

TELECASTING

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SOLD

Piel's Beer joins Cavalier Cigarettes and
The General Tire & Rubber Company as co-sponsors
of one of the top-rated dramatic shows on N.Y. television...

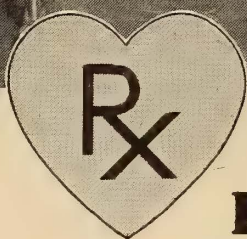
"BROADWAY TV THEATRE"

*... the show that presents the same Broadway hit—live,
complete—for five consecutive nights, Monday through Friday
from 7:30 to 9 PM... reaching an average of 1,800,000
viewers a week (Telepulse—April through October, '52).*

in our

8th
year

WOR-TV channel 9 for New York



Miss Claire Figg; Professor Ronkin, University of Delaware; Dr. Edgar R. Miller, heart specialist; Miss Alice Doyle; John Balling, heart patient; Miss Irene Blaskiewicz; and Mrs. Gloria Durham, program hostess.

PREScription

for living with your heart

The substitution of hope and knowledge for fear and misunderstanding is the purpose of a series of programs on heart disease presented weekly by WDEL-TV, in cooperation with the Delaware Heart Association. On "Live with Your Heart," eminent medical authorities appear before the WDEL-TV cameras to discuss the causes, symptoms, and treatment of various kinds of heart disease, and to present the case histories of individual patients. A similar series last year was so well received that the Delaware Heart Association plans an augmented series this fall and winter—proof positive of successful programming. "Live with Your Heart" is one of the many public-service programs presented by WDEL-TV in the interests of healthier, happier living.

WDEL-TV WILMINGTON DELAWARE

A Steinman Station



Represented by

ROBERT MEEKER Associates

New York

Chicago

Los Angeles

San Francisco

NOVEMBER 10, 1952

SIX UHF CPS ISSUED

Speed Up Plan Shows More Results

SIX MORE construction permits for new commercial TV stations were granted by FCC last week to bring to 98 the total of post-thaw authorizations. The total number of TV outlets now is 206, of which 111 are on the air.

Last week's permits, all for uhf, were issued to the following:

Wichita Falls, Tex. (City priority Group A-2, No. 56)—White Television Co., granted uhf Channel 22, effective radiated power 18.5 kw visual and 9.3 kw aural, antenna height above average terrain 480 ft.

San Bernardino, Calif. (Group A-2, No. 64)—KITO Inc. (KITO), granted uhf Channel 18, ERP 87 kw visual and 49 kw aural, antenna 3,680 ft.

Gadsden, Ala. (Group A-2, No. 69)—Jacob A. Newborn Jr., granted uhf Channel 21, ERP 22 kw visual and 11 kw aural, antenna 470 ft.

Warren, Ohio (Group A-2, No. 80)—The Warren Tribune Radio Station Inc. (WHHH), granted uhf Channel 67, ERP 80 kw visual and 43 kw aural, antenna 510 ft.

Elmira, N. Y. (Group A-2, No. 81)—Elmira Television, granted uhf Channel 24, ERP 58 kw visual and 29 kw aural, antenna 850 ft.

Lynchburg, Va. (Group A-2, No. 85)—Old Dominion Broadcasting Corp. (WVOD), granted uhf Channel 16, ERP 100 kw visual and 57 kw aural, antenna 500 ft.

The new station grants result from FCC's temporary speed up processing plan which became effective Oct. 15 and under which the Commission since then has been passing over contested applications in order to expedite service to cities presently without stations. The plan, formed in view of the large backlog of hearing cases, will continue for a time. Processing continues on hearing applications designated or notified prior to Oct. 15.

The Commission last Friday was expected to issue a list of contested applications passed over since Oct. 15 under the temporary speed up plan (see AT DEADLINE, page 114).

By memorandum opinion and order, the Commission last week dismissed a protest and petition filed by WLAN Lancaster, Pa., for reconsideration of FCC's action of Sept. 16 (reported Sept. 18) authorizing conditional operation of WGAL-TV Lancaster on Channel 8.

In a second order, FCC dismissed WLAN's petition for waiver of Sec. 1.364 of the Commission's rules which prohibits filing of multiple applications and dismissed an associated application by WLAN for

interim operation on Channel 8.

WLAN, which has protested repeatedly the Commission's proposal to switch WGAL-TV from Channel 4 to 8 in accord with the final allocation, suggested the interim operation pending outcome of the proposed comparative hearing on the application of WGAL-TV for regular operation on Channel 8 and that of WLAN for a new TV station on the same channel [B•T, Nov. 3, Oct. 27].

Interim Operation

WLAN proposed the interim operation on Channel 8 since the Commission had approved the same to WGAL-TV for that channel, WLAN contending it could do the job with less expense and less prejudice toward the hearing.

Comr. George E. Sterling concurred in FCC's opinion respecting WLAN's protest of the Sept. 16 ruling while Comr. Robert Bartley also concurred.

Commission majority noted:

We reject the view that Peoples' [WLAN] interest, which we recognized in our decision to designate for hearing its application for construction permit, gives it standing to set aside this conditional authorization [to WGAL-TV]. As we stated in our memorandum opinion and order the decision of the Supreme Court in the *Ashbacker* case "... does not preclude the issuance in appropriate circumstances of a conditional authority to one of several mutually exclusive applicants pending determination of the hearing

on their competing applications. Indeed, it specifically recognized that such grants might be issued. See *Ashbacker Radio Corp. v. FCC*, 326 U. S. 327." We also pointed out that the commission's rules specifically provide for the issuance of conditional authorizations where it appears that the public interest requires the prompt establishment of radio service in a particular community. (See Sec. 1.385-(a)(2) of the Commission's rules.)

The Supreme Court's decision in the *Ashbacker* case recognized, therefore, that in certain circumstances a grant of a competing application could be made prior to a hearing on both applications. In our view the Court's decision and the express exceptions promulgated pursuant thereto permit the issuance of a conditional authorization to one of several competing applicants, in appropriate circumstances, despite the possibility of prejudice to one of the applicants. We now reaffirm the statement made in our memorandum opinion and order of Sept. 16, that we will not give prejudicial, or indeed any, effect to the expenditure of funds which will be made by WLAN Inc., in the construction of a station on Channel 8 with minimum power in Lancaster. It must be pointed out, however, that the conditional authorization issued to WGAL Inc., was made in the light of exceptional circumstances. In our view if the mere expenditure of funds by WGAL Inc., would possibly result in prejudice to Peoples Broadcasting Co., such possibility of prejudice at a future date does not enable it to bar the interim use of that channel for a period which is expressly limited to the determination of the comparative proceeding on its application and [of] WGAL Inc.

Comr. Bartley said:

I concur in the result. The petition has not brought forward any new questions which were not considered when we ordered WGAL Inc. to shift from Channel 4 to Channel 8. This order does not affect the outcome of the comparative hearing which we

have designated between WGAL Inc. and Peoples Broadcasting Co. If the public is to continue to receive service from a Lancaster station operation must be on Channel 8 instead of Channel 4. Due to the availability of increased power authority for other stations on Channel 4, it is necessary that Lancaster operation on Channel 4 be discontinued if the public receiving service from Lancaster is to continue to receive service pending conclusion of the comparative hearing.

The Commission also reported last week that its notice of Oct. 30 announcing the grant of special temporary authority to KGMB-TV Honolulu to commence interim operation Dec. 1 on Channel 9 [B•T, Nov. 3] should have included notation of dissent by Chairman Paul A. Walker and Comr. Frieda B. Hennock.

John S. Booth, one-third owner and general manager of WCHA Chambersburg, Pa., and 50% owner of Elmira Television, reported it hopes to commence by March 1-15. RCA equipment has been ordered.

J. J. Flanagan, KITO president, estimated the new San Bernardino Channel 18 station will be on the air in 8 to 12 months depending upon DuMont equipment deliveries. Representative will be George P. Hollingbery Co.

J. A. Newborn Jr., Channel 21 grantee at Gadsden, reported he is seeking personnel and equipment for expected April commencement.

SCHOOL PACKAGE PLAN Offered Educators

By LARRY CHRISTOPHER
WILL TV applicants in some major cities find themselves in comparative hearing before FCC with competitive applications from local educational institutions who propose "non-profit, semi-commercial" outlets?

Several colleges and universities in Miami, Cleveland and Washington were reported last week to have been presented proposals for such combined commercial-educational operation on regular commercial channels by Washington Associates Inc., a consulting firm in the nation's capital composed of persons associated with the radio-TV industry.

Although the specific proposal to different colleges and universities is understood to vary, this in substance is reported to be the plan.

Washington Associates proposes:

- Assist and participate in the

formation of a non-profit corporation or foundation which will apply for the commercial channel in behalf of the university or college.

- Aid in obtaining all necessary funds to construct and operate such a station.

- Help prepare the foundation's application, including engineering, programming and other details. (The foundation would name legal counsel to prosecute the bid before the FCC.)

- Upon a grant, "erect and build any facilities required, furnish all personnel, undertake the programming of all entertainment programs, service all the sales efforts, both on a local and national scale, using where possible the personnel of the foundation."

At no time would the university incur financial obligation in the venture, it is pointed out, since the

non-profit foundation would handle the construction through gifts or loans and the complete operation, including educational programs, would be sustained by the commercial program revenue. Network affiliation is contemplated.

For its services, it was reported, Washington Associates would receive "a negotiated service fee" yearly which would be based on gross sales, plus a "small charge" for expenses and overhead prior to final action by FCC on the application.

It was learned from several sources that the Ford Foundation would be approached for funds to help construct such stations.

Principals in Washington Associates includes President Franklin C. Salisbury, Washington attorney and onetime administrative as-

(Continued on page 88)

television grants and applications

Digest of Those Filed With FCC Oct. 31 through Nov. 6

Grants Since April 14:

	VHF	UHF	Total
Commercial	22	67	89
Educational	2	7	9
Total	24	74	93

Commercial television stations on the air 111¹ 1 112¹

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

Applications Filed Since April 14:

	New	Amended	VHF	UHF	Total
Commercial	569	322	511	379	891 ²
Educational	18		4	14	18
Total	587	322	515	393	909 ¹

² One applicant did not specify channel.

³ Includes 98 already granted.

NEW STATION GRANTS

Listed by States

GADSDEN, Ala.—Jacob A. Newborn Jr. Granted uhf Ch. 21 (512-518 mc); ERP 22 kw visual, 11 kw aural; antenna height above average terrain 470 ft., above ground 150 ft. Engineering condition. Estimated construction cost \$140,000, first year operating cost \$96,000, revenue \$128,500. Post Office address P. O. Box 1592, Beaumont, Tex. Studio and transmitter location 1200 Bellevue Drive, Gadsden. Geographic coordinates 34° 02' 09" N. Lat., 86° 00' 06" W. Long. Transmitter and antenna RCA. Consulting engineer McIntosh & Inglis, Washington. Sole owner is Jacob A. Newborn Jr., president and 25% stockholder of Television Bestrs. Inc., uhf Ch. 31 applicant at Beaumont, Tex.; president and 20% stockholder of Beaumont Savings & Loan Assn.; sole owner of San Marcos Laundry, San Marcos, Tex.; owner of real estate in Texas, Louisiana, Mississippi and Alabama, and board chairman of Industrial Research Foundation. [For application, see TV APPLICATIONS, B.T. Oct. 6.] City priority status: Gr. A-2, No. 69.

SAN BERNARDINO, Calif.—KITO Inc. (KITO). Granted uhf Ch. 18 (494-500 mc); ERP 87 kw visual, 49 kw aural; antenna height above average terrain 3,680 ft., above ground 110 ft. Engineering condition. Estimated construction cost \$179,821, first year operating cost \$180,000, revenue \$200,000. Post Office address 569 Fourth St., San Bernardino, Calif. Studio location 569 Fourth St. Transmitter location in San Bernardino Mountain Range. Geographic coordinates 34° 14' 10" N. Lat., 117° 14' 42" W. Long. Transmitter DuMont, antenna GE. Legal counsel H. G. Wall, San Bernardino. Consulting engineer Owen J. Ford. Principals include President J. J. Flanagan (49%), general manager of KITO; Vice President and Treasurer H. G. Wall (23%), now retired, but officer and 38% stockholder from 1942 to 1948 in WDSU New Orleans, La., and officer and 75% stockholder from 1938 to 1944 in WIBC Indianapolis, Ind., and Secretary Margaret B. Wall (28%). [For application and amendment, see TV APPLICATIONS, B.T. Oct. 27, May 12.] City priority status: Gr. A-2, No. 64.

ELMIRA, N. Y.—Elmira Television. Granted uhf Ch. 24 (530-536 mc); ERP 58 kw visual, 29 kw aural; antenna height above average terrain 850 ft., above ground 431 ft. Engineering condition. Estimated construction cost \$241,380, first year operating cost \$200,000, revenue \$275,000. Post Office address 500 S. Evans, 415 E. Water St., Elmira, N. Y. Studio location Mark Twain Hotel. Transmitter location R.F.D. No. 1, Wellsburg, N. Y., 2.7 mi. south of Elmira city limits. Geographic coordinates 42° 01' 51" N. Lat., 76° 47' 10" W. Long. Transmitter DuMont, antenna GE. Legal counsel Loucks, Zias, Young & Jansky, Washington. Consulting engineer Kear & Kennedy, Washington. Principals include partners T. K. Cassel (50%), president and 99% owner of WDAF Indiana, Pa., sole owner of WCHA Chambersburg, Pa.; and John S. Booth (50%), vice president, general manager and 33% owner of WCHA, 45% owner of a real estate firm in Chambersburg and 45% owner of a farm and real estate development firm. [For application and amendment,

see TV APPLICATIONS, B.T. Sept. 1, June 30.] City priority status: Gr. A-2, No. 81.

WARREN, Ohio—The Warren Tribune Radio Station Inc. (WHHH). Granted uhf Ch. 67 (788-794 mc); ERP 80 kw visual, 43 kw aural; antenna height above average terrain 510 ft., above ground 514 ft. Engineering condition. Estimated construction cost \$484,421, first year operating cost \$175,000, revenue \$150,000. Post Office address 108 Main St. Studio and transmitter location on SE corner at intersection of Ridge Road and Youngstown Road. Geographic coordinates 41° 13' 07" N. Lat., 80° 46' 46" W. Long. Transmitter and antenna GE. Legal counsel Miller & Schroeder, Washington. Consulting engineer John Creutz, Washington. Principals include President Helen Hart Hubert, Secretary Albert A. Chanson, Treasurer Michael S. Kuzmack and Assistant Secretary Mary Kathryn O'Connor. The Warren Tribune owns 100% of stock in applicant. [For application and amendment, see TV APPLICATIONS, B.T. Oct. 20, July 28.] City priority status: Gr. A-2, No. 80.

WICHITA FALLS, Tex.—White Television Co. Granted uhf Ch. 22 (518-524 mc); ERP 18.5 kw visual, 9.3 kw aural; antenna height above average terrain 480 ft., above ground 485 ft. Engineering condition. Estimated construction cost \$275,000, first year operating cost \$100,000, revenue \$100,000. Post Office address 1507 Lamar, Wichita Falls. Studio and transmitter location 1/2 mi. west of city limits on Seymour Road. Geographic coordinates 33° 53' 51" N. Lat., 98° 32' 44" W. Long. Transmitter and antenna RCA. Legal counsel Ross K. Prescott, Dallas. Consulting engineer W. D. Buford, Lawton, Okla. Sole owner is W. Earl White, president and 16% owner of White's Auto Stores Inc., Wichita Falls. [For application, see TV APPLICATIONS, B.T. July 7.] City priority status: Gr. A-2, No. 55.

LYNCHBURG, Va.—Old Dominion Bestg. Corp. (WVOD). Granted uhf Ch. 16 (482-488 mc); ERP 100 kw visual, 57 kw aural; antenna height above average terrain 500 ft., above ground 553 ft. Engineering conditions. Estimated construction cost \$166,835, first year operating cost \$60,000, revenue \$60,000. Post Office address P. O. Box 918, Lynchburg. Studio and transmitter location Route 501, 0.3 mi. NW of Lynchburg city limits. Geographic coordinates 79° 12' 44" N. Lat., 37° 26' 27" W. Long. Transmitter DuMont, antenna RCA. Legal counsel Fisher, Wayland, Duval & Southmayd, Washington. Consulting engineer George E. Gaudney, Washington. Principals include President D. H. Dillard (42.2%), Vice President P. G. Dillard (17.8%), E. S. Dillard (17.8%) and W. H. Burruss (5.6%). [For application, see TV APPLICATIONS, B.T. Sept. 1.] City priority status: Gr. A-2, No. 85.

COLOR TV TEST

WNBT (TV) New York City—NBC. Granted Special Temporary Authority to use WNBT (TV) as experimental station with call letters KE2XJV, for purpose of testing RCA color television system from Nov. 10 to Nov. 26, 1952. Operation to be limited to not more than 15 minutes daily, Monday through Friday, between 9 a.m. and 12 noon, and to be in accordance with Sec. 3.666 of Commission's Rules. Test report to be issued by Jan. 15, 1953.

NEW APPLICATIONS

Listed by States

MESA, Ariz.—Harkins Bestg. Inc. (KTYL), vhf Ch. 12 (204-210 mc); ERP 26.9 kw visual, 13.45 kw aural; antenna height above average terrain 402 ft., above ground 400 ft. Estimated construction cost \$328,826, first year operating cost \$100,000, revenue \$135,000. Post office address Box 885, Mesa, Ariz. Studio and transmitter location 1 mi. west of Mesa city limits on south side of U. S. 80, at site of KTYL (AM). Geographic coordinates 33° 24' 48" N. Lat., 111° 52' 35" W. Long. Transmitter DuMont. Principals include President Harry L. Nace Jr., Vice President Harry L. Nace (53.72%), Secretary Dwight Harkins (35.86%) and Treasurer Lorenzo K. Lisonbee (10.42%). Applicant also is licensee of KCLF Clifton, Ariz., and applicant for new AM station in Yuma, Ariz. [see FCC ROUNDUP, B.T. Oct. 27.] City priority status: Gr. B-3, No. 178.

OAKLAND, Calif.—Channel Two Inc., vhf Ch. 2 (54-60 mc); ERP 100 kw visual, 50 kw aural; antenna height above average terrain 1,280 ft., above ground 212 ft. Estimated construction cost \$683,200, first year operating cost \$840,000, revenue \$950,000. Post Office address 1518 Central Bank Bldg., Oakland 12, Calif. Studio location 20th and Broadway. Transmitter location 15 mi. SW of Oakland, Calif., or 7 3/4 mi. SSW of downtown San Francisco, on San Bruno Mtn., adjacent to KNEC-FM and KRON-TV San Francisco transmitter locations. Geographic coordinates 37° 41' 19" N. Lat., 122° 26' 07" W. Long. Transmitter and antenna RCA. Legal counsel Cohn & Marks, Washington. Consulting engineer Weldon & Carr, Washington. Principals include President Stoddard P. Johnston (50%), vice president of KFMB-AM-TV San Diego, Calif.; Vice President Ingraham Reed (5%), vice president of Maloney, Regan & Schmidt (advertising), San Francisco, and ten other minority stockholders. City priority status: Gr. B-5, No. 212.

LAKE CHARLES, La.—Southland Telecasters, uhf Ch. 25 (536-542 mc); ERP 19.86 kw visual, 10.72 kw aural; antenna height above average terrain 330 ft., above ground 348 ft. Estimated construction cost \$177,500, first year operating cost \$120,000, revenue \$120,000. Post Office address P. O. Box 30, Baton Rouge, La. Studio and transmitter location SE corner of Ryan and Jackson Streets. Geographic coordinates 30° 14' 22" N. Lat., 93° 12' 58" W. Long. Transmitter and antenna RCA. Legal counsel McKenna & Wilkinson, Washington. Consulting engineer George E. Gaudney, Washington. Principals include Charles W. Lamar (now 100%), majority owner of Lamar Adv. Co., Baton Rouge, and subscriber to minority stock interest of WAFB Baton Rouge, contingent on grant of application for new TV station, and T. E. Gibbens, vice president, manager and minority stockholder of WAFB. (Net profits of partnership will be shared in ratio of 75% to Mr. Lamar and 25% to Mr. Gibbens; after Mr. Lamar has withdrawn in profits an amount equal to his capital contribution to partnership, assets of partnership will be owned 75% by Mr. Lamar and 25% by Mr. Gibbens.) City priority status: Gr. A-2, No. 103.

LANSING, Mich.—Lansing Bestg. Co. (WILS), uhf Ch. 54 (710-716 mc); ERP 25.6 kw visual, 12.8 kw aural; antenna height above average terrain 375 ft., above ground 390 ft. Estimated construction cost \$105,254, first year operating cost \$280,000, revenue \$300,000. Post Office address 407-11 North Washington St., Lansing 30, Mich. Studio and transmitter location Olds Tower Bldg., Capitol Ave. and Allegan St. Geographic coordinates 42° 43' 57" N. Lat., 84° 33' 15" W. Long. Transmitter and antenna RCA. Legal counsel Welch, Mott & Morgan, Washington. Consulting engineer McIntosh & Inglis, Washington. Principals include President W. A. Pomeroy (26.92%), Vice President D. O. Campbell (4.25%), Vice President Edwin L. Byrd (17.1%), Secretary-Treasurer John C. Pomeroy (26.92%), Miriam Byrd (17.1%), Laura E. Campbell (4.25%), Bessie M. Pomeroy (18.8%) and six other minority stockholders. City priority status: Gr. B-2, No. 147.

FAYETTEVILLE, N. C.—Cape Fear Bestg. Co. (WFNC), uhf Ch. 18 (494-500 mc); ERP 17.9 kw visual, 9.9 kw aural; antenna height above average terrain 299 ft., above ground 265 ft. Estimated construction cost \$144,500, first year operating cost \$100,000, revenue \$105,000. Post Office address P. O. Box 1230, Fayetteville, N. C. Studio location 114 1/2 Anderson St., Fayetteville. Transmitter location on north side of Bragg Blvd., 0.75 mi. NW of Fayetteville city limits at transmitter location

TV CALL LETTERS

FCC assigned the following call letters to TV station permittees:

KUSC-TV Los Angeles, Calif. (U. of Southern California, Allan Hancock Foundation, uhf Ch. *28); **WFMD-TV Frederick, Md.** (The Monocacy Bestg. Co., uhf Ch. 62); **WKAR-TV East Lansing, Mich.** (Michigan State Board of Agriculture, uhf Ch. 60); **KFEQ-TV St. Joseph, Mo.** (KFEQ Inc., vhf Ch. 2); **KFOR-TV Lincoln, Neb.** (Cornbelt Bestg. Corp., vhf Ch. 10); **WETV (TV) Raleigh, N. C.** (Sir Walter Television & Bestg. Co., uhf Ch. 28); **KEDA-TV Amarillo, Tex.** (Amarillo Bestg. Co., vhf Ch. 10); **KEPO-TV El Paso, Tex.** (Kapo Inc., vhf Ch. 13), and **KAMI-TV Honolulu, T. H.** (Radio Honolulu Ltd., vhf Ch. 11).

of WFNC-AM-FM. Geographic coordinates 35° 04' 46" N. Lat., 78° 55' 58" W. Long. Transmitter and antenna GE. Legal counsel Loucks, Zias, Young & Jansky, Washington. Consulting engineer Craven, Lohnes & Culver, Washington. Principals include President Theodore K. Weyher (24.7%), freight agent of Atlantic Coast Line Railroad at Dade County, Fla.; Vice President Victor W. Dawson (16.9%), manager of WFNC-AM-FM; John G. Dawson (33.8%), Kinston (N. C.) attorney, and Mary C. Weyher (24.7%), wife of Theodore K. Weyher. City priority status: Gr. A-2, No. 134.

FAYETTEVILLE, N. C.—Rollins Bestg. Inc. (WFAI), uhf Ch. 18 (494-500 mc); ERP 21.4 kw visual, 11.2 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. Post Office address Moore Bldg., Rehoboth, Del. Studio and transmitter location between Ramsey and North St., just inside city limits. Geographic coordinates 35° 04' 27" N. Lat., 78° 52' 52" W. Long. Transmitter and antenna GE. Legal counsel M. R. Barnes, Washington. Consulting engineer G. R. Chambers, Rehoboth Beach, Del. Principals include John W. Rollins (62.5%), O. Wayne Rollins (33.3%) and Katherine E. Rollins (4.2%). Applicant also is licensee of WRAD Radford, Va., WRAP Norfolk, Va., and WJWL Georgetown, Del.; applicant for new TV station in Dover, Del. [TV APPLICATIONS, B.T. Nov. 3], and new AM stations in Roanoke, Va., and Dover, Del. City priority status: Gr. A-2, No. 134.

AMARILLO, Tex.—The Texan Telecasting Co., vhf Ch. 7 (174-180 mc); ERP 316 kw visual, 158 kw aural; antenna height above average terrain 832 ft., above ground 813 ft. Estimated construction cost \$628,946, first year operating cost \$173,000, revenue \$194,000. Post Office address 1532 Life of America Bldg., Dallas. Studio location 504 Harrison St. Transmitter location 3.9 mi. north of Amarillo on Wild Cherry St., 0.9 mi. east of Western Ave. Geographic coordinates 35° 17' 35" N. Lat., 101° 52' 01" W. Long. Transmitter DuMont, antenna RCA. Legal counsel Maurice R. Barnes, Washington. Consulting engineer Robert M. Silliman, Washington. Sole owner of applicant is Mrs. Loula Mae Harrison, president and principal stockholder of Prairie Oil & Gas Co., owner of L. C. Harrison Oil Co., Dallas, and until March 1951 licensee of KLWN Lawrence, Kan. City priority status: Gr. A-2, No. 47.

SAN ANGELO, Tex.—Westex Television Co. (KTXL), vhf Ch. 8 (180-186 mc); 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. Post Office address 1901 W. Beauregard St., San Angelo. Studio and transmitter location on SE corner of intersection of Texas Ave. and Armstrong St. Geographic coordinates 31° 29' 29" N. Lat., 100° 26' 03" W. Long. Transmitter and antenna RCA. Legal counsel Welch, Mott & Morgan, Washington. Consulting engineer Craven, Lohnes & Culver, Washington. Principals include general partners (50% each) Armistead D. Rust, president of KTXL and mayor of San Angelo, and B. P. Bludworth, owner of Brownwood (Tex.) Poster

Service Co., 50% owner of Mid-West Co. (outdoor advertising), Abilene, Tex., 50% owner of Bludworth & Neiswanger (oil production) and vice president of KTXL. City priority status: Gr. A-2, No. 77.

SACRAMENTO, Calif.—Cal Tel Co. (Ashley L. Robison and Frank E. Hurd, formerly d/b as KAA-TV Co.), uhf Ch. 40 (626-632 mc); ERP 234 kw visual, 120 kw aural; antenna height above average terrain 1,384 ft., above ground 391 ft. Estimated construction cost \$442,000, first year operating cost \$366,720, revenue \$390,000. Studio location to be determined. Transmitter location 10 mi. west of Placerville, atop Pine Hill. Geographic coordinates 38° 43' 11" N. Lat., 120° 59' 21" W. Long. Transmitter and antenna GE. [For earlier application, see TV APPLICATIONS, B-T Oct. 13.] City priority status: Gr. A-2, No. 11.

SACRAMENTO, Calif.—Maria Helen Alvarez, uhf Ch. 40 (626-632 mc); ERP 265 kw visual, 138 kw aural. Estimated construction cost \$505,186, first year operating cost \$510,000, revenue \$550,000. Sole owner of applicant is Maria Helen Alvarez, owner of 50% voting interest in KOTV (TV) Tulsa, Okla., 50% owner of Superior Television Co., applicant for new TV station in Corpus Christi, Tex., and 25% owner of Wrather, Hill & Alvarez, applicant for new TV station in Little Rock, Ark. [For earlier application, see TV APPLICATIONS, B-T, July 28.] City priority status: Gr. A-2, No. 11.

BATON ROUGE, La.—Baton Rouge Bestg. Co. (WJBO), vhf Ch. 2 (54-60 mc); 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. Post office address is 444 Florida St., Baton Rouge. Studio and transmitter location on Roosevelt Road in East Baton Rouge Parish, site of WJBO (AM). Geographic coordinates 30° 25' 25" N. Lat., 91° 10' 30" W. Long. Transmitter and antenna RCA. Legal counsel Hogan & Hartson, Washington. Consulting engineer Millard M. Garison. (Change from Ch. 10.) [For application, see TV APPLICATIONS, B-T, July 7.] City priority status: Gr. A-2, No. 19.

MERIDIAN, Miss.—Mississippi Bestg. Co. (WCOC), uhf Ch. 30 (566-572 mc); ERP 210.5 kw visual, 105.2 kw aural; antenna height above average terrain 500 ft., above ground 251 ft. Post office address is Threefoot Bldg., Meridian, Miss. Studio location Threefoot Bldg., Meridian. Transmitter location about 2 mi. south of Meridian on U. S. 45. Geographic coordinates 32° 19' 40" N. Lat., 88° 41' 28" W. Long. Transmitter and antenna RCA. Consulting engineer Fred O. Grimwood & Co., St. Louis. (Change from Ch. 11.) [Filed July 16.] City priority status: Gr. A-2, No. 101.

EXISTING STATIONS

Changes Requested

WAFM-TV BIRMINGHAM, Ala.—The Television Corp. (formerly Voice of Alabama Inc.). Change ERP to 316 kw visual, 189.6 kw aural.

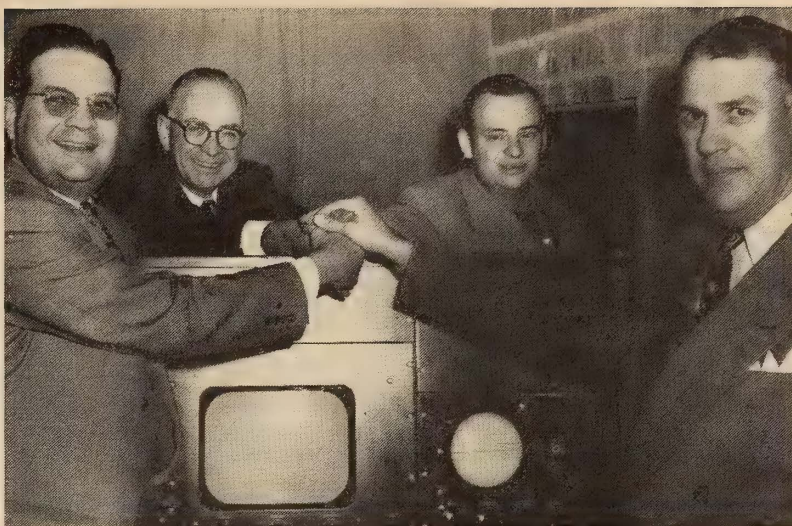
KECA-TV LOS ANGELES, Calif.—American Bestg. Co. Change ERP to 155 kw visual, 77.5 kw aural.

WKNX-TV SAGINAW, Mich.—Lake Huron Bestg. Corp. Mod. CP (which authorized new TV station) to change ERP to 18.8 kw visual, 12.6 kw aural. Antenna height above average terrain 441 ft.

WPIX (TV) NEW YORK CITY—

Hooper Signs Seven

SEVEN new subscribers to the new TV-Area Hooperatings, bringing the total list to 24, were announced last week by C. E. Hooper Inc. The 40-city TV reports issued by the firm started this month. New subscribers are: Carter Products, Campbell-Mithun, Fitzgerald Adv. Agency, Gardner Adv. Co., Kudner Inc. agency, Ruthrauff & Ryan and Tatham-Laird.



W. D. (Dub) Rogers (l), president, KDUB-TV Lubbock, Tex., slated to go on the air Thursday, is congratulated by (l to r) A. L. Lott Sr., member of the board of directors, Texas Telecasting Inc., KDUB-TV owner-operator; W. W. Conley, secretary-treasurer, and Vernice Ford, vice president of the firm.

WPIX Inc. Change to 83 kw visual, 43 kw aural.

WNBK (TV) CLEVELAND, Ohio—National Bestg. Co. Mod. CP (which authorized changes in existing station) to change ERP to 100 kw visual, 50 kw aural.

WHUM-TV READING, Pa.—Eastern Radio Corp. Mod. CP (which authorized new TV station, as mod.) to move studio location to Skyline Drive on Mount Penn, Lower Alsace Township, Pa.

