

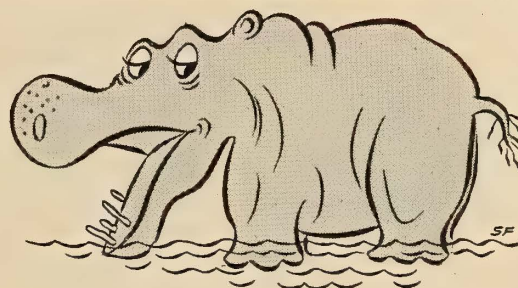
TELECASTING

Fables of the leopard and the hippo-3.

ON HUNTING

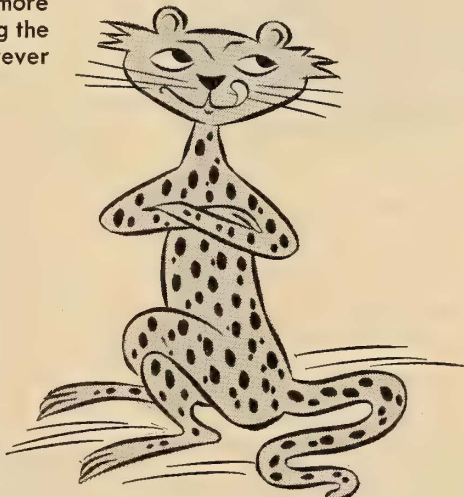
THE HIPPO:

"Standing here, I pick up floating tid-bits to eat...and meantime snooze a bit."



THE LEOPARD:

"Contrariwise, I find more satisfaction in stalking the hearty game...wherever it roams."



THE MORAL:

Advertisers who (like the wily Spotted Leopard) choose each market, know that profitable sales are made where you make them.

TV advertisers find that Spot is an efficient way to do just that...to open new distribution areas...to bolster sagging sales territories...to do so economically.

The thirteen markets listed here have been chosen by Spot TV advertisers in your field. Perhaps by your toughest competition.

Let us tell you more about the sales potential of these markets for your product.

WSB-TV Atlanta
WBAL-TV Baltimore
WFAA-TV Dallas
KPRC-TV Houston
KECA-TV Los Angeles
KSTP-TV ... M'p'l's-St. Paul
WSM-TV Nashville
WJZ-TV New York
WTAR-TV Norfolk
KPHO-TV Phoenix
WOAI-TV San Antonio
KGO-TV San Francisco
KOTV Tulsa

REPRESENTED BY

EDWARD PETRY & CO., INC.

NEW YORK • CHICAGO • LOS ANGELES
DETROIT • ST. LOUIS • SAN FRANCISCO • DALLAS



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Latest Set Count
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BTB (TV) Conference
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CBS-TV Opens
Television City
Page 93

in our
8th
year



TELEQUIPMENT NEWS

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

GIANT "SWITCHBOARD" ROUTES ABC NETWORK SOURCES

Custom-made control system
links 348 station network



A G-E custom-made, master control system is now in operation in the New York, Chicago and Los Angeles studios of the ABC network. The three units link the 348 station network and serve like giant switchboards routing all ABC network sources across the country.

This master control system for AM radio was a cooperative venture between General Electric and ABC. Emil Vincent, chief ABC audio facilities engineer, and his staff outlined network requirements. G.E.'s Bill Dean, audio

project engineer, and assistant Chuck Angus, then designed the units to the ABC specifications.

Displayed in WJZ Studio

WJZ, New York's ABC station, has its master control unit placed behind a glass panel in the main reception room.

Also included at these key network points are G-E consoles employing recently developed plug-in amplifiers and power supply. The entire project represents a complete revamp of ABC's audio facilities.

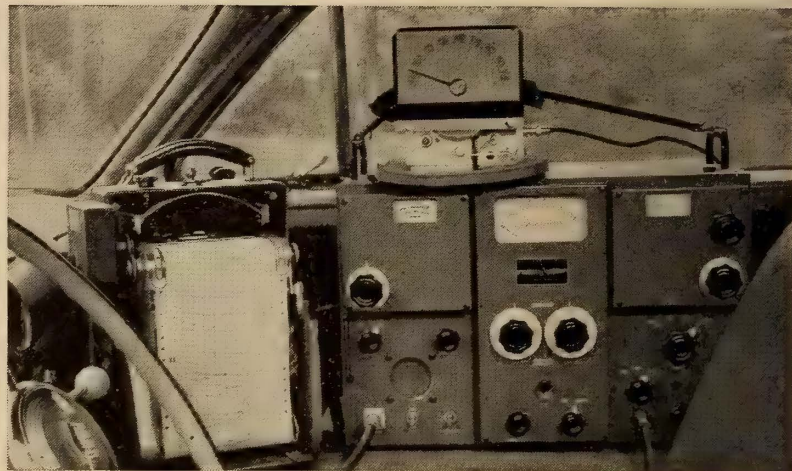
Film Channel Kits Now Available

Production of new G-E film channel part kits will enable broadcasters to bring their film equipment up to date at a modest price. The part kits now available are signal and noise kits, back light kits, and edge light kits. The cost of the three combined is less than \$260.

The kits incorporate the industry's latest improvements in film channel equipment, and are a continuing service by G. E. to help their customers to keep up with the

latest equipment techniques and developments. Thus, old film channels are easily converted to the finest available today.

Most parts can be purchased locally and changes may be made by chief engineers or complete kits of parts can be ordered directly through General Electric broadcast representatives. All new film camera channel units now being shipped include the modifications and improvements rendered by these kits.



Translator Becomes Converter For Field Intensity Measurements

Engineering trick-of-the-month honors go to James C. McNary, Radio and Consulting Engineer of Washington, D. C.

As consultant for experimental TV station KG2XAZ, located near Bethlehem, Pa., operating at 513 megacycles, and a power of 3.32 kilowatts (Effective Radiated Power), Mr. McNary found it necessary to make field intensity measurements of the station. But no commercial UHF field measuring equipment was available at the time.

Translator Modified

Mr. McNary, however, had heard of the General Electric UHF Television Translator Type 101 and decided to try it as a converter for use in conjunction with standard VHF field measuring equipment.

After obtaining a G-E Translator, Mr. McNary and his associate, Richard S. Duncan, modified it for field use. Then they mounted

upon the car a miniature, single bay, UHF super-turnstile antenna.

Praise for Equipment

"The Translator worked very well, indeed," Mr. Duncan said. "After a warm-up period in the morning the unit could be used for field intensity measurements all day without sign of drift or instability. Also, the Translator did not add to the inherent noise level of the system."

Widely Experienced Sales Engineer



J. M. Comer

J. M. Comer's high standing on the General Electric Broadcast Equipment sales staff is well supported by his 20 years of wide electronics experience.

Mr. Comer was appointed District Sales Manager in July, 1950. Responsible for the sale of radio and TV broadcast equipment in North Carolina, South Carolina, Georgia and Florida, his headquarters are at the General Electric offices in Atlanta, Georgia.

He held various engineering positions with southern broadcasting companies from 1930 until he entered the Signal Corps in 1942. From then until 1945 he was in charge of engineering, inspection, field installation and supervision of major radio projects in the Fourth Service Command Reclamation Center.

Mr. Comer is a member of the I.R.E., the American Association of Science, and the LeConte Honorary Scientific Fraternity.

GENERAL ELECTRIC

NOVEMBER 24, 1952

NEW GRANTS BATCH

14 More CPs; Two Uhf in Existing TV Markets

By LARRY CHRISTOPHER

TWO MARKETS which have been operating vhf stations—Greensboro, N. C., and Johnstown, Pa.—received grants for new uhf stations last week as the FCC's temporary "speed up" processing plan brought forth construction permits for a total of 14 new commercial outlets.

These two cities become the first existing TV markets to acquire new stations since the lifting of the TV freeze and the commencement of application processing.

Greensboro, where WFMY-TV is operating, was granted a new outlet on uhf Ch. 57. CP went to WCOG Greensboro. The Johnstown grant, for uhf Ch. 56, went to WARD there. Local operating outlet is WJAC-TV.

Last week's authorizations swell the television station total in the U. S. to 230, of which 122 have been approved since July 11, date when the Commission issued the first post-thaw grants. Of the 230 stations, a total of 113 are now on the air, the most recent addition being KONA (TV) Honolulu (see story page 73). Thus far, five post-thaw grantees have commenced operation. For estimated commencement dates for all new grantees, see summary on page 76.

New Permittees

Here are last week's 14 new permittees:

Flint, Mich. (City priority Group A-2, No. 7) — Trendle-Campbell Broadcasting Corp. (WTAC), granted uhf Ch. 16, effective radiated power 59 kw visual and 29.5 kw aural, antenna 380 ft. above average terrain.

Henderson, Ky. (Group A-2, No. 17, Evansville, Ind.)—Ohio Valley Television Co. (WSON Henderson), granted uhf Ch. 50, ERP 26 kw visual and 13 kw aural, antenna 330 ft. Comr. Frieda Hennock voted for hearing.

Sioux City, Iowa (Group A-2, No. 39)—Cowles Broadcasting Co., granted vhf Ch. 9, ERP 29 kw visual and 15.5 kw aural, antenna 700 ft.

Galveston, Tex. (Group A-2, No. 58)—Gulf Television Co., granted vhf Ch. 11, ERP 59 kw visual and 30 kw aural, antenna 550 ft.

Galveston, Tex. (Group A-2, No. 58)—Rudman Television Co., granted uhf Ch. 41, ERP 230 kw visual and 120 kw aural, antenna 470 ft.

Decatur, Ill. (Group A-2, No. 59)—Prairie Television Co., granted uhf Ch. 17, ERP 18 kw visual and 9.8 kw aural, antenna 310 ft.

Sioux Falls, S. D. (Group A-2, No. 74)—Midcontinent Broadcasting Co.

(KELO), granted vhf Ch. 11, ERP 57 kw visual and 29 kw aural, antenna 500 ft.

Lima, Ohio (Group A-2, No. 79)—WLOK Inc. (WLOK), granted uhf Ch. 73, ERP 20 kw visual and 11 kw aural, antenna 340 ft.

Colorado Springs, Col. (Group A-2, No. 90)—Pikes Peak Broadcasting Co. (KRDO), granted vhf Ch. 13, ERP 11.5 kw visual and 5.8 kw aural, antenna minus 630 ft.

Jackson, Mich. (Group B-1, No. 13)—WIBM Inc. (WIBM), granted uhf Ch. 48, ERP 225 kw visual and 115 kw aural, antenna 1,030 ft.

Battle Creek, Mich. (Group B-1, No. 15)—Michigan Broadcasting Co. (WBCK), granted uhf Ch. 58, ERP 18.5 kw visual and 9.3 kw aural, antenna 580 ft.

Belleville, Ill. (Group B-1, No. 23)—Signal Hill Telecasting Corp., granted uhf Ch. 54, ERP 220 kw visual and 120 kw aural, antenna 630 ft.

Greensboro, N. C. (Group B-2, No.

149)—Inter-City Advertising Co. of Greensboro (WCOG), granted uhf Ch. 57, ERP 115 kw visual and 59 kw aural, antenna 240 ft.

Johnstown, Pa. (Group B-2, No. 151)—Rivoli Realty Co. (WARD), granted uhf Ch. 56, ERP 91 kw visual and 46 kw aural, antenna 610 ft.

In other actions last week, FCC by memorandum opinion and order denied a petition by James A. Noe which requested reconsideration of the Commission's action in late September denying Mr. Noe's proposal to add a new vhf channel to New Orleans. Mr. Noe, licensee of WNOE New Orleans, wanted to substitute vhf Ch. 3 for Ch. 2 at Baton Rouge, La., so as to permit allocation of Ch. 2 to New Orleans as well as Ch. 8. FCC has substituted Ch. 8 for Ch. 2 at New Orleans, reserved for educational use.

In another opinion and order, the

Commission denied a petition by WHIS Bluefield, W. Va., seeking reconsideration of an earlier refusal to waive the Sixth Report's one-year waiting rule to add a vhf channel there [B•T, Sept. 22].

WMCT (TV) Memphis, changed from Ch. 4 to Ch. 5 by the Sixth Report, was granted a permit to boost ERP to 100 kw visual and 50 kw aural with antenna height above average terrain 970 ft.

KCNA Tucson, Ariz., applicant for vhf Ch. 9, was asked by the Commission to furnish further information on its bid, "including statement of intentions as to future ownership, control and management of the proposed station."

WTIP Charleston, W. Va., in competition with WKNA there for uhf Ch. 49, was advised that its

(Continued on page 80)

KOIN TO APPEAL

Examiner's Ruling on Bid

PROPOSED amendment of the Ch. 6 TV application of KOIN Portland, Ore., was refused by FCC Hearing Examiner Elizabeth C. Smith last week and the station plans to appeal the ruling to the Commission itself today (Monday).

KOIN seeks to amend its application so as to show withdrawal of Ralph Stolkin, Edward Burke Jr.

and Sherrill C. Corwin, together 43.5% owners. Their holdings were assumed a fortnight ago by other stockholders and some two dozen station employees who mortgaged their homes and made other financial sacrifices to keep the station in the Ch. 6 proceeding [B•T, Nov. 10].

KOIN will take the case to the

* * *

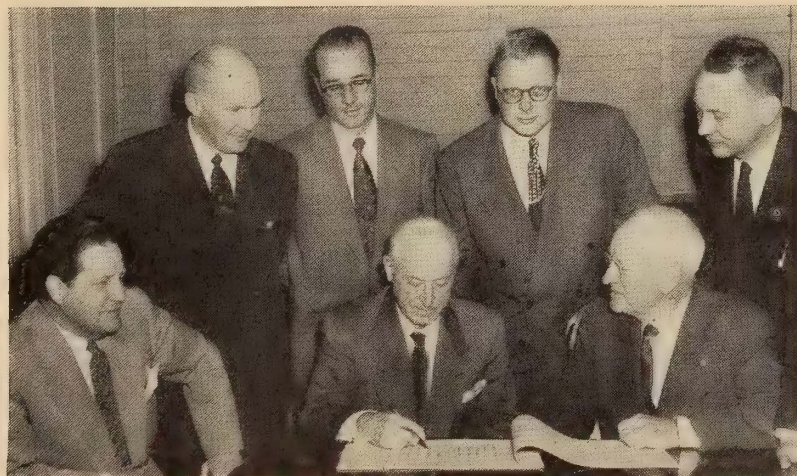
courts if it is unsuccessful in gaining acceptance of its amendment before the Commission, it was reported last week by station counsel, Paul A. O'Bryan of Dow, Lohnes & Albertson.

The Stolkin group withdrew from KOIN, and associated KJR Seattle, shortly after their resignation from top posts in RKO Pictures [B•T, Oct. 27].

Pioneer Broadcasters Inc., licensee of KGW Portland and also Ch. 6 applicant, protested the proposed KOIN amendment on grounds it was too late and constituted a strengthening of the KOIN competitive position following unfavorable "publicity" on the Stolkin group and its withdrawal from the RKO firm. KOIN promptly refuted the charges in a reply petition [B•T, Nov. 17, 10].

The examiner's ruling to deny the KOIN amendment was highlighted by another development in the Ch. 6 competition—a petition by KXL Broadcasters, licensee of KXL Portland, to withdraw its application. KXL said part owner Ed Craney "is presently engaged in supervising the construction and installation of KXLY-TV Spokane, Wash." and on the basis of his experience "he has informed petitioner that present day costs of

(Continued on page 82)



PONDERING an exhibit during hearing recess are officers and directors of KFVH Wichita. Seated (l to r): Howard T. Fleeson, director and counsel; John Rigby, president; Marcellus M. Murdock, executive vice president; standing, Walter P. Ennis Jr., director; Richard Price and Frederick Bullard, directors; Frank V. Webb Jr., vice president and general manager.

television grants and applications

Digest of Those Filed With FCC Nov. 14 through Nov. 20

Grants Since April 14:

	VHF	UHF	Total
Commercial	33	80	113
Educational	2	7	9
Total	35	87	122
Commercial television stations on the air	113 ¹	1	114 ¹

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

Applications Filed Since April 14:

	New	Amended	VHF	UHF	Total
Commercial	589	323	519	392	912 ²
Educational	18		4	14	18
Total	607	323	523	406	930 ³

² One applicant did not specify channel.

³ Includes 122 already granted.

NEW STATION GRANTS

Listed by States

FORT SMITH, Ark.—Southwestern Publishing Co. (KFSA). Granted uhf Ch. 22 (518-524 mc); ERP 265 kw visual, 145 kw aural; antenna height above average terrain 270 ft., above ground 349 ft. [Publication of this grant in TV GRANTS, B.T. Nov. 17, in error insofar as it listed frequency first sought by grantee and not that frequency which later was requested and granted.]

COLORADO SPRINGS, Col.—Pikes Peak Bestg. Co. (KRDO). Granted vhf Ch. 13 (198-204 mc); ERP 11.5 kw visual, 5.8 kw aural; antenna height above average terrain minus 630 ft., above ground 465 ft. Engineering condition. Estimated construction cost \$237,009, first year operating cost \$163,190, revenue \$211,110. Post Office address Alta Vista Hotel, 118 North Cascade Ave., Colorado Springs, Col. Studio location to be determined. Transmitter location near intersection of South Eighth and Coatilla Streets. Geographic coordinates 38° 49' 42" N. Lat., 104° 50' 15" W. Long. Transmitter and antenna RCA. Legal counsel George O. Sutton, Washington. Consulting engineer James C. McNary, Washington. Principals include President Joseph H. Rohrer (51%), Vice President and Treasurer William J. Gregory (30%), and Secretary Paul C. Crozier (1%). [For application, see TV APPLICATIONS, B.T. July 28.] City priority status: Gr. A-2, No. 90.

DECATUR, Ill.—Prairie Television Co. Granted uhf Ch. 17 (488-494 mc); ERP 18 kw visual, 9.8 kw aural; antenna height above average terrain 310 ft., above ground 352 ft. Engineering condition. Estimated construction cost \$181,230, first year operating cost \$184,000, revenue \$360,000. Post Office address 250 North Water St., Decatur, Ill. Studio and transmitter location 1.35 mi. SW of Lake Decatur Dam, 0.3 mi. west of U. S. 51, 2.25 mi. SW from center of Decatur. Geographic coordinates 39° 48' 45" N. Lat., 88° 58' 29" W. Long. Transmitter and antenna RCA. Consulting engineer George C. Davis, Washington. Principals include President W. L. Shellabarger (88%), supervisor of personally-owned investments; Vice President Harold G. Cowgill (10%), associate attorney with Washington (D. C.) law firm of Segal, Smith & Hennessey, and Secretary David S. Shellabarger (2%), supervisor of personally-owned investments. [For application, see TV APPLICATIONS, B.T. Nov. 3.] City priority status: Gr. A-2, No. 59.

BELLEVILLE, Ill.—Signal Hill Tele-casting Corp. Granted uhf Ch. 54 (710-

716 mc); ERP 220 kw visual, 120 kw aural; antenna height above average terrain 630 ft., above ground 590 ft. Engineering condition. Estimated construction cost \$331,182, first year operating cost \$225,000, revenue \$275,000. Post Office address 6900 West Main St., Belleville, Ill. Studio location 10200 West Main St. Transmitter location 0.8 mi. west of Belleville at 88th St. Geographic coordinates 38° 34' 16" N. Lat., 90° 04' 11" W. Long. Transmitter and antenna RCA. Legal counsel Monroe Oppenheimer, Washington. Consulting engineer J. H. Heffelfinger, Kansas City, Mo. Principals include President and General Manager Bernard T. Wilson (10%), account executive at KMOX St. Louis; Vice President Theodore F. Weiskott (10%), producer-director at KSD-TV St. Louis; Vice President John I. Hyatt (10%), account executive at KMOX; Treasurer Paul F. Peltason (33.75%), 26% owner of Peltason, Tenenbaum Co. (investment banking), St. Louis; Assistant Treasurer and Assistant Secretary Harry Tenenbaum (33.75%), 26% owner of Peltason, Tenenbaum Co., and Secretary H. M. Stolar (2.5%), partner in St. Louis law firm of Lowenhaupt, Waite, Chasnoff & Stolar. [For application, see TV APPLICATIONS, B.T. Oct. 27.] City priority status: Gr. B-1, No. 23.

SIoux CITY, Iowa—Cowles Bestg. Co. Granted vhf Ch. 9 (186-192 mc); ERP 29 kw visual, 15.5 kw aural; antenna height above average terrain 700 ft., above ground 500 ft. Estimated construction cost \$307,500, first year operating cost \$474,619, revenue \$577,598. Post Office address Frances Bldg., Sioux City. Studio location 5th and Pierce Streets. Transmitter location 41st and Howard Streets. Geographic coordinates 42° 32' 33" N. Lat., 96° 23' 34" W. Long. Transmitter and antenna

G.E. Legal counsel Segal, Smith & Hennessey, Washington. Consulting engineer Craven, Lohnes & Culver, Washington. Applicant is licensee of KRNT-AM-FM Des Moines and WNAX Yankton, S. D. The Des Moines Register & Tribune Co. owns all stock in applicant. [For application, see TV APPLICATIONS, B.T. July 7.] City priority status: Gr. A-2, No. 39.

HENDERSON, Ky.—Ohio Valley Television Co. (WSON). Granted uhf Ch. 50 (686-692 mc); ERP 26 kw visual, 13 kw aural; antenna height above average terrain 330 ft., above ground 340 ft. Engineering conditions. (Comr. Hennock voted for a hearing.) Estimated construction cost \$154,788, first year operating cost \$106,000, revenue \$140,000. Post Office address Route #3, Henderson, Ky. Studio and transmitter location 2.5 mi. ESE of downtown Henderson on Zion Road. Geographic coordinates 37° 49' 36" N. Lat., 87° 33' 00" W. Long. Transmitter and antenna RCA. Legal counsel Pierson & Ball, Washington. Consulting engineer George C. Davis, Washington. Principals include President H. S. Lackey (10%), owner of WSON, and Treasurer Leo King (2%), attorney. Citizens Theatre Co., Henderson, holds 60% interest in applicant; officials of Citizens Theatre Co. include President M. A. Lightman Jr., Vice President Leo King and Secretary-Treasurer W. E. McClure. Malco Theatres Inc., Memphis, Tenn., holds 50% interest in Citizens Theatre Co. [For application, see TV APPLICATIONS, B.T. July 28.] City priority status: Gr. A-2, No. 17 (Henderson is within 15 miles of Evansville, Ind., to which Ch. 50 was assigned and, accordingly, channel could be applied for within that radius).

JACKSON, Mich.—WIBM Inc. (WIBM). Granted uhf Ch. 48 (674-680 mc); ERP 225 kw visual, 115 kw aural; antenna height above average terrain 1,030 ft., above ground 950 ft. Estimated construction cost \$487,685, first year operating cost \$125,000, revenue \$100,000. Post Office address 2511 Kibby Road, Jackson, Mich. Studio location 2511 Kibby Road, Transmitter location Browns Lake Road, Jackson. Geographic coordinates 42° 09' 09" N. Lat., 84° 24' 20" W. Long. Transmitter and antenna G.E. Legal counsel Arnold, Fortas & Porter, Washington. Consulting engineer George C. Davis, Washington. Principals include President and Treasurer Roy Radner (40%), Vice President Herman Radner (60%), and Secretary Myron A. Keys. [For application, see TV APPLICATIONS, B.T. June 30.] City priority status: Gr. B-1, No. 13.

BATTLE CREEK, Mich.—Michigan Bestg. Co. (WBCK). Granted uhf Ch. 58 (734-740 mc); ERP 18.5 kw visual, 9.3 kw aural; antenna height above average terrain 580 ft., above ground 455 ft. Engineering condition. Estimated construction cost \$161,000, first year operating cost \$120,000, revenue \$135,000. Post Office address 402 Security National Bank Bldg., Battle Creek, Mich. Studio location 402 Security National Bank Bldg. Transmitter location 0.9 mi. east of Riverside Drive. Geographic coordinates 42° 17' 40" N. Lat., 85° 11' 00" W. Long. Transmitter and antenna RCA. Legal counsel Guilford Jameson, Washington. Consulting engineer Kear & Kennedy, Washington.

Principals include President Robert H. Holmes (50%) and Secretary-Treasurer David N. Holmes (50%). [For application, see TV APPLICATIONS, B.T. Aug. 4, July 7.] City priority status: Gr. B-2, No. 15.

FLINT, Mich.—Trendle - Campbell Bestg. Corp. (WTAC). Granted uhf Ch. 16 (482-488 mc); ERP 59 kw visual, 29.5 kw aural; antenna height above average terrain 380 ft., above ground 432 ft. Estimated construction cost \$298,666, first year operating cost \$240,000, revenue \$380,000. Post Office address 1800 Mutual Bldg., 26 West Adams Ave., Detroit 26, Mich. Studio and transmitter location 740 S. Saginaw St. Geographic coordinates 43° 00' 49" N. Lat., 83° 41' 20" W. Long. Transmitter DuMont, antenna G.E. Legal counsel Birmingham, Collins, Porter & Kistler, Washington. Consulting engineer Kear & Kennedy, Washington. Principals include President George W. Trendle (51%), president and treasurer of Trendle-Campbell-Meurer Inc. (radio and television program production), owner of all rights to Lone Ranger, Green Hornet, Sergeant Preston of the Yukon and American Agent; Vice President and General Manager H. Allen Campbell (35%), Secretary Raymond J. Meurer (5%), Assistant Secretary George W. Trendle Jr. (4.5%) and Mary K. Johnston (4.5%). [For application, see TV APPLICATIONS, B.T. July 14.] City priority status: Gr. A-2, No. 7.

GREENSBORO, N. C.—Inter-City Advertising Co. of Greensboro, N. C., Inc. (WCOG). Granted uhf Ch. 57 (728-734 mc); ERP 115 kw visual, 59 kw aural; antenna height above average terrain 380 ft. Estimated construction cost \$158,500, first year operating cost \$216,000, revenue \$216,000. Post Office address 316 S. Greene St., Greensboro, N. C. Studio location 316 S. Greene St. Transmitter location 4.3 mi. west of center of Greensboro immediately west of town limits of Hamilton Lakes and 0.57 mi. north of U. S. 421. Geographic coordinates 36° 04' 40" N. Lat., 79° 52' 05" W. Long. Transmitter DuMont, antenna G.E. Consulting engineer George C. Davis, Washington. Principals include President George W. Dowdy (25%), Vice President B. T. Whitmire (25%), Treasurer J. Horton Doughton (25%) and Secretary Harold B. Thoms (25%). [For application, see TV APPLICATIONS, B.T. July 21.] City priority status: Gr. B-2, No. 149.

LIMA, Ohio—WLOK Inc. (WLOK). Granted uhf Ch. 73 (824-830 mc); ERP 20 kw visual, 11 kw aural; antenna height above average terrain 340 ft. Estimated construction cost \$130,731, first year operating cost \$102,000, revenue \$109,900. Post Office address 1101 National Bank Bldg., Lima, Ohio. Studio and transmitter location 1424 Rice Ave. Geographic coordinates 40° 44' 53.5" N. Lat., 84° 07' 55.5" W. Long. Transmitter DuMont, antenna RCA. Legal counsel Dow, Lohnes & Albertson, Washington. Consulting engineer Craven, Lohnes & Culver, Washington. Principals include President Lloyd A. Pixley (51%), Vice President and Treasurer W. Lyman Case Jr. (16.4%), Ward C. Case (16.4%) and Robert B. Case (16.2%). [For application, see TV APPLICATIONS, B.T. Oct. 10, July 7.] City priority status: Gr. A-2, No. 79.

JOHNSTOWN, Pa.—Rivoli Realty Co. (WARD). Granted uhf Ch. 56 (172-178 mc); ERP 91 kw visual, 46 kw aural; antenna height above average terrain 610 ft., above ground 540 ft. Estimated construction cost \$187,300, first year operating cost \$150,000, revenue \$200,000. Post Office address c/o WARD Johnstown, Pa. Transmitter DuMont, antenna RCA. Legal counsel Fisher, Wayland, Duvall & Southmayd, Washington. Consulting engineer George C. Davis, Washington. Principals include President and Treasurer Walter M. Thomas (12.5%) and Secretary Margaret E. Gartland (57.5%). [For application, see TV APPLICATIONS, B.T. April 21.] City priority status: Gr. B-2, No. 151.

