

TELECASTING

Daytime's Flying Sorcerers



THE PAUL DIXON SHOW

—the best way yet for you to bewitch the network daytime TV audience—economically!

It's the nation's zaniest, most imaginative and most successful TV disc jockey show. It's live, too, in every sense of the word. Especially when Dixon and his distaff sergeants, Wanda Lewis and Dottie Mack, do their famous pantomimes to the tune of the country's top records.

And speaking of records, the PAUL DIXON SHOW had a not so zany average program rating of 10.1 from October '51 to September '52 when it was local (against 5.8 for Station B and 2.6 for Station C)*. Which gives you some idea of how this show will stack up now that it's on the Du Mont Network.

For an across-the-board network program that will put across your sales message to the most entertained audience in daytime TV, find out today how the PAUL DIXON SHOW can help your Dollars Do More On Du Mont.

DU MONT

TELEVISION NETWORK

515 Madison Avenue, New York 22, N. Y. • MU 8-2600
A Division of The Allen B. Du Mont Laboratories, Inc.

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OPS Recontrols
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in our
8th
year



**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)

*Primary NBC Affiliates



FREE &

Pioneer Station

"HE SAID OVER 15,000,000 PEOPLE COULD BE WATCHING US TONIGHT!"

As of September 22, 1952, the stations listed at the left cover nearly five million television homes — offer a potential audience of perhaps 15,000,000 viewers, or nearly 10% of the United States' total population.

Actually, of course, no advertising medium ever *reaches* its total "potential" audience. But if you would like some conservative and reliable figures — and costs — for actually *reaching* television viewers in any or all the markets at the left, we have them for you. A lot of conscientious work has gone into this research. You'll be interested!

PETERS, INC.

Representatives Since 1932

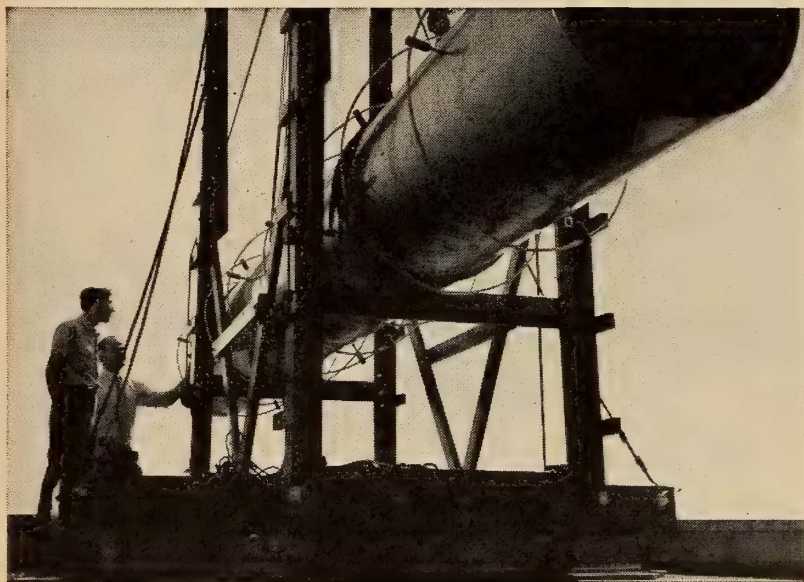
NEW YORK
CHICAGO
ATLANTA
DETROIT
FT. WORTH
HOLLYWOOD
SAN FRANCISCO



TELEQUIPMENT NEWS

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HELICAL DESIGN MAY BE APPLIED TO VHF ANTENNAS



Many Advantages Seen In New Application to VHF High Channels

A new twist is being used in development of the VHF high gain Helical TV antenna. Heretofore, most UHF advancements stemmed from VHF developments. This is one instance where the procedure is being reversed.

Design Used For VHF

General Electric engineers, realizing the effectiveness of the UHF helical design, are investigating its adaptation to VHF-

high channels. Distinct advantages of this application would be: (1) very high gain per antenna bay—tests now indicate this gain might be as much as 4 per bay; (2) a single feed point per bay to eliminate a multitude of complex adjustments; and (3) application will find itself particularly useful since many stations at the same location would be able to stack or combine their antennas on the same tower.

G.E. equips highest transmitter in the country

New 5 kw transmitter and 3-bay antenna installed on mountain 9,054 ft. above sea level

The highest television transmitter in the country has just been installed by Station KSL-TV, Salt Lake City, Utah. The G-E 5 kw VHF transmitter and 3-bay antenna have been put on top of 9,054 ft. Coon Peak in the Oquirrh Range. The tower is 370 ft., bringing the combined total elevation to 9,424 ft. above sea level.

Vince Clayton, chief engineer for Station KSL-TV said, "On-the-air operation confirms our judgment that G-E equipment would perform most satisfactorily at our high altitude and under our extremely adverse weather conditions. We were also after wider coverage—and, again, General Electric filled the bill!"

NO RETUNING NEEDED AFTER WHEN-TV MOVES TRANSMITTER

Station Manager Applauds G-E Equipment Performance

In a letter to W. R. G. Baker, General Electric Vice-President, Paul Adanti, Station Manager and Vice-President of WHEN-TV Syracuse, told an outstanding equipment performance story resulting from the station's recent move.

Mr. Adanti said, "On the night of September 6th, a crew of your engineers together with our people, moved our four year old G-E TT-6D transmitter from our Court Street studios to Sentinel Heights, a distance of approximately nine miles.

"There are several things about this move I should like to call to your attention. In the first place, under the supervision of your men, the move was completed in approx-



Paul Adanti

imately nine hours from switch-off to switch-on, a feat which enabled us to make the change of location with no loss of air time. The second, and in my estimation, the most important thing, is that after being banged and bounced and otherwise subjected to treatment I'm sure your design engineers do not list under 'normal operating conditions', that four year old transmitter not only produced a perfect picture as soon as power was applied, but the meters registered the same readings as before moving, even though the transmitter was not retuned!

Crew Praised

"Finally, and by no means least, the General Electric engineering crew in charge of the move was tops and handled all the details smoothly, efficiently, and skillfully."

Wells R. Chapin

After 32 years of amateur radio operation, Wells R. Chapin counts as many friends in that chosen field as in the business world.



Wells R. Chapin

A graduate of St. Louis University, Mr. Chapin has many years of experience in nearly all phases of commercial and military electronics. He was chief engineer of station WIL in St. Louis for a year and a half prior to joining General Electric.

War Experience

During World War II he worked as a field engineer for the Raytheon Manufacturing Co. His experience includes work on radar, sonar, and radio communications and the problems allied to using this equipment on airplanes and ships.

GENERAL  ELECTRIC

NOVEMBER 3, 1952

GRANT TEMPO RISES

INDICATING FCC's temporary "speed up" processing plan of Oct. 15 is beginning to take effect, the Commission last week issued grants for 10 more new TV stations, including eight uhf and two vhf outlets. These authorizations boost post-thaw permits to 92 and the total number of TV stations in the U. S. to 200.

Of the 92 post-thaw construction permits, 83 are for commercial stations and 9 for noncommercial, educational outlets. Of the 200 stations now authorized, a total of 110 are operating, including two post-thaw stations.

Applications newly filed since April 14, when FCC issued its Sixth Report and Order lifting the TV freeze, plus amendments of pre-thaw bids now pending, total in excess of 760, the Commission reported last week. Some 460 are for vhf stations and more than 300 are for uhf, the report said.

An unofficial check of applications now designated for hearing or notified shows nearly 190 bids contesting for about 80 channels in 50 different cities. Hearings for a few of these cities are already underway and several others are to begin in the next few weeks (see story, this page).

Hearing Backlog

The temporary speed up plan, announced in September and effective Oct. 15 [B•T, Sept. 22], seeks to expedite processing of applications for uncontested channels in cities presently without service. FCC ruled to suspend, for a limited time, further processing of contested channels when they are reached on the city priority lines in view of the large backlog of hearing cases already in hand. Cases already set for hearing will be worked on in the interim, however.

Last week's authorizations, including one to WEST Easton, Pa., for uhf Ch. 51 at Bethlehem, Pa., to which three Commissioners dissented, were as follows:

Little Rock, Ark. (City priority Group A-2, No. 27)—Great Plains Television Properties Inc., granted uhf Ch. 23, effective radiated power 17.5 kw visual and 9.9 kw aural, antenna height above average terrain 510 ft.

Sioux City, Iowa (Group A-2, No. 39)—Great Plains Television Properties Inc., granted uhf Ch. 36, ERP 18.5 kw visual and 10.5 kw aural, antenna 530 ft.

Charleston, S. C. (Group A-2, No. 55)—WCSC Inc. (WCSC), granted vhf Ch. 5, ERP 100 kw visual and 50 kw aural, antenna 310 ft.

Pueblo, Col. (Group A-2, No. 63)—Star Broadcasting Co. (KCSJ), granted vhf Ch. 5, ERP 12 kw visual and 6 kw aural, antenna 260 ft.

Atlantic City, N. J. (Group A-2, No. 66)—Neptune Broadcasting Corp. (WFPG), granted uhf Ch. 46, ERP 18 kw visual and 9 kw aural, antenna 430 ft.

Muncie, Ind. (Group A-2, No. 67)—Tri-City Radio Corp. (WLBC), granted uhf Ch. 49, ERP 16 kw visual and 8.1 kw aural, antenna 500 ft.

Asheville, N. C. (Group A-2, No. 72)—Radio Station WISE Inc. (WISE), granted uhf Ch. 62, ERP 23 kw visual and 13 kw aural, antenna 1,140 ft.

Waterbury, Conn. (Group B-1, No. 7)—WATR Inc. (WATR), granted uhf Ch. 55, ERP 245 kw visual and 125 kw aural, antenna 800 ft.

Battle Creek, Mich. (Group B-1, No. 15)—Booth Radio and Television Stations Inc., granted uhf Ch. 64, ERP 24.5 kw visual and 14 kw aural, antenna 230 ft.

Bethlehem, Pa. (Group B-1, No. 80)—Associated Broadcasters Inc. (WEST Easton), granted uhf Ch. 51, ERP 2.25 kw visual and aural, antenna 600 ft.

Chairman Paul A. Walker and Comrs. Frieda B. Henneck and Eugene H. Merrill dissented, with Comr. Henneck issuing an opinion.

In other actions, the Commission set aside its order of July 23 staying the effective date of its July 11 grant of a construction permit to WKNB New Britain, Conn., for uhf Ch. 30. FCC ordered that the permit be issued, effective immediately. The stay order had been issued in connection with uhf channel reallocations in other cities to correct deficiencies in the Sixth Report [B•T, July 28].

FCC also announced grant of the request of KGMB-TV Honolulu for special temporary authority to commence interim operation on a commercial basis Dec. 1 on Ch. 9 with ERP of 500 w visual and 250 w aural from a single-bay antenna atop KGMB-AM's existing tower. The STA is good until April 1, 1953.

KXOA Sacramento, Calif., former Ch. 10 applicant, was notified its amended bid for Ch. 3 has been set for hearing with applications of KCRA and KROY scheduled

Nov. 17 at Washington. W. S. Butterfield Theatres Inc., former Ch. 16 applicant at Flint, Mich., was advised its amended bid for Channel 12 must be consolidated with bids of WJR Detroit and WFDF Flint, also seeking Ch. 12 at Flint, scheduled Nov. 17 at Washington. This leaves unopposed the Ch. 16 application of WTAC Flint, with which Butterfield earlier had been set for hearing Nov. 17.

KDZA Pueblo, Col., was asked by the Commission to furnish additional information on financial qualifications and engineering data respecting its Ch. 3 application.

By memorandum opinion and order, the Commission denied a second petition of WISC Madison, Wis., seeking further reconsideration of the Sept. 22 denial of WISC's request that vhf Ch. 3 now assigned to Madison for commercial use be switched to educational use and that uhf Ch. 21 reserved there for education be made commercial. WISC desired that all three uhf facilities there be commercial. Comr. Henneck and

(Continued on page 108)

FCC Adds 10, Post-Thaw Total 92

HEARINGS FACILITIES

Is FCC Problem

POST-THAW comparative television hearings went into their fifth week before FCC examiners last week as the Commission, faced with commencement of several additional cases during the next fortnight, found itself without sufficient quarters to accommodate the proceedings.

By November 17, when hearings for five more communities are to commence, the Commission will have a total of 10 proceedings underway with another to begin Dec. 8.

Last week, Portland, Ore., Denver and Tampa-St. Petersburg hearings were in session in the Commission's existing hearing rooms. Three more rooms have been found at FCC's present headquarters, it was reported unofficially, but there is only speculation now where the other four or five will come from when they are needed.

In the past, FCC has used rooms of the Interstate Commerce Commission, Labor Dept., Commerce Dept. and the Post Office Dept. for

various hearings. It is believed the Commission will have to "borrow" such quarters again to take care of TV.

On Nov. 12, the Wichita hearing on Channel 3 is to begin, while on Nov. 17 the Harrisburg Channel 27 case is expected to get underway. On the latter date, FCC also has scheduled hearings for certain applicants in the following cities: Flint, Mich.; Beaumont, Tex.; Duluth, Minn.; Sacramento, Calif., and Fort Wayne, Ind. The Canton, Ohio, Channel 29 case is scheduled Dec. 8.

12 Hearing Examiners Now

The Commission has an even dozen hearing examiners and has funds to name two more. These are enough to handle the cases for which dates have been thus far scheduled.

There is, however, a total of some 190 applications designated or notified for hearing in about 80 different channel competitions involving some 50 cities. Thus far, one examiner has been designated to hear

all applicants for all channels in a given city.

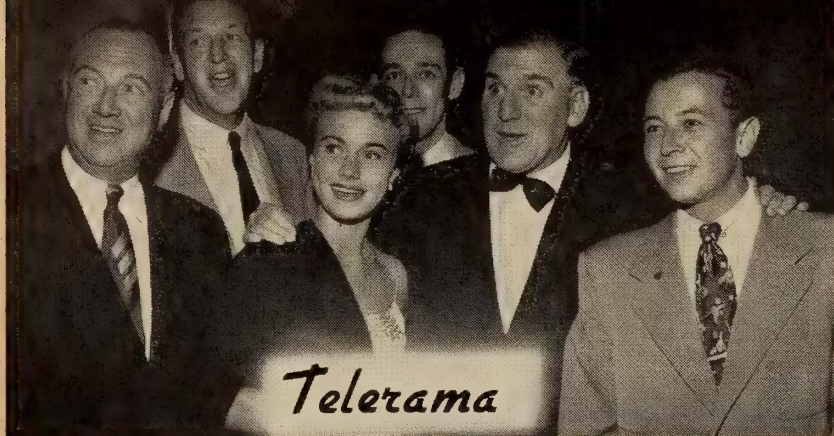
Highlights of the Portland, Ore., Channel 12 hearing last week—aftermath of the earlier unexpected resignation of the general manager of one applicant during the proceeding [B•T, Oct. 27]—included:

● Further details concerning correspondence between the president of Oregon Television Inc. and the president of a Portland bank respecting latter's policy on bank officers making investments in competitive situations. Letter had been requested by the bank head.

● Testimony by Russell M. Colwell, the bank officer who also is stockholder in Columbia Empire Telecasters Inc., that there is no bank rule precluding his TV investment. He volunteered that Oregon Television principals involved in incident "apparently did it with no malice and they are perfectly willing that I should be a stockholder."

● Extensive cross examination of Columbia Empire witnesses who are also principals in Portland

(Continued on page 82)



AT opening telecast of NBC-TV's *Hollywood Opening Night* Oct. 6 are (l to r) Frederic W. Wile Jr., NBC v. p. for radio-TV production; Thomas C. McCray, dir., radio network operations NBC Western Div.; Peggy Ann Garner, guest star; Richard Duff, v. p. in charge of advertising, Pearson Pharmacal Co., program sponsor; William Bendix and Gil Stratton Jr., guest stars.



ENJOYING joke are Philip G. Lasky, v. p.-gen. mgr., KPIX (TV) San Francisco; Ed Sullivan, TV star-newspaper columnist, and Lee Giroux, star of *Ladies Day* with Lee. Mr. Sullivan appeared on Mr. Lee's show.

REHEARSING *Jack Benny Show* (l to r): Harry S. Ackerman, CBS-TV v. p. for network programs, Hollywood; Hubbell Robinson Jr., CBS-TV v. p. in charge of network programs; Larry Berns, CBS-AM-TV prod. exec., and Mr. Benny.



ARTHUR BOROWSKY (l), pres., Television Assn. of Philadelphia, and Ted Bergmann, sls. dir., DuMont TV Network, talk shop at TAP's first dinner meeting.



ROBERT GAINES (l), export mgr., International Div., Allen B. DuMont Labs., shows C. L. Albaret (c), French engineer, and R. C. Williams, British engineer, new TV equipment.

C. SCHMIDT & SONS BREWING Co. of Philadelphia will sponsor *The Abbott & Costello Show* on WCAU-TV Philadelphia for 26 weeks. Celebrating contract signing are (l to r) Alex Griffin, radio-TV dir., Al Paul Lefton agency; Robert N. Pryor, v. p., WCAU-AM-FM-TV; Marvin Shapiro, acct. exec., WCAU-TV, and Bud Abbott and Lou Costello, stars of program.



DENVER U. Ignores Non-Commercial TV, Favors Business Approach

THE U. of Denver has adopted an official television policy which is based on cooperation with commercial television stations and ignores the availability of a non-commercial, educational channel reserved in its area by the FCC.

The university stated that its policy, announced last week, was based in part upon the assumption that its favorable experiences with commercial radio broadcasters would be repeated with commercial TV operators.

The university said that since it and commercial operators "are mutually concerned with the public interest, convenience and necessity, ways and means will be found for the finest possible relationship, guaranteeing to the people of our community the richest use of our resources toward the mutual objective of their cultural and intellectual enrichment through the medium of television."

Its own objectives in utilizing TV, the university said, would be threefold: To provide professional instruction in the field of communications, to provide adult education beyond the campus, and to keep the public informed of university activities.

If it hews to its announced policy, the U. of Denver will not undertake a heavier programming load than it can produce with skill and finish. "The university will participate in television programming only when it can do so on a basis that will produce excellent results consistent with the high standards of the university itself," its statement said.

Not only will the university cooperate with commercial telecasters but it also will offer its programs for sale to stations, agencies and sponsors.

The university said that "consistent with its belief in the Amer-

ican system of broadcasting based upon the sale of programs to commercial sponsors, [the university] asserts that the commercial sponsorship of its programs is not only a proper and legitimate arrangement but also one at the moment best calculated to bring to the university the financial resources prerequisite to its optimum use of television."

The school, of course, will insist on the right to approve sponsors and to retain complete control over the content and presentation of its programs.

In working out cooperative arrangements with commercial stations, the university will ask the stations to provide mechanical and engineering resources for the instruction of students. What the university hopes to achieve is a cooperative relationship that will give the commercial broadcasters programs and give the university practical workshops in which to train its students who are preparing to enter TV professionally.

The university intends to be strictly independent in its television policies. It said that although it had subscribed to the restrictive football television plan of the National Collegiate Athletic Assn., it did so of its own choice.

"The university has entered certain agreements with other institutions and organizations [the NCAA] in regard to the release of its program resources for television [football]," the policy said. "It has done so freely, believing that for the present wisdom dictates this course of action.

"It declares, however, that it is unequivocally opposed to any condition which, through threat of retaliatory action on the part of other institutions or organizations, would impose upon the U. of Denver any loss of its freedom to pursue any course consistent with its own judgment of proper conduct in the public interest."

All U. of Denver TV activities will be coordinated by R. Russell Porter, chairman and coordinator of the radio department.

SCREEN EXTRAS

Support SAG in Break-off

SCREEN Extras Guild (SEG) board of directors, by unanimous vote, is supporting Screen Actors Guild (SAG) in its break-off of collective bargaining negotiations with American Assn. of Advertising Agencies and New York film producers over issue of additional payments to actors for re-use of TV film commercials.

"The unlimited use and overuse of filmed commercials, as practiced by the advertising agencies is unfair to all performers and unfair and insulting to all television viewers," the SEG board said. Other actor's unions and guilds also are being enlisted in active support of SAG's stand. They include American Federation of Television and Radio Artists, Actors Equity, Chorus Equity, American Guild of Variety Artists and American Guild of Musical Artists. All are members of the AFL Associated Actors & Artistes of America as is SAG.

WNBK (TV) Sales Up

WNBK (TV) Cleveland reported last week that its local sales for 1952 have increased 62.5% over the same period in 1951. Charles H. Philips Jr., WNBK sales director, said also that the station's national spot sales are showing a 44% increase. Combined figures of local and national spots business show an overall increase of 47.8% over 1951 figures.

FILM OUTLOOK

4 A's Weigh Current Problems

PROBLEMS of costs, new talent and use of television film were explored at the radio and TV production group meeting at the 1952 Eastern Annual Conference of the American Assn. of Advertising Agencies Inc., held at the Hotel Roosevelt in New York last Monday and Tuesday.

Speakers saw these topics as stumbling-blocks that have arisen during the formative days of television's growth and offered various recommendations to meet them in a manner consistent with the conference theme of "Creative Progress Is Our Responsibility."

Summarizing the problems that radio and TV personnel must solve to achieve "creative progress" was Lewis H. Titterton, vice president and director of radio and TV production for Compton Adv. Inc. Mr. Titterton, who presided at the session, subsequently outlined in detail the difficulties of effecting a wholly satisfactory solution with talent unions on production of TV film.

Basic disagreement at the present time revolves around the principle advanced by the unions of increased compensation for additional showings. Mr. Titterton declared. He claimed this principle is "brand new in Hollywood" and will create problems when the costs of a feature film, for example, are borne by sponsors other than the original advertiser.

"If the negative is to be encumbered by certain re-use payments," Mr. Titterton contended, "then the producer has to assess carefully the business risk involved in deferring his recouping part of his negative cost through re-uses of the picture under secondary sponsorship."

Differing Approaches

Mr. Titterton emphasized there was no unanimity of opinion among the various unions as to the method of implementing the re-use principle. He cited the case of the Screen Writers Guild, which upholds indefinite re-use payments, in contrast with the Screen Actors and Screen Directors Guilds, which specify a cut-off point after which no further payments are required.

Mr. Titterton predicted that all parties concerned with the making of TV film would benefit by an agreement patterned after those effected by the Screen Writers and Screen Directors Guilds. But he warned that if writers balked at this approach, producers who must rely upon syndication to recoup part of their investment face even darker days.

The future outlook for syndicated films was pictured as "sunny" by David Sutton, vice president of MCA-TV Ltd. He declared there is a market for film which "by virtue of its quality and top stars is expensive." Mr. Sutton conceded

that these programs initially met resistance from advertisers because they were costly, but said they soon won acceptance.

Mr. Sutton predicted that the syndication film field will flourish if the industry places the emphasis on "good taste, competence of production plus intelligence in distribution." He saw a need for entertainment programs, including children's dramatic shows and family situation comedies, at a price economically feasible for both advertiser and syndicator.

Turning to the problem of finding new talent for television, Rodney Erickson, manager of radio and television contact service for Young & Rubicam, proposed a three-way cooperative effort by the networks, the sponsors and the talent agencies to meet this challenge.

He presided over a panel discussion of the problem by Charles C. Barry, vice president in charge of programs for NBC; Gail Smith, associate member of the advertising production division of the advertising department of Procter & Gamble Co., and Herbert C. Rosenthal, vice president in charge of television for MCA.

NBC's Talent Technique

The network approach to the new talent question as practiced at NBC, is met by the auditioning program, the comedy development program and several other projects in the formative stage, Mr. Barry explained. He said the auditioning department has more than 7,000 performers classified and tries to audition new talent to the fullest possible extent.

"Our comedy development program encompasses those comedians who have been screened by our auditioning department as possible comers," Mr. Barry continued. "We put them on programs in our theatres where we invite talent people, agency people and advertisers."

Mr. Smith, speaking for the advertisers, confessed that assistance for dramatic actors and actresses was a perplexing problem though

his company was continually on the look-out for talent that might become a "personality." He said he tries to encourage young actors and actresses by using them in minor roles when the occasion is propitious.

Mr. Rosenthal advanced two recommendations for the development of new talent. One encompassed a commitment from all major networks to run a half-hour program, 52 weeks a year, on which aspiring performers could "expose" their talent. The other envisioned the use of new talent during the months of July and August.

During a question-and-answer period, Mr. Barry expressed the opinion that the new talent would come from the stage and nightclubs, rather than local television stations throughout the country. He said he based this contention on the realization that the local station did not have the money to experiment and attempt programs that were different.

Live Shows' Merits

In a discussion on costs, Paul Philips, radio and TV director of the Aitkin-Kynett Co., Philadelphia, defended the live show, rather than film, as the saviour of television's future, both on the national level and "to a very great degree on the local level." He urged creative programming and cooperation among station, agency and advertiser and cited case histories of success stories to support his contention.

The costs question was further explored by Arthur Bellaire, head of television and radio commercials for BBDO, and E. Carl Winckler, manager of production for CBS. Mr. Bellaire outlined methods by which old commercials could be re-edited and re-used, old industrial films could become part of a film commercial and shots in commercials that run over a long period of time could be repeated in later stages. Mr. Winckler illustrated the use of new production techniques to reduce costs and to en-



KGMB-TV Honolulu will become a CBS-TV affiliate Dec. 1 [B*TV, Oct. 27]. At contract signing in New York were (l to r) Herbert V. Akerberg, vice president in charge of station relations for CBS-TV; J. L. Van Volkenburg, president, CBS-TV, and C. Richard Evans, vice president-general manager, KGMB-TV.

large the range of story material. He listed such developments as a special paint for use on new type of flats that results in cleaner pictures and an electronic process that creates rain with no water at all.

At an international advertising group meeting Tuesday afternoon, Alfred J. Scalpone, vice president of McCann-Erickson, reported on "Television Overseas—Its Problems and Its Opportunities." He declared that a tremendous advertising opportunity existed in South America but warned that "if you want to take full advantage of TV's opportunities abroad . . . you've got to continually help all phases of TV" there.

Entertainment was provided at Tuesday morning's session by NBC comedians "Bob and Ray" in a skit on how to become a successful junior advertising executive.

The two-day meeting opened Monday with a talk on "The Challenge of Creative Thinking" by Marion Harper Jr., chairman of the conference and president of McCann-Erickson. Other first-day speakers were Bayard Pope, vice president and account group head of BBDO, on "A Look at the Account Executive," and John P. Cunningham, executive vice president of Cunningham & Walsh and chairman of the AAAA board, on "The Creative Challenge in the Job Ahead."

At the two-day sessions were special panel discussions aimed at such specialized phases as mechanical production, research management and copy.



AT premiere luncheon in New York for CBS-TV's *Heaven for Betsy* are (l to r) John Allen, manager, radio-TV shows for Lever Bros. Co.; Mike Roche, Lever general advertising manager; Jack Lemmons and Cynthia Stone (Mr. and Mrs. Lemmon), stars of show; West Woodbridge, Pepsodent advertising manager, and Len Erickson, vice president, McCann-Erickson. Lever sponsors show for Pepsodent and Shadow Wave.

ABC-TV Signs KGMB-TV

KGMB-TV Honolulu will become an ABC-TV affiliate Dec. 1, its target date for commencement of operations, Alfred R. Beckman, national director of the ABC radio and TV station relations departments, announced last week. The station, assigned Ch. 9, is owned by Hawaiian Broadcasting System, licensee of KGMB, and is under the general managership of Vice President C. Richard Evans. Signing gave ABC its 67th affiliate, KGMB-TV also will be with CBS-TV [B*TV, Oct. 27, also picture above].

television grants and applications

Digest of Those Filed With FCC Oct. 24 through Oct. 30

Grants Since April 14:

	VHF	UHF	Total
Commercial	22	61	83
Educational	2	7	9
Total	24	68	92
Commercial television stations on the air	111 ¹	1	112 ¹

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

Applications Filed Since April 14:

	New	Amended	VHF	UHF	Total
Commercial	560	322	503	375	879 ²
Educational	15		4	14	18
Total	575	322	507	389	897 ³

² One applicant did not specify channel.

³ Includes 92 already granted.

NEW STATION GRANTS

Listed by States

LITTLE ROCK, Ark.—Great Plains Television Properties Inc. Granted uhf Ch. 23 (524-530 mc); ERP 17.5 kw visual, 9.9 kw aural; antenna height above average terrain 510 ft., above ground 454 ft. Engineering conditions. Estimated construction cost \$247,610, first year operating cost \$125,000, revenue \$125,000. Post office address % United States Corporation Co. of Illinois, 33 North LaSalle St., Chicago 2, Ill., or % Great Plains Television Properties Inc., 4 West 58th St., New York 19. Studio location to be determined. Transmitter location at intersection of Cedar Hill Road and Oak St. Extended. Geographic coordinates 34° 45' 39" N. Lat., 92° 18' 55" W. Long. Transmitter DuMont, antenna RCA. Legal counsel McKenna & Wilkinson, Washington. Consulting engineer Jansky & Bailey, Washington. Principals include President and Secretary Herbert Scheffel, president and 25% stockholder of Transcontinental Properties Inc., president and 19% stockholder of Telenews Productions Inc. and part owner of various newsreel theatres; and, Treasurer Alfred G. Burger, executive vice president, secretary and 25% stockholder of Transcontinental Properties Inc., executive vice president and 16% stockholder of Telenews Productions Inc. and part owner of various newsreel theatres. All stock in applicant is owned by Transcontinental Properties Inc. Permittee also is permittee of new TV station in Sioux City, Iowa and Duluth, Minn. [see below]. City priority status: Gr. A-2, No. 27.

PUEBLO, Col.—The Star Bestg. Co. Granted vhf Ch. 5 (76-82 mc); ERP 12 kw visual, 6 kw aural; antenna height above average terrain 260 ft., above ground 355 ft. Engineering conditions. Estimated construction cost \$149,927, first year operating cost \$180,000, revenue \$175,000. Post office address 211 West Fifth St., Pueblo. Studio location 211 West Fifth St. Transmitter location on Hudson St. Extended, 2 mi. north of Pueblo. Geographic coordinates 38° 18' 14" N. Lat., 104° 35' 19" W. Long. Transmitter and antenna RCA. Legal counsel Bernard Koteen, Washington. Consulting engineer Commercial Radio Equipment Co., Washington. Principals include President Douglas D. Kahle (67%), Vice President Larry Gordon and Secretary-Treasurer Robert L. Clinton Jr. (33%). City priority status: Gr. A-2, No. 63.

WATERBURY, Conn.—WATR Inc. (WATR). Granted uhf Ch. 53 (704-710 mc); ERP 245 kw visual, 125 kw aural; antenna height above average terrain 800 ft., above ground 120 ft. Engineering condition. Estimated construction cost \$283,698, first year operating cost \$200,000, revenue \$190,000. Post office address 440 Meadow St., Waterbury. Studio location 440 Meadow St. Transmitter location West Peak, Meriden, Conn., near WDRC-FM and WMMW-FM transmitter sites. Geographic coordinates 41° 33' 42" N. Lat., 72° 50' 41" W. Long. Transmitter and antenna RCA. Consulting engineer G. W. Ray, Stratford, Conn. Principals include President Harold Thomas (98.5%), Vice President Leon Thomas (0.5%) and B. Z. Zucker (0.5%). City priority status: Gr. B-1, No. 7.

MUNCIE, Ind.—Tri City Radio Corp.

(WLBC). Granted uhf Ch. 49 (680-686 mc); ERP 16 kw visual, 8.1 kw aural; antenna height above average terrain 500 ft., above ground 542 ft. Engineering conditions. Estimated construction cost \$196,953, first year operating cost \$204,348, revenue \$233,909. Post office address 420 Alden Road, Muncie, Ind. Studio and transmitter location 2 mi. west of junction of State Roads 3 and 67, south of Muncie. Geographic coordinates 40° 09' 01" N. Lat., 85° 22' 45" W. Long. Transmitter and antenna RCA. Legal counsel John H. Midlen, Washington. Consulting engineer George C. Davis, Washington. Principals include President and Treasurer Donald A. Burton (51%), general manager of WLBC and WMUN (FM) Muncie, and Vice President William F. Craig (46.5%), commercial manager of WLBC and WMUN (FM). City priority status: Gr. A-2, No. 67.

SIoux CITY, Iowa—Great Plains Television Properties Inc. Granted uhf Ch. 36 (602-608 mc); ERP 18.5 kw visual, 10.5 kw aural; antenna height above average terrain 530 ft., above ground 345 ft. Engineering condition. Estimated construction cost \$218,414, first year operating cost \$125,000, revenue \$125,000. Post office address % United States Corporation Co. of Illinois, 33 North LaSalle St., Chicago 2, Ill., or % Great Plains Television Properties Inc., 4 West 58th St., New York 19. Studio location to be determined. Transmitter location 3 mi. NNE of center of Sioux City. Geographic coordinates 42° 32' 14" N. Lat., 96° 23' 06.4" W. Long. Transmitter DuMont, antenna RCA. Legal counsel McKenna & Wilkinson, Washington. Consulting engineer Jansky & Bailey, Washington. Principals include President and Secretary Herbert Scheffel, president and 25% stockholder of Transcontinental Properties Inc., president and 19% stockholder of Telenews Productions Inc. and part owner of various newsreel theatres; and, Treasurer Alfred G. Burger, executive vice president, secretary and 25% stockholder of Transcontinental Properties Inc., executive vice president and 16% stockholder of Telenews Productions Inc. and part owner of various newsreel theatres. All stock in applicant is owned by Transcontinental Properties Inc. Permittee also is permittee of new TV stations in Little Rock, Ark. [see above] and Duluth, Minn. [see below]. City priority status: Gr. A-2, No. 39.

FREDERICK, Md.—The Monocacy Bestg. Co. (WFMD). Granted uhf Ch. 62 (758-764 mc); ERP 105 kw visual, 54 kw aural; antenna height above average terrain 1,150 ft., above ground 237 ft. Engineering conditions. Estimated construction cost \$196,000, first year operating cost \$115,000, revenue \$85,000. Post office address East Church St. Studio location U. S. 40, near Frederick. Transmitter location 7.5 mi. NW of Frederick on Catotchin Mtn. Geographic coordinates 39° 29' 57" N. Lat., 77° 29' 53" W. Long. Transmitter DuMont, antenna RCA. Legal counsel Hogan & Hartson, Washington. Consulting engineer George C. Davis, Washington. Principals include President and Treasurer Laurence Leonard (100%), and Vice President and Secretary Evelyn Leonard. [For application, see TV APPLICATIONS, B.T. July 7.] City priority status: Gr. B-1, No. 134.

BATTLE CREEK, Mich.—Booth Radio & Television Stations Inc. Granted uhf

Ch. 64 (770-776 mc); ERP 24.5 kw visual, 14 kw aural; antenna height above average terrain 230 ft., above ground 317 ft. Engineering condition. Estimated construction cost \$167,500, first year operating cost \$165,000, revenue \$165,000. Post office address 700 Buhl Bldg., Detroit, Mich. Studio location to be determined. Transmitter location Wolverine Tower. Geographic coordinates 42° 19' 18" N. Lat., 85° 11' 03" W. Long. Transmitter DuMont, antenna RCA. Legal counsel W. T. Pierson, Washington. Principals include President and Treasurer John L. Booth (84.3%), Secretary Edwin E. Nyy, Mrs. John L. Booth (9.4%) and John L. Booth II (6.3%). Permittee is licensee of WJLB Detroit, WBBC Flint, Mich., and WSGW Saginaw, Mich. City priority status: Gr. B-1, No. 15.