WSEE-TV RIVERTON, R. I.—New England Television Inc. Mod. CP (as mod., which authorized new TV station) to change ERP to 85.1 kw visual, 47.9 kw aural.

WLSL-TV ROANOKE, Va.—Roanoke Bestg. Corp. Mod. CP (which authorized new TV station), to change ERP to 252 kw visual, 126 kw aural. Change studio location to Shenandoah Life Insurance Bldg.

WROV-TV to ABC-TV

AFFILIATION of WROV-TV Roanoke, Va., with ABC-TV, effective Dec. 15, when station goes on the air, was announced Wednesday by Alfred R. Beckman, ABC's national director of radio and TV station relations department. Addition of WROV-TV will increase number of ABC-TV affiliates to 68.

WROV-TV is owned by Radio Roanoke Inc., which operates WROV-AM. New video outlet will operate on Ch. 27 with 104.7 kw visual power and 62.6 kw aural power. General manager is Frank Koehler.

TV HEARINGS

HOMES have been mortgaged, savings accounts tapped and other financial sacrifices undertaken by two dozen employees of KOIN Portland, Ore., in their effort to retain "family" ownership of the Channel 6 applicant by purchase of a 43.5% stock interest relinquished by Ralph E. Stolkin, Edward G. Burke Jr. and Sherrill C. Corwin.

FCC was petitioned last week by Mount Hood Radio and Television Broadcasting Corp., KOIN licensee, for consent to amend the Portland TV application in order to show the withdrawal of the Stolkin group. Messrs. Stolkin, Burke and Corwin also are giving up their 43.5% in KJR Seattle.

This development is the second instance in the Portland television hearings of principals withdrawing from an applicant. Earlier, Walter J. Stiles Jr., general manager and minority stockholder in Oregon Television Inc., Channel 12 applicant, resigned for unexplained "personal reasons" just days before he was scheduled to take the witness stand [B-T, Oct. 27].

Mr. Stolkin and two other associates withdrew a fortnight ago from the presidency and directorships of RKO Pictures Corp., fol-

lowing a series of articles in the *Wall Street Journal* concerning their earlier business activities [B-T, Oct. 27]. These included punch-board distribution and mail-order sales and were reported also to have involved Federal Trade Commission citations and Better Business Bureau complaints.

Messrs. Burke and Corwin, who also were members of the original five-man Stolkin group purchasing the Howard Hughes' \$7 million holding in RKO in September [B-T, Sept. 29], remain on the RKO board, it was reported.

Relinquishment of the 43.5% holdings of Messrs. Stolkin, Burke and Corwin in both KOIN and KJR was announced by Theodore R. Gamble, himself 43.5% owner of the two stations and chairman of their boards.

In the KOIN transaction, the stock is sold to the corporation for \$65,250, its par value and the sum for which it was acquired by the Stolkin group. The present seven officer-stockholders and the 24 other employees of KOIN who are involved purchase additional and new stock from the corporation in like amount and also provide a total of \$550,000 to liquidate obligations

KDUB-TV DEBUT

Operation Begins Thursday

KDUB-TV Lubbock, first post-freeze TV station in Texas, will begin commercial telecasting Thursday, W. D. (Dub) Rogers, president-general manager, announced last week.

Amid gala opening ceremonies, the station is to go on the air with a live program originating from in front of the Lubbock National Bank Bldg. where KDUB-TV has temporary studios. A temporary KDUB-TV tower stands atop the bank building.

Mr. Rogers explained that the permanent KDUB-TV building will be completed about March 1. A 1,000-ft. tower is now under construction.

Set owners within a 15-20 mile range of Lubbock are expected to be able to receive KDUB-TV programs with the present tower. When the permanent tower is in operation, Mr. Rogers estimated that residents within 50-60 miles will be able to receive KDUB-TV programs. The station is affiliated with CBS-TV and will operate on vhf Ch. 13.

John Hicks will serve as program manager and, for the time being, as film director. Mr. Hicks formerly was assistant program manager of KEYL (TV) San Antonio.

Mr. Rogers added that he hoped to be able to announce names of those who will fill the posts of commercial manager and chief engineer by last Friday.

Mt. Hood Seeks Amendment

due Marshall Field, former principal owner of the station.

Among the employees who become stockholders are Louis Bookwalter, director of engineering; Byron Paul, transmitter supervisor; Les Halpin, news director; Owen (Red) Dunning, music director; William Mears, production manager; Benjamin Wold, director of copyright and copy clearance; and Duncan McLeod, chief announcer.

General Manager Harry H. Buckendahl, vice president and 3% owner, increases his holding to 11.75%. Program Manager Ted W. Cooke, director and 2% owner, becomes vice president and increases his holding to 2.6%.

Mr. Gamble, upon FCC approval, personally will take over the Stolkin group's stock in KJR, thus increasing his interest to 87%. Par value of \$65,250 will be paid. KJR's licensee, Mt. Rainier Radio and Television Corp., which seeks Channel 7 at Seattle, has renegotiated the note of \$650,000 due Marshall Field in August 1953, extending the obligation for a five-year period.

Mr. Gamble and his associates acquired KOIN and KJR from Mr. (Continued on page 94)

Full Station Coverage at Local Level

(Continued from page 28)

New Jersey and Delaware, both for five minutes of each half hour, beginning at 8:25 p.m. WFIL-TV coverage was sponsored by American Oil Co., through Joseph Katz agency, with John Corcoran as key man before the cameras to analyze trends. Election returns were relayed from the *Philadelphia Inquirer* to a WFIL-AM-TV news desk headed by Donald P. Kahn. WFIL-AM coverage was sponsored by Philadelphia Saving Fund Society, through Gray & Rogers agency, with Charles Harrison heading election returns airing. Radio and TV newsmen were stationed at various political headquarters to report activities.

WIP Philadelphia and the American Legion, co-operating with MBS and American Heritage Foundation, conducted a pre-election get-out-the-vote drive Oct. 30 with citizens turning on their porch lights that evening to signify intentions to vote.

Boston Stations

In Boston, WEEI opened an all-night session at 6:30 p.m., Tuesday, headed by Charles Ashley, who furnished CBS with Massachusetts voting returns.

WBZ-AM-TV Boston started its reporting at 8 p.m. on radio and 9 p.m. on TV, with both breaking away from NBC twice hourly to report on local and Massachusetts results. Ken Mayer headed radio reporting and John Taylor, Boston newspaperman, reported for TV, with Arch McDonald reporting on both media.

WNAC-TV Boston preceded its election coverage on Nov. 1 by demonstrating "How to Use Voting Machines" in an afternoon program.

In Hartford, Conn., WDRC combined with the Hartford *Times* and the latter's WHTT there to bring listeners fast and complete returns in an agreement between Francis S. Murphy, *Times* publisher, and Franklin M. Doolittle, WDRC president. Compilations gathered in the *Times* newsroom were broadcast simultaneously on both stations, to mark the first time such a plan has been tried in Hartford.

In Bridgeport, WICC maintained five pickup points, with WICC studios as the main control center for election coverage. Philip Merryman, president and general manager, and Manning Slater, vice president in charge of sales, presented commentaries on trends and results, with assistance from J. Kenneth Bradley and Benjamin Leipner. The four remote points, quarters of candidates, were covered by Jim Elliott, Bob Crane, Wallie Dunlap and Dave Bond. President Merryman was Connecticut reporter for MBS, with direct feeds to the network.

In Washington, WWDC-AM-FM coverage started at 7 p.m. with Ken Evans heading returns from nearby Montgomery and Prince Georges Counties in Maryland, and

Alexandria, Arlington and Fairfax County in Virginia each half hour, with Phillips radio and TV sponsoring this coverage.

In Nation's Capital

WRC and WNBW(TV) Washington stationed special crews in the *Times Herald* city room to report on Maryland and Virginia voting twice hourly, starting at 8:25 p.m. on WRC, with Dave Van Sothen and Kennedy Ludlam airing returns, and at 9:35 on WNBW (TV), with Earl Godwin and Ray Michael using master charts.

WOL Washington started Maryland and Virginia coverage at 7 p.m., co-operating with WGAY Silver Spring, Md., to bring Maryland results from WGAY newsmen Ernie Tannen, Chuck Dulane and Val Thomas four times each hour, and stationing its own newsmen at election headquarters in Arlington. WOL national returns were aired by WOL newsmen Gene Berger, Joseph C. Harsch, George Crawford and George Campbell. Entire coverage was sponsored by Bradbury Homes.

Phillip's, Washington TV and appliance chain, purchased local three- and five-minute cut-ins on WTOP-TV WMAL-TV WWDC WMAL WOOK and WTOP to bring election coverage. Using a Parade of Progress theme for its sixth anniversary, Phillip's employed institutional themes to climax its month-long "Vote With Phillip's" promotion, planned by its agency, Cohn & Miller, to give voteless Washingtonians a chance to express Presidential preferences.

WOOK served as flagship for election returns to seven stations owned and operated by the United

Broadcasting Co. It aired results from 9 p.m. to 6 a.m. the following day, with Graeme Zimmer, Richard Eaton and Gene Miller handling remote reports.

WBAL-TV Baltimore, Md., used films taken throughout the day at Republican and Democratic headquarters, with processing handled at Pimlico Race Track and rushed back to the studio. Tote boards supplied by American Totalisator Co. were used to flash vote totals on TV screens, either as super-impositions over network programs or for straight effect on live segments. Station claimed exclusive interviews and thorough on-the-spot coverage throughout night.

WCHS Charleston, W. Va., remained on the air until 4:30 a.m. to report on results involving state offices won by the Democrats in carrying West Virginia. Station broadcast from the news room of the *Charleston Daily Mail* with coverage by Mort Cohn, program director, and Ross Edwards, news editor, among others.

Crosley Combination

In Ohio, the Crosley TV stations, WLWT (TV) Cincinnati, WLWC (TV) Columbus and WLWD (TV) Dayton, combined forces to bring election returns. Direct pickups were made by WLWT from Columbus election points via WLWC, with switches to WLWD. More than 100 WLWT members worked at election headquarters in its studio B, with direct communications to candidates' and political headquarters locally, in Louisville and Indianapolis, and to Cincinnati newspapers. WLWT newsmen were headed by Peter Grant, assisted by Glenn Wilson, Bob Provence, Dallas DeWeese, Barry Lake, Howard Chamberlain and John Baker, with Terry Flynn in charge of the central news desk.

A special Hooper coincidental

Campaign Costs

SEN. Ernest W. McFarland (D-Ariz.), Senate Majority Leader and Chairman, Commerce Communications Subcommittee, defeated in last week's election, siphoned nearly 25% of his campaign money into radio broadcasts, according to a report filed with the Secretary of the Senate. Sen. McFarland reported he paid \$1,913.50 to KTAR Phoenix, Ariz., out of total expenditures of \$4,263. Rep. Albert Gore, who defeated Sen. Kenneth McKellar for the Tennessee Democratic Senatorial nomination, reported payment of \$683.35 as half the cost of a statewide radio broadcast, listing expenses of \$883.35.

rating conducted in Cincinnati election night indicated WLWT (TV) had a 54.8% share of audience there, the two other outlets receiving 28.6% and 16.6%, respectively, with a reported 66.8% of sets in use, according to WLWT officials, who said the 9-11 p.m. compilation represented the most extensive coverage in the station's history.

WLWC (TV) Columbus coverage was headed by Gene Ragle, program director, with production by Walter Jacobs, production manager, and Bill Hindman and Dick Mall at microphones.

Cleveland Coverage

In Cleveland, WGAR began local coverage with hourly five-minute broadcasts at 8:25 p.m., with Charles Day coordinating all results and Jack Dooley supplying hourly five-minute reports from Columbus, assisted by Don Hyde. At telephones in various headquarters were Bob Forker, Glenn Gilbert, Tom Armstrong and Bob Smith.

In Steubenville, Ohio, WSTV on election day celebrated its 12th birthday with pre-election promotion featuring a get-out-the-vote campaign.

In Oklahoma City, WKY-AM-TV coverage was headed by Grant Foster, who said the stations' local staffs plus those of its parent company, Oklahoma Publishing Co., made complete returns possible. WKY local radio coverage was sponsored by Oklahoma Tire & Supply Co., with Southwest Radio & Equipment Co. purchasing WKY-TV local cut-ins while NBC had the cable, and Walter E. Allen, local auto dealer, doing the same, while CBS had the cable. The election airing had followed a comprehensive get-out-the-vote campaign by both AM and TV facilities.

At Milwaukee, WTMJ-TV aired a "Barber Poll" feature during the 10-day period before the election with announcer Lloyd Pettit sam-

DEWEY TELETHON

Faces WOR-TV Cameras 6¾ Hours on Election Eve

GOV. Thomas E. Dewey of New York conducted a marathon campaign on behalf of Gen. Dwight D. Eisenhower for a total of 6¾ hours out of 18 on WOR-TV New York on election eve.

His performance paralleled his 18-hour stint on WOR-TV in 1950 when he was seeking re-election

* * *



GOV. DEWEY before WOR-TV cameras.

as Governor of New York [B•T, Nov. 13, 1950].

Starting at 6 a.m., Gov. Dewey appeared at least 15 minutes of every hour, except for a dinner break, until 9:45 p.m., after which he remained on the air until midnight. He replied to telephoned and telegraphed questions, quoted Gen. Eisenhower's stand on major issues and introduced such guests as Mrs. Wendell Willkie, Mrs. Fiorello H. LaGuardia, Clare Boothe Luce and John Roosevelt.

The marathon stint represented a 1¼-hour expansion of the original plan, which was to have Gov. Dewey on camera for a total of five hours between 6 a.m. and 10 p.m. [B•T, Nov. 3]. The appearances were sponsored by the New York State Republican Committee on behalf of Citizens for Eisenhower.

pling opinions on tape for his 6 p.m. newscast.

In Eau Claire, Wis., WEAU spurred voting by offering its announcers for carrying voters for registration, providing baby sitters, notarizing registrations for shut-ins and promoting a contest between the twin cities of Eau Claire and Chippewa Falls in which the mayor of the city with the greatest voting pressure would be pushed down the street in a wheelbarrow by the mayor of the losing city. The two mayors were given one minute per hour of WEAU time on election day to urge voting and a WEAU-contrived peephole sign placed to attract the curious urged them to exercise their voting rights.

Denver Service

In Denver, KFEL local and state coverage, sponsored by Albany Hotel and Albany Services, featured special crews flashing returns from party headquarters and the Election Commission, plus interviews. KFEL also fed returns to MBS for Wyoming, New Mexico and Arizona.

KLZ Denver local and regional coverage was conducted by a 30-man team headed by Sheldon Peterson, supplying information from the Election Commission and state party headquarters. The KLZ mobile unit claimed a scoop with an interview of Sen. Ed. Johnson, who, the station maintained, was the first nationally ranking Democrat to concede a Republican landslide.

In California, Irwin Co., Beverly Hills, made deals with six sponsors for coverage of election returns in the Los Angeles area: KNXT (TV), Westinghouse Electric Supply Co.; KTLA (TV), Apple Valley Bldg. & Development Co., Apple Valley; KECA, Union Auto Service; KFVB, Tri-City Nash; KLAC, Grimes Stationery Co., Los Angeles, and Beverly Hills Transfer & Storage Co., Beverly Hills.

Bay Area Balloting

In San Francisco, KSFO's five-man staff flashed news, returns, trends and interviews beginning at 5 p.m. The five were Bob Hansen, Bob Colvig, Frank Allan, Bill Heyward and Bob Bovard. Behind them was an election night staff of 54, maintaining graphs and charts, compiling statistics, spotting trends and arranging interviews. The station installed special high speed teletypes from several points over the country.

KCBS San Francisco began its coverage at 6 p.m., according to Arthur Hull Hayes, general manager and CBS vice president. Bill Niefeld headed most of the KCBS staff in airing local results twice hourly. Newsmen on various area assignments were Don Mozley, Carroll Hansen, Gordon Roth and Bill Bradley.

KNBC San Francisco started coverage at 5 p.m., with five-minute newscasts twice hourly devoted to

California election returns aired by Henry Schacht and Joe Gillespie and Bob Letts analyzing vote trends. KNBC state coverage was under direction of Bill Cothran. On the KNBC schedule of election night activities were interviews with northern California political figures.

In Portland, Ore., KGW climaxed with election coverage three months of informing voters on Oregon issues via its weekly *Freedom Forum*, in which some of the state's top political figures participated. Oregon returns election night were handled by KGW with facilities of the Portland *Oregonian*, in addition to local coverage every half-hour. Danny Kaye, stage-screen-TV star, aired some returns, spiced with humor, from Portland's Paramount theatre via KGW.

CBS-TV fed a dress rehearsal plan of coverage last Monday afternoon by closed circuit to West Coast stations. Stations along the intercity relay route were allowed to cut in.

NLRB Hearing Set

NATIONAL Labor Relations Board hearing on the petition of Television Writers of America to be the bargaining agent for Hollywood writers with live and film television network shows, tentatively has been set for Nov. 24 with Los Angeles Field Examiner Norman Greer presiding. Contesting TWA are Screen Writers Guild and Authors League of America which already have negotiated agreements with the networks in New York.

Network Reporting at New High

(Continued from page 27)

with "corrective factors," to conform more nearly with pre-election polls, with the result that Univac shortly was predicting a 24-24 division of the states.

CBS newsmen Edward R. Murrow scored a beat on Univac with his 10:30 forecast that Gen. Eisenhower had been elected—at which time the machine was giving 8-7 odds on Gov. Stevenson. When statisticians returned to feeding Univac unadjusted data, spokesmen said, Univac soon responded with 100-to-1 odds on the General, confirming Mr. Murrow's non-electronic prediction.

NBC, whose Radio City Studio 8-H coverage was watched by an audience of approximately 1,000 invited guests, reported better luck with its electronic "brain," which goes by the name of Monrobot and which, the network said, predicted Gen. Eisenhower's election three hours before Gov. Stevenson conceded defeat at about 1:30 a.m.

NBC-TV did experience at least one embarrassment, however. In a switch to the West Coast for a pickup on Vice President-Elect Nixon, NBC screens suddenly and somewhat startlingly began to display the "eye" that is the station identification of CBS-TV, which happened to be supplying the feed to the West Coast at the moment.

ABC-TV also experienced an unscheduled development, when an Amoco-sponsored local cut-in on WJZ-TV New York appeared, briefly, on West Coast screens as well.

Overall, however, the coverage by all networks, radio and television, was characterized as

smooth, efficient, and accurate. Highlights, by network:

NBC

Some 300 commentators, reporters, technicians and general staff members, operating under News and Special Events Manager William R. McAndrew, provided six hours of TV reportage starting at 9 p.m. and six hours and 20 minutes of radio coverage which commenced at 8 p.m., all under sponsorship of Philco at an estimated sponsorship cost of about \$2.5 million for this and the conventions.

A total of 25 commentators were heard and/or seen from NBC's headquarters in New York, Stevenson headquarters in Springfield as well as Gen. Eisenhower's in New York, and from Boston, Washington, Chicago, Detroit, Cleveland, Los Angeles and elsewhere. The network said Gov. Stevenson himself followed the returns on NBC-TV via a special two-hop microwave relay into Springfield.

Bill Henry served as moderator for the television coverage, with John Cameron Swayze reporting on the Presidential race and Ned Brooks and Richard Harkness on the Congressional and Gubernatorial contests. NBC-TV stations gave local results on a half-hourly basis, and pickups were made from cities across the nation at least once an hour.

Joseph Meyers supervised radio reports, which featured Merrill Mueller, George Hicks, Bob Murphy, H. V. Kaltenborn, Bill Chaplin, Kenneth Banghart, Ray Henle, Bill Fitzgerald and Bill Sprague. Mr. Kaltenborn appeared on both radio and television, as did public opinion analyst Elmo Roper. Morgan Beatty reported calculations and predictions of the Monrobot "brain" throughout the night.

NBC employed seven TV cameras and 50 microphones at its New York headquarters alone and claimed a number of "firsts" and "exclusives," including a 10:45 p.m. interview in which James A. Farley, one-time Democratic committee chairman and national strategist, conceded a Republican landslide.

NBC-TV's early-morning *Today* program presented a special roundup of election developments on Wednesday morning, including filmed highlights from the preceding night and analyses by correspondents in the U. S. and abroad.

CBS

CBS radio and television coverage, bought by Westinghouse as part of a reported \$3 million package which included the convention, a get-out-the-vote campaign, and the elections, was under the direction of News and Special Events Directors Wells Church for CBS Radio and Sig Mickelson for CBS-TV.

Robert Trout, who spent 102½

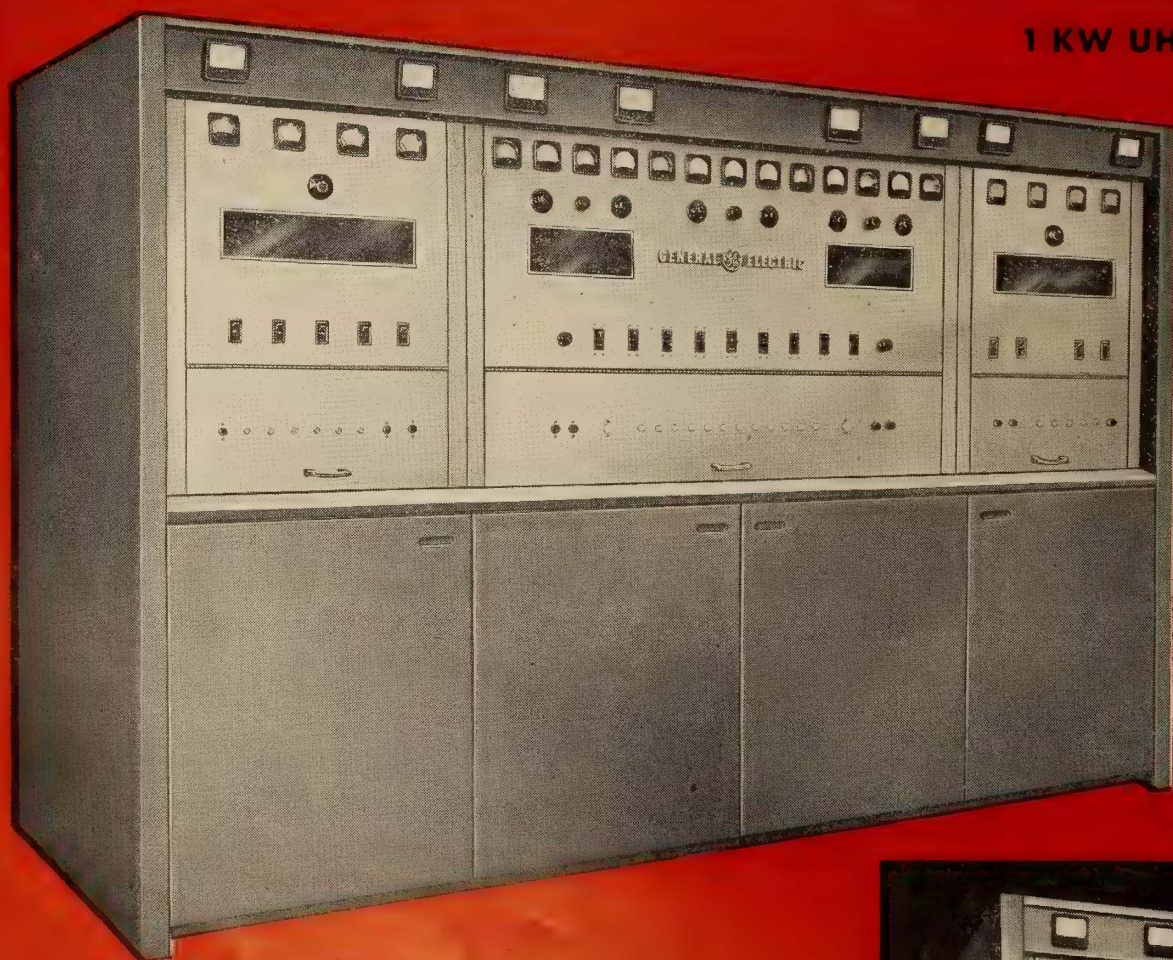
(Continued on page 112)



CONFERRING before one of 14 telecasts aired by WABD (TV) New York from the city room of the New York Journal-American are: (standing, l to r): Paul Schoenstien, Journal-American city editor; Leslie Gould, Journal-American financial editor; David Lowe, who directed the proceedings for DuMont; Journal-American Publisher William Randolph Hearst Jr. (leaning), and Howard Rushmore, the paper's expert on communist activities. Seated: John Madigan, political editor, the Chicago Herald-American; Sanford E. Stanton, political writer, Journal-American; and Frank Conniff, Journal-American columnist.

G-E OFFERS COMPLETE

and all equipment required



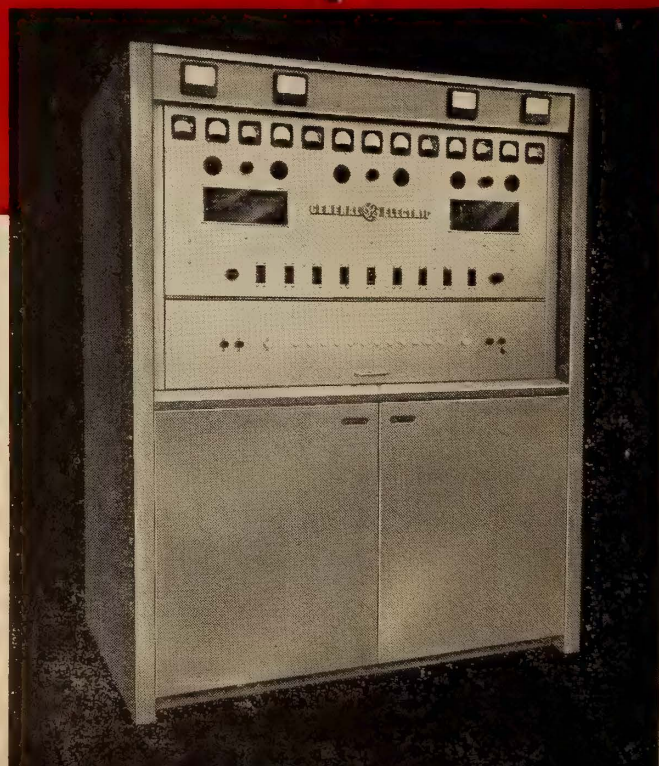
1 KW UHF... New General Electric 1 kw UHF Television Transmitter. Designed to provide an ERP of 20 kw or more when used with a G-E high gain helical antenna on any UHF channel. Features space-saving ceramic seal tubes.



CERAMIC SEAL TUBES

Developed for UHF TV. Design permits low power loss... greater reliability.

100-WATT UHF—Complete low cost General Electric transmitter provides adequate community service. Will operate to drive high power TV amplifiers for maximum ERP requirements. Also features *single crystal stability*, air cooling, and low cost tube complement.



TRANSMITTER LINE...

for UHF TV operation!

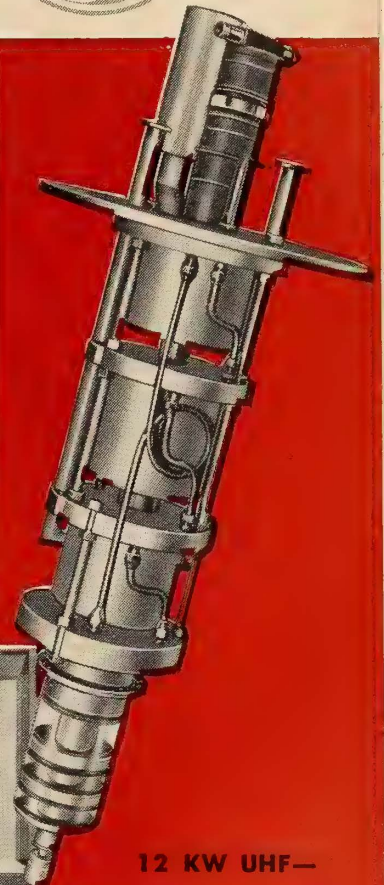


● **All your equipment requirements** for UHF telecasting today or tomorrow are available from General Electric. Studio cameras, consoles, film units, antennas and a complete transmitter line give you quality program facilities—market coverage.

G-E transmitters now range in power from 100-watts to 12 kw . . . and all units are *factory tested on your frequency*. The new G-E 1 kw transmitter incorporates

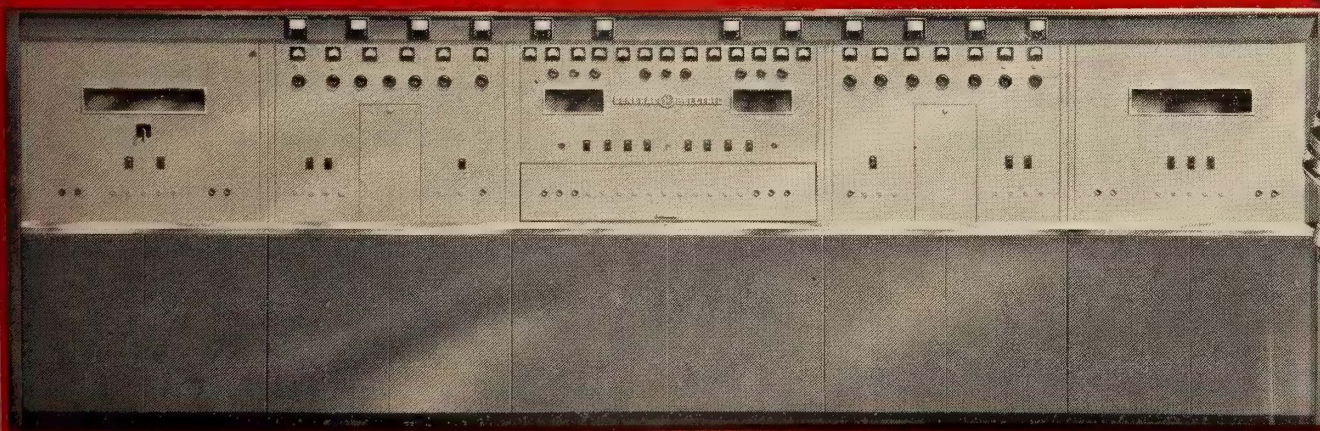
recently developed ceramic seal tubes for increased operating efficiency. Big brother in the line is the 12 kw unit with a 15 kw klystron tube for triple-power.

Your area will fit the General Electric UHF program providing a transmitter-antenna combination for requirements in large or small markets. Get power and equipment produced through years of G-E development and research.



12 KW UHF—

The industry's highest power UHF transmitter! Powered by a 15 kw klystron tube, developed for UHF. G-E helical antenna boosts ERP up to 20-25 times.



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NAME.....

ADDRESS.....

CITY.....STATE.....



School Package Plan Offered Educators

(Continued from page 81)

assistant to the late Thad Brown, FCC Commissioner from 1934-40; Vice President Earl L. Boyles, general manager of WNAV Annapolis, Md.; Director Allen M. Jones, Washington attorney and Secretary James E. Waddell, consulting engineer and attorney.

Frank E. Pellegrin, vice president of H-R Representatives Inc., New York, is advertising consultant to Washington Associates while Lynne C. Smeby, Washington radio-TV consulting engineer, has been retained in his professional capacity.

William E. Ware, president of KSTL St. Louis and of Broadcast House Inc., applicant for uhf Channel 36 at St. Louis, is TV station operation specialist for Washington Associates.

Mr. Pellegrin acknowledged his

consultancy to Washington Associates last week but emphasized this work in no way would be allowed to interfere with his duties at H-R Representatives or conflict with clients of the representative firm.

Proposals for the combination educational - commercial stations have been made, it was reported, to the University of Miami and Rollins U., Winter Park, Fla., near Orlando; Western Reserve U., Cleveland, and several schools in the Washington area, including Catholic U., Georgetown U., American U., Howard U. and George Washington U.

Rollins U. is permittee of a newly authorized 10-w noncommercial educational FM outlet, WPRK (FM).

Western Reserve U. began regular college courses on TV last

year in cooperation with WEWS (TV) Cleveland and at present programs 5½ hours a week on that station. A school official on Thursday said the Washington Associates proposal is under consideration but the institution is "far from decision."

John White, Western Reserve administrative vice president, told BROADCASTING • TELECASTING that in view of the "tremendous results" from cooperation with WEWS there is "very little likelihood" that the proposal will be adopted.