SIoux FALLS, S. D.—Midcontinent Bestg. Co. (KELO). Granted vhf Ch. 11 (198-204 mc); ERP 57 kw visual, 29 kw aural; antenna height above average terrain 500 ft., above ground 530 ft. Estimated construction cost \$200,500, first year operating cost \$240,000, revenue \$260,000. Post Office address Phillips Ave. at 8th St., Sioux Falls, S. D. Studio location Phillips Ave. at 8th St. Transmitter location 7 mi. SE of Sioux Falls. Geographic coordinates 43° 29' 16" N. Lat., 96° 38' 02" W. Long. Transmitter and antenna RCA. Legal counsel Dow, Lohnes & Albertson, Washington. Consulting engineer A. D. Ring & Co., Washington. Principals

(Continued on page 104)



GROUND-BREAKING ceremonies for the transmitter of WGBI-TV Scranton (station's target date to be on the air is April) were held Nov. 3. Transmitter will be located atop Bald Mt., seven miles from Scranton. At ceremony were (l to r) Ted Rodgers, president, Scranton Chamber of Commerce; Mrs. Douglas Holcomb, WGBI vice president; Kenneth Cooke, chief engineer; Walter H. Birchard, Sweeney Construction Co., Scranton; Mrs. M. E. Megargee, WGBI president; Robert F. Riley, Sweeney firm; Scranton Mayor James T. Hanlon; Walter Schlager, Sweeney firm; Willis Jones, Chamber of Commerce secretary, and George D. Coleman, WGBI general manager.

TV CALL LETTERS

FCC assigned the following call letters to TV station permittees: KRIV (TV) Denver, Col. (Mountain States Television Co., uhf Ch. 20, TV GRANTS, B.T. Sept. 22), and KCBT-TV Lubbock, Tex. (Bryant Radio & Television, vhf Ch. 11, TV GRANTS, B.T. Oct. 13).

HONOLULU TV

KONA Starts Operation

KONA (TV), which started operating Nov. 16, is Honolulu's first TV station to go on the air. Station, owned and operated by Radio Honolulu Ltd., is backed by a group of five Honolulu business men.

Utilizing General Electric equipment, operation started with 123 kw ERP, which will be increased to 316 kw within the first year.

Firm's officers are Walter H. Dillingham, president; Herbert M. Richards, executive vice president; Arthur V. Arner, vice president; Maurice R. Barnes, vice president and attorney; Albert J. Cantrelle, treasurer, and William A. Cottrell, secretary.

Station executives include George H. Bowles, former West Coast station owner-manager, as general manager; Bill Ray, production manager and program director, KFWB Hollywood, as assistant manager and program director; and Vic Rowland, director of publicity, ABC Western Division, as director of public relations.

Station, now using film and local programming, expects to announce affiliation with three of the major networks. Station is represented nationally by Forjoe & Co.

According to GE, the new station went on the air just ten days after the equipment had been shipped by plane from Syracuse. Five GE engineers made the flight to direct the Ch. 11 installation.

KONA also has on order a 50 kw GE amplifier to boost transmitter power ten times, and a six bay antenna to increase its ERP by six times. Total cost of equipment, including the amplifier and antenna to be delivered later, is nearly half a million dollars, Paul L. Chamberlain, GE manager of commercial equipment sales, declared.

RCA COURSE

62 TV Engineers Attend

SIXTY-TWO broadcast engineers from U. S. and Canadian TV stations attended RCA's 14th Technical Training Program last week in Philadelphia and at the RCA Victor Div. plant in Camden, N. J.

Conducted by RCA's Engineering Products Dept., the clinic is designed to better acquaint engineers in operation and maintenance techniques of uhf and vhf equipment.

A 200-page, leather-bound textbook containing material covered at the sessions was prepared for each of the broadcasters attending, for subsequent use as a reference guide.

Since RCA held its first TV clinic in May 1947, a total of 1,026 broadcast engineers and video consultants have taken the five-day training course. Last week's clinic closed the 1952 program. Training courses will be resumed in early 1953.



WBRE-TV Wilkes-Barre, Pa., scheduled to begin operations Jan. 1, has named Headley-Reed Co. as its national representative. Making final arrangements are (l to r): Sterling Beeson, vice president, Headley-Reed; David Baltimore, WBRE-TV general manager, and Bill Faber, vice president, Headley-Reed. WBRE-TV has been assigned Ch. 28, and will be affiliated with NBC-TV.

PA. EDUCATORS

Eisenhower Named To Plans Group

HAVING received the blessing of Pennsylvania's Gov. John S. Fine, a two-day conference on educational television closed Thursday after drawing an extensive plan for construction of the necessary stations and programming on the four educational channels allotted to the state of Pennsylvania.

The conference, at Hershey, was attended by 125 educators, leaders in the television industry, and representatives of community organizations from throughout the state. It was called by the Joint Committee on Educational Television for Pennsylvania. Addressing the group Nov. 19, the governor pledged his support and appointed a twenty-man state-wide committee to prepare plans.

Among those named to the committee were Dr. Milton S. Eisenhower, president of Pennsylvania State College; Harold Stassen, president of the U. of Pennsylvania; Dr. Francis B. Haas, state superintendent of public instruction; Roger W. Clipp, general manager of WFIL-AM-TV Philadelphia, and president of the Pennsylvania Assn. of Broadcasters and Telecasters, as well as representatives of other universities and colleges and educator organizations.

Thanks Commercial Broadcasters

At the concluding luncheon, the conference adopted a resolution extending its appreciation to the assistance given the Joint Committee by the commercial broadcasters, and expressed assurance that such cooperation could continue in the future. It also recommended that the following proposals be laid before the Governor's Committee.

(1) An immediate engineering-educational survey of the state;

(2) creation of a division within the Department of Public Instruction to assume such responsibilities as shall be delegated to it by the Governor's Committee on Educational Television;

(3) that the Governor's Committee "give serious consideration" to a plan for local control in applications for license and operation, but that the stations be operated

under standards set at state level;

(4) that the state subsidize construction and operations costs, but that efforts be made to meet some of the costs of transferring to television certain expensive educational services now being carried on otherwise; and

(5) that the State Department of Public Instruction seek to promote local interest in areas not falling within the coverage areas of educational television stations.

Spadework for the conference was done by the Joint Committee on Educational Television for Pennsylvania, which was set up last July after a series of the conferences with state leaders. Dr. C. R. Carpenter of Pennsylvania State College is chairman of the committee. Last week's conference voted to ask the Steering Committee of the Joint Committee to continue to function until the Governor's Committee is organized and operating.

It is assumed here that necessary legislative authority and appropriations will be sought at the next session of the General Assembly, which convenes in January.

ABC-TV Sales Post

POST of television sales vice president of ABC, vacated by the resignation of John Lanigan to join NBC (see story page 25), probably will not be filled until after FCC acts finally on the proposed merger of ABC and United Paramount Theatres, it was reported last week. Examiner Leo Resnick issued an initial decision to approve the merger 10 days ago and final—and favorable—action is expected within several weeks [B•T, Nov. 17]. Mr. Lanigan moved to NBC to become manager of its Eastern Sales Div.

WFPG-TV DEBUT

Is Planned for Dec. 20

WFPG-TV Atlantic City, N. J., will go on the air Dec. 20, John E. Pearson Co., the station's representative, announced last week.

Utilizing Ch. 46, WFPG-TV will telecast programs from NBC-TV, CBS-TV, DuMont and ABC-TV.

WFPG-TV will operate with an RCA uhf transmitter. Its tower will soar 458 feet.

Dealers and distributors have guaranteed a minimum of 5,000 uhf converters by Jan. 1. There are now 23,967 TV sets in the two counties in WFPG-TV's primary coverage area, it was claimed.

WFPG President Fred Weber said the TV outlet's visual ERP will be 19.7 kw and it will operate from 5 to 11:15 p.m. daily, using the "lowest rate in TV of \$150 hourly and \$20 for chain break spots and minutes." He said the station will use RCA's first factory-built uhf transmitter.

Staff will include Blair Tron, operations director; Edna Lattimer, film buyer; Earl Godfrey, chief engineer; Pearl Kogen, auditor and personnel director; Sue Hanna, traffic manager; Ed Davis, program director, and Russell Truex, sales manager.

DuMONT ADDS FOUR

All to Begin by Jan. 1

AFFILIATION of four new television stations, all scheduled to go on the air by Jan. 1, with the DuMont Television Network was announced last week by Elmore B. Lyford, DuMont's director of station relations.

The new affiliates: WKAB-TV Mobile, Ch. 48, owned and operated by Pursley Broadcasting Service, to open Dec. 7; WAFB-TV Baton Rouge, Ch. 28, owned and operated by Modern Broadcasting Co. of Baton Rouge Inc., to open Jan. 1; KROD-TV El Paso, Ch. 4, owned and operated by Roderick Broadcasting Corp., to open Dec. 15, and KONA (TV) Honolulu, Ch. 11, owned and operated by Radio Honolulu Ltd. (see story on commencement, this page).

NL&B TV Billing

TELEVISION billing at Needham, Louis and Brorby agency, Chicago, has increased by more than \$3 million this year, according to Maurice H. Needham, president. Mr. Needham reported this figure, along with the fact that combined radio-TV billing is \$8 million plus, when announcing last week that James G. Cominos, a vice president and account executive, had been named director of radio and television. Alan Wallace continues as manager of the broadcast creative staff.

ZIV BUSINESS

Record-Breaking Year Cited

ESTIMATED increase in business by the end of this year of 115% over 1951 was reported last week by Ziv Television Programs Inc. The success of nine series was credited by the company for its record-breaking sales year.

In addition to the new *Favorite Story* series, scheduled for January release with sales in 27 markets thus far, other Ziv-TV properties and their sales include: *The Unexpected*, 52; *Boston Blackie*, 58; *Your TV Theatre*, 35; *Yesterday's Newsreel*, 21; *Sports Album*, 17; *The Living Book*, 10; *The Cisco Kid*, 60 and *Story Theatre*, 26.

Company also announced sale back-to-back of *Story Theatre* and *Your TV Theatre* to the Hudson dealers in Chicago through the Malcolm Howard Agency. The programs will start Dec. 3 over WGN-TV Chicago.

Sales expansion, company says, has led to appointment of five more Ziv TV field representatives: Frank J. O'Leary, formerly with NBC sales; William R. Dothard, former director of local sales, WFBR Baltimore; Leon Wray, formerly sales manager, Don Lee Network, and Jack Howard, who was with KBON Omaha and Ben Coleman, who was Liberty network sales manager.

RKO EXECUTIVES

Board Chairman Grant Quits

LATEST executive to leave RKO Pictures Corp. was Board Chairman Arnold Grant on Nov. 13, leaving control in the hands of the two remaining directors, Edward Burke Jr. and Sherrill C. Corwin. Ralph E. Stolkin, former president, and two directors resigned earlier [B•T, Oct. 27].

Mr. Grant acted after two men he proposed as directors were rejected by Messrs. Burke and Corwin, who did not offer substitute names.

Rudolph Halley Show

WJZ-TV New York will present a *Report to the People*, starting Wednesday, 8-8:15 p.m. EST, featuring Rudolph Halley, president of New York's city council, in a discussion of city affairs. Mr. Halley has been described as a critic of the current city administration and is expected to air his position on a variety of topics on the weekly, unsponsored program. Mayor Vincent R. Impellitteri, who had been invited to appear on the program on Wednesdays alternate to Mr. Halley's appearance, has advised the station he would be unable to accept because of pressure of official business. In Mayor Impellitteri's stead, the station has invited the five borough presidents of New York to appear on alternate Wednesdays.



◀SOME members of Ziv Television Programs Inc.'s expanded sales force are shown in conference on Ziv's new *Favorite Story* TV show. Seated (l to r): Michael Sillerman, director of sales training; M. J. Rifkin, vice president in charge of sales, Ziv Television Programs; standing (l to r), four of Ziv's recently added sales representatives: Leon Wray, Frank J. O'Leary, William R. Dothard and Jack Howard.

DTN TV-CENTRE

The Watchwords: Efficiency, Economy

EFFICIENCY and economy are the watchwords at the DuMont Tele-Centre, which by next June will be the focal point of DuMont's New York programming.

Closely cooperating with architect William T. Meyer, who also drew plans for DuMont's Wanamaker studios and for the two New York theatres used for audience programs, DuMont programming and engineering executives have attempted to incorporate all possible features to expedite and improve production.

For example, the continuity acceptance editor's office contains a large-screen cabinet connected to all studios, film projection rooms and rehearsal halls, permitting the editor to supervise all program components from his desk by TV.

Another unique feature is the design of control rooms, a pattern tested at the Ambassador Theatre studio, which eliminates much confusion by separating programming and engineering operations. Program and production men are located in the middle section, with the video engineer at one side and the audio engineer at the rear. The electrician also is situated at the rear so he can control the lighting according to what appears on the monitor screens, instead of by the way things look on the studio floor. Each unit occupies a glass-enclosed space in which it can function with minimum distraction from other operators.

To expedite the handling of filmed commercial announcements and station breaks, the integration of film sequences into live programming or studio commercials into remote pick-ups, cut-in announcements and other quick changes, the Tele-Centre contains a special switching studio which

handles all such activities, keeping them out of master control. Throughout the set-up efforts have been made to avert errors before they happen, with the basic principle, "It's got to be right before it starts."

Ground floor office space is arranged to handle actors, writers, sponsors, agency executives and others concerned with programming, from one side of the main lobby, while members of the studio audiences are accommodated at the other. As another aid, one of the two stairways is assigned to program and production personnel, the other to engineers and technicians.

Largest of the building's five studios, a three-story affair with a floor space 110 by 80 ft., can accommodate a full-fledged circus and sets showing the entire face of a building without difficulty. There are four two-story studios, three measuring 70 by 35 ft., and the fourth somewhat larger, 75 by 50 ft. Portable seats will be used for studio audiences for expansion of production space as required.

Control rooms for the studios are located one above the other to simplify wiring and expedite trouble-shooting. Access to control rooms is by ramps instead of stairs, so spare and replacement apparatus can be dollied in.

Props for all programs will be stored in the building, as well as sets for programs telecast daily. A large hand truck will carry sets, props and costumes needed for a

WCCO-TV SIGNAL

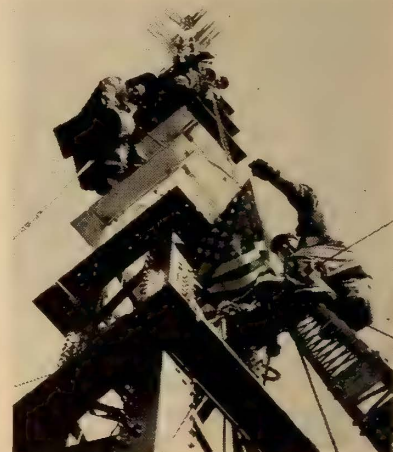
Boosted; Bays Doubled

SUCCESSFUL addition of three bays to the WCCO-TV antenna, atop the Foshay Tower in Minneapolis was completed Nov. 14 when the station switched from its temporary antenna which it has used for two months. Improved signal was reported from the entire WCCO-TV market.

The addition increased the number of bays from three to six and the height of the tower from 530 feet to 601 feet. WCCO-TV Ch. 4 superturstyle antenna has a place on the community tower above that allotted to the 9-bay super-gain antennas which will be used for Chs. 9 and 11. There are eight applicants now before the FCC for these two channels.

Work of co-ordinating the arrangements for use of the tower was handled by WCCO Chief Engineer John M. Sherman. Magney, Tusler & Setter is architect for the Foshay Tower. Design of the tower was by Edwards & York, structural engineering firm, which handled the antenna structure for the Empire State Bldg. in New York.

* * *



Workmen complete addition of three bays.

program to the studio as a complete unit. The freight elevator, about 10 by 20 ft., is separated from studios by sound locks.

Construction work to transform the nine-story building, built in the 1890s and containing a theatre, a swimming pool, ballrooms, meeting halls, etc., into an up-to-date video program center, was started early this year and now is about 90% complete. Equipment installation already has started and the first studio is expected to be ready for on-the-air operation in mid-January, with the full \$4 million project to be finished by June. Tele-Centre is located at 205 East 67th St., New York.

P & G Names Compton

PROCTER & GAMBLE Co., Cincinnati, names Compton Adv., New York, to handle its new dentifrice, Gleem toothpaste.

KTBC-TV

CHANNEL 7 — AUSTIN, TEXAS

announces the appointment of
THE O. L. TAYLOR COMPANY
as exclusive
national representatives
effective immediately

Authorized power 102,900 watts ERP
Antenna height—737'
above average terrain
Transmitter—Mt. Larson
3.8 miles west of state capital of Texas

ON THE AIR DECEMBER 1

KTBC-TV is the first TV station
in Austin — and on Channel 7, the only
VHF channel allocated to the city. Austin
is the capital of Texas and the home of
the University of Texas.

TO SERVE A POPULATION OF 342,100 PEOPLE

Affiliated with



Know **T**he **B**est **C**hannel for **T**exas **V**iewers

KTBC-TV—AUSTIN, TEXAS • J. C. KELLAM, General Manager

WBTB (TV) CASE

Court Remands to NLRB

PROLONGED dispute involving the discharge of nine technicians at WBTB (TV) Charlotte, N. C., three years ago was remanded by the District of Columbia Court of Appeals to the National Labor Relations Board last week for further hearings.

The court ruled that the labor board had failed to prove its contention that dissemination of certain handbills by the employees was illegal.

The original charges of unfair labor practices were filed by Local 1229 of the International Brotherhood of Electrical Workers (IBEW) and supported in findings of a board trial examiner. NLRB subsequently reversed the initial decision, finding that WBTB did not violate the Labor Management Relations Act.

The handbills attacked the station during the heat of contract negotiations between January and August 1949. According to the board, "the employees . . . deliberately undertook to alienate their employer's customers by impugning the technical quality of his product." It found that distribution of the handbill was not a type of activity protected by law.

"The gist of their appeal to the public was that the employer ought to be boycotted because he offered a shoddy product to the consuming public—not because he was 'unfair' to the employees who worked on that product," the board had noted [B•T, July 2, 1951].

The NLRB decision had charged that the IBEW action caused WBTB "a loss of advertising revenue due to dissatisfaction with its television broadcasting service."

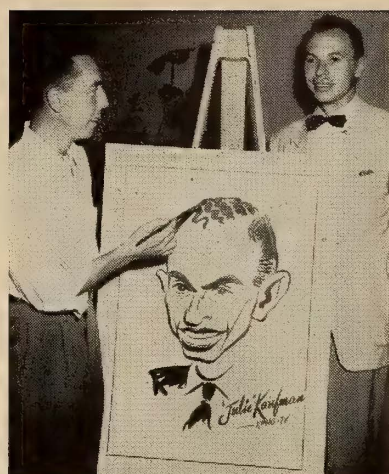
The board also dismissed the complaint that the company, Jefferson Standard Broadcasting Co. (WBT-AM-FM WBTB), had refused to bargain with the AFL union, claiming the local had lost its majority.

NLRB did rule Jefferson had violated the law in giving Sterling L. Hicks, one of the engineers, an "unsatisfactory" rating with the FCC, but took no action because it found the rating had not injured the technician.

Mr. Hicks previously had been indicted by a grand jury and convicted of charges of conspiracy in attempting to dynamite the station's radio tower. He was identified as business manager of IBEW Local 1229.

Regarding the handbills, NLRB felt that "in our judgment, these tactics, in the circumstances of this case, were hardly less 'indefensible' than acts of physical sabotage."

The court's decision, by Judge David L. Bazelon, said the labor board had misconceived the scope of Sec. 7 of the law, which assures employees the right of collective bargaining, in calling the handbill "hardly less 'indefensible' than acts of physical sabotage."



EMMETT LANCASTER (l), KPHO-TV Phoenix staff artist, puts finishing touches on caricature of Julian Kaufman (r), station executive sales manager. Series of caricatures satirizing local TV personalities is on display this month at the Arizona State Fair.

than acts of physical sabotage."

"We think the Board failed to make the finding essential to its conclusion that the concerted activity was unprotected," Judge Bazelon said. "Sound practices in judicial review of administrative orders precludes this court from determining 'unlawfulness' without a prior consideration and finding by the Board. Since the initial judgment is within the province of the Board, the petition for modification and enforcement of that part of the order before the court is denied and the case is remanded to the Board for further proceedings not inconsistent with this opinion."

SAG POLLED

On Strike Support

SCREEN Actors Guild conducted a referendum of its entire membership last week to learn whether rank-and-file members approve the action of the West Coast and East Coast branches authorizing the executive board to call a strike against the Film Producers and the American Assn. of Advertising Agencies over the issue of TV film commercials.

Complete tabulation of the referendum was not expected before this week.

Negotiations were broken off Oct. 22, principally over the question of re-issue of films [B•T, Oct. 27]. A spokesman for the Film Producers Assn. of New York told BROADCASTING • TELECASTING that there is some sentiment within SAG to call in the Federal Mediation Service in an effort to resolve the dispute. He stressed that authorization of a strike does not necessarily mean a strike.

A report on negotiations will be made at a meeting of the National Television Council in New York Wednesday by Mel Gold, president. The council also will hold nominations for officers for 1953.

Screen Writers Guild earlier had voted support to SWG's pending strike (see story, page 90).

The New Grantees' Commencement Target Dates

HERE are post-thaw TV grantees 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 Rep.
WAKR-TV	Akron, Ohio	49	Sept. 4	Spring 1953 Weed
WRTV (TV)	Albany, N. Y.	*17	July 24	Unknown Branham
KFDA-TV	Amarillo, Tex.	10	Oct. 16	March Taylor
KGNC-TV	Amarillo, Tex.	4	Oct. 9	March-April McGillvra
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
WPPG-TV	Atlantic City, N. J.	46	Oct. 30	Dec. 20	NBC, ABC Pearson
KCTV (TV)	Austin, Tex.	18	July 11	Unknown
KTBC-TV	Austin, Tex.	7	July 11	Nov. 27	CBS, ABC, NBC Taylor
KTVA (TV)	Austin, Tex.	24	Aug. 21	Unknown
WAFB-TV	Baton Rouge, La.	28	Aug. 14	Jan. 1	CBS, DuMont Adam Young
WBCK-TV	Battle Creek, Mich.	58	Nov. 20	July
WBKZ-TV	Battle Creek, Mich.	64	Oct. 30	Unknown	NBC Adam Young
Signal Hill Telecasting Corp.,	Belleville, Ill.	54	Nov. 20	Late 1952
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 Adam Young
WSJL (TV)	Bridgeport, Conn.	49	Aug. 14	Unknown
WTVE (TV)	Buffalo, N. Y.	*23	July 24	Unknown
WCSC-TV	Charleston, S. C.	5	Oct. 30	April 1 Free & Peters
WOUC (TV)	Chattanooga, Tenn.	49	Aug. 21	Unknown McGillvra
WTVT (TV)	Chattanooga, Tenn.	43	Aug. 21	Unknown
KRDO-TV	Colorado Springs, Col.	13	Nov. 20	April McGillvra
WCOS-TV	Columbia, S. C.	25	Sept. 18	March	Headley-Read
WNOK-TV	Columbia, S. C.	67	Sept. 18	April	CBS Raymer
Prairie Television Inc.,	Decatur, Ill.	17	Nov. 20	Unknown
KBTV (TV)	Denver, Col.	9	July 11	On Air (Oct. 2)	CBS, ABC Free & Peters
KDEN (TV)	Denver, Col.	26	July 11	Spring 1953
KFEL-TV	Denver, Col.	2	July 11	On Air (July 18)	NBC, DuMont Blair-TV Inc.
KIRV (TV)	Denver	20	Sept. 18	Unknown
WFTV (TV)	Duluth, Minn.	38	Oct. 24	March 1
WKAR-TV	East Lansing, Mich.	60	Oct. 16	September
Elmira Television, Elmira, N. Y.	24	Nov. 6	March 8	Forjee
KEPO-TV	El Paso, Tex.	13	Oct. 24	Early 1943	Avery-Knodel
KROD-TV	El Paso, Tex.	4	July 31	Dec. 15	CBS, DuMont Taylor
KTSM-TV	El Paso, Tex.	9	Aug. 14	Jan. 1	Hollingsbery
WSEE-TV	Fall River, Mass.	46	Sept. 14	May
WATC-TV	Flint, Mich.	16	Nov. 20	Unknown
WCTV (TV)	Flint, Mich.	28	July 11	Early 1953
WFTL-TV	Fort Lauderdale, Fla.	23	July 31	March 1 Sears & Ayer
WITV (TV)	Fort Lauderdale, Fla.	17	July 31	Unknown
KFSA-TV	Fort Smith, Ark.	22	Nov. 13	June 1
WFMD-TV	Frederick, Md.	62	Oct. 24	Unknown
KMJ-TV	Fresno, Calif.	24	Sept. 18	Unknown Raymer
Jacob A. Newborn Jr.,	Gadsden, Ala.	21	Nov. 6	April
Gulf Television Co.,	Galveston, Tex.	11	Nov. 20	March 1
Rudman Television Co.,	Galveston, Tex.	41	Nov. 20	Unknown
WBAY-TV	Green Bay, Wis.	2	Nov. 13	March 1 Weed
WCOG-TV	Greensboro, N. C.	57	Nov. 20	Unknown
WHP-TV	Harrisburg, Pa.	55	Sept. 25	May Bolling
WSON-TV	Henderson, Ky.	50	Nov. 20	Unknown
WHYN-TV	Holyoke, Mass.	55	July 11	Early 1953 Branham
KGMB-TV	Honolulu, T. H.	9	Aug. 7	Dec. 12	ABC Free & Peters
KONA (TV)	Honolulu, T. H.	11	Oct. 24	On Air (Nov. 16)	DuMont Forjee
KUHT (TV)	Houston, Tex.	*8	Aug. 21	Unknown
WIBM-TV	Jackson, Mich.	48	Nov. 20	Unknown
WJTV (TV)	Jackson, Miss.	25	Sept. 11	Dec. 25	CBS, ABC, NBC, DuMont Katz
WARD-TV	Johnstown, Pa.	56	Nov. 20	Unknown Weed
WLOK-TV	Lima, Ohio	73	Nov. 20	Unknown
KFOR-TV	Lincoln, Neb.	10	Oct. 16	Jan. 1 Petry
KOLN-TV	Lincoln, Neb.	12	Oct. 2	Feb. 1 Pearson
KRTV (TV)	Little Rock, Ark.	17	Sept. 18	April 15 Pearson
KETV (TV)	Little Rock, Ark.	23	Oct. 30	Unknown
KUSC-TV	Los Angeles	*28	Aug. 28	Unknown
KCBP-TV	Lubbock, Tex.	11	Oct. 9	March Pearson
KDUB-TV	Lubbock, Tex.	13	Oct. 9	On Air	CBS, DuMont Avery-Knodel
WLVA-TV	Lynchburg, Va.	13	Nov. 13	Feb. 15	Hollingsbery
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. 7	DuMont Forjee
WCOV-TV	Montgomery, Ala.	20	Sept. 18	March 1 Taylor
WLBC-TV	Muncie, Ind.	49	Oct. 30	March 1
WNBH-TV	New Bedford, Mass.	28	July 11	Unknown Walker
WKNB-TV	New Britain, Conn.	30	July 11	Jan. 15	Bolling
WKST-TV	New Castle, Pa.	45	Sept. 4	February	Meeker
WGTV (TV)	New York City	*25	Aug. 14	Unknown

(Continued on page 84)

DTN-Dealers Dinner

DR. ALLEN B. DuMONT, president of Allen B. DuMont Labs., and several DuMont Television Network executives are slated to attend a dinner for TV dealers in the Roanoke-Lynchburg-Bluefield

area today (Monday) at the Hotel Roanoke. The Bluefield Supply Co. is sponsoring the meeting, anticipating early television in the area because FCC has issued construction permits for stations in Roanoke and Lynchburg.