DULUTH, Minn.—Great Plains Television Properties Inc. Granted uhf Ch. 38 (614-620 mc); ERP 17 kw visual, 9.6 kw aural; antenna height above average terrain 620 ft., above ground 447 ft. Engineering condition. Estimated construction cost \$240,122, first year operating cost \$125,000, revenue \$125,000. Post office address % United States Corporation Co. of Illinois, 33 N. LaSalle St., Chicago 2, Ill., or % Great Plains Television Properties Inc., 4 West 58th St., New York 19. N. Y. Studio location to be determined. Transmitter location corner of 9th St. and 6th Ave., W. Geographic coordinates 46° 47' 15" N. Lat., 92° 06' 53" W. Long. Transmitter DuMont, antenna RCA. Legal counsel McKenna & Wilkinson, Washington. Consulting engineer Jansky & Bailey, Washington. Principals include President and Secretary Herbert Scheffel, president and 25% stockholder of Transcontinental Properties Inc., president and 19% stockholder of Telenews Productions Inc. and part owner of various newsreel theatres; and, treasurer Alfred G. Burger, executive vice president, secretary and 25% stockholder of Transcontinental Properties Inc., executive vice president and 16% stockholder of Telenews Productions Inc. and part owner of various newsreel theatres. All stock in applicant is owned by Transcontinental Properties Inc. [For application, see TV APPLICATIONS, B.T. Sept. 8, Aug. 18.] See grants for Sioux City, Iowa, and Little Rock, Ark., above. City priority status: Gr. A-2, No. 10.

ATLANTIC CITY, N. J.—Neptune Bestg. Corp. (WPPG). Granted uhf Ch. 46 (662-668 mc), ERP 18 kw visual, 9 kw aural; antenna height above average terrain 430 ft., above ground 448 ft. Engineering conditions. Estimated construction cost \$152,700, first year operating cost \$125,000, revenue \$140,000. Studio location Steel Pier, Atlantic City. Transmitter location Murray and Ohio Aves. Geographic coordinates 39° 22' 33" N. Lat., 74° 27' 10" W. Long. Transmitter and antenna RCA. Legal counsel Kirkland, Fleming, Green, Martin & Ellis, Washington. Consulting engineer Craven, Lohnes & Culver, Washington. Principals include Chairman of the Board Jack N. Berkman (10%), attorney in Steubenville, Ohio, and owner of minority interest in WSTV Steubenville, WPIT Pittsburgh and WBMS Boston; President Fred Weber (30%), executive vice president of WBMS; Executive Vice President John J. Laux (10%), executive vice president of WSTV WPIT WBMS and owner of WJL Niagara Falls, N. Y.; Vice President Louis Berkman (10%), president of Louis Berkman Co. (steel brokers, mfrs. and fabricators) and owner of minority interest in WSTV WPIT and WBMS; Vice President Myer Wiesenthal (10%), owner of Sample Furniture Co., Steubenville, and owner of minority interest in WPIT and WBMS; Treasurer Richard Teitelbaum (10%), former owner of ladies ready-to-wear shop and owner of minority interest in WSTV WPIT and WBMS; Allen H. Berkman (10%), attorney in Pittsburgh and owner of minority interest in WSTV WPIT WBMS and WJPA Washington, Pa.; Helen Teitelbaum (10%), minority owner of WPIT and WBMS, and Richard Teitelbaum (10%), assistant treasurer for Loveman, Berger & Teitelbaum Department Store, Nashville, Tenn., and minority owner of WPIT and WBMS. City priority status: Gr. A-2, No. 66.

ASHEVILLE, N. C.—Radio Station WISE Inc. (WISE). Granted uhf Ch. 62 (758-764 mc); ERP 23 kw visual, 13 kw aural; antenna height above average terrain 1,140 ft., above ground 154 ft. Engineering condition. Estimated construction cost \$122,600, first year operating cost \$180,000, revenue \$180,000. Post office address 89 College St., Asheville. Studio location Langren Hotel, Asheville. Transmitter location 5 mi. west of Asheville on Spivey Mtn. Geographic coordinates 35° 36' 04" N. Lat., 82° 39' 05" W. Long. Transmitter DuMont, an-

TV CALL LETTERS

FCC assigned the following call letters to TV station permittees:

KRTV (TV) Little Rock, Ark. (Little Rock Telecasters, uhf Ch. 17; B.T. Sept. 22); **WSUN-TV St. Petersburg, Fla.** (City of St. Petersburg, uhf Ch. 38; B.T. Oct. 13); **WTVO (TV) Rockford, Ill.** (Winnebago Television Corp., uhf Ch. 39; B.T. Sept. 15); **KITS-TV Springfield, Mo.** (Independent Bestg. Co., vhf Ch. 10; B.T. Oct. 13); **WOUC (TV) Chattanooga, Tenn.** (Chattanooga TV Inc., uhf Ch. 49; B.T. Aug. 25); **KGNC-TV Amarillo, Tex.** (Plains Radio Bestg. Co., vhf Ch. 4; B.T. Oct. 13), and **KDUB-TV Lubbock, Tex.** (Texas Telecasting Inc., vhf Ch. 13; B.T. Oct. 13).

tenna RCA. Consulting engineer George C. Davis, Washington. Principals include President and Treasurer Harold H. Thoms (99-plus per cent) and Secretary Meredith S. Thoms (less than one per cent). City priority status: Gr. A-2, No. 72.

BETHLEHEM, Pa.—Associated Broadcasters Inc. (WEST Easton). Granted uhf Ch. 51 (692-698 mc); ERP 2.25 kw visual, 2.25 kw aural; antenna height above average terrain 600 ft., above ground 235 ft. Engineering condition. Estimated construction cost \$204,650, (but \$155,150 has already been paid on equipment delivered), first year operating cost \$280,000, revenue \$250,000. Post office address 516 Northampton St., Easton, Pa. Studio location to be determined. Transmitter location at end of Savercool Ave. on Fountain Hill, 2.5 mi. SW of Bethlehem on the same site as KG2XAZ (experimental uhf TV station). Geographic coordinates 40° 35' 55" N. Lat., 75° 25' 12" W. Long. Transmitter composite, antenna RCA. Legal counsel George O. Sutton, Washington. Consulting engineer James C. McNary, Washington. Principals include Chairman of the Board John F. Steinman (50%), President E. C. Anderson, First Vice President Clair R. McCollough and Second Vice President J. Hale Steinman (50%). Principals are officers and/or stockholders of WDEL-AM-FM-TV Wilmington, Del., WGAL-AM-TV Lancaster, Pa., WORK York, Pa., WKBO Harrisburg, Pa., and WRAW Reading, Pa.

Comrs. Walker, Hennock and Merrill dissented.

City priority status: Gr. B-1, No. 80.

CHARLESTON, S. C.—WCSC Inc. (WCSC). Granted vhf Ch. 5 (76-82 mc); ERP 100 kw visual, 50 kw aural; antenna height above average terrain 310 ft., above ground 360 ft. Engineering conditions. Estimated construction cost \$290,000, first year operating cost \$275,000, revenue \$250,000. Post office address Radio Station WCSC, Francis Marion Hotel, Charleston. Studio location corner of Charlotte and East Bay Streets. Transmitter location 1 mi. east of Ashley Hall plantation in St. Andrews Township. Geographic coordinates 32° 49' 26" N. Lat., 80° 00' 06" W. Long. Transmitter DuMont, antenna RCA. Legal counsel Dow, Lohnes & Albertson, Washington. Consulting engineer Craven, Lohnes & Culver, Washington. Principals include President and Treasurer John M. Rivers (100%), Vice President G. L. B. Rivers and Secretary Martha R. Rivers. City priority status: Gr. A-2, No. 55.

HONOLULU, T. H.—Radio Honolulu Ltd. Granted vhf Ch. 11 (198-204 mc); ERP 125 kw visual, 74 kw aural; antenna height above average terrain 1,740 ft., above ground 174 ft. Engineering condition; also subject to condition that Executive Vice President Herbert M. Richards, 6% stockholder, sever himself of any and all connections with Honolulu Star-Bulletin Ltd., 24% owner of KGMB-TV Honolulu. Estimated construction cost \$363,950, first year operating cost \$156,800, revenue \$156,800. Post office address P. O. Box 2727, Honolulu. Studio location to be determined. Transmitter location on Mt. Tantalus, 0.4 mi. north of Tantalus Drive. Geographic coordinates 21° 20' 22" N. Lat., 157° 48' 53" W. Long. Transmitter and antenna RCA. Legal counsel Barnes & Neilson, Washington. Consulting engineer Bernard Associates, Hollywood, Calif. Principals include President Walter H. Dillingham (4.7%), independent real estate broker; Executive Vice President Herbert M. Richards (6%), secretary of Kahua Ranch Ltd., assistant secretary of Waialua Water Co., special partner of

(Continued on page 78)

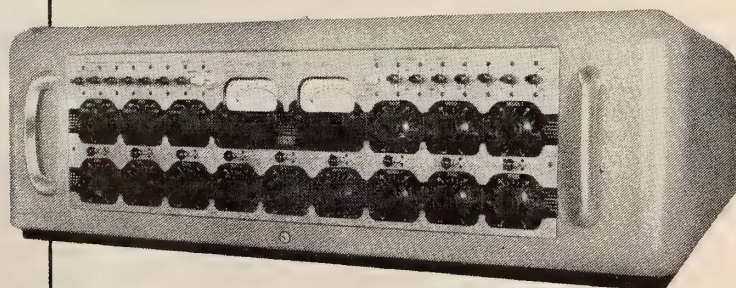
"These 3 for TV"

GATES offers three speech input consoles that fully meet every TV need. Whether you select the ultra complete SA-50 dual channel equipment, the much used SA-40 single channel console, or the very popular 52-CS studioette, you can be certain of top quality through advanced GATES engineering. For 30 years now, GATES has been building fine speech equipment — and for TV there is nothing finer!



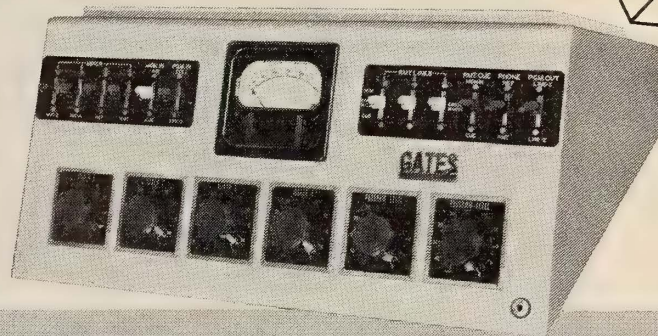
GATES SA-50 Dual Channel Console . . .

Nine mixing channels, dual program amplifiers, dual V. U. meters, 10 watt monitoring amplifier, self-contained cueing amplifier, five preamplifiers with room for two more where required. Complete remote, override, cueing and talk back facilities. Extremely low cross talk combined with high gain. Deluxe equipment all the way!



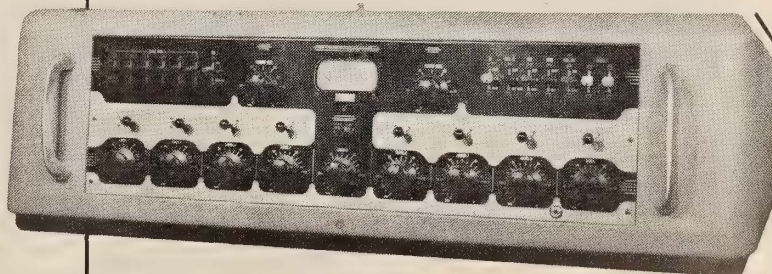
GATES 52-CS Studioette . . .

All GATES consoles have the same top quality components. This popular, modestly priced console is made possible by combining functions through key control. Many TV stations will prefer to use several 52-CS Studioettes instead of a single larger console. Every progressive TV engineer will find it worth while to investigate the 52-CS Studioette!



GATES SA-40 Single Channel Console . . .

Perhaps the most used speech input console in TV and radio today. Nine mixing channels, wide circuit selection, low cross talk, high gain and extreme ease of servicing are but a few of the SA-40's many features. GATES will gladly send detailed circuit data on request.



GATES Speech Input Catalog — Yours for the asking is a 44-page catalog on GATES speech equipment plus a new 12-page brochure on remote control apparatus. No obligation, of course. Why not write now?

SALES OFFICES

2700 Polk Avenue, Houston, Texas • Warner Building, Washington D. C.
International Division, 13 E. 40th St., New York City • Canadian Marconi Company, Montreal, Quebec

GATES

GATES RADIO COMPANY

manufacturing engineers since 1922

QUINCY, ILLINOIS, U. S. A.

THEATRE HEARING

AT&T to Give Cost Data

NEXT STEP in the theatre TV hearings, which ended suddenly early last week, will be the submission by AT&T of costs and apparatus data requested earlier this year by movie counsel.

Telephone company promised a few weeks ago that it would submit answers to a long list of estimated requirements late this year. The information will be used to make a comparison with figures submitted two weeks ago by motion picture witnesses on estimated costs for exclusive theatre TV microwave hookups [B•T, Oct. 27].

Curtain for the second phase of the FCC *en banc* hearings on the request for the allocation of theatre TV frequencies is scheduled to go up Jan. 12. At that time, Manfred K. Toeppen, Los Angeles cost consultant, will testify on overall costs.

Following Mr. Toeppen's testimony, it is possible that cross examination of engineering and cost accounting witnesses may be the first order of business. That may mean AT&T, which has had a battery of scientific and legal counsel observing the hearings, may be given the opportunity to present its side of the case.

Direct, formal policy presentation is scheduled to begin next January also. A long list of motion picture executives are scheduled to testify in support of their industry's request for an allocation of frequencies for theatre TV.

Requested was 360 mc in the common carrier 5925-6875 mc band for a six-system service, comprising two 30 mc channels for each service. An additional 60 mc was requested in the mobile services frequencies, for pickup purposes, on a share basis.

Last witness was Dr. John W. Clark, sales manager of Varian Assoc., Palo Alto, Calif. Dr. Clark testified there were available Klystron tubes capable of meeting the power and bandwidth requirements

requested by theatre TV proponents.

Cost for the elaborate intercity and intracity microwave hookup suggested by motion picture witnesses for a New York to Washington nine-city theatre TV network, may be expected to be between \$50 and \$60 million to build and more than \$2 million a year to operate.

This is the best estimate of total costs, based on segment breakdowns submitted two weeks ago by movie witnesses.

The capital investment figure is based on an approximate \$6.5 million construction cost to link the following cities in a six-program service: New York-Trenton-Philadelphia - Wilmington - Baltimore - Washington, with feeders to Allen-

town - Bethlehem, Reading and Atlantic City. It also envisages a building cost of \$650,000 for program source links in five of the cities—New York, Philadelphia, Baltimore, Washington and Atlantic City.

Although the construction cost for linking up all indoor theatres in each of the nine cities could not be estimated, the detailed plan for hooking up greater Washington's 93 theatres was figured at \$1.5 million. Overall, approximately 1,500 theatres may be considered to be involved in the nine cities chosen as a sample theatre TV network.

Operating costs were based on a three-year amortization for capital equipment and on a six-hour daily operation.

WKRC-TV CHANNEL SWITCH

Chief Engineer Wins Battle With Elements



AT channel-switching ceremony were (l to r) Hal Condo, GE field engineer and Messrs. Latham, McElroy and Taft.

WKRC-TV Cincinnati switched from Ch. 11 to Ch. 12 Oct. 22 but only "after as pesky a group of problems as ever haunted an engineer's nightmare."

Chief Engineer George A. Wilson had to cope with rain, sleet, fog, broken parts, high winds and other obstacles before he could announce that everything was ready for the switch.

When Neil H. McElroy, president, Procter & Gamble, pushed a button to put Ch. 12 in operation, Engineer Wilson was sagging after 36 sleepless hours.

Hulbert Taft Jr., executive vice president, Radio Cincinnati, licensee of WKRC-TV, considered sending Mr. Wilson to a quiet South Pacific island to recuperate.

Trouble began compounding immediately after the start of the installation of a new 12-bay supergain turnstile. Rain and sleet made work inadvisable on the 545-foot antenna. Winds up to 50 miles an hour added further complications.

The target changeover date—

Sept. 27—passed. Each week thereafter was set as the changeover time. But each time mishaps pushed the date back.

Climax came Oct. 20. Just as WKRC-TV was taking full page newspaper ads to announce the change for the following day, the vital "T match assembly" was bent while being hoisted. After hours of work, it was straightened.

Then, after dark, it was sent aloft again. This time it caught in a girder and was broken beyond repair.

A hurried phone call to Syracuse was made to order a new part. An airplane took off and ran into 65-mile-an-hour headwinds. Meanwhile, Mr. Taft and U. A. Latham, WKRC-TV general manager, were directing switchboard operators who answered 6,000 inquiry calls. Mr. Wilson, General Electric Co. engineers and local technicians worked around the clock. At 7:27 p.m., Oct. 22, the switch finally was made.

upcoming



- Nov. 3-4: Central Canada Broadcasters Assn. Annual Meeting, Royal York Hotel, Toronto, Ont.
 - Nov. 6-7: NARTB Radio Standards of Practice Committee, NARTB Hqrs., Washington.
 - Nov. 7: Louisiana Assn. of Broadcasters, fall meeting, Jung Hotel, New Orleans.
 - Nov. 6-8: National Assn. of Educational Broadcasters 1952 Convention, Minneapolis, Minn.
 - Nov. 6-8: Sixth annual Southern Industrial Editors Institute, U. of Georgia, Athens, Ga.
 - Nov. 6-8: CBC Board of Governors meeting, Ottawa, Ont.
 - Nov. 7-8: Michigan Assn. of Broadcasters, Annual Convention, Fort Shelby Hotel, Detroit.
 - Nov. 9-16: National Radio & Television Week.
 - Nov. 11: National Conference of Christians and Jews awards luncheon, Washington.
 - Nov. 13-15: Assn. of Independent Metropolitan Stations, Conrad Hilton Hotel, Chicago.
 - Nov. 17-18: NARTB Copyright Committee, NARTB Hqrs., Washington.
 - Nov. 18-19: Oklahoma Broadcasters Assn., fall meeting, Norman, Okla.
 - Nov. 19-22: Sigma Delta Chi, National convention, Denver.
 - Nov. 20-21: NARTB Insurance Committee, NARTB Hqrs., Washington.
 - Dec. 1-3: National Assn. of Radio News Directors convention, Cleveland.
 - Dec. 3: NARTB full Board of Directors, Washington, D. C.
 - Dec. 4: NARTB Radio Board of Directors, Washington, D. C.
 - Dec. 5-6: Educational TV conference, Indiana U., Bloomington, Indiana.
 - Dec. 8-9: NARTB TV Board, Cat Cay, Bahamas.
 - Dec. 27-29: American Marketing Assn. conference, Palmer House, Chicago.
- 1953
- Jan. 12: Theatre TV allocation hearing, Washington.
 - Feb. 5-7: Southwestern I.R.E. Conference & Electronics Show, Plaza Hotel, San Antonio.
 - April 18: Seventh Annual Spring Technical Conference, Cincinnati.
 - April 29-May 2: NARTB Convention, Biltmore Hotel, Los Angeles.

Hooper Adds 22

SUBSCRIBERS to the new Los Angeles and San Francisco TV-Area Hooperatings, as announced by C. E. Hooper Inc., include the following advertising agencies and agency branch offices:

Abbot Kimball Co., BBDO, Calkins & Holden, Carlock, McClintock & Smith, Campbell-Ewald Co., Foote, Cone & Belding, Hixson & Jorgensen Inc. Mays & Co. Adv., Walter McCreery Inc., Dan B. Miner Co., Roche-Eckhoff & Assoc., Barton A. Stebbins Adv. Agency, Milton Weinberg Adv. Co. and West-Marquis Inc., all of Los Angeles. Also BBDO, Brisacher, Wheeler & Staff, Foote, Cone & Belding, Honig-Cooper Co., McCann-Erickson, Richard Meltzer Adv. Inc., and J. Walter Thompson Co., all in San Francisco.

Amends Bid

W. S. BUTTERFIELD Theatres Inc., TV applicant at Flint, Mich., has petitioned FCC to amend its bid to specify vhf Channel 12 in lieu of presently requested uhf Channel 16. WFDF Flint and WJR Detroit also seek Channel 12 at Flint. There is only one other bid pending for Channel 16, that of WTAC Flint. WBBC there dismissed its Channel 12 application in September [B•T, Sept. 29].

MONRONEY SEES

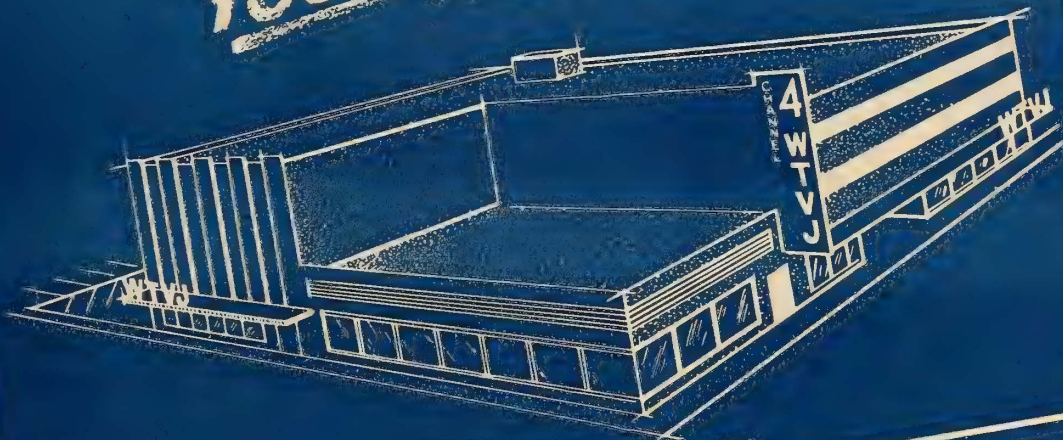
New TV-Bred Politicking

TELEVISION will "make completely obsolete the old-type [Presidential] campaign and do away with whistle-stop politicking in the future," Sen. A. S. (Mike) Monroney (D-Okla.) has asserted. He spoke at the Advertising Women of New York's first fall luncheon meeting Oct. 21.

Agreeing in essence with Sen. Monroney's opinions of radio and television's strength as "the best medium for reaching the voting public," Republican Gov. John Lodge of Connecticut added that there is still great need for individual citizen enlightenment. He praised the efforts of the nationwide, non-partisan "Get-Out-the-Vote" campaigns.

WTVJ

YOUR BLUEPRINT FOR FUTURE SALES



NEW PLANT COMPLETED NOVEMBER 1952

SPECIFICATIONS

- Largest Television plant in Southeastern United States
- "A" Studio area to 10,000 sq. ft.
- "B" Studio area to 800 sq. ft.
- Theatre seating capacity of 250 for audience participation
- All NEW studio and technical equipment
- Engineering research department
- Complete motion picture, laboratory and newsreel plant
- Four years 'on-the-air' experience

REQUIREMENTS

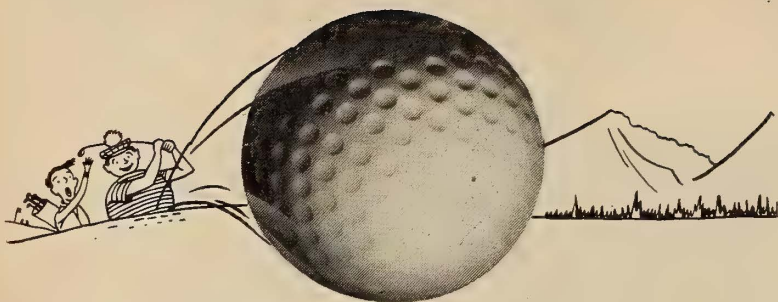
TO SERVICE 825,000 year 'round buying population with a
51.0% Television set penetration as of Sept. 1952

LEARN MORE ABOUT THE AMAZING SOUTH FLORIDA TV SALES STORY

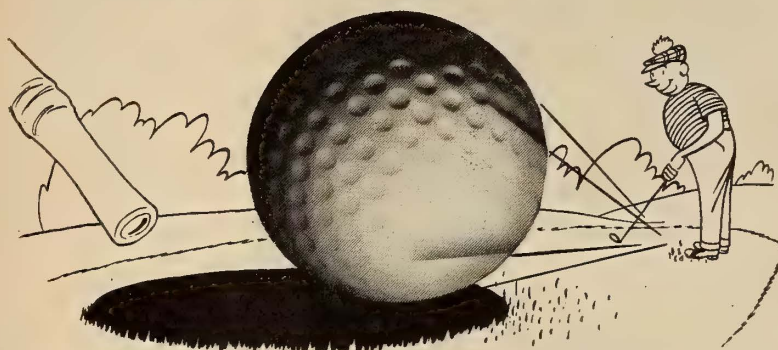
CALL YOUR FREE & PETERS' COLONEL, TODAY

CHANNEL 4 WTVJ

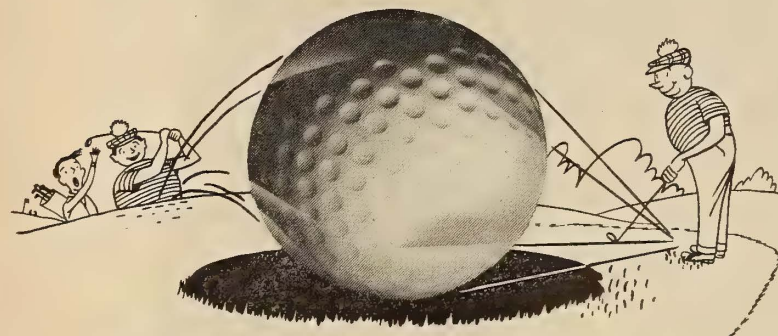
Florida's First TV Station • MIAMI



**A long drive is very
"soul-satisfying".....**



**a long putt is mighty
refreshing, too**



**....but put 'em both together
and you'll really score!**

to sell the great 2 billion
dollar Memphis market

you need BOTH

WMC

and

WMCT

NBC-5000W

Memphis' Only

790 K.C.

TV Station

owned and operated by
The Commercial Appeal

National Representatives
The Branham Company

N. J. GROUP

Named on Educational TV

APPOINTMENT of a 10-member commission on educational television in New Jersey was announced last Wednesday by Frederick M. Raubinger, state commissioner of education.

Group—which includes Allen B. DuMont, Allen B. DuMont Labs.; E. W. Engstrom, RCA Labs. Div., and Robert B. MacDougall, WATV (TV) Newark—is similar to the committee set up earlier this month for the State of New York by Gov. Thomas E. Dewey [B•T, Oct. 13].

New Jersey's group is to study the possibilities of educational TV and to submit a report by next Jan. 1. Six channels have been reserved for non-commercial television in New Jersey.

Other commission members are Mrs. A. Hobart Anderson, president, New Jersey Congress of Parents and Teachers; State Sen. Samuel L. Bodine; State Budget Director J. Lindsay deValiere; Charles W. Hamilton, executive assistant to the State Commissioner of Education; Assemblyman Thomas J. Hillery; Sampson G. Smith, County Superintendent of Schools, Somerville, and Herbert W. Voorhees, president, New Jersey Farm Bureau.

COLORCASTING

San Diego Applicant Set

PROPOSAL to "start right off with 30 hours" of color telecasting weekly upon beginning operations was made last week by T. B. C. Television Inc., applicant for vhf Channel 10 in San Diego [B•T, Oct. 27], if it is granted the channel. T. B. C. Television is the first applicant to propose color telecasting since lifting of the TV freeze by FCC on April 14.

In a statement to BROADCASTING • TELECASTING, T. B. C. General Manager L. N. Papernow said his firm proposed 30 hours of color telecasting of a total of 91 hours weekly, "and we will go to 100% at the earliest possible moment." T. B. C.'s application is mutually exclusive with those of Airfan Radio Corp. (KFSD) and Charles E. Salik (KCBQ). The statement: (1) Did not indicate how soon T. B. C. would go on the air in case of a grant, (2) expressed belief government restrictions on color equipment would be removed before any FCC hearing over the channel grant and (3) said T. B. C. did not anticipate network affiliation.

Studebaker Plan

STUDEBAKER Corp., South Bend, Ind., reportedly may make a major entrance into network TV next year after its current 100th anniversary observance. Studebaker is expected to look for a prestige show of the non-variety, non-comedy type. Meanwhile, Studebaker dealers in Chicago have bought 20 spots weekly on WENR-TV (ABC) Chicago for minimum of eight weeks. Agency is Roche, Williams & Cleary, Chicago.

DAY TV IMPACT

Stressed by Lawrence

ADVERTISERS have at last found out how good daytime television really is, a discovery the home viewers made long ago, Craig Lawrence, general manager of WCBS-TV New York, said Thursday at a news luncheon in New York.

Last April, Mr. Lawrence said, WCBS-TV had 27 daytime clients, using 58 announcements a week. Today, he reported, the number of daytime advertisers has increased to 46, the number of announcements to 267. He credited much of the increase, which is running at the rate of \$1 million a year, to the station's "12 Plan" offering 45% discounts on daytime spots to advertisers using 12 or more announcements a week. The rest, he said, is due to an intensive WCBS-TV sales drive, pointing out the advantages of daytime TV.

Launched early in the summer [B•T, July 14], when 85% of daytime TV advertisers in New York were using three or fewer spots a week, the 12 Plan has encouraged advertisers to use daytime TV frequently enough to achieve real penetration with the 25% to 35% of the more than 3 million TV homes in the New York area, who see the advertiser's message twice a week on the average.

Tom Dawson, general sales manager of CBS Television Spot Sales, said that the success of the 12 Plan at WCBS-TV had led to the adoption of this or a similar daytime volume discount plan by all other TV stations represented by the network's Spot Sales division except WCAU-TV Philadelphia, and that station is going to begin such a plan soon, he said.

WNBQ OPEN HOUSE

Draws More Than 300 Guests

BUYERS with a yen for television satisfied their video curiosity in Chicago last Wednesday and Thursday as they toured facilities of WNBQ (TV), the NBC station there.

More than 300 executives from advertising agencies and manufacturing companies in the area were guests at the station's first TV open house [B•T, Oct. 20].

NBC Chicago personnel, headed by Vice President Harry C. Kopf, were hosts. The special promotion was coordinated by John Keys, WNBQ promotion and advertising manager, and by George Heine-mann, TV program manager, working with John McPartlin, sales manager.

Skippy Renews

SKIPPY Peanut Butter has renewed *You Asked for It* on ABC-TV (Sun., 7-7:30 p.m.), for 52 weeks effective Dec. 7. Agency is Guild, Bascom & Bonfigli, San Francisco.

MORE

...on top of the highest *in the*
Minneapolis-St. Paul Market of

WCCO-TV

Everyone up here knows the Foshay Tower, site of our antenna, is the tallest building in the Northwest; but few will notice the 80 feet *added* by the new WCCO-TV—6-Bay antenna; even fewer know an mv/m countour from an end run—can't count the 11,400 watts in power we *added* on November 10th.

But thousands of viewers know that WCCO-TV is better than ever before . . . down around Owatonna, out Hutchinson way, up at Pine City . . . in scores of towns 50 to 70 miles and more from WCCO's extended antenna.

This is just the first step . . . power up . . . higher antenna . . . 2964 new square miles of fine, consistent TV service from WCCO-TV; and that means *more* everyday viewer-buyers.

Early in 1953 we will have* the maximum allowable power on the air . . . 100,000 watts . . . for still better service . . . to still more people . . . from WCCO-TV.

*FCC permitting

Radio
830 KC

WCCO

MINNEAPOLIS, MINNESOTA

CBS



Nationally represented by
FREE & PETERS for TELEVISION
RADIO SPOT SALES for RADIO

TV Grants, Applications

(Continued from page 72)

Weaver & Co., and officer and stockholder in Honolulu Star-Bulletin Ltd. (which is 24% owner of KGMB-TV Honolulu); Vice President Arthur E. Varner (7.7%), owner and general manager of Western Roofing Co.; Secretary William A. Cottrell (17.7%), U. S. Veterans employment representative for Hawaii; Treasurer Albert J. Cantrelle (0.4%); Mary S. Herren (30.7%); Rowland N. Winbush (4.6%); King W. Chapman (4.4%), and ten others each with less than 4% interest. [For application, see TV APPLICATIONS, B-T, Sept. 22, July 7.] City priority status not applicable to U. S. territories.

EL PASO, Tex.—KEPO Inc. (KEPO). Granted vhf Ch. 13 (210-216 mc); ERP 120 kw visual, 60 kw aural; antenna height above average terrain 1,000 ft., above ground 494 ft. Estimated construction cost \$435,484, first year operating cost \$241,800, revenue \$246,900. Post office address % W. B. Pratt, 706 Capital National Bank Bldg., Austin, Tex. Studio location 2419 N. Piedras St. Transmitter location on mountain crest 0.4 mi. north of Scenic Point. Geographic coordinates 31° 47' 17" N. Lat., 106° 28' 48" W. Long. Transmitter and antenna RCA. Legal counsel Dow, Lohnes & Albertson, Washington. Consulting engineer A. Earl Cullum, Dallas, Tex. Principals include President Miller C. Robertson (25%), Vice Pres-

ident W. A. Porter Jr. (25%), Vice President Ralph I. Richardson (25%) and Secretary-Treasurer W. B. Pratt (25%). Mr. Robertson has no other business interests; Messrs. Porter, Richardson and Pratt are associated with coal mining and construction interests in Minneapolis. [For application, see TV APPLICATIONS, B-T, July 21.] City priority status: Gr. A-2, No. 15.

SPECIAL TEMPORARY AUTHORIZATION GRANTED

KTBC-TV AUSTIN, Tex.—Texas Bestg. Corp. Granted special temporary authorization for interim operation of TV station on commercial basis from Nov. 15 to April 27, 1953. Vhf Ch. 7; ERP 20.5 kw visual, 10.1 kw aural. Antenna height above average terrain 740 ft.

KDUB-TV LUBBOCK, Tex.—Texas Telecasting Inc. Granted special temporary authorization for interim operation of TV station on commercial basis from Oct. 31 to April 30, 1953. Vhf Ch. 13; output power 5 kw visual, 2.5 kw aural. Antenna height above average terrain 184 ft.

KGMB-TV HONOLULU, T. H.—Hawaiian Bestg. System Ltd. Granted special temporary authorization for in-

terim operation of TV station on commercial basis from Dec. 1 to April 1, 1953. Vhf Ch. 9; output power 500 watts visual, 250 watts aural. Antenna height above ground 338 ft. Transmitter location 1534 Kapiolani Blvd., Honolulu; antenna to be single section turnstile mounted atop KGMB (AM) tower.

PERMIT ISSUED

NEW BRITAIN, Conn.—New Britain Bestg. Co. (WKNB). FCC set aside its order of July 23 which stayed the effective date of CP which was granted for uhf Ch. 30 (566-572 mc); ERP 180 kw visual, 90 kw aural; antenna height above average terrain 920 ft., above ground 545 ft. FCC ordered that CP be issued, effective immediately. Estimated construction cost \$323,879, first year operating cost \$199,950, revenue not estimated. Post Office address 213 Main St., New Britain, Conn. Studio location 213 Main St. Transmitter location 3.3 mi. NE of New Britain. Geographic coordinates 41° 37' 36.5" N. Lat., 72° 49' 33" W. Long. Transmitter and antenna RCA. Legal counsel Hogan & Hartson, Washington. Consulting engineer George C. Davis, Washington. Principals include President Julian Gross, Vice President Harry Hatsing, Treasurer Chester Bland and Secretary William H. Ray. [For original grant, see TV GRANTS, B-T, July 21.] City priority status: Gr. B-1, No. 9.

EXISTING STATIONS

Changes Granted

WBRC-TV BIRMINGHAM, Ala.—Birmingham Bestg. Co. Granted mod. CP to change type of antenna.

KDEN (TV) DENVER, Col.—Empire Coil Co. Granted mod. CP to change ERP to 110 kw visual, 55 kw aural, and make slight change in transmitter location. Geographical coordinates 39° 43' 12" N. Lat. Antenna height above average terrain 950 ft., above ground 153 ft.

