Commission's action violated Administrative Procedures Act, establishment of examiner system and due process clause of Constitution.

Broadcast Bureau, in urging denial of licenses, renewals and modifications of license, held that no showing had been made on 180 anti-trust cases settled or pending since 1948 cutoff date and that record showed practices complained of still continued.

On question whether transfer of control effective with separation of Paramount Pictures Corp. into producing company and theatre-owning company was legal or not, Broadcast Bureau took position transfers were voluntary and Commission should have been notified 60 days before effective date. It also held that Commission never was notified that voting stock of UPT held by New York bank as voting trustee which, it stated, meant further transfer of control. Divestiture of Paramount Pictures' theatre holdings came after Consent Decree in 1949.

BROADCASTING • Telecasting



COLONIAL STORES does a complete job . . .

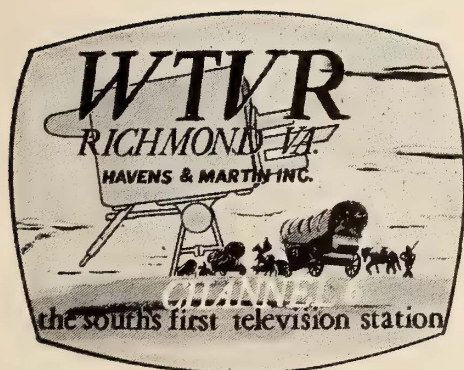
SO DO HAVENS AND MARTIN, Inc. STATIONS . . .

**WMBG
WCOD
WTVR**

Colonial Stores is among the top ten food chains in the United States, although its 347 modern supermarkets and food stores are concentrated in eight Southeastern states. Colonial has its own bakeries, warehouses, and distribution system—a complete food-shopping service warmly appreciated by its thousands of loyal customers.

Havens & Martin, Inc., Stations, WTVR, WMBG and WCOD, likewise, serve the rich Virginia markets centering around Richmond.

They have built a faithful audience that can come only from long years of service. Advertisers know the value of this loyalty, and they know the power of Richmond's only complete broadcast institution.



FIRST STATIONS OF VIRGINIA

WMBG AM WCOD FM WTVR TV

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

Seniority Counts

**WWJ, world's oldest radio station,
celebrates its 32nd Anniversary**

Naturally, WWJ is proud of its seniority status in the nation and its own market—Detroit. The wealth of experience acquired through the years continually serves as the guiding influence for WWJ's pioneering and aggressive programming. This spirit has built for WWJ a loyal audience that responds enthusiastically to the sales appeals of WWJ advertisers.

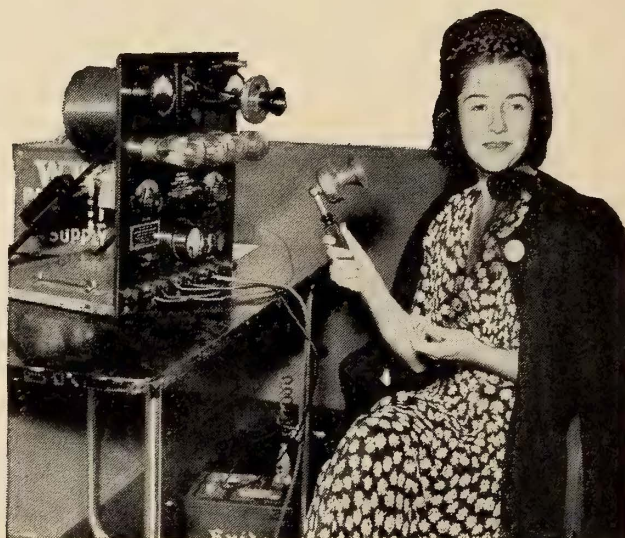
W W J

(NATIONAL FIRSTS)

FIRST radio station, August 20, 1920
FIRST election returns, August 31, 1920
FIRST radio dancing party, September 4, 1920
FIRST fight results, September 6, 1920
FIRST vocal concert, September 23, 1920
FIRST World Series scores, October 5, 1920
FIRST church chimes, December, 1921
FIRST symphony concert, February 10, 1922
FIRST radio orchestra, May 28, 1922
FIRST radio wedding, June 18, 1922

(MICHIGAN FIRSTS)

FIRST eyewitness football game, October 25, 1924 (Mich.-Wisconsin)
FIRST eyewitness baseball game, April 19, 1927 (Detroit-Cleveland)
FIRST eyewitness boat races, August 2, 1924 (Gold Cup)
FIRST Michigan FM station, May 9, 1941



Dorothy Gish at the microphone of the original DeForest transmitter used by WWJ in 1920.

THE WORLD'S FIRST RADIO STATION
Owned and Operated by THE DETROIT NEWS



AM—950 KILOCYCLES—5000 WATTS
FM—CHANNEL 246—97.1 MEGACYCLES

National Representatives: THE GEORGE P. HOLLINGBERY COMPANY

Associate Television Station WWJ-TV