Congratulations

KTBC-TV

AUSTIN, TEXAS

Another Post-Freeze TV Station

—all RCA-equipped



RADIO CORPORATION of AMERICA
ENGINEERING PRODUCTS DEPARTMENT

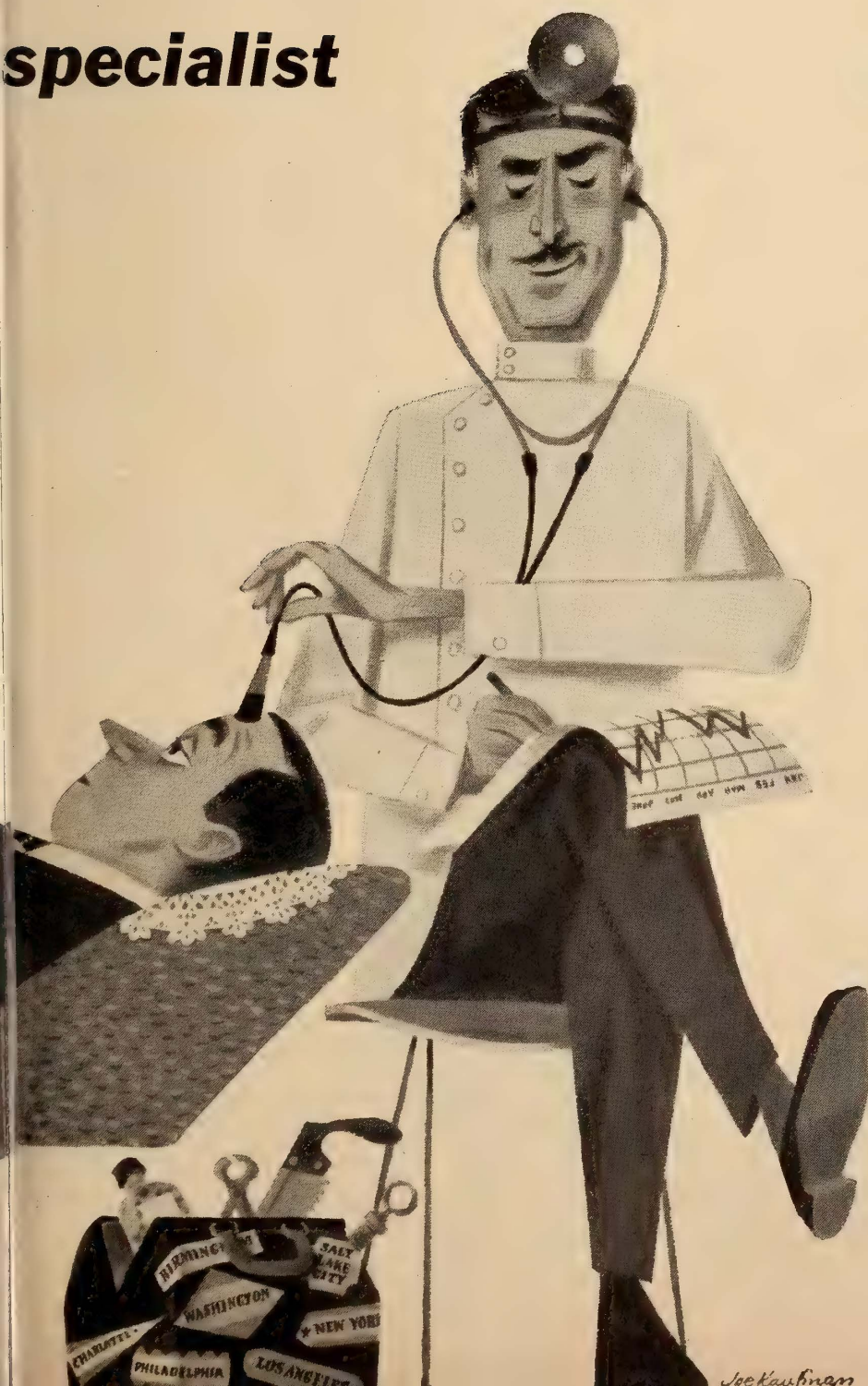
CAMDEN, N.J.

W
CBS-T
V-MCAU
TV-WTOP-T
V-WBTW-WAF
W-TV-KSL-TV-KMT

Our Mr. H.* is an extra-



specialist



The symptoms are common. You are putting together a TV spot schedule. You're eager for facts, then baffled and, in the end, mentally myopic... you have TV spots before your eyes.

That's where our Mr. H. comes in. As a TV spot specialist, he is prepared for your most delicate operation. And as an *extra*-specialist, he offers you more than anyone else.

He's the best-traveled account man in his seven top television markets... with the most first-hand facts and the best perspective on these markets you'll find anywhere.

He works side-by-side with TV spot's finest research staff. If it's thorough, case-hardened research you are looking for, they are the consultants for you.

And our Mr. H. has the surest hand with local live talent in the business. He will guarantee the product you sell its warmest welcome ever.

Next time you're planning TV spot, let's talk about *your* operation. Mr. H. will be most happy to take the case.

CBS TELEVISION SPOT SALES

Representing WCBS-TV, New York; WCAU-TV, Philadelphia; WTOP-TV, Washington; WBTV, Charlotte; WAFM-TV, Birmingham; KSL-TV, Salt Lake City; and KNXT, Los Angeles.

*Mr. H. H. Holtshouser of Memphis, or Mr. Robert B. Hoag of New York. Or then again, our Messrs. A. through Z.

Joe Kaufman

Fourteen in New Grants Batch

(Continued from page 71)

request for an experimental TV outlet to operate on Ch. 49 to investigate uhf propagation and the effects of local rough terrain "involves questions which indicate the necessity of a hearing," particularly in view of the competing applications.

Howard-Yale Inc., Palm Springs, Calif., was advised that its application to build an experimental booster station to amplify the signal of all Los Angeles vhf stations "in order to determine the feasibility of providing TV service beyond the normal reception range," involves questions requiring a hearing.

The Ch. 16 grant to WTAC-TV Flint is the second uhf authorization for that city, the first being the July 11 grant of Ch. 28 to Trans-American Television Corp. for WCTV (TV), slated to com-

mence in early 1953.

The grant of Evansville's Ch. 50 to WSON Henderson, Ky., was made possible by the 15-mile rule of the Sixth Report which allows application for use of a channel anywhere within 15 miles of the principal city to which it is assigned without amendment of the assignment table.

Grant of Ch. 9 to Cowles Broadcasting, Sioux City, Iowa, is the second authorization within a fortnight to that city, the earlier being uhf Ch. 36 to Great Plains Television Properties [B•T, Nov. 3]. Cowles is operator of KRNT Des Moines and WNAX Yankton. Robert R. Tincher, vice president and general manager of WNAX, reported the new Cowles' TV outlet will be put on the air as fast as possible.

Paul E. Taft, Houston business-

man and part owner of Gulf Television, Ch. 11 grantee at Galveston, reported the new outlet hopes to be on the air by March 1 although no equipment has been purchased. Two manufacturers have promised December delivery, he said, but tower construction is the "stumbling block," indicating Jan. 15 starting date would be possible if it were not for the latter problem. The Ch. 11 grant was made possible by withdrawal of Mirador Television.

Oil producer M. B. Rudman is sole owner of Rudman Television, Ch. 41 grantee at Galveston. He also is applicant at Bismarck and Minot, N. D.

Evans A. Nord, commercial manager of KELO Sioux Falls, S. D., Ch. 11 grantee, said commencement has been set for Feb. 1, and RCA equipment will be used. O. L. Taylor Co. will be representative.

Joseph H. Rohrer, KRDO Colorado Springs, Ch. 13 grantee, re-

ported target date for March or April and said RCA equipment will be used. He is negotiating with NBC and ABC for affiliation. Joseph Hershey McGillvra Inc. will be representative.

WBCK-TV Battle Creek, according to President Robert H. Holmes, plans to commence operation on Ch. 58 in mid-1953. RCA equipment is planned.

WARD-TV Johnstown, Ch. 56 grantee, plans RCA and DuMont equipment. According to Robert Nelson, general manager, the station hopes to set a construction speed record. CBS affiliation is expected. Weed & Co. is representative.

TNT REPORT

Outlined by Halpern

PAST successes of theatre television and an outline of its future were detailed for Independent Theatre Owners in Chicago Tuesday by N. L. Halpern, president of Theatre Network Television.

Mr. Halpern was key speaker on a panel discussion which was sent close circuit to the Hotel Morrison and projected on a large RCA screen for members of Allied States Assn. of Motion Picture Exhibitors, attending an annual convention Monday through Thursday with theatre equipment manufacturers and dealers.

Others who appeared on the telecast with Mr. Halpern were these members of Allied's TV committee: Trueman T. Rembusch, chairman, and Jack Kirsch, Leon B. Back, Wilbur Snaper, John Wolfberg, Nathan Yamins, all independent exhibitors.

Mr. Halpern asserted theatre TV will continue regardless of the outcome of FCC's hearings slated for January, because the Commission has awarded channels to common carriers, such as AT&T, for use by theatre television. His group, however, seeks allocation of additional channels for motion picture usage.

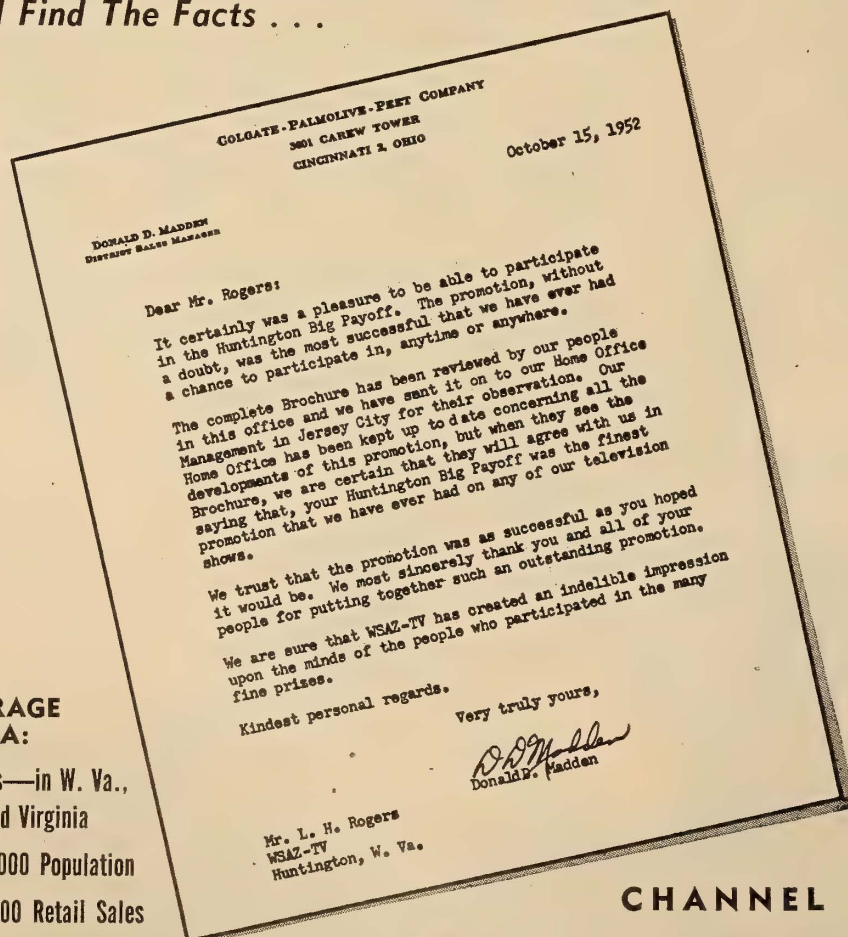
Theatre TV equipment can be paid off in five years, he said, pointing to monies made by theatres which carried the Walcott-Marciano fight. This bout was carried in 50 theatres in 33 cities, whereas the first networked show for theatres in the summer of 1951 was seen in only nine theatres in seven cities, located primarily in the East.

Theatre Network Television now has coast-to-coast facilities, he reported, and installations are being made rapidly.

DuMont Labs. Dividend

QUARTERLY dividend of 25 cents per share on outstanding shares of 5% cumulative convertible preferred stock was declared last week by the board of directors of the Allen B. DuMont Labs. Inc. It is payable Jan. 1 to preferred stockholders of record at the close of business Dec. 15.

SUCCESS! Over WSAZ-Television
"The World's Most Powerful"
A WELL-USED WORD...but COLGATE-PALMOLIVE-PEET CO.
Believes WSAZ-Television Came Through Magnificently... Read Their
Story and Find The Facts...



COVERAGE AREA:

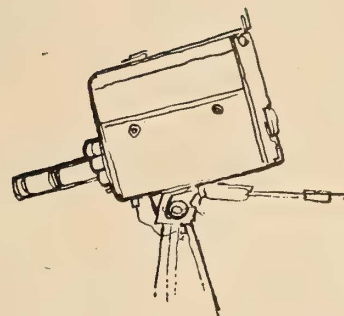
- 103 Counties—in W. Va., Ohio, Ky. and Virginia
- Over 3,000,000 Population
- 1,828,557,000 Retail Sales
- 2,873,118,000 Effective Buying Power
- 84,000 WATTS

CHANNEL 3

WSAZ-TV
HUNTINGTON, WEST VIRGINIA

WWJ-TV

busiest station in television



At time-change, a weekly total of 5½ hours of new studio shows were added to the busy WWJ-TV schedule that already averaged more than 5 hours of live studio programming daily.

MUSICALLY SPEAKING

7:15 P.M. Mondays . . . a quarter-hour variety show with Janie Palmer and Marv Welsh.

STUMP US

6:30 P.M. Wednesdays . . . Johnny King and Mary Roy test their musical memories.

U. OF M. FOOTBALL FILMS

6:30 P. M. Mondays . . . Fritz Crisler comments on Saturday's football game.

FAYE ELIZABETH

6:00 to 6:05 P.M. Mondays thru Fridays . . . household hints.

SPORTS ROUNDUP

6:05 to 6:15 P.M. Mondays thru Fridays . . . Paul Williams, popular sportscaster reviews sports news.

CLUB ARTHUR MURRAY

8:00 P.M. Fridays . . . a popular spot with Doris Eaton Travis as hostess.

YOUR HOLLYWOOD HOST

1:00 P.M. Mondays thru Fridays . . . Bill Kennedy, star of more than 150 movies, as film host.



NBC AFFILIATE

A station that's busy is a station that's getting business for its clients. Let WWJ-TV do a selling job for your product in the 4-billion dollar Detroit market.

ASSOCIATE AM-FM STATION WWJ

FIRST IN MICHIGAN • Owned and Operated by THE DETROIT NEWS • National Representatives: THE GEORGE P. HOLLINGBERY COMPANY

KOIN To Appeal Ruling

(Continued from page 71)

equipment, construction and installation substantially exceed those set forth in petitioner's application."

"In the light of this information," the KXL petition said, "petitioner has some question as to its present financial ability to erect and operate a television station in Portland."

Examiner Smith meanwhile, at KOIN's request, continued the Ch. 6 hearing until Dec. 1 pending Commission action on the appeal. Portland's Ch. 12 hearing was completed before Examiner Smith last Thursday, except for issues relating to possible interference to local AM stations. The latter testimony is to be heard starting Feb. 12.

The Ch. 12 competition includes bids of Oregon Television Inc., Columbia Empire Telecasters (KPOJ) and Northwest Television and Broadcasting Co. A great part of last week was devoted to examination of John D. Keating, a principal partner.

Mr. Keating, who is part owner of KPOA Honolulu, was questioned about KPOA's competitive bid for Ch. 4 with that of KGU Honolulu, as well as an earlier AM application in which he had interest that was in competition with Royal V. Howard for 850 kc. Mr. Howard now is owner of KIKI Honolulu, a 250 w outlet on 860 kc.

Newspaper's Operations

Significant decision is awaited in Wichita TV hearings for Ch. 3 which would require *Wichita Eagle-KFH* to present documents concerned with newspaper's operations dating back to 1930 [B•T, Nov. 17].

FCC Hearing Examiner Hugh B. Hutchison has promised to rule Friday or today (Monday) on a motion by KFJH to quash a subpoena already issued calling for that material. The subpoena was requested by KANS which, with Wichita Television Corp., is com-

peting for Ch. 3.

Essence of the reasons for the subpoena, given in a memorandum to Examiner Hutchison by KANS, seems to point in the direction of establishing possible anti-trust violations by the *Wichita Eagle*. Reference was made in the memorandum to the recent *New Orleans Times-Picayune* case, the *Lorain (Ohio) Journal* case, and "forced advertising." Some items seem to point to an attempt to show that the *Wichita Eagle* promoted its subsidiary KFJH to the detriment of other stations in the Wichita area.

KFH exhibits indicated that it planned a staff of 111 for the proposed TV station, of which 52 would be solely devoted to TV. It estimated cost of construction at \$757,669.10, first year's operations at \$597,411.88, and estimated first year's revenue at \$426,500 with a \$300 per Class A hour rate and \$48 for announcements.

The KFJH balance sheet as of Sept. 30 showed total current assets of \$149,314.44 and total current liabilities of \$68,846.24. KFJH made a net profit after taxes in 1950 of \$119,423.19, in 1951 of \$125,902.37 and for nine months of 1952 of \$141,238.40.

Exhibits also showed that KFJH spent \$53,435.06 for a camera chain to train personnel for TV.

In Tampa-St. Petersburg, third applicant for Ch. 8 started Friday, following the completion of the WTSP case. Other applicant is WFLA. Tampa Bay Area Telecasting Corp.'s first witness was Dr. Ludd M. Spivey, president of Florida Southern College at Lakeland. Dr. Spivey is a member of the Tampa Bay program advisory council.

Today, Tampa Bay stockholders Dr. and Mrs. Joseph J. Ruskin, Dr. Chester Goodnow and L. W. Baynard are scheduled to appear. Dr. Ruskin is also chairman of the health and civil defense advisory committee to the proposed station;



CORRIDOR lineup of KRIC-Beaumont (Tex.) Enterprise and Journal officials during TV hearing for Ch. 6 in Washington. L to r: W. W. Ward, editor, Beaumont Journal; E. C. Davis, executive vice president, Enterprise Co.; R. W. Akers, editor, Beaumont Enterprise; O. E. Davis, president, Enterprise Co.; Charles Baskerville, manager, KRIC.

Mr. Ruskin, educational programs; Dr. Goodnow, veterans; Mr. Baynard, religious. Mrs. Ruskin is also a vice president of the company.

The Tampa-St. Petersburg hearings will recess after tomorrow until Dec. 8. During that time, depositions of other Tampa Bay stockholders will be taken in Florida.

New hearing beginning last week was for Ch. 6 in Beaumont-Port Arthur, Tex. Three contestants are KRIC, KTRM and KFDM. KRIC began the hearings, which are being held before Hearing Examiner Annie N. Hunting, with Forrest McClenning, FCC counsel.

KRIC Plans

KRIC plans to spend \$466,135.80 to build, \$321,966 for first year's operations, with estimated revenue \$325,000 on a \$250 Class A hour rate and \$50 per announcement rate. Station plans to employ 32 people in the TV station.

KRIC is owned by the Enterprise Co., publisher of the *Beaumont Enterprise* and *Journal*. Enterprise Co. balance sheet for Sept. 1, showed current assets as \$415,915.51, current liabilities \$394,451.02. Current assets included KRIC plant and equipment carried at \$145,040.10 and KRIC accounts receivable at \$13,089.76.

Appearing for KRIC were R. W. Akers, editor of the *Beaumont Enterprise*; W. W. Ward, editor of the *Beaumont Journal*, and Charles Baskerville, manager, KRIC.

Next Beaumont Ch. 6 applicant to present its case will be KFDM.

The Fort Wayne hearing for uhf Ch. 33, which began Monday before Examiner Fanney N. Litvin, involves the competitive applications of WKJG and WGL. All of last week was devoted to the WKJG presentation and WGL is to offer its direct case this week.

The Duluth, Minn.-Superior, Wis. hearings for Chs. 3 and 6 began before Examiner Herbert Sharfman with the full week being devoted to engineering presentation and proposed coverage arguments between the Ch. 6 applicants, WDSM Superior and WREX Duluth. Lay testimony is not ex-

pected to commence until early December because of the engineering deadlock.

WEBC Duluth, Ch. 3 applicant, petitioned the Commission a fortnight ago to consolidate the two channel hearings because of the Sec. 307 (b) issue (fair distribution of services) which is involved [B•T, Nov. 17]. WEBC asked continuance of both proceedings until a ruling but the examiner requested the Ch. 6 contestants to begin their engineering data in the interim. WEBC is opposed for Ch. 3 by KDAL Duluth. The Ch. 3 case is scheduled Dec. 17.

Sacramento Hearings

The Sacramento hearings, involving Chs. 3, 10, 40 and 46, have been also stalled temporarily because of engineering conflict involving proposed antenna sites on Pine Hill, 29 miles from the city. The state has ruled that only one tower permit will be issued for Pine Hill, requiring applicants who want to use the site to amend their proposals to show a common antenna structure. The site also poses shadow problems for uhf applicants.

Further conference is to be held today (Monday) on the engineering difficulties before Examiner Thomas H. Donahue. Presently, the Ch. 10 hearing is to resume Dec. 15, Ch. 3 on Jan. 1, Ch. 40 about Feb. 1 and Ch. 46 sometime in February.

Ch. 10 competitors are KFBK and Sacramento Telecasters Inc. Seeking Ch. 3 are KXOA, KCRA and KROY. Maria Helen Alvarez and Cal Tel Co. are competing for Ch. 40 while John Poole Broadcasting Co. and Jack O. Gross are contestants for Ch. 46.

The Flint hearing for Ch. 12, slated to begin last Monday before Examiner Benito Gaguine, has been continued until Tuesday when engineering testimony will be offered. Contestants are WJR Detroit, WFDF Flint and W. S. Butterfield Theatres Inc.

The Harrisburg hearing for Ch. 27 between WCMB and WHGB, scheduled to have begun earlier, is to commence Friday before Examiner William G. Butts.



PRINCIPALS in WGL and WKJG Fort Wayne, Ind., competitors for uhf Ch. 33 there, listen to proceeding before FCC Examiner Fanney N. Litvin. Front row (l to r): Miss Helene R. Foellinger, owner, WGL and News Pub. Co.; Leslie Popp, vice president-treasurer and 28.5% owner, WKJG; and Calo Mahlock, WKJG program director. Behind them are Henry Page, vice president-treasurer, WGL, and Edward G. Thoms, general manager, WKJG.

NBC opens a new era for local advertisers...

fine television drama at a **practical price**



"Douglas Fairbanks, Jr. Presents

(Your Brand Name) Theater"

"Douglas Fairbanks Presents" was sold in 23 cities before its first appearance. There's still time to put it to work in 43 major markets. See your NBC-TV film representative now.

No more must local and regional advertisers settle for less than the very *finest* TV drama to showcase their products. For now NBC presents 39 half-hour film programs that measure up to the best ever offered by network television, Hollywood, or the Broadway stage.

"Douglas Fairbanks Presents" is filmed *on location* in the great capitals of America and Europe. It stars the top talent of two continents in a variety of original and classic stories... it runs the gamut of sus-

pense, high comedy and deep drama... and its host, director and occasional star is Douglas Fairbanks, Jr., himself.

"Douglas Fairbanks Presents" is a program for local advertisers to use with pride, and success—similar network TV drama rates consistently in the 30's and 40's. Best of all, it's a fine dramatic program at a *practical* price.

For further information on this new film series, and other NBC Quality Films, write, call, or wire:

NBC film programs

30 Rockefeller Plaza, New York 20, N. Y. • Offices in: New York, Chicago, Los Angeles
a service of America's No. 1 Network

FLASH!

WAVE-TV OFFERS TOP AVAILABILITY!

A few excellent spot participations are now available on "THE OLD SHERIFF" — WAVE-TV's amazingly popular film series, for kids of all ages!

FORMAT: A complete Western film or Mickey Mouse type cartoon shown each day. Film is cleverly introduced and summarized from an authentic Western jail setting by "The Old Sheriff", played by WAVE-TV's versatile Foster Brooks.

FOSTER BROOKS—A colorful, dynamic television personality, known and loved by thousands and thousands of WAVE-TV viewers. He gives the show a remarkable "live" touch, lifting it head and shoulders above conventional film programs!

TIME: 5:30 to 6:00 P.M., Monday thru Friday—a wonderful before-supper time slot!

CHECK WITH: F & P!



NBC • ABC • DUMONT
LOUISVILLE, KENTUCKY

FREE & PETERS, Inc.
Exclusive National Representatives

film report

Sales . . .

Peerless Television Productions Inc., New York, announced last week it has concluded a pre-opening deal with KHQ-TV Spokane for the company's group of 26 film features, including "Raw Deal," "My Son, My Son," "Last of the Mohicans" and "Brewster's Millions."

Peerless has also signed with KING-TV Seattle for a re-run on the films and with KMTV (TV) Omaha, WJAC-TV Johnstown, Pa., KPHO-TV Phoenix and KFMB-TV San Diego, according to General Sales Manager Maurice Gresham.

* * *

Packard Motor Car Co., Detroit, renewed *Rebound*, half-hour film series produced by Bing Crosby Enterprises, Culver City, on an alternate weekly basis on 18 stations, from Nov. 20. Initial station lineup consists of KTTV (TV) Hollywood, WABD (TV) New York, WFIL-TV Philadelphia, WTTG (TV) Washington, WGN-TV Chicago, WAAM (TV) Baltimore, WTVN (TV) Columbus, WDTV (TV) Pittsburgh, WXEL (TV) Cleveland, WCPO-TV Cincinnati, WFAA-TV Dallas, KEYL (TV) San Antonio, WTTV (TV) Bloomington, Ind., WNAC-TV Boston, WXYZ-TV Detroit, WFMJ-TV Greensboro, KSTP-TV Minneapolis and KGO-TV San Francisco. Agency is Maxon Inc.

Distribution . . .

Specialty Pictures Corp., New York, has acquired TV distribution rights for feature film, "Jigsaw," starring Franchot Tone, Myron McCormick and Jean Wallace.

* * *

Sterling Television Co., New York, distributing five-minute sports quiz film, *Beat the Experts*, featuring sports personalities. Series created by Telenews Productions Inc.

* * *

Cornell Film Co., New York, has acquired distribution rights from United Films of Tel Aviv for film feature, "The Life and Times of Chaim Weitzman."

Availabilities . . .

Association Films, New York, is offering TV stations free-loan movie, "The Miracle of Rubber," a 22-minute documentary film on the growth of the rubber industry.

Production . . .

Production has started on NBC-TV's *Life of Riley* at Hal Roach Studios, Culver City, to be sponsored by Gulf Oil Corp., Pittsburgh, on NBC stations east of the Rocky Mts. Agency is Young & Rubicam Inc., Hollywood.