WWLP (TV) AGAWAM, Mass.—Springfield Television Bestg. Corp. Granted mod. CP to change ERP to 150 kw visual, 75 kw aural; change studio location to Agawam, Mass., and change transmitter location to North West St., Provin Mtn., Agawam, Mass. Geographical coordinates 72° 05' 04" N. Lat., 72° 42' 18" W. Long. Change type of transmitter and make changes in antenna system. Antenna height above average terrain 700 ft.

KXLY-TV SPOKANE, Wash.—KXLY-TV. Granted mod. CP to change ERP to 48 kw visual, 28.5 kw aural. Change transmitter location to atop Mt. Spokane, about 25 mi. NNE of Spokane. Geographical coordinates 47° 55' 18" N. Lat., 117° 06' 48" W. Long. Change antenna height above average terrain to 3,070 ft. and change type of antenna.

GRANTED LICENSE

WPIX (TV) NEW YORK CITY—WPIX Inc. Granted license for commercial TV stations, vhf Ch. 11 (198-204 mc); ERP 3.6 kw visual, 2.4 kw aural; antenna height above average terrain 1,410 ft.

NEW APPLICATIONS

Listed by States

† Indicates pre-thaw application amended (re-filed).

DOVER, Del.—Rollins Bestg. Inc. (WJWL Georgetown, Del.), uhf Ch. 40 (626-632 mc); ERP 195 kw visual, 103.5 kw aural; antenna height above average terrain 531 ft., above ground 541 ft. Estimated construction cost \$264,340, first year operating cost \$150,000, revenue \$175,000. Post Office address Moore Bldg., Rehoboth, Del. (on application, this town is spelled both "Rehoboth" and "Rehoboth"). Studio and transmitter location 1.4 mi. NE of Harrington on West side of U. S. 13. Geographic coordinates 38° 56' 29" N. Lat., 75° 33' 58" W. Long. Transmitter and antenna GE. Legal counsel M. R. Barnes, Washington. Consulting engineer G. R. Chambers, Rehoboth, Del. Principals include President John W. Rollins (62.5%), Vice President and Secretary O. Wayne Rollins (33.3%) and Treasurer Katherine E. Rollins (4.2%). Applicant also is licensee of WFAI Fayetteville, N. C., WRAD Radford, Va., and WRAP Norfolk, Va.; applicant also is applicant for new AM stations in Roanoke, Va., and Dover, Del. City priority status: Gr. A-2, No. 779.

WASHINGTON, D. C.—Board of Education of the District of Columbia. uhf Ch. *26 (542-548 mc); ERP 200 kw visual, 100 kw aural; antenna height above average terrain 399 ft., above ground 250 ft. Estimated construction cost \$271,794, first year operating cost \$100,000. (No revenue; noncommercial, educational application.) Post Office address Franklin School, 13th and K Streets, N. W., Washington, D. C. Studio location not specified on application. Transmitter location near Fessenden St. and Fort Drive, N. W. in vicinity of Howard St. Geographic coordinates 30° 57' 13" N. Lat., 77° 04' 30" W. Long. Transmitter and antenna GE. Legal counsel Fischer, Willis & Panzer, Washington. Consulting engineer Herbert A. Friede, Washington. Principals include Dr. Hobart M. Corning, superintendent of schools, and the Board of Education of the District of Columbia. City priority status not applicable to applicants for noncommercial, educational TV stations seeking noncommercial, educational channels.

ORLANDO, Fla.—Central Florida Publishing Co., uhf Ch. 16 (494-500 mc); ERP 87.1 kw visual, 49 kw aural; antenna height above average terrain 425 ft., above ground 450 ft. Estimated construction cost \$249,830, first year operating cost \$354,890, revenue \$400,000. Post Office address 239 Boone St., Orlando, Fla. Studio location 248 S. Orange St., Orlando. Transmitter location on Clarcona Road, at Lockhart, Fla. Geographic coordinates 28° 37' 32" N. Lat., 81° 26' 45" W. Long. Transmitter DuMont, antenna RCA. Consulting engineer William E. Bennis Jr., Washington. Principals include Presi-

(Continued on page 80)

Special Release for Breweries . . .

NEW CARTOON SERIES OF TV FILM COMMERCIALS!

Since ancient times, beer has played a prominent role in the life and pleasure of people around the world. A beer shortage, for example, was the key reason why the Pilgrims landed at Plymouth Rock! . . . Such highlights from history furnish the interest-compelling theme for the new series of Alexander film commercials for the brewery.

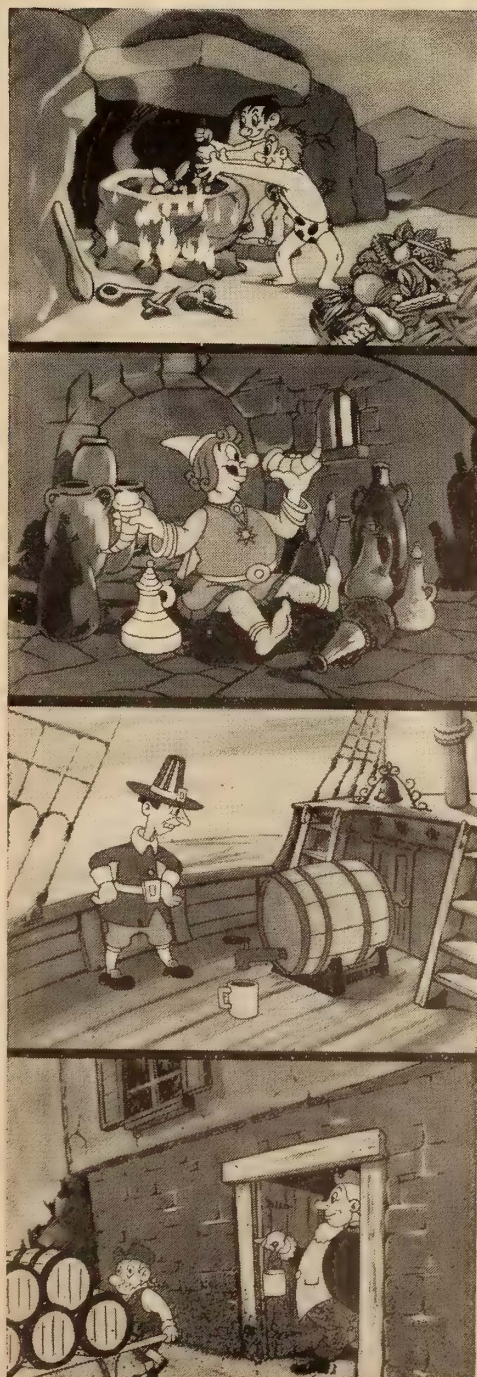
Thirteen 20-second and four 60-second films are included in the series, and are done in cartoon animation! The result is TV advertising that is packed with appeal and impact!

Available under a low-cost licensing plan, the films can be used at a fraction of their production costs. Breweries interested in sponsoring the series should act now, as display rights are allotted on an exclusive basis in each of the TV markets. . . . Write or wire today for full details!



COLORADO SPRINGS

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



This Is Hollywood Playhouse!



A steady habit . . .



of steady buyers!

When Hollywood Playhouse hits the screen at 1 o'clock TV tune-ins *really* jump. Here is a show that literally captures audiences . . . it's become an afternoon habit with thousands of TV fans. We can give you one success story after another of advertisers whose products are sold on Hollywood Playhouse. Complete details on request.

MON. THRU FRI.
1 TO 2 P.M.

Television Baltimore

WBAL-TV

NBC in Maryland

Nationally Represented by EDWARD PETRY & COMPANY

TV Grants, Applications

(Continued from page 78)

dent and Treasurer **William Henry Albright** (99.2%), sole owner of **Orlando Post** (weekly newspaper); Vice President **Elizabeth J. Albright** (0.4%), wife of Mr. Albright and business manager of **Orlando Post**, and Secretary **Owen W. Hurlbert** (0.4%), father of Mrs. Albright and passenger and freight agent for Southern Railway System (common carrier), Orlando. In addition, **Carl Kazarian** has subscribed to 250 shares of Class B (non-voting) stock, for which he will pay \$25,000; he is developer and builder in Orlando, and from 1939 to 1949 was owner and manager of **Orange Pharmacy**, Orlando. City priority status: Gr. A-2, No. 76.

DECATUR, Ill.—**Prairie Television Co.**, uhf Ch. 17 (488-494 mc); ERP 18.03 kw visual, 9.727 kw aural; antenna height above average terrain 314 ft., above ground 352 ft. Estimated construction cost \$181,230, first year operating cost \$184,000, revenue \$360,000. Post Office address 250 North Water St., Decatur, Ill. Studio and transmitter location 1.35 mi. SW of Lake Decatur Dam, 0.3 mi. west of U. S. 51, 2.25 mi. SW from center of Decatur. Geographic coordinates 39° 48' 45" N. Lat., 88° 58' 29" W. Long. Transmitter and antenna RCA. Consulting engineer **George C. Davis**, Washington. Principals include President **W. L. Shellabarger** (88%), supervisor of personally-owned investments (nature of investments not revealed in application), and until sold this year owner and general manager of **Shellabarger Mills Inc.** (grain elevators and soy bean processing), Decatur; Vice President **Harold G. Cowgill** (10%), associate attorney with Washington (D. C.) law firm of Segal, Smith & Hennessey, and Secretary **David S. Shellabarger** (2%), supervisor of personally-owned investments (nature of investments not revealed in application), and until sold this year secretary and grain department manager of **Shellabarger Mills Inc.** City priority status: Gr. A-2, No. 59.

LANSING, Mich.—**J. Frank Gallaher**, **Loren M. Berry** and **Ronald B. Woodyard**, uhf Ch. 54 (710-716 mc); ERP

230.054 kw visual, 120.838 kw aural; antenna height above average terrain 309 ft., above ground 339 ft. Estimated construction cost \$236,941, first year operating cost \$120,000, revenue \$150,000. Post Office address % Donald B. Woodyard, 5 South Jefferson St., Dayton, Ohio. Studio location to be determined. Transmitter location 5211 South Pennsylvania Ave., Delhi Township. Geographic coordinates 42° 40' 52" N. Lat., 84° 32' 05.5" W. Long. Transmitter and antenna GE. Legal counsel **Harry J. Daly**, Washington. Consulting engineer **John H. Mullaney**, Washington. Principals include equal (1/3) partners **J. Frank Gallaher**, treasurer and 8% owner of **WONE** Dayton, Ohio; **Loren M. Berry**, vice president and 12% owner of **WONE**, and **Ronald B. Woodyard**, president and 18% owner of **WONE**. For more details on business interests, see Pittsburgh, Pa., application below. City priority status: Gr. B-2, No. 147.

FAYETTEVILLE, N. C.—**Fayetteville Bestrs. Inc. (WFLB)**, uhf Ch. 18 (494-500 mc); ERP 94 kw visual, 53.2 kw aural; antenna height above average terrain 319 ft., above ground 365 ft. Estimated construction cost \$185,213, first year operating cost \$73,620, revenue \$70,000. Post Office address P. O. Box 512, Fayetteville, N. C. Studio and transmitter location on Bragg Blvd., near Westmont Drive, at WFLB (AM) transmitter site. Geographic coordinates 35° 04' 06" N. Lat., 78° 54' 10" W. Long. Transmitter **DuMont**, antenna RCA. Legal counsel **Bernard Kotteen**, Washington. Consulting engineer **Commercial Radio Equipment Co.**, Washington. Principals include President **Harry B. Stein** (12 1/2%), Vice President **Neill A. Currie Jr.** (12 1/2%), Secretary-Treasurer **W. M. K. Bender** (12 1/2%), **John W. Hensdale** (12 1/2%), **John D. Curtis** (12 1/2%), **R. B. Minges** (12 1/2%), **T. D. Hatcher** (12 1/2%) and **J. B. Stein** (12 1/2%). City priority status: Gr. A-2, No. 134.

TULSA, Okla.—**Arthur R. Olson**, uhf Ch. 17 (488-494 mc); ERP 251.1 kw visual, 131.8 kw aural; antenna height above average terrain 861 ft., above

ground 652 ft. Estimated construction cost \$701,052, first year operating cost \$300,000, revenue \$240,000. Post Office address P. O. Box 2680, Tulsa, Okla. Studio location to be determined. Transmitter location 3 mi. north of San Springs, Okla., about 7 mi. WNW of center of Tulsa. Geographic coordinates 36° 11' 36" N. Lat., 96° 05' 54" W. Long. Transmitter and antenna GE. Legal counsel **Kirkland, Fleming, Green, Martin & Ellis**, Washington. Consulting engineer **George P. Adair**, Washington. Sole owner of applicant is **Arthur R. Olson**, president and 51% owner of **Arlington Texas Industries Inc.** (mfr. of magnesium and aluminum castings), Arlington, Tex.; vice president and 12 1/2% owner of **Olson Drilling Co.** (oil well drilling), Tulsa; partner and 40% owner of **Olson Oil Co.** (oil), Tulsa, and secretary and 37/720ths owner of **Principle Films Inc.** (motion picture production), Seguin, Tex. City priority status: Gr. B-4, No. 197.

LANCASTER, Pa.—**Peoples Bestg. Co. (WLAN)**, vhf Ch. 8 (180-186 mc); ERP 29 kw visual, 14.5 kw aural; antenna height above average terrain 360 ft., above ground 390 ft. Estimated construction cost \$40,000, first year operating cost \$484,500, revenue \$640,000. (DuMont will rent equipment worth \$150,000 to applicant for \$6,000 per month.) Post Office address 252 North Queen St., Lancaster. Studio location 252 North Queen St. Transmitter location on Gypsy Hill Road, 2.4 mi. SE of Lancaster, near Rock Spring Road (former location of WLAN-FM). Geographic coordinates 40° 01' 11" N. Lat., 76° 16' 39" W. Long. Transmitter **DuMont**, antenna RCA. Legal counsel **Stephen Tuhy Jr.** and **Arthur Scharfeld**, Washington. Consulting engineer **Commercial Radio Equipment Co.**, Washington. [Application filed with petition for waiver of Rule 1.364 which forbids multiple applications from being filed; applicant already has request pending for same channel, but it is involved in hearing with WCAL-TV Lancaster. See story B-T Oct. 27. For application, see B-T June 9.] City priority status: Gr. B-2, No. 150.

PITTSBURGH, Pa.—**J. Frank Gallaher**, **Loren Berry** and **Ronald B. Woodyard**, uhf Ch. 47 (668-674 mc); ERP 230.69 kw visual, 121.175 kw aural; antenna height above average terrain 478 ft., above ground 391 ft. Estimated construction cost \$259,800, first year operating cost \$200,000, revenue \$250,000. Post Office address 5 South Jefferson St., Dayton, Ohio. Studio location to be determined. Transmitter location on Chicago St., between Mazant St. and Aner St. Geographic coordinates 40° 28' 39" N. Lat., 80° 00' 15" W. Long. Transmitter and antenna GE. Legal counsel **Fly, Shuebruk & Blume**, Washington. Consulting engineer **John H. Mullaney**, Washington. Principals include equal (1/3) partners **J. Frank Gallaher**, treasurer and 8.1% owner of **WONE** Dayton (applicant for TV there), chairman of board and 51% owner of **The Gallaher Drug Co.** (chain drugs), Dayton, and vice president and 50% owner of **Stock Gallaher Co.** (building), plus various real estate holdings and interests; **Loren M. Berry**, vice president and 12.33% owner of **WONE**, president of **L. M. Berry & Co. Ltd.** (nature of business not revealed in application), Winnipeg, Canada, president of **Buckeye Liquidation Co.**, Dayton, and officer or director in various telephone companies, and **Ronald B. Woodyard**, president and 17.87% owner of **WONE**, president of **Fort Myers Bestg. Co.** (location of company not revealed in application), and other broadcast interests. City priority status: Gr. B-4, No. 180.

SHAMOKIN, Pa.—**Radio Anthracite Inc. (WISL)**, uhf Ch. 65 (776-782 mc); ERP 100 kw visual, 56.6 kw aural; antenna height above average terrain 841 ft., above ground 300 ft. Estimated construction cost \$287,500, first year operating cost \$200,000, revenue \$225,000. Post Office address Rock and Sunbury Streets, Shamokin. Studio location Rock and Sunbury Streets, Shamokin. Transmitter location in Coal Township, 0.5 mi. north of Shamokin, on the first ridge north of Shamokin. Geographic coordinates 40° 48' 02" N. Lat., 76° 33' 26" W. Long. Transmitter and antenna RCA. Legal counsel **Cohn & Marks**, Washington. Consulting engineer **Weldon & Carr**, Washington. Principals include President **Henry W. Lark** (90.9%), owner of **Sunbury Wire Rope Mfg. Co.** and **Walnut Hosiery Mills Inc.**; Secretary-Treasurer **Carl Rice** (9.1%), secretary for **Susquehanna Paving Materials Co.** and director for **Susquehanna Industries Inc.** and **Turbottville (Pa.) Water Co.**, and **H. Wilson Lark**, president and 32% owner of **National Dime Bank of Shamokin**. Applicant also is licensee of **WHWL** Nanticoke,

Pa. (Sunbury, Pa., channel is sought by applicant.) City priority status: Gr. A-2, No. 353.

PROVIDENCE, R. I.—**Television Associates of Rhode Island Inc.**, uhf Ch. 16 (482-488 mc); ERP 95.3 kw visual, 51.4 kw aural; antenna height above average terrain 555 ft., above ground 453 ft. Estimated construction cost \$329,425, first year operating cost \$242,450, revenue \$421,200. Post Office address 15 Chestnut St., Providence 3, R. I. Studio location to be determined. Transmitter location on east side of Pine St., in township of Rehoboth, Mass., 1/4 mi. south of **WJAR-TV** transmitter site and across the road from site used formerly by **WEAN (FM)**. Geographic coordinates 41° 51' 42" N. Lat., 71° 17' 22" W. Long. Transmitter and antenna RCA. Legal counsel **Norman S. Case**, Washington. Consulting engineer **Vandivere, Cohen & Wearn**, Washington. Principals include President and Chairman of the Board **Philip A. Ostrow** (approx. 1/3%), owner of **Albright Motors**, Providence; Vice President **David L. Stackhouse** (approx. 1/3%), advertising and publicity service, Providence, and president and half-owner of **Stackhouse Games Inc.**, Providence; Secretary **Warren Clifton Glanville** (approx. 1/3%), tool supervisor for **Cable Electric Products Co.**, Providence; Assistant Secretary **Rita A. Pascale** (approx. 1/3%), secretary for Providence law firm of **Semenoff & Semenov**; Treasurer **Collis O. Beck** (approx. 1/3%), designing engineer for **Colonial Engineering Co.**, Springfield, Mass., and eight other minority stockholders. City priority status: Gr. B-5, No. 206.

DALLAS, Tex.—**City of Dallas, Texas (WRB)**, uhf Ch. 29 (560-566 mc); ERP 156 kw visual, 78 kw aural; antenna height above average terrain 600 ft., above ground 600 ft. Estimated construction cost \$291,081, first year operating cost \$96,000, revenue not estimated. Post Office address Municipal Bldg., Main at Harwood, Dallas, Tex. Studio and transmitter location near intersection of Forest Ave. and Cotton Bowl Circle in State Fair Grounds. Geographic coordinates 32° 46' 40" N. Lat., 96° 45' 29" W. Long. Transmitter and antenna GE. Legal counsel **Eliot C. Lovett**, Washington. Consulting engineer **Durward J. Tucker**, Dallas, Tex. Principals include Chairman of Radio Commission **E. O. Cartwright**, manager of **Merrill, Lynch, Pierce, Fenner & Beane** (brokers and dealers in securities and commodities), Dallas; Radio Commissioner **R. W. Baxter**, president of **Rio Grande Life Insurance Co.** (life, accident and hospitalization insurance), Dallas, and Radio Commissioner **R. G. McCord**, general manager of mail orders for **Sears, Roebuck & Co.**, Dallas. (Dallas Radio Commission members serve in civic capacity only, serve without compensation and have no other official relationship with municipal government.) Sole owner of applicant is City of Dallas, Tex. City priority status: Gr. B-2, No. 155.

NORFOLK, Va.—**Tidewater Telecasting Corp. (WNOR)**, vhf Ch. 10 (192-198 mc); ERP 316 kw visual, 158 kw aural; antenna height above average terrain 440 ft., above ground 485 ft. Estimated construction cost \$372,000, first year operating cost \$375,000, revenue \$400,000. Post Office address 1019 Boissevain Ave., Norfolk, Va. Studio and transmitter location 1019 Boissevain Ave. Geographic coordinates 36° 51' 49" N. Lat., 76° 18' 24" W. Long. Transmitter and antenna Federal Telecommunication Labs. Inc. Legal counsel **Cohn & Marks**, Washington. Consulting engineer **Craven, Lohnes & Culver**, Washington. Principals include President **John C. Aspinwell Jr.** (18%), chairman of board and 26% owner of **Music-Aire Corp.** (wired music), Norfolk, and 23% partner in **Security Storage and Van Co.** (warehouse and shipping), Norfolk; First Vice President **E. T. Gresham** (4%), president and 75% owner of **E. T. Gresham Co.** (contractor), Norfolk; Second Vice President **Louis H. Peterson** (35% individually; his wife, **Mary L. Peterson**, holds additional 10%), owner of **WNOR** Norfolk and 95% owner of new TV station in Petersburg (Mrs. Peterson owns remaining 5% of WSSV), and owner of **Peterson Adv. Co.** (outdoor advertising); Secretary-Treasurer **Earl Harper** (16%), director for **WNOR** (no other business interests indicated), and eight other minority stockholders, all Norfolk residents. City priority status: Gr. B-4, No. 189.

APPLICATIONS MODIFIED

Listed by States
SACRAMENTO, Calif.—**McClatchy Bestg. Co. (KFBC)**, vhf Ch. 10 (192-198 mc); Change ERP to 316 kw visual, 158

(Continued on page 90)

WISE BUYERS Buy KFMB-TV

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

San Diego's
1951
AIR TRAFFIC
... 321,189
Commercial Passengers
On Scheduled
Major Airlines

**KFMB-TV,
KFMB-AM**

San Diego 1, Calif.

Represented

by THE

BRANHAM CO.

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

DOROTHY SINCLAIR
and Elementary School students.
"Know Your Schools"
KPRC-TV, 5:00 p.m. daily.



The Hickory Stick —

... as a school room accessory, went out with high-button shoes! Today's school room methods look to the future instead of the past. Today's children are taught by reason instead of rule. In Houston, children and adults alike look through the word "Education" and see the machinery that makes it work ... look behind the vine-covered walls and examine techniques, observe activities, meet the educators.

From January 18 through July 4, 1952, KPRC-TV and the Houston Public Schools presented a total of 73 television programs designed to extend education in Houston beyond the borders of the school room. The series, entitled, "Know Your Schools," was conducted by the Supervisor of Television Programs for the Houston Public Schools, Dorothy Sinclair.

Mrs. Sinclair, acting under the direction of the School Board, utilized the facilities of KPRC-TV to present nine different types of programs: *Interviews*, with teachers, students, and personnel of professional, community and cultural agencies; *Panel Discussions*; *Films of Activities Within Schools*; *Master Teacher Demonstrations* (elementary, junior, and senior schools); *Pupil Demonstrations*, music, dance, civil defense, scientific and others; *Exhibition*, driving, home

economics, hobbies and others; *Dramatizations*, folk lore, citizenship, safety and others; *Musical*, instrumental, choral, ensembles and others; and *Film Discussion* groups.

A total of 529 school children from 38 schools, 45 school administrators and 61 teachers and principals plus 32 persons from community, cultural and other educational institutions took part in "Know Your Schools."

"Know Your Schools" makes no attempt to fabricate any program. Rather, it presents the schools as they are and situations as near reality as possible, striving to bring the schools to the people informally and naturally.

Another series of "Know Your Schools" is now under way. Each afternoon at 5:00 p.m. on KPRC-TV Dorothy Sinclair greets Houston viewers with more information about the schools they support. Reporting, demonstrating, showing and interviewing, Mrs. Sinclair proves that Channel 2 in Houston is the direct path to community comprehension of its educational facilities and the stimulation of greater interest and cooperation throughout the community.



CHANNEL 2 • HOUSTON

JACK HARRIS, Vice President and General Manager
Nationally Represented by EDWARD PETRY & CO.

Hearings Facilities Problem

(Continued from page 69)

Oregon Journal, part owner of applicant, respecting paper's financial qualifications.

● Disclosure there have been informal talks on possible merger of the Journal and the Newhouse-owned Portland Oregonian, with both sides deciding not to hold further "discussion" of the subject. Newhouse group owns KGW Portland, Channel 6 applicant.

The witness who resigned during the Portland hearing a fortnight ago was Walter J. Stiles Jr., general manager of Oregon Television, who had not yet been called to testify. He gave "personal reasons" for his action.

Oregon Television petitioned FCC last week to amend its application to show removal of Mr. Stiles as manager and show different stock distribution since he re-

linquished his subscription to 50 shares. Oregon Television also proposed to increase its board of directors from five to six members.

On Monday, Henry A. White, Oregon Television president, returned to the stand to relate further details of his correspondence with Frank Belgrano, president of the First National Bank of Portland.

Earlier, it had been brought out that Julius L. Meier Jr., Oregon Television director, met Mr. Belgrano at a party Sept. 21 and Mr. Meier mentioned an amendment of Columbia Empire's bid showing the addition of Mr. Colwell, the bank official, as stockholder. Because of Mr. Belgrano's expressed interest, it had been related, Mr. White showed him a photostat of the amendment the next day and

upon Mr. Belgrano's request, wrote a letter inquiring as to the bank's policy.

Mr. White, after reading his letter into the record last Monday, testified it was dated Sept. 22 whereas the copy shown him earlier by opposing counsel was dated Oct. 15. The letter to Mr. Belgrano stated:

Our Washington lawyer, [Maurice] Barnes, who is processing our television application for Channel 12 here in Portland, has forwarded to us the amended application of Columbia Empire Telecasters Inc. showing change of ownership . . . by adding Portland people. We are very much surprised that (Wesley I.) Dumm of San Francisco has sold a portion of his stock to local people, probably in the attempt to strengthen their case by showing a larger percentage of local ownership. The original application reflected that Mr. Dumm had 60% of the stock of Columbia Empire and the Journal and KPOJ had the remaining 40%.

Included in this amended application is Mr. Russell M. Caldwell (Colwell), vice president of the First National Bank of Portland, who has agreed to purchase 6.67% . . .

We were rather surprised to learn that an officer of the First National Bank would be a party to this applica-

tion and are making inquiry as to whether or not this is the policy of your bank.

Mr. White also read into the record Mr. Belgrano's reply of Sept. 24 which stated bank rules forbid employees from becoming officers in other organizations without prior approval, but "while there is no specific reference to this matter in our rules, we do view with disfavor any investment made by any of our employees, and particularly officers, in any new undertaking or organization that may be in conflict or competition with any customers or friends of this bank."

"Does it make any difference to you personally whether or not Mr. Colwell is a stockholder in Columbia Empire Telecasters Inc.?" Mr. Barnes asked.

"No, it does not," Mr. White testified.

In response to questioning by James Juntilla, FCC counsel, Mr. White said two other bank directors are interested in applicants "who have made proposals for channels other than Channel 12."

Hearing Examiner Elizabeth C. Smith, however, indicated she was not clear how this was material to the Channel 12 case.

Budget for Application

Under cross examination by Jack Blume, counsel for Columbia Empire, Mr. White testified Oregon Television budgeted "about \$38,000 or \$39,000" for prosecuting its application, including hearing costs.

"Do you expect that that sum will be somewhat increased over your original estimate?" Mr. Blume asked.

"In view of the extent of time involved here, it probably will be, I don't know," Mr. White replied. Of initial funds of \$55,000, he said, less than \$18,000 is now unexpended.

Harry Becker, counsel for Northwest Television and Broadcasting Co., third competitor for channel 12, noting Oregon Television's original application specified estimated cost of \$250,000 while an amendment specified \$558,600, asked, Mr. White, what happened . . . that caused the estimated cost of operation for the first year to go up roughly 135%.

"As we analyze our project there, on the basis through our engineer, our business consultant and our counsel, it was determined that the figure referred to was not an adequate figure," the witness said.

"Did you conclude that after examining the applications filed by the other two applicants in this proceeding?" Mr. Becker asked.

"No, sir," the witness responded.

"Then your bid was not in the nature of an auction?" Mr. Becker continued.

"No, sir," was the answer again.

Mr. Colwell was called to the stand by Mr. Blume to testify on the Belgrano matter. The witness, vice president of the First National

(Continued on page 84)

1,235,000 TV SETS IN CHICAGO METROPOLITAN AREA*

Representing a receptive and active buying audience available to you on WGN-TV.

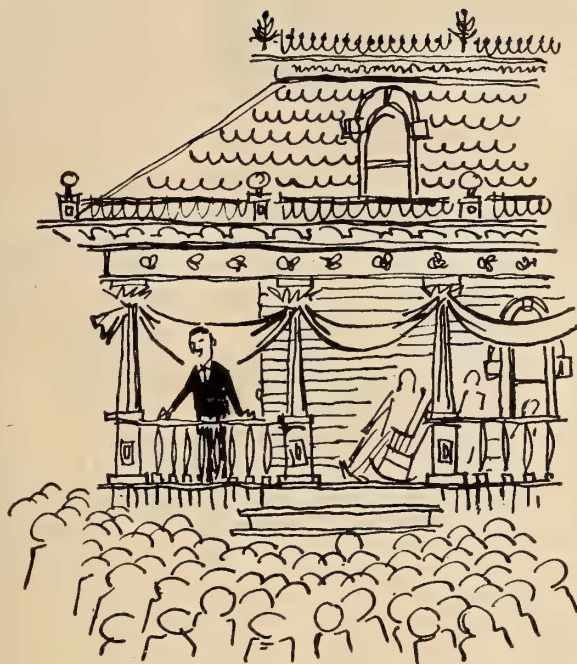
Currently, nine national and regional advertisers are successfully sponsoring programs on WGN-TV during *Class A time* on a *local basis*.

If you are seeking a solution to sales in the Chicago Market (and who isn't) WGN-TV is your answer.

*Estimate November 1 based on Electric Association figures



The Chicago Tribune Television Station



1920



1952

NEW "FRONT PORCH" OF THE NATION

Television has brought campaigning a long way from 1920, when candidates campaigned from the front porch of their homes. Today, presidential candidates simply step before the television cameras and are seen and heard by many millions of people.

The first intercity network television broadcast using today's methods took place between New York and Philadelphia, only seven years ago. In the relatively short period since then, the Bell System has expanded its television network from coast to coast... so that 99% of

the country's television sets can receive the same program at the same time.

Such development, at such a pace, requires great investments of effort, ingenuity and money. Radio-relay and coaxial cable routes have to be built. Special equipment has to be designed, and special personnel trained to install, maintain and operate it.

Yet the cost of the service is low. Bell System charges, for use of its intercity network facilities, average about 10 cents a mile for a half hour.

BELL TELEPHONE SYSTEM



Hearings Facilities

(Continued from page 82)

Bank in charge of its investment department, related Mr. Belgrano "was quite concerned" over his interest in Columbia Empire and said he had "gone against the regulations of the bank." The witness said he replied "that I felt I had not."

He continued, "Mr. Belgrano then produced the regulation book . . . and after spending considerable time in reading . . . advised me that he was wrong and that I had not violated any regulation."

Mr. Colwell testified he discussed his continued investment in Columbia Empire with Mr. Belgrano but no decision was given.

"What is your present intention with regard to continuing your investment in Columbia Empire Telecasters?" Mr. Blume asked.

"I sincerely hope if we are successful in getting this channel," Mr. Colwell replied, "that the powers to be in the bank will permit me to carry on and hold my stock, especially since the boys that have written the letters and talked to Mr. Belgrano apparently did it with no malice and they are perfectly willing that I should be a stockholder."

Mr. Colwell, to questions by other counsel, said his position at the bank is not in jeopardy because of the incident and his relations with Mr. Belgrano are "very congenial."

On Tuesday, Mr. Meier returned to the stand to relate efforts to obtain a general manager to replace Mr. Stiles. He testified:

I would like to state . . . that the persons I contacted relative to recommending to Oregon Television qualified, competent personnel for our consideration were Joseph McConnell and Harry Bannister of NBC Television, after I found out Frank Folsom [RCA president, a personal friend] was still in Europe; [Herbert] Akerberg and Fritz Snyder of CBS Television; Ed Friendly Jr., national director of sales, ABC Television Network; and Dr. Allen B. DuMont, president of DuMont Labs. Each of these gentlemen assured me they would render full cooperation to our group and would submit names for our consideration.

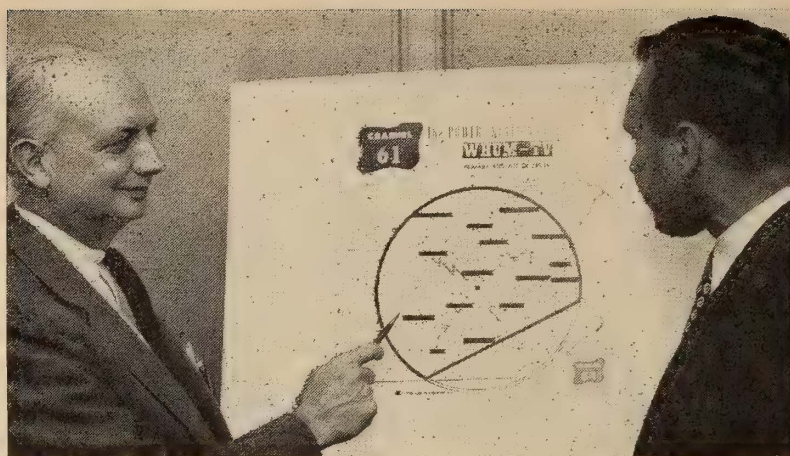
Philip L. Jackson, editor and publisher of the *Journal* and president of its KPOJ there, testified on Tuesday and Wednesday. He is chairman of the board of Columbia Empire.

He was asked by Mr. Blume, "How much cash did you think it would take to get you into television when you filed the original application in 1948?"

"As I remember," the witness said, "we thought it might cost \$100,000 in cash and the rest would be in credit, but that did not turn out that way."

"What happened to the financial condition of the *Journal* and KPOJ in the period between 1948 and 1952?" his counsel inquired.

"For one thing, the *Journal* had to borrow a great deal of money for the new building," Mr. Jackson related, indicating a total of \$2.5 million was borrowed in 1948. "The escalator cost of our press went up from \$800,000 to about \$1,500,000 in the period between ordering it



HUMBOLDT J. GREIG (l), president-general manager, WHUM-TV Reading, Pa., which plans to begin operating Dec. 1 on uhf Ch. 61 with 260 kw ERP, discusses the station's coverage area with Frank Barnes, broadcast equipment sales manager for General Electric Co. GE reports it is supplying all station equipment for the Reading outlet.

and having it installed in our building," he continued, "and other cost estimates went up too, and we were forced to borrow."

"What security were you required to post in connection with those loans?" Mr. Blume asked.

"Everything the *Journal* had," the witness said, "including Mary Cullen's [KPOJ] kitchen stove." He explained KPOJ stock was included as security, but all voting rights were retained.

Mr. Jackson was examined by opposing counsel respecting the earlier testimony of William W. Knight, general manager of the *Journal* and vice president of the applicant. Mr. Jackson affirmed Mr. Knight's view that the financial condition of the paper is sound.

Mr. Knight, testifying Oct. 24, was cross examined on the *Journal's* balance sheet. Asked if he felt the firm is sound in view of the fact the ratio between total current liabilities and total current assets is 87%, he replied, "On the face of it, no, but I repeat that knowing the details as I do, the company's position is sound." He reported deferred liabilities are first mortgage 4.5% bonds, issued in 1948, at present totaling about \$1.9 million. Payment is \$18,000 a month, he said.

Mr. Becker, in questioning the witness, brought out that the *Journal's* monthly payroll is about \$320,000 and the firm's "cash situation" on Aug. 31 was \$297,000 plus and on Oct. 21 was \$326,000.