He said the time made available by WEWS meets Western Reserve's needs at present "very satisfactorily." The school charges fees to those listeners who wish college credit from the TV courses, he related, and the project has been very successful.

Miami U. has been presented a TV transmitter no longer used by WTVJ (TV) Miami.

Georgetown U. now is conducting

a weekly current events forum on WTTG (TV) Washington while American U. formerly had a similar program on WMAL-TV Washington.

Discussions with Dr. B. F. Ashe, president of the U. of Miami, began several months ago, it was learned. In late August, at the suggestion of Dr. Ashe, the Washington Associates' president wrote Dr. Jay F. W. Pearson, the school's vice president, as follows:

... Dr. Ashe's letter of Aug. 20 ... provides a very acceptable basis for further discussion for the problems which he raises are exactly those which we are prepared to answer. The president is right that the so-called educational channels do not permit any revenue from advertisers. They should be devoted to that type of educational programming where they become in effect a part of the formal educational system of a community. With that role in mind they can be tax supported or operated from charitable donations. This is most likely the purpose that will be served by the public school application.

Our proposal meets a different need—the need of the community to have one TV station dedicated to the highest public service, a goal which would be inconsistent with the commendable attitude of the average television station to operate with the highest possible return. Whatever station is awarded the use of a frequency in Miami will compete for listeners and thus directly or indirectly compete financially. I believe you will find that the existing station and other applicants would prefer our proposed station as competition to a strictly profit enterprise.

My organization can completely handle the whole job of setting up a television operation, complete the staff, both executive, production, engineering and commercial. We will assist in obtaining the financial backing. We will cooperate with the university personnel in the educational side of the enterprise which will—except to avoid going out of business entirely—always come first.

... Mr. Ben Gale and I will help in the fund raising necessary to get on the air and to provide the necessary working capital. We believe this to be in the order of \$400,000. ...

We believe we will be able to make available to the university more time than the numerous departments will ever be able to program and that the enterprise supported by the highest type of advertising will be completely self-supporting, including the time and expense to the other departments of the university for their participation.

If we can correspond a while, we may be able to reach a meeting of the mind on the scope of the project sufficient to warrant our coming down to reach a formal agreement with the university. No reimbursement from the university is contemplated, as we propose to look to the new non-profit educational corporation to be set up to handle this for our recompense.

Channels *2 (reserved), 4 (WTVJ), 7, 10, 27 and 33 have been allocated to Miami. The educational reserved channel has been filed for by Lindsay Hopkins Vocational School. Pending for Channel 7 are bids by WIOD and WQAM there while Channel 10 is sought by WKAT and WGBS. WMIE

(Continued on page 90)

Harrington, Richter & Parsons, Inc.

The only exclusive TV Station Representative

New York

Chicago

San Francisco

WLTV Atlanta

owned by Broadcasting, Inc.

WAAM Baltimore

owned by WAAM, Inc.

WBEN-TV Buffalo

owned by Buffalo Evening News

WFMV-TV Greensboro

owned by Greensboro News and Record

WDAF-TV Kansas City

owned by The Kansas City Star

WHAS-TV Louisville

owned by the Courier-Journal & the Louisville Times

WTMJ-TV Milwaukee

owned by the Milwaukee Journal

WTTG Washington

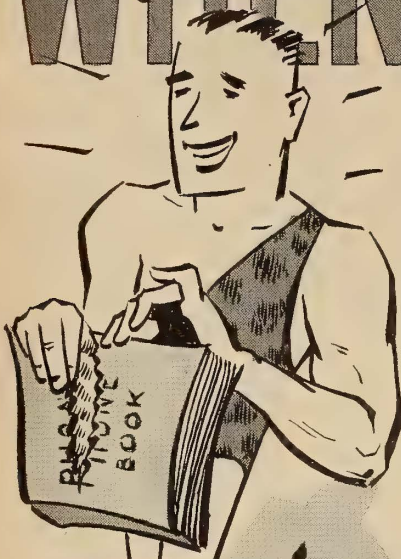
owned by Allen B. DuMont Labs., Inc.



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ticking watch *enlarged 20 times—*
to do it efficiently and at low cost—
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Complete information concerning film selection
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concerning special Eastman technical
services, equipment, and materials.
Address: Motion Picture Film Department,
Eastman Kodak Company, Rochester 4, N. Y.
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New York 17, N. Y. Midwest Division, 137 North
Wabash Avenue, Chicago 2, Illinois.
West Coast Division, 6706 Santa Monica Blvd.,
Hollywood 38, California.

WHEN

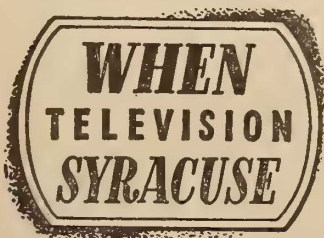


Growing Stronger Every Day!!

... AND ALREADY
CENTRAL NEW YORK'S
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TV STATION
say "WHEN"

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The New Grantees' Commencement Target Dates

HERE are the 98 post-thaw TV grantees, as of last Friday, and the dates on which they expect to commence operation. Channels authorized, network affiliation and national representative, where signed, are given.

LISTED BY CITY ALPHABET					
Call	City and State	Ch.	Granted	Commencement	Network
WAKR-TV	Akron, Ohio	49	Sept. 4	Spring 1953
WRTV (TV)	Albany, N. Y.	*17	July 24	Unknown
KFDA-TV	Amarillo, Tex.	10	Oct. 16	March
KGNC-TV	Amarillo, Tex.	4	Oct. 9	March-April
WPAG-TV	Ann Arbor, Mich.	20	Sept. 25	March 15
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
WFGP-TV	Atlantic City, N. J.	46	Oct. 30	Dec. 20
KCTV (TV)	Austin, Tex.	18	July 11	Unknown
KTBC-TV	Austin, Tex.	7	July 11	Nov. 24	CBS
KTVA (TV)	Austin, Tex.	24	Aug. 21	Unknown
WAFB-TV	Baton Rouge, La.	28	Aug. 14	Late 1952	CBS
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	ABC
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
WTVT (TV)	Chattanooga, Tenn.	43	Aug. 21	Unknown
WCOS-TV	Columbia, S. C.	25	Sept. 18	March
WNOK-TV	Columbia, S. C.	67	Sept. 18	April	CBS
KBTU (TV)	Denver, Col.	9	July 11	On Air	CBS, ABC
KDEN (TV)	Denver, Col.	20	July 11	Dec. 17
KFEL-TV	Denver, Col.	2	July 11	On Air	NBC, DuMont
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
Elmira Television, Elmira, N. Y.		24	Nov. 6	March 8
KEPO-TV	El Paso, Tex.	13	Oct. 24	Early 1943
KROD-TV	El Paso, Tex.	4	July 31	Dec. 1	CBS
KTSM-TV	El Paso, Tex.	9	Aug. 14	Jan. 1
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
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
Jacob A. Newborn Jr., Gadsden, Ala.		21	Nov. 6	April
WHP-TV	Harrisburg, Pa.	55	Sept. 25	May
WHYN-TV	Holyoke, Mass.	55	July 11	Early 1953
KGMB-TV	Honolulu, T. H.	9	Aug. 7	Dec. 1	ABC
KAMI-TV	Honolulu, T. H.	11	Oct. 24	Unknown
KUHT (TV)	Houston, Tex.	*8	Aug. 21	Unknown
WJTV (TV)	Jackson, Miss.	25	Sept. 11	Dec. 25	CBS, ABC, NBC, DuMont
KFOR-TV	Lincoln, Neb.	10	Oct. 16	Jan. 1
KOLN-TV	Lincoln, Neb.	12	Oct. 2	Feb. 1
KRTV (TV)	Little Rock, Ark.	17	Sept. 18	April 15
Great Plains Television Properties Inc., Little Rock, Ark.		23	Oct. 30	Unknown
KUSC-TV	Los Angeles	*28	Aug. 28	Unknown
KCBD-TV	Lubbock, Tex.	11	Oct. 9	March
KDUB-TV	Lubbock, Tex.	13	Oct. 9	Nov. 13	CBS, DuMont
WWOD-TV	Lynchburg, Va.	16	Nov. 6	Unknown
KSAC-TV	Manhattan, Kan.	*8	July 24	Unknown
WMAC (TV)	Massillon, Ohio	23	Sept. 4	April 1
WKAB-TV	Mobile, Ala.	48	Aug. 7	Dec. 25
WCOV-TV	Montgomery, Ala.	20	Sept. 18	March 1
WLBC-TV	Muncie, Ind.	49	Oct. 30	Unknown
WNBH-TV	New Bedford, Mass.	28	July 11	Unknown
WKNB-TV	New Britain, Conn.	30	July 11	Jan. 15
WKST-TV	New Castle, Pa.	45	Sept. 4	February
WGTV (TV)	New York City	*25	Aug. 14	Unknown
WEEK-TV	Peoria, Ill.	43	Aug. 28	January
KPTV (TV)	Portland, Ore.	27	July 11	On Air	NBC
KCSJ-TV	Pueblo, Col.	5	Oct. 30	Unknown
WETV (TV)	Raleigh, N. C.	28	Oct. 16	March 1
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
WHUM-TV	Reading, Pa.	61	Sept. 4	Dec. 1	CBS
WROV-TV	Roanoke, Va.	27	Sept. 18	Dec. 15	ABC
WLSL-TV	Roanoke, Va.	10	Sept. 11	Dec. 1	NBC
WTVQ (TV)	Rockford, Ill.	39	Sept. 11	Unknown
WKNX-TV	Saginaw, Mich.	57	Oct. 2	February
KFEQ-TV	St. Joseph, Mo.	2	Oct. 16	Unknown
WSUN-TV	St. Petersburg, Fla.	38	Oct. 9	May 1
KITO-TV	San Bernardino, Calif.	18	Nov. 6	Fall 1953
WKAQ-TV	San Juan, P. R.	2	July 24	1954
WGBI-TV	Scranton, Pa.	20	Aug. 14	April
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
KHQ-TV	Spokane, Wash.	6	July 11	Early 1953
KXLY-TV	Spokane, Wash.	4	July 11	Dec. 25	CBS, ABC, DuMont
WWLP (TV)	Springfield, Mass.	61	July 11	Late 1952
KTTS-TV	Springfield, Mo.	10	Oct. 9	April
WHHH-TV	Warren, Ohio	67	Nov. 6	Unknown
WATR-TV	Waterbury, Conn.	55	Oct. 30	Unknown
White Television Co., Wichita Falls, Tex.		22	Nov. 6	Unknown
WBRE-TV	Wilkes-Barre, Pa.	28	Oct. 2	Jan. 1	NBC
WILK-TV	Wilkes-Barre, Pa.	34	Oct. 2	Jan. 1
WNOV-TV	York, Pa.	49	July 11	Early 1953	DuMont
WSBA-TV	York, Pa.	43	July 11	Dec. 1	ABC
WFMJ-TV	Youngstown, Ohio	73	July 11	Early 1953	NBC
WBNB-TV	Youngstown, Ohio	27	July 11	Early 1953
WUTV (TV)	Youngstown, Ohio	21	Sept. 25	Unknown

* Educational permittees.

School Package Plan

(Continued from page 88)

Miami seeks Channel 27. Miami is city No. 193 in FCC's B Group temporary processing line.

The proposal to Western Reserve specifies Channel 65, which would put it into conflict with pending bids by WERE and WGAR Cleveland should the school accept the plan.

In Washington, only Channel 20 is unassigned but bids are pending from WGMS, WWDC and WEAM. The District of Columbia Board of Education has filed for reserved Channel 26.

In its presentation to John S. Millis, president of Western Reserve, Washington Associates explained initial cost of constructing the proposed outlet would be about \$380,000 while first year salaries (staff of about 34) would total around \$195,000 with other operating expenses totaling almost \$160,000.

Estimated first year revenue was given as about \$135,000 while income for the second year was expected to be around \$340,000; third year, \$500,000, and fourth year, \$700,000. Annual operating cost of about \$350,000 was noted.

Tax Advantages Cited

The proposal to President Millis suggested the creation of a non-profit educational corporation or foundation with a self-perpetuating board of trustees which would "enjoy substantial tax advantages."

The foundation's revenues "from tuitions, research and development contracts, donations and advertising would be substantially tax free," the presentation explained, while "its surplus earnings would be used to increase its facilities, expand its cooperative work with the university and provide fellowships and scholarships to university personnel and students."

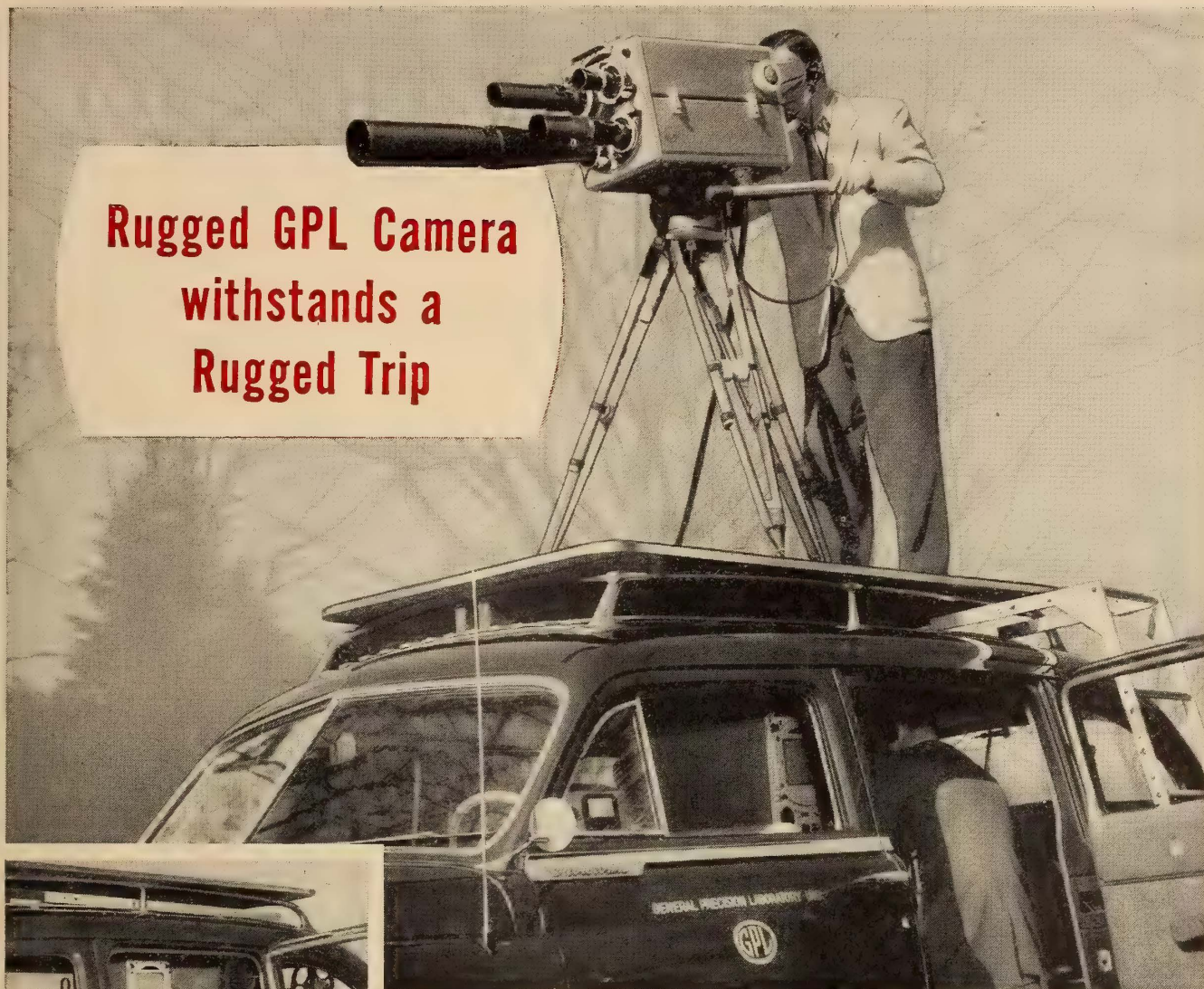
The presentation indicated Mr. Salisbury would be president and trustee of the proposed foundation.

The presentation pointed out that "there would be no financial obligation created for the university, and in fact, the earnings of the foundation would shoulder those burdens of the university connected with television."

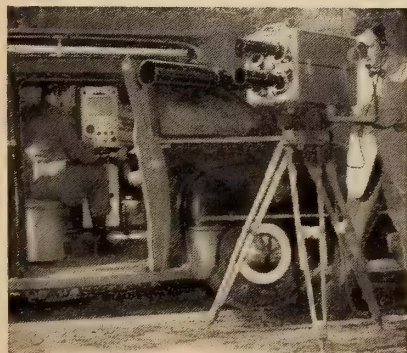
Others in Project

The presentation also listed several persons who would be made available to the foundation after a grant. These included Norman Bergholm, in radio since 1934, listed as news director; Alton Whitehouse, 15 years in radio and TV, commercial manager; William White, New York agency man, sales manager; Margaret Kindly, 10 years in radio, program director; Paul Clendenin, with RCA 10 years, chief engineer; and Frank D. Grosser, novelist and movie writer, program manager.

Rugged GPL Camera withstands a Rugged Trip



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



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



20,000 Miles Cross-Country Without Camera Service

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

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

This is the kind of ruggedness you

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

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

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

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THAT'S FLORIDA'S WTVJ

First and only TV station in South Florida. Serving and SELLING over 825,000 year-round residents. All new technical equipment—complete remote facilities—7 cameras.

LARGEST STUDIO IN THE SOUTH

CHANNEL 4 WTVJ MIAMI

Call your Free & Peters Colonel to pound out YOUR sales story.

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Advertest Surveys Reading Habits of Viewers

(Report 241)

NEARLY every video family reads a Sunday newspaper, all but 4% read a daily newspaper, and three out of four read magazines.

These statistics were released last week by Advertest Research, New Brunswick, N. J., which conducted a survey among 762 respondents in the New York metropolitan area during the first two weeks of October.

Average televiewer spends 50 minutes at home and 20 minutes away from home reading the daily newspaper. About 1½ hours are devoted by the set owner to reading the Sunday paper, and about 1½ hours daily to magazines.

* * *

U. S. Video Leads in Toronto-Niagara Area

AMERICAN TV continues the most popular in the Toronto-Niagara area, according to telerating report for October released by Elliott-Haynes Ltd., Toronto. The report, taken during the week of Oct. 6-12, gave WBEN-TV Buffalo, 77.8% of the audience, CBLT (TV) Toronto, 22.2%. Sets in use were up from 66.9% in September to 73.1% in October. Top Canadian

show was *The Big Revue* with rating of 42.2. Top U. S. show was *I Love Lucy* with 78.5 rating.

* * *

Goldwyn Sees 'Pay-as-You-Go' TV

WITHIN five years 50% of the nation's movie theatres will be closed and the motion picture business will be shared equally by the theatres and pay-as-you-go television, Sam Goldwyn, Hollywood motion picture producer, predicted last Wednesday.

"Pay-as-you-go television will be the big salvation of movies and television," Mr. Goldwyn said, predicting that the theatres remaining in operation at that time will be the better ones, which will show "prestige pictures."

Mr. Goldwyn said the motion picture producer will be able to take in more money through pay-as-you-go television in one night "than he could formerly make in a year's theatre run." He added: "This is where the wedding between motion pictures and television will come."

Saying, "I make pictures for the people," Mr. Goldwyn added that

his new picture, "Production No. 89," will be available for either television or theatres, provided the TV is of the pay-as-you-go variety, which he predicted would be a reality by the time the picture is finished.

TV's Election Role

TELEVISION was credited by Dr. Allen B. DuMont Thursday with bringing out the record vote of more than 57 million persons on Election Day. Calling TV "this country's newest and most potent political force," Dr. DuMont, president of Allen B. DuMont Labs., which includes the DuMont TV Network, declared: "In the election, television proved itself to be the most effective instrument for political education this country has ever known. Never before was the electorate in such intimate association with the candidates and the political questions involved. We in the industry are proud of the major role that television played in the nation's choice of its Chief Executive."

Weekly Television Summary—November 10, 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	159,453
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	97,000	Minn.-St. Paul	KSTP-TV, WCCO-TV	329,200
Birmingham	WAFM-TV, WBRC-TV	122,000	Nashville	WSM-TV	80,380
Bloomington	WTV	185,000	New Haven	WNHC-TV	310,000
Boston	WBZ-TV, WNAC-TV	945,914	New Orleans	WDSU-TV	122,195
Buffalo	WBEN-TV	292,803	New York	WABD, WBS-TV, WJZ-TV, WNBT	3,059,400
Charlotte	WBTV	255,237	Newark	WOR-TV, WPIX, WATV	
Chicago	WBKB, WENR-TV, WGN-TV, WNBQ	1,231,854	Northampton	WTAR-TV	134,937
Cincinnati	WCPO-TV, WKRC-TV, WLWT	374,000	Oklahoma 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			Phoenix	KPHO-TV	67,400
Ft. Worth	KRLD-TV, WFAA-TV, WBAP-TV	189,341	Pittsburgh	WDTV	535,000
Davenport	WOC-TV	138,000	Portland, Ore.	KPTV (not yet estimated)	
Dayton	WHIO-TV, WLWD	253,000	Providence	WJAR-TV	227,000
Denver	KFEL-TV, KBTW	60,000	Richmond	WTVR	145,594
Detroit	WJBK-TV, WWJ-TV, WXYZ-TV	817,000	Rochester	WHAM-TV	162,750
Erie	WICU	174,680	Rock Island	WHBF-TV	138,000
Ft. Worth			Quad Cities	Include Davenport, Moline, Rock Is., E. Moline	
Grand Rapids	WBAP-TV, KRLD-TV, WFAA-TV	189,341	Salt Lake City	KDYL-TV, KSL-TV	89,820
Greensboro	WOOD-TV	223,961	San Antonio	KEYL, WOAI-TV	103,335
Houston	WFMY-TV	128,576	San Diego	KFMB-TV	153,850
Huntington	KPRC-TV	187,500	San Francisco	KGO-TV, KPIX, KRON-TV	464,000
Indianapolis	WSAZ-TV	177,637	Schenectady		
Jacksonville	WFBN-TV	265,000	Albany-Troy	WRGB	230,100
Johnstown	WMBR-TV	72,000	Seattle	KING-TV	183,400
Kalamazoo	WJAC-TV	177,301	St. Louis	KSD-TV	433,000
Kansas City	WKZO-TV	241,832	Syracuse	WHEN, WSYR-TV	195,244
Lancaster	WDAF-TV	231,707	Toledo	WSPD-TV	209,000
Lansing	WGAL-TV	172,646	Tulsa	KOTV	134,273
Los Angeles	WJIM-TV	110,000	Utica-Rome	WKTV	79,000
Louisville	KECA-TV, KHJ-TV, KLAC-TV, KNBH	1,381,452	Washington	WMAL-TV, WNBW, WTOP-TV, WTTG	395,799
	KTLA, KNXT, KTTV	179,820	Wilmington	WDEL-TV	120,479
	WAVE-TV, WHAS-TV				

Total Stations on Air 112*
* Includes XELD-TV Matamoros, Mexico

Total Markets on Air 66*

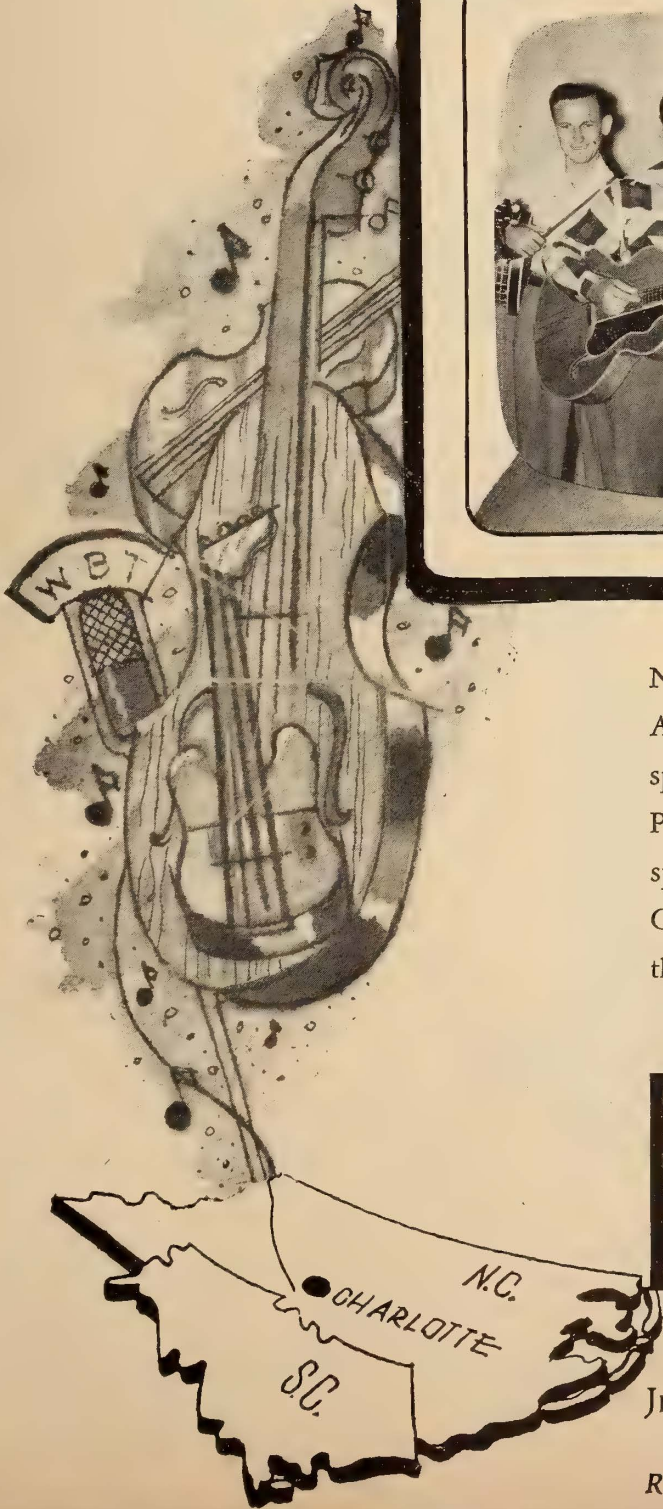
Estimated Sets in Use: 19,058,558

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.

Mister Smith Goes to Television



Now WBT's nationally famous, locally-lionized Arthur Smith and the Crackerjacks are available to spot advertisers (Tuesday and Thursday, 3-3:30 PM) on WBT. Arthur's TV debut provides a special opportunity for advertisers to reach 255,237 Carolina television families through the entertainers they demanded on television.

**WBT**

SERVING THE CAROLINAS'
BIGGEST
TELEVISION AUDIENCE

JEFFERSON STANDARD BROADCASTING COMPANY

Represented Nationally by CBS Television Spot Sales

TV Hearings

(Continued from page 83)

Field earlier this year for a total consideration of \$1.5 million [B•T, Aug. 18].

FCC approval of the KJR transaction will be required since transfer of control is involved, but such approval is not necessary in the KOIN case. However, approval by the Commission will be required for acceptance of the amendment to the KOIN television application. The Portland Channel 6 hearing begins before Examiner Elizabeth C. Smith on Nov. 19.

Similar amendment to the KJR television application is expected, but the Seattle hearing has not been designated.

In brief, the KOIN stock holdings are affected as follows:

Mr. Gamble, board chairman, retains his 43.5% interest. C. Howard Lane, president, increases his holding from 8% to 21.3%. Mr. Stolkin resigns as vice president and sells his entire 21.75% interest. Mr. Burke resigns as vice president and sells his 10.875%. Mr. Corwin sells his 10.875%. Mr. Buckendahl, vice president, increases his 3% to 11.75%. Mr. Cooke, director, becomes vice president and increases his 2% to 2.6%. Arthur R. Kirkham becomes vice president and acquires 0.3%. Clyde E. Phillips, secretary-treasurer, acquires 2%. Harry H. Kahn resigns as assistant secretary. Harvey S. Benson, director, acquires 5.4% and becomes assistant secretary. Remaining 13% is distributed among the 24 station employees, no one of whom owns 3% or more.

Approximately \$225,000 has already been expended by KOIN in conjunction with the acquisition of land, buildings and television equip-

ment, the amendment stated, and upon grant the station would obtain at least \$500,000 from a Portland bank. The licensee also has cash in excess of \$200,000 on deposit, it was stated, which funds are available for the TV construction and initial operation.

Meanwhile, in other TV hearing developments last week, the Commission scheduled the Sacramento Channel 40 and 46 cases for Nov. 17 in Washington. Maria Helen Alvarez and Cal Tel Co. are competing for Channel 40 while John Poole Broadcasting Co. and Jack O. Gross both seek Channel 46. The Channel 3 competition there, involving KXOA, KCRA and KROY, already has been set for Nov. 17 [B•T, Nov. 3].

FCC consolidated the Channel 12 application of W. S. Butterfield Theatres Inc. for Flint, Mich., with the competitive bids there of WJR Detroit and WFDF Flint. Hearing also begins Nov. 17.

Other cases to commence Nov. 17 in Washington include hearings for applicants in Harrisburg, Pa.; Beaumont, Tex.; Duluth, Minn.; and Fort Wayne, Ind. Wichita's Channel 3 hearing begins Nov. 12. The Canton, Ohio, Channel 29 case is set Dec. 8. Portland, Ore.'s Channel 8 hearing is set Jan. 6.

Indication of how FCC is going to treat TV applicants whose competition drops out—after a hearing has commenced—was given last week when the Commission ordered that the *Wichita Beacon's* KWBB

be placed back in the processing line.

Both KWBB and KFBI Wichita were in hearing for Channel 16 which began Oct. 20, but the latter a few days before petitioned for withdrawal. This was granted by the motions commissioner a few days after the hearing started. At the same time he referred to the full Commission the request of the FCC Broadcast Bureau that KWBB's application be returned to the processing line. KWBB protested this, on the legal grounds that the hearing had begun and also its fear that it might get involved in hearing again should another applicant file for Channel 16 before its grant was secured [B•T, Oct. 27].

In its decision last week, the Commission said it was not bound to apply its rules arbitrarily, since it was obvious that the KFBI application was being withdrawn before the hearing began. It also said the KWBB application needed further processing and this could be accomplished only by returning it to the processing line.

Quick Handling Seen

Expeditious handling of the KWBB application is expected, since Wichita is No. 6 in the A-2 processing line and the FCC staff has long passed that city.

The Denver Channel 4 hearing recessed to Dec. 16 last week upon the completion of the KOA Denver case. Still unfinished is the cross examination of A. G. Meyer, KMYR principal, who suffered a heart attack three weeks ago while on the witness stand [B•T, Nov. 3].

FCC was waiting last week to hear whether Florida Gov. Fuller Warren was willing to make a deposition on his objections to the grant of TV stations to the *Tampa Tribune's* WFLA and the *St. Petersburg Times's* WTSP.

Gov. Warren wrote two scathing letters to FCC regarding the two applicants. In both letters he made accusations against the newspapers and their affiliated radio stations. He offered to testify against their applications but said he was unable to go to Washington.

The Commission noted the Tampa-St. Petersburg hearings were in recess until Nov. 12 and suggested that Gov. Warren let it know whether he would be prepared to submit to deposition proceedings before that date. If the Governor's answer is in the affirmative,

FCC counsel and parties' counsel would convene in Tallahassee to take the Governor's deposition and cross examine him.

FCC granted a petition of its Broadcast Bureau to add a new issue in the Harrisburg Channel 27 hearing. This concerns whether the proposal of WCMB would adversely affect the AM operation of WHP there, new grantee for Channel 55 [B•T, Sept. 29]. WHP was made a party to the hearing which also includes TV bid of WHGB.

The Commission granted the petition of KPAC Port Arthur, Tex., to enlarge the issues in the Channel 4 hearing involving KPAC and Lufkin Amusement Co., Beaumont, so as to determine which applicant would provide the most fair and equitable distribution of service as required by Sec. 307(b) of the Communications Act.

Petition of Cascade Television Co., Channel 8 applicant at Portland, Ore., to transfer the non-engineering portion of the hearing on that channel from Washington to Portland was denied by FCC. Other Channel 8 contenders are KEX, Portland Television Inc. and North Pacific Television Inc.