New Grantees' Commencement Target Dates

(Continued from page 76)

Call	City and State	Ch.	Granted	Commencement	Network	Rep.
Southland Television Inc., Pensacola, Fla.		15	Nov. 13	June	Young
WEEK-TV Peoria, Ill.		43	Aug. 28	January	Headley-Reed
KPTV (TV) Portland, Ore.		27	July 11	On Air	NBC	NBC Spot Sales
(Sept. 19)						
KCSJ-TV Pueblo, Col.		5	Oct. 30	March 1	Avery-Knodel
KDZA-TV Pueblo, Col.		3	Nov. 13	Unknown
WETV (TV) Raleigh, N. C.		28	Oct. 16	March 1	Avery-Knodel
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	May 15	Headley-Reed
WHUM-TV Reading, Pa.		61	Sept. 4	Dec. 7	CBS	H-R Reps.
WROV-TV Roanoke, Va.		27	Sept. 18	Dec. 15	ABC	Burn-Smith
WSLS-TV Roanoke, Va.		10	Sept. 11	Dec. 1	NBC	Avery-Knodel
WTVQ (TV) Rockford, Ill.		39	Sept. 11	Unknown
WKNX-TV Saginaw, Mich.		57	Oct. 2	February	Gill-Keefe & Perna
KFEQ-TV St. Joseph, Mo.		2	Oct. 16	Unknown	Headley-Reed
WSUN-TV St. Petersburg, Fla.		38	Oct. 9	May 1	Weed
KITO-TV San Bernardino, Calif.		18	Nov. 6	Fall 1953	Hollingbery
WKAQ-TV San Juan, P. R.		2	July 24	1954	Inter-American
Santa Barbara Bestg. & Telecasting Corp., Santa Barbara, Calif.		3	Nov. 13	May	ABC, DuMont, CBS, NBC
WGBI-TV Scranton, Pa.		20	Aug. 14	April	Blair-TV Inc.
WTVU (TV) Scranton, Pa.		73	Aug. 14	Dec. 25
KWTU (TV) Sioux City, Iowa		36	Oct. 30	Unknown
Cowles Bestg. Co., Sioux City, Iowa		9	Nov. 20	Unknown
KELO-TV Sioux Falls, S. D.		11	Nov. 20	Feb. 1	Taylor
WSBT-TV South Bend, Ind.		34	Aug. 28	Late 1952	Raymer
KHQ-TV Spokane, Wash.		6	July 11	January	NBC	Katz
KXLY-TV Spokane, Wash.		4	July 11	Dec. 25	CBS, ABC, DuMont	Walker, Pac. NW Bcstrs.
WWLP (TV) Springfield, Mass.		61	July 11	Late 1952	Hollingbery
KITS-TV Springfield, Mo.		10	Oct. 9	April
KOPO-TV Tucson, Ariz.		13	Nov. 13	Jan. 15	Hollingbery
KVOA-TV Tucson, Ariz.		4	Nov. 13	Unknown	Raymer
Central Texas Television Co., Waco, Tex.		34	Nov. 13	Unknown
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	April
WBRE-TV Wilkes-Barre, Pa.		28	Oct. 2	Jan. 1.	NBC	Headley-Reed
WILK-TV Wilkes-Barre, Pa.		34	Oct. 2	Feb. 1	ABC-DuMont	Avery-Knodel
WRAC-TV Williamsport, Pa.		36	Nov. 13	Unknown
WNOV-TV York, Pa.		49	July 11	Early 1953	DuMont
WSBA-TV York, Pa.		43	July 11	Dec. 1	ABC	Radio Reps.
WFMJ-TV Youngstown, Ohio		73	July 11	Early 1953	NBC	Headley-Reed
WKBN-TV Youngstown, Ohio		27	July 11	Early 1953	Raymer
WUTV (TV) Youngstown, Ohio		21	Sept. 25	Unknown

* Educational permittees.



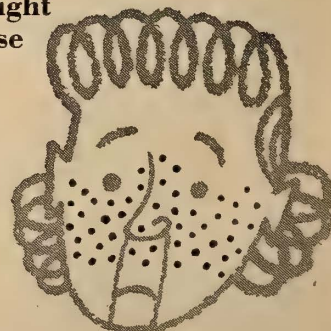
**Some spots
are better
than others**

In Los Angeles, where retail food sales total more than 2½ billion dollars per year, KNBH has best spot availabilities. *FOODS FOR THOUGHT*, on Monday thru Friday, 11-11:30 AM, offers top merchandising assistance, big audience. Stars are hard-selling Jane Hawkins and Jimmy Wallington.

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

KNBH Channel 4
HOLLYWOOD

Represented by
NBC SPOT SALES

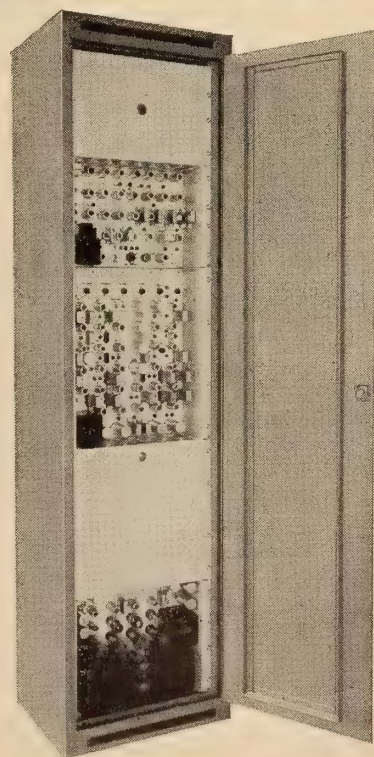
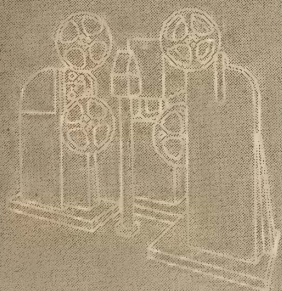
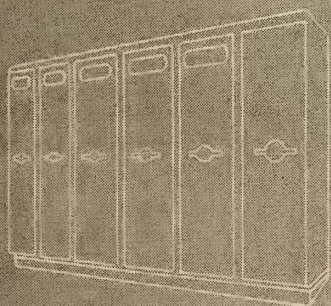
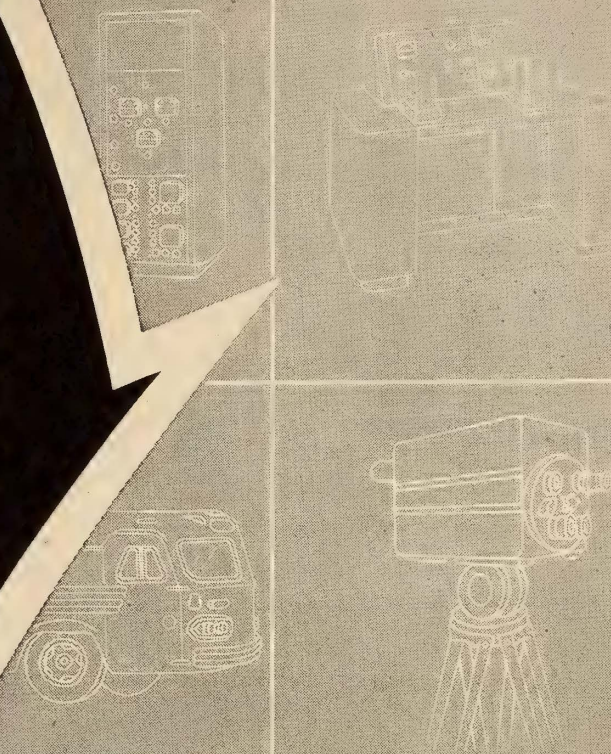


*Advanced Design for
Utmost Stability
and Reliability*

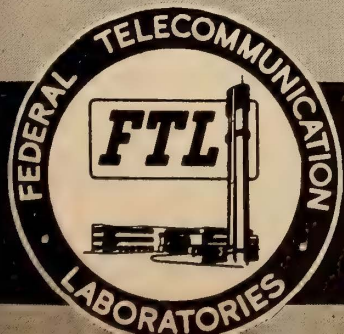
FEDERAL SYNC GENERATOR FTL-63A

High speed binary frequency divider circuits with short transition times eliminate need for expensive cathode ray monitoring. Provides stable pulse source regardless of tube or line voltage variations.

Federal Television



- Choice of 5 lock-in sources: crystal, power line, free, external or interlace.
- No timing operating controls other than master oscillator frequency.
- Linearity dot pattern mixed with blanking available on a separate output jack for testing receivers and monitors.
- Both negative and positive outputs available independently.
- Excellent transient characteristics.



Federal Telecommunication Laboratories, Inc.

an associate of the International Telephone and Telegraph Corp.
500 Washington Ave. Nutley, N. J.

Domestic Distributors: Graybar Electric Co., Inc. Offices in 108 cities
Export Distributors: International Standard Electric Corp. 67 Broad St., N. Y.
Canadian Distributors: Federal Electric Manufacturing Co., Ltd. Montreal, P. Q.

YESTERDAY and TODAY in Central Indiana at WFBM-TV "First in Indiana"

Yesterday

On May 30, 1949 there were 2500 Sets in WFBM-TV's coverage area.

Today
there are
265,000

Sets in use
in WFBM-TV's
coverage area

In planning your TV coverage remember to TAKE A CLOSE LOOK at the Central Indiana Market—COMPLETELY COVERED by WFBM-TV.

Represented nationally by
The Katz Agency Inc.

WFBM-TV

Channel

6



"First in Indiana"

telestatus



'Lucy' Leads in
Latest Ratings

(Report 243)

RATINGS for top 15 regularly scheduled once-a-week TV shows and 10 regularly scheduled multi-weekly TV shows were issued by The Pulse last week, based on Oct. 8-14 programs, as follows:

TOP 15 ONCE-A-WEEK SHOWS

Program	Program Average Rating	Oct.	Sept.
1 I Love Lucy (Mon., CBS)	42.3
2 Texaco Star Theatre (Tues., NBC)	41.3
3 Godfrey's Talent Scouts (Mon., CBS)	39.7	33.5	..
4 Your Show of Shows (Sat., NBC)	36.4	33.1	..
5 Godfrey and Friends (Wed., CBS)	35.9	31.3	..
6 Dragnet (Thurs., NBC)	35.2
7 Colgate Comedy Hour (Sun., NBC)	34.1
8 You Bet Your Life (Thurs., NBC)	33.0	27.1	..
9 Fireside Theatre (Tues., NBC)	30.3
10 Red Skelton (Sun., NBC)	29.6
11 TV Playhouse (Sun., NBC)	29.4	26.7	..
12 All Star Revue (Sat., NBC)	28.2
13 What's My Line? (Sun., CBS)	27.7	25.6	..
14 Boxing (Wed., CBS)	27.5	26.4	..
15 Mama (Fri., CBS)	27.4	24.7	..

TOP 10 MULTI-WEEKLY SHOWS

1 Howdy Doody (Mon.-Fri., NBC)	13.5	11.2
2 Perry Como (Mon., Wed., Fri., CBS)	12.3	11.3
3 Camel News Caravan (Mon.-Fri., NBC)	12.1	10.4
4 Kate Smith (Mon.-Fri., NBC)	11.3	..
5 Dinah Shore (Tues., Thurs., NBC)	11.0	8.8
6 Captain Video (Mon.-Fri., DuMont)	9.7	7.7
7 Strike it Rich (Mon.-Fri., CBS)	8.7	8.3
8 Big Payoff (Mon.-Fri., NBC)	8.5	7.8
9 CBS-TV News (Mon.-Fri., CBS)	8.2	7.7
10 Hawkins Falls (Mon.-Fri., NBC)	7.9	8.4

Trendex Ratings Given For Week of Nov. 1

TRENDEX ratings of the top 10 evening and network sponsored TV programs based on one live program for the week of Nov. 1-7 showed CBS-TV's *I Love Lucy* in first place. Listings were as follows:

Rank	Program	Rating
1	I Love Lucy (CBS)	58.5
2	Godfrey's Talent Scouts (CBS)	43.1
3	Godfrey's Friends (CBS)	41.3
4	Dragnet (NBC)	40.8
5	Jack Benny (CBS)	36.7
6	T-Men in Action (NBC)	30.7
7	Our Miss Brooks (CBS)	30.5
8	Your Show of Shows (NBC)	30.5
9	What's My Line? (CBS)	30.4
10	Strike it Rich (CBS)	29.3

It's 'Lucy' First, Hooper Reports

CBS-TV's *I Love Lucy* took first place in ratings in all six cities surveyed in the "Hooperade of Stars" for October, following its return from summer hiatus, C. E. Hooper Co. reported last week. Only one other show—NBC-TV's *Your Show of Shows*—placed among the first 15 programs in each of the six cities, although six made the first 15 in five cities. The cities: New York, Chicago, Los Angeles, Philadelphia, Boston, Detroit.

Survey Made of Chicago Set Market

TV dealers in Chicago still can sell an estimated 660,000 sets, despite the city's current "saturation" figure of 1,231,854. The *Chicago Tribune*, licensee of WGN-AM-TV Chicago, reports that 84.8% of the 660,000 figure it cites is a replacement market.

The newspaper has just completed a study, "The Opportunity for TV Set Sales During the Second Offensive in the Chicago Market," based on 3,000 interviews in the city and suburbs. A check on set purchase dates shows that about 500,000 of the sets now in use throughout the area have small screen sizes. This coincides roughly with the *Tribune* survey, which reports that 36% of the TV families answered that they had 14-inch screens or smaller.

Other replacements will be in demand by families dissatisfied with their present sets because of the model or performance, adding another 60,000 to the area's potential.

Plans by 19.3% of non-TV homes to purchase a video set, according to the survey, adds 103,072 prospects to the list.

Weekly Television Summary—November 24, 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	27,300
Ames	WOI-TV	104,967	Memphis	WMCT	159,453
Atlanta	WAGA-TV, WSB-TV, WLTV	215,000	Miami	WTVJ	155,000
Baltimore	WAAM, WBAL-TV, WMAR-TV	434,807	Milwaukee	WTMJ-TV	374,877
Binghamton	WBNF-TV	97,000	Minn.-St. Paul	KSTP-TV, WCCO-TV	329,200
Birmingham	WAFM-TV, WBRC-TV	122,000	Nashville	WSM-TV	84,786
Bloomington	WTVV	194,050	New Haven	WNHC-TV	310,000
Boston	WBZ-TV, WNAC-TV	945,914	New Orleans	WDSU-TV	133,213
Buffalo	WBEN-TV	292,803	New York-Newark	WABD, WBS-TV, WJZ-TV, WNBC	3,059,400
Charlotte	WBTV	255,237	Norfolk-Portsmouth-Newport News	WTAR-TV	141,961
Chicago	WBKB, WENR-TV, WGN-TV, WNBQ	1,231,854	Oklahoma City	WKY-TV	160,806
Cincinnati	WCPO-TV, WKRC-TV, WLWT	383,000	Omaha	KMTV, WOW-TV	154,876
Cleveland	WEWS, WNBK, WXEL	660,547	Philadelphia	WCAU-TV, WFIL-TV, WPTZ	1,096,784
Columbus	WBNS-TV, WLWC, WTVN	237,000	Phoenix	KPHO-TV	67,400
Dallas-Ft. Worth	KRLD-TV, WFAA-TV, WBAP-TV	193,130	Pittsburgh	WDTV	535,000
Davenport	WOC-TV	156,000	Portland, Ore.	KPTV	26,653
Quad Cities	Include Davenport, Moline, Rock Is., E. Moline		Providence	WJAR-TV	237,000
Dayton	WHIO-TV, WLWD	253,000	Richmond	WTVR	145,954
Denver	KFEL-TV, KBTU	78,198	Rochester	WHAM-TV	164,000
Detroit	WJBK-TV, WWJ-TV, WXYZ-TV	817,000	Rock Island	WHBF-TV	156,000
Erie	WICU	175,550	Quad Cities	Include Davenport, Moline, Rock Is., E. Moline	
Ft. Worth	WBAP-TV, KRLD-TV, WFAA-TV	193,130	Salt Lake City	KDYL-TV, KSL-TV	89,820
Grand Rapids	WOOD-TV	223,961	San Antonio	KEYL, WOAI-TV	106,507
Greensboro	WFMY-TV	135,896	San Diego	KFMB-TV	153,850
Houston	KPRC-TV	201,000	San Francisco	KGO-TV, KPIX, KRON-TV	464,000
Huntington-Charleston	WSAZ-TV	177,637	Schenectady-Albany-Troy	WRGB	237,400
Indianapolis	WFBM-TV	265,000	Seattle	KING-TV	197,300
Jacksonville	WMBR-TV	80,000	St. Louis	KSD-TV	451,000
Johnstown	WJAC-TV	177,301	Syracuse	WHEN, WSYR-TV	202,556
Kalamazoo	WKZO-TV	241,832	Toledo	WSPD-TV	209,000
Kansas City	WDAF-TV	243,357	Tulsa	KOTV	134,275
Lancaster	WGAL-TV	172,646	Utica-Rome	WKTV	81,000
Lansing	WJIM-TV	120,000	Washington	WMAL-TV, WNBW, WTOP-TV, WTTG	395,799
Los Angeles	KECA-TV, KHJ-TV, KLAC-TV, KNBH	1,381,452	Wilmington	WDEL-TV	123,540
Louisville	KTLL, KNXT, KTTV	179,820			
Lubbock, Tex.	WAVE-TV, WHAS-TV	7,000			
	KDUB-TV				
Total Stations on Air 113*		Total Markets on Air 67*			
* Includes XELD-TV Matamoros, Mexico					

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

ASK US TO PROVE WMAR-TV RESULTS!

HELWIG and LEITCH, inc.
MAJESTIC QUALITY FOOD PRODUCTS
101-143 N. Myer Street • Baltimore 24, Md.
Broadway 4000

October 30, 1952.

Mr. Marvin Ellin
Block Party - WMAR TV
Baltimore 3, Md.

Dear Mr. Ellin:

As you know, with the next program Helwig and Leitch, Inc. (Majestic Foods) will have concluded two years of continuous participation on Block Party.

This is to advise you that this company achieved tremendous success in its goal of securing better distribution and increased grocer cooperation for our products. Through the efforts of your program, we have seen gratifying results in consumer reaction toward our advertising on your program "Block Party".

We have accomplished what we set out to do two years ago—trying in virtually 300 grocery stores, conducting a highly successful sampling campaign, merchandising in the stores through floor displays, etc. and generally speaking in an "all-out" public relations job on the grocers. We find that Block Party has served its purpose.

Very truly yours,
J. W. Delaney
J. W. Delaney
General Sales Manager

JWD:gs

◀ PROOF: "Block Party"

A WMAR-TV feature which guarantees increased retail distribution; plus constant merchandising with ever-growing consumer results.

Wednesdays: 3.15-3.45 P.M.

ORGANIZED 1909
THE BALTIMORE WHOLESALE GROCERY COMPANY
INCORPORATED 1906 AND 1908
EAST FALLS AVENUE AND GRABBY STREET
BALTIMORE 2, MD.

November 12, 1952

Mr. Ernest A. Lang
Commercial Manager
WMAR-TV
Baltimore 3, Maryland

Dear Tony:

This is to let you know how very happy we are with our television show "The Woman's Angle". When we selected this particular show, we did so because we felt that it had everything needed to meet our requirements. Time has proved us right.

We can now say that "The Woman's Angle" is responsible for moving the products we advertise at a rate exceeding our expectations.

We are grateful to you and Ann Mar for the wholehearted co-operation we have enjoyed from the beginning.

Yours very truly,
George E. Thomas
THE BALTIMORE WHOLESALE GROCERY CO.
George E. Thomas
Assistant Secretary
Advertising and Sales Promotion

GET/H

PROOF: "The Woman's Angle"

Another WMAR-TV package with a record for the successful moving of merchandise.

Monday, Tuesday, Thursday, Friday: 1-1.30 P.M.
Wednesday: 3.45-4 P.M.

In Maryland, most people watch

WMAR-TV

SUNPAPERS TELEVISION

CHANNEL 2 ★ BALTIMORE, MD.

Represented by THE KATZ AGENCY, INC. NEW YORK • DETROIT • KANSAS CITY • SAN FRANCISCO
CHICAGO • ATLANTA • DALLAS • LOS ANGELES ★ TELEVISION AFFILIATE OF THE COLUMBIA BROADCASTING SYSTEM

'TV CIRCULATION'

Hooper Releases Figures

NEW "TV-set circulation" totals being released with city-by-city TV-area Hooperatings for the first time give broadcasting figures which can qualify as "circulation," C. E. Hooper said Nov. 13. This circulation figure is the "sum of sets tuned between 'sign-on' and 'sign-off' totaled for each 15-minute period within one week" and as such, he commented, is "realistic with reference to the frequency and length of the public's use of radio and television, while preserving the effectiveness connotations of actual audience measurement."

October TV-set circulation figures released to date by the Hooper organization are: Atlanta, 20,126,000; Baltimore, 40,122,000; Boston, 79,438,000; Chicago, 120,916,000; Cleveland, 75,790,000; Detroit, 86,278,000; Los Angeles, 123,471,000; New York, 280,793,000; Philadelphia, 104,583,000; Washington, 35,444,000.

TV Channel Changes Since Sixth Report

HERE, in convenient form, is a listing of all TV channel changes effected by FCC since issuance of the Sixth Report and Order which finalized the TV reallocation and lifted the freeze on construction of new stations [B•T, April 14]. The changes are:

	Deleted	Added
ALABAMA		
Mobile	8	10+
CALIFORNIA		
Palm Springs	14
DELAWARE		
Wilmington	53-	83+
DISTRICT OF COLUMBIA		
Washington	4+	4-
FLORIDA		
Orlando	*24	*24-
Pensacola	3+	3-
Tallahassee	24+	24
GEORGIA		
Elberton	16+	24+
INDIANA		
Fort Wayne	21+	69
Princeton	52+ ¹
KENTUCKY		
Lexington	33+	64
Somerset	22-	29-
LOUISIANA		
Baton Rouge	10	2
Lafayette	10
New Orleans	*2	*8
MARYLAND		
Baltimore	30-	60-
MASSACHUSETTS		
Fall River	40+	68
North Adams	15	74+
MISSISSIPPI		
Jackson	3+
OHIO		
Columbus	4+	4-
Fremont	59+
Lima	41	73
Warren	21-	67+
Youngstown	33	21-
PENNSYLVANIA		
Allentown	45	67
Harrisburg	33+	55+
Irwin	4+ ²
Reading	55+	33+
SOUTH CAROLINA		
Newberry	37	70
TENNESSEE		
Nashville	5
Old Hickory	5 ¹
TEXAS		
Beaumont-Port Arthur	6	6-
Corpus Christi	6-	6+
San Angelo	6	3-
Temple	6

¹Notice of proposed rule making.

²Effective approx. Nov. 24.

³Effective Dec. 4. Petition of WWSW Pittsburgh pending, requesting stay until court action on appeal.

⁴Effective Nov. 20.

⁵Reserved for educational noncommercial use.

Altec 639B CARDIOID MICROPHONE showing 6 selectivity patterns



TOPS IN PERFORMANCE FOR TELEVISION ...and quickly available via Graybar

Investigate these Altec
companion microphones, too!

THE ALTEC 633



Employing the same dynamic element as the 639, the Altec 633 microphone features a more compact housing. Long a standard of comparison for less critical applications, in studios and for remote pickups, it meets all AM, FM and TV requirements for fidelity of response.

THE ALTEC 660A AND B

This new and smaller version of the 633 microphone is available at substantial savings in cost.

Altec 660A and 660B units are ideal for voice or music pick-up wherever 10,000 cycle top response is adequate.



Many "new models" and "latest developments" have come and gone since Bell Telephone Laboratories and Western Electric produced the first 639-type microphone.

Now manufactured by Altec-Lansing, the 639 has adequately met the tests of time and proved itself in an almost unlimited variety of applications. Its cardioid directional response throughout the 40 to 10,000 cycle frequency range... its high signal-to-noise ratio... its choice of 3 to 6 response patterns — all combine to make the 639B a natural for TV... and still tops for AM, FM and sound reinforcement systems.

Your near-by Graybar Broadcast Equipment Representative will be glad to give you specifications and prices on the complete line of Altec microphones, as well as on any of your other broadcast requirements.

Make it a point to call today for full particulars. *Graybar Electric Company, Inc. Executive offices: Graybar Building, New York 17, N. Y.*

238-112

EVERYTHING ELECTRICAL TO KEEP YOU ON THE AIR

via
Graybar

IN OVER ONE HUNDRED PRINCIPAL CITIES

BROADCASTING • Telecasting

EVERYTHING ELECTRICAL

To Keep You On The Air

Graybar has everything you need in broadcast equipment... PLUS everything for wiring, ventilating, signaling and lighting your entire station and grounds.

Graybar's nation-wide network of more than 100 offices and warehouses assures you of convenient service wherever you are. There are Graybar Broadcast Equipment Representatives located in the following 21 cities to assist you with any problem.

ATLANTA

E. W. Stone, Cypress 1751

BOSTON

J. P. Lynch, Kenmore 6-4567

CHICAGO

E. H. Taylor, Canal 6-4100

CINCINNATI

W. H. Hansher, Main 0600

CLEVELAND

A. C. Schwager, Cherry 1-1360

DALLAS

C. C. Ross, Randolph 6454

DETROIT

P. L. Gundy, Temple 1-5500

HOUSTON

R. T. Asbury, Atwood 4571

JACKSONVILLE

W. C. Winfree, Jacksonville 6-7611

KANSAS CITY, MO.

R. B. Uhrig, Baltimore 1644

LITTLE ROCK

W. E. Kunkel, Little Rock 5-1246

LOS ANGELES

R. B. Thompson, Angelus 3-7283

MINNEAPOLIS

C. W. Greer, Geneva 1621

NEW YORK

R. W. Griffiths, Exeter 2-2000

OMAHA

L. J. O'Connell, Atlantic 5740

PHILADELPHIA

J. W. Crockett, Walnut 2-5405

PITTSBURGH

R. F. Grossett, Allegheny 1-4100

RICHMOND

E. C. Toms, Richmond 7-3491

SAN FRANCISCO

K. G. Morrison, Market 1-5131

SEATTLE

D. I. Craig, Mutual 0123

ST. LOUIS

J. P. Lenkerd, Newstead 4700

A Few of Our Leading Supplier-Manufacturers — Altec Lansing • Ampex • Berndt-Bach • Blaw-Knox • Cannon • Century Lighting • Communication Products • Continental Electronics • Crouse-Hinds • Daven • Fairchild • General Electric • General Radio • Houston-Fearless • Karp Metal • Kliegl • James Knights • Machlett • Meletron • Minnesota Mining • Mole-Richardson • Presto • Rek-O-Kut • Sarvis • Standard Electronics • Tung-Sol • Webster • Western Electric • Zoomar

Everything Electrical For Broadcasting-Telecasting — Amplifiers • Antennas • Consoles • Frequency and Modulation Monitors, Test Equipment • Loudspeakers and Accessories • Microphones and Accessories • Recorders and Accessories • Speech Input Equipment • Towers • Tower and Studio Lighting Equipment • Transmission Line and Accessories • Transmitters, AM and TV • Tubes • Turntables, Reproducers, and Accessories • TV Cameras and Film Equipment • Video and Audio Monitors • Wiring Supplies and Devices



WFAA-TV CASE

NLRB Rules Out IBEW Bid

PETITION by an IBEW union local seeking representation of all TV technicians at WFAA-TV Dallas was dismissed by the National Labor Relations Board Nov. 15.

The petition was filed by Radio Broadcast Technicians, Local Union 1257, of the International Brotherhood of Electrical Workers (AFL). WFAA-AM-TV is operated by A. H. Belo Corp. The final order was signed by NLRB Chairman Paul M. Herzog and members John M. Houston and Abe Murdock.

The decision upheld the station's contention which held that only a unit comprising radio and television technicians is appropriate. NLRB cited "the common overall supervision of technical operations (AM and TV), the comparative proximity of the radio and TV stations, the similarity of duties and qualifications of the employees and the substantial interchange among technicians in the two stations."

A. H. Belo Corp. bought WFAA-TV in 1950, and maintains radio and TV outlets about two and a half miles apart, the board noted. Company also owns the *Dallas Morning News*. WFAA-TV operates on Ch. 8.

MIKE & CAMERA

Future's Twin Campaigners

TELEVISION will mean the end of the whistlestop as the candidates know it and greater reliance on broadcast media in future political campaigns.

These views have been expressed since the election by Vice-President elect Richard M. Nixon and Wilson Wyatt, personal campaign manager for Gov. Adlai Stevenson.

Vacationing in Florida, Sen. Nixon observed that because of TV "it may have been the last of the whistlestop campaign. In the future we may have back-porch campaigns with television plus the press and radio bringing the candidates right to the people."

Mr. Wyatt predicted whistlestops will be "unnecessary" and that candidates will appeal to the people directly through radio and TV.

"With the expansion of the number of TV stations in the next four years, the need for many personal visits throughout the country by candidates will not exist," he said in a statement to WAVE-AM-TV Louisville. His remarks were aired by the stations Nov. 9 upon his return from Springfield, Ill.