Mr. Becker on Wednesday asked Mr. Jackson if he had ever discussed with Samuel Newhouse the merging of the *Journal* and the *Oregonian*.

"We have talked with Mr. Newhouse but never gotten to the point of discussion," Mr. Jackson answered.

"How far did those discussions go?" the attorney questioned.

"To say that we would not talk," the witness replied.

"Did Mr. Newhouse ever make a definite offer for the *Oregon Journal*?"

"No," the witness said.

"Did you ever enter into discus-

sion as to how much more economic it would be to operate out of one plant?" Mr. Becker inquired.

"Yes, we have done that," the publisher acknowledged.

"In entering that discussion, what conclusions did you reach?" the attorney pressed.

"Mr. Newhouse would not act and we would not act," Mr. Jackson affirmed.

Choice of John Sullivan, Denver investment banker and prominent civic leader, as the seventh KOA director highlighted last week's testimony when the hearing for Denver's Channel 4 entered the final stretch. KOA is contesting with KMYR for the last remaining Denver TV channel.

Mr. Sullivan, who heads Bosworth-Sullivan & Co., was chosen at a stockholders meeting Friday in Washington. KOA is half-owned by a Denver group, headed by Mayor Quigg Newton, and half-owned by Bob Hope and associates. Don Searle, former ABC west coast network director, owns 6.67% of each class of stock. Mr. Searle is executive vice president and general manager of KOA.

The board was comprised of three Denver directors and three Hope directors, with the seventh to be chosen by the six directors.

Exhibits introduced last week showed that KOA plans to spend \$521,050.51 on construction of its TV station, with \$602,244.60 for operating costs the first year. A net loss of \$44,882.60 is estimated for the first year. Payroll amounting to \$271,688 is also planned. First rate card carries a \$500 Class A time charge for a one-

AFTRA L.A. Talks

WITH current contracts expiring Nov. 30, American Federation of Television & Radio Artists started negotiations Thursday with the seven Los Angeles television stations for a new basic agreement calling for an overall 20% wage increase and improved working conditions for talent and staff announcers.

hour live program.

The KOA exhibit also showed that Mr. Searle is a 40% stockholder in KMMJ Grand Island, Neb., and KXXX Colby, Kan., and is associated in an application for 950 kc in Columbia, Mo. He is also half owner of Searle & Parks, radio-TV package producer.

During cross-examination of KMYR's A. G. Meyer, allegation of hidden ownership was made by KOA counsel. It was claimed that he was a one-third owner of KMYR from 1941 to 1944, although FCC records showed F. W. Meyer reporting as sole owner during that period. It also was charged that he was named in a 1939 Securities & Exchange Commission complaint. A. G. Meyer suffered a heart attack as his cross-examination was drawing to a close and has been in Doctors Hospital, Washington, since.

In the Tampa-St. Petersburg, Fla., hearing for Channel 8, WTSP St. Petersburg General Manager Joseph Kelley was on the stand when the hearing was recessed until Nov. 12 due to a prior commitment of Hearing Examiner Basil P. Cooper.

HEARING SPEEDUP Rule Changes Adopted

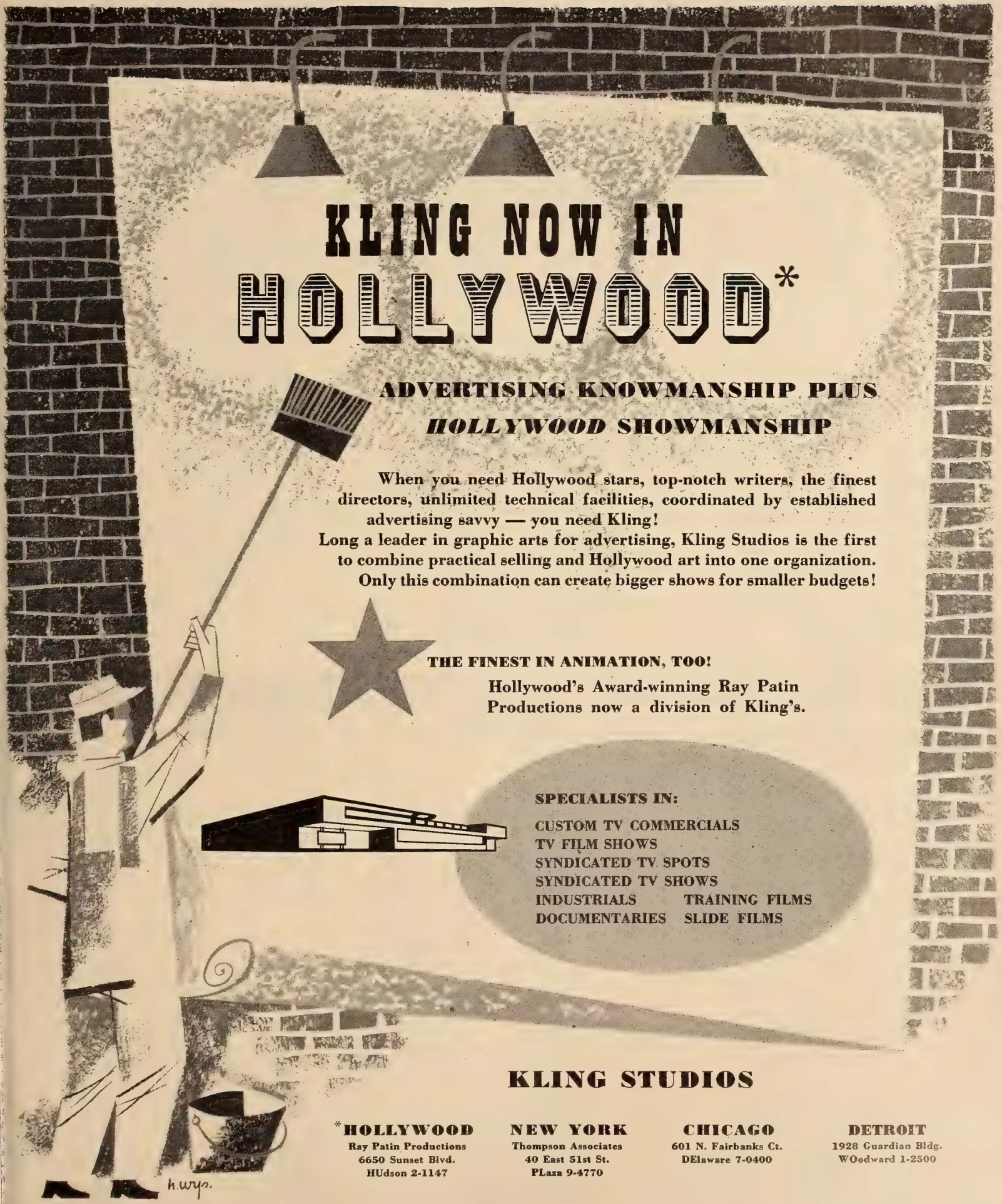
FIRST steps to simplify and speed up television hearings were taken last week by the FCC in line with suggestions developed at a series of conferences between the Commission and Federal Communications Bar Assn.

The cooperative discussions led to issuance of a report and order liberalizing rules on depositions by cutting down paper work. Another action specifies that Commission attorneys, in stipulations, henceforth will rely on information already sworn to in applications if such matter is not disputed by any party to a hearing.

Under the new rules a motion and order will not be required before depositions are taken, and the fixed time limits were relaxed.

In admission of depositions, the Commission adopted this step:

The provision that depositions of "parties in interest" may only be admitted in evidence upon a showing that "the witness is dead or seriously ill or that the requirement to produce the witness at the hearing would cause undue hardship." This provision was designed to exclude from our hearings, except in the circumstances enumerated, deposition testimony relating to controverted matters of persons with a substantial interest in or who hold positions of responsibility with a party to the proceeding. The term "parties in interest," however, may be defined to include within it a larger group of persons than was contemplated. In addition the present rule does not permit the admission into evidence of a deposition where in view of the nature of the testimony no useful purpose would be served by insistence upon oral presentation at the hearing. The rules adopted herein relating to the admissibility of such testimony have been in light of these considerations.



KLING NOW IN HOLLYWOOD*

ADVERTISING KNOWMANSHIP. PLUS HOLLYWOOD SHOWMANSHIP

When you need Hollywood stars, top-notch writers, the finest directors, unlimited technical facilities, coordinated by established advertising savvy — you need Kling!

Long a leader in graphic arts for advertising, Kling Studios is the first to combine practical selling and Hollywood art into one organization. Only this combination can create bigger shows for smaller budgets!



THE FINEST IN ANIMATION, TOO!

Hollywood's Award-winning Ray Patin Productions now a division of Kling's.



SPECIALISTS IN:

CUSTOM TV COMMERCIALS
TV FILM SHOWS
SYNDICATED TV SPOTS
SYNDICATED TV SHOWS
INDUSTRIALS TRAINING FILMS
DOCUMENTARIES SLIDE FILMS

KLING STUDIOS

* HOLLYWOOD

Ray Patin Productions
6650 Sunset Blvd.
HUDSON 2-1147

NEW YORK

Thompson Associates
40 East 51st St.
PLaza 9-4770

CHICAGO

601 N. Fairbanks Ct.
DElaware 7-0400

DETROIT

1928 Guardian Bldg.
WOODward 1-2500

h.wys.

TELECASTINGD A

[illegible]

IME

SUNDAY			MONDAY - FRIDAY			SATURDAY				
CBS	DuMONT	NBC	ABC	CBS	DuMONT	NBC	ABC	CBS	DuMONT	NBC
		Religious Hour Frontiers of Faith L		Garry 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)		The Big Payoff CPP (M-W-F)				NCAA Football Game of The Week
mp Unto My Feet S	Miller Brewing Co Atlantic Refining Co				Paul Dixon Show					General Motors L
	Pro Football					P&G Welcome Travelers L		Armed Services Football 1:45-4:30		
hat in the World S		Juvenile Jury L		Mike & Buff S						
ats Paw Rubber (lt. wks.) iz Kids (alt. wks. staining)		RCA (alt. wks.) Kukla, Fran Ollie L					Kate Smith L			
		Hal'mark Hall of Fame L								Pontiac Ftbll Score Board L
				United Nations M-F						
		Quaker Oats Zoo Parade L				Lever Hwkns. Falls L				
						Gabby Hayes***				
						Mars, C-P-P Welch, Klog. Int. Shoe Bauer & Bll. Standard Brands L Howdy Ddy.				No service
Ford Foundation Omnibus S										
	The Week In Religion	Derby Foods (alt. wks.) King F								

Explanation: Programs in *italics*, sustaining;
Time, EST. L, Live; F, film; K, kinescopic re-
cording; 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. Deskin—4:45-5, Tues. Johnson & Johnson—4:30-45, Wed. Pillsbury—4:45-5, 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.
* Tuesdays, 8-9 p.m., Texas Co. for Berle except every fourth week when Buick sponsors "Circus Hour."
* Wednesdays, 8-30 p.m. Scott Paper for Scott

5:30-6 p.m., M-F, Firms listed sponsor Howdy Duddy 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, sus-

1:45-2 p.m. Wed., Best Foods; Thurs., Stokely-Gary Moore.
2-2:30 p.m., Tu. & Th., Every Where I Go, sus-

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., Home Party.

p.m.—House Party.

BROADCASTING

The Newsweek of Radio and Television

TELECASTING

November 3, 1952

No service



Mark Twain must have been referring to WSB-TV.

Because if *anybody* talks about the weather, we sure do! Six times daily, either as straight weather shows or as summaries included in news programs, WSB-TV provides this area with weather information. This long established service is another of the reasons why WSB-TV has such an overwhelming degree of audience dominance in the Southeast. If you are interested in weather or in news why not contact a Petry man? He might have something good for you.

wsb-tv
ATLANTA, GEORGIA

World's largest TV tower,
50,000 watts, Channel 2.
Affiliated with The Atlanta
Journal and Constitution

*Popularly attributed to Mark Twain, most authorities claim the expression originated with Charles Dudley Warner. Take your pick.



Dichter Says of TV It Bares Politician

(Report 240)

TELEVISION brings political life to its original emotional basis of personal contact, Dr. Ernest Dichter, psychological consultant and president of the Institute for Research in Mass Motivations Inc., reported last week in announcing results of a study on voting habits.

"Television has brought the candidate so close that he is unable to disguise sufficiently his full reaction to a situation," Dr. Dichter said. "The voter can tell when the candidate is tired, less enthusiastic than he might be, concerned about the effects of his words and in any way inconsistent with his verbal pronouncements."

CTPN Distributes First Rate Card

RATE CARD No. 1 of the newly formed Columbia Television Pacific Network has been sent to advertisers and agencies, James T. Aubrey Jr., general manager of KNXT (TV) Hollywood and CTPN, announced last Monday. Besides KNXT, stations in the regional network are KFMB-TV San Diego, KPIX (TV) San Francisco, KSL-TV Salt Lake City and KPHO-TV Phoenix.

Advertisers may buy four listed

station combinations using CTPN facilities. Charges for talent and production facilities vary with the type of program.

One-time charge for the various CTPN combinations for a half-hour, Class A, program follows:

- No. 1: Station time (KNXT and KPIX) \$1980. Cable charge \$125.
- No. 2: (KNXT KPIX KFMB-TV) \$2400. Cable \$165.
- No. 3: (KNXT KPIX KFMB-TV KSL-TV) \$2750. Cable \$380.
- No. 4: (KNXT KPIX KFMB-TV KSL-TV KPHO-TV) \$2970. Cable \$500.

CBS Television Spot Sales represents CTPN nationally.

* * *

September Videodex Lists Top 10 Shows

TOP 10 network television programs listed by national Videodex Reports for the Sept. 8-14 period for both number of TV homes reached and percentage of TV homes reached in the number of cities indicated are as follows (in order listed):

NUMBER OF TV HOMES REACHED*		
No. Cities Checked	Program	Homes (000)
57	Godfrey and Friends (CBS)	6,869
49	Your Show of Shows (NBC)	6,245
41	Dragnet (NBC)	5,956
61	Groucho Marx (NBC)	5,940
48	My Little Margie (CBS)	5,803
55	Pabst Blue Ribbon Bouts (CBS)	5,495

44	Toast of the Town (CBS)	5,295
43	What's My Line? (CBS)	5,285
56	Your Hit Parade (NBC)	4,817
23	Godfrey's Talent Scouts (CBS)	4,732

PERCENTAGE OF TOTAL TV HOMES

41	Dragnet (NBC)	41.1
23	Godfrey's Talent Scouts (CBS)	40.8
57	Godfrey and Friends (CBS)	39.8
49	Your Show of Shows (NBC)	38.5
48	My Little Margie (CBS)	35.4
44	Toast of the Town (CBS)	34.1
43	What's My Line? (CBS)	33.5
61	Groucho Marx (NBC)	33.2
55	Pabst Blue Ribbon Bouts (CBS)	31.5
20	T-Men in Action (NBC)	29.5

*Number of diaries tabulated for Videodex Sept. report: 9,200.

* * *

'52 TV Advertising Listed by Rorabaugh

TELEVISION advertising for the first three quarters of 1952 is well ahead of such advertising for the comparable period in 1951, exclusive of political billings, N. C. Rorabaugh reports.

The Rorabaugh Report, issued last week, covers 104 stations in 63 markets.

For the third quarter of 1952, the report showed that there had been 145 network advertisers, 1,144 regional radio spot advertisers and 4,952 local-retail advertisers.

Weekly Television Summary—November 3, 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	26,000
Ames	WOI-TV	104,967	Memphis	WMCT	149,217
Atlanta	WAGA-TV, WSB-TV, WLTV	215,000	Miami	WTVJ	148,000
Baltimore	WAAM, WBAL-TV, WMAR-TV	422,253	Milwaukee	WTMJ-TV	363,176
Binghamton	WNBF-TV	95,000	Minn.-St. Paul	KSTP-TV, WCCO-TV	329,200
Birmingham	WAFB-TV, WBRC-TV	122,000	Nashville	WSM-TV	80,380
Bloomington	WTTV	185,000	New Haven	WNHC-TV	310,000
Boston	WBZ-TV, WNAC-TV	945,914	New Orleans	WDSU-TV	122,195
Buffalo	WBTN-TV	292,803	Newark	WABD, WBS-TV, WJZ-TV, WNBT	3,059,400
Charlotte	WBTV	255,237	Norfolk	WOR-TV, WPIX, WATV	
Chicago	WBKB, WENR-TV, WGN-TV, WNBQ	1,188,419	Portsmouth-Newport News	WTAR-TV	134,937
Cincinnati	WCPO-TV, WKRC-TV, WLWT	374,000	Okla. City	WKY-TV	160,806
Cleveland	WEWS, WNBK, WXEL	660,547	Omaha	KMTV, WOW-TV	148,438
Columbus	WBNS-TV, WLWC, WTVN	237,000	Philadelphia	WCAU-TV, WFIL-TV, WPTZ	1,096,784
Dallas	KRLD-TV, WFAA-TV, WBAP-TV	189,341	Phoenix	KPHO-TV	67,400
Davenport	WOC-TV	138,000	Pittsburgh	WDTV	535,000
Dayton	Quad Cities Include Davenport, Moline, Rock Is., E. Moline	253,000	Portland, Ore.	KPTV (not yet estimated)	
Denver	WHIO-TV, WLWD	60,000	Providence	WJAR-TV	227,000
Detroit	KFEL-TV, KBTW	817,000	Richmond	WTVR	141,888
Erie	WJBL-TV, WWJ-TV, WXYZ-TV	174,680	Rochester	WHAM-TV	160,000
Ft. Worth	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	128,576	Salt Lake City	KDYL-TV, KSL-TV	89,820
Houston	KPRC-TV	187,500	San Antonio	KEYL, WOAI-TV	101,892
Huntington-Charleston	WSAZ-TV	177,637	San Diego	KFMB-TV	153,850
Indianapolis	WFBM-TV	265,000	San Francisco	KGO-TV, KPIX, KRON-TV	464,000
Jacksonville	WMBR-TV	72,000	Schenectady-Albany-Troy	WRGB	230,100
Johnstown	WJAC-TV	177,301	Seattle	KING-TV	183,403
Kalamazoo	WKZO-TV	241,832	St. Louis	KSD-TV	433,000
Kansas City	WDAF-TV	231,707	Syracuse	WHEN, WSYR-TV	195,244
Lancaster	WGAL-TV	167,336	Toledo	WSPD-TV	209,000
Lansing	WJIM-TV	110,000	Tulsa	KOTV	134,275
Los Angeles	KECA-TV, KHJ-TV, KLAS-TV, KNBH	1,381,452	Utica-Rome	WKTV	79,000
Louisville	KTLA, KNXT, KTTV	179,820	Washington	WMAL-TV, WNBW, WTOP-TV, WTTG	395,799
	WAVE-TV, WHAS-TV		Wilmington	WDEL-TV	120,479

Total Stations on Air 112*

* Includes XELD-TV Matamoros, Mexico

Total Markets on Air 66*

Estimated Sets in Use: 18,996,602

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

TV Grants, Applications

(Continued from page 80)

kw aural; Antenna height above average terrain 1,439 ft., above ground 484 ft. Estimated construction cost \$693,159, first year operating cost \$569,283, revenue \$422,000. Post Office address 21st and Q Streets, Sacramento. Studio location 22nd and Q Streets. Transmitter location Pine Hill Lookout, 2.2 mi. NW of Rescue, Calif., on Green Valley Road. Geographic coordinates 38° 43' 09" N. Lat., 120° 59' 22" W. Long. Transmitter and antenna RCA. [For application, see TV APPLICATIONS, B.T. July 7.] City priority status: Gr. A-2, No. 11.

COLUMBUS, Ga.—Georgia-Alabama Bestg. Corp. (WGBA). vhf Ch. 4 (66-72 mc); ERP 100 kw visual, 60 kw aural. Studio location 3200 Lumpkin Road. Transmitter location 4 mi. NNW of Phenix City, on Summerville Road. Geographic coordinates 32° 32' 17" N. Lat., 85° 02' 18" W. Long. Transmitter and antenna RCA. [For application, see TV APPLICATIONS, B.T. July 7.] City priority status: Gr. A-2, No. 42.

LEXINGTON, Ky.—Central Kentucky Bestg. Co. (WLEX). Change to uhf Ch. 64 (770-776 mc); ERP 19 kw visual, 8.9 kw aural; antenna height above average terrain 361 ft., above ground 355 ft. Studio and transmitter location on Russell Cave Pike, 0.4 mi. outside Lexington limits, 1½ mi. from center of Lexington, at site formerly used by WLEX (AM). Geographic coordinates 38° 03' 57" N. Lat., 84° 29' 04.5" W. Long. Transmitter and antenna RCA. [For application, see TV APPLICATIONS, B.T. June 23.] City priority status: Gr. A-2, No. 70.

LAFAYETTE, La.—Camellia Bestg. Co. (KLFY). vhf Ch. 10 (192-198 mc); ERP 111.2 kw visual, 67 kw aural; antenna height above average terrain 442 ft., above ground 453 ft. Estimated construction cost \$302,000, first year operating cost \$76,000, revenue \$90,000. Post Office address P. O. Box 992, Lafayette, La. Studio and transmitter location on Moss St. Extension, 2.9 mi. north of Lafayette post office. Geographic coordinates 30° 15' 43" N. Lat., 92° 00' 23" W. Long. Transmitter and antenna RCA. Legal counsel Cohn & Marks,

Washington. Consulting engineer Guy C. Hutcheson, Arlington, Tex. Principals include President Paul H. DeClouet (25%), Vice President Thomas A. DeClouet (25%), Vice President Harold J. Delhomme (25%) and Secretary-Treasurer John W. Mitchell (25%). (Application is re-filed because of change in table of television assignments giving vhf Ch. 10 to Lafayette.) [For original application, see TV APPLICATIONS, B.T. June 23.] City priority status: Gr. A-2, No. 143.

JACKSON, Mich.—WIBM Inc. (WIBM). uhf Ch. 48 (674-680 mc). Change ERP to 223.2 kw visual, 112 kw aural. Antenna height above average terrain 1,026 ft., above ground 949 ft. Studio location 2511 Kibby Road, Jackson. Transmitter location on Browns Lake Road, between Kimmel and Crouch Roads, 6.5 mi. south of Jackson and 0.7 mi. SW of Prospect Hill. Geographic coordinates 42° 09' 09" N. Lat., 84° 24' 20" W. Long. Transmitter and antenna GE. [For application, see TV APPLICATIONS, B.T. June 30.] City priority status: Gr. B-1, No. 13.

MANCHESTER, N. H.—Union Leader Corp. Change to uhf Ch. 48 (674-680 mc); ERP 222 kw visual, 111 kw aural; antenna height above average terrain 1,077 ft., above ground 231 ft. Studio location to be determined. Transmitter location on South Mtn., about 6.5 mi. west of center of Manchester (site formerly used by WMUR-FM is 400 ft. NW of proposed transmitter location). Geographic coordinates 42° 58' 59" N. Lat., 71° 35' 19" W. Long. [For application see TV APPLICATIONS, B.T. July 28.] City priority status: Gr. A-2, No. 40.

ALLENTOWN, Pa.—Allentown Television Corp. (WHOL). Change to uhf Ch. 67 (788-794 mc); ERP 202 kw visual, 101 kw aural; antenna height above average terrain 564 ft., above ground 527 ft. Studio location 1125 Colorado St. Transmitter location at intersection of State Highways 145 and 329. Geographic coordinates 40° 41' 04" N. Lat., 75° 31' 20" W. Long. Transmitter

and antenna RCA. [For application, see TV APPLICATIONS, B.T. July 21.] City priority status: Gr. B-1, No. 6.

GALVESTON, Tex.—Rudman Television Co. Change to uhf Ch. 41 (632-838 mc); ERP 227 kw visual, 119 kw aural; antenna height above average terrain 469 ft., above ground 482 ft. Studio and transmitter location on State Highway 6, 14 mi. NW of Galveston. Geographic coordinates 29° 20' 59" N. Lat., 95° 01' 13" W. Long. [For application, see TV APPLICATIONS, B.T. Sept. 22.] City priority status: Gr. A-2, No. 58.

GREEN BAY, Wis.—Norbertine Fathers (WBAY). Amended application to change studio location to Bellin Bldg., Green Bay. [For application, see TV APPLICATIONS, B.T. July 7.] City priority status: Gr. A-2, No. 73.

EXISTING STATION

Changes Requested

WCBS-TV NEW YORK CITY—CBS Inc. vhf Ch. 2 (54-60 mc). Change ERP to 41.7 kw visual, 20.9 kw aural. Antenna height above average terrain 1,300 ft., above ground 1,465 ft. Estimated cost of change \$109,266.

CRUSADE for Freedom, N. Y., moved headquarters there to 10th floor, 29 W. 57th St. Telephone is Plaza 3-5201.

KCJB CLOSED CIRCUIT TV BONUS

Gets Jump on Community Video, Trains Crews

TV BONUS for advertisers on KCJB Minot, N. D., is one way an AM operator can train a TV crew and also get the jump on community TV systems, according to John W. Boler, president of North Dakota Broadcasting Co., licensee of the Minot station and also of KSJB Jamestown, N. D. Both stations are TV applicants.

With camera and small crew, KCJB started telecasting closed circuit last July during State Fair week. Crew operated 13 hours daily, covered automobile races, livestock shows, the Midway, and highlights of the station's AM schedule which was originated at the fairgrounds. Subsequently, the telecasting was cut back to a nine-hour daily operation—from 11:45 a.m. to 6 p.m. and from 8 p.m. to 10:30 p.m.

Programs are mostly simulcasts—including coverage of disc jockey shows. Also covered are local sports and other events of topical nature.

Most of the station's 50 TV subscribers are Minot business establishments. If they are KCJB advertisers, they pay only \$100 installation fee; if not, charge is \$200 installation and \$25 monthly. Most such TV sets are in store windows. Home subscribers pay \$110 installation fee plus \$10 monthly; multiple home residences pay \$67.50 installation and \$5 monthly. Potential "circulation" is believed to be from 300 to 500 subscribers, Mr. Boler estimated.

There is no charge to KCJB advertisers; they get TV coverage as a bonus, according to Mr. Boler.

"We think we have the formula for small town TV," Mr. Boler said. "But we still have to prove it. So far with our closed circuit we are ahead financially. We are learning at the same time—so how



SIGNING contract affiliating WBRE-TV Wilkes-Barre, Pa., with NBC-TV are (l to r) David Baltimore, son of owner who will hold an executive post; Sheldon B. Hickox, NBC-TV director of station relations, and Louis Baltimore, WBRE-TV owner-general manager. Station will operate on uhf Ch. 28. Target date is Dec. 15.

can we lose?" Mr. Boler added: "AM broadcasters who allow outside promoters to set up a [community TV] system in their communities will find that they have made a grave mistake. It can be operated very economically in conjunction with your broadcast station."

LIU CLASSES

Started at WCBS-TV

LONG ISLAND U. is conducting workshop classes of its new TV writing and production course in studios of WCBS-TV New York, started last Saturday, it was announced Wednesday by officials of the college and the station.

WCBS-TV General Manager Craig Lawrence asserted, "This is another way where commercial broadcasters can cooperate with educational institutions in utilizing and furthering the television medium. WCBS-TV's association with Long Island U. in this new off-the-air educational activity augments substantially the station's existing on-the-air educational endeavors."

Friedland Appointed

MILTON D. FRIEDLAND has been appointed national TV spot sales manager at WBKB (TV) Chicago. Mr. Friedland, with the station four and one-half years, is succeeded in his former post of traffic manager by Julian P. Kanter.

EDWARD L. BERNAYS Foundation radio-TV award for 1952 was presented to a married couple, Gladys and Kurt Lang, at the annual meeting of the American Sociological Society in Atlantic City, N. J. Award was presented for the study, "The Unique Perspective of Television and Its Effects."

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**Not our estimate, but
ARB figures for the
entire year of 1951
and first 6 months
of 1952*

PARENT GUIDANCE

Theme of Kaufman Series

GUIDANCE to parents on rearing of children highlights a new 15-minute series, *Bringing Up Parents*, produced by Henry J. Kaufman & Assoc., Washington, D. C., and distributed by United Television Programs Inc., Chicago and New York.

Assn. for Childhood Education International acted as the series' adviser. It has arranged special showings in principal cities before educational, civic and community leaders. It sponsored a preview Oct. 23 at the Museum of Natural History in New York.

"We found the reaction among these leaders excellent," asserted Aaron Beckwith, UTP sales director. "We feel this series will do well as inexpensive, daytime programming pointing up problems that are highly important to all parents."

SAG MEET SET

Pidgeon Succeeds Reagan

WALTER PIDGEON, by acclamation, will be elected president of Screen Actors Guild at its annual meeting next Sunday night in the Academy Award Theatre, Beverly Hills. SAG's president, Ronald Reagan, retires after more than five years, but continues on the board. Others to be elected without opposition are:

Leon Ames, John Lund and William Holden, first, second and third vice presidents, respectively; Paul Harvey, recording secretary; and George Chandler, treasurer. New board members are Ward Bond, Richard Carlson, Fred Clark, John Littel, Millard Mitchell, Emory Parnell, Barry Sullivan, Audrey Totter, Robert Wagner, Rhys Williams, all for three-year terms; Bub Linn, two-year term; Frank Lovejoy, one-year term. Class A-J members of the board, elected for three-year terms, are Anne Cornwall and George Sowards. One-third of the board is elected annually.

Heavy attendance is anticipated at this meeting to support SAG's strike threat against the American Assn. of Advertising Agencies and New York film producers [B•T, Oct. 27].

Schlitz 'Playhouse'

HEEDING union and guild pleadings that TV shows filmed abroad cause unemployment among technicians and talent in this country, Schlitz Brewing Co. has assured the Hollywood AFL Film Council that all future productions of *Schlitz Playhouse of Stars* on CBS-TV will be made in the U. S. The beer company, through its agency Lennen & Newell Inc., told the council that a new company (Meridian Pictures) has been signed to film future productions. Edward Lewis Productions formerly filmed the series.

CLAUDE McCue, West Coast representative, American Federation of Radio Artists, was named West Coast executive secretary of American Federation of Television and Radio Artists, following merger of AFRA with Television Authority.

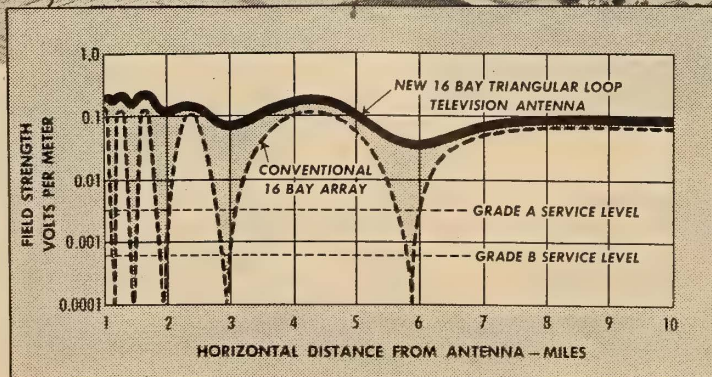
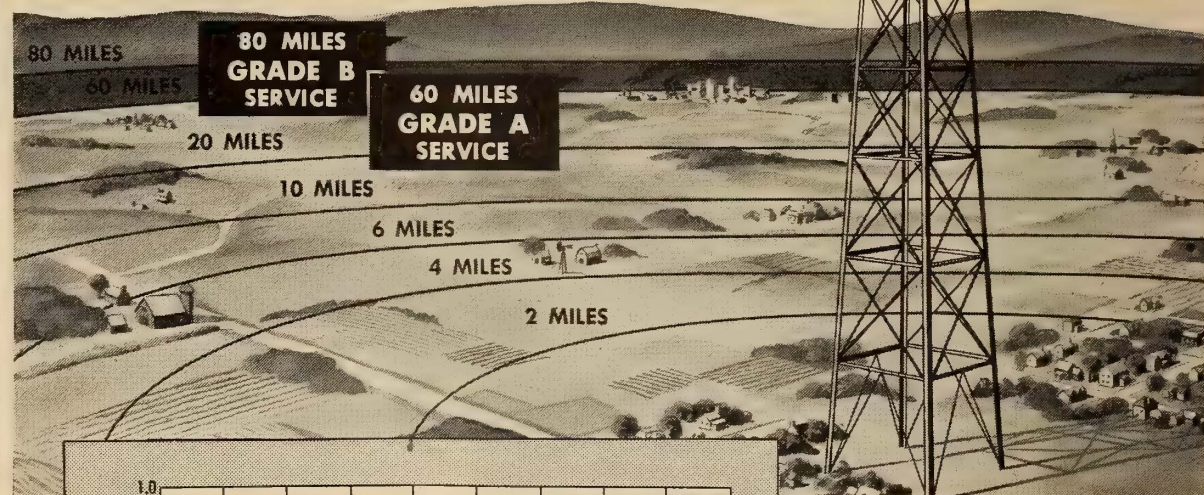
A revolutionary NEW TV ANTENNA —via Graybar

... for present or proposed high-band VHF TV stations

Federal's new 16-bay triangular loop antenna overcomes the tendency of conventional high-gain antennas to "overshoot" near-by receivers. Successive bands of low-signal intensity produced by conventional high-gain antennas in near-by service areas are virtually eliminated by this new FTL design. (See graph below.)

Distributed nationally by Graybar, the Federal 23B-16 produces 316 KW ERP with a 25 KW transmitter — permits the installation of smaller, less expensive transmission lines . . . minimizes transmitter investment and operating costs.

Graybar can supply a complete line of FTL television equipment, Blaw-Knox towers, *plus* any other item of quality broadcasting equipment. The names and locations of the Graybar Broadcasting Specialists available to serve you are given in the adjoining column. Check with the Specialist nearest you, he'll be glad to assist you in selecting equipment best suited to your requirements — whether AM or TV. *Graybar Electric Co., Inc.* Executive Offices: Graybar Building, New York 17, N. Y. 269-17



Effective Radiated Power — 316 KW
Receiving antenna height — 30 ft.
Antenna Height — 2000 ft. above average terrain

Calculated field strength out to 20 miles
average 100 millivolts/meter
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Graybar has everything you need in broadcast equipment . . . PLUS everything for wiring, ventilating, signaling, and lighting your entire station and grounds. Whatever your requirements, call your nearest Graybar Broadcast Equipment Representative.

Graybar's nation-wide network of more than 100 offices and warehouses assures you of convenient service wherever you are. Graybar Broadcast Equipment Representatives are located in the following 19 cities:

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CINCINNATI
W. H. Hansher, Main 0600

CLEVELAND
A. C. Schwager, Cherry 1-1360

DALLAS
C. C. Ross, Randolph 6454

DETROIT
P. L. Gundy, Temple 1-5500

HOUSTON
R. T. Asbury, Atwood 4571

JACKSONVILLE
W. C. Winfree, Jacksonville 6-7611

KANSAS CITY, MO.
R. B. Uhrig, Baltimore 1644

LOS ANGELES
R. B. Thompson, Angelus 3-7283

MINNEAPOLIS
C. W. Greer, Geneva 1621

NEW YORK
R. W. Griffiths, Exeter 2-2000

PHILADELPHIA
J. W. Crockett, Walnut 2-5405

PITTSBURGH
R. F. Grossett, Allegheny 1-4100

RICHMOND
E. C. Toms, Richmond 7-3491

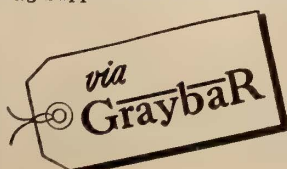
SAN FRANCISCO
K. G. Morrison, Market 1-5131

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D. I. Craig, Mutual 0123

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RTMA APPEAL

AN APPEAL to "higher governmental authorities" was being mapped last Thursday by Radio-Television Mfrs. Assn. in a move to reverse OPS recontrol of the component parts industry.

RTMA has challenged the reimposition of controls on radio-TV parts levied by the Office of Price Stabilization Oct. 24 after granting a hearing to the trade association. Price controls were restored last Monday.