Portland's Channel 12 hearing is expected to be completed early this week before Examiner Smith as Northwest Television and Broadcasting Co. finishes its case. Presentations of Oregon Television Inc. and Columbia Empire Telecasters have been heard.

On Thursday morning, Examiner Smith accepted an amendment of Oregon Television's application to show changes occasioned by General Manager Stiles' withdrawal. Extensive legal argument preceded the action.

The examiner also ruled to accept, without amendment of applications, certain exhibits of the other applicants which showed alternative program proposals for independent operation should network affiliation not be obtained. In legal dispute was question of whether such exhibits could be admitted since they had not been included in the original applications submitted prior to the hearing.

The rulings are considered to be significant as possible precedents for applicants in other cases.

KRON-TV WALKOUT

Outlet Off Air 1½ Hours

UNAUTHORIZED walkout of studio technicians threw KRON-TV San Francisco, off the air from 4 to 5:30 p.m. last Tuesday.

The walkout was held in protest over current contract negotiations. Both Charles Thieriot, general manager of KRON-TV, and Jack Dunn, business manager of Local 202, IBEW, said the walkout was in a protest of certain phases of contract negotiations involving wages and working conditions. Union contract expired Nov. 1.

KROD-TV Joins CBS-TV

KROD-TV El Paso will join the CBS Television Network on Jan. 1 as a primary supplementary non-interconnected affiliate, Herbert V. Akerberg, CBS vice president in charge of station relations, announced Thursday. The station, which will operate on Ch. 4, is owned and operated by the Roderrick Broadcasting Corp., El Paso. Val Lawrence is president and general manager.

WISE BUYERS

Buy KFMB-TV

San Diego's First
and only TV Station

Blankets California's
Third Market!

SAN DIEGO
Is The
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GROWING
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**KFMB-TV,
KFMB-AM**

San Diego 1, Calif.

Represented
by **THE
BRANHAM CO.**

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

Sales . . .

Certina Watch Div. of Illinois Watch Case Co., Elgin, Ill. (watches), and Elgin American Div. of Illinois Watch Case Co., that city (compacts, cigarette cases, lighters, pearls), will co-sponsor on a quarter-hour basis, *Mike Stokey's Hollywood Guess Stars* in 20 markets. New half-hour TV series, filmed by Mike Stokey Productions, Hollywood, starts Nov. 18 on WBNS-TV Columbus, KBTB (TV) Denver and KGO-TV San Francisco; Nov. 19 on WAVE-TV Louisville and WOW-TV Omaha; Nov. 20 on WPIX (TV) New York, WENR-TV Chicago, WXEL (TV) Cleveland, WSB-TV Atlanta, WFAA-TV Dallas, KDYL-TV Salt Lake City, WCPO-TV Cincinnati and WBEN-TV Buffalo; Nov. 21 on WXYZ-TV Detroit and WMAL-TV Washington; Nov. 22 on WCAU - TV Philadelphia and WNAC-TV Boston; Nov. 23 on KNXT (TV) Hollywood; Nov. 24 on KSTP-TV St. Paul and KFMB-TV San Diego. Agencies are Frank R. Brodsky Adv., Chicago, for Certina Watch Div. and Russel M. Seeds Co., that city, for Elgin American Div.

Levolar Lorentzen Inc., New York (Venetian Blind Hardware), this month starts second run of *Little Theatre* on WJZ-TV that city, WENR-TV Chicago, WMCT (TV) Memphis and WSM-TV Nashville, for 26 weeks. Five-minute TV film series, produced by Marc Frederic, is currently in its first showing in 33 major markets. Agency is Reiss Adv., N. Y.

United Television Programs, Chicago and New York, has sold *Movie Quick Quiz*, 15-minute TV film, to WNBK (TV) Cleveland, bringing total markets for strip to 20. UTP also announced George Cherry Adv., Denver, has bought *The Chimps*, for Brookridge Farm Dairy Co., for showing on KFEL-TV Denver.

Consolidated Television Sales, New York, has sold the following TV film packages: *Front Page Detective*, to WTOP-TV Washington and to WTTV (TV) Bloomington for Falls City Brewing Co.; *All American Game of the Week*, to WENR-TV Chicago for Otto Paint Co. and KPTV (TV) Portland, Ore., for Ralph Hoyt Co.; *Public Prosecutor*, to WDAF-TV Kansas City, for Katz Drug Co. and *Hollywood Half-Hour*, to Tri-City Radio Supply Co. for showing over WOC-TV Davenport, Iowa.

Two additional post-freeze television stations, WTVU (TV) Scranton and KDUB-TV Lubbock, have signed for INS-Telenews film and wire services. KDUB-TV is expected to commence broadcasting Nov. 13; WTVU, by Jan. 1.

Production . . .

Meridian Pictures Inc. is now filming CBS-TV's *Schlitz Playhouse of*



film report

Stars at Goldwyn Studios, Hollywood. John Gibbs, New York literary agent, is supplying story material. In preparation are "String of Beads" by Somerset Maugham and "The Last Kiss" by F. Scott Fitzgerald.

Screen Televideo Productions, Culver City, in line with expansion of TV film production, has signed Robert Lord as the first in a proposed group of four new writer-producers. Mr. Lord is completing an assignment for U. S. Army Air Force Pictorial & Cartographic Service as a special consultant. Production starts in mid-December on a new group of TV films in

Your Jeweler's Showcase, sponsored on an alternate weekly basis in 20 markets by Hamilton Watch Co. and International Silver Co.

Stars of the World Inc., whose parent company is Television Varieties Inc., Hollywood, has completed 13 quarter-hour TV films in *The Frankie Laine Show* in London. Dubbing of the musical scores will be done in Hollywood.

Reid Ray Television Productions Inc., formerly known as Reid Ray Telefilms Inc., whose parent company is Reid H. Ray Film Industries, Minneapolis, has started production on the firm's first half-

hour TV film series. Starring Richard Erdman, motion picture actor, *A Sporting Chance* will be filmed on location in and around Minneapolis and Chicago.

Revue Productions, Culver City, has completed "Gun Club," a half-hour TV film starring Dennis Morgan. Rodney Amateau directed the psychological mystery from an original script by Harold Shumate. Jennings Lang is in charge of production.

General Electric has signed Gil Ralston and Arthur Ripley to produce an untitled half-hour dramatic TV film series, in which top motion picture stars will be featured. Agency is BBDO, Hollywood.

Ted Baldwin Inc., New York, TV film production firm, will resume shooting its *Spotlight, U. S. A.* se-

(Continued on page 98)

COLUMBUS, OHIO

SERVED AND SOLD

Channel 6
by WTVN TV
COLUMBUS OHIO

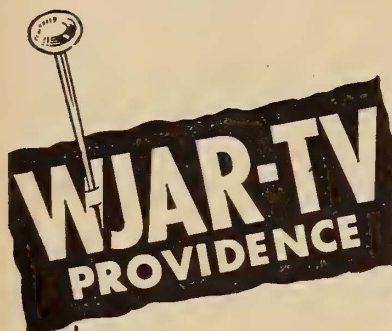
National Representative - Headley-Reed Co.

TOP LOCAL PROGRAMMING NETWORKS ABC • CBS • DUMONT

THE STATION WITH MERCHANDISING ASSISTANCE PLUS

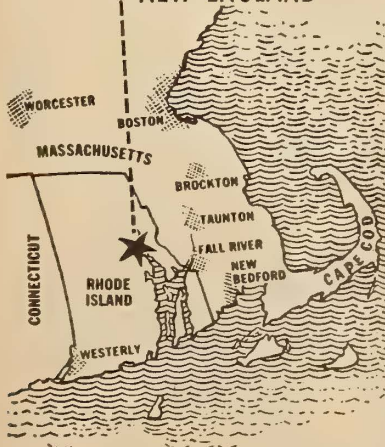
Edward LAMB ENTERPRISE

New York Office - Hotel Barclay, - Home Office - 500 Security Bldg., Toledo, Ohio



**PINPOINT
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**UNDUPLICATED
COVERAGE IN
225,000 HOMES
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SELLING TO MORE
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PEOPLE...
IN PROSPEROUS
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Represented Nationally by
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CANADA POLICY

CENTRAL Canada AM broadcasters were warned that they may be frozen out of television development by present Canadian government policies. Jim Allard, general manager of Canadian Assn. of Broadcasters, in a closed meeting of the Central Canada Broadcasters Assn. at the Royal York Hotel, Toronto, Nov. 3, told some 50 broadcasters that there are many applicants with ample funds who are ready to apply for TV station licenses.

He warned that unofficial government thinking is that AM station operators and moving picture interests most likely will not be granted TV station licenses when the government opens the TV field to private enterprise within the next two years.

TV, copyright problems and selling featured the two day meet, of Ontario and Montreal English-language station operators, under chairmanship of Murray Brown, CFPL London. Officers elected by the CCBA for 1952-53 were Cliff Wingrove, CKTB St. Catharines, president; Grant Hyland, CJIC Sault Ste. Marie, first vice-president; Jack Radford, CFJR Brockville, second vice-president; W. Cruickshank, CKNX Wingham, secretary, and Bob Lee, CHUM Toronto, treasurer. Three directors elected from CCBA to the CAB were J. A. Dupont, CJAD Montreal; Jack Davidson, CKGB Timmins, and J. E. Campeau, CKLW Windsor.

Mr. Brown reported on the year's work of CCBA, the BMI clinic, engineering clinic and farm program committee meetings held during the year. He said CCBA directors are planning to repeat next spring, with BMI Canada Ltd., the successful clinic held at Toronto last May.

On copyright, Mr. Allard reported the status of a test case to come before the Exchequer Court of Canada on Nov. 24. Case involves CHML Hamilton, which challenges the validity of the Canadian Copyright Appeal Board

Private Operators Face TV Freeze?

* policy of allowing Composers, Authors & Publishers Assn. of Canada (CAPAC, Canadian ASCAP) to examine station books to determine gross revenue as basis for a charge of 1 1/4% for 1952 fees.

Mr. Allard said stations, even those in small markets, which want to get into TV should file applications with the Dept. of Transport, Ottawa, for a priority ranking. He noted wired TV can be operated without government sanction.

CAB Opinions Urged

CBC's proposed revised regulations [B.T., Oct. 13] also were discussed. Feeling was that CAB should appear before the CBC board of governors in January to give its opinion on the regulations.

Harold Moon, BMI Canada Ltd., reported on the status of BMI's operations and expansion in Canada. Pat Freeman, CAB sales director, unveiled new statistical data on Canadian radio advertising, showing national selective or spot radio from Sept. 1951 to August 1952 amounted to \$9.1 million Canadian station time. This total was spent by 584 national accounts.

Joseph Sedgwick, CAB counsel, reviewed the effort to obtain the right to advertise beer and wine on Ontario stations, which without Ontario government sanction CBC will not permit. The government already has begun to clamp down on so-called institutional beer advertising in newspapers and magazines.

Open sessions Tuesday dealt primarily with sales from the advertiser and the station sales manager's viewpoint. The panels were chairmanned by Cliff Wingrove, CKTB St. Catharines, Fred Metcalfe CJOY Guelph, and Cam Ritchie, CKLW Windsor. Community broadcasting services were discussed by Vin Dittmer, CKNX Wingham, and radio for industrial relations by Grant Hyland, CJIC Sault Ste. Marie.

Resolution was passed favoring

TV Saves Day

TELEVISION saved the day when a last-minute strike by a Detroit Edison Co. local union prevented Walker L. Cisler, president-general manager, Detroit Edison, from attending the Mid-Eastern District meeting in Toledo of the Assn. of Electrical Engineers. Arrangements were made through WWJ-TV Detroit and WSPD-TV Toledo to transmit his picture and message to the conference via closed circuit.

serious Canadian music through BMI Canada Ltd. and Canadian stations, and CAB's campaign to obtain TV station applications for Canadian citizens was approved.

CANADIAN ADMIRAL

Sues Wired TV Service

CANADIAN Admiral Corp. has filed a statement of claims for damages against Rediffusion Inc., Montreal, charging the latter picked up Admiral-sponsored telecasts of Alouette Football Club games which were aired over CBFT (TV) Montreal, maintaining that Rediffusion's wired TV service had reduced sale of Admiral receivers and discredited the wares of CAC.

Canadian Admiral attorneys stated they warned Rediffusion on Aug. 27 that telecasts of Alouette football games were copyrighted and could not be supplied to Rediffusion's subscribers. The Admiral action was filed in Exchequer Court at Ottawa on Oct. 28.

CANADA SET FEE

NLF Group Asks Abolition

DROPPING the annual \$2.50 Canadian receiver license fee has been proposed by the National Liberal Federation of Canada at the meeting of its advisory committee at Ottawa Oct. 28.

The committee is the top governing body of the Canadian Liberal Party which has been in power for more than 20 years. The NLF group also urged the government to change its TV policy asking for "the development of television in Canada by private enterprise along with the Canadian Broadcasting Corp."

Religious Programs

DUNCAN MacDONALD, supervisor of women's programs for the DuMont Television Network, also will supervise the network's religious programming, James L. Cadigan, DuMont's director of programming and production, announced last week. Miss MacDonald joined DuMont in 1948 as a performer on a morning show.

TV Screen Reporting

MINNEAPOLIS *Tribune* executive sports editor Charles Johnson has assigned a sports writer, Joe Hendrickson, to cover Chicago Bears and Cardinals professional football games telecast weekly on WCCO-TV Minneapolis. The move ushers in a new phase of sports reporting, following Mr. Johnson's theory that if people are interested in news coverage of live games they also will read stories on telecasts of games. The Bears and Cardinals home schedules are telecast on a 15-station ABC network. Standard Oil of Indiana picks up the tab on about half of the stations and games, the remainder are sold locally. Schedule calls for games once a week for 12 weeks.

WHUM-TV Tower

COMPLETION of the 1,036-ft. WHUM-TV Reading, Pa., tower is expected this weekend, according to the station. The \$250,000 structure at Summit Station, Pa., which will serve the Reading CBS-TV outlet on uhf Ch. 61, expected to be on the air by Dec. 1, will be higher than the Eiffel Tower in Paris, WHUM-TV noted.

CBS TV CITY

Los Angeles Opening Set

RIBBON-cutting by Mayor Fletcher Bowron will start the day-long ceremonies Nov. 15 for official opening of the first unit of CBS Television City in Los Angeles. Initial ceremonies from the plant at Beverly Blvd. and Fairfax Ave. will be telecast locally on KNXT, Los Angeles CBS-TV owned station.

A tour of the unit will follow with luncheon for visiting celebrities and press.

The Los Angeles mayor has proclaimed next week as City Television Week in honor of the CBS-TV achievement.

With a specially invited studio audience to witness the telecast, an all-star 60-minute show is to originate from Television City on CBS-TV network at 9 p.m. (EST).

Jack Benny will emcee and head a cast which includes Eve Arden, Lucille Ball, Desi Arnaz, George Burns, Gracie Allen, Eddie (Rochester) Anderson, Bob Crosby, Gisele MacKenzie, Cass Daley, Art Linkletter, Alvin Childress (Amos), Spencer Williams (Andy), Tim Moore (Kingfish), J. Carroll Naish, members of his *Life With Luigi* cast, Marie Wilson and Cathy Lewis, co-stars of *My Friend Irma*, Alan Young and others. Lud Gluskin will conduct a 26-piece orchestra.

Jack L. Van Volkenburg, CBS-TV president, also is to appear on the telecast.

Covering 15 acres and built at an overall cost of \$12 million, the unit consists of four large studios seating 300 persons each, and a six story engineering building. When completed the entire project, covering 25 acres, will represent an investment of more than \$35 million on the part of CBS. It will include a 13 story permanent administration building of 600,000 square feet.

The new type "sandwich loaf" building comprising the initial unit was devised after more than 50 attempts by William Pereira and Charles Luckman, architectural engineers, to come up with a Television City design acceptable to the network executives, it was said.

Microwave Filing

AT&T Long Lines Dept. has filed plans with FCC for a six-channel microwave radio-relay route between Kansas City and St. Louis which will add two TV and two telephone channels to the present service. This would leave one channel each way for maintenance and protection. Eight radio-relay stations would be built along the 260-mile skyway, which is scheduled for completion by the end of 1953. The new video channels would provide another route to Kansas City, now connected to the Long Lines TV network facilities by coaxial cable out of Omaha.



THREE-WAY handshake marks the conclusion of business for (l to r): Ray Patin, Ray Patin Productions, Hollywood; Lee R. Blevins, vice president in charge of Kling Studios' West Coast operations, and Robert B. Eiringer, president, Kling Studios, Chicago. Mr. Kling has taken over the Patin animation studio as a division of the motion picture and television department.

WDTV (TV) READIES

New Quarters for '53

WDTV (TV) Pittsburgh, DuMont Television Network's station, will move into larger and modern studios in Gateway Center sometime in the late spring or early summer of 1953, Chris J. Witting, DTN director and general manager, said last week.

WDTV will lease 34,000 sq. ft. of space in Gateway Center in an agreement with Equitable Life Assurance Society, builder of the Gateway project. Pittsburgh's only TV outlet now occupies studios in the Chamber of Commerce Bldg.

The move will follow those of DTN's two other stations—WTTG (TV) Washington, which recently occupied new studios in the Raleigh Hotel, and WABD (TV) New York, key DuMont station, which soon will move into its TV center at 205 E. 67th St.

The new WDTV facilities will include two studios, 73 x 73 and 44 x 31 ft., both on the first floor adjacent to WDTV scenery and carpenter shops. The centralized video control plan inaugurated at WTTG also will be installed at WDTV, according to Rodney D. Chipp, DTN engineering director. Production offices will be on the first floor, with additional offices on the lower lobby floor. Executive offices, master control and film projection facilities will be on the second floor.

Harold C. Lund is manager of WDTV, which premiered Jan. 11, 1949. Mr. Chipp, Jim Bigwood and Raymond Rodgers, all of DuMont, have been working on the station's plans for new quarters.

TOUR of ABC's TV installations in New York was made Oct. 24 by 50 teacher-delegates to Long Island Teachers Conference to learn more about TV's role in education.

Harry L. Gamson

FUNERAL services were held last Monday in Hollywood for Harry L. Gamson, 52, head of Harry Gamson & Assoc., Beverly Hills advertising agency. He died Nov. 1 in Las Vegas after a heart attack. Associated with Erwin, Wasey & Co., Chicago, for 23 years, he was with Milton Weinberg Adv. Co., Los Angeles, before forming his own agency last July. Surviving are wife, Hannah; son, Mitchell; four sisters, and three brothers.

TV Service Income

AVERAGE TV service dealer last year grossed \$21,000 in business at the rate of \$8 per call, according to a survey by the General Electric Co. Tube Dept. Average service dealer hires 5.3 service technicians who handle 37 calls each weekly, 80% in the set owner's home, and has more business than he can handle. His gross income will be up 27% this year, according to the survey.

they came! they saw!
they BOUGHT!

Kellogg Sales Company

128 STANDARD BLDG., CLEVELAND 15, OHIO

Mr. Robert Thomas
c/o Television Station WBNS-TV
Columbus, Ohio

Dear Bob:

Just finished looking over the outstanding report of the merchandising efforts from WBNS-TV in the launching of the "Wild Bill Hickok" series.

Bob, please accept and convey our thoughts to those in your organization, our sincere appreciation for this outstanding work in support of the Sugar Corn Pops campaign. It is stimulating and encouraging to work with a station that is so keenly aware of the value of merchandising in an advertising campaign.

Yours most sincerely,
KELLOGG SALES COMPANY

Carl W. Weber
Carl W. Weber
District Sales Manager

CWW:ak



you can see the
difference on WBNS-TV



wbns-tv

COLUMBUS, OHIO
CHANNEL 10

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



WBNS-TV prides themselves on their integrated merchandising and promotion. This covered wagon with the Wrangler, WBNS-TV's western hero, toured the area distributing free samples of Sugar Corn Pops and stimulating interest in the Hickok show—a typical example of tie-in merchandising available to WBNS-TV sponsors.

Film Report

(Continued from page 95)

ries of fact-feature films next Monday when production begins on *Peace of Mind*. Firm expects the first 13 of 12½-minute films to be completed by February.

* * *

Family Films, Hollywood, has started production on last five half-hour films in *This Is the Life* TV series of 26 programs, being made for Lutheran Church - Missouri Synod.

* * *

Great Commission Films, Hollywood, is in production on special "Pearl Harbor" film to be shown Dec. 7 on ABC-TV *Hour of Decision*, half-hour series featuring Evangelist Billy Graham. Guest star is Mitsuo Fuchida, chief commander of the Air Squadron that led the Japanese attack on Pearl Harbor.

Availabilities . . .

Association Films, New York, offering free of charge four films of 10 to 25 minutes duration on the principles of insurance and its place in the family structure. Films employ both dramatic and documentary techniques.

Random Shots . . .

Key Productions, now under contract to film the *Red Skelton* television show, has installed a complete 17.5 mm magnetic recording system, it was announced by **Stan-cil-Hoffman Corporation**, which handled the installation.

* * *

Series of six three to five-minute dramatic vignette TV films, edited by **Filmcraft Productions**, Hollywood, are being telecast by all seven local stations as part of the Community Chest drive.

Film People . . .

Robert Guggenheim, manager of film operations, KNBH (TV) Hollywood, to **Major Television Productions Inc.**, Culver City, as general manager. He succeeds **Robert De-Sousa**, who has moved to New York.

* * *

Hamilton Warren, head of film dis-



HANDS are clasped after contract is signed for **Simmons Co.** sponsorship of the CBS-TV program, *It's News to Me*, on alternate Saturdays. L to r: **Jack L. Van Volkenburg**, CBS-TV president; **John Daly**, show moderator, and **Jack Hubbell**, Simmons advertising manager.

tribution, **Jerry Fairbanks Productions**, Hollywood, to **Filmcraft Productions**, that city, in the same capacity.

* * *

Monique Van Vooren, Belgian actress making her American debut in RKO release, *"Tarzan and the She-Devil"*, to New York as co-star in CBS-TV *Mr. Pippafox*, half-hour film series, to be produced by **William Dozier**.

* * *

Sandra Spence, featured on former NBC-TV *Pantomime Quiz*, assigned role of Burma in *Terry and the Pirates*, half-hour TV series being filmed by **Dougfair Corp.**, Los Angeles, for **Canada Dry**.

* * *

Margaret Buell Wilder, story editor, **Frank Wisbar Productions**, Hollywood, to **Screen Gems Inc.**, that city, in same capacity.

* * *

Al Simon, producer of NBC-TV *I Married Joan*, half-hour film series, will discuss TV film production at Nov. 25 meeting of Los Angeles Ad Club.

WAYNE OLIVER, West Coast representative of Television Authority before its merger with AFRA, named assistant to **Claude McCue**, AFRA's executive secretary in Hollywood.

ARGENTINE TV BIRTHDAY

Clark Reports on Status, Lagging Sales

By HERBERT M. CLARK

Buenos Aires Correspondent

ARGENTINE television had its first birthday Oct. 17, not much further forward than it was when it sprang into being, full-blown and government-controlled, to cover "Loyalty Day" in 1951.

The occasion was the anniversary of the day in 1945 when the "descamisados," Peron's beloved "shirtless ones," rallied to spring him from jail and boost him back into power.

Their gift from the regime last year was a television transmitter, 1,100 receivers bought by the government and spotted in party headquarters, and import permits covering another 10,000 reception sets for sale to the public at large.

Today it is estimated that a maximum of 3,000 sets are in use in the Buenos Aires area covered by Argentina's single transmitter, LR 3-TV, owned by **Radio Belgrano**, first broadcasting operation to pass into government hands back in 1947. Part of the import licenses originally issued have been revoked "for lack of foreign exchange," with another estimated 3,000 sets in the hands of dealers. The total compares unfavorably with that of 4,400,000 radio receivers estimated to be in operation.

Sales are still moving slowly, partly because they are so costly, partly because there is little program inducement toward ownership.

Cost of Receivers

Prices for receivers start at 14,000 pesos for a table-top model (General Electric) with a 17-inch screen. The cost is the equivalent of between 3 and 20 times the U.S. scale: It is \$700 at the black-market valuation of the peso, \$1,008 at Peron's "free official" rate of exchange, and absorbs a full year's income for a qualified newspaperman earning 1,100 pesos a month or, since the same job would be worth at least \$100 a week in the States, some \$5,200. Television is further removed into the "super-luxury" category by the fact that the price is cash, with no installment-buying available.

Under the terms of the complicated deal which brought TV to this country, 10% was siphoned off the top of retail sales prices into a program fund—which should, with 3,000 sets sold at an average price of 20,000 pesos each, have created a purse of 6 million pesos, important money in Argentina. Despite that, however, viewers get more old movies (30% of program time) than any other fare in their five hours a day, with the station going on the air at 5 p.m. and off at 10 p.m. some nights, midnight when a late show is devised. Government propaganda

gets more time than the Sunday football match, high spot of any week's transmissions.

Peron's off-again, on-again ban against the United States Embassy's radio broadcasting activities in Argentina was off again this week, but for a price which does not look like much of a bargain.

The U. S. Information Service, State Dept. branch which handles the Embassy's two programs, has been paying the equivalent of \$45,000 a year for time which rate cards indicate is worth a maximum of \$20,000. The new price tag is \$90,000.

Banned Third Time

Banned in 1949 after Argentina had been read out of the Inter-American Broadcasting Association because of restrictions on freedom of radio speech and again in 1951 as part of general official resentment against unfavorable foreign comment on the closing and seizure of the independent paper *La Prensa*, the shows were cut off the air for the third time on July 27, day after the death of **Evita Peron**, under regulations which ordered all radio time devoted to mourning for the President's wife.

The present permission to resume activities was achieved after a long series of negotiations between Embassy officials and Argentine representatives up to the cabinet level at the Ministries of Foreign Affairs and Communications.

NEW TV OUTLETS

Charlotte Meet Set Dec. 3-4

MAJOR phases of TV operation will be explained to prospective licensees and applicants during a two-day Southeastern Television Conference, to be held at Charlotte, N. C., Dec. 3-4, according to **Charles H. Crutchfield**, WBT-AM-FM WBTB (TV) Charlotte.

Sessions will cover engineering, programming, sales, promotion, accounting and management, with time set aside for queries and discussions. Staff of WBTB and WFMY-TV Greensboro will conduct sessions. Guests will include representatives of NARTB and the FCC.

PREPARE NOW FOR JOBS IN TELEVISION—FILMS

One of America's top film schools offers short study courses. Fully equipped shooting stage. Eves. Easy terms. Write or phone Dep't. "B". Also courses for Amateur Movie Makers. STerling 3-9444

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PROTECT YOURSELF, your STAFF, your CLIENTS

from the daily hazard of

LIBEL, SLANDER, INFRINGEMENT OF COPYRIGHT, INVASION OF PRIVACY

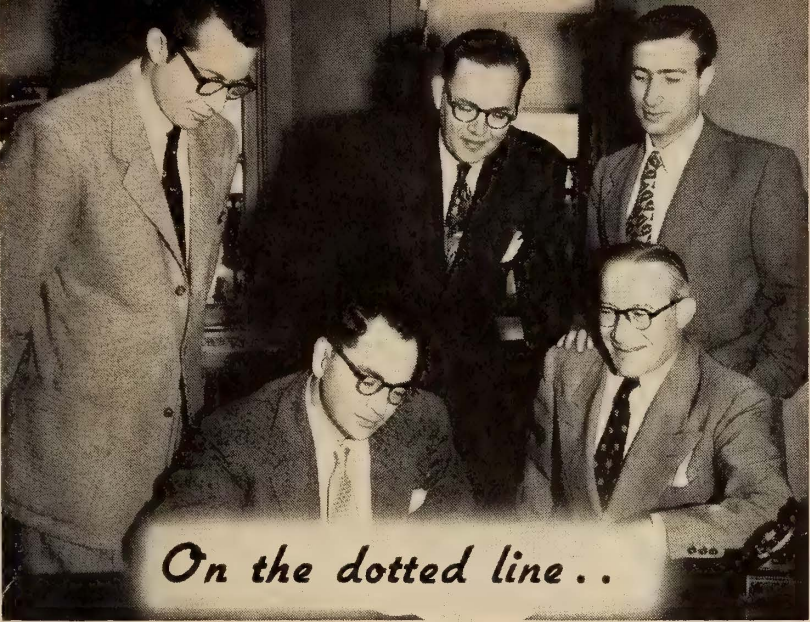
Arising from Editorializing, Speeches, Newscasts, Ad libs, Financial Comment, Mystery Plots, Gossipy Announcements, Man-on-the-street Interviews.

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

USE CAUTION—LADY LUCK IS A DESERTER!
IT COSTS SO LITTLE TO BE SURE WITH INSURANCE.

For details, write to the Pioneer in this line.

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



On the dotted line...

WEWS (TV) Cleveland and Gray Drug Store Co. sign 52-wk. pact for daily news show: Seated (l to r) Milton Neubauer, Gray v. p., and Marvin Kahn, Gray merchandising mgr.; standing, M. D. Weiss, WEWS slsmn.; Bob Daley, mgr., McCann-Erickson, Cleveland, and Max Balkin, Gray ad mgr.



HOWARD L. CHERNOFF (l), gen. mgr., KFMB-TV San Diego, "ropes in" Monte Hall, western star, for new three-year contract. Mr. Hall has won a national award for his child safety campaign.

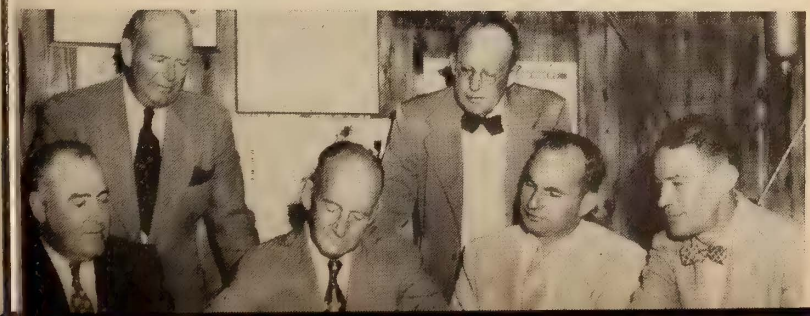
MAX BERGER (c), pres., New England Provision Co., sponsors March of Time on WNAC-TV Boston. Looking on are Linus Travers (l), exec. v. p.-gen. mgr., Yankee Network, and Myron Siltan, president, Siltan Bros. Inc., ad agency.



W. S. BROWN (l), ad mgr., Canada Dry Co., signs for Terry & the Pirates alternate weeks for a year on TV. Watching are (l to r) Bud Austin, Official Films Inc., series dist.; Read Wright, radio-TV dir., J. M. Mathes Inc., Canada Dry agency, and W. T. Okie, Mathes v. p.

COMPLETING final details of pact for home games of Red Wings on WXYZ-TV Detroit are (l to r) A. H. Bentler, sls. promotion mgr., Stroh Brewery Co.; H. S. Wagoner, Stroh v. p. for sales; Budd Lynch, who will announce games, and James G. Riddell, WXYZ Inc. pres.

JAMES C. GILL Co., Norfolk, Va., to sponsor Ziv series, Boston Blackie, in Norfolk and Richmond, Va., Charlotte and Greensboro, N. C., markets. Making arrangements (l to r) J. J. Cannon, treas.; C. E. McCurry, Ziv dist. rep.; J. C. Fiveash, pres.; Frank Christian, Lindsay Adv.; J. G. Brockenbrough, v. p., and Jack Ball, v. p. Gill Co. distributes coffee and tea.



POLAN CHALLENGES

Valley Television Protest

POLAN INDUSTRIES, grantee for a new TV station at Youngstown, Ohio, on uhf Ch. 21, has asked FCC to dismiss the "protest" of Valley Television Co., which also seeks the assignment, on grounds that it is "a repetitious pleading totally without merit." FCC denied Valley Television's earlier petition for reconsideration of the grant [B•T, Oct. 20, 13].

Valley Television contended the Sept. 19 grant to Polan Industries, announced by the Commission on Sept. 22, was premature since only 17 working days previous, FCC had finalized the allocation of Ch. 21 to Youngstown and the Commission had not waited the usual 30 days before the grant to allow possible applications by others. Polan Industries, however, asserted "any contention that protestant (who failed to file by July 1 when for all it knew all three channels might have been granted) did not have adequate time to prepare and file an application between July 24 and Sept. 19 approaches the frivolous."