Mr. Wyatt feels radio-TV will take over the process of helping to elect a candidate, with the public's approval. He explained he was able to persuade Gov. Stevenson to forsake whistlestops for radio-TV appearances this year and felt the Governor would not use the former technique if he runs for the Presidency again in 1956. Mr. Wyatt attributed Gov. Stevenson's popularity to the broadcast media.

For Late Sleepers

KECA-TV Los Angeles on Jan. 1 will telecast twice the complete two-hour Pasadena Rose Parade, each time for a different sponsor and from a different vantage point. Big Four Appliance Dealers, Los Angeles, through Irwin Co., Beverly Hills, will sponsor the first telecast at 9 a.m. (PST), and Challenge Cream & Butter Assn., through Davis & Co., both that city, will sponsor the second, at 11 a.m.

PRODUCTION FIRM

Reactivation Plans Set

PLANS to reactivate Harvey Marlowe Television Assoc., film production firm, were announced last week by Mr. Marlowe, who has resigned as production manager of WOR-TV New York.

Mr. Marlowe said his firm, which he founded in 1948, will concentrate on the production of low-budget films for television. He currently is negotiating for New York quarters.

TRUTH IN ADS

TV Points Up—James

TELEVISION's penetrating force, "more powerful than anything in advertising history," offers a "commanding challenge for truthfulness in all advertising," Alden James, P. Lorillard Co. advertising director, told the Washington Ad Club last Tuesday.

Appearing as a last-minute substitute for Robert M. Ganger, Lorillard president, Mr. James warned that criticism of advertising is mounting, especially among those who really believe in advertising and private enterprise. In the case of cigarette advertising, he said, skepticism is at a peak. He recalled that Old Gold's messages have "good-naturedly kidded other cigarette advertising" for a score of years.

Mr. James criticized cigarette companies that make "a football of the medical profession." He added that these medical claims are "absurd," throwing in a slap at claims that a specific cigarette is less irritating because of the flavoring or moistening ingredients. "All methods and ingredients are available to all manufacturers," he explained.

Pseudo-scientific claims should be discontinued, he said, since extravagant statements hurt the whole industry. He scoffed at advertisers aiming at the one-third of smokers who are bothered by the nicotine and tars in tobacco.

F. A. WANKEL, manager of NBC-TV's technical operation, demonstrated one of network's new crash trucks used in mobile operations, during second annual meeting of Institute of Radio Engineers at Franklin Institute, Philadelphia.

TV SELLING

Lyman Urges Proper Use

TELEVISION as an advertising medium can do what no other medium can—demonstrate a product or service to a mass audience, Peter Lyman, radio-TV director, Frederick E. Baker & Assoc., Seattle, told a TV clinic in Spokane last Wednesday.

Mr. Lyman said that TV is still suffering from growing pains, but is "capable of very great things when used right." It also is capable of very great waste when not used properly, he said.

Evaluating TV from the viewpoint of an advertising agency, the speaker told his audience of Spokane advertisers, agency men and prospective telecasters:

1. Even with the high relative costs of television time, an agency can seldom "come out" on the customary 15% commission on live shows. Most agencies, he said, must charge fees for writing and production.

2. "Canned" programs and filmed commercials are the easiest way out, but not necessarily always the most efficient.

3. Film programs with live commercials are one way of keeping a "fresh commercial approach."

4. Silent film commercials with live sound result in a flexible format, permitting changes in copy.

5. Television ad writing calls for an undersanding of what the advertiser can do with cameras, lighting, props and other facilities at his disposal.

Stressing the importance of a good relationship between the advertising agency and the station's production staff, Mr. Lyman said, "If these two work together with mutual respect, they can produce a successful show. Without it, there's a mess for all concerned."

The speaker cited successful TV campaigns used in Seattle, including Formula #40 [B•T, May 5, 1952] and *Peoples Parade*. He concluded:

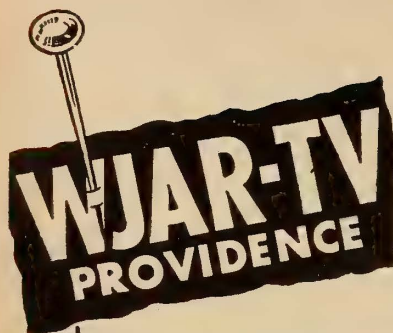
"Above everything else, show 'em! Make everything possible visible as well as audible. Demonstrate your product or service; forget radio when you are using television. Most unsuccessful television is due to misplaced radio technique."

16MM SUIT

New Time Delay Granted

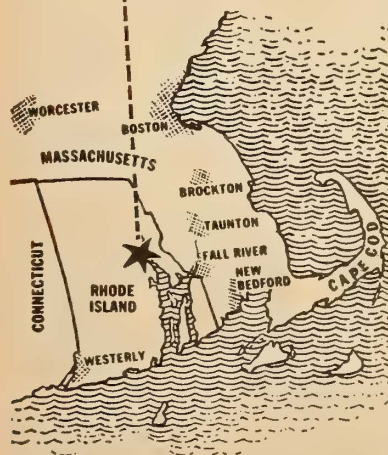
DEFENDANTS in Dept. of Justice suit to force release of 16mm feature films to television have been granted a third time extension to Dec. 31 for filing answers.

Previous filing date was set for Nov. 15 after defense attorneys had asked for an extension from Oct. 15 [B•T, Oct. 13]. Suit was filed in Los Angeles July 22. Counsel for film companies are undecided whether to file answers to the suit or ask for a motion to dismiss, it was reported.



PINPOINT YOUR PERSISTENT SALESMAN

**UNDUPLICATED
COVERAGE IN
235,000 HOMES
WITH PERSISTENT
SELLING TO MORE
THAN 705,000
PEOPLE . . .
IN PROSPEROUS
SOUTHERN
NEW ENGLAND**



Represented Nationally by
Weed Television
In New England — Bertha Bannan

WWJ-TV STUDIOS

\$2 Million Facility Opened

WWJ-TV Detroit dedicated its new \$2 million studios last Monday with a special telecast saluting Detroit, telling about the city and its people and those of southeastern Michigan, with vignettes presenting the station as the "busiest in television."

Sixth TV station in the U. S. to go on the air, March 4, 1947, WWJ-TV was the second postwar station and the first in Michigan. The dedication ceremonies were attended by Detroit Mayor Albert E. Cobo and Gov. Mennen Williams.

Others included Warren S. Booth, president of the Detroit News, station licensee; Edwin K. Wheeler, general manager, WWJ-AM-FM-TV; Joseph H. McConnell, NBC president; Willard E. Walbridge, station manager, WWJ-TV, and members of the News board of directors.

On Nov. 14 a special closed circuit program was viewed by 300 Detroit advertising executives. Last Thursday 300 New York advertising men watched on 10 large-screen TV receivers in the Waldorf-Astoria Hotel a program including a camera tour of the new studios, parade of local WWJ-TV stars and talent and a review of the station's commercial techniques, plus a documentary on Detroit. NBC wires were leased for the show.

Other Programs

A similar program will be shown tomorrow (Tuesday) to midwest advertisers and agency people at Chicago's Hotel Blackstone. WWJ-TV believes it is the originator of this novel promotion of TV "with TV."

The new two-story WWJ-TV building offers 20,000 sq. ft. of floor space and adjoins the WWJ-AM-FM building. About 120 miles of television wiring are connected by cable runs to a central duct shaft which extends from the basement to the second floor. Some 150 tons of refrigerating equipment neutralize heat of the high lighting intensities used in the studios.

Stairways and passageways provide access to and from the various facilities.

Occupying much of the first floor are three studios, the largest of 4,600 sq. ft., including a 25-ft. turntable, 221 ft. of wall space and 18 motor-operated light battens. Each studio has central control boards for lighting, and adjoining control rooms are four feet above studio floor levels. Offices, conference room and a garage also are on this floor.

The second floor contains a master control room of 1,100 sq. ft., with 90 ft. of relay racks; film projection room of 600 sq. ft., announcers booth, engineering workshop of 660 sq. ft. and engineers' offices. There is an additional studio for audience shows and a roof area for outdoor shows.

The lower level area is occupied



WWJ-AM-FM-TV General Manager Wheeler (l) is congratulated by NBC President McConnell on completion of new Detroit TV studios.

* * *

by a central storage area of 5,600 sq. ft., adjacent area for scenery design and carpentry and paint work, talent and production offices, film office, newsroom, rehearsal and dressing rooms, costume and wardrobe rooms and a talent lounge.

DR. DuMONT'S VIEW

Cites TV's Practical Uses

TELEVISION is not merely an entertainment or news medium but also a strong force in education, industry and defense, Dr. Allen B. DuMont, president, Allen B. DuMont Labs. asserted in the current (November) *Academy Magazine*, published by the Academy of Radio and Television Arts and Sciences.

Dr. DuMont cited TV's use in colleges and universities to supplement regular teaching methods and bring adult education programs into viewers' homes. He said TV's ability to see in "unseeable" places provides aid in industrial processes and noted TV is employed in atomic energy plants, research installations and in troop training.

DAMAGE SUIT

Filed by Film Producers

SEEKING to restrain further release of the theatrical motion picture, "Shed No Tears," to television, two firms filed a \$500,000 precedent - setting damage suit against Chesapeake Industries and others last Monday. Frost Films Inc., and Equity Pictures Inc. filed in Los Angeles Superior Court.

Also named as defendants are Motion Pictures for Television (MPT), United Artists, Eagle Lion Classics, Eagle Lion Films, Pictorial Films and Pictures Unlimited.

The film producers charge that Chesapeake, formerly known as Pathe Industries Inc., had no right to assign the movie's TV distribution rights to MPT without consulting them. They maintain current showing on TV will destroy further theatrical revenue by preventing re-issue. The film stars Wally Ford and was released theatrically four years ago.

Besides damages and a restraining order, the producers ask that the existing agreement between them and Chesapeake be ended.

SWG SUPPORT

Backs SAG on AAAA Issue

SCREEN Writers Guild (SWG) following settlement of its own long drawn-out labor contract dispute with Alliance of Television Film Producers (see story page 91) last week voted "complete support and cooperation" to Screen Actors Guild's (SAG) pending strike against the American Assn. of Advertising Agencies and New York film producers. The issue involves additional payment to actors for re-use of filmed TV commercials.

Terming SAG's proposals "just and reasonable," SWG's executive board said it would ask the Authors League of America to take similar support action.

all
business
needs
SHOW BUSINESS

BILL STRALEY
PRODUCTIONS
Route 2, Box 329KA, San Antonio, Texas

FILMS FOR INDUSTRY AND TELEVISION



SWG-ALA STRIKE

Ends With ATFP

FOURTEEN-week strike of Screen Writers' Guild and the Authors' League of America against the Alliance of Television Film Producers was called off early Monday under a compromise settlement yet to be ratified by all groups involved.

Under the agreement, SWG capitulated on its demands to the producers for a percentage of the gross against minimums, a controversial issue. They compromised on a plan whereby writers will receive continuous payment for each rerun of the individual TV film.

The Alliance membership voted acceptance of the contract Thursday, with SWG members to do likewise today (Nov. 24). ALA's ratification of the contract is expected to follow.

The agreement provides that writers of one-time shows and anthology series will lease their basic material to the producer for TV use over a period of seven years. On payment of additional compensation, radio, motion picture and sequel rights may be exploited by the producer within a time limit to be fixed; otherwise rights revert to the author at the end of such period.

Author's Rights

All remaining ownership rights remain the property of the author. On episodic series and serials, where basic material is owned by the producer, all rights in the TV scripts shall be the property of the producer.

Provision is made in the contract for a scale of payments for half hour TV scripts. Payments for hour and quarter hour scripts are still to be agreed upon.

All categories however, call for a flat sum plus continuing payments for re-use over a period of years. At the end of the seven year leasing period, rights in the basic material revert to the author although the producer may continue to re-issue or remake the TV film.

For original stories for one-time shows, anthology series and episodic series, the writer will receive \$200 for the story and \$550 for the TV script. When one person writes both the story and TV script, he is to receive \$700 plus continuing payments for re-use in any case. In the fields of Westerns and serials, the agreement stipulates a flat payment of \$600 for the TV script, plus continuing payments.

Where a series or a serial is developed from an original TV story, the writer is to receive an additional payment for each subsequent episode, regardless of whether he works on the story or video play. The amount of payment is still to be worked out.

INDEPENDENT TV

Urged by Canadian Advertisers

CANADIAN advertisers are in favor of a change in government policy banning independent television stations and are ready to sponsor programs should independent TV stations be permitted, according to H. T. Venning, president of the Assn. of Canadian Advertisers.

The ACA directors, meeting at Kingston, Ont., have concurred with the Canadian Liberal Party advisory council's recommendation that the present ban on independent TV stations be lifted and that a separate regulatory body for radio and television be established. The ACA directors have notified the Canadian government to that effect and declared that private development of TV will benefit the public and business in general.

"Private capital," Mr. Venning

'Caravan' Speedup

NBC-TV has installed a private television system spanning the five miles between Radio City headquarters in New York and the news film operations at 106th St. to speed production on the *Camel News Caravan* program (Mon.-Fri., 7:45 p.m. EST and PST). The setup permits newsmen in Radio City to view the films on a standard set and order cutting and editing at the lab.

said, "is now ready to venture into and further develop the TV industry, a move which would naturally add to technical employment, encourage initiative, and give more Canadians experience."

TV COMMERCIALS

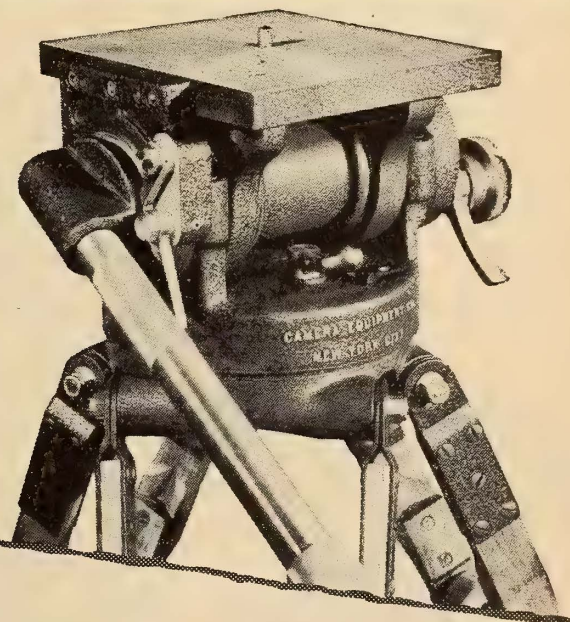
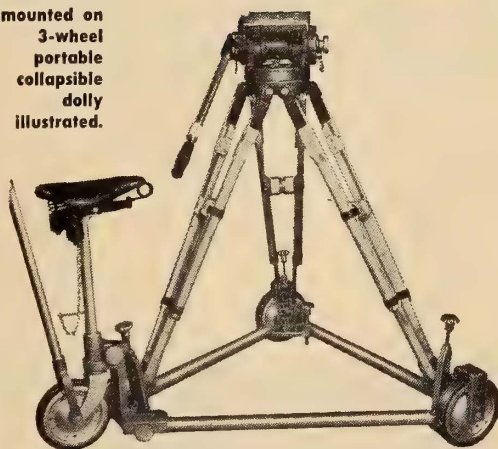
Selling Factors Discussed

"A COMMERCIAL is more effective if delivered by an authority on the product instead of a regular announcer," according to John Boyle, chief, TV program section, Daniel Starch & Staff, media research organization.

In a talk before the Television Assn. of Philadelphia at the Poor Richard Club, Mr. Boyle said it is not necessary to entertain in a commercial in order to sell the product. He said a certain amount of the audience will be lost if they are not entertained but that viewers who remain have product interest and will do the buying. Daniel Starch & Staff has just completed a report on TV commercials in Philadelphia, New York, Boston and Chicago.

From Station Break
to Feature... the NEW
"BALANCED"
TV Tripod
is doing a whale of
a job every day!

"BALANCED"
TV TRIPOD
mounted on
3-wheel
portable
collapsible
dolly
illustrated.



We THREW THE book away and engineered a brand new "BALANCED" Tripod for every photographic and video need. The result—a revelation in effortless operation, super-smooth tilt and 360° pan action.

PERFECT BALANCE prevents mishap if the lock lever is not applied. Quick release pan handle locks into desired position. Mechanism is enclosed, rustproof, needs no lubrication. Tension adjustment for Camera Man's preference. Built-in spirit level. Telescoping extension pan handle. We defy you to get anything but the smoothest, most efficient operation out of this tripod beauty.

WE CALIBRATE LENSES . . . Precision "T" STOP CALIBRATION of all type lenses, any focal length. Our method is approved by Motion Picture Industry and Standard Committee of SMPTE. Lenses coated for photography. Special TV coating. Rapid service.

WE RENT AND SERVICE CAMERAS * MOVIOLAS * DOLLIES . . . Complete line of 35mm and 16mm equipment available for rental.

MITCHELL: Standard, Hi-Speed, BNC, NC, 16mm. Bell & HOWELL: Standard, Shiftover, Eyemos. MAURER: 16mm. CAMERAS. ARRIFLEX. MOVIOLA: Editing machines, Synchronizers.

WE DESIGN and manufacture Lens Mounts and camera equipment for 16mm—35mm and TV cameras.

FRANK C. ZUCKER
CAMERA EQUIPMENT CO.
1600 BROADWAY NEW YORK CITY

IF YOU WORK WITH FILM . . .

It will pay you to get to know us. The country's foremost professionals depend upon our portable, versatile, adaptable equipment.

WBTV (TV) MEET

Dec. 3-4 Agenda
Is Announced

AGENDA for WBTV (TV) Charlotte's Southeastern Television Conference Dec. 3-4 was announced last week.

Film operation, programming, production and engineering will claim the first sessions. Taking part in the discussions will be Gaines Kelley, general manager, WFMY-TV Greensboro; Ken Tredwell, operations director, Sam Zurich, production director, M. J. Minor, chief engineer, Tom Callahan, audio-video supervisor, Lacy Sellars, film manager, all of WBTV, and Andrew D. Ring, of A. D. Ring & Co.

Joseph M. Bryan, president, and Charles H. Crutchfield, executive vice president, Jefferson Standard Broadcasting Co., licensee of WBT-AM-FM and WBTV, explained that the conference was being held as a service to prospective TV operators in the Carolinas and nearby states.

Also slated for the opening day is a talk by Reed T. Rollo entitled, "What's Happening to Your Application?" Mr. Rollo is associated with the Washington firm of Kirkland, Fleming, Greene, Martin & Ellis, counsel for the Jefferson Standard Broadcasting Co. "The TV Cable" will be discussed by H. Y. Alexander of the Southern Bell Telephone & Telegraph Co.'s Charlotte Div.

First day's activities will be rounded out by a barbecue at WBTV's transmitter atop nearby Spencer Mt.

Opening the second day, J. Robert

Covington, Jefferson Standard Broadcasting Co.'s vice president in charge of sales and promotion, will speak on TV promotion.

Wally Jorgenson, WBTV's sales manager, and C. K. Spicer, the business manager, will speak on their respective departments. Afternoon session will include a talk by Dick Doherty, NARTB employee-employer relations director, on "Staffing and Managing the TV Station." Closing out the calendar will be a banquet at Charlotte's Hotel Baringer, conference headquarters.

Four states will be represented at the Charlotte sessions.

Those who have indicated that they will attend from North Carolina are:

Harold Thoms, Loyd Leonard, Art Borgeson, WISE Asheville; Charles Newcomb, Charles Britt, WLOS Asheville; James Poston, Ken McClure, J. B. Clark, WAYS Charlotte; Olin Nisbet, Wallace Stone, J. R. H. Wilson, WMT Charlotte; E. J. Gluck, Armand Bodie, L. L. Caudle, WSOC Charlotte; Harmon Duncan, Floyd Fletcher, WTKI Durham; George Barber Jr., WCOG Greensboro; Hartwell Campbell, Hank Tribble, John Clark, Carolina Broadcasting System, Greenville; B. M. Middleton, WHKP Hendersonville; Ralph Epperson, Bruce Fleming, WPAG Mt. Airy; Worth White, James Reid, Alton Tripp, S. T. Liles, WPTF Raleigh; Robert Wallace, WOHS Shelby; Robert Estes, Phil Hedrick, WSJS Winston-Salem; James Coan, John Johnson, WTOB Winston-Salem; R. A. Dunlea Jr., WMFD Wilmington.

From South Carolina: J. Drayton Hastie, Walter Nelson, Henry Hoppe, WUSN Charleston; E. H. Keown, William Birchfield, WHAN Charleston; Miss A. L. Quarterman, Mrs. Alma Davis, Charles Hall, Wilbur Albee, WCSC Charleston; Charles Pittman, WCOS Columbia; Roger Shaffer, Harold Beckholt, Guy Vaughn, John Parker, Dudley Saumenig, Herbert Eidson, Charles Batson, Broadcasting Co. of the South, Columbia; Don Willoughby, Frank Harris, John Sholar, W. C. Bochman, WNOK Columbia; Bevo Whitmire, W. E. Garrison, Norvin Duncan, WFBC Greenville.

From Virginia: Robert Walker, WCHV Charlottesville; Edward Gardner, Lyle Motley, WBTV Danville; William T. Howard, Graydon Olive, Forest Pinkerton, Richard Gooch, WWO Lynchburg; Robert Wolfenden, Mrs. Robert Wolfenden, WMEV Marion; Thomas Tinsley, Irving Abloff, WLEE Richmond; Charles Ballou, John Eure, WDBJ Roanoke; and Walter Windsor from WGBA Columbus, Georgia.

Prospective educational TV applicants will be represented as well as members of the Consolidated U. of North Carolina Trustee Committee on Television.

General chairman for the conference is Chase Idol, employee services supervisor for Jefferson Standard Broadcasting.

ACADEMY of Television Arts & Sciences, Hollywood, has opened its membership to executives, account executives and production personnel (except clerical) of advertising agencies active in TV. New membership classification also includes executives and production personnel (except clerical) of talent agencies active in TV.



KSL-TV tower site affords panoramic view.

KSL-TV TOWER

Signal Serves Four States

KSL-TV Salt Lake City, which claims to operate America's highest video transmitter, passed another milestone Nov. 15.

Ivor Sharp, executive vice president of Radio Service Corp. of Utah, licensee of KSL-AM-FM-TV, says on that date KSL-TV became the first TV station in the Intermountain West to serve residents of four states.

According to Mr. Sharp, the mountain-top transmitter will reach 87% of the population of Utah, plus thousands in Idaho, Nevada and Wyoming.

D. Lennox Murdoch, KSL-TV manager, adds that the station's growing market is expected to reach a retail sales volume of more than \$700 million this year.

Culmination of nearly 15 years of research, exploration and mountain-peak development, the KSL-TV transmitter is located atop 9,425-foot Coon Peak. The transmitter is located some 17 miles west of Salt Lake City and cost more than \$300,000 to put into operation.

KSL-TV's former transmitter was located atop the Union Pacific Bldg. in Salt Lake City.

Microwave relay has been installed on the roof of the KSL-TV studios in downtown Salt Lake City.

DAYTIME SPOT

WCBS-TV Reports Increase

BETWEEN April and October, WCBS-TV New York's daytime national spot business increased "to almost twice as many accounts, four times more business" per week, Craig Lawrence, general manager of the CBS-owned station, reported last week.

"In April 1952, 27 advertisers were using a total of 58 daytime announcements a week on WCBS-TV," whereas "in October 1952, 46 advertisers were using a total of 267 daytime announcements a week," Mr. Lawrence said. During the same period, he added, WCBS-TV's daytime network business increased from 56 to 77 sponsored quarter-hours a week, while evening time remained "virtually sold out."

NLRB HEARING

Deferred on TWA Petition

NATIONAL Labor Relations Board hearing on the petition of Television Writers of America (TWA) to be the bargaining agent for Hollywood writers with live and film television network shows, scheduled to start tomorrow (Tuesday), has been postponed to Dec. 10. Hearing will be held before Los Angeles field examiner Norman Greer.

TWA is contesting the claim of the Screen Writers Guild that it is the TV writers' proper representative. SWG and Authors League of America have already negotiated agreements with the networks in New York. They cannot be put into effect, however, until the NLRB settles the controversy.

Zoomar Interest Sold

FILM PRODUCER Jerry Fairbanks has sold his interest in the Television Zoomar Corp., New York, which he has served as president, to Jack Pegler, general manager, and Dr. Frank G. Back, inventor of the lens. Mr. Pegler becomes president and Dr. Back, vice president, secretary and treasurer of the corporation.

ROCKFORD TEST

CTISA Sees Raytheon Show

MEMBERS of the Rockford (Ill.) Certified Television Installation & Service Assn. Inc. witnessed a demonstration of uhf conversion and installation techniques by Raytheon at the LaFayette Hotel there Nov. 13 as part of the group's preparedness program for the advent of local television around next March 1.

The Raytheon demonstration was a field test of the firm's planned national uhf educational program and was attended by Mort Farr, president of National Appliance & Radio-TV Dealers Assn.

SOONER or LATER
some aggrieved listener
accuses you of

LIBEL OR SLANDER

and THEN you'll need our
UNIQUE INSURANCE
covering this hazard. It covers also
Invasion of Privacy, Plagiarism,
Piracy and Copyright. It is
ADEQUATE, SURPRISINGLY
INEXPENSIVE.

In use Nation-wide.
GET IT IN TIME!

WRITE FOR DETAILS AND RATES

EMPLOYERS REINSURANCE
CORPORATION

Insurance Exchange — Kansas City Mo

**NOW UNDER
CONSTRUCTION!**

KROD-TV
Channel 4
56,300 WATTS

**SERVING
THE EL PASO
SOUTHWEST
SOON . . .**

RODERICK BROADCASTING CORP.
EL PASO, TEXAS
Dorrance D. Roderick, Chm. of the Board
Val Lawrence, President

KROD CBS RADIO NETWORK
STATION IN EL PASO
600 KC 5000 WATTS

CBS-TV 'CITY'

Production in Full Swing

PRODUCTION is in full swing at the Los Angeles CBS Television City, currently capable of turning out about 28 hours of live programming weekly.

Output capacity of the TV center, which opened officially Nov. 15, constitutes almost half the combined production of CBS-TV's 18 New York studios and 22 times that produced yearly on any large Hollywood movie lot, according to CBS officials.

Following by six weeks the dedication of the NBC TV Center's initial two-studio plant in Burbank, the new CBS operation, a corporate entity in itself, comprises four large studios, two equipped to handle audiences of 350 persons each.

Besides studios and a six-story engineering building, the unit includes make-up, costume and prop rooms, an assembly line arrangement for set design facilities, carpenter and paint shops, set storage, a 35,000 sq. ft. office area and three large rehearsal halls.

All CBS-TV Hollywood-originated live shows soon will emanate from the new plant, moving from current quarters at Columbia Square and the Don Lee Bldg. The administration and production departments eventually will make the move.

KNXT (TV), CBS-TV's only Hollywood station, will continue to headquarter in the Don Lee Bldg., 1313 Vine St.

RELIGIOUS TV

Baker Sees a 'New Pulpit'

"TELEVISION gives religion a new pulpit, a clearer voice, a wider audience," declared Dr. W. R. G. Baker, General Electric vice president and general manager of the company's Electronics Div.

Dr. Baker spoke Nov. 14 during a Religion Television Workshop session sponsored by the National Council of the Churches of Christ at the Syracuse Hotel in Syracuse, N. Y.

The GE engineer-executive urged churchmen "not to expend the valuable and expensive gift of television time carelessly," and said brevity can be an advantage. He outlined a three-point program: (1) the pulpit should be replaced by the TV studio for religious programs; (2) the telecast should be short and uncomplicated, and (3) the religious message should be presented in an easily-understood manner.

JIMMY DURANTE, who stars in NBC-TV's *All Star Revue*, awarded Star of Italian Solidarity, Italian government's only civilian honor to foreigners or Italians living abroad who have contributed to moral and material rehabilitation of Italy.