What action RTMA would take was not known Thursday pending analysis of legal ramifications by its attorneys. But it promised an appeal to authorities "who we believe will be more inclined to follow the clearly expressed intent of Congress" with respect to controls over products selling below ceilings.

James D. Secrest, RTMA executive vice president, claimed that while industry had "kept faith" with the agency in holding prices below former ceilings, OPS "reneged on its own promise to restore controls only after prices had passed a fixed 'trigger' point."

In announcing its recontrol action, OPS noted that there has been a "continued demand" by the Defense Dept. for components, and also a "sizable increase in demand" for TV sets which might affect the supply of parts [B • T, Oct. 27]. OPS also cited some price increases within the industry on new models.

In another action more favorable to RTMA, OPS last Tuesday announced that clock radios are properly "radio receivers" and therefore suspended from price controls. RTMA had asked for specific decontrol through a clarifying order.

Text of Protest

Partial text of Mr. Secrest's protest over the OPS action follows:

The decision of the Office of Price Stabilization to restore price controls on radio-TV parts in the face of uncontradicted facts presented by industry representatives is as amazing as it is high-handed in view of the admission by OPS it was not based on price movements since controls were suspended on August 29.

A top-level committee representing parts, tube, and set manufacturers refuted every argument advanced by OPS in support of its action at an RTMA-OPS conference on Tuesday (Oct. 21). Then, to our astonishment, OPS officials reached into their bag of tricks and came up with a new excuse for their decision. It was that some standard radio-TV components are purchased by the military services.

All of these facts were well known to OPS at the time it suspended price controls on radio and TV sets and parts. They were discarded as insignificant by the OPS administrators who were charged with enforcement of controls on our industry. OPS officials, who have now over-ruled their predecessors and who admittedly have had little or no contact with our industry, based their present action on the discovery that some radio-TV components are used in a variety of end equipment—a fact long known to every other Government agency having to do with the electronics industry.

At a hearing granted by OPS Oct. 21, an RTMA committee cited an informal industry survey which showed that prices of radio-TV components remain well below their former ceilings. The group categorically challenged OPS claims

To Oppose OPS Parts Recontrol

that suspension of controls over components threatens to impair effectiveness of ceilings in other industries and renders controls over repair services ineffective.

Overwhelming percentage of industry production is used in manufacture of radio-TV sets. RTMA cited a survey showing that not more than 3% of cathode ray tubes and not more than 8% of receiving tubes are used in other products. Estimates on resistors were placed at about 5%.

Service contracts provide for replacement of parts within a warranty period and for service calls, usually one year, without charge, RTMA said. The average TV set owner calls a service man about twice a year, with average cost between \$8 and \$12. About 70% is attributable to labor, and 30% to parts. Nearly 90% of all calls involve repair in the home, with between 60% and 70% requiring merely that receiving tubes be replaced. The balance can be effected by minor adjustments or use of components of negligible cost.

Pending Release Order

The committee also noted a pending OPS order which would remove about 60% of service establishments from controls.

The RTMA survey also found that cathode ray tubes, principal components and replacement parts are selling at an average 30% below ceilings. Receiving tubes are 8% below. RTMA also observed that average list prices on TV sets are about 15% below ceilings, and on radio receivers 5% to 7.5% under. These end products have been decontrolled, though OPS is eyeing table model sets.

WASHINGTON APRA

Sets TV Workshop Series

WORKSHOP series on television public relations problems will be conducted Nov. 3, 10, 17 by the National Capital Forge Chapter of the American Public Relations Assn. Luncheon sessions will be held at the Lafayette Hotel, Washington, D. C., concluding with an afternoon-evening meeting in the studios of WMAL-TV Washington.

The workshop is expected to produce tangible methods by which TV stations and public relations practitioners can work together to mutual advantage. Gene Juster, general manager of WNBW (TV) Washington, will be interviewed at the Nov. 3 workshop, followed Nov. 10 by Tom Taussig, program operations director of WTOP-TV Washington, and Nov. 17 by Walter Compton, general manager of WTTG (TV) Washington.

TOWER CRASH

Delays WSBA-TV's Debut

TOWER of WSBA-TV York, Pa., fell while being hoisted last week and was irreparably damaged, thereby crashing hopes of the station making its debut early this month on uhf Ch. 43.

The 39-foot antenna was to have been placed atop the 400-foot tower of WSBA-FM. It fell from a height of 380 feet when part of the hoisting equipment gave away. A workman on the hoisting crew was slightly injured. The \$12,000 antenna was insured.

WSBA-TV said late last week that RCA was rushing a duplicate antenna to York and that the station hoped to get on the air about Dec. 1. The station reported that it already had taken orders from commercial sponsors for November. Station said, however, it had not estimated what financial loss may ensue.

THEATRE TV

Lees to Air Sales Meeting

SIGNING of what was said to be the first contract for use of theatre TV for a national sales conference—to be conducted by James Lees & Sons Co., Bridgeport, Pa., carpet manufacturer, on Dec. 8—has been announced by Nathan L. Halpern, president of Theatre Network Television.

Lees will present its program "live" over closed circuits to a network of theatres in 15 key cities: Boston, Chicago, Cincinnati, St. Louis, Cleveland, Denver, St. Paul, New York, Philadelphia, Pittsburgh, Washington, Detroit, Salt Lake City, San Francisco and Los Angeles. A two-way audio hook-up will permit questions from viewers.

The programs are called "Theatre Tele-Sessions" and are under the direction of Victor M. Ratner, formerly vice president of CBS. Mr. Ratner said the telecasts will enable business organizations "to hold national business meetings with a minimum of travel, time and expense and, at the same time, provide discussion and demonstration as planned by the company."

The Lees program will originate in NBC-TV's New York studios. D'Arcy Adv. Co., New York, assisted in negotiating the contract for the program but Mr. Halpern said no agency or production firm has been selected thus far to supervise production details.

KDUB-TV Debut Plan

KDUB-TV Lubbock, Tex., will go on the air with a test pattern on Wednesday and commence regular programming Nov. 13, spokesmen reported last week. President W. D. (Dub) Rodgers had announced the preceding week that the station, on Channel 13, would commence operations "within three weeks" [B • T, Oct. 27].

Sales . . .

NBC-TV's film division has sold half-hour *Hopalong Cassidy* TV film series in 45 markets with the latest sale to Roberts Dairy Co., Omaha, for 52 weeks. One-hour version of the same series is now appearing in 34 TV areas.

Jamieson TV Productions, Dallas, announces that its 15-minute film series, *Betsy and the Magic Key*, is now being telecast by KPRC-TV Houston.

Sarra, Chicago, has completed commercials for Zenith Radio Corp. and Hamm's Beer. Zenith, via Young & Rubicam, Chicago, will use 20-second spots to show its new K-53 chassis. Three one-minute commercials were produced for Hamm's Beer, which is handled by Campbell-Mithun, Minneapolis.

Tom Kelley TV Studios, Hollywood, is completing 12 one-minute TV film commercials, featuring testimonials by Hollywood personalities for North American Airlines, Burbank. New 13-week spot announcement campaign has started in eight major markets. Agency is Holzer Co., Hollywood.

W. E. Long Co., Chicago agency, has completed a series of 60-, 20- and 8-second spots for Holsum Bread at United Broadcasting



film report

Studios, same city. United also has completed several film spots for Studebaker Corp., through Roche, Williams & Cleary, Chicago.

Volcano Productions, Hollywood, is in alternate weekly production on three one-minute combination animated and live action TV film commercials for Liggett & Myers Co., N. Y. (Chesterfield cigarettes), to be shown on NBC-TV's *Gangbusters*. Agency is Cunningham & Walsh Inc., Hollywood.

INS-Telenews has sold daily film services and regular INS wire report to WDUB (TV) Lubbock, Tex., starting Nov. 13, and the complete package—daily news film, special TV news wire, regular INS news wire, INP service, two weekly Telenews film programs, weekly news review and *This Week in Sports* to WTVU (TV) Scranton, which expects to get on the air Jan. 1.

Distribution . . .

United Television Programs Inc., New York and Chicago, distributing new 15-minute film series, *Thrill of a Lifetime*, presenting Quenton Reynolds in interviews with people whose exploits and experiences made headlines in other years. The series was produced by Lifetime Productions.

Harry S. Goodman Productions, New York, has signed an exclusive sales distribution contract with Galbreath Picture Productions, Fort Wayne, Ind., for its TV filmed programs, *King Calico* and *Bert and Elmer*, both 15-minute presentations.

M. C. Pictures Inc., New York, has acquired U. S. TV distribution rights to two British full-length feature films, "Close Quarters" and "Life in Her Hands."

Availabilities . . .

Atlas Television Corp., New York, announces availability of five reels of *Football Hi-Lites*, devoted to big games of past years. Each reel runs 10 minutes. Ford Bond gives play-by-play description.

Documentary & Experimental Films, New York, has completed series of five 50-second TV films on what to do in case of an atomic

attack. Films, produced in cooperation with New York civil defense authorities, have 10 seconds open at end for sponsor's commercial or local civil defense announcement.

Production . . .

Beck Productions, Burbank, Calif., has been signed by Gyro Skid-Control Co. (anti-skid device), Beverly Hills, Calif., to produce a series of television commercials and dealer-training films. TV campaign is planned for Chicago, Kansas City and Seattle.

Arrow Productions Inc., Hollywood, begins the second unit of 13 half-hour *Ramar of the Jungle* TV films on Nov. 3.

Telepix Corp., Hollywood, begins production Nov. 10 of the pilot film in *The Traveling Salesman and . . .*, a half-hour TV series featuring a panel of four traveling salesmen. Grace Lenard will act as m.c. for questions concerning each contestant's most humorous experience and ability to sell unknown products.

Paramount Pictures Corp., Hollywood, tomorrow (Nov. 4) starts filming a series of TV spot announcements, featuring top stars,

MOVIE TECHNIQUE Will Promote TV Series

EXPLOITATION of a TV film with publicity and merchandising devices that have characterized treatment of theatrical films has been planned by Gross-Krasne Productions, Hollywood, for its series, *Heart of the City*.

The company has assigned Sol Dolgin, veteran Hollywood publicist, to promote the films. In the promotional program are 20- and 55-second trailers for use by stations and sponsors, autographed glossy stills of leading performers, "Why I Like *Heart of the City*" contests and elaborate press books.

Series is being syndicated nationally by United Television Programs Inc. Aaron Beckwith, UTP sales director, said his firm has completed arrangements with Mr. Dolgin to support the campaign. Milt Blink, UTP executive vice president, said: "The movies have been using these techniques with great success for years. There is no reason why these same ideas won't sell television. . . ."

for use during Infantile Paralysis fund drive.

Random Shots . . .

Reid H. Ray, president of Reid H. Ray Film Industries, Minneapolis, has formed Reid Ray Telefilms Inc., with headquarters in that city, to produce TV films. Saul Elkins, producer-director for Warner Bros., is vice president in charge of production and will headquarter in Los Angeles at 8762 Holloway Drive. New firm is reported to have access to \$1 million. First video film series, *A Sporting Chance*, is a mystery show.

Shannon & Shallow Inc., Hollywood, with headquarters at 1552 Highland Ave., has been formed to produce TV film series and commercials. Partners are Bob Shannon, Hollywood radio-TV m.c., and Jack Shallow, motion picture producer. Firm is currently in production on 12 TV film spot announcements for Whiz Kids, Culver City (used car dealers). Agency is Hunter & Scott Inc. Adv., Hollywood.

Robert Frost, a Pulitzer Prize poet, will appear in a film, *At Home With Robert Frost*, on NBC-TV on Nov. 23 from 5:30-6 p.m. EST. The program will be second in the NBC-TV series of conversations with "elderly wise men." The first

(Continued on page 105)

PACKS A WALLOP! THE AL MORGAN SHOW

with 2 3/4 million
sales impressions a week!*

Al's back and still beating the keyboard in the fascinating windmill style that kept his network ratings riding high! And he's back pulling an average of 229,533* viewers a day in WLW-Television's rich 3-city market.

Average weekly rating—Cincinnati—14.3*
Average weekly rating in all 3 cities—11.6*
3 peak week-days, Tues., Wed., Thur.—15.4*
Nearest competition,
well established kids' show—6.4*

Competition fades away when Al moves into the spotlight. And there's further proof of the Al Morgan magnetism. Thousands tune in specifically to watch his show.

Average sets in use
preceding 1/4 hour show—17.3%*
Average sets in use during his show—25%*

Let Al Morgan
sing a Song of Sales for you!

The Best Buys
to see are on

WLW
C
T
D

*ARB (American Research Bureau)



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

Sales offices in CINCINNATI, DAYTON, COLUMBUS, CHICAGO, NEW YORK, and HOLLYWOOD

CANCER TELETHON

L. A. Show Raises \$250,000

PLEDGES totaling \$250,000 resulted from Cancer Society's 13-hour *City of Hope Telethon*, telecast Oct. 25-26 by KNBH (TV), KLAC-TV, KTLA (TV), KTTV (TV) Hollywood, KPIX (TV) San Francisco and KFMB-TV San Diego. Sponsored by the Greater Los Angeles Press Club, the program, emanating from Earl Carroll Theatre, began on Saturday, Oct. 25 at 11 p.m. (PST) and finished Sunday, Oct. 26 at 12 noon (PST).

Kinescope, consisting of 28,080 feet of film, was made of the program by KNBH (TV). After being edited to about nine hours, it will be shown in cities throughout the country by organizations which support the City of Hope.

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RADIO'S VALUE

Stressed by Retailer

RADIO offers retailers an effective means of becoming an integral part of the community, C. B. Dulcan Sr., vice president of the board and managing director of the Hecht Co., Washington, D. C., said Tuesday at a luncheon celebrating the fifth anniversary of the Store's *Community Reporter* program on WGAY Silver Spring, Md.

"It's good business to participate in community life," Mr. Dulcan said. He recalled that the store, one of the top-ranking retail outlets in the nation, had set out some years ago to study the difference between a store that just sells goods and a store that realizes a community is more than "just people with money in their jeans."

Mr. Dulcan lauded radio and WGAY for a "great job on behalf of Hechts." He commended Joseph L. Brechner, WGAY general manager, and Ernie Tannen, program conductor, for their contribution "to mutual good."

Plaques commemorating their five years of participation in the project were presented to Messrs. Dulcan and Tannen, as well as to James Rotto, Hecht Co. assistant vice president and publicity director. Presentations were made by Harold E. Fellows, NARTB president. Guests at the luncheon included civic leaders; John W. Kluge, WGAY president, and Harwood Martin, head of the agency bearing his name.

The program has attracted nationwide attention as an example of effective use of broadcasting by a major department store [B•T, July 11, 1949]. The Hecht Co. operates a downtown store and two large suburban stores.

RUSSELL COMER CO.

Mrs. Comer Now Manager

MRS. ELOISE COMER, wife of the late Russell C. Comer who died Oct. 17, has assumed management of the Russell C. Comer Co., it was announced last week. Mrs. Comer has been an active partner in the radio transcription firm since 1945.

Shortly before his death, Mr. Comer made arrangements with C. Alec Pollard, of New York city, to join the firm as head of its Public Relations Dept. Warren Comer, son of the late Mr. Comer, is soon to join the company at termination of his Naval Air Force service.

Hoosier Theme

"EDUCATIONAL TV for Hoosiers" is the theme of the Indiana U. video conference scheduled for Dec. 5-6 at Bloomington. Elmer G. Sulzer, director of radio and TV communications for the university, has planned a Saturday session on "Low Cost Educational TV Production."



◀ ANY pessimist about the future of radio would have been out of place at Hecht's luncheon celebrating the fifth anniversary of its community service program over WGAY. At the plaque presentation ceremonies were (l to r) Messrs. Kluge, Fellows, Dulcan, Tannen, Rotto, Martin and Brechner.

book reviews . . .

ENCYCLOPEDIA OF ADVERTISING. By Irvin Graham. Fairchild Publications Inc., 7 E. 12th St., N. Y. 3, N. Y. 606 pp. \$6.50.

MORE than 1,100 terms, in advertising and allied trades, have been catalogued in this reference source and working manual. Explanations of existing laws affecting the advertising industry, postal regulations and the various services available to advertisers are described in detail. An additional section lists trade associations directly or indirectly related to advertising. Mr. Graham heads an advertising agency bearing his name.

RADIO & TELEVISION COMMUNICATION. By Charles Frederick Lindsley. Published by McGraw-Hill Book Co., 330 W. 42d St., New York, N. Y. 492 pp. \$5.

DESIGNED as a college text, this book offers the reader a not-too-technical course in the evolutionary and vocational aspects of the broadcast media, and is of interest to both the embryonic broadcaster and the seasoned veteran. To the student, it can be an intelligent discussion of broadcasting's past, present and immediate future. To the veteran, it should afford a kaleidoscopic view of many developments which have taken place within the span of his professional career.

Mr. Lindsley is a professor of speech at Occidental College and is director of radio at the Pasadena Community Playhouse.

STORAGE TUBES AND THEIR BASIC PRINCIPLES. By M. Knoll and B. Kazan. Published by John Wiley & Sons Inc., New York 16, N. Y. 143 pp. \$3.

PURPOSE of this book, authored by two staff members of RCA Labs. Division, is to explain in concise form the fundamental operation of different type storage tubes and provide data in an easily accessible form. Substantial part of book originally was prepared for U. S. Army Signal Corps in a report. Book comprises sections on

equilibrium factors, definitions, methods of reading and writing, signal converter storage tubes, viewing tubes, computer tubes and TV camera tubes.

MR. WIZARD'S SCIENCE SECRETS. By Don Herbert. Published by Popular Mechanics Press, 200 E. Ontario St., Chicago 11. 244 pp. \$3.

A BOOK of sheer entertainment, this volume by Don Herbert, who is "Mr. Wizard" on the NBC-TV Saturday program of that name,

brings together under cover the home-type scientific experiments which have been the TV series' mainstays.

As in the network show, the stress is on entertainment but viewers—in this case, readers—of all ages cannot but help to gain some knowledge of the scientific principles pointed up by the experiments. The book is illustrated profusely with photographs and drawings. Featured in the book are the show's stars who in addition to Mr. Herbert are the youngsters, Willy Watson and Betsy Taylor. One could agree with the book's fly-leaf. "The 'wizard' is Don Herbert, and his wizardry consists in showing that science can be fun!"

Ruppert Radio Buying

JACOB Ruppert Brewery, New York (Knickerbocker beer), has expanded its radio advertising for the Negro market in metropolitan New York. Company now sponsors 15-minute segments of *After Hours Swing Session* starring Willie Bryant and Ray Carroll on WHOM New York five nights a week, in addition to the Bryant and Carroll afternoon program on WHOM. Participations also will be used on the station's Negro women's shows. Ruppert sponsors Ralph Cooper's *Spotlight in Harlem*, Monday, 10-11 p.m. EST over WJZ-TV New York. Agency is the Biow Co., New York.

THE ONLY
PERSONAL PART
OF ANY
COMMUNICATION
SYSTEM

more LISTENING
COMFORT with
lightweight TELEX headsets!!

***MONOSET**
The modern styling and dependability and superior performance of the TELEX Mono-set have made old fashioned head-phones obsolete. Magnetic.

***TWINSET**
This lightweight 1.6 oz. TELEX Twinset pipes signal directly into the ear, blocking out background noises and banishing listening fatigue. Magnetic.

***EARSSET**
Sensitive TELEX Earsset slips onto ear and is preferred by all who use single-phone headsets. Weighs only 1/2 oz. and leaves other ear free for phone calls or conversation.

***DYNASET**
New dynamic under-chin TELEX Dynaset, with more highs and lows of both music and speech, is the delight of radio and TV monitors. Weighs only 1.25 oz.

Modern, lightweight, durable . . .
Easily adjustable and built for hard usage, TELEX Headsets give top quality reception without the punishment of extra weight and pressure.

STANDARD OF THE WORLD FOR QUALITY HEADSETS

TELEX
HEARING AT ITS BEST

Commercial Communications • Electronic Laboratories
Office Transcribing Machines • Radio Monitoring
Telecasting • Amateur Radio • Record Stores • Theaters
Phone-Order Boards • Wired Music Installations

For complete information on any of the above headsets, write
TELEX, ELECTRO-ACOUSTIC DIV.
Department 8-C • St. Paul 1, Minnesota
In Canada, ATLAS RADIO CORP., Toronto

NEW DAYTIMER

To Take Air in February

WBOY Tarpon Springs, Fla., which received a grant for 5 kw-D on 1470 kc [B•T, Sept. 8] will be on the air by mid-February, Amherst H. (Ted) Turner, executive vice president-general manager, announced last week.

Principal WBOY owners include Mr. Turner (25%), who is former commercial manager of WPAG-AM-FM Ann Arbor, Mich.; Gail D. Griner (25%), former owner of WABJ Adrian, Mich., and formerly 50% owner of WGRO Bay City, Mich., and Frank Beauregard (25%), owner of department store in Milan, Mich.



Mr. Turner

Ann Hagen to IIA

MRS. ANN S. HAGEN, former correspondent for the UP, has joined the International Information Administration, Washington, D. C., as officer for press and radio. Mrs. Hagen returned to the U. S. from Europe this past summer after a tour of service with UP. She is working with Ben Crosby, director of Congressional and public information for IIA.



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 ...

allied arts



JAMES W. HITCHCOCK, assistant sales manager of Westinghouse Television-Radio Div., Sunbury, Pa., becomes manager in charge of radio, television and electrical housewares for Penn Electrical Engineering Co., Scranton, Westinghouse distributor for northeastern Pennsylvania. He is replaced by **T. J. NEWCOMB**.

A. L. CHAMPIGNY, promotion service supervisor, General Electric Co.'s large motor and generator depts., appointed supervisor of replacement sales promotion for firm's tube dept.

ROBERT L. KLAUS, publicity director, WCAU Philadelphia, to Phil Edwards & Assoc., same city, TV packaging and producing agency, as promotion-publicity director.

ALLEN H. CENTER, public relations director, Parker Pen Co., to Motorola Inc., Chicago, in same capacity.

CHARLES MAECHLING Jr., general counsel office, Dept. of Air Force, to RTMA, Washington, D. C., as government relations officer.

PERRY HILLEARY promoted to general manager, George R. Turpin & Assoc., Fort Worth, Tex. **J. LEE JOHNSON** advanced to associate manager.

DON W. LYON, TV program director, Syracuse U., Syracuse, N. Y., to U. of Rochester, Rochester, N. Y., as director of radio-TV.

KEN MacASKILL, production staff, WNAC-TV Boston, and **MICHAEL LAURENCE**, former manager of Dublin Players, to teaching staff, Communication Arts Div., Boston U.

MILES BOHM AUER, artists' manager, Stemple-Olenick Agency, Hollywood, opens own office at 6335 Yucca St., that city.

PEERLESS ELECTRICAL PRODUCTS Div., Altec Lansing Corp., Beverly Hills, Calif., has released 15 page transformer catalog and price list containing 92 items.

CROSBY LABS. Inc., relocates at Robbins Lane, Hicksville, N. Y., Box 233. Telephone is Hicksville 3-3191.

Equipment . . .

GENERAL ELECTRIC TUBE Dept., Schenectady, N. Y., announces production of new high-perveance triode, type 6AH4-GT, for vertical output service in TV receivers, particularly useful in those with large-deflection-angle picture tubes.

WESTINGHOUSE ELECTRIC Corp., Pittsburgh, announces manufacture of new 25 kw radio frequency gen-

erator for use on long production runs where readjustment of r-f generator will be infrequent.

INDUSTRIAL INSTRUMENTS Inc., Cedar Grove, N. J., announces production of Type RI-C indicator-controller primarily designed to meet the needs of industrial control and measurement of solution concentrations. Instrument is entirely self-balancing and requires no adjustments or resetting.

LEE ELECTRONIC LABS., Roxbury, Mass., announces production of precision engineered, professional quality electronic test set for field or bench servicing of radio, TV, radar and communications equipment.

Technical . . .

DAVID J. MILLER Jr. appointed director of technical operations, WEEU-AM-FM-TV Reading, Pa. **HAROLD SCHEARER**, chief engineer there, promoted to assistant director of technical operations.

ROBERT J. SINNETT, chief engineer, WHBF-AM-TV Rock Island, Ill., elected senior member of American Assn. of Engineers.

NORMAN GERMANI, chief announcer, KXO El Centro, Calif. promoted to chief engineer.

Canadian Research

SPECIFIC STANDARDS for methods of radio audience measurement now being used in Canada are being worked out by the research and development committee of the Bureau of Broadcast Measurement, Toronto. The committee is making an analytical study of the co-recall method being developed by Gruneau Research Ltd., Toronto, and hopes to make a report at the next annual meeting of the BBM and Canadian Assn. of Broadcasters at Montreal in March. Technical advisers on statistical and psychological factors are Dr. A. H. Shephard and Prof. K. S. Bernhardt of the Univ. of Toronto.

Our Respects To

(Continued from page 58)

ceived the Peabody Award. Foote, Cone & Belding is Hallmark's agency.

At the Hallmark president's personal direction, all these programs have been presented on a high plane. Mr. Hall feels his company's programs must meet the same high standards of quality claimed for its greeting cards; thus, the Hallmark program formula aims at constructive entertainment, suitable for family listening or viewing, which will give the audience a lift.

Friends describe the Hallmark president as a happy combination of sentimentalist and realist. He has, they say, an unshakable conviction that most people are good, that the old-fashioned virtues never go out of style and that character, loyalty and hard work will decide a man's success.

Born in David City, Neb., in 1891, Joyce C. Hall attended school in Norfolk, Neb., where the Hall family later moved. Working as a youth in a Norfolk book store owned by his brothers, Rollie and William, he became acquainted with picture postcards, then becoming popular.

The engraved Christmas cards and ornate Valentines of that era later caught young Mr. Hall's fancy. In 1910, he enrolled in a business college in Kansas City, Mo., attending school evenings and during the day jobbing postcards, Christmas cards and Valentines. Within three years he had formed the Hallmark greeting card company, beginning with four employees.

Mr. Hall today supervises the Hallmark operations from his farm just outside Kansas City. His daughters, Elizabeth Ann and Barbara, are married, and his son, Donald, is in the Army.

An insight into Mr. Hall's lack of pretensions or artificialities is revealed in his address to employees last year in which he disclosed two of his New Year's resolutions:

"To think a little longer and little harder before I speak."

"To have all my pants let out another inch."

An hour a week on WLS

(see inside front cover)

CHICAGO 7

Clear Channel Home of the National Barn Dance

Cincinnati IRE Meeting

SEVENTH annual Spring Technical Conference, sponsored by the Cincinnati Section of the Institute of Radio Engineers will be held in that city April 18, it was announced last week. R. W. Lehman, Baldwin Piano Co., 1801 Gilbert Ave., Cincinnati, is in charge of exhibits and advertising.

MRS. CAROTHERS

Was an Ad Executive

MRS. MINNA HALL CAROTHERS, 65, retired advertising executive, died Oct. 24 in Lenox Hill Hospital, New York.

A native of New York, Mrs. Carothers' advertising career began in 1914 when she was one of the early members of the League of Advertising Women, now called the Advertising Women of New York (AWNY).

Mrs. Carothers opened an advertising agency bearing her maiden name, Minna Hall Simmons, in 1930, and was one of the first women to hold an account executive title.

Hattie McDaniel

FUNERAL services were held in Los Angeles last Saturday for Hattie McDaniel, 54, for several years star of *Beulah* on CBS Radio and ABC-TV. Transcribed episodes had been used on the radio series since her illness. An Academy Award winner for her portrayal of Mammy in the movie, "Gone With the Wind," her death, Oct. 26, was due to the combined effects of cancer, heart condition and diabetes. She is survived by a brother, Sam.

Thomas R. Corwine

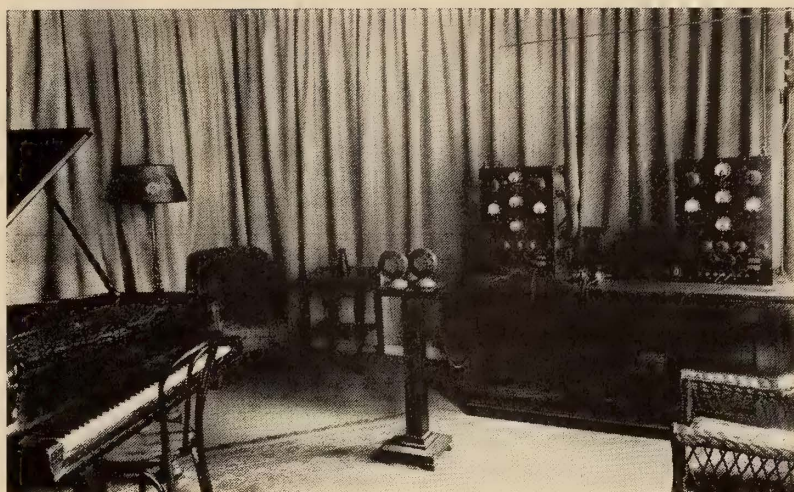
FUNERAL services were held Oct. 26 in Chicago for Thomas R. (Uncle Tom) Corwine, 83, a featured performer on WLS Chicago and its *National Barn Dance* since 1925. He died Oct. 23 at his Evanston, Ill., home after a short illness. A polyphonist or man "of many sounds," Mr. Corwine traveled the country from 1928 to 1931 with the WLS showboat troupes. Services were conducted by Dr. John Holland, station pastor, with songs by WLS's "Maple City Four."

Henry J. Dostal

HENRY J. DOSTAL, national contract sales manager since August of TeleKing Corp., New York, died at his home Oct. 26 after a short illness. Burial was in Bronxville, N. Y.

BINAURAL BROADCASTING

'Almost As Old As Broadcasting Itself'



WDRC, operating as binaural station in 1924, shows studio containing right-ear and left-ear microphones and transmitters.

By FRANKLIN M. DOOLITTLE
PRESIDENT, WDRC HARTFORD

THERE have recently appeared in trade publications several articles describing new "firsts" in the use of binaural broadcasting. Actually binaural broadcasting is almost as old as broadcasting itself.

Its first use was, I believe, by WDRC Hartford (then WPAJ) in 1924 when two channels were assigned for this purpose by the Dept. of Commerce, a station employing two microphones and two transmitters was actually built and operated for about a year, and several demonstrations of reception were given at Yale's Dunham Lab. of Electrical Engineering.

This work was described in the April 1925 issue of the *Electrical World*. Soon after these experiments the demand for broadcast channels became acute and the system was abandoned, for anyone who had then suggested that all radio stations be assigned two frequencies instead of one would have received an understandably cool reception from the regulatory authorities.

When in May 1939, WDRC established an experimental FM station

atop Meriden Mt., the possibility of using AM for one channel and FM for the other became evident, and the original experiments were repeated, using WDRC for the transmission of one ear and WDRC-FM for the other.

For the benefit of those who have never heard binaural transmission, the effect obtained may be described as a kind of auditory perspective or stereophonic effect comparable to that obtained with the stereoscope in vision. Program sounds appear to come from the actual location of the instruments in the original performance. If the source of sound moves during the program the listener is aware of it, even though he may be miles away. This three-dimensional effect is quite startling in its realism and contributes a great deal to the enjoyment of a radio program.

In Sets of Twos

Ideally, the full binaural effect requires the use of two microphones at the transmitting station, spaced about the same distance apart as the human ears, two transmitters radiating independently on separate channels and two receivers at the receiving point, each separately connected to one receiver of a double headset.

With this arrangement the ears are in effect transferred to the location of the microphones and the slight differences in time of arrival of the sounds at the two ears, which the brain interprets as direction and distance, is maintained.

When loudspeakers are substituted for headphones at the receiving location, some of the ability to detect accurately the source of sounds is lost. The reason for this is that if headphones are used, each ear hears a separate version of the program, but when loudspeakers are used each ear hears not only the version intended for

it but also, somewhat diluted, the version intended for the other ear.

Nevertheless, there remains a diffusion of the sounds into three dimensions, which gives an effect quite superior to monaural listening and which contributes much to the realism.

Any broadcaster who has both AM and FM can transmit an occasional program binaurally for the benefit of high-fidelity fans, whose number has greatly increased.

The regular reception of the stations is not interfered with in any way, but to take advantage of the binaural transmission, two receivers must be used, tuned to the AM and FM transmissions. Reception may be either with headphones or with loudspeakers properly spaced in the room. Some experimenting is necessary to find the proper spacing for maximum effect if loudspeakers are used.

Although binaural broadcasting will probably not revolutionize broadcasting as a whole, it provides a fascinating field for the broadcaster who desires to render a service of unique kind to those who are interested in high fidelity reception.

CBS RADIO's *Dr. Christian* series, Wednesday, 8:30-9 p.m. EST, has been chosen by Laymen's National Committee as "the outstanding program contributing to moral growth and individual and family responsibility of the American people."

THE QUAD-CITIES

16th IN EFFECTIVE
BUYING INCOME
PER FAMILY

among Sales Management's 162 Metropolitan Areas

If your advertising dollar is seeking the quality market first—then the Quad-City area belongs on your list. Year by year this community rates higher and higher among the 162 standard metropolitan areas. Good ancestry, fine geographical location and diversified means of livelihood all contribute to a high standard of living among Quad-Citians.

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



Quad-Cities' favorite

WHBF AM FM TV

TELCO BUILDING, ROCK ISLAND, ILLINOIS

Represented by Avery Knodel, Inc.

KGW



REPRESENTED NATIONALLY BY EDWARD PETRY & CO., INC.

THE People's
Choice
IN
PORTLAND, OREGON

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

LADIES who win prizes on the *Club 1300* show aired daily on WFBR Baltimore also are getting shopping bags to transport their loot. Dozens of contestants each week promote the show by carrying the bags clearly printed with "Another prize winner on *Club 1300* Monday through Saturday on WFBR."

WTVJ (TV) PARTY PLANS

THREE weeks of festivities beginning Nov. 5 have been planned by WTVJ (TV) Miami to celebrate the opening of the station's new studio building. Studio party for all employees will inaugurate the ceremonies on that date. Parties for the local press, network officials and sponsors are scheduled by the outlet. All southern Florida viewers are being invited to tour the station so they will have a chance to see their favorite local show just as it is telecast.

TRIPS TO INAUGURAL

CASH prizes up to \$1,000 plus a pair of plane tickets to Washington for the inauguration to each of three winners will climax the "Operation Vote Count" contest on WSRS Cleveland. Contestants guess at the number of citizens who will vote in Cuyahoga County on Nov. 4. Estimates are sent to the stations and the three persons whose number comes closest to the actual figure will win.



...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



KBIG'S 'BIG PLAY'

MAILING piece from KBIG Avalon, Calif., states that "KBIG is making the BIG play for tune-in—and getting it!" Station points out that all media are used to promote its music-news programming.

ELECTION COVERAGE PLUG

COLORED map showing traditionally Republican, Democratic, and States' Right states has been distributed by WAVE-AM-TV Louisville, Ky., to promote election coverage on the stations. Map is accompanied by a score sheet showing the number of electoral votes each state has.

WBNS-TV HISTORY

FOUR-PAGE folder, giving the history and background of WBNS-TV Columbus, Ohio, was used by the station to tell viewers and clients of the station's third anniversary celebration during October. Wide circulation of the promotion piece was assured when station decided that in addition to sending it to agencies and clients WBNS talent would distribute folders when they made personal appearances.

ALTRUISTIC BROADCASTER

BELIEVING that "people have diversified tastes in entertainment and if they can't find what they want on our station they should be briefed on others," Harry Maizlish, president and general manager of KFWB Hollywood, has inaugurated new policy of two-minute broadcast every hour, which lists all other local stations' radio-TV programs.

NEW AM PROMOTION

STORY of WFOB-AM Fostoria, Ohio, which has just been completed is being told to potential listeners and advertisers in brochure form. Map of the stations' coverage area, population statistics and station location are included. WFOB-FM has been on the air since 1946.