Code Subscriber

KDUB-TV Lubbock, Tex., which will begin operation Thursday, has subscribed to the NARTB Television Code. The new station is the 95th subscriber.

WAAM (TV) FORUM

Exchanges PR Information

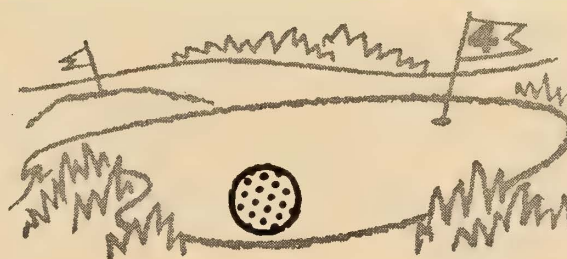
OF 108 original TV stations contacted by WAAM (TV) Baltimore, 44 have responded, giving information on the status of their public relations staffs, WAAM reported last week.

Questionnaire returns disclose the average TV public relations man is responsible for press information, audience promotion, sales promotion and facility tours. Miscellaneous duties include public service programming, supervising TV show ticket distribution, ghostwriting and greeting visitors.

Through its questionnaires, WAAM is seeking to build an organization known as the TV-PR Forum, within which PR men may exchange information and techniques. The 64 non-respondents are urged to participate.

GE Uhf Tuners

PRODUCTION of uhf tuners for its TV sets at the Auburn, N. Y., plant was announced last week by the General Electric Co. Tuners are designed for installation inside the company's vhf sets so that they also can receive uhf. Two types of tuners are to be made. One type, for use in GE sets made since January 1949, will have a list price of \$32.90. Other type, for GE sets made before that date, will be listed at \$24.95.



some spots are better than others

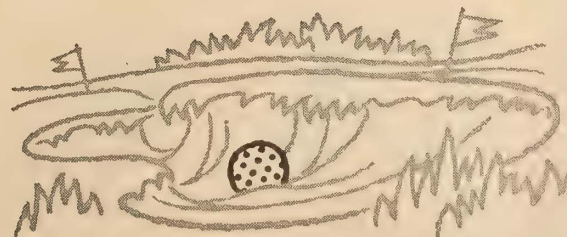
In Los Angeles, KNBH TV spots give you quickest sales results. Food advertisers are scoring sensationally with integrated commercials delivered by famous Chef Milani. On Monday thru Friday, 4-4:45 PM, Chef Milani uses sponsors' products in recipes, gets messages across solidly.

For the best spot, at the right time, at the right place use...

KNBH
HOLLYWOOD
Channel 4



Represented by
NBC SPOT SALES



upcoming



- Nov. 9-16: National Radio & Television Week.
- Nov. 11: National Conference of Christians and Jews awards luncheon, Washington.
- Nov. 13-14: MBS Affiliate meeting, New York City.
- Nov. 13-15: Assn. of Independent Metropolitan Stations, Conrad Hilton Hotel, Chicago.
- Nov. 17-18: NARTB Copyright Committee, NARTB Hqrs., Washington.
- Nov. 17-18: MBS Affiliate meeting, Chicago.
- 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.
- Nov. 20-21: MBS Affiliate meeting, Salt Lake City.
- Dec. 1-2: MBS Affiliate meeting, Atlanta.
- 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. 4-5: MBS Affiliate meeting, Biloxi, Miss.
- Dec. 5-6: Educational TV conference, Indiana U., Bloomington, Indiana.
- Dec. 8-9: NARTB TV Board, Cat Cay, Bahamas.
- Dec. 8-9: MBS Affiliate meeting, Dallas.
- Dec. 27-29: American Marketing Assn., conference, Palmer House, Chicago.

1953

- Jan. 3: 83rd Congress convenes, Washington, D. C.
- 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.

PROGRAM GRANTS

Made to 13 Schools

AWARDING of grants-in-aid totaling \$78,500 to permit 13 colleges and universities in the U. S. to present educational radio and television programs has been announced by the National Assn. of Educational Broadcasters. Money for the project was provided by the Fund for Adult Education of the Ford Foundation and is being administered by the NAEB.

The following received awards for radio projects:

Grinnell College, \$3,400, for 13 15-minute *Americana* programs; U. of North Carolina, \$5,000, for 13 half-hour *American Adventures* programs; U. of Michigan, \$6,000, for 13 half-hour *Freedom to Learn* sketches; U. of Alabama, \$5,000, for *Document Deep South* series of 18 half-hour tapes; Boston U., \$5,800, for 13 half-hour tapes of *New England Renaissance* series; Indiana U., \$3,100, for 13 15-minute *Folklore of Indiana* series; U. of Chicago, \$6,500, for several series on political, economic and cultural problems.

Awards for TV projects went to the following:

Wayne U., \$2,100 for *The Nationalities That Make America* series of 13 half-hour shows; U. of Miami, \$8,200, for 10 15-minute films titled *The Sea*, dealing with the economics of the sea; Stanford U., \$8,900 for 13 half-hour kinescopes of *People, Places and Politics* over KPIX (TV) San Francisco; Syracuse U., \$6,700 for 13 half-hour telecasts of *Footnotes to America* over WSYR-TV Syracuse; U. of Oklahoma, nine 10-minute films titled *Camp Fires and War Drums* and U. of Minnesota, \$8,900, for 10 hour-long telecasts in cooperation with WCCO-TV Minneapolis and the Minneapolis Symphony Orchestra titled *A Great Symphony Orchestra and The Region It Serves*.

UTP Expansion

UNITED TELEVISION PROGRAMS, New York and Chicago, as part of a company expansion, last week announced addition of two more representatives to its sales staff. John Devine, Standard Radio Transcription Services, Chicago, will represent UTP in the Southwest, while George Fisher, regional manager for Snader Telecriptions, N. Y., will be midwest representative. Both Messrs. Devine and Fisher will be under supervision of John Rohrs, UTP midwest regional sales manager.

SCHEDULE of educational radio broadcasts for KVOF (FM), owned and operated by Texas Western College, has been made available to El Paso Public Schools. Schedule for October 1952-January 1953 was offered to teachers as "another tool with which to do the best job of teaching possible." Programs cover a dozen school subjects.



LLOYD E. YODER (r), general manager, KNBC San Francisco, accepts a certificate from Karl B. Justus, divisional director, National Conference of Christians and Jews, awarded for KNBC's 14-week series, *Communism—A Clinical Analysis*, "exposing the dangers of Communism to our cherished way of life."

SNADER SUIT

Answer Due Wednesday

A SUPERIOR Court judge will determine Wednesday in Los Angeles whether Alexander Bisno and Samuel Markovitch should be permanently enjoined from selling outright 750 Snader Telecriptions and other properties without unanimous approval of Louis D. Snader and other partners in Snader Telecriptions Corp. and interlocking companies.

Mr. Snader was granted a show cause temporary restraining order by Judge Frank T. Swain on Oct. 31, the legal action resulting from sale by Messrs. Bisno and Markovitch of the entire telecriptions library to Ben Frye, general manager of Studios Films Inc., Cleveland, for \$600,000.

Besides asking for a permanent injunction to prevent sale of the 3½-minute musical films, he petitioned the court for declaratory relief, receivership, accounting and a dissolution of the partnership.

JOHN F. RIDER Publisher Inc., N. Y., announces publication of *Rider's Television Manual Volume 10*. Latest volume in the series will be ready for distribution this month.

BILINGUAL CBFT

Sets up a Program Ratio

PROBLEMS of a two-language TV station are being solved at CBFT Montreal, where the 1.2 million population breaks down to some 900,000 French-speaking and the balance English-speaking.

Because another Canadian Broadcasting Corp. TV station is not expected in the Montreal area for some time (government plans stations in other Canadian cities first), the CBFT staff has had to develop programs which would hold most of the audience for the three hours each evening the station is on the air.

CBFT has been scheduling shows in each of the two languages as well as bilingual programs. Plays and talks have to be done in either language. Variety shows and some sports can be done effectively in both languages. In the first two months of CBFT's operations, September and October, the schedule included a weekly average of about four hours of bilingual programs, with the remainder of the weekly 25 hours favoring French over English.

FCC Cites WGNS

WGNS Murfreesboro, Tenn., a 250-w fulltime outlet on 1450 kc, was ordered by FCC last week to show cause why cease and desist orders should not be issued concerning the operation of the station by Garth Fort Freeze, "an unlicensed operator, and for failure to maintain required operating and program logs." FCC's order also was directed to Mr. Freeze and Cecil Elrod Jr., president and general manager, and requested the parties to inform the FCC by Dec. 15 "of appearance at a hearing to be held at Washington, D. C., to determine whether said cease and desist orders should be issued."

ABC Pacific Coast & Mountain Radio Networks (Nov. 2) started new weekly quarter-hour musical program, featuring Paulena Carter, concert pianist.

4 Reasons Why

The foremost national and local advertisers use WEVD year after year to reach the vast

Jewish Market of Metropolitan New York

1. Top adult programming
2. Strong audience impact
3. Inherent listener loyalty
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"WHO'S WHO ON WEVD"

Henry Greenfield, Managing Director
WEVD 117-119 West 46th St.,
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It's a WHIZ for Sales!

SUCCESS STORY #2

Account:	Women's apparel
Merchandise:	All-wool winter coats
Advertising:	4 radio announcements
Merchandise sold:	52 coats
Advertising cost:	\$14.22
Merchandise cost:	\$988.00
Advertising cost ratio:	1.4%

WHIZ · Zanesville
NBC in Southeastern Ohio

INTERCITY TV

Nine Links Opening in '53

NINE new intercity TV links will be opened during 1953 through the equipping of coaxial tubes in cables already built or under construction for video service, according to plans filed with the FCC by the Long Lines Dept. of AT&T and 13 associated companies. Overall 1953 construction program, of which overall cost is estimated at \$32 million, will provide three million miles of telephone facilities and some 680,000 miles of telegraph channels for private line telegraph and teletypewriter exchange service, as well as extensive additions to radio and TV networks, the company announced.

New coaxial cable TV channels to be opened during 1953 include: Amarillo-Oklahoma City, Charlotte-Jacksonville, Chattanooga-Knoxville, Dallas-Houston, Dallas-Jackson, Jackson-New Orleans, Little Rock-Memphis, Memphis-St. Louis, Orlando-Tampa.

Plans for making microwave facilities available for connecting Holyoke and Springfield, Mass., and New Britain, Conn., to the nationwide TV network were announced Thursday by the long lines dept. Connections for the three cities would be made to the New York-Boston radio relay system at an intermediate microwave tower about 120 miles north of New York, AT&T said. TV signals would be beamed by microwave antennas to radio relay towers.

Antenna Report

A STUDY of the variations in radiated field intensity about the theoretical pattern factor of a standard broadcast directional antenna has been issued by the Technical Research Div. of FCC's Office of Chief Engineer. The eight-page, highly technical report is titled "Physical Limitations to Directional Antenna Systems in the Standard Broadcast Band" (T.R. R. 1.2.6.) and is available upon request to FCC. Written by Harry Fine, the report can aid in adjusting and maintaining directional arrays.



AMONG 75 commercial and educational broadcasters at the sixth annual Radio Executives Conference held in cooperation with Wisconsin Broadcasters Assn. on the U. of Wisconsin campus Oct. 24-25 were (l to r) Walter Donald, WTCH Shawano; Mrs. Donald, WBA treasurer; Prof. Raymond Stanley, project director of the university's TV laboratory; Mrs. Ben Laird, and Mr. Laird, WDUZ Green Bay, WBA president.

milestones . . .

▶ ED ALLEN Jr., president-general manager, WDOR-Sturgeon Bay, and general manager, WWOC-Manitowoc, both Wisconsin, last Thursday celebrated his 22d anniversary in radio.

* * *

▶ BOB COLVIG, KFSO San Francisco newscaster, completes his 16th year in radio Nov. 15. An informal KSFO staff party will be given in his honor. Mr. Colvig entered radio in 1936, and has been with KSFO since 1946. In addition to his newscasts, he emcees KSFO's *The Hour of Melody*.

* * *

▶ WMAR-TV Baltimore commemorated its fifth birthday Oct. 27 by issuing a 34-page, illustrated booklet highlighting important events in the station's half-decade span. The booklet chronicles each

of the first four years of the *Sunpapers'* CBS-TV outlet and devotes a two-page spread to each of the past 12 months of its fifth year.

* * *

▶ KBUC Corona, Calif., celebrated its fourth anniversary as "Four Years Old and Twice as Powerful" with its change from 500 w to 1 kw, now effective. E. J. Bucknum is president and general manager.

* * *

▶ WFIL Philadelphia has aired *Within Our Gates*, a weekly dramatic program promoting intergroup understanding, for the 400th consecutive broadcast. Series has been on the air for more than seven years.

* * *

▶ JACK BAILEY, m.c. on MBS-Don Lee's *Queen for a Day*, crowned his 2,000th "Queen" and started his ninth year on the Oct. 24 program.

Protest Dismissed

PROTEST of Betty Lou Summers against FCC's action of Sept. 24 renewing the license of WNBW (TV) Washington without hearing was dismissed by the Commission last Thursday on the grounds that no new information was presented that had not already been considered in the renewal action. Miss Summers' protest, filed by Washington attorney Carl L. Shipley, charged that the station promised the winner of a contest on one of WNBW's programs some \$4,000 to \$5,000 in prizes and then failed to make full value awards [B•T, Oct. 27].

OHIO PRISON RIOT

Well Covered by WHIZ

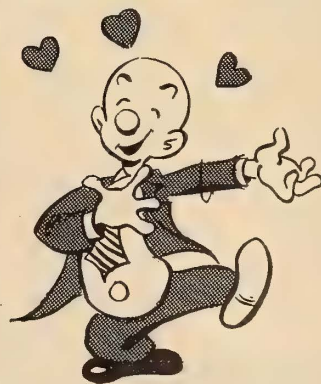
WHIZ Zanesville, Ohio, flashed news of the Ohio Penitentiary riot moments after it occurred and then via Morgan Beatty's *News of the World*, gave latest developments on NBC to the nation.

Allan Land, WHIZ news editor, arranged for an "on the spot" telephone tape recording for the 6:10 p.m. local newscast. He then contacted NBC in New York. At 6:55 p.m., NBC ordered WHIZ into the 7:30-7:45 program. Necessary lines weren't ready until 7:27. Information compiled by WHIZ was put into readable form by 7:29:30. Mr. Land went on the network at 7:35 p.m.

Following that, Mr. Land, Bill Harper, engineer, and Bob Maley, program director, rushed to Columbus (54 miles from Zanesville) and made the only recording in the state of Gov. Frank Lausche and Warden Ralph Alvis after they concluded an emergency conference. Bill Eberle, WHIZ promotion manager, said the intensive coverage was possible only through the coordination of Bill Hunt, chief engineer, Bob Wagner, sports director, and those mentioned.

KECA-TV Los Angeles *Standard Hour*-TV named "Program of the Month" for November by L. A. 10th District Congress of Calif. Parents & Teachers Assn.

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Radio Homes Count For Five States

(Continued from page 39)

RADIO AND TELEVISION—1950 U. S. CENSUS OF HOUSING—KENTUCKY

Area	Total population	Total occupied dwelling units	RADIO			TELEVISION		
			With Radio		1940 Radio Homes	With TV		Per Cent
			Number	Per Cent		Number	Per Cent	
Carroll	8,517	2,596	2,560	2,330	91.0	1,667	2,560	135 5.3
Carter	22,559	5,213	5,085	4,340	85.3	2,676	5,030	60 1.2
Casey	17,446	4,119	4,030	3,585	89.0	1,635	4,000	15 0.4
Christian	42,359	10,623	10,565	9,545	90.3	4,906	10,500	85 0.8
Clark	18,898	5,446	5,200	4,800	92.3	3,431	5,285	40 0.8
Clay	23,116	4,683	4,735	3,830	80.9	1,496	4,660	30 0.6
Clinton	10,605	2,529	2,545	2,230	87.6	959	2,510	15 0.6
Crittenden	10,818	3,150	3,110	2,755	88.6	2,006	3,090	20 0.6
Cumberland	9,309	2,396	2,380	2,085	87.6	1,055	2,380	10 0.4
Davies	57,241	15,619	15,420	14,735	95.6	9,928	15,225	110 0.7
Edmonson	9,376	2,343	2,335	2,060	88.2	1,117	2,330	20 0.9
Elliott	7,085	1,517	1,485	1,315	88.6	707	1,490	20 1.3
Estill	14,677	3,625	3,400	2,885	84.9	1,784	3,380	25 0.7
Fayette	100,746	27,124	26,770	25,560	95.5	16,678	26,710	525 2.0
Fleming	11,962	3,386	3,325	3,045	91.6	2,166	3,320	85 2.6
Floyd	53,500	11,466	11,340	10,175	89.7	5,906	11,300	90 0.8
Franklin	25,933	7,407	7,390	7,050	95.4	4,748	7,375	140 1.9
Fulton	13,668	3,912	3,840	3,510	91.4	2,486	3,835	35 0.9
Gallatin	3,969	1,178	1,155	1,070	92.6	660	1,135	60 5.3
Garrard	11,029	3,082	2,970	2,750	92.6	1,817	2,955	20 0.7
Grant	9,809	2,917	2,815	2,565	91.1	1,772	2,790	200 7.2
Graves	31,364	9,447	9,345	8,760	93.7	5,305	9,280	65 0.7
Grayson	17,063	4,560	4,480	4,055	90.5	1,804	4,465	35 0.8
Green	11,261	3,183	3,180	2,900	91.2	1,547	3,165	35 1.1
Greenup	24,887	6,230	5,950	5,420	91.1	3,395	5,880	125 2.1
Hancock	6,009	1,725	1,695	1,515	89.4	939	1,695	20 1.2
Hardin	50,312	10,376	10,330	9,600	92.9	3,605	10,295	575 5.6
Harlan	71,751	16,151	15,885	14,270	89.8	10,204	15,690	100 0.6
Harrison	13,736	4,240	4,085	3,835	93.9	2,973	4,150	190 8.8
Hart	15,321	4,293	4,200	3,735	88.9	2,121	4,170	30 0.7
Henderson	30,715	8,924	8,825	8,140	92.2	5,029	8,835	185 2.1
Henry	11,394	3,372	3,335	3,070	92.1	2,273	3,070	105 3.4
Hickman	7,778	2,225	2,205	2,035	92.3	1,384	2,205	25 1.1
Hopkins	38,815	11,146	11,090	10,145	91.5	6,546	10,770	55 0.5
Jackson	13,101	3,045	2,935	2,370	80.7	1,049	2,920	20 0.7
Jefferson	484,615	139,257	137,340	132,325	96.3	90,710	136,910	14,610 10.7
Jessamine	12,458	3,421	3,410	3,080	90.3	2,172	3,390	5 0.1
Johnson	23,846	5,667	5,530	5,020	90.8	2,757	5,520	55 1.1
Kenton	104,254	31,242	31,035	30,200	97.3	23,546	30,890	8,445 27.3
Knott	20,320	4,054	3,995	3,215	80.5	1,276	4,005	25 0.6
Knox	30,409	6,958	6,975	6,005	86.1	2,766	6,945	90 1.3
Larue	9,956	2,804	2,715	2,460	90.6	1,424	2,695	50 1.9
Laurel	25,797	6,164	6,045	5,360	88.7	2,404	6,020	40 0.7
Lawrence	14,418	3,528	3,455	3,100	89.7	1,668	3,450	15 0.4
Lee	8,739	2,105	2,170	1,845	85.0	936	2,155	15 0.5
Leslie	15,537	3,005	2,935	2,495	85.0	611	2,875	15 0.5
Letcher	39,522	8,615	8,585	7,545	87.9	4,455	8,415	60 0.7
Lewis	13,520	3,403	3,175	2,850	89.8	1,722	3,135	20 0.6
Lincoln	18,668	4,802	4,705	4,295	91.3	2,525	4,695	45 1.0
Livingston	7,184	2,044	1,995	1,705	85.5	1,282	1,990	25 1.3
Logan	22,335	6,119	6,080	5,535	91.0	3,378	6,060	70 1.2
Lyon	6,853	1,657	1,620	1,460	90.1	974	1,615	10 0.6
McCracken	49,137	14,941	14,870	13,845	93.1	9,318	14,795	85 0.6
McGreary	16,660	3,586	3,620	2,915	80.5	1,536	3,620	20 0.6
McLean	10,021	2,840	2,820	2,640	93.6	1,891	2,820	30 1.1
Madison	31,179	8,246	8,190	7,585	92.6	4,163	8,130	65 0.8
Magoffin	13,839	2,957	2,965	2,385	80.4	1,016	2,965	30 1.0
Marion	17,212	4,043	3,930	3,590	91.3	2,243	3,875	30 0.8
Marshall	13,387	4,019	3,920	3,575	91.2	2,518	3,870	25 0.6
Martin	11,677	2,351	2,305	1,955	84.8	680	2,280	20 0.9
Mason	18,486	5,401	5,350	5,020	93.8	3,648	5,355	210 3.9
Meade	9,422	2,422	2,085	1,895	90.9	1,309	2,085	175 8.4
Menifee	4,798	1,151	1,105	945	85.5	405	1,110	15 1.4
Mercer	14,643	4,354	4,300	4,040	94.0	2,760	4,280	70 1.6
Metcalfe	9,851	2,665	2,655	2,410	90.8	1,237	2,630	20 0.8
Monroe	13,770	3,491	3,460	3,040	87.9	1,576	3,435	30 0.9
Montgomery	13,025	3,625	3,595	3,330	92.6	1,965	3,580	40 1.1
Morgan	13,624	3,163	3,170	2,705	85.3	1,197	3,135	50 1.6
Muhlenberg	32,501	8,623	8,555	7,635	89.2	4,870	8,515	115 1.4
Nelson	19,521	4,713	4,725	4,345	92.0	2,614	4,690	170 3.6
Nicholas	7,532	2,239	2,210	2,030	91.9	1,668	2,195	70 3.2
Ohio	20,840	5,903	6,030	5,180	85.9	3,080	5,905	30 0.5

Area	Total population	Total occupied dwelling units	RADIO			TELEVISION		
			With Radio		1940 Radio Homes	With TV		Per Cent
			Number	Per Cent		Number	Per Cent	
Oldham	11,018	2,509	2,485	2,345	94.4	1,472	2,470	160 6.5
Owen	9,755	2,841	2,895	2,700	93.3	1,877	2,885	150 5.2
Owsley	7,324	1,694	1,620	1,355	83.6	618	1,595	15 0.9
Pendleton	9,610	2,881	2,805	2,640	94.1	1,924	2,810	180 6.4
Perry	46,566	9,866	9,860	8,800	89.2	5,438	9,735	70 0.7
Pike	81,154	17,632	17,495	15,870	90.7	7,115	17,095	285 1.7
Powell	6,812	1,623	1,555	1,215	78.1	588	1,555	—
Pulaski	38,452	9,906	9,815	8,870	90.4	4,611	9,790	155 1.6
Robertson	2,881	854	840	770	91.7	640	820	35 4.3
Rockcastle	13,925	3,325	3,275	2,695	82.3	1,207	3,280	45 1.4
Rowan	12,708	3,005	3,045	2,620	86.0	1,473	2,990	35 1.2
Russell	13,717	3,458	3,405	3,040	89.3	1,172	3,415	30 0.9
Scott	15,141	4,328	4,340	4,050	93.3	2,800	4,305	70 1.6
Shelby	17,912	5,054	4,975	4,670	93.9	3,384	4,925	210 4.3
Simpson	11,678	3,399	3,395	3,240	95.4	1,818	3,390	25 0.7
Spencer	6,157	1,639	1,655	1,530	92.4	1,043	1,650	50 3.0
Taylor	14,403	3,882	3,895	3,615	92.8	1,961	3,885	70 1.8
Todd	12,890	3,635	3,625	3,260	89.9	1,713	3,600	15 0.4
Trigg	9,683	2,578	2,550	2,300	90.2	1,527	2,540	10 0.4
Trimble	5,148	1,426	1,430	1,305	91.3	930	1,290	50 3.9
Union	14,893	4,203	4,105	3,750	91.4	2,970	4,110	20 0.5
Warren	42,758	11,996	11,935	11,035	92.5	5,787	11,890	75 0.6
Washington	12,777	3,186	3,180	2,995	94.2	1,961	3,160	95 3.0
Wayne	16,475	3,921	3,955	3,320	83.9	1,357	3,935	20 0.5
Webster	15,555	4,883	4,945	4,345	87.9	2,977	4,925	25 0.5
Whitley	31,940	7,722	7,630	6,705	87.9	3,340	7,590	105 1.4
Wolfe	7,615	1,725	1,675	1,375	82.1	646	1,660	5 0.3
Woodford	11,212	3,147	3,095	2,840	91.8	2,109	3,075	30 1.0

* Not available.

RADIO AND TELEVISION—1950 U. S. CENSUS OF HOUSING—MISSISSIPPI

Area	Total population	Total occupied dwelling units	RADIO				TELEVISION		
			Number reporting	With Radio		1940 Radio Homes	Number reporting	With TV	
				Number	Per Cent			Number	Per Cent
The State	2,178,914	554,765	548,625	463,670	84.5	205,613	545,715	5,225	1.0
Urban and rural									
Nonfarm	1,081,707	307,259	303,475	264,645	87.2	118,466	301,640	2,545	0.8
Urban	607,162	173,843	172,025	154,780	90.0	71,289	170,840	1,285	0.8
Rural Nonfarm	474,545	133,416	131,450	109,865	83.6	47,177	130,800	1,260	1.0
Rural farm	1,097,207	247,506	245,150	199,025	81.2	87,147	244,075	2,680	1.1
S.M.A.									
Jackson	142,164	37,599	37,130	33,940	91.4	14,728	36,885	240	0.7
Jackson Urbanized Area	100,261	27,555	27,150	25,550	94.1	*	26,925	175	0.6
URBAN PLACES									
Biloxi	37,425	7,980	7,940	7,430	93.6	2,837	7,945	50	0.6
Clarksdale	16,539	4,957	4,930	4,305	87.3	1,860	4,905	55	1.1
Columbus	17,172	4,764	4,715	4,065	86.2	2,140	4,675	60	1.3
Greenville	29,936	8,732	8,670	7,605	87.7	3,224	8,645	5	0.1
Greenwood	18,061	5,447	5,435	4,785	88.0	2,508	5,430	60	1.1
Gulfport	22,659	6,354	6,300	5,730	91.0	2,668	6,270	105	1.7
Hattiesburg	29,474	8,412	8,455	7,785	92.1	3,306	8,390	10	0.1
Jackson	98,271	26,978	26,580	24,985	94.0	11,527	26,370	175	0.7
Laurel	25,038	7,211	7,080	6,360	89.8	3,093	6,985	70	1.0
McComb	10,401	3,245	3,230	2,995	92.7	2,012	3,230	40	1.2
Meridian	41,893	12,567	12,535	10,980	87.6	5,486	12,525	55	0.4
Natchez	22,740	6,603	6,475	5,585	86.3	2,257	6,470	40	0.6
Pascagoula	10,805	2,976	2,950	2,815	95.4	1,119	2,935	20	0.7
Tupelo	11,527	3,545	3,520	3,305	93.9	1,548	3,475	35	1.0
Vicksburg	27,948	8,687	8,450	7,440	88.0	4,188	8,415	50	0.6
COUNTIES									
Adams	32,256	8,915	8,765	7,225	82.4	2,798	8,730	50	0.6
Alcorn	27,158	7,456	7,395	6,825	92.3	3,702	7,350	75	1.0
Amite	19,261	4,621	4,550	3,630	79.8	1,697	4,555	35	0.8
Attala	26,652	6,542	6,520	5,590	85.7	2,637	6,480	95	1.5
Benton	8,793	2,062	2,040	1,530	75.0	757	2,045	25	1.2
Bolivar	63,004	15,914	15,955	12,425	77.9	4,889	15,890	85	0.5
Calhoun	18,369	4,704	4,690	4,155	88.6	2,333	4,665	45	1.0
Carroll	15,499	3,560	3,475	2,720	78.3	1,487	3,480	30	0.9
Chickasaw	18,951	4,806	4,775	4,045	84.7	1,942	4,775	50	1.0
Choctaw	11,009	2,738	2,770	2,400	86.6	1,138	2,745	40	1.5
Clairborne	11,944	3,021	3,010	2,280	75.7	829	3,040	70	2.3
Clarke	19,362	4,811	4,790	3,760	78.5	1,835	4,805	135	2.8
Clay	17,757	4,538	4,510	3,550	78.7	1,681	4,500	20	0.4
Coahoma	49,361	13,196	13,040	10,635	81.6	3,840	13,005	105	0.8
Copiah	30,493	7,825	7,840	6,420	81.9	3,058	7,815	45	0.6
Covington	16,036	3,843	3,815	3,275	85.8	1,514	3,820	5	0.1
De Soto	24,599	5,941	5,975	4,690	78.5	1,446	5,925	245	4.1
Forrest	45,055	12,357	12,340	11,295	91.5	4,814	12,260	25	0.2
Franklin	10,929	2,866	2,610	2,350	90.0	1,111	2,675	10	0.4
George	10,012	2,494	2,510	2,105	83.9	733	2,500	15	0.6
Greene	8,215	1,952	1,855	1,560	84.1	689	1,860	50	2.7
Grenada	18,830	4,920	4,840	4,075	84.2	1,720	4,850	45	0.9
Hancock	11,891	3,139	3,090	2,690	87.1	1,285	3,030	70	2.3
Harrison	84,073	21,031	20,875	19,175	91.9	7,815	20,825	200	1.0
Hinds	142,164	37,599	37,130	33,940	91.4	14,728	36,885	240	0.7
Holmes	33,301	8,088	7,895	5,825	73.8	2,460	7,875	105	1.3
Humphreys	23,115	5,582	5,585	4,400	78.8	1,763	5,545	70	1.3
Issaquena	4,966	1,273	1,295	945	73.0	297	1,280	5	0.4
Itawamba	17,216	4,372	4,365	3,975	91.1	1,636	4,345	50	1.2
Jackson	31,401	8,433	8,265	7,530	91.1	3,113	8,215	30	0.4
Jasper	18,912	4,376	4,310	3,475	80.6	1,409	4,270	45	1.1
Jefferson	11,306	2,958	2,950	2,215	75.1	641	2,950	25	0.8

Area	Total population	Total occupied dwelling units	RADIO			TELEVISION		
			With Radio			With TV		
			Number	Per Cent	1940 Radio Homes	Number	Number	Per Cent
			Number	Per Cent	1940 Radio Homes	Number	Number	Per Cent
Jefferson Davis	15,500	3,611	3,580	2,910	81.3	1,051	3,535	35 1.0
Jones	57,235	14,813	14,590	13,075	89.6	6,136	14,450	110 0.8
Kemper	15,893	3,695	3,795	2,880	75.9	1,248	3,785	20 0.5
Lafayette	22,798	5,392	5,290	4,700	88.8	2,054	5,260	70 1.3
Lamar	13,225	3,421	3,390	2,985	88.1	1,143	3,365	15 0.4
Lauderdale	64,171	18,128	17,930	15,240	85.0	7,109	17,865	95 0.5
Lawrence	12,639	3,125	3,030	2,605	86.0	956	3,035	50 1.6
Leake	21,610	5,276	4,970	4,430	89.1	1,858	4,980	70 1.4
Lee	38,237	10,375	10,335	9,455	91.5	4,734	10,210	110 1.1
Leflore	51,813	13,275	13,245	10,475	79.1	4,961	13,190	135 1.0
Lincoln	27,899	7,248	7,170	6,395	89.2	2,722	7,155	45 0.6
Lowndes	37,852	9,564	9,550	7,655	80.2	3,583	9,450	80 0.8
Madison	33,860	7,909	7,910	6,300	79.6	2,640	7,655	55 0.7
Marion	23,967	6,223	6,185	5,220	84.4	2,081	6,145	45 0.7
Marshall	25,106	5,681	5,565	4,820	79.4	1,375	5,560	120 2.2
Monroe	36,543	9,553	9,495	8,150	85.8	3,706	9,470	55 0.6
Montgomery	14,470	3,781	3,595	2,970	82.6	1,532	3,525	20 0.6
Neshoba	25,730	6,442	6,355	5,665	89.1	2,407	6,240	60 1.0
Newton	22,681	5,692	5,765	4,880	84.6	2,123	5,735	25 0.4
Noxubee	20,022	4,809	4,695	3,015	64.2	1,089	4,695	30 0.6
Oktibbeha	24,569	5,485	5,490	4,500	82.0	1,870	5,470	40 0.7
Osborne	31,271	7,808	7,730	6,375	82.5	2,909	7,735	160 2.1
Pearl River	20,641	5,392	5,280	4,765	90.2	2,360	5,255	65 1.2
Perry	9,108	2,218	2,160	1,865	86.3	759	2,165	10 0.5
Pike	35,137	9,288	9,235	8,000	86.6	4,204	9,215	75 0.8
Pontotoc	19,994	5,350	5,320	4,815	90.5	2,414	5,310	50 0.9
Prentiss	19,810	5,239	5,165	4,650	90.0	2,276	5,170	65 1.3
Quitman	25,885	6,342	6,345	5,010	79.0	2,645	6,290	145 2.3
Rankin	28,881	5,879	5,780	5,090	88.1	2,064	5,710	75 1.3
Scott	21,681	5,339	5,165	4,310	83.4	2,072	5,010	60 1.2
Sharkey	12,903	3,248	3,240	2,515	77.6	1,355	3,220	35 0.7
Simpson	21,819	5,269	5,115	4,595	88.8	2,066	5,120	35 0.7
Smith	16,740	4,002	3,820	3,360	88.0	1,670	3,745	80 2.1
Stone	6,264	1,653	1,685	1,525	90.5	639	1,685	5 0.3
Sunflower	56,031	13,235	13,155	10,320	78.4	4,644	13,130	105 0.8
Tallahatchie	30,486	7,479	7,415	5,660	76.3	2,659	7,385	130 1.8
Tate	18,011	4,468	4,345	3,395	78.1	1,550	4,350	75 1.7
Tippah	17,522	4,402	4,370	3,990	91.3	2,128	4,365	55 1.3
Teshomingo	15,544	4,055	4,130	3,865	93.6	1,852	4,125	65 1.6
Tunica	21,664	5,617	5,440	4,020	73.9	1,365	5,430	120 2.2
Union	20,262	5,524	5,435	4,980	91.6	2,656	5,435	60 1.1
Walsh	15,563	3,611	3,555	3,025	85.1	1,288	3,565	55 1.5
Warren	39,616	11,965	11,605	9,785	83.3	5,371	11,545	65 0.6
Washington	70,504	19,321	19,225	15,645	81.4	6,267	19,105	35 0.2
Wayne	17,010	4,032	3,795	3,200	84.3	1,122	3,750	20 0.5
Webster	11,607	3,037	3,070	2,705	88.1	1,457	3,025	5 0.2
Wilkinson	14,116	3,416	3,335	2,790	83.7	1,242	3,325	20 0.6
Winston	22,231	5,377	5,360	4,510	84.1	1,758	5,345	35 0.7
Yalobusha	15,191	3,885	3,775	3,185	84.4	1,770	3,765	30 0.8
Yazoo	35,712	8,883	8,715	7,085	81.3	2,876	8,675	100 1.2

* Not available.