BROADCASTING • Telecasting



CBS NETWORK star Jean Hersholt is flanked by CBS President Frank Stanton (l) and Board Chairman William S. Paley at banquet celebrating TV City opening.

* * *



'IRMA' AND 'LUCY'—Marie Wilson and Lucille Ball (seated, l to r), stars of *My Friend Irma* and *I Love Lucy*, respectively, chat with (standing) Desi Arnaz, Miss Ball's husband and co-star; Mrs. Phil Lasky, and Phil Lasky, general manager, KSFO and KPIX (TV) San Francisco, at CBS-TV affair.

* * *



AMONG NOTABLES at CBS Los Angeles ceremonies are (l to r) Harry Burke, general manager, KFAB Omaha, CBS affiliate; Mrs. Harry C. Wilder, Phoenix, Ariz., and CBS-TV President J. L. Van Volkenburg.

TRIPLE THREAT POWER

Most Powerful TV Station
in Syracuse

PROGRAMMING

Programs from three major networks... CBS, ABC, Dumont, and excellent local shows.

PROVEN RESULTS

See your nearest KATZ AGENCY for time on Central New York's most looked at television station.

say "WHEN"

"Growing Stronger Every Day"

CBS • ABC • DUMONT

WHEN TELEVISION SYRACUSE

A MEREDITH STATION

November 24, 1952 • Page 93

BROCHURE and promotion kit on *Favorite Story*, new Ziv Television Programs Inc. series have been released by that production firm. Star of the series is Adolphe Menjou. Kit contains ad mats, ad proofs, publicity stories and publicity pictures to be used in connection with presentation of the program. Brochure tells a pictorial story of the series, as Mr. Menjou sees it.

HOUSEWIFE vs. ACTRESS

TO give housewives a chance to prove they can do TV commercials better than some model or actress, a contest has been started on KTTV (TV) Hollywood *Glamour Session*, twice weekly quarter-hour program. Inaugurated by Dr. Sparling's RX-Thirty, L. A. (vitamins), sponsor of half the program, contest closes Jan. 31, 1953. Contestants, selected on basis of letters and physical appearance, will compete for chance to do a series of filmed TV commercials. Agency is Frank J. Miller Adv., Hollywood.

WNAX 'CONCERT TICKETS'

PAIR of "season tickets," patterned after those which any box office has for sale, were distributed to 1,000 music organizations in the WNAX Yankton, S. D., listening area, to promote the first program of the New York Philharmonic Symphony broadcasts on the station Nov. 7. Letter accompanying the tickets listed guest who would be featured on the program.

RADIO BOOK REVIEW

QUARTER-HOUR book reviews for teen-agers are now being aired weekly by 33 member stations of the Canadian Assn. of Broadcasters. The program is prepared by CAB for its member station on a co-operative cost basis, with reviews by a leading Canadian author, Charles Clay of Ottawa. Books reviewed include current best sellers as well as classics. Three books are discussed each week.

programs promotion premiums



WLWT (TV) NAMES WINNERS

BY the Oct. 31 deadline, the "If I Were President" contest on WLWT (TV) Cincinnati netted 53,000 entries, station has related. Three top prizes went to Mrs. Warren C. Hanna, Troy, Ohio, housewife who will move into a new \$25,000 house which was first prize in the contest. Second place prize, a Chevrolet convertible, goes to Joseph Davids, Wilmington, Ohio. A complete Crosley kitchen was won by Roy J. Hale, Dayton, Ohio who placed third.

DONOR DEMONSTRATION

IN AN effort to make viewers in the Richmond, Va., area see how easy it is to be a blood donor, newscaster John Shand gave a pint of blood on his daily news show, *Virginia Today*, on WTVR (TV) Richmond. While the donor demonstration was in progress, Mr. Shand aired his news, weather report and best market buys of the day.

POWER INCREASE PUBLICITY

AIR promotion as well as newspaper ads preceded an increase in power to 1000 watts at WLCS Baton Rouge, La., on Nov. 8. Station operates on 910 kc. Several contests were run by the station using the theme "'910' First on the Dial in Baton Rouge." Over \$1,000 in prizes were awarded to the winners.

COOKING SESSIONS

THIRTEEN week series of cooking demonstrations has been launched by Agnes Lancaster over WJEL Springfield, Ohio. Programs take place on the floor of the appliance department in Atherton's furniture store in that city. Guests are interviewed and prizes are awarded during each session.

PLEASURABLE PAIN

TV outlets in Philadelphia are being plugged in a new fashion by Dr. Bernard Helicher, a dentist there who is offering patients TV while dental work is being done. The TV set is suspended from the ceiling and is attached to a gadget which Dr. Helicher can manipulate with his foot so that sound can be cut off if the patient desires.

SHOW ADDS FEATURE

New feature has been added to the hour-long *The Woman's Page* program on WFIL-TV Philadelphia titled "Bringing Up Junior" with Helen Hickler. Well known authorities on child guidance will appear on the program to assist parents in learning the whys and wherefores of their children's mental health. The feature will follow the child through various stages of mental development and the specific problems involved in each stage will be discussed.

KOSY BIRTHDAY

HIGHLIGHT of a first birthday celebration on Nov. 14 at KOSY Texarkana, Tex.-Ark., was a program broadcast by staffers on anniversary eve describing what it takes to put a station on the air and keep it there. In addition to the opinions of KOSY personnel, guest executives and talent from MBS, of which the station is an affiliate appeared on the show. Peter Tripp, who wrote, announced and produced the program, spent 50 hours putting it all together, according to the station.

HOUSEHOLD HINT SHOW

NEW series over WOAI-TV San Antonio is *A Trick in Time*, 15-minute studio production featuring household hints. Cast of show, telecast twice weekly, includes Al Hopper and Darline Mercer. Format consists of helpful household information imparted by "Uncle Allie" to Miss Mercer who plays the average young housewife.

CHILDREN HELP OUT

PARENTS in Erie, Pa., can now view their offsprings' progress in the Erie Parochial School system through facilities of WICU (TV) in that city. Twice weekly, station's cameras move into the classroom for the half hour telecast. Unusual twist of the show is that the youngsters work with WICU personnel in writing, producing and directing the program.

REPORT ON KANSAS

REPORT on the radio-TV audience in 1952 in Kansas, compiled by Dr. F. L. Whan, U. of Wichita, is being distributed to the industry by WIBW Topeka. The 100-page report is the 16th consecutive study of listening habits in that state.

MINK FOR WINNER

FIRST prize of \$1,000 mink stole and other awards totaling over two thousand dollars will be awarded winners of KNX Hollywood "Mystery Voice Contest," which started last week. Listeners must identify voice of well-known feminine personality, which will be heard daily and nightly on KNX programs, and include a slogan in 15 words or less telling why they listen to the station.

NBC-TV KIDS' SHOW

AIMED at children from three to five years old, *Ding Dong School*, which has been presented over WNBQ (TV) Chicago for the past six weeks, will be carried over NBC-TV Mondays through Fridays (10-10:30 a.m. EST), starting next Monday. The program features "Miss Frances," who tells stories and nursery rhymes and shows toys, games, puzzles and cut-outs.

MORNING SPORTS SHOW

NEW show called *Sports in the Morning* is being aired daily at 8 a.m. on KXLW St. Louis featuring Del Wilber, catcher for the Boston Red Sox. Mr. Wilber slants his sports at overnight results, the day's events and personal stories of his many years in baseball. Interviews with his friends in the sports world are also featured on the program.

SUBWAY CLEANUP

NEW editorial policy was begun last Monday by George Hamilton Combs, WJZ New York commentator, on his 6-6:15 p.m. EST Monday-Friday program. He told his listeners he planned to devote the last portion of his program each night to crusading against "glaringly unwholesome and dangerous conditions" in New York. Inadequate policing of the city's subways was the first subject to come under Mr. Combs' scrutiny.

COLLEGE GIRLS' BROADCAST

IN CONJUNCTION with a radio course offered at Centenary Junior College, Hackettstown, N. J., young women from the college are presenting a weekly one-hour show produced in their campus studio and broadcast over WGPA Bethlehem, Pa. The various segments of the show include children's programs, special music and interviews.

Another BMI "Pin Up" Hit

IT'S IN THE BOOK

Published by Magnolia

On Records:

Johnny Standley	Capitol
Al Bernie	Mercury

BROADCAST MUSIC, INC.

586 Fifth Avenue, New York 36, N.Y.
NEW YORK • CHICAGO • HOLLYWOOD • TORONTO • MONTREAL

APRA WORKSHOP

News Release Timing Hit

NEWS releases would receive more careful consideration by radio and TV stations if their time of release were geared to the media's normal news peaks instead of newspaper hours, the National Capital Forge, American Public Relations Assn., was told last Monday at the concluding session of its Television Workshop.

Ruth Crane, women's director of WMAL-TV Washington, outlined the techniques used by TV stations in processing publicity material. The workshop discussion was held in the WMAL-TV studios. Howard P. Hudson was general chairman of the workshop committee.

Others taking part in the final workshop session were these WMAL-TV staff executives: Bryson Rash, special events director; Harry Hoskinson, television operations director; John Ghilain, director of promotion; George Griesebauer, director of TV sales; Van De Vries, director of publicity; Charles L. Kelly, assistant general manager; S. Tebbs Chichester Jr., assistant promotion director.

At luncheon meeting Walter Compton, general manager of WTTG (TV) Washington, discussed low-cost programming techniques. He said major costs center around personnel, with overtime a major factor.

AWRT Counsel Service

AMERICAN Women in Radio & Television has organized a job counselling service for members who are seeking employment. Requests for information should be made in writing to Lillian Okun, committee chairman, WMCA, 1657 Broadway, New York. Miss Okun stressed that the service is not an employment agency. She said it will function as a source of information on job contacts, preparation of presentations and, whenever possible, on jobs waiting to be filled.

GREENVILLE is
SOUTH CAROLINA'S LARGEST
METROPOLITAN AREA

In GEN. MDSE. SALES

GREENVILLE \$22,089,000

Columbia 15,836,000

Charleston 12,204,000

Sales Management, 1952

MAKE IT YOURS WITH
WFBC 5000 WATTS

The News-Piedmont Station, Greenville, S. C.

NBC affiliate for the
Greenville-Anderson-
Spartanburg Markets

Represented by Avery-Knodel

PUBLIC SERVICE

HIGH ranking government and national organization officials have contributed to a 16-inch transcription congratulating the Advertising Council, radio stations, networks and advertisers for their efforts in promoting public service causes.

Copies of the transcription, produced by the council on the occasion of its 10th anniversary, already have been requested by 750 stations and the four radio networks. Stations may receive copies of "Thanks for Radio" for local broadcasting by writing to the Advertising Council, 25 West 45th St., New York 36.

Here are some typical comments, included among the 16 messages:

DR. JOHN R. STEELMAN, assistant to President Truman — "Radio stations have broadcast special programs and public service messages to millions of Americans every year. And through the Advertising Council, radio advertisers give time to help these campaigns—salvage drives, recruiting of volunteers, the defense bond programs and more recently, our national blood program. I wish to take this opportunity to congratulate the Advertising Council and broadcasters for their generous service to the government and the nation."

Defense Secretary ROBERT A. LOVETT—"Radio stations have given valuable assistance to many information projects of the armed forces. And on this, the 10th anniversary of the Advertising Council, I wish to congratulate broadcasters and their advertisers on their generous support of Dept. of Defense programs requiring broad voluntary public action."

Treasury Secretary JOHN W. SNYDER—"The American people now own \$2 billion worth of E bonds. We could not have sold so many bonds without enthusiastic advertising help. And radio stations, networks and advertisers have helped enormously by broadcasting special programs and events and thousands upon thousands of forceful defense bond messages."

Commerce Secretary CHARLES SAWYER—"In connection with the 1950 census, the iron and steel scrap salvage campaign and various activities of defense mobilization, the contribution of the Advertising Council has been outstanding. On its 10th anniversary, I congratulate and thank the broadcasters and advertisers for what they have done to assist in the solution of our social and economic problems."

U. S. Comr. of Education EARL J. McGRATH—"I sincerely congratulate the Advertising Council on its 10th anniversary for its great contribution to American education through the Better Schools campaign. I wish to commend the radio stations of America for the part they have played in the nation-wide effort to help give our children better education."

E. ROLAND HARRIMAN, president of the American Red Cross—"Through the Advertising Council, radio advertisers give millions of dollars in time and talent in support of the Red Cross. We can be proud of the generous manner in which the radio industry helps the Red Cross to do its job for the country."

CHARLES E. WILSON, chairman of the National Committee of Laymen, sponsors of the *Religion in American*

Stations, Ad Council Are Lauded

Life campaign—"I wish to congratulate broadcasters on the help they give to our *Religion in American Life* campaign . . . that urges all Americans to attend and support the churches or synagogues of their choice. We can be proud of broadcasters and the Advertising Council for helping to strengthen religion in American life."

THOMAS D'ARCY BROPHY, president of the American Heritage Foundation—"The American Heritage Foundation's first activity—the Freedom Train—was heralded by radio stations wherever it went. Since the Freedom Train, broadcasters and the Advertising Council have supported an effective public service campaign urging each of us to register and vote in elections, to serve on juries and school boards and to help as individuals to make our free system work."

MEDIA POLICIES

To Affect Canada Elections

RADIO and TV policies apparently will play important roles in Canada's national election which probably will be held next summer. Advance notice was seen in speeches of George Drew, leader of the Progressive-Conservative Party (the opposition).

In Vancouver, Mr. Drew said it was unfair for all taxpayers in the country to pay for limited TV programming in the Montreal and Toronto areas. He attacked the government-owned Canadian Broadcasting Corp. for excluding private interests from TV broadcasting, saying that if his party assumes power at Ottawa, it would eliminate supervisory authority of the CBC over independent stations. In its place, Mr. Drew said his party would substitute an impartial board over both CBC and independents. This board would resemble those which govern railway and air transport operators in Canada, he said.

AUSMUS ELECTED

Is New NAEB President

GRAYDON AUSMUS, director of broadcasting and manager of WUOA, U. of Alabama station, has been elected president of the National Assn. of Educational Broadcasters. He succeeds Seymour N. Siegel of the Municipal Broadcasting System and WNYC New York City.

Mr. Ausmus was NAEB vice president for the past two years, and a member of the board of directors for four years. He also is a consultant to the Joint Committee on Educational Television.

Other officers, elected Nov. 8 in Minneapolis at the annual NAEB convention, are:

Burton Paulu, U. of Minnesota, vice president; James Miles, Purdue U., secretary; Frank Schooley, U. of Illinois, reelected treasurer. Regional directors are Parker Wheatley, Lowell Institute of Cooperative Broadcasting, Boston, Mass.; Earl Wynn, U. of North Carolina; Waldo Abbott, U. of Michigan; Richard B. Hull, Iowa State College; John Dunn, U. of Oklahoma, and Allen Miller, State College of Washington. Mr. Siegel, as past president, is director-at-large.

Under its new officers, NAEB plans to increase the exchange of cultural and informational programs with Europe. NAEB will utilize its 91-station non-commercial educational tape network to distribute European programs in the U. S.

The NAEB holds a \$245,000 grant from the W. K. Kellogg Foundation and a \$300,000 grant from the Ford Foundation's Fund for Adult Education.

ODESSA BUILDING

KECK Owner Announces Start

BEN NEDOW, owner-manager, KECK Odessa, Tex., has announced construction is underway of a 10-story office building in Odessa, for which ground-breaking ceremonies were held the last fortnight.

The structure is to be known as the Phillips 66 Building, in honor of the Phillips Petroleum Co., which has taken a long-term lease on the top seven floors of the building. Construction of the building was hailed by civic leaders and the local press as a long step forward in community life.

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

ELECTRONICS

Floberg Gives Talk in L. A.

FUTURE of the electronics industry on the West Coast will be bright if manufacturers economize and simplify their equipment in line with military needs, the West Coast Electronics Manufacturers Assn. was advised Nov. 13.

Assistant Secretary of Navy John F. Floberg told the association, meeting at the Statler Hotel in Los Angeles, that the Navy will continue to make available to industry and the public all products of its research which do not jeopardize national security.

Secretary Floberg attributed some decreases in electronic production to "engineering difficulties," including a shortage of certain component parts. As evidence of progress, he cited efforts to improve vacuum tube designs and develop devices to replace them. He urged manufacturers to make "the simplest equipment which can be built and which will still meet specific operational requirements."

Secretary Floberg also gave some statistics: (1) some 54 West Coast concerns hold military orders amounting to 7% of the total \$6 billion program; (2) about 24% of the \$1 million needed for each Naval aircraft pays for electronics, compared to 4% in 1926; (3) Navy electronics appropriations for fiscal 1953 is about \$350 million less than in fiscal 1952 (ended last June 30) when, moneywise, the program reached its peak.

TWIN CITY AFTRA

Honors Media Programs

FIRST annual awards luncheon sponsored by Twin City Local, AFTRA, Minneapolis-St. Paul, held Nov. 13, saw 12 awards go to local radio and television shows. Judges were Arthur Lund, Campbell-Mithun Agency; C. T. Hagman, WDGY general manager; Sherman Headley, assistant WCCO-TV manager, Lester Rees, *Variety*; and Mrs. C. A. Russ, civic leader. "Bests" were as follows:

KSTP, farm show, *Land-O-Lakes*, radio commercials, *Bee Baxter Show*; WLOL, disc show, *Swing Club*; WCCO, radio variety, *Showboat*, radio news, *Noontime News*; WCCO-TV, TV variety, *Arthur Murray Show*, TV sports, *Sports Review*, TV public service, *Video School*, TV commercials, Master Bread Films; WDGY, radio sports, *Sports Beat*, radio public service, *Let's Talk Turkey*; KSTP-TV news, *Today's Headlines*.

FCC, OWI WARTIME ROLES

Brought Into Katyn Forest Probe

WARTIME operations of the FCC and the Office of War Information came into the news during the Washington sessions of a Congressional committee investigating the responsibility for the Katyn Forest massacre of 15,000 Polish officers during World War II.

The hearings were held a fortnight ago by a House committee, headed by Rep. Ray J. Madden (R-Ind.), to determine whether the Administration suppressed documents establishing that the Russians slaughtered the Poles.

During the war, the Russians claimed the Nazis massacred the Poles and the Germans blamed the Russians.

After a year of hearings, the House committee concluded that the Russians were responsible for the crime.

Last week's hearings seemed to point to indirect government censorship over anti-Soviet broadcasters during the war. Witnesses related how Allen Cranston, head of the foreign language division of OWI, and Mrs. Hilda Shea, FCC attorney, succeeding in getting Polish language commentators to tone down anti-Soviet approach in the interests of the U.S.-Russia alliance during World War II.

FCC's Licensing Power

FCC's control over broadcasters' licenses was given as the main reason broadcasters check-reined their commentators, it was pointed out. Among the witnesses corroborating this were Joseph Lang, vice president of WIBG Philadelphia, then general manager of WHOM New York; Arthur Simon, *Radio & TV Daily*; Jan Marion Kreutz, commentator for WJLB Detroit, then Polish commentator for WJBK Detroit; Kasimir Soron, program director of WXRA Buffalo, then commentator for WBNY Buffalo.

Also appearing was Robert K. Richards, assistant to the NARTB president, wartime censorship officer, who told the committee that it appeared OWI and the FCC had exercised censorship during the war.

This was denied by Elmer Davis, OWI chief. Mr. Davis also testified that in a 1943 broadcast he had accepted the Russian version of the massacre, but that "for once Goebbels [Nazi propaganda minister] was right."

Supreme Court Justice Robert H. Jackson, chief U. S. prosecutor

of Nazi war criminals, testified that although the Russians tried to bring charges against the Germans for the Katyn Forest massacre, the Nuremberg war crimes tribunal never took the charges up. He said that it would have been helpful to have had American Army reports blaming the Russians for the killings.

SET SHIPMENTS

RTMA Lists 4.6 Million

MANUFACTURERS shipped 4,599,083 radio receivers to dealers in the first three quarters of 1952, according to an estimate by Radio-Television Mfrs. Assn. Third-quarter shipments totaled 1,719,377 radios compared to 1,383,781 in the second quarter and 1,495,925 in the first quarter. Radio set shipments to dealers by states in first nine months of 1952 follow:

State	Total
Alabama	83,691
Arizona	32,081
Arkansas	41,348
California	319,408
Colorado	43,176
Connecticut	51,139
Delaware	13,120
District of Columbia	48,637
Florida	119,199
Georgia	116,777
Idaho	19,560
Illinois	259,279
Indiana	101,391
Iowa	65,032
Kansas	68,663
Kentucky	68,902
Louisiana	86,612
Maine	42,270
Maryland	66,794
Massachusetts	137,366
Michigan	163,386
Minnesota	69,536
Mississippi	44,217
Missouri	123,373
Montana	17,900
Nebraska	40,127
Nevada	7,700
New Hampshire	12,282
New Jersey	157,807
New Mexico	19,777
New York	495,946
North Carolina	109,820
North Dakota	24,708
Ohio	270,117
Oklahoma	71,475
Oregon	48,443
Pennsylvania	354,747
Rhode Island	18,310
South Carolina	49,444
South Dakota	24,062
Tennessee	82,054
Texas	264,863
Utah	21,106
Vermont	10,735
Virginia	81,368
Washington	72,800
West Virginia	58,881
Wisconsin	88,808
Wyoming	10,846
U. S. Total	4,599,083

Philco Sales Record

PHILCO Corp. has announced that sales for third quarter 1952 had set a new record for that period with total sales of \$82,227,000. This compares with \$57,408,000 for the same period last year. Net income for the third quarter of 1952 after federal income taxes was \$1,784,000 or 48¢ per share of common stock as compared with \$2,222,000 or 60¢ a common share in 1951.

EDUCATION AID

WLWT (TV) Sets Programs

WLWT (TV) Cincinnati has gone a step further in its program to aid adult education on television by making its facilities available to 10 universities and colleges for a half-hour dramatic program Dec. 8, James D. Shouse, board chairman of Crosley Broadcasting Corp., announced last week.

Crosley is cooperating with the Allied University Council to help promote audience-building and evaluate the program's effectiveness on the viewing audience. The company has been experimenting the past two years with various phases of television and education by issuing grants to individual colleges for special studies.

The new dramatic feature will be produced by WLWT's Charles Vaughan, based on a script, "Money for Mars," written by Fred Smith, head of the Cincinnati College of Music.

Schools participating through the Allied University Council are: U. of Cincinnati, Xavier U., Indiana U., Ohio U., Miami U., U. of Kentucky, U. of Louisville, U. of Dayton, Ohio State U. and the Cincinnati College of Music. Among recipients of grants are Cincinnati, Xavier and Miami universities.

ELECTRON FIELD

Sarnoff Optimistic

FUTURE growth of the electronics industry will provide young men and women of America with tremendous opportunities for personal success and to explore new frontiers, Brig. Gen. David Sarnoff, RCA board chairman, wrote in the Nov. 16 issue of *American Weekly*, in an article called, "Hitch Your Wagon to an Electron."

Gen. Sarnoff said more opportunities exist today than ever before in history and cited the electron as the unit that would provide "one glowing path to success." He added that the electron "can create anything from well-paying technical jobs to great careers in science, art and industry."

Dale Newbold Retires

DALE NEWBOLD, after handling KOA Denver's financial and personnel affairs for 27 years, has retired, it was announced last week. From 1927 to the present, Mr. Newbold served under six managers and three ownerships. Reminiscing, Mr. Newbold commented that the station's monthly income now more than equals that which it took in during its first year of broadcasting. Mr. Newbold said he and his wife will move back to the family home at Evergreen, Col., where Mrs. Newbold operates an antique shop.

KLIX

IS KLICKIN'

GPL REMOTE

WHUM-TV First to Use

FIRST use of the General Precision Laboratory new remote control camera system will be made by WHUM-TV Reading, Pa., scheduled to take the air in December, according to GPL officials. All four of WHUM-TV's image orthicon chains will have the remote feature [B•T, Aug. 11].

Each camera will be a standard GPL type fitted to a pan-and-tilt pedestal housing the servo-drive motors for control of camera movements from a distant point. All camera actions of pan and tilt plus lens change as well as focus and iris adjustments may be controlled from a point as much as 1,000 feet away. The servo-drive puts the camera through a pan action of 250 degrees, with 30 degrees tilt above the horizontal and 60 degrees below, it was explained.

Pre-set positions include an electronic "memory" of camera shots previously set up in exact adjustment. Six pre-set camera shots may be set up in advance. With all four chains in use, a choice of 24 pre-set camera shots will be available merely by pushing buttons. The shift to conventional tripods is quickly effected, according to GPL.

Major reduction in operating costs along with greater camera efficiency is predicted for the set up by Humboldt Greig, WHUM-TV president. He said the system "makes us feel that these will be self-liquidating cameras." The remote camera system is understood to have military applications.

OAKITE PLANS

To Use More Radio, TV

OAKITE PRODUCTS Inc., New York, maker of Oakite (detergent), plans increased use of radio and TV this fall and winter, according to Frank A. Conolly, manager, Oakite Package Div.

Oakite advertising messages go out over 71 radio and TV shows. Mr. Conolly was not specific about additional use of the broadcast media, but said "Oakite is preparing for a landslide of Oakite voters in grocery stores, through their increased activities to millions of additional viewers and radio listeners."

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RAYBURN'S BAN

CHANCE for relaxation of Speaker Sam Rayburn's ban on radio and TV pickups of proceedings in the House of Representatives [B•T, March 3, 10] appeared likely last week as Rep. Joseph W. Martin Jr. (R-Mass.), slated to be Speaker in the new Congress, expressed his opposition.

Speaking on the CBS-Television *Man of the Week* program Nov. 16, Rep. Martin said he could not go along with the flat ban imposed by Speaker Rayburn (D-Tex.). Rep. Martin contended the decision as to radio and TV pickups of hearings and related proceedings should be left to individual committees [B•T, Nov. 3, 10].

The radio-TV issue has been alive since the Kefauver hearings when prominent figures in the gambling world were portrayed on the TV screen.

A panel of Washington attorneys discussed the subject Sunday night (Nov. 23) on WWDC Washington. Panel members seemed in agreement that sponsorship of radio and television coverage of Congressional hearings and other government proceedings was not objectionable if properly handled. They could not agree, however, on the rights of radio and TV to pick up hearings, floor debates and court trials.

Cites January Sponsorship

On the subject of sponsorship Paul A. Porter, former FCC chairman, agreed the participation of advertisers was proper, citing the fact that most of the Presidential inaugural ceremonies will be broadcast and telecast under commercial auspices.

Thad Brown, NARTB television director and counsel, contended television had just as much right to carry advertising in connection with such coverage as newspapers but added that the advertising should be handled with decorum and taste.

Mr. Porter said radio and TV are entitled to parity treatment in covering hearings and trials, but limited the parity to presence of reporters operating in the same way as newspaper reporters.

Presence of "the public" through radio and TV coverage prevents star chamber proceedings, Mr. Brown argued. Francis Flanagan, chief of the Senate Permanent Subcommittee on Investigations, contended the presence of microphones and cameras makes witnesses nervous. "It's unfair to make a witness testify before 20 or 30 million people," he said. Vincent Wasilewski, NARTB attorney, said television "merely opens the door of the hearing room to the public."

When Mr. Porter said there was danger that viewers would tune in a program in the middle and not get the complete story, Mr. Brown replied that newspaper reporters hear portions of testimony and base their reports on these segments. Both sides of the debate agreed newspaper as well as radio

Martin Expresses Opposition

and TV coverage are influenced by showmanship and public interest in special people and particular hearings.

As to the rights of witnesses, Mr. Wasilewski conceded there can be cases where a private hearing is necessary but reminded that the TV camera doesn't need glaring klieg lights.

Moderator of the WWDC program, *District Roundtable*, was Charles Cutler, attorney of Kirkland, Fleming, Green, Martin & Ellis, Washington.