ADS BOOST RADIO

MEMBERS of the staff of KTUC Tucson, Ariz., are airing 15 spot announcements daily promoting station facilities, using the theme "There's something good to hear right now on KTUC..." Station sponsors are also footing the bill for newspaper ads which utilize the same phrase.

ADS PRODUCE RESULTS

BROCHURE featuring reprints of several ads promoting Vic Diehm stations which have appeared in BROADCASTING • TELECASTING has been prepared by Mr. Diehm on the occasion of his 25th year in radio. In the preface of the booklet titled *Sincerely Yours*, Mr. Diehm states that, "These ads have met with utmost attention and have resulted in many fine contracts" for WAZL Hazleton, Pa., WHOL Allentown, Pa., WHLM Bloomsburg, Pa., and WIDE Biddeford-Saco, Me.

SCHOOL TEACHER CONTEST

CONTEST to find the most beautiful school teacher in America will be launched on Nov. 9 by the *Our Miss Brooks* program on CBS Radio for Colgate-Palmolive-Peet. The winning teacher will be awarded a week's vacation in Hollywood with all expenses paid during the Christmas holidays. The two runners-up will get \$100 bonds. The contest is open to grade and high school students in the United States.

SONG INSPIRATION

RADIO-TV musical director Hank Sylvern is creating a program based on incidents in history that have served as inspirations for songs that have been written through the ages. Working with him on the radio-TV package is Malvin Wald, Hollywood scenarist.

UNITED NATIONS TRIBUTE

TRIBUTE to the UN was aired fortnight ago by WICC Bridgeport, Conn. Format was a play within a play which took place in an American school room setting up a UN program. Cast and chorus was made up of 40 children from Bridgeport public schools.

LUCKY NUMBER PROMOTION

MEMBERSHIP of 864,000 is being claimed by WOKY Milwaukee in its new Lucky Number Shoppers League promotion. Every home in the Milwaukee area has been mailed a membership card and is eligible to win a new \$15,000 home and \$2,000 in other prizes. WOKY campaign broadcasts lucky numbers 18 times daily. Winners' names are published in local newspapers and announced over WOKY.

WINNER TO BERMUDA

LUCKY winner of Leif Eid's news show on WNBW (TV) Washington will soon be relaxing on the sands of Bermuda. Dunhill Cigarette Co., in cooperation with the station, is offering the trip to the person who comes up with the best reason for switching to Dunhills.

WNYC BACKS ARTS

THIRD annual American Art Festival over WNYC New York was to begin Oct. 2 and continued through Nov. 1 with more than 50 hours of air time allotted for information on New York City's museums, art galleries and art treasures. The project, designed to stimulate interest in the arts, was launched by WNYC in 1950. Condon Riley served as art consultant for the festival and Bernard Buck, station program manager, as coordinator.

RELIGIOUS SERIES

RADIO Gospel Fellowship, Denver, has tape recorded a new series of 92 quarter-hour devotional programs *Strength For the Day* at Radio Recorders Inc., Hollywood. Released in groups of five tapes, the series features Al Salter in Bible readings, with Joseph Barclay, tenor soloist, and Paul Mickelson, organist.

SPORTS COMMENTARY

KECA Los Angeles *Elroy "Crazy Legs" Hirsch Show*, features sports commentaries by the Los Angeles Rams end, and will be sponsored by Miller Brewing Co., Milwaukee, on thrice weekly basis for 13 weeks from Oct. 22. It is packaged by Larry Cotton Presentations, Hollywood. The agency is Mathisson & Assoc., Milwaukee.

FRIENDS

"To make a friend, you must be one."
Over Twenty Five years of service to farmers in Kansas and adjoining states have made us their friend.

WIBW

The Voice of Kansas
in TOPEKA

EDUCATORS MEET

Set Up by JCET

A GROUP of leaders in the movement for educational television conferred in New York Oct. 21 in what spokesmen described as a session devoted primarily to an exchange of information and ideas. Meeting was set up by the Joint Committee on Educational Television and was attended by President Scott Fletcher of the Fund for Adult Education, which has made a \$145,000 grant to JCET. Others who attended were listed as:

Chairman Edgar Fuller, Executive Director Ralph Steetle, and General Counsel Telford Taylor of JCET; Kenneth Bartlett, dean of University College, Syracuse U.; Harry Boyd, editor of the "Cedar Rapids (Iowa) Gazette"; Leland Hazard, Pittsburgh Plate Glass Co.; John E. Ivey Jr., director of the Southern Regional Education Board; Thomas P. Campbell, deputy mayor of Denver; Mark Schinnerer, superintendent of Cleveland schools; William Sener, U. of California at Los Angeles; William Stirtan, assistant to the president of Wayne U.; and Raymond Wittecoff, chairman of the St. Louis Educational Television Committee.

KFAL Program Tests

KFAL Fulton, Mo., which holds a license for 900 kc with 250 w, has begun program tests under FCC authority with 1 kw. Station is owned and operated by Missouri Central Broadcasters, a firm owned by R. W. Nickles, who serves as general manager, and Roger P. Fox, who serves as station director.

RADIO AIDS SEARCH

Stations Score Scoop

WCAN and WTMJ-AM-TV Milwaukee aided a 27-hour search for 2½-year-old boy and then scooped papers when the boy was found.

A Milwaukee suburb housewife was listening to WCAN's Polka Party when she heard the announcement of the lost boy. Later, while hanging out her laundry, she heard a child crying. With neighbors, she went to a nearby ditch and found the sobbing youngster, who had fallen in a hole.

Both WCAN and WTMJ tape recorded reunions of the boy, his family and friends.

POLITICAL DILEMMA REVIEWED

Salant Says Sec. 315 Needs Re-examining

(See Editorial, Page 58)

POLITICAL broadcast requirements of the Communications Act result in "giving less, not more, to the people" and should be re-evaluated after the elections, Richard Salant, CBS vice president, declared last week.

Discussing the complex problem on Dwight Cooke's *You and the World* broadcast on CBS Radio on Friday (6:15-30 p.m.), Mr. Salant singled out the case of Gen. Eisenhower's West Virginia speech at the time of Sen. Nixon's broadcast explaining the so-called Nixon fund.

Because Gen. Eisenhower was expected to make some statement on the Nixon fund, Mr. Salant said, CBS Radio covered the general's speech as news, even though in doing so "we put ourselves under the obligation of some eight and a half or nine hours of free time to other candidates." He continued:

"It happened that we were the only network to do that. I think that's undesirable. I'm pretty sure that the other networks didn't do it just on account of Sec. 315 [equal-opportunity provision of the Communications Act]. That isn't the kind of result that 315 should have. Sec. 315 results in giving less, not more, to the people."

Mr. Salant and Mr. Cooke also brought out that the equal-opportunity requirements minimize the feasibility of using Congressmen to debate important issues on the air, even though they may be the foremost experts on the subject under discussion. For all Congressmen, and one-third of the Senators, are running for re-election (except those who have decided to retire), and to put one in a broadcast debate automatically requires the broadcaster to make equal time available to his opponents.

"It just restricts the kind of people you can have," Mr. Salant said. "You can't have the best pos-

sible people on the particular issue."

He asserted that "after the heat of the campaign is over and while the experience of all these difficulties I've been telling you about is still fresh in our minds, we should—all of us: Congress, the other broadcasters, the FCC—take a long look at 315 and see whether it works out the way we expected. Obviously it's in the best American tradition that everybody have equal opportunity to get their views to the people, but 315 also tends to keep views from the people in the way that I've just described."

Mr. Salant added that he realized that "radio and television are so powerful . . . that we simply cannot use them to ride our own political hobby horses if we happen to have any," and that whether Sec. 315 is changed or not, "we'll always stand by the policy that we try to follow now—to present all the facts to the people. . . ."

As evidence of the complexity of the equal-time requirements, he noted that 18 major and minor parties are putting up Presidential candidates this year and that if each of these were given an hour of prime time a week they would, altogether, account for 18 out of the 21 hours a week between 8-11 p.m. He continued:

"Largely on account of Sec. 315 we have just had to adopt the general policy, with the exception of a matter like the [Eisenhower speech which was covered as spot news], of not giving time to the candidates but of selling it. I admit that doesn't seem to be very attractive. It does mean that the party with the most money gets the most use out of this very powerful medium. But on the other hand, that is a fact of life.

"The party with the most money can take out the most newspaper advertisements, they can issue the most number of full color pamphlets. There really isn't any reason in that area why radio and television should be treated any differently from any other method by which a candidate reaches the people. It would be awfully nice if all the parties had all the money they wanted. That would solve our problem. They don't and we can't do much about that."

New Series Available

DOROTHY OSHLAG, manager, Communications Materials Center, last week announced the availability of a new transcription series in which is told true stories of criminals and delinquents, using their actual voices. Series is entitled, *Why Did He Do It?* The center, a division of Columbia U. Press, has offices at 413 W. 117th St., New York 27.

PALM SPRINGS TV

Construction Underway

CONSTRUCTION of Palm Springs, Calif., community TV system by International Telemeter Corp. (half-owned by Paramount Pictures) took a long step forward last week when 4,000 ft. of Styroflex coaxial cable was flown overnight from Yonkers, N. Y., to California by manufacturer Phelps-Dodge Copper Products Corp.

The high-power, low loss cable is being installed to bring Los Angeles TV signals down the mountain side to Palm Springs to TV set owners in the resort area [B.T., March 3]. Palm Springs is 90 miles from Mt. Wilson, where all of Los Angeles' seven TV stations have their transmitters.

Nielsen Adds Clients

TWO large national manufacturers and nine leading agencies have contracted with the A. C. Nielsen Co., Chicago market research firm, for its coverage service reports and radio and TV stations and networks nationally. Clients are Procter & Gamble, New York, and the Toni Co., Chicago, a division of Gillette. Agencies, which bring Nielsen's agency subscribers to this service to a total of 14, are N. W. Ayer, BBDO, Biow Co., Compton Adv., Dancer - Fitzgerald - Sample, Kastor, Farrell, Chesley & Clifford, McCann - Erickson, Tatham - Laird and Geoffrey Wade Adv.

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Central N.Y. Market**

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ON W N H C

Steady does it where Connecticut Refining is concerned . . . 988 five-minute programs a year for over six years! And still going strong: That's *MORE* than faith in WNHC-Radio . . . it's proof of RESULTS.

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NBC RADIO
NEW HAVEN

**IF YOU HAVE SOMETHING TO SELL IN
NEW HAVEN CHOOSE THE STATION THAT SELLS!
Represented Nationally by The Katz Agency**

fcc actions



OCTOBER 24 THROUGH OCTOBER 30

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 107.

October 24 Decisions . . .

BY COMMISSION EN BANC

AM-1220 kc

KIBE Palo Alto, Calif.—Granted CP to increase D power from 250 w to 1 kw.

AM-1260 kc

KPOW Powell, Wyo.—Granted CP to increase D power from 1 to 5 kw.

Change to DA-N

KSDN Aberdeen, S. D.—Granted CP to change from DA-DN to DA-N.

AM-960 kc

WHAK Rogers City, Mich.—Granted CP to increase power from 1 to 5 kw.

KOVO Provo, Utah.—Granted CP to increase D power from 1 to 5 kw and install new trans.

Change Studio Location

KVSM San Mateo, Calif.—Granted CP to change studio location and increase power from 250 w to 1 kw.

AM-1380 kc

WTOB Winston-Salem, N. C.—Granted CP to increase D power from 1 to 5 kw, install new trans., and change from DA-DN to DA-N.

Advised of Hearing

South Plains Broadcasters, Slaton, Tex.—Is being advised that application for new station on 1340 kc 250 w-unl., indicates necessity of hearing on question of multiple ownership.

Merchants & Farmers Station, Raleigh, N. C.—Is being advised that application for new station on 1440 kc, 500 w-D, indicates necessity of hearing because of interference with WFVG Fuqua Springs, N. C.

October 27 Applications . . .

ACCEPTED FOR FILING

License for CP

WHKK Akron, Ohio.—License for CP which authorized installation of new trans. AMENDED to change name of applicant to The WHKK Bcstg. Co.

License Renewals

Following stations request renewal of license:

KIBH Seward, Alaska; WTIM Taylorville, Ill.; WFMW Madisonville, Ky.

TENDERED FOR FILING

AM-860 kc

WDMG Douglas, Ga.—CP to change from 1 kw-D to 5 kw-D.

APPLICATION DISMISSED

Extension of Completion Date
KJNO Juneau, Alaska.—Mod. CP, as mod., which authorized new AM, for extension of completion date.

October 28 Applications . . .

ACCEPTED FOR FILING

Modification of CP

WMOZ Mobile, Ala.—Mod. CP which authorized new AM for approval of ant. and trans. location. AMENDED to change type trans.

WKSB Milford, Del.—Mod. CP, which authorized new AM, for approval of ant., trans. and studio location.

WXOK Baton Rouge, La.—Mod. CP, which authorized new AM, for approval of ant. and trans. location and change type trans.

Merle V. Watson

Over \$5,000,000.00 in successful sales campaigns that grossed from \$5,000 to \$150,000 for some 400 radio and TV stations from coast-to-coast since 1931. Phone 26239 or 48440.

411 AVALON PLACE, PEORIA, ILL.

WHLZ Hazelhurst, Miss.—Mod. CP, which authorized new AM, for approval of ant., trans. and studio locations and change type trans.

Increase Antenna Height

WPNX Phenix City, Ala.—CP to increase ant. height and mount TV ant. on top.

AM-1070 kc

WDIA Memphis, Tenn.—CP to change from 730 kc 250 w-D to 1070 kc 50 kw-D 10 kw-N unl.; change trans. location; install DA-DN.

Increase Tower Height

WMC Memphis.—Mod. CP, which authorized removal of FM ant. from top and mount on side of NW tower, to increase height of tower.

Renewal of License

Following stations request renewal of license:

WJCM Sebring, Fla.; WDAK Columbus, Ga.; WCRW Chicago; WKID Urbana, Ill.; KXLW Clayton, Mo.; KXOK St. Louis; WIZE Springfield, Ohio; WWOE Manitowoc, Wis.; WPRS-FM Paris, Ill.; WHO-FM Des Moines, Iowa; WOC-FM Davenport, Iowa; KXEL-FM Waterloo, Iowa; WOMC (FM) Royal Oak, Mich.; WJDX-FM Jackson, Miss.; WVCN (FM) DeRuyter Village, N. Y.; WHVA (FM) Poughkeepsie, N. Y.; WOSA (FM) Merrill, Wis.; KTTV (TV) Los Angeles.

October 29 Decisions . . .

ACTIONS ON MOTIONS

By Commissioner George E. Sterling
Spartan Bcstg. Co., Jackson, Mich.—Granted petition for dismissal without prejudice of application for CP for new TV.

WIBM Inc., Jackson, Mich.—Removed from hearing docket application for CP for new TV.

KFBI Inc., Wichita, Kans.—Granted petition for dismissal without prejudice of application for CP for new TV.

Chief, Broadcast Bureau—Referred to full Commission petition to withdraw petition to enlarge issues in proceeding re applications for CP's for new television stations of KFBI Inc., Wichita, Kans., and Wichita Beacon Bcstg. Co., Wichita, Kans.

Chief, Broadcast Bureau—Granted motion insofar as it requests that application of Penn Jersey Bcstg. Co., Bristol, Pa., for CP for new AM be dismissed with prejudice, and denied insofar as it requests that application of WDAS Philadelphia, Pa., to change facilities of WDAS, be removed from hearing docket and returned to processing line.

WDAS Philadelphia, Pa.—Granted petition for extension of time to Oct. 20, 1952, to file opposition to motion of Chief, Broadcast Bureau, to dismiss with prejudice application of Penn Jersey Bcstg. Co., Bristol, Pa., and for

KVWO Reports Theft

KVWO Cheyenne, Wyo., last week reported that thieves forced their way into a studio and made off with a Model PT6 Magne recorder. Al Mann, station manager, would like other broadcasters to let him know if they learn of anyone trying to sell such equipment.

removal from hearing docket of application of WDAS.

Harrisburg Bcstrs. Inc., Harrisburg, Pa.—Granted petition to amend application for CP for new TV to show issuance of 500 shares of preferred, non-voting stock to WABX Inc., and application, as amended, was removed from hearing docket.

WABX Inc., Harrisburg, Pa.—Granted petition for dismissal without prejudice of application for CP for new TV. Metropolitan Television Co., Denver, Col.—Granted request of Oct. 16, 1952, for withdrawal of petition of Oct. 10, 1952, for 15-day extension of time within which to file petition for review of examiner's ruling denying in part motion for leave to amend AV application.

Allentown Bcstg. Corp., Allentown, Pa.—Granted petition for extension of time to Nov. 28, 1952, to file replies to exceptions in proceeding re application for CP and that of Easton Pub. Co., Easton, Pa.

Jackson Bcstg. & Television Corp., Jackson, Mich.—Granted petition for dismissal without prejudice of application for new TV.

WEAT Palm Beach, Fla.—Granted petition to amend application for CP to move WEAT for purpose of submitting exhibit 3c, which is extension of option shown as exhibit 3 in application.

KIMP Mt. Pleasant, Tex.—Granted petition for dismissal without prejudice of application for CP to change hours of operation.

W. S. Butterfield Theaters, Inc., Flint, Mich., and Trendle-Campbell Bcstg. Corp., Flint, Mich.—Granted petition to amend application for new TV to specify vhf Ch. 12 in lieu of uhf Ch. 16, submit changes in hours of operation, etc.; removed from hearing, as amended. Removed from hearing docket application for CP for new TV.

By Hearing Examiner Basil P. Cooper
Tampa Times Co., Tampa, Fla., and Orange Television Bcstg. Co., Tampa, Fla.—By memorandum opinion and order joint petition to dismiss amendment tendered Oct. 7 by Tampa Television Co., Tampa, Fla., of application for TV was transmitted to Commission or motions commissioner for appropriate action; Examiner will entertain for 20 days from release of this order such requests as three applicants for Ch. 13 may desire to file to amend respective applications, even though hearing on competitive proceeding began Oct. 15, 1952.

By Hearing Examiner H. B. Hutchison
The Radio Station KFH Co., Wichita, Kan.—Granted petition to amend application for TV to substitute amended Secs. V-C and V-G and related new engineering report, and other related engineering amendments which are purely corrective in character.

Wichita Television Corp. Inc., Wichita, Kan.—Granted petition to amend application for new TV to substitute amended Secs. V-C and V-G and related engineering report.

By Hearing Examiner James D. Cunningham
Metropolitan Television Co., Denver, Col.—Granted motion to amend application for new TV to show addition of Don Searle as minority stockholder and executive vice president, minor changes in corporate stockholdings, change in persons originally holding offices of executive vice president, secretary, and treasurer.

October 29 Decisions . . .

ACCEPTED FOR FILING

Change Studio Location

WPEO Peoria, Ill.—CP to change

SERVICE DIRECTORY

Custom-Built Equipment U. S. RECORDING CO.

1121 Vermont Ave., Wash. 5, D. C.
Lincoln 3-2705

COMMERCIAL RADIO MONITORING COMPANY

PRECISION FREQUENCY MEASUREMENTS
Engineer on duty all night every night
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Riverside, Ill.
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Fairmont Hotel, KYA. 33 Elm Ave.
San Francisco 8, Calif. Mill Valley, Calif.
DOuglas 2-2536 DUUnlap 8-4871

radio location and mount TV ant. on
of AM ant.

Change Name

VJMO Cleveland—Mod. license to
change name of licensee to Friendly
stg. Co.

Increase Antenna Height

VBVP Beaver Falls, Pa.—CP to in-

crease ant. height.

Modification of CP

WLAJ La Follette, Tenn.—Mod. CP
which authorized new AM, for ap-
proval of ant., trans. and studio loca-
tion; make ant. changes; change type
trans.

KMLW Marlin, Tex.—Mod. CP, as
mod., which authorized new AM, to
change studio location, change type

trans., change frequency control equip-
ment.

Renewal of License

Following stations request renewal of
license:

WJOI Florence, Ala.; KGLN Glen-

(Continued on page 107)



Member AFCCE *

CLASSIFIED ADVERTISEMENTS

Payable in advance. Checks and money orders only.

Deadline: Undisplayed—Monday preceding publication date. Display—Tuesday preceding publication date.

Situations Wanted 20¢ per word—\$2.00 minimum • Help Wanted 25¢ per word—\$2.00 minimum
All other classifications 30¢ per word—\$4.00 minimum • Display ads. \$15.00 per inch

No charge for blind box number. Send box replies to

BROADCASTING • TELECASTING, 870 National Press Bldg., Washington 4, D. C.

APPLICANTS: If transcriptions or bulk packages submitted, \$1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc. sent to box numbers are sent at owner's risk. BROADCASTING • TELECASTING expressly repudiates any liability or responsibility for their custody or return.

Help Wanted

Managerial

Assistant & commercial manager for CBS station with TV application in Southeastern competitive market. Must have good sales record. Excellent opportunity for further promotion in group-owned stations. Reply, stating salary desired, experience, photo. Box 928R, BROADCASTING • TELECASTING.

Sales manager. Little Falls, N. Y. MBS affiliate. Must have proven sales record. Top opportunity for right man. Full information to Bob Earle, WLFH, Little Falls, or Art Feldman, MBS, 1440 Broadway, New York.

Salesmen

Special radio program telephone salesman (comm.) for GBA campaigns throughout U. S. Box 788R, BROADCASTING • TELECASTING.

Is your problem more money? Then write now for full details in radio selling. Owner has two one kilowatt stations, fulltime, 250,000 market. If you sell a daytimer close to metropolitan zone you will clean up in these isolated markets. \$1000.00 per month or more is possible. Investigate! Box 937R, BROADCASTING • TELECASTING.

Immediate opening aggressive salesman who can produce 20% commissions and opportunity to become sales manager, if capable. Contact Carson, KSMN, Mason City, Iowa.

If you can sell radio advertising in a 112,000 metropolitan market or would like to learn, I'll pay \$75.00 a week guarantee for the right person. WRAC, Racine, Wisconsin.

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.

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

Two announcers. Top salary. Only those sending photo and audition considered. Box 873R, BROADCASTING • TELECASTING.

Regional NBC station in thriving Southern market has opening for top-flight announcer. Good pay, plus talent. Box 881R, BROADCASTING • TELECASTING.

Wanted: Two announcers for progressive station in Southwest. Experience preferred, ability necessary. Good pay and working conditions, congenial staff. Send full information, disc and photo first letter to Box 885R, BROADCASTING • TELECASTING.

Mature announcer, authoritative voice, special events experience, for station in important Texas market. Box 910R, BROADCASTING • TELECASTING.

Help Wanted (Cont'd)

Wanted—Fulltime announcer with exceptional potential. Salary \$40.00 per week. Submit audition disc, other data. Must hire within two weeks. Box 926R, BROADCASTING • TELECASTING.

Combination announcer-engineer with first class license wanted by network affiliate near Atlanta. Good working conditions. Favorable salary. Southerner preferred. Reply to Box 943R, BROADCASTING • TELECASTING.

Announcer—Must have network station and news experience. Best of working conditions. CBS affiliate. Write giving complete details on education, experience and salary expected to Norman Loose, Manager, KAVE, Carlsbad, New Mexico.

Combination announcer-engineer, first ticket with emphasis on announcing. Send details including audition. KDRS, Box 491, Paragould, Arkansas.

Combination announcer - engineer, KEVT, Kerrville, Texas. Send disc or tape, full particulars. Permanent, salary strictly open. Advancement open. Wonderful town. Housing good. Wonderful climate. Call, write or wire Bill Field, Manager.

Combination man with first phone, emphasis announcing, experience not necessary. No shift before 6:30 a.m., none after 8 p.m. Wire or write KOMW, Omak, Washington.

Announcer-engineer must be good announcer. Start \$80.00 a week, excellent living conditions. KTNM, Tucumcari, New Mexico.

Combo man, first phone. \$350. for good announcer. Call or wire KVOC, Casper, Wyoming.

Are you combination of any two: announcer, first phone, sales, copy, sports, special events? We offer great future including TV for man who is versatile and qualified. You name terms. KWSH, Wewoka, Oklahoma.

Expanding announcing staff: Can you qualify? Old Reliable going to 5,000. . . ABC affiliate. . . modern, progressive city. . . plenty of competition including TV. Good pay. . . good living conditions. Send audition; photo; background; experience first letter. . . to John Kennedy, KFYO, Lubbock, Texas.

5000 watt NBC station in progressive city of 15,000 needs good announcer to handle regular shift plus occasional newscast and sportscast. Must be a good man and preferably from Kansas or adjacent states. Send disc, photo, references and letter of application to Ray Beals, KVGB, Great Bend, Kansas. No floaters, please.

Announcer-salesman. New 5 thousand watt station soon on air, to be housed in air-conditioned building. Serving West Coast of Florida. Salary, good commission. Address all replies to A. H. Turner, General Manager, WBOY, Post Office Box 868, Tarpon Springs, Florida.

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

Immediately need combination announcer-engineer with emphasis on announcing. Daytime independent requiring good voice and first class license. No drifters or drinkers. Good salary starting with advancement. WFGN, Gaffney, South Carolina.

Experienced, versatile morning announcer who can handle established commercial, hillbilly and quiz programs. Must do good straight selling job. Rush tape to WFLB, Fayetteville, North Carolina.

Combination announcer-engineer for 1 kw independent. Send disc or tape and picture to WFPM, Fort Valley, Georgia.

Help Wanted (Cont'd)

5000 watt ABC station has immediate opening for qualified announcer who can make a place for himself in closely-knit operation with TV future. Send recording, experience and references to Ambert Dail, WGH, Newport News, Virginia.

Combination announcer - engineer. Wire or write WOXF, Oxford, North Carolina.

Sports announcer. \$70.00-\$75.00 weekly. Send recording, photo, letter. WVOT, Wilson, North Carolina.

Combination announcer-engineer, first class ticket. Permanent. WWGS, Tifton, Georgia.

Wanted—Two combo men and one straight announcer for new North Carolina daytimer. Good salary. Write full details to P. O. Box 641, Rock Hill, South Carolina.

Experienced announcer, top newscaster, DJ, program producer with authoritative commercial delivery. Apply only if worth minimum \$75.00 weekly and send tape, reference names, experience. Box 1056, Twin Falls, Idaho, 5000 watt NBC affiliate.

Technical

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

Transmitter engineer 5000 watt station, Iowa, 40 hours week. Box 783R, BROADCASTING • TELECASTING.

Engineer—Permanent employment. Immediate opening. Give details. Box 880R, BROADCASTING • TELECASTING.

Small market opening for first phone holder; announcer-engineer preferred. Box 891R, BROADCASTING • TELECASTING.

Small market opening for first phone holder; announcer-engineer preferred. Box 891R, BROADCASTING • TELECASTING.

Night man to spark midnight to 6:00 a.m. First phone. \$86.40 for 40 hours. Box 907R, BROADCASTING • TELECASTING.

Wanted—First class engineer with announcers experience. Box 936R, BROADCASTING • TELECASTING.

Operator with first phone for daytimer in Ohio. No experience needed. Starting \$60.00, 1½ overtime. No announcing. Box 938R, BROADCASTING • TELECASTING.

North Carolina. Engineer-announcer with first ticket. Send details plus audition. Box 939R, BROADCASTING • TELECASTING.

Immediately: fulltime first phone engineer. Wisconsin progressive operation. No announcing. Box 940R, BROADCASTING • TELECASTING.

Colorado—KCOL, Fort Collins, has opening for first class engineer with opportunity to become chief. Mail complete information and references.

Engineer-announcer progressive Texas daytimer. Two weeks paid vacation annually. Prefer experienced man to work chief engineer position. Contact Ken Duke, KDDD, Dumas, Texas.

Chief engineer-announcer capable in installation new 250 watt daytimer. Also two ticket announcers. \$350.00 monthly plus. Write owner KLEA, Lovington, New Mexico.

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

Help Wanted (Cont'd)

Transmitter engineer wanted to fill immediate opening. Five thousand watt MBS-IMN affiliated. Car necessary. KLO, Ogden, Utah.

Wanted — Combination engineer-announcer. First ticket necessary. Send details, availability to Wm. T. Kemp, KVVO, Cheyenne, Wyoming.

First class phone operator. No experience required. WCFV, Clifton Forge, Virginia.

Chief engineer and two combination engineer-announcers needed for new radio station opening soon. Contact W. Jacobs, Jr., WDUN, Gainesville, Georgia.

Wanted: Engineer, first phone or combination announcer-engineer with first phone. No car needed. Small town Mutual affiliate. WEKR, Fayetteville, Tennessee.

First class engineer. No experience necessary. Good opportunity for right man. Apply WFLB, Fayetteville, North Carolina.

First class engineer immediately. No experience required. WGEZ, Beloit, Wisconsin.

Wanted, combination engineer - announcer plus fulltime announcer, a newsmen for NBC affiliate soon under construction. For details write WMAN, Marinette, Wisconsin.

Immediate openings — Engineer - announcer with experience and top announcer. Send full details, first letter. WMLT, Dublin, Georgia.

First class engineer. No experience required. Car necessary. WNBZ, Saranac Lake, New York.

Engineer, first phone. Car required. Permanent. Have TV CP. Start \$13. Phone D. N. Bowdish, C. E., WPAC, Ann Arbor, Michigan.

Engineer experienced in station maintenance, studio transmitter and mobile operation. 40-hour week. Salary, cost of living bonus. Position available immediately. Send photo, letter of application and salary expected to WSR, Cleveland 18, Ohio.

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

Engineer with first class license capable of taking over chief's job in 25 watt network station. Write full qualifications, availability and salary requested to: Gustave Nathan, Radio Station WWCO, Waterbury, Connecticut.

First class experienced engineer capable of handling directional antenna system, some studio maintenance, etc. necessary. Write W. D'Orr Cozzen, Intermountain Network, 146 South Main Street, Salt Lake City, Utah.

Production-Programming, Others

Experienced girl copywriter. Man pay for man-size job Pennsylvania independent. Time available for woman's program. Send sample copy and photo. Box 278R, BROADCASTING • TELECASTING.

Traffic-copywriter for 1000 watt independent. Interesting position for thoroughly experienced person who can produce good selling copy and handle traffic—topnotch station. Fine central Kentucky city. Real opportunity. Give full particulars and copy. Box 945, BROADCASTING • TELECASTING.

Colorado—KCOL, Fort Collins, has opening for continuity editor, in complete charge of all commercial copy. Mail complete information and references.

Local newsmen wanted to cover 50,000 population county. Prefer applicant now in Midwest. WKRS, P. O. Box 500, Waukegan, Illinois.

Television

Salesmen

TV salesman for single station market in Southern California. Send late picture, full background, salary, first letter. Howard L. Chernoff, KFMB, San Diego, California.

Help Wanted (Cont'd)

Announcers

Announcer-television—Television experience not essential. Send educational background, photograph and tape. Box 327R, BROADCASTING • TELECASTING.

Situations Wanted

Managerial

Will trade 15 years broadcasting experience major metropolitan indies for opportunity general manager or commercial manager with GM future your terms. Successful record time salesman, operations manager, program director tough competitive area. Family man, age 39. Now residing New York area. Will go anywhere right offer. Available January first. Top references. All inquiries confidential. Box 730R, BROADCASTING • TELECASTING.

Administrative assistant to PD or manager. Woman, skilled all phases AM and TV. Box 899R, BROADCASTING • TELECASTING.

My boss could be the man you're seeking for sales or general manager. He's a ball-of-fire with know-how and experience—all phases radio and TV. Many years in the business, he's a terrific salesman. He sold me seven years ago and I'm still sold on him. Confidentially—he could be had—if you want to proposition me. (his wife). PS: I'm sold on pop, too (junior). Box 911R, BROADCASTING • TELECASTING.

Manager now available. More than 20 years radio newspaper. Unequaled record of efficiency and economical operation based on thorough background in sales, programming and the knowledge that successful operation relies on top employee and public relations. West Coast or Northwest preferred but will consider Western area. Personal appointment any place. Will purchase interest or entire station. Box 917R, BROADCASTING • TELECASTING.

Wisconsin or Midwestern stations. Reliable manager-program director soon available. Knows programming, sales, promotion, public relations. Respected civic-minded family man. Box 927R, BROADCASTING • TELECASTING.

Want the plus profit sales? Broadcasting salesman for 12 years with one station. Now employed. Twenty years in advertising. Prefer West or Southwest but not essential. Earnings high five figures. Box 942R, BROADCASTING • TELECASTING.

General manager available immediately. Experienced executive twenty years. Finest references. Radio or TV. Details on request. Box 944R, BROADCASTING • TELECASTING.

Manager—Twenty years radio all phases. Available for interview, family man with proven success record. Prefer city with year-round sports program. Paul Roscoe, phone 2-9376, St. Joseph, Missouri.

Announcers

Announcer, veteran. Light on experience. Some experience over New York stations. Beautiful resonant voice. Disc available. Box 856R, BROADCASTING • TELECASTING.

Experienced woman announcer-copywriter available November fifteenth. Versatile background. Box 882R, BROADCASTING • TELECASTING.

News editor—250 AM, ready to move up. Solid background in gathering, writing, and editing. Top delivery. Excellent references including present employer. College, 26, Eastern AM-TV preferred. \$75.00 minimum. Box 884R, BROADCASTING • TELECASTING.

Graduate of broadcasting school interested in locating along Eastern Seaboard. Disc and resume available. State particulars. Box 886R, BROADCASTING • TELECASTING.

Lady jockey, name personality, experienced all-round. A driver but a pleasant saleslady-AM or PM show. Can operate controls. Wants nice surroundings. Box 888R, BROADCASTING • TELECASTING.

Woman broadcaster: TV and AM; newspaper, publicity background. Best references. Box 898R, BROADCASTING • TELECASTING.

Chief announcer in five station market, with first phone. Two years experience, three years show biz background. Family man, veteran, references. Box 903R, BROADCASTING • TELECASTING.

Situations Wanted (Cont'd)

Sports announcer, four years experience in large market, also staff and special events. Available for basketball season. Married, family, twenty seven, college. Desires permanent position. Box 906R, BROADCASTING • TELECASTING.

Spanish regions, announcer, university graduate, five years each, radio and Spanish study; desires within six months any station in Spanish area. Can leave U. S. Box 912R, BROADCASTING • TELECASTING.

Local news specialist 8 years... also announcing-programming. Want larger market, better salary. TV future. Box 915R, BROADCASTING • TELECASTING.

Announcer—News, sports, disc, staff. Three years experience. Can operate console, also experience in script and continuity writing. Over two years current employer, desire change. Age 30. Audition, tape and photo on request. Box 918R, BROADCASTING • TELECASTING.

Announcer, some experience. Married, once settled will stay put. East only. Box 922R, BROADCASTING • TELECASTING.

Help! Uncle Sam releases me January '53. 4 years radio and television direction, programming, announcing. Wife, child, car, no job. Help! Box 923R, BROADCASTING • TELECASTING.

Announcer. Experienced DJ, news, board operation. Presently employed New York State network affiliate. Veteran. College graduate. Age 24. Prefer Northeast. Box 925R, BROADCASTING • TELECASTING.

Eastern stations attention. Experienced news and sports man available. Desires only permanent connection offering excellent opportunity. Inquire. Box 929R, BROADCASTING • TELECASTING.

Attention Va.-Florida. Program director, disc jockey, newsman desires responsible position with progressive TV future station. Answer all inquiries. Box 934R, BROADCASTING • TELECASTING.

Sports announcer all major sports, eight years experience. Veteran, family man. Present employment five years. Prefer West. Box 941R, BROADCASTING • TELECASTING.

Announcer, staff—all phases experiences. Also play-by-play sports. Excellent selling voice. Reliable. Wishes settle small community. Disc available immediately. Accepting telegrams-calls. Dan Baxter, 417 Grand Street, New York, New York. Spring 7-4678.

Announcer, control board operator. Experience light. 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 Hgts., Brooklyn 2, New York. Main 4-0088.

Announcer, versatile, experienced all phases, strong play-by-play; reliable, settle small community. Available immediately. Resume, disc on request. Nat Habib, 79 Sunnyside Avenue, Brooklyn 7, New York. Taylor 7-7408.