RADIO AND TELEVISION—1950 U. S. CENSUS OF HOUSING—NEBRASKA

Area	Total population	Total occupied dwelling units	RADIO			TELEVISION		
			With Radio			With TV		
			Number	Per Cent	1940 Radio Homes	Number	Number	Per Cent
			Number	Per Cent	1940 Radio Homes	Number	Number	Per Cent
The State	1,325,510	394,148	382,070	369,430	96.7	298,790	379,250	10,015 2.6
S.M.A.	119,742	35,991	35,340	34,690	98.2	26,329	35,120	670 1.9
Lincoln	99,509	30,858	30,145	29,650	98.4	*	30,030	555 1.8
Omaha Urbanized Area	366,395	105,407	102,810	100,625	97.9	80,666	101,780	7,445 7.3
Omaha Urbanized Area	310,291	90,094	87,715	85,900	97.9	*	86,760	6,505 7.5
URBAN PLACES								
Beatrice	11,813	3,893	3,820	3,720	97.4	2,868	3,805	25 0.7
Fremont	14,752	4,726	4,560	4,480	98.2	3,133	4,525	225 5.0
Grand Island	22,682	7,055	6,980	6,770	97.0	4,944	6,945	45 0.6
Hastings	20,211	6,288	6,225	6,135	98.1	3,984	6,255	20 0.3
Kearney	12,115	3,689	3,595	3,495	97.2	2,347	3,570	25 0.7
Lincoln	98,884	30,683	29,960	29,465	98.3	22,887	29,845	555 1.9
Norfolk	11,335	3,509	3,410	3,335	97.8	2,691	3,400	5 0.1
North Platte	15,433	4,877	4,790	4,680	97.7	3,067	4,780	5 0.1

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CBS RADIO

MACON
WMAZ
70,000w - 940kr
CBS RADIO

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WTOC
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OF STATIONS CAN
COVER GEORGIA'S
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PUBLIC RELATIONS

Media Anxious to Cooperate

RADIO and television stations are anxious to cooperate with public relations practitioners in promoting community and public service causes, Eugene Juster, general manager of WRC-WNBW (TV) Washington, told a television workshop sponsored by the National Capital Forge, American Public Relations Assn.

Interviewed last Monday at a panel luncheon moderated by Edgar Parsons, American Automobile Assn., Mr. Juster answered a series of questions dealing with network and station policy on public interest programming. He contended the public service factor in a radio or TV program was unchanged by the presence or lack of a sponsor. Tom Tausig, program operations director of WTOP-TV Washington, will be interviewed at the second workshop panel today. Meetings are held at the Lafayette Hotel, Washington, D. C.

PAB Plans May Meeting

PENNSYLVANIA Assn. of Broadcasters will hold its annual meeting in May, it was announced last week by the PAB board of directors who met in Harrisburg's Penn Harris Hotel Oct. 30.

Mister Fred Norman
Grant Advertising Inc.
Chicago, U.S.A.

Dere Fred:

You tellers there in Chi. has a newspaper which I seen th' other day on th' boss' desk. Th' paper is named fer Wall St. which I thot was in N.Y. but th' paper is there in Chicago. Anyhow, it had a story tellin' how chemical plants are a'boomin' and makin' big sales. Thet makes us happy here in th' Kanawha Valley of W. Va. becuz we hev the fifth biggest area in the hull country fer makin' chemical stuff. Good old WCHS (25 yrs.) with 5,000 on 580 is on th' radio 24 hours every day with programs for this market. Chemicals may smell funny but they rilly make money.

Yrs.,
Algy

WCHS Charleston, W. Va.

Radio Homes Count For Five States

(Continued from page 103)

Area	Total population	Total occupied dwelling units	RADIO				TELEVISION		
			Number reporting	With Radio		1940 Radio Homes	Number reporting	With TV	
				Number	Per Cent			Number	Per Cent
Johnson	7,251	2,292	2,245	2,180	97.1	1,986	2,230	40	1.8
Kearney	6,409	2,001	2,025	1,980	97.8	1,594	2,020	10	0.5
Keith	7,449	2,190	2,165	2,050	94.7	1,746	2,155	15	0.7
Keya Paha	2,160	613	595	540	90.8	602	590
Kimball	4,283	1,269	1,285	1,220	94.9	880	1,280	15	1.2
Knox	14,820	4,345	4,055	3,870	95.4	3,244	4,050	70	1.7
Lancaster	119,742	35,991	35,340	34,690	98.2	26,329	35,120	670	1.9
Lincoln	27,380	8,321	8,235	7,975	96.8	5,621	8,240	30	0.4
Logan	1,357	380	390	380	97.4	313	390
Loup	1,348	383	360	355	98.6	349	370	5	1.4
McPerson	825	232	235	220	93.6	205	235
Madison	24,338	6,975	6,860	6,685	88.7	5,477	6,840	55	0.8
Merrick	8,812	2,755	2,610	2,535	97.1	2,142	2,600	35	1.3
Morrill	8,263	2,340	2,380	2,220	93.3	1,840	2,375	15	0.6
Nance	6,512	1,920	1,915	1,870	97.7	1,504	1,895	5	0.3
Nemaha	10,973	3,438	3,385	3,270	96.6	3,108	3,390	65	1.9
Nuckolls	9,609	3,018	2,980	2,880	96.6	2,207	2,990	25	0.8
Otoe	17,056	5,299	5,240	5,095	97.2	4,601	5,245	145	2.8
Pawnee	6,744	2,148	2,105	2,025	96.2	1,863	2,085	50	2.4
Perkins	4,809	1,382	1,365	1,310	96.0	1,062	1,360
Phe'ps	9,048	2,855	2,810	2,720	96.8	2,076	2,795	10	0.4
Pierce	9,405	2,753	945	920	97.4	2,159	930
Platte	19,910	5,565	5,525	5,330	95.5	3,951	5,520	75	1.4
Polk	8,044	2,529	2,520	2,455	97.4	2,030	2,475	130	5.3
Red Willow	12,977	3,970	3,890	3,785	97.3	2,647	3,860	30	0.8
Richardson	16,886	5,210	5,100	4,915	96.4	4,351	5,085	60	1.2
Rock	3,026	920	915	860	94.0	781	925	20	2.2
Saline	14,046	4,651	4,670	4,440	95.1	3,541	4,645	20	0.4
Sarpy	15,693	4,043	4,010	3,890	97.0	2,257	4,005	230	5.7
Saunders	16,923	5,333	5,225	5,065	95.9	4,193	5,185	185	3.6
Scotts Bluff	33,939	9,750	9,555	9,080	95.0	6,895	9,525	60	0.6
Seward	13,155	4,089	4,105	3,985	97.1	3,172	4,075	35	0.9
Sheridan	9,539	2,779	2,715	2,505	92.3	2,122	2,705	5	0.2
Sherman	6,421	1,868	1,885	1,765	93.6	1,363	1,865	15	0.8
Sioux	3,124	918	915	840	91.8	767	920	5	0.5
Stanton	6,387	1,876	1,930	1,900	98.4	1,468	1,935	15	0.3
Thayer	10,563	3,306	3,230	3,150	97.5	2,676	3,235	20	0.6
Thomas	1,206	375	360	330	91.7	317	355
Thurston	8,590	2,288	2,245	2,195	86.9	1,734	2,230	35	1.6
Valley	7,252	2,294	2,280	2,145	94.1	1,738	2,290	15	0.7
Washington	11,511	3,436	3,085	3,010	97.6	2,713	3,060	220	7.2
Wayne	10,129	2,810	2,760	2,725	98.7	2,316	2,750	40	1.5
Webster	7,395	2,380	2,315	2,220	95.9	1,691	2,310	10	0.4
Wheeler	1,526	425	390	335	85.9	392	390	5	1.3
York	14,346	4,428	4,380	4,290	97.9	3,544	4,350	30	0.7

RADIO AND TELEVISION—1950 U. S. CENSUS OF HOUSING—NEW MEXICO

Area	total population	Total occupied dwelling units	RADIO				TELEVISION		
			Number reporting	With Radio		1940 Radio homes	Number reporting	With TV	
				Number	Per Cent			Number	Per Cent
The State	681,187	176,993	172,515	148,265	85.9	66,609	171,990	2,190	1.3
Urban and rural									
nonfarm	549,364	147,077	142,970	126,275	88.3	52,504	142,550	1,955	1.4
Urban	341,889	96,788	94,610	88,425	93.5	32,680	94,340	1,435	1.5
Rural nonfarm	207,475	50,289	48,360	37,850	78.3	19,824	84,210	520	1.1
Rural farm	131,823	29,916	29,545	21,990	74.4	14,105	29,440	235	0.8
S.M.A.									
Albuquerque	145,673	40,240	39,490	37,200	94.2	12,688	39,395	1,470	3.7
URBAN PLACES (10,000 or more)									
Albuquerque	96,815	28,524	27,890	26,750	95.9	8,073	27,835	1,030	3.7
Carlsbad	17,975	5,202	5,130	4,775	93.1	1,442	5,110	10	0.2
Clovis	17,318	5,148	5,040	4,755	94.3	2,179	5,025	30	0.6
Hobbs	13,875	4,200	4,220	4,025	95.4	2,251	4,220	15	0.4
Las Cruces	12,325	3,346	3,315	3,010	90.8	1,336	3,305	10	0.3
Roswell	25,738	7,623	7,450	6,880	92.3	2,533	7,420	40	0.5
Santa Fe	27,998	7,071	6,670	6,125	91.8	3,316	6,650	35	0.5
COUNTIES									
Bernalillo	145,673	40,240	39,490	37,200	94.2	12,688	39,395	1,470	3.7
Catron	3,533	938	910	725	79.7	550	905	15	1.7

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Hot-packed • Vacuum-sealed • Safe to store anywhere

Gallons\$6.50 Quarts\$2.00
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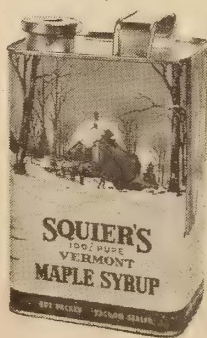
F.O.B. Waterbury, Vt. Check with order, please.

We fill all gallon orders with two ½ gallon cans. Easy to refrigerate when opened. Beautiful Lithographed Containers—Gift Cards.

Order forms will be rushed showing shipping charges to all states.

MONEY-BACK GUARANTEE OF SATISFACTION
NO ORDER TOO LARGE. NONE TOO SMALL

L. E. & G. R. SQUIER, Waterbury 6, Vermont



Area	Total population	Total occupied dwelling units	RADIO				TELEVISION		
			Number reporting	With Radio		1940 Radio Homes	Number reporting	With TV	
				1950				Number	Per Cent
				Number	Per Cent				
Chaves	40,605	10,952	10,830	9,925	91.6	3,955	10,780	60	0.6
Colfax	16,761	4,424	4,285	3,765	87.9	3,014	4,290	10	0.2
Curry	23,351	6,871	6,740	6,410	95.1	3,502	6,725	35	0.5
De Baca	3,464	1,001	995	895	89.9	490	1,000	10	1.0
Dona Ana	39,557	9,661	9,530	8,370	87.8	3,695	9,485	45	0.5
Eddy	40,640	11,143	10,965	10,035	91.5	3,867	10,945	30	0.3
Grant	21,649	5,775	5,725	5,160	90.1	2,993	5,640	10	0.2
Guadalupe	6,772	1,625	1,655	1,175	71.0	551	1,655	30	1.8
Harding	3,013	754	680	535	78.7	450	635
Hidalgo	5,095	1,372	1,330	1,165	87.6	737	1,360
Lea	30,717	9,027	8,760	8,160	93.2	4,254	8,800	30	0.3
Lincoln	7,409	2,011	1,870	1,475	78.9	1,094	1,875	5	0.3
Los Alamos†	10,476	2,800	2,715	2,690	99.1	*	2,705	45	1.7
Luna	8,753	2,325	2,140	1,785	83.4	970	2,130	20	0.9
McKinley	27,451	5,640	5,315	2,980	56.1	2,283	5,285	35	0.7
Mora	8,720	2,054	2,030	1,160	57.1	333	2,000	10	0.5
Otero	14,909	3,872	3,835	3,300	86.0	1,315	3,845	15	0.4
Quay	13,971	3,971	3,985	3,630	91.1	2,069	3,990	40	1.0
Rio Arriba	24,997	5,648	5,175	3,610	69.8	1,039	5,185	40	0.8
Roosevelt	16,409	4,674	4,525	4,355	96.2	2,087	4,520	35	0.7
Sandoval †	12,438	2,627	2,575	1,500	58.3	743	2,520	30	1.2
San Juan	18,292	4,189	4,085	2,490	61.0	1,385	4,070	10	0.2
San Miguel	26,512	6,087	5,985	4,375	73.1	2,029	5,965	20	0.3
Santa Fe †	38,153	9,517	8,985	7,955	88.5	4,074	8,960	50	0.6
Sierra	7,186	2,454	2,385	2,115	88.7	877	2,375	5	0.2
Socorro	9,670	2,358	2,335	1,835	78.6	881	2,305	10	0.4
Taos	17,146	3,882	3,730	2,130	57.1	921	3,770	20	0.5
Torrance	8,012	2,012	1,940	1,520	78.4	970	1,930	5	0.3
Union	7,372	2,048	1,995	1,770	88.7	1,366	1,995
Valencia	22,481	5,041	5,015	4,070	81.2	1,427	4,990	50	1.0

† Los Alamos organized from parts of Sandoval and Santa Fe in 1949.

* Not available.

CANADA AWARDS

Network, Stations Honored

SEVEN programs by independent stations and seven by CBC shared honors in the annual Canadian Radio Awards at Toronto Oct. 31. Special awards went to CKCW Moncton for outstanding community service and Ford Motor Co. of Canada for sponsorship of English and French dramatic programs.

The awards were issued by Canadian Radio Awards Committee, representing all facets of the radio broadcasting industry, and the Canadian Assn. for Adult Education.

Special award for the most promising newcomer to Canadian radio, a gold key for the Maurice Rosenfeld Memorial Award, was won by Don Garrard, bass baritone, who made his radio debut on CJOR Vancouver.

Program awards were:

Children's, first, CKFH Toronto, for *The Magic Blue Box*; non-network musical, first, CKEY Toronto, for *Sir Ernest Plays Favorites*; Non-network public affairs, CKEY Toronto, first, for a documentary on King George VI; light entertainment, non-network, first, CKNW New Westminster, for *Just for Fun*; non-network drama, CFAC Calgary and CKAC Montreal. CKCW Moncton won an award for its annual Moncton Music Festival and CKAC Montreal won first for light non-network music programs.

Honorable mentions: CJOY Guelph, drama; CFCY Charlottetown, children's; CKFH Toronto, classical; CJCA Edmonton, public affairs; and CKWS Kingston, light entertainment.

CBC winners: Public affairs, *Power of the Atom*, by Thom Benson, Winnipeg; drama, *Ford Theatre*, directed by Alan Savage of Cockfield, Brown & Co., Toronto; classical music, *Les Petites Symphonies*, Montreal; light music, Byng Whittaker for *Starlight Moods*, Toronto, and *Night Wine*, Vancouver, produced by Norman Campbell; CBF Montreal and CBU Vancouver tied for first in network light entertainment.

PRODUCTION PROBLEMS

RTES Panel to Discuss

PROBLEMS of TV production will be explored in a panel discussion at this month's Radio & Television Executives Society luncheon meeting, Wednesday, at the Hotel Roosevelt, New York.

Fletcher Markle, producer of *Studio One*; Thomas Phipps, writer, *Robert Montgomery Show*; Sidney Lumet, director, *Danger*, and Rita Gam, actress, will participate in the discussion. Bob & Ray, NBC comedy team, will present their new advertising agency kit and the William I. Kaufman awards for the best TV plays of the year will be announced.

FTC Studies 1,542 Ads

TOTAL of 1,542 radio and periodical advertisements were set aside by the Federal Trade Commission during August for further study. Among those referred to operating bureaus of the commission were 1,095 to the Investigation and 77 to the Litigation divisions, both Bureau of Antideceptive Practices; 183 to the Trade Practice Conference Division, Bureau of Industry Cooperation, and 187 to the assistant general counsel, General Counsel's Office.

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IF NO MONEY

Jolly Well No Commercial

COMMERCIAL TV will not be successful in Great Britain because advertisers don't have the money to spend on video programs, according to a British radio-TV magazine official.

This belief was expressed by Charles Graves, an authority on British radio associated with *208 magazine*, in an interview with Mark Evans, WTOP Washington radio-TV personality. His comments are contained in one of a series of tape recordings completed by Mr. Evans during his five-week tour of Europe.

Mr. Evans made some 25 recordings in 17 countries as well as film segments for his local radio and TV shows while abroad. He voiced on-the-spot tapes in the Russian zone of Germany, Brussels (Belgium), Berchtesgaden, Venice, Spain and other countries. Tapes cover a motor tour through Soviet Germany, a bull fight description and a trip through the Swiss glaciers.

Mr. Graves said British television has been held up by the government for lack of funds due to defense needs and Great Britain would not have regular telecasting before January 1954. Only one commercial firm has applied for a charter to operate a video station, he added.

The British official also described an unusual growth of Radio Luxembourg from within a two months period. Noting that it is a commercial network, he termed BBC radio operation as "tired and elderly."

New BAB Service

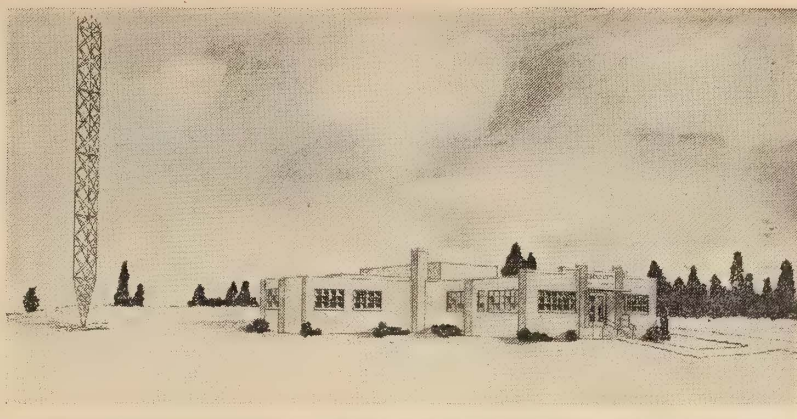
NEW SERVICE, "Sales Management Bulletin," has been started by BAB. To be issued as subjects arise which need analysis, the newsletters will cover such topics as sales staff size, salesmen's compensation, methods of rotating accounts, commissions on retail business, and sales training methods.

SERVICE

Twenty-five years of faithful service to American agriculture makes WIBW the most-listened-to-station in Kansas and adjoining states.

WIBW The Voice of Kansas
in TOPEKA

BROADCASTING • Telecasting



CONSTRUCTION is nearly complete on \$100,000 Radio City project of WICC Bridgeport, Conn., slated for occupancy Dec. 1. Building will house AM and TV operations. WICC-TV is to begin a test pattern Dec. 15 and to start commercial telecasting Jan. 1. Stations will maintain offices in downtown Bridgeport. Edwin Moss & Son is the contracting firm.

AFTRA SUPPORT

Voted For SAG Strike

AMERICAN Federation of Television and Radio Artists National Executive Board is unanimously supporting the Screen Actors Guild in its break-off of collective bargaining negotiations with the American Assn. of Advertising Agencies and New York Film Producers over the issue of additional payment to actors for re-use of filmed TV commercials.

The strike action, voted by SAG's membership in Hollywood, has received complete approval of the radio-TV union's board. Members of 40 AFTRA locals have been advised not to make any film spots for companies involved in the controversy when the strike starts. SAG's New York council members are to vote next Sunday on the strike issue.

Truman's Address

NBC-TV announced last week it would carry an address by President Truman tomorrow (Tuesday) as part of the annual Armistice Day services from the Amphitheater at the Tomb of the Unknown Soldier at Arlington (Va.) cemetery. Telecast is set for 10:58 a.m. to 12:30 p.m. EST, including the traditional minute of silence at 11 a.m.

Penetrates Poland

AN ACTIVE black market for radio sets has developed in Poland, where the purchase of new sets is restricted to Communist Party members. Ordinary citizens must register even to buy a spare part for an old set, Radio Free Europe Committee has reported. Quoting its Berlin correspondent, RFE said that in their anxiety to learn what is going on in the world, Poles buy sets clandestinely from black marketeers who get them from Soviet Air Force personnel. Sets priced on the black market from \$250 to \$750 find buyers willing to spend more than a month's pay and to risk imprisonment for a chance to listen to RFE's Voice of Free Poland, which broadcasts 14 hours a day, and other non-Communist broadcasts, RFE stated.

Paley To Open Series

CBS Board Chairman William S. Paley and four other members of the President's Policy Commission, which is headed by Mr. Paley, will appear on CBS Radio in a series of programs next week to discuss the contents of the Commission's report. They will be heard on Dwight Cooke's *You and the World* (Mon.-Fri., 6:15-30 p.m. EST), starting with Mr. Paley on Monday in a discussion of the creation of the Commission, the basic concepts it employed, and its findings in general terms. He will be followed, on succeeding evenings through Friday, by Arthur Bunker, Climax Molybdenum Co.; Dr. Edward S. Mason, Harvard Graduate School of Public Administration; Philip H. Coombs, Fund for Advancement of Education, and Eric Hodgins, former editor of *Fortune* magazine.

PAUL HARVEY, ABC news commentator, is the author of *Remember These Things*, to be published by The Heritage Foundation this month.

in the public interest...

Aids School Drive

CATHERINE ROER, general manager, KWOS-AM-FM Jefferson City, Mo., received a letter thanking her for the support KWOS gave a school bond drive. The letter, from a campaign co-chairman, said, in part: "We couldn't have hoped to have won, let alone roll up the big margin for the school bonds, without the really great support you gave us at KWOS. The campaign really began to take hold when the parade of speakers went on the air. We had a lot of evidence of the effectiveness of the radio programs."

* * *

Aid Firefighters

THREATENING brush fire, which raged for eight hours and destroyed more than 50 acres, was brought under control through the aid of volunteers who answered appeal broadcast by WGY and WRGB (TV) Schenectady. Chief of police in nearby Rotterdam, N. Y., praised both stations.

PHIL DAVIS Musical Enterprises has signed a 13-week contract with Advertising Counselors of Arizona and the Arizona Brewing Co. for the rental of Mr. Davis' musical trademark for A-1 Pilsner Beer.

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ANTENNA**
erection
at its Best
insist on



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NEW AM PROPOSED

By FCC at Foley, Ala.

NEW AM station for Foley, Ala., on 1310 kc with 1 kw day is proposed in an initial decision released by FCC last week recommending grant of the application of Howard E. Pill trading as Alabama-Gulf Radio. Mr. Pill is 25% owner of WSFA Montgomery, Ala., and one-third owner of WDAK Columbus, Ga.

The initial decision, issued by FCC Hearing Examiner J. D. Bond, recommended denial of the bid of WEBK Tampa, Fla., to change from 1 kw daytime on 1590 kc to 1 kw daytime on 1300 kc directional and the bid of Gulf Beaches Broadcasting Co. for a new outlet at St. Petersburg on 1310 kc with 1 kw day, directional. In both proposed denials, the examiner found the applicants failed to meet certain engineering requirements.

SDX Names Chatfield

PRESIDENT elected by the newly organized South Georgia Sigma Delta Chi chapter is Ben Chatfield, WMAZ Macon news director and immediate past president of the National Assn. of Radio News Directors. Two other Macon radio newsmen elected by the group were Joe Andrews, WMAZ assistant news director, secretary, and Otis Hughes Jr., WBML news director, treasurer.

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fcc actions



OCTOBER 31 THROUGH NOVEMBER 6

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

Grants authorizing new stations and transfers, accompanied by a roundup of new station and transfer applications, begin on page 111.

October 31 Decisions . . .

BY COMMISSION EN BANC Change ERP

Following FM stations were granted CPs for changes in existing facilities, as shown:

WJPA-FM Washington, Pa., to change ERP from 6 kw to 4 kw; WICA-FM Ashtabula, Ohio, to change ERP from 52 kw to 40 kw; WJMC-FM Rice Lake, Wis., to change ERP from 4.4 kw to 9.3 kw and ant. from 360 ft. to 500 ft.

Remote Control Operation

Granted extension of waivers of Sec. 3.265 of rules to permit remote control operations of stations WIOD-FM Miami, Fla., WHBS-FM Huntsville, Ala., and WDOD-FM Chattanooga, Tenn., for period ending March 1, 1953; WRNL-FM and WRVB both Richmond, Va., and WPPA-FM Pottsville, Pa., for period ending May 1, 1953; and WFAN Washington, D. C., for the period ending May 3, 1953; all extensions granted with same conditions as those of original grants; with stations WRNL-FM WPPA-FM and WDOD-FM to submit reports of remote control operation by Dec. 3, 1952.

License Renewal

WBBM Chicago, Ill.—Granted license renewal on regular basis.
Licenses of following AM stations of National Broadcasting Co. were renewed on regular basis: KNEC San Francisco; WMAQ Chicago and WNEC New York.

November 4 Decisions . . .

BY BROADCAST BUREAU

License Granted

WVOP Vidalia, Ga.—Granted license covering change of facilities, installation of new trans., and changes in ant. system; 970 kc, 1 kw-D.

Change Name

WJMO Cleveland, Ohio—Granted mod. license to change name to Friendly Bcstg. Co.

Change Antenna System

WKKO Cocoa, Florida—Granted mod. CP to make change in ant. system.

Change ERP

KTSM-TV El Paso, Tex.—Granted mod. CP to change ERP of TV broadcast station from vis. 64 kw, aur. 32 kw to vis. 58 kw, aur. 29 kw, change trans. location (same city) and make ant. changes; ant. 60 ft.

Extension of Completion Date

KWHP Cushing, Okla.—Granted mod. CP for extension of completion date to 2-25-53.

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.

Change ERP

WKNB-TV New Britain, Conn.—Granted mod. CP to increase ERP from vis. 180 kw, aur. 90 kw to vis. 205 kw, aur. 105 kw, change trans. location to South Farmington, Conn., make ant. and other equipment changes; ant. 970 ft.

License Granted

WSTP-FM Salisbury, N. C.—Granted license for CP, which replaced expired CP to make changes in licensed station; Ch. 293; 21.5 kw.

WLAG-FM La Grange, Ga.—Granted license to make changes in licensed station Ch. 281; 2.3 kw.

WIVY-FM Jacksonville, Fla.—Granted license for CP as mod., for FM; Ch. 229; 2.45 kw; 215 ft.

WDWD-FM Dawson, Ga.—Granted license for FM Ch. 266; 11 kw; 225 ft.

Change Transmitter Location

KXKL Great Falls, Mont.—Granted CP to change trans. and studio location (same city).

Modification of CP

WBRN Big Rapids, Mich.—Granted mod. CP for approval of ant., trans. and studio location, and change type of trans.

WFOB Fostoria, Ohio—Granted mod. CP to change studio location (same city) and mount FM ant. on top of center tower of directional array.

WSEE-TV Tiverton, R. I.—Granted mod. CP to change studio location from To be determined, Fall River, Mass., to Hambly Road, Tiverton, R. I.

WEEK-TV Peoria, Ill.—Granted mod. CP to designate studio location and to change designation of trans. location.

ACTIONS ON MOTIONS

By Comr. George E. Sterling

Chief, Broadcast Bureau—Granted petition for extension of time in which to file exceptions to initial decision re Farmers Bcstg. Service Inc. (WELS), Kingston, N. C. Time extended to Nov. 10.

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* VACANCY

YOUR FIRM'S NAME in this "vacancy" will be seen by 15,500 readers—station owners and managers, chief engineers and technicians—applicants for AM, FM, Television and facsimile facilities.

Port Arthur College, Port Arthur, Tex.—Granted petition to amend TV application, to show changes in minimum hours of operation; estimated cost of construction; program classification percentages; program log analysis, etc.

KSTN Stockton, Calif.—Granted request to dismiss petition filed for certain relief in matter of modification of CP of KMYC Marysville, Calif.

WKY Radiophone Co., Wichita, Kan.—Granted petition to dismiss without prejudice application for a new TV on Ch. 10.

By Examiner Annie Neal Hunting

Notice is given of further prehearing conference to be held on November 7, 1952, in Room 2087 Temporary T Building, at 2 p.m., on applications in proceeding re TV applications of The Enterprise Co., Beaumont Bcstg. Corp. and KTRM Inc., applicants for Ch. 6 in Beaumont, Tex., for purpose of considering taking of depositions and such other supplemental matters as may be deemed helpful.

By Hearing Examiner William G. Butts

Kendrick Bcstg. Co. Inc.; Rossmoyne Corp., Harrisburg, Pa.—Ordered that further hearing re applications for new TV on Ch. 27, is scheduled for Dec. 1, 1952 in Washington.

By Hearing Examiner Fanny N. Litvin

Northeastern Ind. Bcstg. Co. Inc., Fort Wayne, Ind.—Granted petition to amend application for new TV on Ch. 33, to correct certain errors in sec. II of application relating to interests of applicant and officers, directors and stockholders, and to provide current information re costs of construction, etc.

News Sentinel Bcstg. Co. Inc., Fort Wayne, Ind.—Granted petition to amend TV application for Ch. 33, so as to show changes in proposed programming, financial data, etc.