Rep. Martin's response to a radio-TV coverage question on the CBS *Man of the Week* forum follows:

"I never really agreed with the ruling of Speaker Rayburn. I can see where he could rule that way, you understand. I believe that in the lack of specific authority that the regulation of broadcasting in the committees should be left to the committee and Speaker Rayburn ruled that because of the committees proceeding, under the rules of the House that gave the Speaker full authority over the question. I don't believe that. I believe that it is the other way around—that lacking the specific authority, the power rests with the committees."

Raytheon Antenna

RAYTHEON MFG. Co., Waltham, Mass., announced last week that a commercial radar antenna it described as the "world's largest" will soon be turned over to the Navy for transfer from Fort Wadsworth, Staten Island, to an undisclosed location. The antenna, which has a span of 41 feet, is part of an installation which Raytheon has lent to the Port of New York Authority since April 1951 for study of its feasibility as a navigational aid for the port.

WGN Goes Along

RETIRED Army officer from Utah County in Utah wrote WGN Chicago asking if he could advertise on the station for tenants needed on his farm. Request was turned over to salesman Norman Stewart by WGN's farm director, Norm Kraeft. Mr. Stewart sold the Utah farmer two spots at \$36 each in the 6-6:30 a.m. farm period for two days.

MBS MEETING

Midwest Affiliate Conclave

MUTUAL carried its new programming plans and long-range sales concepts to the Midwest last week in the first of a series of six regional meetings designed to outline objectives of the network and its affiliates and to bring them closer together [B•T, Nov. 17].

Thomas F. O'Neil, board chairman and president of MBS and key executives of the network met at Chicago's Drake Hotel Monday and Tuesday with almost 80 affiliated station representatives from more than one-half of MBS outlets in the midwestern area. Area hosts included E. J. McKellar, KVOX Moorhead, Minn.; J. Porter Smith, WGRC Louisville; Fred Wagenvoord, KCRG Cedar Rapids, and Hugh Potter, WOMI Owensboro, Ky.

Mr. O'Neil's blueprinting of the network's long-range plans, and his conviction that radio will continue to do well in TV as well as non-TV markets, was reiterated to affiliates at the Monday morning business session. He was followed by Robert Schmid, vice president in charge of advertising, research and press information. Other speakers that day were Julius F. Seebach, vice president in charge of programming; Bert J. Hauser, director of co-op programs, and William H. Fineshriber, executive vice president. The Tuesday business session was concerned primarily with a lengthy question and answer session, closed to non-affiliates.

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NOVEMBER 14 THROUGH NOVEMBER 20

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 103.

November 14 Decisions . . .

BY COMMISSION EN BANC Renewal of License

Granted renewal of licenses for following stations for regular period:

KIRO-FM Seattle, Wash.; KRE-FM Berkeley, Calif.; WAFB-FM Baton Rouge, La.; WCPO-FM Cincinnati, Ohio; WCVS-FM Springfield, Ill.; WDAE-FM Tampa, Fla.; WDBQ-FM Dubuque, Iowa; WDNC-FM Durham, N. C.; WEAU-FM Eau Claire, Wis.; WEEI-FM Boston, Mass.; WENR-FM Chicago, Ill.; WEVD-FM New York; WFHR-FM Wisconsin Rapids, Wis.; WFJL (FM) Chicago, Ill.; WHBL-FM Sheboygan, Wis.; WHMA-FM Anniston, Ala.; WHO-FM Des Moines, Iowa; WIBA-FM Madison, Wis.; WITH-FM Baltimore, Md.; WJBC-FM Bloomington, Ill.; WJEJ-FM Hagerstown, Md.; WJLN (FM) Birmingham, Ala.; WJPG-FM Green Bay, Wis.; WKMH-FM Dearborn, Mich.; WLDS-FM Jacksonville, Ill.; WLIL-FM Lenoir City, Tenn.;

WMIX-FM Mt. Vernon, Ill.; WMSA-FM Massena, N. Y.; WOC-FM Davenport, Iowa; WOMC-FM Royal Oak, Mich.; WOSA (FM) Merrill, Wis.; WPAY-FM Portsmouth, Ohio; WRJN-FM Racine, Wis.; WRUF-FM Gainesville, Fla.; WSLB-FM Ogdensburg, N. Y.; WSVS-FM Crewe, Va.; WTMV-FM E. St. Louis, Ill.; WWST-FM Wooster, Ohio; WIKY-FM Evansville, Ind.; KTYL-FM Mesa, Ariz.; WLEE-FM Richmond, Va.; WPEN-FM Philadelphia, Pa.; WPIC-FM Sharon, Pa.; WPJB-FM Providence, R. I.; WPRS-FM Paris, Ill.; WQDI (FM) Quincy, Ill.; KIXL-FM Dallas, Tex.; WARL-FM Arlington, Va.; KXEL-FM Waterloo, Iowa; KYSM-FM Mankato, Minn.; WAYS-FM Charlotte, N. C.; WCNT-FM Centralia, Ill.; WHVA (FM) Poughkeepsie, N. Y.; WJPA-FM Washington, Pa.; WMAQ-FM Chicago; WMBD-FM Peoria, Ill.; WMFM (FM) Madison, Wis.; WMUN (FM) Muncie, Ind.; WSJS-FM Winston-Salem, N. C.; WSOC-FM Charlotte, N. C.; WSOY-FM Decatur, Ill.; WSTV-FM Steubenville, Ohio; WTAX-FM Springfield, Ill.; WVCN (FM) Ithaca, N. Y.; WJDX-FM Jackson, Miss.; WLOS-FM Asheville, N. C.; WTWO (FM) Dayton, Ohio; WWHG-FM Hornell, N. Y.; KECA-TV Los Angeles; KFMB-TV San Diego; KGO-TV San Francisco; KHJ-TV Los Angeles; KNBH (TV) Hollywood; KPIX (TV) San Francisco; KRON-TV San Francisco; WBTU (TV) Charlotte, N. C.; WENR-TV Chicago; WFMV-TV Greensboro, N. C.; WGN-TV Chicago; WHBF-TV Rock Island, Ill.; WNBQ (TV) Chicago.

November 17 Applications . . .

ACCEPTED FOR FILING Modification of CP

WRMA Montgomery, Ala.—Mod. CP, which authorized new AM, for approval of ant. and trans. location, specify studio location and type trans.

WBOY Tarpon Springs, Fla.—Mod. CP, which authorized new AM, for approval of ant., trans. and studio location.

WION Ionia, Mich.—Mod. CP, which authorized new AM, for approval of ant., trans. and studio location and change type trans. AMENDED to change type trans.

WFRA Franklin, Tenn.—Mod. CP, which authorized new AM, for approval of ant., trans. and studio location.

Change Type Transmitter

WJAZ Albany, Ga.—Mod. CP, which authorized new AM, to change type trans.

License for CP

KICA Clovis, N. M.—License for CP, which authorized changes in DA.

Extension of Completion Date

KGKO Dallas, Tex.—Mod. CP, which

Merle V. Watson

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authorized new AM, for extension of completion date.

License Renewals

Following stations request renewal of license:

WBBM Chicago; WVLN Olney, Ill.; WNBS Murray, Ky.; WCBI Columbus, Miss.; WMNE Menomonee, Wis.; WFHR Wisconsin Rapids, Wis.; WEAU (FM) Evanston, Ill.

Change Antenna Height

WHYN-FM Holyoke, Mass.—CP to change ant. height above average terrain from 985 ft. to 968 ft.

APPLICATION DISMISSED

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

November 18 Decisions . . .

BY BROADCAST BUREAU

Change Antenna Height

WHYN-FM Holyoke, Mass.—Granted CP to change ant. height from 985 to 970 ft.

Change ERP

WICC-TV Bridgeport, Conn.—Granted mod. CP to change ERP from vis. 81 kw, aur 46 kw to vis. 180 kw, aur 91 kw; change studio location.

WRAC-FM Williamsport, Pa.—Granted application to change ERP from 3.2 kw to 4 kw and ant. height from 1270 ft. to 1220 ft. Change trans. location.

Granted License

WIKE Newport, Va.—Granted license for AM, 1490 kc, 250 w unl.

WARM Scranton, Pa.—Granted license covering changes in facilities to 590 kc, 5 kw-unl. installation of new trans. and change in trans. location; engineering condition.

Change Transmitter Location

WSLM Salem, Ind.—Granted mod. CP to change trans. and main studio locations; engineering conditions.

Change Name

KOTV (TV) Cameron Television Inc., Tulsa, Okla.—Granted mod. license to change name to Wrather-Alvarez Inc.

WAFM (FM) Birmingham, Ala.—Granted mod. licenses to change name to The Television Corp.

Granted STA

KONA Honolulu, T. H.—Granted STA to operate TV on Ch. 11 on commercial basis for period ending May 14, 1953, with power of 5 kw vis., 2.7 kw aural; ant. height 337 ft., with single section battery ant. mounted on top of KPOA-AM tower.

ACTIONS ON MOTIONS

By Comr. Frieda B. Henneck

Fort Wayne Television Corp., Fort Wayne, Ind.—Granted petition for dismissal without prejudice of application for new TV.

KPRC Houston, Tex.—Granted petition to intervene in proceeding re applications for CP's of Jerrell A. Shepherd, Jefferson City, Mo. and Town & Farm Co. Inc., Columbia, Mo.

Chief, Broadcast Bureau—Granted petition for dismissal as moot of proceeding in matter of petition of WSPD for designation for hearing of the application of WKJG Fort Wayne, Ind.

By Examiner James D. Cunningham
Aladdin Radio & Television Inc.;

Denver Television Co., Denver, Col.—Granted joint motion for extension of time from Nov. 17 to Nov. 24, 1952, to file proposed findings in proceeding re applications for CP's for new television stations.

By Examiner William G. Butts

John C. Pomeroy, Pontiac, Mich.; William R. Reed, Pontiac, Mich.; WSTR, Sturgis, Mich.—Hearing in this proceeding continued to 10 a.m., Nov. 28, 1952, at Washington, D. C., because of pending petition of Pomeroy to dismiss application and of statement by counsel for Reed at prehearing conference that petition would forthwith be filed to dismiss application and statement by counsel for WSTR that petition would be filed to amend application.

By Examiner Fanney N. Litvin

News Sentinel Bcstg. Co. Inc., Fort Wayne, Ind.—Granted petition to amend application for CP for new TV to show current data with respect to citizenship and percentage of ownership of stockholders, officers and directors in News Pub. Co., parent corporation of applicant.

By Examiner Benito Gaguine

Notice is given of further prehearing conference in proceeding re CP's for new television stations on Ch. 12 in Flint, Michigan—WJR; Trebit Corp., and W. S. Butterfield Theatres Inc.—in Room 2704, Temporary T Bldg., Washington, D. C., at 10 a.m., Nov. 13, 1952, to consider, among other things necessity or desirability of simplification, clarification, amplification or limitation of issues; possibility of stipulating with respect to facts; procedure at hearing; limitation of number of witnesses; necessity or desirability of prior mutual exchange between or among parties of prepared testimony and exhibits.

By Examiner Thomas H. Donahue

Notice is given of prehearing conference in proceeding re applications for CP's for new television stations on Ch. 46—John Poole Bcstg. Co. and Jack O. Gross and on Ch. 40—Maria Helen Alvarez and Cal Tel Co., all at Sacramento, California, in Room 2091, Temporary T Bldg., Washington, D. C., at 10 a.m., Nov. 13, 1952, to consider, among other things, necessity or 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 Examiner Herbert Sharfman

Head of the Lakes Bcstg. Co., Duluth, Minn.—Granted petition to amend TV application by changing location of proposed main studio to Superior, Wis., with another studio at Duluth.

Red River Bcstg. Co., Duluth, Minn.

—Granted petition to amend TV application by substituting new Form 301 and related exhibits.

Lakehead Telecasters Inc., Duluth, Minn.—Granted petition to amend TV application by (1) *inter alia*, specifying Duluth, Minn., as site of main studio and Superior, Wis., as site of auxiliary studio; (2) changing officers and directors listed in Sec. II; (3) substituting certain financial and program data for certain answers in Secs. II and

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IV; and (4) correcting certain errors in Sec. V-C.

November 18 Applications . . .

ACCEPTED FOR FILING

License for CP

WAPI Birmingham, Ala.—License for CP, which authorized increase in D power.
KJNO Juneau, Alaska—License for

CP, as mod., which authorized new AM.

WMOC Covington, Ga.—License for CP, which authorized change in frequency, increase in power and change in hours of operation, to change type trans.

WALM Albion, Mich.—License for CP, which authorized new AM.

KPRS Kansas City—License for CP, which authorized changes in ant. sys-

tem and change in studio and trans. location.

WMOU Berlin, N. H.—License for CP, which authorized change in trans. location and change in ant. system.

KSGA Redmond, Ore.—License for CP, as mod., which authorized new AM.

KIJV Huron, S. D.—License for CP,

(Continued on page 102)



Member AFCCE *

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Help Wanted

Managerial

Upper Midwest daytimer needs manager to open office and studio in second city with over 20 million annual retail sales. Must sell, program and MC one or more hours daily. Best references and personal interview required. Box 77S, BROADCASTING • TELECASTING.

Wanted: Assistant manager for 5,000 watt CBS station with TV application. Located in Northwest. Must know sales promotion and be able to handle personnel. Box 111S, BROADCASTING • TELECASTING.

Wanted: Aggressive sales and community-minded manager for 1 kw daytime independent; non-competitive, Mid-Atlantic market. Salary plus incentive. Box 118S, BROADCASTING • TELECASTING.

Salesmen

Immediate opening sales manager of aggressive Southeast network affiliate. You will take over substantial billing with guarantee against commission on all station sales. If you can sell in a competitive market, rush summary of experience to Box 25S, BROADCASTING • TELECASTING.

Aggressive salesman to take over complete sales. No drifters or hotshots. \$75.00 per week plus 10 percent. Opening immediately. KBMX, Coalinga, California.

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

If you want to sell for aggressive daytimer, good market, naming terms—within reason—in return for proven ability, contact Box 721 at once, Metropolis, Illinois.

Phone salesman sell GBA campaigns for stations. Top comms., bonus. 727 Meriden Road, Waterbury, Conn.

Announcers

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.

Aggressive salesman-announcer to manage branch studios Ohio town of 14,000. Must be experienced with references. Salary-commission basis, send photo and details. Box 15S, BROADCASTING • TELECASTING.

Junior news man ready take next step to news director. Enterprising local station, Northeast. Send full story in letter. Box 29S, BROADCASTING • TELECASTING.

Combination announcer-engineer for small Virginia network station. Strong on announcing, \$60.00 to start. No drunks or prima donnas. Box 49S, BROADCASTING • TELECASTING.

Florida. Announcer with first class ticket. Must have better than average voice. Air mail tape or disc. Ninety dollars for forty hours. Box 116S, BROADCASTING • TELECASTING.

Experienced announcer strong on DJ and news. \$55.00 for 40 hours to start. Mutual affiliate 90 miles from New York City. Pleasant living and working conditions. Congenial staff. Send resume, picture, disc or tape. Box 121S, BROADCASTING • TELECASTING.

Successful Iowa independent will pay excellent salary to combination announcer-engineer who can do top air work. Send audition, picture, etc. Box 123S, BROADCASTING • TELECASTING.

Help Wanted (Cont'd)

Experienced announcer with deejay personality. North Carolina independent. Good salary for right man. Box 178S, BROADCASTING • TELECASTING.

Combo man, accent on accounting, must have first phone. \$75.00 per week. Opportunity to sell on commission. Opening January first. KBMX, Coalinga, California.

A station with a sense of humor in wonderful Hawaii is looking for a combination announcer-engineer. Prefer a disc jockey who can sell merchandise on the air and who has mad comic writing experience. Air mail, KIKI, Honolulu, tape and photograph.

Wanted: Announcer-engineer. Accent on announcing. Salary commensurate with ability. Write General Manager, KNEX, McPherson, Kansas.

Wanted: combination announcer-engineer. Salary 60 to 70 dollars per week. Write KPOC, Box 250, Pochontas, Arkansas.

Night man to spark midnight to 6:00 a.m. First phone. \$86.40 for 40 hours. KREM, Spokane, Washington.

Immediate opening—Announcer-operator, emphasis announcing, start \$325.00 month. KTFS, Texarkana, Texas.

Announcer-engineer: Excellent working conditions, good salary, 40 hour week, near New York. WALK, Patchogue, Long Island, New York.

Experienced announcer—pioneer Michigan radio station has opening for capable staff announcer. Excellent working conditions. Graduated wage scale. Send audition, photo, and letter of qualifications to Station WFDF, Flint, Michigan.

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

1 kilowatt central Florida Mutual station wants permanent combo man. 40 hour week. Shirt-sleeve climate. Write or call WLBE, Leesburg, Florida.

WMTE, Manistee, Michigan needs one good announcer-engineer with license. 44 hour week.

Wanted—Experienced announcer. Good air man. Willing to accept responsibility. Chance for PD. Good starting wage. WRMN, Elgin, Illinois. Phone 7700.

Announcer—combination man. First class license. 5,000 watt fulltimer. WTVB, Coldwater, Michigan.

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

Experienced announcer for new 1 kw station opening in Griffin, Ga. Must be good. We do not mind paying what you are worth. Send disc or tape and experience to R. H. Thompson, WWNS, Statesboro, Georgia.

Technical

Florida—Maintenance engineer with college degree, first phone, commercial experience, start January for college radio-TV Dept. Box 21S, BROADCASTING • TELECASTING.

First phone man, experienced or inexperienced. Downtown studio-transmitter operation Midwest small market. Box 60S, BROADCASTING • TELECASTING.

Help Wanted (Cont'd)

Sober, dependable, married, exempt, first ticket holder with good voice immediately for Midwest independent. Experience unnecessary. Good pay. Rush details. Box 63S, BROADCASTING • TELECASTING.

Help wanted: First class engineer for 250 watt small town network station. \$45.00 start—regular raises. Box 82S, BROADCASTING • TELECASTING.

Need combination man or operator. Good proposition for right man. Box 84S, BROADCASTING • TELECASTING.

Virginia kw needs engineer. State minimum salary expected. Box 94S, BROADCASTING • TELECASTING.

First class engineer, 1,000 watt fulltime ABC affiliate. Box 103S, BROADCASTING • TELECASTING.

Immediate opening for engineer with first phone. Permanent. Box 124S, BROADCASTING • TELECASTING.

Immediate opening for first phone engineer. Good pay. Inexperienced applicants considered. 250 watt ABC station. Send background and reference information with first letter to KBIX, Muskogee, Oklahoma.

First phone engineer wanted November 21 in fast growing Southwestern city. Starting salary \$260.00 per month. Living quarters for single man. Car necessary. KECK, Odessa, Texas.

AM transmitter engineer. Permanent position. Television opportunities in near future. Station KGHF, Pueblo, Colorado.

Needed at once—Chief engineer 5 kw CBS, 100 dollars wk. Knowledge of TV required. Also assistant engineer for transmitter duty at 70 dollars wk. Contact Manager, KGVO, Missoula, Montana.

Transmitter engineer—Immediate opening for experienced man capable of handling some transmitter maintenance on 5 kilowatt directional. Salary commensurate with experience and ability. Apply Chief Engineer, KWWL, Waterloo, Iowa.

First class engineer, no experience needed; \$50.00 for 40 hours; time and a half for overtime. WCBT, Roanoke Rapids, North Carolina.

Combination men for new daytime AM where small town advantages include cosmopolitan living. Send disc or tape to WCHL, Chapel Hill, North Carolina.

Wanted: Combination engineer-announcer, daytime station. Good salary. Permanent. WEAB, Greer, South Carolina.

Engineer. Chicago suburban. First phone. No experience necessary. 49 hour week. \$60.00. All details first letter. WEAW, Evanston, Illinois.

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

Engineer, first phone, \$50.00, 40 hours. Unexperienced. Time and half, overtime. WFMD, Frederick, Maryland.

Engineer, with first class license. No experience necessary. Paid hospitalization and insurance. Union scale. Give full resume first letter. Write Technical Supervisor, Radio Station WJEF, Pantlind Hotel, Grand Rapids, Michigan.

Help Wanted (Cont'd)

Combination engineer-announcer wanted for indie, must be strong on announcing and ad-lib. Permanent job with good organization. Modern facilities. \$70.00 weekly to start. Write to George C. Shurden, General Manager, Radio Station WMFC, Monroeville, Alabama. Send audition. All auditions will be returned. If close, call 1220.

WMTE, Manistee, Michigan needs one good announcer-engineer with license. 44-Hour week.

Engineer with first phone, some announcing, needed immediately. Also, one salesman. Call 2639, Mr. Hanly, WNAV, Annapolis, Md.

First phone. No announcing. \$60.32 for 44 1/2 hours week. Good working conditions. Station mile from bus line. Send qualifications and references to Harold I. Peters, Chief Engineer, WOMI, Owensboro, Kentucky.

Wanted: First class engineer, no experience required. Write WREL, Lexington, Virginia.

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

Chief engineer, some announcing. Excellent working conditions. Two fifty watt, day. Phone 37-366, Tampa, Florida.

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.

Program-production director with ability and experience for independent operation in large market. Box 59S, BROADCASTING • TELECASTING.

Excellent Texas small market needs PD with emphasis on local programming including farm, ranch angle. Box 99S, BROADCASTING • TELECASTING.

Program director, immediately-experienced, versatile, sales-minded, for music and news independent in good market. Present and future income commensurate with ability. Wire or phone KFMA Broadcasting Co., 415 Perry Street, Davenport, Iowa.

Television

Announcers

\$80.00 a week for good announcer strong on "sell" and DJ. TV future in good Midsouth market. Send complete details in first letter. Replies confidential. Box 763R, BROADCASTING • TELECASTING.

Technical

AM engineer with first phone. Emphasis on control room experience. Promotions can take you into well-established TV plant. State AM experience and training. Box 47S, BROADCASTING • TELECASTING.

TV applicant in fine Midwestern city is now accepting applications for qualified personnel in all phases of TV engineering. Please state experience, qualifications, marital status and salary expected. Box 86S, BROADCASTING • TELECASTING.

Situations Wanted

Managerial

Program manager: Station experience from 250 to 50,000 watt as program manager, manager, announcer, continuity director. Network and agency experience over NBC and ABC. Will furnish highest references from past and present affiliations. Presently program manager for leading station and regional network. Box 61S, BROADCASTING • TELECASTING.

Settled, married, 12 years local stations. Qualify as manager or PD-announcer-sales. Like small towns. Box 93S, BROADCASTING • TELECASTING.

Manager for small station. Strong on sales. Mature. Experienced in all phases of radio. Box 95S, BROADCASTING • TELECASTING.

Major market general—commercial manager with long time record for "bringing in the business" desires plan with rewards for results. Experience both independent and network AM operations. Television consulting experience. Box 115S, BROADCASTING • TELECASTING.

Situations Wanted—(Cont'd)

Salesmen

Salesman with knowhow. Excellent sales record. College graduate. Car. Send complete details. Box 965, BROADCASTING • TELECASTING.

Announcers

Announcer, veteran. Producer. DJ personality. Four years radio-stage performance. Single, young, highly versatile. Specialty: musical production, interviews, quiz shows. Employed net station. Seeking AM-TV operation. Box 455, BROADCASTING • TELECASTING.

Announcer—Four years experience; college graduate; veteran; Florida preferred. Box 755, BROADCASTING • TELECASTING.

Sportscaster, four years experience. Outstanding basketball. Veteran, 26, single. References, disc available. Box 795, BROADCASTING • TELECASTING.

Schools-colleges—Announcer-news editor. Six years in radio. Teaching background. MA degree. Desires position in radio department. Now employed 5000 watt MidSouth Station. Box 805, BROADCASTING • TELECASTING.

Announcer, narrator, actor, radio, TV, film experience. Versatile utility man. Formerly free lance, desires permanent position with aggressive station where ability and ingenuity are recognized. Box 855, BROADCASTING • TELECASTING.

Announcer, control board operator, graduate-radio broadcasting school. Experience light. Ambitious, conscientious and willing. Single, 29, available immediately. Box 885, BROADCASTING • TELECASTING.

If DJ, newscaster, MC, etc., wants assistant. I am available. New in business, little experience. Want to learn with topnotch men. Box 895, BROADCASTING • TELECASTING.

Announcer, few months experience. Married. Will stay once hired. Box 905, BROADCASTING • TELECASTING.

Capable announcer, thoroughly experienced. Desire permanent position in congenial regional station. Married veteran. References, disc. Box 975, BROADCASTING • TELECASTING.

Young man, 21, college graduate, desires broadcasting job. Will do any work but sports is specialty. Limited commercial experience. Available immediately. Box 1075, BROADCASTING • TELECASTING.

Announcer-disc jockey, beginner, single, veteran, conscientious. Travel anywhere. Available immediately. Box 1095, BROADCASTING • TELECASTING.

Radio announcer; currently employed; veteran; married; 24. Steady and sober. Specialty is personality DJ work. Audience builder. Can read, cast, talk news. Operate board. Write or wire Box 1135, BROADCASTING • TELECASTING for tape. Available anytime; immediate replies.

Announcer-copywriter with personality and ability. Strong commercial delivery. Willing, enthusiastic, ambitious experience — my goal. Box 1275, BROADCASTING • TELECASTING.

Personality announcer: Friend of the housewife. Over 4 years wide experience. Have own shows. Just released from Navy. Married, 30, college graduate, prefer Indiana, Illinois, Michigan, or Northern Ohio. Minimum salary \$300.00 per month. Box 1205, BROADCASTING • TELECASTING.

Announcer—2 years experience. 27 years of age. Single. Northern. Eugene L. Books, Rumbach Hotel, Littlefield, Texas.

Announcer-DJ. Some New York experience. Resume, photo and audition disc on request. Good voice and appearance. Draft exempt, married, no children. Conscientious worker—wishes to become part of good community. Wire collect, Carl Servel, 66 Riverside Avenue, Lyndhurst, New Jersey.

Announcer, DJ, control board operator. Married, draft exempt. Versatile-adaptable. Willing travel, settle down small community. Some experience. Disc and resume available. John Skripko, 4205 Kepler Avenue, Bronx, New York.

Announcer-engineer. First phone. Network experience. Veteran with family. Prefer West. Available immediately. Ernie Stevens, 4303 Elmer Ave., North Hollywood, California.

Situations Wanted—(Cont'd)

Technical

Announcer - copywriter - salesman. Metropolitan experience. Advertising agency background. West preferred. Box 815, BROADCASTING • TELECASTING.

Engineer, 4 years experience, maintenance construction. Married, draft exempt, permanent. Box 985, BROADCASTING • TELECASTING.

First phone, no commercial experience. Single, veteran. Technical school graduate. Immediately available. Box 1025, BROADCASTING • TELECASTING.

Engineer—First phone, experienced transmitter and console. Desire position with progressive station. Box 1175, BROADCASTING • TELECASTING.

First class operator desires engineering position. Seven years electronics experience. Southwest preferred. Sixty-five dollars. Auto. Box 1195, BROADCASTING • TELECASTING.

First phone license. No broadcast experience. Technical school graduate. Experienced radio technician. Speak Spanish fluently. Married, Veteran. Wilfredo Rios, 264 Tenth Avenue, New York, N. Y.

Transmitter operator available. Texas enemies proved nothing. Smear campaign. My side of story available. Lewis Sherlock, Box 891, Denver 1, Colorado.

Production-Programming, Others

News director, currently situated with strong network affiliate. Writer, newscaster, assistant production director. Single, young, college background. Dramatic, public affairs experience. TV news training. Seek minimum 5 kw or TV. Box 465, BROADCASTING • TELECASTING.

Research analyst, young, M.A. social psychology, experienced audience research, radio and TV effect studies utilizing most up to date research techniques. Desires association with research firm or department. Box 915, BROADCASTING • TELECASTING.

Topflight newsmen-copywriter: Korea veteran. Over one year writing experience. College graduate and radio school background. Details, tape on request. Box 1005, BROADCASTING • TELECASTING.

Concentrated four years experience announcing, news, promotion. Grade A. Industrious. \$80.00. Box 1065, BROADCASTING • TELECASTING.