Wherever you go there's radio. Retired DJ-announcer with three years commercial experience wants return to broadcasting. 28 years old. Available immediately. Jack Little, 3926 Bell Blvd., Bayside, Long Island, New York.

Announcer-copywriter, sports, play-by-play specialty, one year experience, prefers permanent Midwest position. Veteran, 26, available immediately. Phone 25. Fritz Van Duyse, Sturgeon Bay, Wisconsin.

Five well trained staff announcers, all operate board, do news, etc. Al Powers prefers Southeast; Fred Masser prefers Southeast; John Morgan prefers Pennsylvania; John Rogers formerly with State Department, Virginia or Maryland. Vivian Waters, colored, college, writes copy, traffic and DJ from board. Pathfinders School of Radio, 737 11th Street, N. W., Washington, D. C.

Topnotch all sports, basketball, baseball outstanding. All phases announcing. Immediately. 2208 South Fifteenth, Philadelphia, Pennsylvania.

Technical

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.

Engineer experienced chief maintenance design. Box 794R, BROADCASTING • TELECASTING.

(Continued on next page)

Need Television Equipment in a Hurry?

EXTRAORDINARY OPPORTUNITY TO NEGOTIATE FOR EXCELLENT EQUIPMENT AT BARGAIN PRICES

One new GE Co. type TT-6-D high band TV transmitter, CH. 7-13, 5 kw visual, 2.5 kw aural, complete with:

two complete sets of tubes and crystals, control console and two cabinet racks with complete standard monitoring and control equipment.

One used RCA TT-5-A, low band TV transmitter, CH. 2-6, 5 kw visual, 2.5 kw aural, complete with tubes and some spares, plus a CH. 2 sideband filter.

2000 ft. of new 3-1/8" Communications Products transmission line, 20 ft. sections with all necessary fittings.

One new GE Co. CH. 9 6-bay antenna, type TY-12-A with de-icing equipment, dummy load and 50 kw CH. 9 hybrid diplexer, type PY-16-C.

Two RCA 16 MM TV projectors.

One GE iconoscope camera channel.

Picture and waveform demodulator, GE type TV-21-A.

Visual frequency monitor, type GR-1175-BT.

Visual frequency meter, type GR-1176-A.

Aural station monitor, GE type TV-3-A.

Write Box 919R, BROADCASTING • TELECASTING

Situations Wanted—(Cont'd)

Highly qualified engineer seeking permanent position progressive broadcasting or TV station as engineering head. Fifteen years experience all phases of design, construction, management, operation and maintenance. Top salary required. Complete details upon request. Box 823R, BROADCASTING • TELECASTING.

Combination, six years experience, first phone versatile announcer. Three years program director. Must return to native Southern California by January first. Married, family, 30 years of age. Box 889R, BROADCASTING • TELECASTING.

Combo-first phone. Veteran, experienced. Excellent voice! Northeast. Notice. Box 893R, BROADCASTING • TELECASTING.

Engineer—First phone, fifty mile radius New York City. Salary secondary. Box 896R, BROADCASTING • TELECASTING.

First class operator wants transmitter work, no announcing. Box 902R, BROADCASTING • TELECASTING.

12 years experience, 250 to 5 kw directional, non-directional FM. Some announcing, copywriting. Presently employed chief engineer, 5 kw past two years. Want combination, minimum \$350.00 per month. Box 932R, BROADCASTING • TELECASTING.

Used but still durable announcer-farm director. Independent, network experience. 30, single. Prefer Northeast. Available 2 weeks notice. Full information on request. Harold Andrews, West Paris, Maine.

First phone license seeking permanent position. No experience. Paul Samuel, 218 Maujer Street, Apt. 1288, Brooklyn, New York.

Transmitter operator. First license, considerable broadcast experience. Single, move anywhere. References. Please specify requirements. Lewis Sherlock, Box 891, Denver 1, Colorado.

Engineer, 25, single, experienced. Engineer or chief, any station through 5 kw. West preferred. No combo. Box 722, YMCA, Erie, Pennsylvania.

Production-Programming, Others

News director 50 kw station seeks job in market over 100,000. Box 807R, BROADCASTING • TELECASTING.

Sales-conscious PD. Experienced: programming, continuity, overall station operation. Excellent references, background. Box 858R, BROADCASTING • TELECASTING.

Newsman: Journalism Degree. 3½ years good experience with emphasis on local coverage. Write, air and gather. Currently employed. Wants position with progressive station. Box 869R, BROADCASTING • TELECASTING.

Copywriter: Experienced TV and AM; excellent background; best references. Box 897R, BROADCASTING • TELECASTING.

Radio copywriter with performer talent wants to write, write, write! 3 years with NY ad agency. Travel anywhere. Box 905R, BROADCASTING • TELECASTING.

Situations Wanted—(Cont'd)

Copy-continuity writer: Prolific, productive, persuasive . . . colorful, compelling, creative . . . imaginative, intelligent, ingenious . . . expert, experienced . . . expensive. Box 914R, BROADCASTING • TELECASTING.

News, continuity or copywriter. Five months experience as news writer for national news publications, also advertising experience. Could do broadcast work. Two years college radio journalism. Ray Griffin, 1515 West Monroe, Chicago 7, Illinois.

Television

Managerial

Attention television applicants! Complete key staff of 8 including general manager now available. Combined experience of 107 years. If interested write Box 826R, BROADCASTING • TELECASTING.

Technical

Third phone, television workshop graduate experience with camera and control room operations, married, 34 years old. Box 916R, BROADCASTING • TELECASTING.

Engineer: first class ticket. Graduate of television workshop; trained in all phases of television broadcasting. Veteran. Box 924R, BROADCASTING • TELECASTING.

Production-Programming, Others

TV—Anywhere. Bright gal with best radio experience, some in theater and TV. College graduate. Currently scripter, key station. Seek opportunity as TV program aide. Box 767R, BROADCASTING • TELECASTING.

Television experience: director continuity, programming. Radio background: PD. Unusual ability. Staff, supervisory. Box 859R, BROADCASTING • TELECASTING.

TV producer-director seeks change by first of year. Excellent background and references. Now with network-owned station. Guaranteed results all phases programming. Box 921R, BROADCASTING • TELECASTING.

For Sale

Stations

50% plus one share in corporation holding 500 watt daytime CP for sale. Building and tower erected. Only station in excellent Southeastern market. Box 909R, BROADCASTING • TELECASTING.

Southern California metropolitan FM station. Owner lacks funds for development. Good proposition. Box 933R, BROADCASTING • TELECASTING.

Western and Midwestern stations. Independents. Affiliates. All prices. Jack L. Stoll & Associates. 4958 Melrose Avenue, Los Angeles 29, California.

Equipment, etc.

250 watt General Electric AM transmitter. Operates and looks like new. Has been completely overhauled and refinished. Complete with one set tubes. \$2,400.00. Box 808R, BROADCASTING • TELECASTING.

For Sale—(Cont'd)

For sale: One RCA 50 kw transmitter type 5A-50B. Has been modified to keep abreast of the rigid requirements of the FCC. If in need of a well kept high power radio transmitter, here is your bargain. You make an offer. Your inspection of facility will be welcome. Box 835R, BROADCASTING • TELECASTING.

Collins 1 kw AM transmitter. Unconditional component and performance guarantee. Box 890R, BROADCASTING • TELECASTING.

Will trade extra Collins 1 kw FM transmitter for used 500-1000 watt AM transmitter. Box 920R, BROADCASTING • TELECASTING.

Available approximately December 15th, Gates 250 GY transmitter . . . \$1500.00 FOB Phoenix. . . . We will crate. . . . Used three years, excellent condition. KIFN, Phoenix, Arizona.

Mobile Units. Complete mobile setups for broadcast stations. RCA, newest type FM units, 152-174 megacycles. Includes AC operated base station, for cueing and talkback and 6 volt DC mobile unit, 15 watts. Everything complete from microphone to antenna and delivered for any frequency you specify. We bought these units from a bankrupt cab company in business for less than a year and modified them for broadcast use. Ideal for stations that do not have a mobile truck or station wagon since they fit easily into a regular passenger car. Everything you need for complete two way mobile operation, \$995.00 FOB, Omaha, plus crating. We only have 18 of these units so wire me if you want sets held for you while we acquaint you with further details. Todd Storz, KOWH, Omaha, Nebraska.

Will sell at small discount a new RCA TG-1A sync generator complete and a new RCA TK-30A camera chain with studio control and field camera type MT-26010 complete. Contact Frank C. Carman, Radio Station KUTA, Salt Lake City, Utah.

For sale—Western Electric 10 kilowatt FM amplifier and power supply. All offers considered. Contact Chief Engineer, WIST, Charlotte, North Carolina.

For sale: 200 feet of Andrew type 450 coaxial cable ½ x 51.5 ohms. For price and additional information write: A. S. Alexander, WMAM, Marinette, Wisconsin.

One kw AM transmitter (used less than one year) type XT-I-A, Model 4XT1A1, console with desk type BC3A GE. 3 kw FM transmitter type BT-3A also modulation and frequency monitors and monitor amplifier, jack strip and rack. 500 feet of 3¼" coax in good condition. Terms will be considered. North Dakota Broadcasting Company, Box 1712, Minot, North Dakota. Phone 51-161.

Wanted to Buy

Equipment, etc.

Equipment wanted: Complete for 1 kw station including a 300 foot tower. Box 833R, BROADCASTING • TELECASTING.

Wanted to buy: RCA FM four section standard pylon antenna. RCA or Johnson iso-coupler. 400 feet 1½ nominal 50 ohm transmission line. Box 863R, BROADCASTING • TELECASTING.

Wanted—Used turntables and pickups; console or consolette, also remote studio transmitter link equipment. Box 895R, BROADCASTING • TELECASTING.

Wanted—Collins six-bay FM antenna. Must be side mounting and for 1½ inch transmission line. Please state frequency for which tuned in reply to Box 904R, BROADCASTING • TELECASTING.

Modulation and frequency monitors wanted for AM station. KFMA Broadcasting Co., 415 Perry Street, Davenport, Iowa.

Wanted—5 kw AM transmitter. XEBM, San Luis Potosi, Mexico.

Miscellaneous

Have knowledge and excellent location for a kilowatt station. Financial backer or partner with cash needed. Midwest area. Box 883R, BROADCASTING • TELECASTING.

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

Help Wanted

Technical

WANTED

ENGINEERS — COMBINATION MEN—ANNOUNCERS

To fill the personnel needs of our rapidly expanding operation, including newly formed regional network and projected plans for TV. Good pay, modern facilities, forward looking policies, ample security and modern benefits such as hospitalization insurance.

We hire only competent people who are interested in permanency. Send all pertinent data including photo, audition, references, salary expectations, etc., to Rex G. Howell, President, Western Slope Broadcasting Company, in Grand Junction, Colorado.

Production-Programming, Others

WIDE OPEN for a SMART SALES DIRECTOR

Salary plus commissions will easily earn five figures during first year for right man with a radio station that's going places. Send your name, address and one page summary to Box 935R, BROADCASTING • TELECASTING.

Situations Wanted

Managerial

TEAMWORK produces RESULTS and REVENUE

!!! THINK !!!

I'm General Manager of a successful, NEW, AM-FM Indie in a 3-station city.

I'm Commercial Manager of the station.

IF YOUR station needs MORE REVENUE . . . BETTER PROGRAMMING . . . GENERAL IMPROVEMENT

WE are interested in being the Manager-Comm. Manager TEAM of YOUR operation.

WE will consider Comm. Mgr.-Account Exe. positions with TV Station having plans for an Executive type Commercial Department. NO HURRY! Require 30 to 60 days-present employer. Interviews . . . at your expense. All inquiries confidential . . . Box 908R, BROADCASTING • TELECASTING.

GENERAL SALES MANAGER TELEVISION RADIO

Now employed, desires change immediately. Excellent references, young, aggressive, family man. Neat appearance, neat mind. Knows basic principles and details. Ten years radio . . . three TV. Desire position as manager or sales manager.

Reply Box 930R, BROADCASTING • TELECASTING

Television

Managerial

Thoroughly experienced and successful TV executive with complete broadcasting and motion picture background desires profit-sharing percentage arrangement with aggressive TV station or AM planning TV in city of one million or less. Box 892R, BROADCASTING • TELECASTING.

Central Midwest \$75,000.00

This radio property has not been permitted to develop due to constant disagreement among the absentee owners and the owners in the area but none of them in management—it has drifted along on a little more than a break-even basis. Properly established in one of the richest corn centers of the Midwest—\$75,000.00. Some financing.

Appraisals • Negotiations • Financing

BLACKBURN-HAMILTON COMPANY

RADIO STATION AND NEWSPAPER BROKERS

WASHINGTON, D. C.

James W. Blackburn
Washington Bldg.
Sterling 4341-2

CHICAGO

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

SAN FRANCISCO

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

AVAILABLE SOON...

Television Manager

Years of successful management of outstanding radio station. Past year manager of highly profitable television station. Can bring to new station proven programming and sales techniques that will pay off. Excellent references. Interview on request. Box 913R, BROADCASTING • TELECASTING.

PRODUCTION AND PROGRAM MANAGER

NOW WITH ONE OF BEST TV STATIONS IN THE NATION!

Present programs are attracting favorable, nation-wide attention. Add imagination, writing ability, originality, to organizational ability and you have the reason for 100 first-class local presentations each week. Need to change because of climate. Salary secondary. Write Box 931R, BROADCASTING • TELECASTING.

Technical

TECHNICAL DIRECTOR
CHIEF ENGINEER AM-FM-TV

20 Years Experience

Interested Primarily in TV

Know TV layouts. Experienced with hearings before FCC, also all phases design, construction, operation and maintenance from 250 watt to clear channel station, including directional antennas. Experienced in handling union staff. Box 894R, BROADCASTING • TELECASTING.

For Sale

Equipment, etc.

FOR SALE:

250 WATT MUTUAL STATION in the most beautiful town in the Southeast. Best buy! Here's why!

1. Price \$40,000.
2. Gross sales this year, \$50,000.
3. Market, 50,000 . . . No TV competition.
4. Studios in two towns, both over 5,000 population, only station in county.
5. Retail sales, app. \$30,000.
6. Retail outlets . . . 180.
7. Industry: Textile, Furniture, Paper, Leather.
8. Agriculture: tobacco, cattle, apples.
9. Highest average weekly wage per capita in state.
10. Good staff. Plenty prestige. It's yours for \$40,000.

BOX 901R,

BROADCASTING • TELECASTING

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.

Film Report

(Continued from page 94)

telecast last May, featured Bertrand Russell.

* * *

WPIX (TV) New York announced last week that its *First Show* program, full-length film on a five-times-a-week schedule, had compiled a 32.5 average cumulative weekly Pulse rating. Shown from 7:30-9 p.m. EST weekdays, the program presents widely-acclaimed films. New feature begins each Wednesday.

* * *

J. Armstrong & Co., New York, offering new series of syndicated television commercials for banks titled *Bank Synda-Kit*.

* * *

Arrow Productions Inc., Hollywood, moved to new quarters at Eagle-Lion Studios last Saturday.

* * *

Screen Televideo Productions, Hollywood, has moved to RKO-Pathé Studios, Culver City.

Film People . . .

Les Goodwin, motion picture director, to Golden Key Trust Productions, Hollywood, to serve in same capacity on NBC-TV's *My Hero*. Film series, starring Robert Cummings, starts Nov. 8 for Philip Morris & Co. (Dunhill cigarettes). Agency is Biow Co.

* * *

George T. Shupert, vice president of Peerless Television Productions, New York, has resigned effective Nov. 15. While his future plans are not definite, Mr. Shupert will remain in the TV syndication field.

* * *

Renzo Cesana ("The Continental") has been signed by Dynamic Films Inc., New York, for a series of 104 film programs. Production has started in New York.

* * *

Vernon Clark, motion picture producer and more recently released from active duty with the Air Force, has been named general manager of California Studios, Hollywood. Plan calls for a heavy schedule of TV film and motion picture production.

* * *

Rosemarie Hickson, motion picture editor of Caravel Productions, New York, to Sterling Television Co., same city, as supervisor of TV film production department.

* * *

Kingman Moore, NBC-TV Hollywood director, to Revue Produc-

tions, North Hollywood, in same capacity. He succeeds George Cahan, who moves to CBS-TV's *My Friend Irma* as director, replacing Richard Whorf. Mr. Whorf returns to New York as star of the new Broadway play, "A Burglar in the House."

* * *

Marc Daniels, director on CBS-TV's *I Love Lucy* during 1951-52 season, to NBC-TV's *I Married Joan* in same capacity. He succeeds Hal Walker who will fulfill motion picture commitments.

* * *

Frank Wisbar, producer-director, NBC-TV's *Fireside Theatre* for Procter & Gamble, will personally introduce each film instead of the program star.

* * *

Frank Capra, who is set to produce and direct hour-long science documentary TV film series for American Telephone & Telegraph Co. [B•T, Oct. 27], will retain all foreign rights to the films. First program, "The Sun," is in pre-production.

'GOOD MUSIC'

WITH-FM Airs WGMS Shows

BALTIMORE listeners of WGMS-FM Washington were surprised last week to hear a WGMS announcer suggest that they switch their dials to WITH-FM Baltimore.

WGMS last Wednesday began an arrangement with WITH-FM whereby the Baltimore station will receive WGMS programs by direct FM relay. Announcement of the arrangement was made jointly by Tom Tinsley, WITH president, and M. Robert Rogers, general manager, WGMS-AM-FM.

Heretofore, WITH-FM simply duplicated programs of its AM affiliate, WITH, in the 3-9 p.m. period. Now, WITH-FM operates from 11 a.m. to midnight.

Mr. Rogers said that more than 10% of the subscribers to WGMS' monthly program publication lived in the Baltimore area. WGMS commercials will be blocked out on WITH-FM and Baltimore commercials substituted.

WGMS is the key station of a Good Music Network which has affiliates in Philadelphia, New York, New Haven and Hartford. Mr. Rogers said the addition of the Baltimore outlet brings into being a Good Music Network operation which covers homes from Portland, Me., to almost as far south as Richmond.

WFLN (FM) Growth

WFLN (FM) Philadelphia extended operations Nov. 1 to 7 a.m.-midnight, according to Raymond S. Green, general manager. Formerly the station had gone on the air at noon. The FM-only outlet will continue to program good music, news and special cultural features, Mr. Green said.

D. C. BUDGET

Will Ask Funds for TV

AN indication of Congress' attitude toward educational TV should be forthcoming early next year when the District of Columbia supplemental 1953 appropriation request contains an item for \$400,000 to build and operate an educational TV station in the nation's capital.

The Washington Board of Education filed an application for educational uhf Ch. 26 last week. Application asked for 200 kw radiated power, proposed to spend \$271,794 in construction and \$100,000 for first year of operation.

Filing of the application was approved, following several meetings of educational groups in Washington in the past few months [B•T, Oct. 20]. The Washington school board application indicated that participation would be open to all educational and cultural organizations in the greater Washington area. This includes northern Virginia and part of Maryland.

At the same time that the Washington school board took its action, approving the filing of a TV application, the District of Columbia commissioners announced that they would include \$400,000 in the supplemental budget for the construction of the station and for operating expenses for the first year. Appropriations for all activities of the D. C. government are made annually by Congress.

BILL WOOD HONORED

At State Dept. Ceremony

WILLIAM A. WOOD, director of TV news and special events at CBS Washington, was honored as a former State Dept. employee last Friday for furthering "understanding of U. S. foreign policy immeasurably through . . . radio and television," in planning coverage of the Japanese Peace Conference last year.

Mr. Wood, a member of the department from 1946 to 1952, and more than 190 State Dept. employees, were honored by Secretary of State Dean Acheson for outstanding performance, at the Fourth Annual Honor Awards Ceremony in Washington.

Among other recipients of awards were two ex-broadcasters—Jean W. Seymour, former chief engineer at KSAL Salina, Kan., and assistant monitoring officer at FCC, and Fred G. Taylor, formerly with KSL Salt Lake City.

Kendall to ODM

APPOINTMENT of Charles H. Kendall as general counsel of the Office of Defense Mobilization was announced Oct. 20 by defense mobilizer Henry H. Fowler. Mr. Kendall has been general counsel of Defense Production Administration for the past 19 months, a post which he retains.

Employment Service

EXECUTIVE PLACEMENT SERVICE

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

HOWARD S. FRAZIER

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

KWNO-AM-FM Winona, Minn., has received national Community Service Award for "outstanding radio service" to the city of Winona last April during the flood. Award was presented by the Neville-Lien Post of the Veterans of Foreign Wars. An accompanying letter to M. H. White, KWNO president, said "KWNO was the single most influential weapon in the hands of city officials in their highly successful efforts to avoid public hysteria on the one hand while presenting at all times an accurate picture of flood danger."

WALK Trips Stork

WALK-AM-FM Patchogue, Long Island, N. Y., was instrumental in bringing together a maternity patient and her physician when both feared they would lose the race with the stork. The patient felt birth was imminent but the doctor was spending a few hours out on a boat. WALK heard of the emergency, interrupted a program to ask the physician—if he happened to be listening—to get in touch with his office immediately. The *Main Street Press* commented that "in less time than it takes a brand-new father to fold a diaper, the doctor reached shore, made the call and outraced the impatient stork."

Radio Aids Unfortunate

FURTHER proof that a radio appeal is a key which often unlocks the hearts of the public was demonstrated by WITH-AM-FM Baltimore's *All Night Show*, starring Mitch Reed. One feature of the show is called "Party Line" during which listeners phone in complaints, appeals, etc. A listener told of an invalid who seemed to have had more than his share of setbacks. Listeners responded with money, notes of cheer and—a television set.

Community Chest Marathon

FLOYD OTTOWAY, WSyr Syracuse staff announcer, conducted a 30-hour marathon from the display window of a department store to spur donations to the Community

in public service . . .

Chest. WSyr was on the air throughout one night with Mr. Ottoway broadcasting. Throughout the 30 hours, prominent Syracuseans were guests of Mr. Ottoway and aired appeal for the civic campaign. Meals were served in the window and a local barber dropped in to shave Mr. Ottoway. His marathon stint won the praise and gratitude of Syracuse.

WTMJ-TV Chest-Cast

A 90-minute local video show replaced Milwaukee's downtown parade as the kickoff feature of the city's 1952 Community Chest campaign. Many entertainers, most Milwaukee-born, took part in the WTMJ-TV telecast. Station's Lewis and Alan Beaumont directed the telecast.

WKEI Sets Record

FEW DAYS after WKEI Kewanee, Ill., went on the air [B•T, Sept. 22] the station took part in a Red Cross blood donations drive and obtained 361 pledges, with 324 showing up at the bloodmobile and 284 actually donating a pint of blood each to exceed the quota of 174 pints, which, according to WKEI President E. D. Scandrett, has never been met previously with newspaper promotion. Mr. Scandrett said the donations established a 14-state record.

WPIC Political Service

WPIC Sharon, Pa., as a public service, made series of quarter-hours available without charge to local political organizations to present their views on tomorrow's election.

KFAB Tells Public

KFAB saw fit to broadcast a story which other Omaha media were

careful not to touch, according to the station. But the broadcast of the story—that overcrowding and lack of sanitation facilities in a South Omaha parochial school were responsible for an outbreak of yellow jaundice—earned plaudits from parents organizations, the superintendent of parochial schools in Omaha, and the city-county health director. As a result of KFAB's publicity, the school was closed for necessary repairs, station reported.

KYW Aids Emergency

KYW Philadelphia has received a letter from the medical director of Hahnemann Hospital, that city, thanking the station for helping to fill a patient's urgent need for a rare type of blood. Only 3-4% of the population reportedly has rare O-Rh negative blood. Yet within an hour after the emergency appeal went out over KYW, about 100 persons with that type of blood contacted the hospital.

WOC Aids Destitute

SINGLE broadcast on WOC Davenport, Iowa, brought a destitute family a complete living room suite, kitchen furniture, a bed, washing machine and other household equipment and clothing. A family of eight, from nearby Argo, Iowa, was left homeless by fire. WOC made a single appeal on its Saturday morning program, *Free For All*, and the contributions began pouring in.

WFMY (TV) Plasmathon

WFMY (TV) Greensboro, N. C., has celebrated its third anniversary by presenting *The Plasmathon*, a three-hour show designed to stimulate blood donations from area listeners. Aim was to get a gallon of blood for every week the station has been on the air. Arthur C. Stringer, WFMY promotion manager, said the *Plasmathon* turned out to be a big success and drew considerable favorable comment throughout the area.

KYA Aids Charity

KYA San Francisco has been credited with helping the United Crusade, a new combined charity,

to a good start Oct. 6 through its assistance in presenting a variety show from the Emporium department store there. Ed Sullivan flew from New York to m. c. the program, which attracted an estimated 10,000 spectators.

Emergency Appeal

AN EMERGENCY appeal by Ernie Kovacs on his *Kovacs Unlimited* program on WCBS-TV New York was credited by a spokesman for King's County Hospital in Brooklyn last week as having given "exceedingly great help" in saving the life of a patient suffering from a blood disease.

WAGM-Rotary Auction

ANNUAL Rotary Club radio auction on WAGM Presque Isle, Me., will be held Nov. 25-27. Goods donated by firms and individuals in that city since Aug. 25 will be auctioned and proceeds will be used for equipment for Presque Isle General Hospital. Auctions in the past four years have brought in \$61,000 for the hospital.

Canadian Set Sales

NEW records are being set each month in sales of TV receivers by Canadian manufacturers. A high of 19,241 sets valued at \$8,629,781 was reached in September, according to figures released by the Radio-TV Mfrs. Assn. of Canada. In August, 12,790 sets were sold and in September 1951 a total of 3,286 sets. 55,534 sets have been sold in Canada in 1952, valued at \$32,016,000, of which 40% are in the Toronto area, and 24% in the Montreal area. A total of 148,647 sets, valued at \$69,530,000, have been sold in Canada.

COURT BROADCAST WSMI Airls Final Arguments

WSMI Litchfield, Ill., aired the final arguments of both defendant and prosecutor in a murder trial of considerable interest in that area.

Anton Nowak, former mayor of nearby Panama, Ill., went on trial for the murder of an elderly couple. Since Panama is within range of WSMI, the station gave the case full coverage.

Jack D. Funk, WSMI director of news & special events, obtained permission from the attorneys and the judge to broadcast the final arguments. The *Montgomery News*, in nearby Hillsboro, Ill., called the broadcasts "unique in court history in this county . . ."

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



KLIX

IS KLICKIN'

fcc roundup

New Grants, Transfers, Changes, Applications



FCC Actions

(Continued from page 101)

wood Springs, Col.; WSOY Decatur, Ill.; KCKN Kansas City, Kan.; WLAV Grand Rapids, Mich.; KIHRR Hood River, Ore.; KPND Pampa, Tex.; WAYS-FM Charlotte, N. C.; WJPA-FM Washington, Pa.; KGBX St. Joseph, Mo.

TENDERED FOR FILING Change Studio Location

KDON Palm Beach, Calif.—Mod. license, to change studio location from Palm Beach to Salinas, Calif.

October 30 Decisions . . .

ACCEPTED FOR FILING

AM—630 kc

KGPH Flagstaff, Ariz.—CP to change from 1230 kc, 250 w to 630 kc, 250 w-N 1 kw-D. AMENDED to change frequency from 630 to 690 kc; change power from 250 w-N 1 kw-D to 500 w-N 1 kw-D employing DA-N.

Renewal of License

Following stations request renewal of license:

WGWC Selma, Ala.; **WTYS Marianna, Fla.**; **KILA Hilo, Hawaii**; **KVOX Moorhead, Minn.**; **KFSB Joplin, Mo.**; **KFRM Kansas City, Mo.**; **WAIR Winston-Salem, N. C.**; **WFBG Altoona, Pa.**

TENDERED FOR FILING

AM—1260 kc

WNXT Portsmouth, Ohio—CP to change from 1 kw-D to 5 kw-D.

October 30 Decisions . . .

BY COMMISSION EN BANC

AM—1290 kc

KINY Juneau, Alaska—Granted CP to change frequency from 1460 kc to 1290 kc, engineering conditions, including provision that program tests will not be authorized until KFRB Fairbanks has commenced program tests on 790 kc and KINY will not be licensed on 1290 kc until KFRB is licensed on 790 kc.

AM—1340 kc

KSID Sidney, Neb.—Granted mod. CP to change frequency from 1540 kc to 1340 kc and operation from D to unl., using present power of 250 w.

Advised of Hearing

Tallassee Bestg. Co., Tallassee, Ala.—Is being advised that application for new AM on 910 kc, 1 kw, indicates necessity of hearing because of interference with WCOG Meridian, Miss., and from WGAF Valdosta, Ga.

Madera Bestg. Co., Inc., Madera, Calif.—Is being advised that application for new AM on 1230 kc, 100 w unl., indicates necessity of hearing because of interference with KWG Stockton, KERO Bakersfield, and KRDU Dinuba, Calif.

KNED McAlester, Okla.—Is being advised that application to change facilities from D to unl. with 1 kw day, 500 w N, on 1150 kc, and install DA indicates necessity of hearing because of nighttime interference from KXLR North Little Rock, Ark., and KSAL Salina, Kan.

WJLS Beckley, W. Va.; **WJAC Inc., Meyersdale, Pa.**—Are being advised that applications for co-channel operation indicates necessity of hearing because of interference. WJLS requests CP to increase D power from 1 kw to 5 kw, operating on 560 kc with 500 w N, and would cause interference to WJAC Inc., applicant for new station on 560 kc, 500 w D; WJAC Inc., would also receive interference from WFL Philadelphia, as well as from WJLS Beckley.

WHUN Huntingdon, Pa.—Is being advised that application for CP to install top loading on existing ant. tower and improve ant. ground system, indicates necessity of hearing because of interference to WJAC Johnstown, Pa.

Remain Silent

WGNE New Rochelle, N. Y.—Granted authority for additional period of 60 days from Oct. 22, 1952, to remain silent pending conclusion of financial reorganization. Station not to resume broadcasting without Commission approval if control is transferred.

Petition Granted

KSOX Harlingen, Tex.—Granted petition for continuance to Dec. 1, 1952, of oral argument on petitions of WCKY Cincinnati, and KFBK Sacramento, involving Commission's action of Nov. 14, 1951 granting nondirectional operation of KSOX.

Request Denied

WEEB Southern Pines, N. C.—Denied request for waiver of sec. 1.324(b) in which permission was sought for acceptance of application for special temporary authorization to operate WEEB beyond time specified in license for purpose of broadcasting election returns on Nov. 4 and 5, 1952.

WFRQ Fremont, Ohio—Denied request for waiver of sec. 1.324(b) in which permission was sought for acceptance of application for special temporary authorization to operate WFRQ beyond time specified in license for purpose of broadcasting election programs and returns on Nov. 1 through 4, 1952.

Extension of Authority

Burns Ave. Baptist Church, Detroit, Mich.—Granted application for extension of authority to transmit religious programs to station CKLW Windsor, Ontario, Canada.

Extension of SSA

Commission extended SSA to following stations on temporary basis for period ending Dec. 1, 1952, pending action on formal applications:

KFAR Fairbanks, Alaska, for use of 660 kc, 10 kw, unl.; **WNYC New York City**, for use of 830 kc, 1 kw, to operate additional hours from 6 a.m., EST, to sunrise New York City, and from sunset Minneapolis to 10 p.m., EST; **KWBU Corpus Christi, Tex.**, for use of 1030 kc, 50 kw, from local sunrise at Boston to local sunset at Corpus Christi; and **WOI Ames, Iowa**, for use of 640 kc, 1 kw, from 6 a.m. to local sunrise, CST.

Reinstatement of CP

KSAB Yuma, Ariz.—Granted application for reinstatement of expired CP for new station on 1240 kc, 250 w unl., with specification that construction be completed by Dec. 1, 1952.

SUMMARY THROUGH OCTOBER 30

box score

	On Air	Licensed	CPs	Appls. Pending	In Hearing
AM Stations	2,358	2,340	146	299	177
FM Stations	622	579	73	22	5
TV Stations	111	98	102	897*	243

* Filed since April 14, of which 92 have been granted.

FOR TELEVISION GRANTS AND APPLICATIONS, see page 72.

Docket Actions . . .

REPORT AND ORDER

Standard Broadcast Band—FCC finalized rule-making adding 540 kc to AM broadcast band. The standard broadcast band for use in the U. S. is now specified at 535 kc to 1605 kc, in lieu of 550 kc to 1600 kc. Use of additional channel will be subject to "harmful interference" provisions of frequency allocation rules. U. S. Class II stations will recognize the priority of use on the 540 kc channel given to Canada under provisions of the pending North American Regional Broadcasting Agreement. FCC rules and standards are amended accordingly, effective 30 days after publication in *Federal Register*. Report and order Oct. 23.

MEMORANDUM OPINIONS AND ORDERS

Rebroadcasting Rules—FCC rescinded provision in its report and order of May 14 [AT DEADLINE, B.T., May 19], which would have required broadcast stations to report instances of refusal of grant permission to other broadcasters to rebroadcast programs, but affirmed Sec. 325(a) of Communications Act relating to rebroadcasting. Simultaneously, FCC denied petition by Gordon Brown, WSAV Rochester, N. Y., requesting investigation of alleged conspiracy to restrain rebroadcasting [B.T., Oct. 27]. Memorandum opinion and order Oct. 30.

Oakland, Calif.—**KROW Inc.** FCC denied petition which requested Commission (1) to reconsider its action in Sixth Report & Order [B.T., April 14], with regard to vhf television channel assignments in San Francisco-Oakland; and (2) to reconsider its action in removing petitioner's application for new TV station in Oakland from hearing docket, and to restore its application to hearing status. Memorandum opinion and order Oct. 24.

Owensboro, Ky.—**Owensboro On The Air Inc.** FCC denied petition which requested waiver of one-year rule (Sec. 3.609 of rules), and amend table of TV assignments to assign vhf Ch. 9 to Hatfield, Ind. Memorandum opinion and order Oct. 24.

Irwin, Pa.—FCC adopted memoran-

dum opinion and order, effective 30 days after publication in *Federal Register*, finalizing proposed rule-making issued Sept. 2 [B.T., Sept. 8], amending Sec. 3.606 of rules to assign vhf Ch. 4 to Irwin. FCC also adopted memorandum opinion and order dismissing petition by Matta Bestg. Co., Braddock, Pa., requesting FCC to assign vhf Ch. 4 to Braddock. Action Oct. 24.

Madison, Wis.—**Radio Wisconsin Inc.** FCC denied second petition requesting further reconsideration of Commission's action of Sept. 22 [B.T., Sept. 29], which denied Radio Wisconsin's request that vhf Ch. 3 now assigned to Madison for commercial operation be designated for noncommercial educational use and that uhf Ch. *21 reserved for noncommercial educational operation be made commercial. (Comrs. Walker and Hennock dissented.) Memorandum opinion and order Oct. 30.

ACTIONS

Princeton, Ind.—**M. R. Lankford.** FCC adopted proposal looking towards amendment of Sec. 3.606 of table of TV assignments to assign uhf Ch. 52 to Princeton. Comments will be accepted by FCC up to Dec. 2. Notice of proposed rule-making Oct. 24.

Washington, D. C.—**Harry S. Barger and Henry Stratton.** FCC dismissed petitions which sought permission to intervene or join in petition of Transit Riders Assn. Inc.

Non-Docket Actions . . .

AM GRANTS

Geneva, Ala.—**Geneva County Reaper.** Granted 1150 kc, 1 kw daytime, antenna 215 ft.; engineering condition. Estimated construction cost \$25,000, first year operating cost \$30,000, revenue \$36,000. Principals include equal (1/3) partners C. W. Scott, H. G. Scott and A. N. Scott, publishers of *The Geneva County Reaper* (weekly newspaper). Post office address is % Orson Spivey, % *The Geneva County Reaper*, Geneva, Ala. Filed Feb. 11, 1952; granted Oct. 24, 1952.