By Hearing Examiner Thomas H. Donahue

Notice is given that pretrial conference will be held on Oct. 31, 1952, in Temporary T Bldg., Washington, D. C., at 10 a.m., in re applications of McClatchy Bcstg. Co., and Sacramento Telecasters Inc., applicants for TV Ch. 10 and KCRA Inc., and Harmco Inc., applicants for Ch. 3, all in Sacramento, Calif., to consider, among other things, necessity of desirability of simplification, clarification, amplification or limitation of issues; possibility of stipulating with respect to facts; procedure at hearing; limitation of number of witnesses, and necessity or desirability of prior mutual exchange between or among parties of prepared testimony and exhibits.

By Hearing Examiner Hugh B. Hutchison

Sunflower Television Co. Inc., Wichita, Kan.—Granted petition to amend application for TV station on Ch. 10 re answers to secs. V-C and V-G, as well as portions of engineering statement and exhibits E-4 and E-8, to show decrease in ant. height, etc.

Wichita Beacon Bcstg. Co. Inc., Wichita, Kan.—Granted motion to amend application for new TV Ch. 16, to correct geographical coordinates for proposed trans. site.

By Hearing Examiner Benito Gaguine

WJR Flint, Mich.—Postponed to Nov.

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DOuglas 2-2636 DUlsey 8-4871

17, 1952, action on petition to amend TV application.

November 4 Applications . . .

ACCEPTED FOR FILING

Change Antenna System

WGKA Cairo, Ga.—Mod. CP, which authorized change in frequency, ant.

and ground system, to make changes in ant. system.

Change Transmitter Type

WABJ Adrian, Mich.—Mod. CP, which authorized change in frequency, hours of operation and trans. equipment, to change type trans.

Increase Antenna Height

WGRD Grand Rapids, Mich.—CP to

increase height of AM ant. and mount TV ant. on top (contingent on grant of TV application).

Extension of Completion Date

WHIZ Zanesville, Ohio—Mod. CP, as mod. which authorized change in

(Continued on page 111)



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.

Assistant sales manager, one station town—successful KW Pennsylvania daytimer. Salary, bonus. Married. Mature. Experienced only. Box 964R, 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.

Texas-Gulf coast station in excellent single station market, with sound rate structure, needs hustling, dependable salesman. Business is here and you can make top money; guarantee, commission, car allowance. Box 954R, BROADCASTING • TELECASTING.

Salesman—Experienced, good market. Independent operation. Liberal draw against 15 percent commission. Replies confidential. Box 986R, BROADCASTING • TELECASTING.

Salesman for Michigan radio station in metropolitan market. Must be tops. All replies treated confidentially. Give complete information first letter. Box 993R, 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.

Copywriter-salesman. Progressive independent. Single market. Permanent job. Salary, mileage. WMDN, Midland, Michigan.

Salesman needed for 10,000 watt radio station located in America's fastest growing market. Draw and commission. Contact Jim Macri, WMIE, Miami, Florida.

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.

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.

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)

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.

Opening all-round staff announcer for Texas ABC station. Tell all. Box 971R, BROADCASTING • TELECASTING.

Announcer with license for 5,000 watt fulltime independent. Upper Midwest. Morning shift. Insurance participation, paid vacation. Salary \$275.00 up depending experience. Box 973R, BROADCASTING • TELECASTING.

Announcer-engineer. Must be good announcer and have first phone. Good working conditions, pleasant Kentucky city. 1,000 watts. Car needed. Send full particulars. Box 979R, BROADCASTING • TELECASTING.

Excellent position for experienced commercial and extremely versatile announcer with emphasis on news and sports at Ohio NBC affiliate. Send picture, tape and full information. Box 994R, BROADCASTING • TELECASTING.

Combination announcer-engineer wanted by KAYS, Hays, Kansas. College town of 10,000. Hospitalization, paid vacations, good working conditions. Send tape or disc, full particulars.

Have you a good voice? Can you sell too? Program ideas? \$300.00 month guaranteed, plus commission. Excellent single market. Send disc, photo, KPRK, Livingston, Montana.

Engineer-announcer emphasis on announcing. Send complete details including audition. Scale \$80.00 for 40 hours, KREW, Sunnyside, Washington.

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

Announcer with first phone, qualify for chief. 1 kw day. Send details, salary requirements. Beri Moore, WAMI, Opp, Alabama.

Experienced announcer needed immediately. Selling optional. Southerner preferred. Call collect Phillip Brady, WAPF, AM-FM, McComb, Mississippi.

Wanted—Announcer, young, energetic, single for staff work. Going 5,000. Start \$50.00 for 40 hours. More as deserved. Write or wire fully. WBBB, Burlington, North Carolina.

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 888, 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)

Need good morning man for rural and city audience. Must have selling pitch. WGAI, Elizabeth, North Carolina.

Experienced staff announcer needed for 5,000 watt, ABC affiliate, AFRA contract. Send tape and detailed information to M. L. Moore, WKLO, Louisville, Kentucky.

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

Technical

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

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

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

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

Transmitter engineer for 1,000 watt directional. Central Kentucky city. Good working conditions. Immediate opening. Car necessary. Send full information. Box 980R, BROADCASTING • TELECASTING.

We want a combo man who knows something about engineering and can also announce, to take over chief engineer-announcer at 250 fulltime Mutual affiliate in Florida. Position starts at \$80.00 for 40 hours. Applicant must be above average engineering and have a pleasant listenable voice for board operation. If you feel you can fill this position, send us all qualifications in first letter including tape or disc and photo. Box 997R, BROADCASTING • TELECASTING.

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

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

Chief engineer must be able to take relief shift of announcing. Scale \$88.00 for 40 hours. Send complete information including audition. KREW, Sunnyside, Washington.

Mutual affiliate wants first ticket engineer, prefer combo but not necessary. Good shift, friendly conditions. State experience first letter. Will reply salary offer. Send reply to Bob Cavanaugh, Radio Station KRIB, Mason City, Iowa.

Chief engineer wanted for 1,000 watt fulltime direction. Contact Keith S. Field, Manager, WARA, Attleboro, Mass.

Wanted — Combination engineer - announcer. WBHF, Cartersville, Georgia.

Transmitter engineer, immediate opening 40 hour week \$70.00. Starting directional Chief Engineer, WDNC, Durham, North Carolina.

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

Experienced engineer wanted immediately. Must know directional operations. WGAI, Elizabeth City, North Carolina.

Help Wanted (Cont'd)

Need first class engineer immediately. \$67.50 for 48 hours. Permanent. Transmitter, remotes no studio. Excellent working conditions. Insurance. Write, phone or wire WKIC, Hazard, Kentucky.

Engineer with experience . . . would consider a combo man. WKRM, Columbia, Tenn.

Wanted—Two combination engineer-announcers, first class ticket necessary. Wages \$100.00 48 hours. Write Catherine McLaughlin, WKRC, Oil City, Pa.

Wanted, combination engineer - announcer plus fulltime announcer, and newsman for NBC affiliate soon under construction. For details write WMAM, Marinette, Wisconsin.

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

Wanted immediately — Combination chief engineer-announcer; announcer-engineer; and announcer-salesman. Salaries commensurate with other stations. WNNT, Warsaw, Virginia.

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

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

First class engineer-independent station, Southern West Virginia, forty hour week, good working conditions. Write or wire Box 184, Pineville, West Virginia.

Production-Programming, Others

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

News editor—Gather, write, broadcast local news. Complete charge of all station's news. Income here is measured in terms of ability, not the station's power. Inquiries from men who have learned they cannot eat kilocycles are invited. Box 987R, BROADCASTING • TELECASTING.

Ohio station has opening for experienced announcer-copywriter capable of producing copy that sells. Send sample copy and particulars. Box 996R, BROADCASTING • TELECASTING.

Experienced girl copywriter needed by December 1 to take over as department head after Christmas. Mail qualifications to Manager, WIZE, Springfield, Ohio.

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

Television

Managerial

Television sales manager to take complete charge sales program including national and regional accounts—build a sales staff, for new operation. Box 982R, BROADCASTING • TELECASTING.

Announcers

Announcer-television—Television experience not essential. Send educational background, photograph and tape. Box 827R, 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 though 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.

Situations Wanted (Cont'd)

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.

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

Salesmen

Contemplating change to sell for either radio or TV on commission basis with good, large market station. Now top salesman on salary, with leading network station in highly competitive, Eastern metropolitan market. Excellent references. Middleaged. Ten years radio experience. Box 963R, BROADCASTING • TELECASTING.

Announcers

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.

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.

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.

Announcer—2 years experience, all phases. Handle board, remotes, write copy, sales, play-by-play of baseball, football. 24, single veteran. Available immediately. Box 950R, BROADCASTING • TELECASTING.

Experienced announcer—DJ. Fluent. Adaptable personality. Have worked independent and network affiliates. Facility with discs, news, live talent. Can operate board. College education. Draft exempt. Box 951R, BROADCASTING • TELECASTING.

Experienced announcer and broadcasting school graduate desires to broaden experience. References. Disc. New York State preferred. Box 952R, BROADCASTING • TELECASTING.

All-around announcer. Convincing selling voice. Five years experience. Control board operator. Draft exempt. 27. Wants permanent position in Pacific Northwest. Box 958R, BROADCASTING • TELECASTING.

SRT graduate. Experienced in all phases of announcing. Wide and varied knowledge of music, sports. Box 959R, BROADCASTING • TELECASTING.

Veteran announcer seeks re-location Northeast. Exceptionally experienced high-calibre man. Box 961R, BROADCASTING • TELECASTING.

Good staff announcer—DJ with three years commercial experience wants permanent position. Available immediately. Box 962R, BROADCASTING • TELECASTING.

Situations Wanted—(Cont'd)

Announcer: Four years experience. Emphasis on news. Fifty mile Philadelphia area desirable. Start immediately. Box 966R, BROADCASTING • TELECASTING.

Combination announcer six years. Three years chief well versed in operation engineering to programming. Some selling. Wants chance to progress. Box 968R, BROADCASTING • TELECASTING.

Mature, experienced, all-round staff man, currently employed NBC affiliate. Married, draft exempt, responsible. Now presenting 12 sponsored newscasts per-week, plus disc show, audience participation, interviews. References available. Reply Box 970R, BROADCASTING • TELECASTING.

Five years experience. Available immediately. Prefer South. \$65.00, forty hours. Box 972R, BROADCASTING • TELECASTING.

I'm 19. Single. Beginner announcer. Disc-jockey. Experience light. Write copy, type run board. Looking for right station to guide me. Box 983R, BROADCASTING • TELECASTING.

Mr. Station Manager—Here's an announcer who will devote himself wholeheartedly to your interest. He's 23, single, draft exempt, can handle announcing, news, write commercials, operate control board. Welcomes chance to handle time selling. Free to travel. Disc, resume, available. Box 984R, BROADCASTING • TELECASTING.

Announcer, all phases. Excel in sports, board operation. Independent and network experience. Box 988R, BROADCASTING • TELECASTING.

Negro—DJ specialist, announcer, efficient control board operator. I am the man you need to stimulate that vast, but hardly-touched market. Light experience. Veteran, free to travel. Tape, resume on request. Box 989R, BROADCASTING • TELECASTING.

Recent graduate leading New York radio school. Good commercials, newscast, DJ. All details on request. Box 990R, BROADCASTING • TELECASTING.

Announcer, some commercial experience, 2½ years educational. Veteran, college graduate, 25, excellent voice and expression. Disc available. Box 992R, BROADCASTING • TELECASTING.

Combination announcer-engineer, four years in radio, married, one child. Prefer Northeast. Box 999R, BROADCASTING • TELECASTING.

Sports announcer—5 years experience. All phases: baseball a specialty. Also news, personality shows. \$80.00. Box 1S, BROADCASTING • TELECASTING.

50,000 watt experience in news, music and sports. Interested in permanent connection with established Southern station. Immediate personal interview and audition at my expense. Box 4S, BROADCASTING • TELECASTING.

Sportscaster-newsman: Topflight basketball announcer, par-excellent delivery, possesses strong news background, 4 years play-by-play all sports in athletic-conscious Ohio. Journalism graduate, radio and newspaper experience, gathering, writing, announcing, editing news. Veteran, 25. Details, disc. Tom Hamlin, Oxford Road, Franklin, Ohio. Phone Franklin 6-5629.

Technical

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

Employment wanted in Southwest area. First phone, 11 years experience engineer, some combo, copy, etc. Also TV service experience. Box 960R, BROADCASTING • TELECASTING.

Engineer RCA graduate, 3 months experience directional array. Desires transmitter and studio work. Box 991R, BROADCASTING • TELECASTING.

Licensed engineer or combination. Over five years experience. Married, dependable, references. Desire permanent relocation Missouri or neighboring state. Box 998R, BROADCASTING • TELECASTING.

Chief engineer—Twenty years construction, maintenance, operations experience 100 watts to 5 kw directional stations. Available immediately. Prefer Texas or adjacent. Family. Give complete details first letter. Box 2S, BROADCASTING • TELECASTING.

First phone. No experience. 2 years technical training TV and radio. Robert Joseph Barrett, 235 Westwood Avenue, Apt. 2C, Staten Island, New York.

Situations Wanted—(Cont'd)

Production-Programming, Others

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

Foreign correspondent. Many years Europe and recent 3-years Far East experience broadcasting over British and Australian Radio. Had own weekly program—news commentary on Australian network. Also U. N. experience. Now on assignment but interested in settling down as foreign news analyst on radio or TV. Box 953R, BROADCASTING • TELECASTING.

Program director: College graduate, experienced, salesminded. Superb knowledge of programming and music. Good air work. Desire progressive station, good market. Box 965R, BROADCASTING • TELECASTING.

Versatile woman broadcaster. Excellent radio experience. B.A. Experienced programming, continuity, news, sales, air. Voice sells. Sample copy, photograph, tape, complete references available. Will travel. Box 974R, BROADCASTING • TELECASTING.

PD. Experienced: programming, continuity, overall station operation. Excellent references, background. Box 977R, BROADCASTING • TELECASTING.

Sports director. Large station de-emphasizing sports programming. 8 years radio experience. AA baseball, college football, basketball. Travel anywhere. Highest recommendations. Box 981R, BROADCASTING • TELECASTING.

Television

Managerial

Wish position as TV assistant director, floor manager, etc. Have stage production experience, second phone, college degree. Married and willing to go anywhere in the U. S. Box 969R, BROADCASTING • TELECASTING.

Program director for new TV station. Now network TV director. 5 years experience. Top network and local background. Production, direction, traffic, scripts, operations, policies, sales, sales development. Can bring crack key personnel. Profit knowhow—will make station pay from the start. Box 975R, BROADCASTING • TELECASTING.

Technical

Television engineer desires connection with Southern station. Fifteen years experience radio-television installation, operation, maintenance. Box 995R, BROADCASTING • TELECASTING.

Production-Programming, Others

Had enough police action, want job action with progressive TV station. Recently discharged veteran, 25, married. 1½ years experience with two major TV networks. Continuity, traffic, operations, production. Box 957R, BROADCASTING • TELECASTING.

Weatherman, versatile, capable. Box 976R, BROADCASTING • TELECASTING.

Television experience: director continuity, programming. Radio background; PD. Staff, supervisory. Box 978R, BROADCASTING • TELECASTING.

Situations Wanted—(Cont'd)

Want a "reel" hand who can wind-up your TV film problems in a hurry? You can hire a film buyer, film editor, camera man, photographer, and projectionist all in one experienced personable package. He is a "reel" low budget operator too! I would recommend him unequivocally to anyone in need of program "knowhow." I only wish he could have come to me in my new job. For further information write to J. David Killian, 411 West 88th Place, Los Angeles 3, California.

For Sale

Stations

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

California: Located in best town of state. No competition. Gross \$80,000.00. 250 W. Independent terms. Box 955R, BROADCASTING • TELECASTING.

Equipment, etc.

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.

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

Collins 21-A 5 kw transmitter in good operating condition. May be seen in actual operation for next three weeks. WGBF, Evansville, Indiana.

For sale: 200 feet of Andrew type 450 coaxial cable ¾ x 51.5 ohms. For price and additional information write: A. S. Alexander, WMAM, Marinette, Wisconsin.

New portable Presto 6-N recorder. 85-A amplifier. John Hanson, 3815 Trimble Road, Nashville 5, Tennessee.

Wanted to Buy

Equipment, etc.

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.

Interested in completely equipped TV mobile truck in good condition. We understand several are available. WFPQ-TV, Atlantic City, New Jersey.

Wanted: Modulation reactor for 5 kw transmitter using 892-R final amplifier, WMBD, Peoria, Illinois.

(Continued on next page)

ATTENTION TV STATION MANAGERS

Available on Three Weeks Notice

WELL KNOWN WEST COAST RADIO & TV NEWSMAN

20 Years news Writing and Reporting Experience

Now with Major Radio and TV Network

Have own 16 MM Cameras and Film Editing Equipment

Works Without Scripts or Visual TV Prompter

RECORD OF NAME BRAND NATIONAL ACCOUNTS

10 min. audition film on request

Write or Wire

Box 956R, BROADCASTING • TELECASTING

Miscellaneous

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

Help Wanted

Managerial

SALES MANAGER

Are you willing to accept a position offering a reasonable income at the start, if the compensation is so figured that with normal billing you can make an access of \$10,000.00 annually, possibly by the end of your first year? Frankly, we are a little tired of talking to men who have an exaggerated idea of their value. If you are willing to work for a fair starting income and wait for the \$10,000.00 until you earn it, I want to talk to you. The position we offer will pay more than \$10,000.00 annually. But it can't right now because it's all potential. The local market is wide open. National business prospects are excellent. It's there for the man who has enough business acumen to recognize the excellent opportunity offered by this market and the sales and executive ability to turn the potential into billing. If you are willing to work and wait to earn \$10,000.00 or more each year, please write in today. If you are looking for a soft berth where you can ride on billing someone else has written, please do not write. Believe me, it's there! Some smart man will get it!

Box 985R
BROADCASTING • TELECASTING

Situations Wanted

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.

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.

SEARS SELLS ON L. A. TV

Medium Credited With 'Remarkable Results'

A PROGRAM "having remarkable sales results" has been renewed to July 8 of next year by Sears, Roebuck & Co. on KTTV (TV) Holly-

wood. The program is *The Dude Martin Show*.

William F. Plummer, Sears' Los Angeles group advertising sales manager, announced the extension of the weekly hour-long variety show, crediting the demonstrative and sales techniques employed.

Convinced of TV's power, Mr. Plummer said, "We see more in this program than its weekly selling of specific items of Sears merchandise."

Television has attracted the attention of many families for the first time bringing new faces into the stores. He also believes that TV sales impression lasts longer. "Customers have come in to ask for an item weeks after it has been advertised on the program, and they often come in fully prepared to buy it with no further sales effort required."

Pointing out that Sears is primarily a newspaper advertiser, both nationally and locally, Mr. Plummer added that "company policy gives considerable latitude in media decisions to the local store management responsible for sales results."

Readership Survey

Entry into radio advertising followed local coverage surveys by the firm that indicated many Los Angeles families did not read the newspapers carrying the bulk of Sears' advertising.

As TV set ownership increased, desire in reaching that "extra audience" led the firm to develop a series of one-minute TV spot announcements in 1948.

Last year, after determining "that costs and difficulty of finding good availabilities made the use of TV spots less desirable," Mr. Plummer said the Mayers Co., Los Angeles agency servicing the account, turned its attention to the possibilities of program presentation.

Local programming started Sept. 12, 1951 with *The Dude Martin Show*, advertising major Sears items. Programs today include: Four participations weekly on

KLAC-TV *Hollywood on Television* for women's apparel; thrice weekly quarter-hour KNX *Tom Harmon Show* for men's apparel; and six times weekly hour-long radio program, featuring Dude Martin as disc m.c. on KBIG *Avalon*, for small items and appliances.

Spot announcement saturation campaigns continue to be scheduled from time to time.

PRESENT TV AREAS

Siragusa Views Set Sales

TV SET sales in present video markets will outstrip those in new or non-TV markets for another two years, according to Ross D. Siragusa, president of Admiral Corp., Chicago. Speaking Monday in Los Angeles before the Society of Security Analysts, Mr. Siragusa said between 750,000 and 1,250,000 TV receivers will be sold in new markets between now and the end of next year, but he anticipates a total U. S. sale of more than 6,500,000 sets during the same period.

There is a shortage of sets now because of "exceptional" pickup in fall sales, which he attributes to nationwide interest in the Presidential campaigns. Mr. Siragusa also sees continuation of expanded sales in now-saturated markets where owners are replacing small-screen sets.

Mrs. Bing Crosby

FUNERAL services were held last Monday in Beverly Hills for Dixie Lee Crosby, 40, former stage and screen actress and wife of Bing Crosby, radio and motion picture singing star. She died Nov. 1 of cancer at the Crosby home in Holmby Hills. Besides her husband, she is survived by four sons, Gary, Phillip, Dennis and Lindsay, and her father, E. E. Wyatt.

NBC radio's *Jason and the Golden Fleece*, weekly half-hour adventure series, stars MacDonald Carey as the owner of a New Orleans bar. Art Jacobson is director and Herb Ellis and Cleve Hermann are co-writers.

Television

Managerial

EXPERIENCED TV EXECUTIVE (31) seeks connection as sales manager or assistant manager new tele station. Excellent background in TV sales including 3 years national spot level and 2 years successful TV station. A personable, competent producer experienced all executive phases of TV. Available immediately. Box 35, BROADCASTING • TELECASTING.

For Sale

Equipment, etc.

• WILL SELL • RCA TT5A TRANSMITTER, CHANNEL 7-13

Console monitors, spares and RCA 6-bay antenna, tower also available.

Make offer for lot or part.

BOX 754R
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.

Employment Service

WANT A GOOD EXECUTIVE?
Competent, reliable General, Commercial and Program Managers: Chief Engineers, Disc Jockeys, Sportscasters, other specialists. Tell us your needs today. Delays are costly.
HOWARD S. FRAZIER
TV & Radio Management Consultants
708 Bond Bldg., Washington 5, D. C.

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

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

WANTED

Film Distribution Manager

Active, well-known distribution and production company with library of some hundred 13 and 27 min. short subjects requires man well versed in library and TV circulation, also sales. Expanding stock shot library. New subjects added regularly. Attractive salary plus commission or profit sharing for qualified person. Give full particulars regarding experience, present or previous employment, salary wanted. All replies held in strictest confidence. Box 967R, BROADCASTING • TELECASTING.

FCC Actions

(Continued from page 107)

trans. and studio location and change in ant. system, for extension of completion date.

License for CP

KFAL Fulton, Mo.—License for CP which authorized power increase.

KVAS Astoria, Ore.—License for CP, which authorized change in trans. location.

November 5 Decisions . . .

BY COMMISSION EN BANC

License Renewals

Following stations were granted renewal of licenses for regular period:

KCSB San Bernardino, Calif.; **KOA** Denver; **WARL** Arlington, Va.; **WFLO** Farmville, Va.; **WINL** (FM) Lebanon, Ind.; **WLAD** Danbury, Conn.; **WMRY** Houston, Tex.; **WBAY** Green Bay, Wis.; **WBEV** Beaver Dam, Wis.; **WCRA** Effingham, Ill.; **WDAN** Danville, Ill.; **WEAU** Eau Claire, Wis.; **WEKZ** Monroe, Wis.; **WGEZ** Beloit, Wis.; **WFRX** W. Frankfort, Ill.; **WHBF** Rock Island, Ill.; **WHBL** Sheboygan, Wis.; **WHBY** Appleton, Wis.; **WIBA** Madison, Wis.; **WIGM** Medford, Wis.; **WIND** Chicago; **WIRL** Peoria, Ill.; **WJBC** Bloomington, Ill.; **WJED** Chicago; **WKAN** Kansas City, Mo.; **WKRO** Cairo, Ill.; **WKTY** La Crosse, Wis.; **WLBK** DeKalb, Ill.; **WLCC** La Crosse, Wis.; **WMAM** Marinette, Wis.; **WMIL** Milwaukee, Wis.; **WNAM** Neenah, Wis.; **WOPA** Oak Park, Ill.; **WOSH** Oshkosh, Wis.; **WQUA** Moline, Ill.; **WRJN** Racine, Wis.; **WTAQ** La Grange, Ill.; **WWNC** Asheville, N. C.

November 6 Decisions . . .

BY COMMISSION EN BANC

AM—1130 kc

WNEW New York City—Granted license to operate with 50 kw-D and 10 kw-N on 1130 kc, DA-N (license covers part of outstanding CP); granted CP to operate with 50 kw-N in accordance with present CP for period of six months (see story this issue).

AM—850 kc

WILD Birmingham, Ala.—Granted mod. CP to increase power from 5 kw-D to 10 kw-D on 850 kc with 1 kw-N, DA-N, fulltime; engineering conditions, including acceptance of interference resulting from operation proposed in application of Dorsey Eugene Newman for new AM station in Hartselle, Ala.

AM—1290 kc

WOKE Oak Ridge, Tenn.—Granted CP to change from 1430 kc to 1290 kc with present power of 1 kw-D.

To Change FM Allocations

Proposed Rule Making Notice adopted to amend Revised Tentative Allocation Plan for Class B FM stations to delete Ch. 266 from Chattanooga, Tenn., and Ch. 267 from Tuscaloosa, Ala., and add Ch. 266 to Cullman, Ala., and Ch. 289 to Tuscaloosa. Comments may be filed until Dec. 8.

Television Applications Scheduled for Hearing

Sacramento, Calif.—Ch. 40. Maria Helen Alvarez and Cal Tel Co., hearing Nov. 17 in Washington.

Sacramento, Calif.—Ch. 46. John Poole Bestg. Co. and Jack O. Gross, hearing Nov. 17 in Washington.

Flint, Mich.—Ch. 12. W. S. Butterfield Theatres Inc. placed in same consolidated proceeding with WJR: The Goodwill Station Inc. and Trebit Corp.

AM Applications

Advised of Hearing

Bayshore, N. Y.—1300 kc, 250 w-D. Key Bestg. System Inc. advised that application indicates necessity of hearing because of interference with WTNJ Trenton, N. J.

Kane, Pa., and Sayre, Pa.—960 kc. Hilltop Management Corp. and WATS Sayre advised that application of Hilltop for 500 w-D and of WATS to change from 1470 kc to 960 kc with 1 kw-D indicate necessity of hearing because of interference.

Greenville, S. C.—1490 kc, 250 w. WAKE Greenville advised that application to add top loading to existing ant. tower indicates necessity of hearing because of interference with WSKY Asheville, N. C., which is on 1230 kc, 250 w.

Tulsa, Tex.—1370 kc. Paducah Bestg. Co. and Tulsa Bestg. Co. advised that

fcc roundup

New Grants, Transfers, Changes, Applications



box score

SUMMARY THROUGH NOVEMBER 6

	On Air	Licensed	CPs	Appls. Pending	In Hearing
AM Stations	2,358	2,340	147	297	177
FM Stations	622	579	75	20	5
TV Stations	111	98	108	909*	242

* Filed since April 14, of which 98 have been granted.

FOR TELEVISION GRANTS AND APPLICATIONS, see page 82.

Docket Actions . . .

MEMORANDUM OPINIONS AND ORDERS

Washington, D. C.—(1) **Betty Lou Summers**. FCC dismissed "Protest" filed on behalf of Betty Lou Summers directed against Commission's action of Sept. 24 which granted without hearing application for renewal of license of WNBW (TV) Washington. Memorandum opinion and order Nov. 5.

Wichita, Kan.—(1) **Chief, FCC Broadcast Bureau**: FCC granted petition for withdrawal of previous petition filed Oct. 7 to enlarge issues in proceeding involving applications of KFBI Inc. and Wichita Beacon Bestg. Co. for new TV stations in Wichita, Kan., on uhf Ch. 16; (2) **Wichita Beacon**: FCC denied petition for reconsideration and grant of application, and (3) **Wichita Beacon**: FCC removed application from hearing docket and returned it to processing line. (Petition of KFBI Inc. for dismissal without prejudice of its application granted by Motions Commissioner Oct. 24.) Memorandum opinion and order Nov. 6.

KOB Albuquerque, N. M.—FCC (1) designated for hearing, at Washington, on Dec. 10, application of KOB for ex-

tension of special service authorization to operate on 770 kc, 50 kw-D, 25 kw-N; (2) made WJZ New York and WBZ Boston parties to hearing; (3) ordered that hearing examiner conduct hearing and issue initial decision as expeditiously as possible; (4) ordered that pending final decision KOB is authorized to operate on 770 kc as specified in above SSA, and (5) denied petition of WJZ in all other respects. Comr. Webster issued dissenting opinion. Memorandum opinion and order Nov. 5.

Lancaster, Pa.—**Peoples Bestg. Co.** FCC denied petition for waiver of Sec. 1.364 of rules which prohibits the filing of multiple applications, and dismissed application for new TV station to operate on interim basis on vhf Ch. 8 with ERP 29 kw visual. [WGAL-TV has authorization to operate temporarily on vhf Ch. 8 with minimum power pending outcome of hearing on comparative applications by Peoples and WGAL-TV for regular operation on that frequency; see story, B.T. Nov. 3, Oct. 27; see application, B.T. Nov. 3.] Memorandum opinion and order Nov. 6.

Dallas, Tex.—**Texas Star Bestg. Co.** FCC vacated grant of Jan. 27, 1950, for new AM station on 740 kc with 10 kw-D, 5 kw-N, DA-DN; dismissed as moot Texas Star application to extend construction completion date, and designated application for CP for further hearing in Washington. Action taken in light of decision of Court of Appeals upon appeal by KSEO Durant, Okla., intervenor in Texas Star proceeding. Memorandum opinion and order Nov. 6.

ORDERS

Portland, Ore.—**Cascade Television Co.** FCC denied petition to change place for the non-engineering portions of the comparative hearing on applications of Cascade, Portland Television Inc., Westinghouse Radio Stations Inc. and North Pacific Television Inc. for TV stations on vhf Ch. 8, from Washington to Portland. Order Nov. 6.

Harrisburg, Pa.—**Chief, FCC Broadcast Bureau**. FCC granted petition to add new issue in consolidated hearing on applications of Kendrick Bestg. Co. and Rossmoyne Corp. for new TV stations in Harrisburg on uhf Ch. 27, so as to require a determination as to whether construction of tower proposed by Rossmoyne will affect adversely the operation of WHP Harrisburg; also, FCC made WHP party respondent in proceeding. Order Nov. 6.

WGNS Murfreesboro, Tenn.—**WGNS Inc., Cecil Elrod Jr. and Garth Fort Freeze**. FCC ordered: WGNS and Messrs. Elrod and Freeze to show cause

why cease and desist orders should not be issued for operation of WGNS by Mr. Freeze, an unlicensed operator, and for failure to maintain required operating and program logs. FCC directed parties to inform Commission by Dec. 15 of appearance at a hearing to be held in Washington to determine whether cease and desist orders should be issued. Orders Nov. 5.

Beaumont and Port Arthur, Tex.—**Port Arthur College**. FCC granted petition filed by Port Arthur College to enlarge issues in proceeding involving its application and that of Lufkin Amusement Co. for new TV stations in Port Arthur and Beaumont, respectively, to operate on vhf Ch. 4, to determine which of competing applicants would provide the more fair, efficient and equitable distribution of television service. Order Nov. 6.

DECISION

KSVC Richfield, Utah—FCC granted application for renewal of license. Decision Nov. 5.

Non-Docket Actions . . .

AM GRANT

Linton, Ind.—**The Linton Bestg. Co.** Granted 1600 kc, 500 w daytime, antenna system with 170 ft. lead length; engineering condition. Estimated construction cost \$15,630, first year operating cost \$25,000, revenue \$45,000. Partners include **Henry C. Sanders** (75%), 75% owner of WBNL Boonville, Ind., and **Normal Hall** (25%), 25% owner of WBNL. Post office address: WBNL Boonville, Ind. Filed Nov. 8, amended Dec. 11, 1951, and Jan. 13, 1952; granted Nov. 6, 1952.

FM GRANTS

Clemson, S. C.—**Clemson Bestg. Co.** Granted Ch. 246, ERP 53 kw, antenna height above average terrain 380 ft., above ground 354 ft. Engineering condition. Estimated construction cost \$35,400, first year operating cost \$50,000, revenue \$60,000. Principals include **President S. Haskel Lusk** (25%), president and 80% owner of Pendleton (S. C.) Lumber Co., and owner of Lusk Used Cars, Seneca and Pendleton; Vice President and Secretary **John W. Gillespie** (25%), chemist at Clemson A & M College, Clemson; Vice President **Charles V. Boyd** (25%), announcer-salesman at WSNW Seneca, and Vice President **Fred C. Shealy** (25%), salesman at WSNW 1949-52. Post office address: 16-A Hunter St., Clemson, S. C. Filed June 10, 1952; granted Oct. 31, 1952.

Seneca, S. C.—**Blue Ridge Bestg. Co.** Granted Ch. 251, ERP 6.5 kw, antenna height above average terrain 330 ft., above ground 225 ft. Estimated construction cost \$4,200 (land and building, and some equipment, already on hand), first year operating cost \$6,000, revenue \$7,000. Applicant is licensee of WSNW Seneca and applicant for new AM station in Barnwell, S. C. Post office address: P. O. Box 443, Seneca, S. C. Filed July 1, 1952; granted Oct. 31, 1952.

Note: Both of the above grantees requested Ch. 287 (105.3 mc) in their applications; neither application was amended to request different frequency, although FCC granted frequency different from those requested.

TRANSFER GRANTS

WJBB Haleyville, Ala.—Granted assignment of license to **Haleyville Bestg. Co.** (a new corporation) for

(Continued on page 112)

the NBC station serving
greater YOUNGSTOWN, O.
30th population area in U.S.
5,000 WATTS
W F M J
Duplicating on 50,000 Watts FM

FCC Roundup

(Continued from page 111)

\$12,500. Principals in transferee include President W. P. Thielens (1/6), Vice President T. H. Gaillard (1/6) Secretary-Treasurer William Jordan (1/6) and three others; Messrs. Thielens, Gaillard and Jordan each own 1/3 interest in WXAL Demopolis, Ala., WPBB Jackson, Ala., and WNPT Northport, Ala. Estimated yearly operating cost \$20,000, revenue \$25,000. Granted Nov. 5.

KDSH Boise, Idaho—Granted consent to Queen City Bcstg. Co. to relinquish positive control (10,000 shares of common voting stock out of 15,000 shares, or 66.67% interest) to Boise Valley Bcstrs. Inc. for \$109,400. Transferees include President H. Westernman Whillock (6%), manager of KDSH, president and 16% owner of Riley & Smith (clothing), Boise, and director and 25% owner of Arbuckle, King & Whillock Shoe Store, Boise; Treasurer Earl Glade Jr. (3%), associate manager of KDSH; Secretary Willis H. Moffatt (8%), Boise attorney; Theresa Whillock (6%), housewife; Fred M. Taylor (6%), Boise attorney; Edwin Snow (3 1/2%), Boise attorney; Dr. Ralph Falk (4%), Boise physician, and Stanley E. King (10 1/2%), president and 75% owner of Arbuckle, King & Whillock Shoe Store. Transferee is licensee of KIRO Seattle, of which Saul Haas is president. Granted Oct. 31.

KWEI Weiser, Idaho—Granted transfer of control from Inland Bcstg. Co. to Mervin V. Ling (76%) and Edwin C. Miller (24%) for \$4,902.50. Messrs. Ling and Miller are both employed at KWEI. Granted Nov. 5.

WIHL Hammond, La.—Granted assignment of license from Sidney H. Rosenblum to Nicholas Cefalu (51%) and Anthony C. Cefalu (49%), d/b as Cefalu Radio Station, for \$35,000. The Messrs. Cefalu are president-manager and vice president-assistant manager, respectively, of N. Cefalu Co. (feed dealers), Hammond. Granted Nov. 5.

WWNC Asheville, N. C.—Granted consent to relinquishment of control by Don S. Elias through sale of 62 1/2 shares out of 4,001 shares outstanding (1.56%) to Executors of Estate of Charles A. Webb. Transferees will pay Wachovia Bank & Trust Co. \$15,762.88 to apply on transferor's indebtedness to the bank, whereupon 62 1/2 shares of common stock of Asheville Citizen-Times Co. will be issued in the name of the transferees. Purpose of transfer is to carry out compromise agreement which has been reduced to consent judgment of Superior Court of Buncombe County, N. C. Trustees of estate of Charles A. Webb include Junius G. Adams and R. Stanford Webb. Estate of Charles A. Webb already held 45.54% of WWNC; after transfer, estate will hold 47.1%. Mr. Adams, who as an individual owns 0.125% of Asheville Citizen-Times Co., is 1/3 partner in Asheville law firm of Adams & Adams, and is president of The Biltmore Co., owner of Biltmore Estate and Biltmore Dairy Farms, Asheville. Mr. Webb is owner of Webb Insurance Agency, Asheville. Stock interest of transferor, Mr. Elias, will be reduced from 51.2% to 49.6%. After transfer no one individual will have control of Asheville Citizen-Times Co., licensee of WWNC [see story this issue]. Granted Nov. 5.

WLXW Carlisle, Pa.—Granted assignment of license to Richard Field Lewis Jr. for \$70,000 from Philip Mathews. Mr. Lewis is licensee of WNCN Winchester, Va., and 60% owner of WFVA

Fredericksburg, Va., and applicant, with Winslow T. Porter (who is to be general manager of WLXW), for new AM station at Lancaster, Ohio, since 1947 (clear channel daytime). Granted Oct. 31.

New Applications . . .

AM APPLICATIONS

Yuma, Ariz.—Harkins Bcstg. Inc., 1240 kc, 250 w fulltime; antenna 150 ft. Estimated construction cost \$15,000, first year operating cost \$50,000, revenue \$60,000. Applicant is Dwight Harkins Amusement Co., licensee of KCLF Clifton, Ariz., and KTYL-AM-FM Mesa, Ariz. Post office address Dwight Harkins, P. O. Box 885, Mesa, Ariz. Filed Oct. 24.

Monroe, Ga.—Walton Bcstg. Co., 1490 kc, 250 w fulltime; antenna 165 ft. Estimated construction cost \$9,949, first year operating cost \$25,000, revenue \$40,000. Principals include President John W. Jacobs Jr. (50%), general manager and part owner of WDUN Gainesville, Ga., and 45% owner of Habersham Bcstg. Co., applicant for new AM station in Cornelia, Ga.; and, Secretary-Treasurer Claude Williams Jr. (50%), business manager of Gainesville Ford Co. and 45% owner of Habersham Bcstg. Co. Post office address John W. Jacobs Jr., P. O. Box 25, Gainesville, Ga. Filed Oct. 15.

Edwardsville, Ill.—Edwardsville Bcstg. Co., 1260 kc, 1 kw daytime; antenna 180 ft. Estimated construction cost \$14,490, first year operating cost \$54,000, revenue \$60,000. Equal (50% each) partners include John W. Lewis Jr., 33 1/3% owner WIBV Belleville, Ill., and Melvin B. Ingram Jr., owner of bookkeeping and tax service. Post office address John W. Jacobs Jr., R. R. #2, Freeburg, Ill. Filed Oct. 28.

Frankfort, Ind.—Radio Frankfort, 1570 kc, 250 w daytime; antenna 160 ft. Estimated construction cost \$15,000, first year operating cost \$30,000, revenue \$38,000. General partners include Charles Vandever (50%), former owner of WVMC Mt. Carmel and now in automotive field in Mt. Carmel; Roland J. DeMarco (25%), general partner in Mt. Carmel law firm of Barnhard, DeMarco & Scriber, and Stephen P. Belling (25%), 25% owner of WVMC Mt. Carmel. Post office address Stephen P. Belling, RFD 3, Mt. Carmel, Ill. Filed Oct. 22.

Pontiac, Mich.—James Gerity Jr., 1460 kc, 500 w fulltime, directional antenna at night; antenna three 190 ft. towers. (Transmitter location in Bloomfield Township, Mich., 0.2 mi. south of Pontiac, immediately north of intersection of Square Lake Road and Telegraph Road.) Estimated construction cost \$95,828, first year operating cost \$140,000, revenue \$140,000. Sole owner is James Gerity Jr., owner of WABJ Adrian, Mich., WGRO Bay City, Mich., and president, general manager and 7 1/2% owner of Gerity-Michigan Corp. (chrome plating), Adrian, Mich. Post office address James Gerity Jr., Deer Park, Adrian, Mich. Filed Oct. 27.

Greensboro, N. C.—Wayne M. Nelson, 950 kc, 500 w daytime; antenna 240 ft. Estimated construction cost \$25,000, first year operating cost \$24,000, revenue \$36,000. Sole owner is Wayne M. Nelson, owner of W. M. Nelson Industries Inc. (owner of physical broadcast equipment which is leased to WHIP Moores-



ELECTION headquarters at MBS has desk operations under the supervision of Milton Burgh (right), Mutual news director. At far side of table are Bill Hillman (left), MBS White House reporter, and Cedric Foster, network commentator from Boston. At right in foreground are Robert Crooker, media director of Campbell-Ewald, handling the Chevrolet account, and Winslow Case, C-E senior vice president. Chevrolet sponsored the returns on MBS.

Network Reporting at New High

(Continued from page 85)

hours before the microphone at the July conventions, provided the running story for CBS Radio, interspersed with comment and analysis by Mr. Murrow, Eric Sevareid, Lowell Thomas, Allan Jackson, Charles Collingwood, and a score of other newsmen in New York, Washington, and other cities. Samuel Lubell, political analyst, appeared frequently with interpretations of trends in various sections,

ville, N. C.). Mr. Nelson contemplates forming corporation to own and lease physical broadcast equipment to individual licensee. Post office address Wayne M. Nelson, P. O. Box 72, Concord, N. C. Filed Oct. 30.

Mount Vernon, Ohio—The Mount Vernon Bcstg. Co., 1300 kc, 500 w daytime; antenna 190 ft. Estimated construction cost \$20,000, first year operating cost \$40,000, revenue \$50,000. Principals include President Dana T. Burns, professor of speech, Baldwin-Wallace College, Berea, Ohio; Vice President Dr. Charles B. Tramont, physician; Treasurer Marie C. Burns, housewife; Secretary Charles M. Zerkowicz, Mount Vernon attorney; Bert W. Martin, president of Shellmar Products Corp., Mount Vernon; Mittie F. Baube, housewife; Raymond M. Lilly, high school vocation counselor; Mildred Lilly, housewife; John T. Glackin, president of J. T. Glackin Chevrolet Inc., Mount Vernon, and Paul W. Davis, farm implement salesman for Mount Vernon Farmers' Exchange Co., Mount Vernon. Applicant is licensee of WMVO (FM) Mount Vernon. Post office address P. O. Box 390, Mount Vernon, Ohio. Filed Oct. 29.

TRANSFER REQUEST

WKNX - AM - TV Saginaw, Mich.—Transfer of control from Radio Station WKNX to Lake Huron Bcstg. Co. through reduction of interest in Radio Station WKNX now held in equal (50%) amounts by Howard H. Wolfe and William J. Edwards, and the introduction of new member, Alvin M. Bentley, simultaneously with change in name of the surviving company. With consummation of transfer, Messrs. Wolfe and Edwards will have only 33 1/3% interest each, while new member, Mr. Bentley, also will have 33 1/3% interest. Mr. Bentley pays \$14,417.52 for his interest, but also agrees to loan company as much as \$45,000 for use in construction of new TV station. Mr. Bentley is 25% owner of Owosso Mfg. Co. (wood products mfr.), Owosso, Mich., and 25% owner of Philadelphia Screen Mfg. Co. (wood products mfr.), Philadelphia, Pa. [Company disclosed in its application for TV station that upon grant of facility there would be filed this transfer application; see TV APPLICATIONS, B.T. Sept. 1. For grant, see TV GRANTS, B.T. Oct. 6.] Filed Oct. 27.

and predicted at 8:30 p.m. that Gen. Eisenhower would crack the "Solid South" and at 10:05 that the GOP nominee had a landslide going, according to the network.

CBS-TV used a staff of more than 200 who, the network claimed, consistently provided national-vote totals which ran more than a million ahead of those being posted at the same time by other networks. Walter Cronkite was "anchor" man, assisted by Messrs. Murrow, Trout, Thomas, Sevareid, Collingwood, Jackson and Douglas Edwards, Don Hollenbeck, Griffing Bancroft, Bill Costello, Bill Downs, Mike Wallace, and Bill Leonard. Additionally, Bill Shadel and Ron Cochran reported from Washington, while Ed Morgan reported from Gov. Stevenson's Springfield headquarters.

The press corps covering Gen. Eisenhower's headquarters in New York, the network claimed, watched CBS-TV throughout the evening and from that source was able to break the news to Eisenhower followers gathered nearby that Gov. Stevenson had conceded.

Fritz Littlejohn, CBS-TV news managing editor, assisted Mr. Mickelson in supervising the television coverage, while Don Hewitt was senior director and Paul Levitan, special events producer, was in charge of remote pickups.

CBS-TV also put Studio 33 in its new CBS Television City in Hollywood in operation for the first time for election coverage, feeding telecasts to KNXT(TV) Los Angeles and the Columbia Pacific Television Network and radio broadcasts to KNX Los Angeles and the Columbia Pacific Radio Network from the same studio.

ABC

ABC's radio and television reporting, directed by News and Special Events Vice President Thomas Velotta and sponsored by Admiral in an estimated \$2.5 million deal



LOOSE-LEAF TRANSPARENT DISPLAY ALBUMS

At unusually low prices!

\$3.66

COMPLETE for 8 1/2 x 11 size

11 x 14 size	\$4.90
14 x 17 size	\$8.20
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All sizes complete with 10 acetate pockets.

FULL NEWSPAPER SIZE SCRAP BOOKS \$5.00

Perfect for publicity releases, advertisements, photos, and scores of other uses. Will take full page newspaper ads. Heavy Binder's Beard, covered with durable black Fabrikoid, with screw posts to allow extra pages. Each book complete with 50 sheets (100 pages) of fine quality heavy white paper. Sold on a money-back guarantee. This book must be superior to any other book at our low price. In quantities of 6 or more books \$4.50.

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CORNER of CBS-TV's election night headquarters shows Walter Cronkite, "anchor man" for the network's coverage, seated at middle of desk at right. Trio at center rear before Univac "brain" machine includes (l to r) Charles Collingwood, CBS-TV Director of News and Public Affairs Sig Mickelson and Don Hewitt (in shirtsleeves).

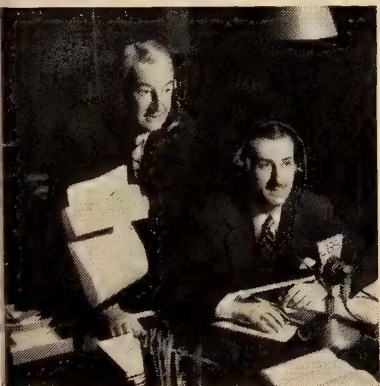
which also covered the conventions, was distinguished by a "speed and ease" which were in "startling contrast" to the stresses and tensions of four years ago, spokesmen reported.

ABC originated four separate programs simultaneously from its "command post" in Studio TV-1 in the New York ABC center: One each for the radio network, the TV network, WJZ, and WJZ-TV New York.

Latest developments, commentary, analysis, and color were provided by a news staff which included Walter Winchell, John Daly, Elmer Davis, Martin Agronsky, Taylor Grant, Erwin Canham of the Christian Science Monitor, Gunnar Back, Paul Harvey, George Sokolsky, and public opinion research specialist George Gallup.

In addition to "command post" originations, ABC made numerous remote pickups, both from other points in New York and from other cities, and claimed a number of "exclusives," including interviews with Gov. Thomas E. Dewey, Connecticut Gov. John Lodge, and Sen. Duff of Pennsylvania.

Mutual
Mutual put the emphasis on plain-fact, grass-roots reporting,



WELLS CHURCH, CBS Radio director of news and public affairs, feeds additional copy to newscaster Robert Trout during that network's all-night election stint.

making a total of 187 pickups from some 27 key cities throughout the nation during the seven hours of Chevrolet-sponsored reporting of returns under the supervision of News Director Milton Burgh and Special Events Director Arthur Feldman.

Despite the high number of remote pickups, spokesmen said the switching was carried out smoothly "with absolutely no waste of time." Special shortwave installations and an additional 50,000 miles of land-line were employed to make the city-jumping possible.

MBS 'Anchor' Men
"Anchor" men for the coverage were commentators Fred VanDeventer and Ed Pettitt, while other reporters-commentators included Everett Holles, Frank Singiser, Cedric Foster, William Hillman, and Cecil Brown from New York; Holland Engle and Robert F. Hurlleigh from Chicago; Les Higbie from Springfield; Wallace Fanning from President Truman's train en route back to Washington; H. R. Baukhage, Joseph McCaffrey and Fulton Lewis, jr., from Washington, and Bill Cunningham from Boston. Mutual's programming also was sent overseas by the Voice of America.

Among exclusives claimed by Mutual were an interview with former President Herbert Hoover, and a broadcast from the Truman train.

Switching operations were directed by Mr. Feldman, while Program Operations Manager Harold Wagner supervised air production.

DuMont
While DuMont did not provide regular network services on the elections, executives reported last week that its clearance of stations for political programs during the campaign was "unprecedented in [the network's] own history and matched by only one other network during the '52 campaign." Station Relations Director Elmore B. Lyford said an average of 44 stations carried DuMont's regular political telecasts, and that a talk by Gen.



OVERHEAD SHOT shows NBC's big Studio 8H from where the network centralized combined radio and TV coverage of the elections.

Eisenhower was carried by 61 affiliates.

DuMont's political operations during the campaign were coordinated by Sales Service Manager Lynn Cleary, assisted by Traffic Manager Roylance H. Sharpe; Richard Geisman of the sales department, and Millard Dickerson of the engineering department. Additionally, Station Relations Manager Robert L. Coe, Assistant Manager Edwin G. Koehler, and Area Supervisor Joseph R. Cox assisted Mr. Lyford on station clearances, while John B. Soell, account executive, handled sales.

VISTASCOPE UNITS

To Be Made Available

VISTASCOPE packages, made up of the lens device, groups of still photographs and working instructions, will be made available to TV producers and stations in the production of live shows.

Developed by Vistascope Corp. of America, jointly owned by Sol Lesser and Paramount Pictures Corp., the device is linked directly with the TV camera to combine live action with photographs of foreground settings. This replaces matte shots or construction of actual foreground settings, usually too costly in live video.

GOV. STEVENSON


Returns After Air Cutoff

GOV. Adlai Stevenson was cut off the air dramatically Election Eve when he failed to conclude his final radio-TV appeal within the allotted 30 minutes—but he still had the last word, thanks to some fast thinking by broadcasters.

The final Democratic appeal was sandwiched between the speech by Gen. Eisenhower from 10 to 10:30 p.m. and the big GOP *Crusade in America* from 11 to 12 midnight. After talks by Vice President Alben Barkley, President Truman and Sen. John Sparkman (D-Ala.), the Illinois Governor began his talk only to find himself running out of time. He was cut off all radio-TV networks.

After the Eisenhower-Nixon documentary, the Governor returned after a slight mixup on signals from the control booth. When the cues straightened out, he wound up his appeal on radio-TV networks.

NBC-TV cleared all O & O stations within an hour. Charles Denny, NBC vice president, had been ordered by NBC President Joseph McConnell to accompany Gov. Stevenson to the Studebaker Theatre. Mr. Denny personally checked O & O stations and asked them to carry an additional 4 minutes, 25 seconds, bought by the Volunteers for Stevenson.



Another **BMI** "Pin Up" Hit

JUMP BACK HONEY

Published by Rush

On Records: Ella Mae Morse—Capitol; Sonny Gale-Vaughn Monroe—Victor; Dorothy Collins-Snoopy Lanson—Decca; Jimmy Dorsey—Columbia; Hadda Brooks—Columbia.

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NEW YORK • CHICAGO • HOLLYWOOD • TORONTO • MONTREAL



at deadline

BAB COMMITTEES HEAR PROGRESS REPORTS

REVIEW and planning sessions of two of BAB's major committees wound up Friday afternoon with completion of New York meeting in which research committee, headed by Robert Dunville of WLW Cincinnati, heard reports on research work being done with package goods advertisers, progress of rating studies being made by Advertising Research Foundation with BAB support, development of supplementary auto radio data, and exploratory studies on listening in TV homes.

Promotion committee, under Donald Q. Thornburgh of WCAU Philadelphia, had reviewed BAB advertising campaign, "sell radio on radio" campaign, projected farm presentation, and data comparing sales effectiveness of radio with that of other media during meetings preceding day. Both committees heard review of BAB finances and report on anticipated income. Full report to be presented to BAB board Nov. 17.

Committee members on hand for meetings, with BAB headquarters represented by President William B. Ryan, Vice President Kevin Sweeney, and Local Promotion Director John F. Hardesty, were promotion committeemen Thornburgh, H. Preston Peters, of Free & Peters; Arden Pangborn, of WOAI San Antonio; Louis Hausman, of CBS; James Tyler of Mutual (representing Robert Schmid), and Simon Goldman, of WJTN Jamestown (N. Y.); plus Research Committeemen Dunville, Hugh Potter, of WOMI Owensboro (Ky.); George Higgins, of KMBC Kansas City; George Utley, of WFAA Dallas (representing Martin Campbell); Stanley Breyer, of KJBS San Francisco; and Ernest Lee Jahncke Jr., of ABC. BAB Executive Committee Chairman Edgar Kobak also participated in Friday session.

CHEVIGNY HEADS RWG

RADIO WRITERS Guild announced Friday that Hector Chevigny has been elected national president of union, and Philo Higley, vice president of eastern region. Council members chosen in eastern region for two-year term are: John Stradley, John Merrimak, Ira Marion, Bruce Marcus and Franklin Weiner. Tabulation of results from midwest and west coast regions was not complete Friday, RWG said. Election was held Thursday.

KFH PAPERS SUBPOENAED

SUBPOENA served Friday by U. S. Marshal on Marcellus Murdock, executive vice president of KFJH Wichita and publisher of *Wichita Eagle*, at instigation of KANS Wichita. Stations are both applicants for TV Ch. 3. KFJH asked to supply contracts, rate cards and editions of *Eagle* said to involve unfair competition, purported forced evening-morning circulation and alleged compulsory use of both editions.

SARNOFF TO SPEAK

BRIG. GEN. DAVID SARNOFF, RCA board chairman, to speak on "World Brotherhood and Science" in special simulcast on NBC radio and TV Tuesday (2-2:30 p.m. EST). Program will originate at 25th anniversary luncheon completing annual meeting of National Conference of Christians and Jews in Washington's Mayflower Hotel.

INTEREST IN RETURNS

TV COVERAGE of election returns attracted about 70 percent more viewers per average minute—approximately 12 million homes during average minute from 9 to 11 p.m. Tuesday night—than for nominating conventions last July, NBC estimated Friday. Estimate was projected from 10-city survey conducted by Trendex Inc. Half-hour of highest interest was 9-9:30 p.m. with 64.9 percent of sets in use, NBC said, reporting 44 percent of this audience for NBC-TV.

PROTEST ON PORTLAND

PROTEST of proposed amendment to Channel 12 bid of KOIN Portland, Ore., and request to dismiss KOIN application were filed with FCC Friday by Pioneer Broadcasters Inc., one of three seeking channel. KOIN seeks amendment to show withdrawal of Ralph Stolkin, Edward Burke Jr. and Sherrill C. Corwin, together 43.5% owners (see story page 83).

Pioneer noted hearing began Oct. 1 and contended "amendment substantially changes the entire case of [KOIN]. No reason is suggested, even were we to concede [KOIN's] helplessness under the circumstances, why the penalty for such withdrawals should not be levied against that applicant who voluntarily chose its associates and not against innocent third parties." Pioneer charges, in light of Stolkin group background and "timing" of KOIN's petition to amend, that "it is clear that petitioner is not as innocent as it alleges."

Passed-Over TV Applications

FOLLOWING are mutually exclusive applications for new television broadcast stations which have been passed in processing pursuant to Commission action of Sept. 17, 1952, effective Oct. 15, suspending processing of such TV applications for time being in order to expedite the processing of uncontested TV applications:

GROUP A			
APPLICANT	CITY	CH.	
Baton Rouge Bcstg Co., Inc.	Baton Rouge, La.	2	
Air Waves, Inc.	Baton Rouge, La.	2	
The Bcstg. Co. of the South	Columbia, S. C.	10	
Marasco Bcstg. Co.	Columbia, S. C.	10	
Grandview, Inc.	Manchester, N. H.	48	
Union Leader Corp.	Manchester, N. H.	48	
Topeka Bcstg. Assn., Inc.	Topeka, Kan.	13	
S. H. Patterson	Topeka, Kan.	13	
Springfield Television, Inc.	Springfield, Mo.	3	
Tulsa Bcstg. Co.	Springfield, Mo.	3	
The Gazette Co.	Cedar Rapids, Iowa	9	
Cedar Rapids Television Co.	Cedar Rapids, Iowa	9	
Wichtex Radio & Television Co.	Wichita Falls, Tex.	3	
Neely G. Landrum	Wichita Falls, Tex.	3	
Wichita Falls Television, Inc.	Wichita Falls, Tex.	6	
R. E. Chambers	Wichita Falls, Tex.	6	
WPTF Radio Co.	Raleigh, N. C.	5	
Capital Bcstg., Co., Inc.	Raleigh, N. C.	5	
Wabash Valley Bcstg. Corp.	Terre Haute, Ind.	10	
John R. Figg	Terre Haute, Ind.	10	
Albert S. Polan, et al.	Terre Haute, Ind.	63	
d/b as Polan Industries	Terre Haute, Ind.	63	
Chapman S. Root	Terre Haute, Ind.	63	
Midwest Television, Inc.	Champaign-Urbana, Ill.	3	
Illinois Bcstg. Co.	Champaign-Urbana, Ill.	3	
Martin Theatres of Ga., Inc.	Augusta, Ga.	6	
The Greenville-News Piedmont Co.	Greenville, S. C.	4	
Carolina Television, Inc.	Greenville, S. C.	4	
Textile Bcstg. Co.	Greenville, S. C.	4	
Piedmont Radio Co.	Greenville, S. C.	23	
Greenville Television Co.	Greenville, S. C.	23	
J. E. West and C. H. Bingham	Lexington, Ky.	27	
d/b as West-Bingham Television Co.	Lexington, Ky.	27	

PEOPLE...

H. SUMNER STERNBERG, Geyer Adv., N. Y., to Erwin, Wasey & Co., that city, as account executive.

ROBERT HOFFMAN, WOR-AM-TV New York research manager, to address statistical Assn. of College of the City of New York Thursday.

JOSEPH S. SAMPLE returns to Dancer-Fitzgerald-Sample, Chicago, as media director, position he held before serving in army for past year and one-half. He replaces HARRY HOBBS, who has joined N. Y. sales staff of Henry I. Christal Co. representatives.

MORT GAFFIN, former copywriter Kenyon & Eckhardt, N. Y., named manager of TV promotion unit of NBC Spot Sales Dept.

NARTB COMMITTEE STARTS REVISION OF RADIO CODE

NEW NARTB Standards of Practice Committee adjourned late Friday after two-day meeting at NARTB Washington headquarters. John F. Meagher, KYSM Mankato, Minn., said committee has revised language in first section dealing with program material. Further revisions to be made in section as well as in advertising portion of Code before document goes to NARTB Radio Board.

Next meeting of committee to be held Jan. 12-13. Attending recent session besides Chairman Meagher were William B. McGrath, WHDH Boston; Carleton Brown, WTVL Waterville, Me.; Walter Wagstaff, KIDO Boise, Ida.; William Pabst, KFRC San Francisco. Absent were Clyde Rembert, KRLD Dallas, and E. R. Vadeboncoeur, WSYR Syracuse.

GROUP A			
APPLICANT	CITY	CH.	
American Broadcasting Corp.	Lexington, Ky.	27	
Central Kentucky Bcstg. Co.	Lexington, Ky.	64	
Bluegrass Bcstg. Co., Inc.	Lexington, Ky.	64	
Western Mass. Bcstg. Co.	Pittsfield, Mass.	64	
Greylock Bcstg. Co.	Pittsfield, Mass.	64	
Skyway Bcstg. Co.	Asheville, N. C.	13	
Community Television Co.	Asheville, N. C.	13	
Green Bay Newspaper Co.	Green Bay, Wis.	6	
Valley Telecasting Co.	Green Bay, Wis.	6	
James Gerity, Jr.	Bay City, Mich.	5	
Bay Bcstg. Co., Inc.	Bay City, Mich.	5	
Saginaw Bcstg. Co.	Bay City, Mich.	5	
WQRZ, Inc.	Orlando, Fla.	9	
WHOO, Inc.	Orlando, Fla.	9	
Orlando Bcstg. Co., Inc.	Orlando, Fla.	6	
Central Fla. Enterprises, Inc.	Orlando, Fla.	6	
American Television Co., Inc.	Fort Smith, Ark.	5	
George T. Hernrich	Fort Smith, Ark.	5	
GROUP B			
B. Byran Musselman, et al.	Allentown, Pa.	39	
Queen City Television Co., Inc.	Allentown, Pa.	39	
Benjamin J., Albert E., Harry W. Sanders, d/b as Sanders Bros.	Joliet, Ill.	48	
Joliet Television, Inc.	Joliet, Ill.	48	
Hudson Valley Bcstg. Co., Inc.	Albany, N. Y.	41	
Governor Dongan Bcstg. Corp.	Albany, N. Y.	41	
Van Curler Bcstg. Corp.	Schenectady, N. Y.	35	
Champlain Valley Bcstg. Corp.	Schenectady, N. Y.	35	
Music Bcstg. Co.	Grand Rapids, Mich.	23	
W. S. Butterfield Theatres, Inc.	Grand Rapids, Mich.	23	
Conn. Radio Foundation, Inc.	New Haven, Conn.	59	
The WAVZ Bcstg. Corp.	New Haven, Conn.	59	
WIBX, Inc.	Utica, N. Y.	19	
Richard H. Balch	Utica, N. Y.	19	
Great Lakes Television Co.	Erie, Pa.	35	
Civic Television, Inc.	Erie, Pa.	35	
Erie Television Corp.	Erie, Pa.	66	
Commodore Perry Bcstg. Service, Inc.	Erie, Pa.	66	
Southern Tier Radio Service, Inc.	Binghamton, N. Y.	40	
Ottaway Stations, Inc.	Endicott, N. Y.	40	
The Binghamton Bcstrs., Inc.	Binghamton, N. Y.	40	
Wilson Enterprises, Inc.	Worcester, Mass.	20	

BACKBONE OF AMERICA



The American farmer has always been the backbone of America. Through far-reaching changes in the last twelve years, the farmer has become one of America's most important consumers as well. Here are some of the factors that have made him "Your Best Customer:"

In 1940 income from farming was less than \$11 billion; in 1951 it was \$37.5 billion.

In 1950 the farmer's purchases of consumer merchandise were 2½ times what they were in 1940.

In 1940 total farm assets were \$54 billion. By 1951 they were \$153 billion. In this same period, mortgages, in relation to assets, were reduced 67%.

In 1940 the spendable cash held by farm families was \$4 billion; in 1951 it was nearly \$20 billion—\$3,178 per family—many times the liquid assets of the average city dweller.

These are just a few of the statistics that illustrate how important it is to reach the rural market—your best customer. In WLW-Land, WLW radio reaches more of them more often for less than any other medium. Ask to see the WLW story of "Your Best Customer".

WLW

The Nation's Station

WLW

1922 • 1952

30th year

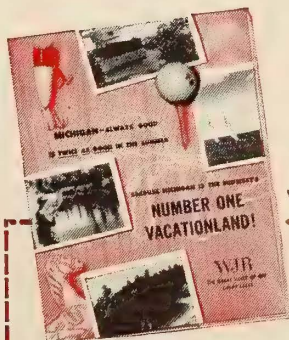
**Thinking
about next summer?**



Plan now for bigger summer sales in '53

In spite of the chilly breezes of winter, many advertisers and agencies are evaluating markets and planning 1953 summer schedules right NOW. When you plan your summer advertising campaigns remember this... Michigan is the Midwest's number 1 vacationland and while it is *always* an important market area—accounting for almost 10% of national sales—it is *twice as good* in the summer. And WJR, the best known radio voice in the Great Lakes region, influences more buyers at less cost than any other medium *summer or winter*.

Get complete information on how to build bigger sales in Michigan next summer. Call WJR sales or your Christal representative or...



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CBS Radio
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WJR Eastern Office: 665 Fifth Avenue, New York 22, N. Y.

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