Homewood, Ala.—**Voice of Homewood.** Granted 1320 kc, 1 kw daytime, antenna 210 ft.; engineering condition. Estimated construction cost \$14,500, first year operating cost \$21,500, revenue \$29,000. Principals include Emory M. McElroy (2/3), owner of McElroy Motor Co., Birmingham, and Dorsey E. Newman (1/3), English and speech instructor at Shades Valley High School, Homewood. Post office address is % D. E. Newman, 3022 Prince St., Birmingham, Ala. Filed Jan. 20, 1951, and amended May 2, July 25 and Aug. 20, 1952; granted Oct. 24, 1952.

Benton, Ark.—**Benton Bestg. Service.** Granted 690 kc, 250 w daytime, antenna 280 ft.; engineering condition. Estimated construction cost \$8,700, first year operating cost \$30,000, revenue \$40,000. Principals include partners W. Richard Tuck Jr. (25%), general manager of KVMA Magnolia, Ark.; Claude Lavelle Langely (25%), commercial manager of KVMA; Roy Morris Fish (25%), partner in Springhill, La., law firm of Bolin, Lowe & Fish, and James B. Branch Jr. (25%), sales manager of Branch Bros. Motor Co., Springhill, and owner of Dixie Queen ice cream. Post office address is % W. Richard Tuck Jr., 911 West Main, Magnolia, Ark. Filed Nov. 13, 1951; granted Oct. 24, 1952.

Fort Walton, Fla.—**Vacationland Bestg. Co.** Granted 1260 kc, 1 kw daytime, antenna 205 ft.; engineering condition. Estimated construction cost \$18,750, first year operating cost \$30,000, revenue \$36,000. Principals include President George E. Mead (31%), chief engineer and 10% owner of WBSR Pensacola, Fla.; Vice President and General Manager Boris Mitchell (31%),

(Continued on page 109)

WRTA

Altoona, Pa.

Twenty-eight years radio experience and Roy Thompson's life dedicated to the community has made WRTA Altoona's friendliest station. People like to do business with friends. Of course, WRTA—advertised products—sell!

Roy J. Thompson

Represented by
Robert Meeker Associates

OF LEADERSHIP

COMPLETE YOUR SALES PICTURE

WJDX

NBC AFFILIATE

JACKSON, MISS.

REPRESENTED NATIONALLY

GEORGE P. HOLLINGBERRY CO.

Jackson is the hub for fifty-three Mississippi producing oil and gas fields. This important oil industry helps to create a prosperous mid-Mississippi market. You can get your share of this market by using popular WJDX.

The New Grantees' Commencement Target Dates

HERE are the 92 post-thaw TV grantees, as of last Friday, and the dates on which they expect to commence operation. Channels authorized, as well as network affiliation and national representative where signed, are also given.

LISTED BY CITY ALPHABET		Ch.	Date Granted	Commencement Date	Network	Rep.
Call	City and State					
WAKR-TV Akron, Ohio		49	Sept. 4	Late 1952		Weed
WRTV (TV) Albany, N. Y.		*17	July 24	Unknown		
KFDA-TV Amarillo, Tex.		10	Oct. 16	Unknown		Branham
KGNC-TV Amarillo, Tex.		4	Oct. 9	March-April		Taylor
WPAG-TV Ann Arbor, Mich.		20	Sept. 25	April		McGillvra
WCEE-TV Asbury Park, N. J.		58	Oct. 2	Late 1953		
WISE-TV Asheville, N. C.		62	Oct. 30	Unknown		
WPTV (TV) Ashland, Ky.		59	Aug. 14	Unknown		
WFPG-TV Atlantic City, N. J.		46	Oct. 30	Dec. 20		Pearson
KCTV (TV) Austin, Tex.		18	July 11	Unknown		
KTBC-TV Austin, Tex.		7	July 11	Nov. 15	CBS	Taylor
KTVB (TV) Austin, Tex.		24	Aug. 21	Unknown		
WAFB-TV Baton Rouge, La.		28	Aug. 14	Late 1952	CBS	Adam Young
Booth Radio & Television Stations Inc., Battle Creek, Mich.		64	Oct. 30	Unknown		
Associated Broadcasters Inc., Bethlehem, Pa.		51	Oct. 30	Unknown		
WQTV (TV) Binghamton, N. Y.		*46	Aug. 14	Unknown		
WICC-TV Bridgeport, Conn.		43	July 11	Jan. 1		Petry
WSJL (TV) Bridgeport, Conn.		49	Aug. 14	Unknown		
WTVF (TV) Buffalo, N. Y.		*23	July 24	Unknown		
WCSC-TV Charleston, S. C.		5	Oct. 30	Unknown		
WOUC (TV) Chattanooga, Tenn.		49	Aug. 21	Unknown		McGillvra
WTVT (TV) Chattanooga, Tenn.		43	Aug. 21	Unknown		
WCOS-TV Columbia, S. C.		25	Sept. 18	March		Headley-Reed
WNOK-TV Columbia, S. C.		67	Sept. 18	Jan. 1	CBS	Forjoe
KBTV (TV) Denver, Col.		9	July 11	On Air	CBS, ABC	Free & Peters
KDEN (TV) Denver, Col.		20	July 11	Dec. 17 (Oct. 2)		
KFEL-TV Denver, Col.		2	July 11	On Air (July 18)	NBC, DuMont	Blair
Mountain States TV Co., Denver		26	Sept. 18	Unknown		
Great Plains Television Properties Inc., Duluth, Minn.		38	Oct. 24	Unknown		
WKAR-TV East Lansing, Mich.		60	Oct. 16	Mid 1953		
KEPO-TV El Paso, Tex.		13	Oct. 24	Unknown		
KROD-TV El Paso, Tex.		4	July 31	Jan. 1		Taylor
KTSM-TV El Paso, Tex.		9	Aug. 14	Jan. 1		Hollingbery
WSEE-TV Fall River, Mass.		46	Sept. 14	May		
WCTV (TV) Flint, Mich.		28	July 11	Early 1953		
WFTL-TV Fort Lauderdale, Fla.		23	July 31	March 1		Sears & Ayer
WITV (TV) Fort Lauderdale, Fla.		17	July 31	Unknown		
WFMD-TV Frederick, Md.		62	Oct. 24	Unknown		
KMJ-TV Fresno, Calif.		24	Sept. 18	Unknown		Raymer
WHP-TV Harrisburg, Pa.		55	Sept. 25	May		Bolling
WHYN-TV Holyoke, Mass.		55	July 11	Late 1952		
KGMB-TV Honolulu, T. H.		9	Aug. 7	Dec. 1	ABC	Free & Peters

Call	City and State	Ch.	Date Granted	Commencement Date	Network	Rep.
Radio Honolulu Ltd., Honolulu, T. H.		11	Oct. 24	Unknown		
KUHT (TV) Houston, Tex.		*8	Aug. 21	Unknown		
WJTV (TV) Jackson, Miss.		25	Sept. 11	Dec. 25		Katz
KFOR-TV Lincoln, Neb.		10	Oct. 16	Jan. 1		Petry
KOLN-TV Lincoln, Neb.		12	Oct. 2	Feb. 1		Pearson
KRTV (TV) Little Rock, Ark.		17	Sept. 18	April 15		Pearson
Great Plains Television Properties Inc., Little Rock, Ark.		23	Oct. 30	Unknown		
U. of Southern California, Los Angeles		*28	Aug. 28	Unknown		
KCBD-TV Lubbock, Tex.		11	Oct. 9	March		Pearson
KDUB-TV Lubbock, Tex.		13	Oct. 9	Nov. 4	CBS, DuMont	Avery-Knodel
KSAC-TV Manhattan, Kan.		*8	July 24	Unknown		
WMAC (TV) Massillon, Ohio		23	Sept. 4	Feb. 1		
WKAB-TV Mobile, Ala.		48	Sept. 7	Dec. 25		Forjoe
WCOV-TV Montgomery, Ala.		20	Sept. 18	March 1		Taylor
WLBC-TV Muncie, Ind.		49	Oct. 30	Unknown		
WNBH-TV New Bedford, Mass.		28	July 11	Unknown		Walker
WKNB-TV New Britain, Conn.		30	July 11	Early 1953		Best
WKST-TV New Castle, Pa.		45	Sept. 4	Late 1952		Meeker
WGTV (TV) New York City		*25	Aug. 14	Unknown		
WEEK-TV Peoria, Ill.		43	Aug. 28	January		Headley-Reed
KPTV (TV) Portland, Ore.		27	July 11	On Air	NBC	NBC Spot Sales
KCSJ-TV Pueblo, Col.		5	Oct. 30	Unknown (Sept. 19)		
Sir Walter Television & Bcstg. Co., Raleigh, N. C.		28	Oct. 16	Unknown		
WROH (TV) Rochester, N. Y.		*21	July 24	Unknown		
WHTV (TV) Syracuse, N. Y.		*43	Sept. 18	Unknown		
WEEU-TV Reading, Pa.		33	Sept. 4	Mid-1953		Headley-Reed
WHUM-TV Reading, Pa.		61	Sept. 4	Dec. 1	CBS	H-R Reps.
WROV-TV Roanoke, Va.		27	Sept. 18	Dec. 15		Burn-Smith
WLSL-TV Roanoke, Va.		10	Sept. 11	Dec. 1	NBC	Avery-Knodel
WTVU (TV) Rockford, Ill.		39	Sept. 11	Unknown		
WKNX-TV Saginaw, Mich.		57	Oct. 2	Unknown		Holman
KFEQ-TV St. Joseph, Mo.		2	Oct. 16	Unknown		Headley-Reed
WSUN-TV St. Petersburg, Fla.		38	Oct. 9	May 1		Weed
WKAQ-TV San Juan, P. R.		2	July 24	1954		
WGBI-TV Scranton, Pa.		20	Aug. 14	April		Blair
WTVU (TV) Scranton, Pa.		73	Aug. 14	Dec. 25		
Great Plains Television Properties Inc., Sioux City, Iowa		36	Oct. 30	Unknown		
WSBT-TV South Bend, Ind.		34	Aug. 28	Late 1952		Raymer
KHQ-TV Spokane, Wash.		6	July 11	Early 1953		Katz
KXLY-TV Spokane, Wash.		4	July 11	Nov. 27		Walker
WWLP (TV) Springfield, Mass.		61	July 11	Late 1952		Hollingbery
KTTT-TV Springfield, Mo.		10	Oct. 9	April		
WATR-TV Waterbury, Conn.		55	Oct. 30	Unknown		
WBRE-TV Wilkes-Barre, Pa.		28	Oct. 2	Dec. 15	NBC	Headley-Reed
WILK-TV Wilkes-Barre, Pa.		34	Oct. 2	Jan. 1		Avery-Knodel
WNOW-TV York, Pa.		49	July 11	Early 1953	DuMont	
WSBA-TV York, Pa.		43	July 11	Dec. 1	ABC	Radio Reps.
WFMI-TV Youngstown, Ohio		73	July 11	July 1953	NBC	Headley-Reed
WKBW-TV Youngstown, Ohio		27	July 11	Early 1953		Raymer
WUTV (TV) Youngstown, Ohio		21	Sept. 25	Unknown		

* Educational permittees.

Grant Tempo Rises

(Continued from page 69)

Walker dissented from the majority's ruling.

WEST Easton, grantee for uhf Ch. 51 at Bethlehem, reported the new TV outlet would be placed on the air with the greatest possible speed but no firm date can be set now. Equipment has been ordered. It was noted that the station, in a tri-city area, will serve Bethlehem, Allentown and Easton.

KCSJ Pueblo, Ch. 5 grantee, expects to commence operation about March 1, it was reported last week. Equipment is both GE and RCA.

Fred Weber, operator of WFPG

Atlantic City, reported Dec. 20 as the commencement date for his newly granted Ch. 46 station. Mr. Weber said his transmitter will be the first factory built 1-kw uhf unit off the RCA line. The antenna is already fabricated, he said. John Pearson Co. will be national representative.

The Ch. 51 grant at Bethlehem to WEST Easton, a Steinman station, followed less than a week after a request by WLAN Lancaster, Pa., that the application be consolidated in a comparative hearing indicated by FCC on the channel

change bids of WGAL-TV Lancaster and WDEL-TV Wilmington, Del., also Steinman outlets, involving a question of signal overlap [B•T, Oct. 27, Sept. 22].

The WLAN request was contained in its reply to the McFarland letter of the Commission notifying WLAN that its application for Ch. 8 is mutually exclusive with WGAL-TV's request for the same channel, indicating need for comparative hearing. WLAN also protested FCC's modification of WGAL-TV's license for switch from Ch. 4 to 8, using same power, pending outcome of the Ch. 8 comparative proceeding.

WGAL-TV, meanwhile, has filed detailed answers to the WLAN petitions charging that the latter has misconstrued the facts of the Commission actions in the proceeding.

The exchange of petitions has arisen over the FCC's memorandum opinion and order of Sept. 18 which sought to clarify earlier controversy between the Steinman group and Peoples Broadcasting Co., WLAN licensee [B•T, Sept. 22]. At that time FCC took these actions in its memorandum opinion and order:

(1) Denied petition of WLAN to reconsider and set aside the Commission's show cause order of the Sixth Report which would change WGAL-TV Lancaster from Channel 4 to 8, but (2) granted WLAN's further petition for comparative hearing of its application for Channel 8 at Lancaster with the application of WGAL-TV to move from Channel 4 to 8, subject to notification as required by Public Law 554 (McFarland letter notification prior to actual

designation for hearing); and (3) granted request of WGAL-TV for modification of license to permit operation on Channel 8 with minimum power (ERP 7.2 kw visual) upon "the express condition that such grant is subject to being withdrawn upon the determination of the proceeding involving its application and application of Peoples for Channel 8."

Concurrently, FCC announced that WLAN and WGAL-TV were being advised that the application of WLAN for a new station on Channel 8 and the application of WGAL-TV to move from Channel 4 to 8 "are mutually exclusive and indicate the necessity of a consolidated hearing, including an issue on the financial and other qualifications of Peoples."

Similar letter was sent to WDEL-TV Wilmington to advise that its application for change from Channel 7 to 12, also pursuant to Sixth Report show cause order, and for boost in ERP to 316 kw, "raises question of common identity of ownership of WGAL Inc. and WDEL Inc. and of the overlap which would result from proposed operations of WDEL-TV and WGAL-TV" indicating "necessity of a hearing with above mentioned WGAL-TV application." FCC required WDEL-TV to file application for operation on Channel 12 with minimum power.

In all of the Sept. 18 actions, Comr. George E. Sterling dissented on grounds the show cause channel changes were part of the reallocation plan, hence not subject to competitive applications. On the overlap problem, Comr. Sterling noted it was the result of FCC's new engineering standards.

In its reply petition, WGAL-TV charged that "Peoples seems to rely on the theory that, because it has filed an application for a new station to be constructed and operated on Channel 8 in Lancaster, WGAL Inc. has lost all rights as a licensee and any further operation of WGAL-TV was entirely subservient to the misconceived



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rights which Peoples has continuously and erroneously alleged."

WGAL-TV continued that "the Commission found, in its decision of Sept. 18, that Peoples has misconceived the actions taken by the Commission, and Peoples again misconceives the action taken by the Commission on July 30 when (it) granted the renewal of license for the continued operation of WGAL-TV on Channel 4, subject to the Commission's decision on the show cause proceeding." WGAL-TV noted WLAN did not protest the renewal action.

Elsewhere in the petition, WGAL-TV pointed out that FCC on Sept. 18 did not grant a pending formal application of WGAL Inc. "The Commission did, however, grant the request of WGAL Inc. to modify its license to operate on Channel 8. Peoples conveniently forgets that this action of the Commission was taken pursuant to the show cause order contained in the Third Notice of Further Proposed Rule Making [issued in March 1951, on which Sixth Report is based]. Peoples further forgets that it did not intervene in that show cause proceeding, was not a party thereto, and acquired no rights thereunder."

WGAL-TV argued "the Commission was legally bound to finalize the show cause proceeding and modify the license of WGAL-TV. . . . Simply stated, the Commission did not conditionally grant one of two mutually exclusive, pending applications. Thus, the Commission's decision . . . in no way contravenes the decision of the Supreme Court in the Ashbacker case."

The Steinman station pointed out that WLAN only has been notified of hearing on its application according to the McFarland procedure, hence the hearing has not been formally called at this time. In her dissent, Comr. Henneck wrote as follows:

"I believe that this application by Associated Broadcasters Inc. for a construction permit for a television station in Bethlehem, Pa., raises serious questions of prejudice to the public interest which can only be resolved in a full and complete hearing. The grant of this construction permit will provide

applicant with three television stations operating in and almost completely saturating a limited area within a triangle formed by Bethlehem, Lancaster and Wilmington, cities less than 65 miles apart from each other. Within this comparatively small but densely populated region, the persons in control of applicant corporation, in addition to their existing television stations in Lancaster and Wilmington, own and operate six AM and three FM radio stations and several daily newspapers. There is thus already an unusual concentration of ownership and control of the mass media of communications. Clearly, the application for a third TV station in the same vicinity raises a substantial question of monopoly control.

"There is no need here to elaborate upon the harmful consequences of an undue concentration of ownership of these media, particularly in such a limited area. But the general recognition—including Commission policy and regulations—of the objectionable nature of such a concentration from the standpoint of the public interest, should here give the Commission pause. (See particularly Sec. 3.636 of the Commission's Rules and Regulations which require a showing that control of more than one station would 'foster competition' and not result in an undue concentration of control of broadcasting facilities.)

"A thorough investigation of the problems presented by this application is therefore warranted before the applicant secures another TV grant. Such a hearing would be instrumental in evolving some definitive Commission policy and standards on this vital question of concentration and control, the determination of which is so necessary at this critical stage of television's growth after the lifting of the 'freeze'. The Commission's action here sets an unfortunate precedent for dealing with this problem in other areas of the country. And the Commission cannot, on the basis of this application and the other facts before it, make the finding required by Sec. 309(a) of the Communications Act that this grant will serve the public interest, convenience or necessity.

"The concentration of control of the mass media permitted here will be even further aggravated should the Commission grant the proposals of WGAL-TV and WDEL-TV, applicant's presently operating stations in Lancaster and Wilmington, respectively, for increased power and antenna height. Furthermore, these proposed increases in coverage, together with the grant of the instant application for a construction permit, will create an overlap situation between applicant's three TV stations. The Commission has already ruled that WDEL-TV must be made a party to the comparative proceeding in Lancaster involving WGAL-TV because of the resulting overlap between those two stations. Thus, there is no reason why the instant application for Bethlehem, involving a possible overlap with the proposals of both WDEL-TV and WGAL-TV, should not be consolidated with the above-mentioned hearing and an issue included therein as to overlap-multiple ownership resulting from the proposed operations in Wilmington, Lancaster and Bethlehem. Such a procedure would permit the Commission to deal directly, realistically and completely with the entire problem at one time. It appears far sounder than a grant of the instant application, pursuant to which the Bethlehem station will be built, thus possibly misleading the applicant itself and seriously limiting the Commission's freedom of action and decision in future proceedings on these issues."

ABC Ad Promotion

A ONE-DAY, \$17,000 advertising campaign is slated by ABC tomorrow (Tuesday) to promote its election coverage. Advertisements resembling the face of a voting machine will be placed in newspapers in the five cities where ABC owns radio-TV stations: New York, Chicago, Detroit, Los Angeles, and San Francisco. Ads will range from full pages to 400 lines. Cost of the New York campaign, using five newspapers, was placed at \$11,000. In the four other cities, using two papers in Chicago and one each in the others, total cost was estimated at \$6,000.

FCC Roundup

(Continued from page 107)

program director for WBSR; Treasurer Leonard Zepp (31%), engineer-announcer for WBSR, and Secretary Kirke M. Beall (7%), attorney and former 10% owner of WBSR. Post office address is 121 West Pine Ave., Crestview, Fla. Filed June 5, 1951; granted Oct. 24, 1952.

Prestonburg, Ky.—Elkhorn Bestg. Corp. Granted 1270 kc, 1 kw daytime, antenna 205 ft.; engineering conditions. Estimated construction cost \$27,300, first year operating cost \$35,000, revenue \$42,500. Principal stockholder is DuRan Moore, county court clerk for Floyd County, Prestonburg; there are nine other Kentucky businessmen associated with Mr. Moore in the corporation. Post office address is % Cordell Martin, Knott County Attorney, Hindman, Ky. Filed Dec. 10, 1951, amended July 17, 1952; granted Oct. 24, 1952.

Oakdale, La.—Louisiana Bestg. Service. Granted 900 kc, 250 w daytime, antenna 240 ft.; engineering conditions including acceptance of such interference as would result from the operation presently proposed in application of A. R. Blossman Inc., Covington, La., which seeks 900 kc, 1 kw daytime, antenna 245 ft. [FCC ROUNDUP, B.T. Dec. 3, 1951]. Estimated construction cost \$11,550, first year operating cost \$24,000, revenue \$30,000. Principals include equal (50%) general partners Cyril W. Reddoch, 50% owner of KDLA DeRidder, La., and 25% owner of Dixieland Bestg. Co., applicant for new AM station in Sulphur, La., and Klien Evans, chief engineer for KDLA and 25% owner of Dixieland Bestg. Co. Post office address is % Cyril W. Reddoch, P. O. Box 421, Sulphur, La., or % Cyril W. Reddoch, Station KDLA, DeRidder, La. Filed Feb. 11, 1952; granted Oct. 24, 1952.

Rumford, Me.—Rumford Publishing Co. Granted 1450 kc, 250 w fulltime, antenna 195 ft.; engineering conditions. Estimated construction cost \$15,078; first year operating cost \$27,500 to \$32,000, revenue \$40,000. Principals include President Melvin L. Stone (49.815% of voting stock), president of Rumford Publishing Co. (publisher of five weekly newspapers), and Vice President Peter A. Isaacson (50% of voting stock), vice president of Rumford Publishing Co. Post office address is 42 Prospect Ave., Rumford, Me. Filed Jan. 23, 1952; granted Oct. 24, 1952.

Leonardtown, Md.—Southern Maryland Bcstrs. Inc.—Granted 1370 kc, 1 kw daytime, antenna 200 ft.; engineering condition. Estimated construction cost \$23,427, first year operating cost \$30,000, revenue \$48,000. Principals include President James L. Bittner (33 1/3%), chief engineer of WNNT Warsaw, Va., and owner of James L. Bittner Music Shop and Radio Service, Warsaw; Vice President Charles E. Springer (33 1/3%), program manager for WNNT, and Secretary-Treasurer William C. Redd (33 1/3%), commercial manager for WNNT. Post office address is % James L. Bittner, P. O. Box 196, Warsaw, Va. Filed Feb. 29, 1952, amended Sept. 23, 1952; granted Oct. 24, 1952.

Batesville, Miss.—Panola Bestg. Co. Granted 1290 kc, 1 kw daytime, antenna 205 ft.; engineering condition. Estimated construction cost \$23,904, first year operating cost \$23,000, revenue \$30,000. Principals include equal (1/3) partners Travis A. Palmer, chief engineer for WSSO Starkville, Miss.;

Harold B. McCarley, staff announcer for WRBC Jackson, Miss., May 28, 1952, to July 15, 1952, and James P. Hartness (silent partner), 25% owner of WSSO. Address is % Harold B. McCarley, P. O. Box 12, Batesville, Miss. Filed May 1, 1952, amended Sept. 13, 1952; granted Oct. 30, 1952.

Boonville, Mo.—William R. Tedrick. Granted 1370 kc, 1 kw daytime, antenna 200 ft.; engineering condition. Estimated construction cost \$14,265, first year operating cost \$36,000, revenue \$60,000. Sole owner is William R. Tedrick, general manager and 25% owner of WOKZ Alton, Ill. and 1/3 owner of Red Rock Bottling Co., Poplar Bluff, Mo. Post office address of Mr. Tedrick is 1522 Spaulding Ave., Alton, Ill. Filed Mar. 5, 1952; granted Oct. 30, 1952.

Idabel, Okla.—Idabel Bestg. Co. Granted 1240 kc, 250 w fulltime; engineering condition. Estimated construction cost \$9,100, first year operating cost \$25,000, revenue \$28,000. Sole owner is Winston O. Ward, owner and manager of KIMP Mount Pleasant, Tex. Post office address of Mr. Ward is P. O. Box 990, Mount Pleasant, Tex. Filed Feb. 13, 1952; granted Oct. 30, 1952.

Punxsutawney, Pa.—Punxsutawney Bestg. Co. Granted 1540 kc, 1 kw daytime, antenna 315 ft.; engineering condition. Estimated construction cost \$18,435, first year operating cost \$35,000, revenue \$42,000. Principals include Sheridan W. Pruett (52%), proprietor of Pruett Auto Service & Coal Co., Bluefield, W. Va.; A. C. MacCumber (26%), sales engineer for Bearing Service Co., Pittsburgh, Pa., and Charles M. Erhard Jr. (22%), salesman-announcer for WHIS Bluefield, W. Va. Post office address is Punxsutawney Bestg. Co., P. O. Box 38, Punxsutawney, Pa. Filed May 9, 1952; granted Oct. 24, 1952.

Lubbock, Tex.—Hub Bestg. Co. Granted 1460 kc, 500 w daytime, antenna 200 ft. Estimated construction cost \$14,250, first year operating cost \$40,000, revenue \$55,000. Engineering condition. Principals include equal (20%) partners R. Briggs Irvin, Lubbock attorney; J. C. Sanders, owner of Lubbock Tailoring Co., Lubbock; Rolan Simpson, partner with Avinger Lumber Co., Lubbock; Wayne D. Tibbs Jr., program director for KSEL Lubbock, and James G. Jarrett, accounting and traffic for KSEL. Post office address is % R. Briggs Irvin, 253 Cotton Exchange Bldg., Lubbock, Tex. Filed March 12, 1952, amended June 16, 1952; granted Oct. 24, 1952.

Narrows, Va.—Giles Bestg. Co. Granted 990 kc, 1 kw daytime, antenna 240 ft. Estimated construction cost \$23,363, first year operating cost \$30,000, revenue \$36,000. Engineering condition. Sole owner is H. J. Romanus, manager and owner of controlling interest in Romanus Inc. (retail dry goods department stores), Narrows, Va., and Pearisburg, Va. Post office address of Mr. Romanus is Narrows, Va. Filed March 21, 1952, amended May 26 and June 25, 1952; granted Oct. 24, 1952.

Roanoke, Va.—Cy N. Bahakel. Granted 1410 kc, 5 kw daytime, antenna 200 ft. Estimated construction cost \$31,650, first year operating cost \$40,000, revenue \$60,000. Engineering conditions. Sole owner is Cy N. Bahakel, licensee of WKOZ Koscusko, Miss., and WKIN Kingsport, Tenn. Filed March 14, 1952, re-filed and amended March 31; granted Oct. 30, 1952.

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KMPC SALE TO BE WRAPPED UP THIS WEEK

SALE OF KMPC Los Angeles for \$800,000 gross, to Gene Autry, cowboy singing star (and principal owner of KOOL Phoenix, KOPO Tucson), Robert O. Reynolds, present vice president and general manager and station associates, will be wrapped up by mid-week (Wednesday). Subject to FCC approval, they are acquiring station from estate of G. A. (Dick) Richards which also controls WJR Detroit and WGAR Cleveland, plus 15% stock of Frank E. Mullen, former NBC executive vice president and that of other minority holders. Licensee's corporate name remains "KMPC The Station of the Stars," but as California corporation, with new officers to be elected probably today (Nov. 3).

NEW WDTV (TV) STUDIOS

PLANS for construction of new studios and business offices for DuMont television network's WDTV (TV) Pittsburgh in new Gateway Center there was made today by Chris Witting, DuMont's director and general manager. Station will occupy three lower floors of unit in Gateway Center, development under construction by Equitable Life Assurance Society. Lease provides 34,000 square feet of space.

New facilities will include two studios, measuring 73 by 73 and 44 by 41 respectively. Offices directly associated with production will be on first floor with studios, while additional production offices, rehearsal rooms and talent lounges will be on basement floor. WDTV's executive offices, master control and film projection facilities will occupy top floor.

New headquarters for WDTV, one of DuMont's three owned-and-operated stations, will be ready for occupancy in late spring or early summer of 1953, Mr. Witting said. New quarters for WTTG (TV), DuMont's Washington outlet, were recently established in Raleigh Hotel while construction is entering final phase on center at 205 E. 67th St. for WABD (TV) New York.

TV PROTEST DISMISSED

FCC Friday dismissed protest by Valley Television Co., Youngstown, Ohio, against Sept. 19 grant of CP to Polan Industries, Youngstown, for new TV station on uhf Ch. 21. Polan had contended Valley protest [B•T, Oct. 20] was without merit and repetitious pleading.

KDSH SALE APPROVED

SALE of two-thirds interest in KDSH Boise, Ida., for \$109,000 by Saul Haas to Willis C. Moffatt and associates granted by FCC Friday. Mr. Haas heads KIRO Seattle. Approval also given sale of WXLW Carlisle, Pa., by Philip Mathews for \$70,000 to Richard Field Lewis Jr., owner WINC Winchester, Va.

NEW TYPE COAX CABLE

PHELPS DODGE Copper Products Corp. has delivered 4,000 feet of Styroflex coaxial cable to International Telemeter Corp. for installation in community antenna, feeding TV set owners in Palm Springs, Calif., reported as first such use of this type of cable.

NEWSMEN DODGE TRAIN

GROUP of radio newsmen forced to jump off railroad tracks in hurry Friday morning when Democratic campaign train overshot scheduled stopping place at Silver Spring, Md., station. Newsmen were stationed with mikes at point beyond spot where train was to stop. They moved up when train halted but barely scrambled to safety when train moved another 10 feet. TV crews were safe atop trucks parked beside tracks. Crowd estimated at about 1,500 had gathered despite absence of Gov. Adlai Stevenson.

RTMA ASKS REVERSAL OF PRICE CONTROL RULING

POLICY decision by Economic Stabilization Agency on OPS reimposition of price controls on radio, TV and phonograph parts asked Friday by James D. Secrest, executive vice president of Radio-Television Mfrs. Assn. He asked Administrator Roger L. Putnam to rescind OPA's Oct. 24 order restoring controls [B•T, Oct. 27].

RTMA contends OPS action was contrary to economic stabilization policy, based on erroneous premise, and "arbitrary and capricious." It was pointed out that order falls most heavily on small manufacturers who are least able to afford legal and accounting staffs necessary to keep check on price ceilings.

Business Briefly

(Continued from page 5)

through William Esty Co., N. Y., planning radio spot campaign in selected markets for December.

AMAZO CAMPAIGN ● Amazo Dessert, N. Y., through Kenyon & Eckhardt, that city, preparing radio spot campaign using evening spots, minutes and breaks on West Coast, effective Nov. 17 through end of March.

BEVERAGE DRIVE ● Orange-Crush Co., Chicago, for Orange Crush and Old Colony beverages, plans use of radio spot on cooperative basis in some 200 markets. Local bottlers will select starting time, number of spots and duration, dealing directly with local stations. Heaviest campaign normally comes after winter months except in southern areas. Newly-appointed agency for parent company: H. W. Kastor & Sons, same city. John Gillis is account executive.

DEWEY TELETHON

TWENTY quarter-hours between 6 a.m. and 10 p.m. today (Monday) on WOR-TV New York bought by Republican National Committee for election eve semi-telethon by New York Gov. Thomas E. Dewey, similar to one he conducted on own behalf on same station during his 1950 campaign for governor. His total five hours on camera during 16-hour period today compares with 1950 total of 4½ out of 18. Agency: BBDO, N. Y.

PEOPLE...

FRANK McCORD, director of research for Cecil & Presbrey, N. Y., named vice president in charge of research and merchandising. Winsor H. Watson Jr., account executive with same agency, also named vice president and account supervisor.

EDWARD RATNER, radio-TV copy chief of Product Services Inc., to Friend Reiss McGlone, N. Y., advertising agency, as radio-television director.

JOYCE C. HALL, president of Hall Bros., Kansas City (Hallmark cards), (see "Our Respects to . . ." page 58) received American Cancer Society's distinguished service crusade award for sponsorship of *Hall of Fame* program (NBC-TV, Sun., 10-10:30 p.m. EST) on which appeared *Ordeal By White House* drama dealing with President Grover Cleveland's cure of cancer.

BOB DAVIS, MBS presentation writer, to research and promotion staff of Headley-Reed Co., N. Y., station representative.

NEW TV APPLICATIONS

FIVE new and amended applications for TV stations received at FCC Friday afternoon. They are:

New Applications

Fayetteville, N. C.—Rollins Bestg. Inc. (WFAI), uhf Ch. 18, ERP 212.4 kw visual, 112.4 kw aural; antenna height above average terrain 478 ft., above ground 551 ft. Estimated construction cost \$264,340, first year operating cost \$150,000, revenue \$175,000. Applicant also seeks new TV station in Dover, Del. [see TV APPLICATIONS, page 78].

Amarillo, Tex.—The Texan Telecasting Co., vhf Ch. 7, ERP 316 kw visual, 158 kw aural; antenna height above average terrain 832 ft., above ground 813 ft. Estimated construction cost \$626,946, first year operating cost \$173,000, revenue \$194,000. Sole owner of applicant is Mrs. Loula Mae Harrison, president and principal stockholder of Prairie Oil & Gas Co., and owner of L. C. Harrison Oil Co., Dallas.

San Angelo, Tex.—Westex Television Co. (KTXL), vhf Ch. 8, ERP 10.9 kw visual, 5.45 kw aural; antenna height above average terrain 419 ft., above ground 443 ft. Estimated construction cost \$165,000, first year operating cost \$222,000, revenue \$250,000. Equal partners are Armistead D. Rust, mayor of San Angelo and president of KTXL, and B. P. Bludworth, owner of Brownwood (Tex.) Poster Service Co. and vice president of KTXL.

Amended Applications

Baton Rouge, La.—Baton Rouge Bestg. Co. (WJBO), change to vhf Ch. 2, ERP 100 kw visual, 50 kw aural; antenna height above average terrain 424 ft., above ground 478 ft. Estimated construction cost \$421,388, first year operating cost \$289,063, revenue \$345,000. (Change from vhf Ch. 10). [For application, see B•T, July 7.]


Meridian, Miss.—Mississippi Bestg. Co. (WCOC), uhf Ch. 30, ERP 210.5 kw visual, 105.2 kw aural; antenna height above average terrain 500 ft., above ground 251 ft. [Applicant also seeks new TV station in Jackson, Miss.; see B•T, July 21.]

CBS-TV QUARTER HOURS

SALES of two additional weekly quarter-hours of *Garry Moore Show* on CBS-TV (Mon.-Fri., 1:30-2 p.m.) reported Friday: Masland Rug Co., Carlisle, Pa., to sponsor Mon. 1:30-45 segment effective Jan. 26 through Anderson & Cairns, N. Y., and Ballard & Ballard (bread products) to sponsor Tues. 1:45-2 p.m. period starting Dec. 2 through Campbell-Mithun, Minneapolis.

USE OF RADIO, TV TOPIC

USE OF RADIO and TV for increased retail sales will be discussed by panel of retailers who have used broadcast media successfully at 2nd annual convention of National Retail Dry Goods Assn., to be held Jan. 12-15 at Hotel Statler, New York.



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JOHN MERRIFIELD . . . News for Detroiters. *A New Listen* at 7:00 A. M.—9:00 A. M.



VICTOR LINDLAHR . . . "To Your Health." *A New Listen* at 9:15 A. M. Monday through Friday.



TOM MacMAHON . . . News From The Editor's Viewpoint. *A New Listen* at 1:00 P. M. and 2:00 P. M.



ROSS MULHOLLAND . . . Detroit's most-quoted disc jockey. *A New Listen* at 1:05 P. M. Monday through Friday.



CHARLES PENMAN . . . The Voice With Music. *A New Listen* at 7:00 P. M. Monday through Friday.

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