Twenty years experience in program direction, production, personnel supervision, commercial writing; also professional theater and film direction; have sold to nets as free lance writer. Have training in TV. Desire AM-TV position. Top-drawer references include immediate employer. Interested in station with TV CP. Will go anywhere with future. Box 1085, BROADCASTING • TELECASTING.

I'm looking for something better. Are you? Staff with sports, basketball. Punch or purr, but sell. Plenty experience; program director. Money's nice, but also solid, happy organization. Pennsylvania, New York, College, married, car. Box 1145, BROADCASTING • TELECASTING.

Television

Technical

Five years chief engineer, fifteen years experience. Employer tied up in hearing. I am anxious to get into television. Complete details upon request. Box 765, BROADCASTING • TELECASTING.

Chief engineer—College graduate. Five years experience as field engineer with leading television manufacturer. Qualified to design, construct, and maintain VHF or UHF television station. Box 1105, BROADCASTING • TELECASTING.

Twenty years of broadcasting, manufacturing, and installation experience, four years TV. Capable of supervising the installation of your UHF or VHF equipment from camera to antenna. Desire connection with a progressive organization with the future a prime consideration. Finest references. Box 1125, BROADCASTING • TELECASTING.

Situations Wanted—(Cont'd)

Production-Programming, Others

Newsman, two years experience editing TV news, plus experience writing and broadcasting radio news. Master's degree in journalism. Presently employed, but seeking situation with better opportunities. Would require three weeks' notice. Reply to Box 185, BROADCASTING • TELECASTING.

Producer-director-program manager, 2 years with major TV network. Experienced all phases television production. Interested in heading program operation on new television station. Address replies Box 235, BROADCASTING • TELECASTING.

TV station operators—Is the thaw draining off the cream of your staff? Program director of famous metropolitan TV station is ready to work for you at reasonable rate. Has a good job—wants a better one. Box 785, BROADCASTING • TELECASTING.

Television consultant—Why increase your personnel? Solve program-production problems by letting me join you temporarily, training and working with your staff, adding inexpensive and saleable local presentations, improving worrisome shows, saving you more than I cost! This I accomplished at one important station, costing management less than their best director-producer! Competition demands improved television! I know, having worked from dolly pusher to production manager. Write Box 875, BROADCASTING • TELECASTING.

Have experience and record to qualify as television news director. One year TV, ten years radio. Delivery with no prompting aids. Desire permanent post, South or West. Interested all TV offers involving air work. Box 1055, BROADCASTING • TELECASTING.

For Sale

Stations

Well-established daytime Midwest AM independent in single and non-TV market showing excellent profit to resident owner who must retire due to ill health. Cash, principals only. Box 645, BROADCASTING • TELECASTING.

Southwest. 250 Watt independent. Gross over \$125,000.00. Fast growing area. Good proposition available for good operator. Box 835, BROADCASTING • TELECASTING.

Equipment, etc.

Television channel 2 or 3 RCA TF3A 3 bay bat wing antennae. Available for immediate shipment. Box 665, BROADCASTING • TELECASTING.

New installation releases for immediate sale: 1 kw transmitter and auxiliary equipment including rectifier, modulation monitor, new and used tubes, etc. Write for complete list. Box 925, BROADCASTING • TELECASTING.

1250 feet Andrew type 83% coax cable. Raytheon 250 watt model R. A. 250 transmitter 730 kc. One Doolittle frequency monitor 730 kilo. crystal. Box 1045, BROADCASTING • TELECASTING.

RCA model 300-C phase monitor, well maintained. Original cost \$550.00. Recently replaced by later model. For quick sale \$200.00. Box 1225, BROADCASTING • TELECASTING.

For sale: Used RCA six bay TV antenna, type TF6A/B for channel 11; 1½" phasing section and diplexer. WKRC-TV, Cincinnati, Ohio.

For sale—One Federal Telephone & Radio Corp. 193A, 10 kw FM transmitter; one Hewlett-Packard 335-B FM monitor used one and one-half years. Good as new. Also, one Truscon self-supporting insulated triangular tower, 229 feet above the insulators, complete with A-3 lighting equipment and insulators. Box 1295, BROADCASTING • TELECASTING.

Like new, Magnecorder tape recorder. Includes: PT63-AH with case, PT7-P (mixer, 3 mike inputs, 1 bridging input, will feed phone line) with case, PT6M spooling mechanism (one hour capacity) and PC-MA case. All cables. Was spare recorder. Cost \$955.00 new. What do you offer? Bill de Dufour, Chief Engineer, WFUV-FM, Fordham University, New York 58, N. Y.

For Sale—(Cont'd)

Presto TL-10 playback mechanism with adapter plate, 7½ and 15 IPS capstans. Used three months. Good as new. \$125.00. KMMO, Marshall, Missouri.

Antennas: Cheap. Four-section RCA aluminum pylon; four-section RCA heavy-duty steel pylon. Both for 96-108 megacycles. WKRC-TV, Cincinnati, Ohio.

Wanted to Buy

Stations

Highly qualified engineering manager with AM and TV background wishes purchase station or partnership in successful operation. Prefer station with TV possibilities. Box 165, BROADCASTING • TELECASTING.

Wanted to buy major or entire interest station Southwest from owner. Complete details first letter, confidential. Box 385, BROADCASTING • TELECASTING.

Equipment, etc.

Wanted: A FM Collins 4-bay strapon antenna or any other FM side mount antenna. WHOS, Decatur, Alabama. Telephone 991.

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

Miscellaneous

Commercial crystals and new or replacement broadcast crystals for Bliley, Western Electric RCA holders, etc., fastest service. Also monitor and frequency measuring service. Eldson Electronic Co., Temple, Texas, phone 3-3901.

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

Commercial Manager's Position

in Oregon's Willamette Valley with kilowatt station. Good guarantee and percentage of gross. We want a young but experienced man who can sell a well-produced idea to intelligent clients. Station has excellent acceptance, is independent, serves an area of over 150,000. Excellent city for family and good future. Reply in detail to Box 305, BROADCASTING • TELECASTING. West Coast men given preference.

For Sale

Stations

WEST NORTH CENTRAL PROPERTY PROFITABLE

You walk into a good billing. Numerous accounts well-spread. Strong backlog local biz, 80% of total on station. Solid! Very favorable operating ratio.

KILOWATT DAYTIME - Fine Dial Spot

Low operating cost. Top Equip. Daytime headache-less operation, TV no problem. AM-FM competition doesn't register. A real deal!

FINE BUSINESS OPPORTUNITY

Station that is a solid investment. Current business very favorable. Future prospects better. Stand to increase billings 30%. Middle of 200,000 close-in market. Half-million in half-million. Good programs—No network tangle. Freehand operation, strong local-market support. A good deal for active owner or owners.

Priced in line with Gross & Earnings

Buyer must be ready to take over soon. Seller wishes to enter new interest. Inquiries to Box 1015, BROADCASTING • TELECASTING. Prompt replies.

(Continued on next page)

FEDERAL

TYPE 101-A

FIELD INTENSITY METER

Good Condition

1949 NBS calibration. Contact
Frank B. Hales, Chief Engineer,
WBRY, Waterbury, Conn.

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

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

Miscellaneous

How about Erecting, Altering, Painting
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We're ready

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PAINTING • ERECTING
MAINTENANCE • YEARS OF EXPERIENCE
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Central California**1000 Watt Network Station****\$185,000.00**

Profitable network affiliate in market that has retail
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Washington Bldg.
Sterling 4341-2

CHICAGO

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

SAN FRANCISCO

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

ADLAI FROWNS**Radio-TV Fund Plan
Evokes Displeasure**

EFFORTS to set up a national organization which would raise radio-TV funds on his behalf—perhaps for regularly-scheduled appearances—have evoked disfavor from Gov. Adlai Stevenson, it was learned last week. The move has been gathering more momentum than moss since the Democratic Presidential nominee went down in defeat.

There had been some reports that the Illinois Governor had personally frowned on the proposal that money be raised through such an organization for either periodic or regular radio and television speaking dates.

A close associate of the Governor also has doused the proposal. Carl McGowan, a special assistant to Gov. Stevenson and a practicing attorney, told BROADCASTING • TELECASTING last week that the movement was not authorized and indicated strongly that the Democratic nominee was not in favor of the proposed plan.

Since the plan was revealed, the subject has evoked widespread approval from other political groups as well as radio-TV trade editors and segments of the listening-viewing public.

Plans for a new organization along this line were reported initially by Jerome L. Doff, attorney and head of the Los Angeles Stevenson Speaks Committee. The National Volunteers for Stevenson also has shown interest. George W. Ball, Washington attorney, has reported he plans to confer with Gov. Stevenson on it in the next fortnight [B•T, Nov. 17]. The Governor has announced plans, meanwhile, to return to law practice soon.

It has been suggested that Mr. Stevenson appear regularly—either weekly or monthly—on a major radio and/or TV network to “talk sense” to the American people and speak for the “loyal opposition.” Sponsorship also has been mentioned. There have been recommendations, too, that arrangements be made for him to appear on public service panel programs.

There is strong sentiment in some regular Democratic quarters

against the proposal. The reasons (all political) can be summarized this way:

(1) The networks have a definite policy governing off-campaign political programs and might be reluctant to cope with a regular series on the equal time issue, although the Governor would not be a candidate in the strict sense of the Communications Act.

(2) Regular appearances of the Governor, notwithstanding the effectiveness of his talks during the campaign, might serve to diminish his broadcast appeal and his stature politically. Feeling is that he should be withheld for more propitious moments politically.

(3) The Democratic Party will be able to obtain a reasonable amount of free time for his addresses (like a Jefferson-Jackson Day dinner) without having to buy it. One estimate is that the Governor may appear as many as a dozen times during 1953.

There has been speculation similarly on whether President Truman would be inclined to accept any network-sponsorship arrangement after the end of his White House tenure. The possibility has been discounted in at least one party circle as moot. There have been reports since last spring [CLOSED CIRCUIT, April 14] that offers may be forthcoming for his services as a radio-TV commentator. White House intimates indicate Mr. Truman has had a variety of employment offers. But no details were given.

Gov. Stevenson also is identified with radio and television in another aspect—his association with station interests. After his nomination last July, Gov. Stevenson indicated he would dispose of his 2.5% interest in Sangamon Valley Television Corp.'s application for vhf Ch. 2 in Springfield, Ill. Sanga-

mon is licensee of WTAX-AM-FM there. He also maintains a quarter interest in the *Bloomington* (Ill.) *Pantagraph*, which owns WJBC-AM-FM there.

His family still holds part interest in Sangamon's bid for the Springfield TV station, in any event. Whether Mr. Stevenson would seek to retain his TV interest was not known last week. At the time, however, the Governor relinquished his stock because he felt it would not be proper, as a Presidential nominee, to be associated with an applicant before the FCC.

FCC Actions

(Continued from page 99)

which authorized change in trans. and studio location.

WVOW-FM Logan, W. Va.—License for CP, which authorized new FM.

Change Type Transmitter

KABI Ketchikan, Alaska—Mod. CP, as mod., which authorized new AM, to change type trans.

Modification of CP

KREH Oakdale, La.—Mod. CP, which authorized new AM for approval of ant., trans. and studio location.

Change Transmitter Location

WGR Buffalo, N. Y.—CP to change trans. location from township of Ham-burg, N. Y., to Buffalo, N. Y. and make changes in DA-N.

License Renewals

Following stations request renewal of license:

WNHC New Haven, Conn.; WTAN Clearwater, Fla.; WKFI Kewanee, Ill.; KWLM Willman, Minn.; WRHI Rock Hill, S. C. WRAD Radford, Va.

Replace Deleted CP

WCOH-FM Newnan, Ga.—License for CP, which replaced CP deleted 8-15-51.

Extension of Completion Date

KMYC-FM Marysville, Calif.—Mod. CP, which authorized changes in existing FM, for extension of completion date.

WCAR-FM Pontiac, Mich.—Mod. CP, as mod. which authorized new FM, for extension of completion date.

Change Antenna and ERP

WSLS-FM Roanoke, Va.—CP to make change ant. type, ERP and correct coordinates.

November 19 Applications . . .**ACCEPTED FOR FILING****License for CP**

WHBS Huntsville, Ala.—License for CP, as mod., which authorized change in frequency, power increase, installation of DA-DN and change in ground system.

WIMO Winder, Ga.—License for CP, which authorized new AM.

KFMA Davenport, Iowa—License for CP, which authorized new AM.

KWSK Pratt, Kan.—License for CP, which authorized new AM.

KWCO Chickasha, Okla.—License for CP, which authorized increase in D power.

License Renewals

Following stations request renewal of license:

WROD Daytona Beach, Fla.; WMIX Mt. Vernon, Ill.; KJFJ Webster City, Iowa; KDKD Clinton, Mo.; KVER Albuquerque, N. M.

AM—1280 kc

WGAA Cedartown, Ga.—CP to change from 1340 kc, 1 kw-unl. to 1280 kc, 1 kw-D. and change type trans.

Extension of Completion Date

WJBK Detroit, Mich.—Mod. CP, as mod., which authorized changes in existing AM, for extension of completion date.

WCAM Camden, N. J.—Mod. CP, as mod., which authorized change in trans. location, for extension of completion date.

WMRN Marion, Ohio—Mod. CP, which authorized installation of vertical ant. and mount FM ant. on AM tower, for extension of completion date.

AM—1600 kc

WJEL Springfield, Ohio—Mod. li-

NEWSPRINT STATUS**More Being Made Available**

MORE newsprint is being made available this year than in 1951, the government has advised the nation's newspaper publishers in a meeting the past fortnight.

Officials of the National Production Authority gave a resume of newsprint production and consumption to the Newspaper Industry Advisory Committee. NPA authorities reported that newsprint consumption appears likely to exceed 5,950,000 tons this year. Production estimates for 1952 are placed at 6,057,536 tons, compared to a total available supply of 6,043,320 tons last year.

With consumption of newsprint by newspaper publishers increasing in 1952, shortage problems have been tackled by Congressional committees in the face of price boosts by Canadian manufacturers. Inherent in the concern over newsprint shortages, now somewhat alleviated, was the long-range effect on media advertising budgets.

cense to increase power from 500 w-D to 1 kw-D.

TENDERED FOR FILING

Change ERP

WAGA-TV Atlanta, Ga.—CP to change ERP from 18 kw vis. 10 kw aur. to 100 kw vis. 50.1 kw aur.

WBZ-TV Boston—Mod. CP to change ERP from 14.3 kw vis. 7.3 kw aur. to 100 kw vis. 50 kw aur. Ant. height above average terrain 529 ft.

November 20 Decisions . . .

BY COMMISSION EN BANC

Renewal of License

Following stations granted renewal of licenses for regular period:

WWDC Washington, D. C.; WDSC Dillon, S. C.; KILA Hilo, T. H.; KPDQ Portland, Ore.; WKJB Mayaguez, P. R.; KBOK Waterloo, Iowa.

AM—1450 kc

KPUY Puyallup, Wash.—Granted mod. CP to increase power on 1450 kc from 100 to 250 w.

Change Transmitter Location

WKVM San Juan, P. R.—Granted mod. CP to change trans. location to Guaynabo, and make changes in DA; engineering conditions, including acceptance of any interference from WDAE Tampa, Fla., and WGY Schenectady, N. Y.

Advised of Hearing

James W. and Hope N. Miller; Lester E. Gavitt, Southbridge, Mass.—Are being advised that applications for new AM stations are mutually exclusive in overlap and indicate necessity of hearing. The Millers seek operation on 970 kc, 1 kw-D and Gavitt requests 940 kc, 500 w-D.

Extension Granted

WGNC Gastonia, N. C.—Granted extension of waiver of Sec. 3.165 of rules, to permit operation of station by remote supervision, for period ending June 1, 1953 with same conditions as those of original grant.

AM—1370 kc

WMOD Moundsville, W. Va.—Granted CP to change frequency from 1470 to 1370 kc.

Decrease Tower Height

WMC Memphis, Tenn.—Granted mod. CP to decrease effective height of one tower in present four element DA array; engineering conditions.

Increase Antenna Height

WMC (FM) Memphis, Tenn.—Granted mod. CP to increase FM ant. height from 480 to 900 ft. to give ERP of 330 kw instead of 300 kw as Class B station on Ch. 259.

Request Denied

WIBK Knoxville, Tenn.—Denied request for authority to operate station until Feb. 1, 1953. Present authority to operate station expires 3 a.m. Nov. 17, 1952.

November 20 Applications . . .

ACCEPTED FOR FILING

Modification of CP

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

AM—1580 kc

WPAC Patchogue, N. Y.—CP to change from 1580 kc, 250 w to 1580 kc, 1 kw and change type trans. AMENDED to change type trans.

AM—960 kc

WHYL Carlisle, Pa.—CP to change frequency from 1380 kc to 960 kc and make changes in ant. system. AMENDED to change name of applicant to Richard Field Lewis Jr.

Extension of Completion Date

WKSJ Pulaski, Tenn.—Mod. CP, as mod., which authorized changes in existing AM, for extension of completion date.

Renewal of License

Following stations request renewal of license:

WMT Cedar Rapids, Iowa; WEXL Royal Oak, Mich.; WKOZ Koscusko, Miss.; KSD St. Louis; WJRI Lenoir, N. C.; WGNV Wilmington, N. C.; KWNW Wenatchee, Wash.; WPEM Martinsburg, W. Va.; KFMV (FM) Ft.

fcc roundup

New Grants, Transfers, Changes, Applications



box score

SUMMARY THROUGH NOVEMBER 20

	On Air	Licensed	CPs	Appls. Pending	In Hearing
AM Stations	2,358	2,340	154	848	177
FM Stations	622	579	77	20	5
TV Stations	113	98	132	915*	242

* Filed since April 14, of which 122 have been granted.

FOR TELEVISION GRANTS AND APPLICATIONS, see page 72.

Docket Actions . . .

FINAL DECISION

KSOK Arkansas City, Kan.—The KSOK Bestg. Co. FCC granted CP to operate on 1280 kc with 100 w night, subject to condition that measurements shall be submitted to Commission prior to program test authorization showing that the modified 1 kw transmitter operating with 100 w night complies with Sec. 3.46 of Rules. Estimated cost of change between \$200 and \$500. (KSOK now licensed to operate on 1280 kc with 1 kw daytime only.) (For initial decision by Hearing Examiner J. D. Bond, which denied application to operate with 100 w night, see FCC Roundup, B.T. Oct. 1, 1951.) Application filed April 13, 1949; final decision Nov. 17, 1952.

INITIAL DECISION

Foley, Ala., St. Petersburg, Fla., and Tampa, Fla.—Hearing Examiner J. D. Bond issued initial decision looking toward grant of application of Alabama-Gulf Radio for 1310 kc, 1 kw daytime, at Foley, Ala.; and, looking toward denial of application of Gulf Beaches Bestg. Co. for 1310 kc, 1 kw daytime, at St. Petersburg, Fla., and denial of application of WEBK Tampa, Fla., to change from 1590 kc, 1 kw daytime, to 1300 kc, 1 kw daytime, DA. Initial decision Nov. 4.

ORDERS

KELT Electra, Tex.—Oil City Bestg. Co. FCC dismissed with prejudice application for license to cover CP and for assignment of CP to corporation from partnership. Partnership consisted of C. O. Elkins Jr. and Bill Frank Lindsay; corporation would have consisted of Messrs. Elkins and Lindsay and Allen Melton. Permittee stated in sworn letter that partnership is no longer desirous of operating KELT and returned its CP for cancellation. Order Nov. 4.

Spur, Tex.—Marshall Formby. FCC denied petition for reconsideration and grant without hearing application for 1260 kc, 250 w daytime. Order Nov. 4.

Allocation of Frequencies and Pro-

Dodge, Iowa; KGLO-FM Mason City, Iowa; KKOK-FM St. Louis; WMOH-FM Hamilton, Ohio.

Change Antenna Type

WBEZ (FM) Chicago—CP to change ant. from Wincharger LP-6, 6 section, to GE, BT-6-B, 6 section circular; overall height above ground from 594 to 609 ft.

License for CP

WBGO (FM) Newark, N. J.—License for CP, which authorized changes in licensed FM.

WEHS (FM) Chicago—License for CP, as mod., which authorized changes in licensed FM.

WCPO-FM Cincinnati—License for CP, which authorized changes in licensed FM.

WEVA-FM Emporia, Va.—License for CP.

FM—Ch. 297, 107.3 mcs

WQAN-FM Scranton, Pa.—CP to change frequency to 107.3 mcs; change type trans. and ant.

Change ERP

KRIC-FM Beaumont, Tex.—CP to change ERP from 14 kw to 14.9 kw; increase overall height of ant. and change ant. to Collins Type 3TM-6, 6-bay circular.

mulgation of Rules and Regulations—Theatre Television Service. FCC ordered that all persons who desire to appear and submit evidence at January session of hearing, with the exception of those who filed appearances on the record at the Oct. 20 session, shall file notice of appearance with FCC before Dec. 1; also, all parties who file notice of appearance and also those who filed an appearance on the record on Oct. 20 shall, before Dec. 22, file with FCC an original and 14 copies of a statement setting forth a list of witnesses who will testify and a summary, not merely an outline or list of subjects, of the testimony which each witness will present, including specific proposals to be made at the hearing pursuant to the specified issues, or if no testimony is to be offered, a statement to the effect that the party will limit its participation to cross-examination; also, each party shall file with FCC 18 copies of each exhibit it plans to offer at the hearing before Dec. 22, and shall serve copies of exhibits on other parties to the proceeding in accordance with a list of parties to be published by FCC; also, that the hearing now scheduled for Jan. 12 is postponed to Jan. 26, when it will be held before Commission en banc at 10 a.m. in Washington. Orders Nov. 14.

MEMORANDUM OPINIONS AND ORDERS

KJAY Topeka, Kan.—S. H. Patterson. FCC denied petition for rehearing requesting reconsideration of Commission decision which denied application to increase power from 1 kw night to 5 kw night, using same directional antenna parameters now used, on 1440 kc [FCC Roundup, B.T. Sept. 15]. Memorandum opinion and order Nov. 14.

Lancaster, Pa.—Peoples Bestg. Co. (WLAN). FCC dismissed protest and petition for reconsideration of Commission action which authorized, conditionally, the operation by WGAL Inc. of WGAL-TV on vhf Ch. 8 in Lancaster, Pa. [FCC Roundup, B.T. Sept. 22]. (Comr. Sterling concurring in result; Comr. Bartley concurring with separate statement.) Memorandum opinion and order Nov. 4.

Milwaukee, Wis.—Wisconsin Bestg. System Inc. (WFOV). FCC denied petitions for reconsideration of television assignments in the Sixth Report & Order and for leave to amend application and be retained on the hearing docket. Memorandum opinion and order Nov. 17.

Non-Docket Actions . . .

AM GRANTS

Sedalia, Mo.—Yates Bestg. Co. Granted 1050 kc, 1 kw daytime; engineering condition. Estimated construction cost \$22,543, first year operating cost \$32,000, revenue \$45,000. Carl Wesley Yates Jr. and Christine Yates, son and mother, are equal partners. Mr. Yates was announcer and student engineer for KMMO Marshall, Mo., and Mrs. Yates is owner of gift store and confectionery. Post Office address: 702 Rich St., Slater, Mo. Application filed April 21, amended June 25 and Aug. 24, 1952; granted Nov. 20, 1952.

New Martinsville, W. Va.—Magnolia Bestg. Co. Granted 1330 kc, 1 kw daytime; engineering conditions. Estimated construction cost originally thought to be \$21,298, but permittee has bought all equipment needed for \$11,924, plans to rent land and building for from \$65 to \$75 per month for the next ten years, and estimates tower and modification of building will cost about \$1,300 more (\$8,000 originally set aside for land and building construction not now needed for that purpose); estimated first year operating cost \$25,000.

(Continued on page 104)

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1953 BROADCASTING Yearbook

TV Grants, Applications

(Continued from page 72)

include President Joseph L. Floyd (33 1/3%), Vice President N. L. Benton (33 1/3%) and Secretary-Treasurer Edmond R. Ruben (33 1/3%). [For application, see TV APPLICATIONS, B.T. July 7.] City priority status: Gr. A-2, No. 74.

GALVESTON, Tex.—Rudman Television Co. Granted uhf Ch. 41 (632-638 mc); ERP 230 kw visual, 120 kw aural; antenna height above average terrain 470 ft., above ground 480 ft. Estimated construction cost \$422,500, first year operating cost \$366,000, revenue \$420,000. Post Office address Mercantile Bank Bldg., Dallas, or 5507 Elden Drive, Dallas, or c/o Ross K. Prescott, 1430 Life of America Bldg., Dallas. Studio and transmitter location on State Highway 6 at Hitchcock, Tex., 14 mi. NW of Galveston. Geographic coordinates 29° 20' 59" N. Lat., 95° 01' 13" W. Long. Transmitter and antenna GE. Legal counsel Ross K. Prescott, Dallas. Consulting engineer Guy C. Hutcheson, Arlington, Tex. Sole owner of application is M. B. Rudman, independent oil operator. [For application, see TV APPLICATIONS, B.T. Sept. 22.] City priority status: Gr. A-2, No. 58.

GALVESTON, Tex.—Gulf Television Co. Granted vhf Ch. 11 (198-204 mc); ERP 59 kw visual, 30 kw aural; antenna height above average terrain 550 ft., above ground 580 ft. Engineering condition. Estimated construction cost \$339,523, first year operating cost \$315,000, revenue \$270,000. Post Office address 801 Union Station Bldg., Galveston, Tex. Studio location to be determined. Transmitter location approx. 2 mi. west of Lamarque, Tex. Geographic coordinates 29° 22' 10.4" N. Lat., 94° 59' 37.4" W. Long. Transmitter GE, antenna Federal. Legal counsel Arthur W. Scharfeld, Washington. Consulting engineer Vandiver, Cohen & Wearn, Washington. Principals include General Partners Paul E. Taft (55%), assistant to president and 3.55% of Duncan Coffee Co., assistant manager and 12.25%, Commodity Transport Co., both Houston; Francis Kirk Johnson (15%), individual oil producer, vice president and 16 1/2% of Texota Oil Corp., chairman of board and 7% (also 43% as trustee), Ute Royalty Corp., president, sole owner, Ambassador Oil Co. (inactive), president, 55% Leck Royalty & Oil Co., vice president, 50% Gibson & Johnson Inc. (inactive), all Fort Worth; James M. Stewart (15%), actor, Ranch, Pierre, S. D., chairman of board, 28% Central Airlines Inc., Fort Worth; James M. Stewart (15%), actor, oil and property investor, lessee of Franklin Ranch, Blanco, Tex., less than 25% Central Airlines; president, 98% Stewartair (airplane charterers), Beverly Hills, Calif., president, 100% Olympic Investment Co. Inc. (real estate), Beverly Hills; Ballinger Mills (15%), partner, Wigley McLeod, Mills & Shirley (attorneys), secretary, 27% Galveston Baseball Club Inc., less than 25% interest in following: Gulf, Colorado & Santa Fe Rwy. Co., Gulf & Interstate Rwy. Co., Union Passenger Depot Co. of Galveston, Gulf, Colorado & Santa Fe Hospital Assn., Texas Bus Lines, Galveston Transit Co., The Galveston Corp., Cotton Concentration Co., Bay Cotton & Bagging Co., Gulf Transfer Co., United States National Bank of Galveston, The Sealy & Smith Foundation for the John Sealy Hospital. All firms are in Galveston. [For application, see TV APPLICATIONS, B.T. July 7.] City priority status: Gr. A-2, No. 58.

NEW APPLICATIONS

Listed by States

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

LOS ANGELES, Calif.—Lawrence A. Harvey, uhf Ch. 34 (590-596 mc); ERP 45.6 kw visual, 24.6 kw aural; antenna height above average terrain 2,185 ft., above ground 128 ft. Estimated construction cost \$301,000, first year operating cost \$250,000, revenue \$235,000. Post Office address 19200 South Western Ave., Torrance (Los Angeles County), Calif. Studio location to be determined. Transmitter location atop Mt. Wilson, 6.8 mi. NE of Pasadena (Calif.) City Hall, 13 mi. from Los Angeles business district, in close proximity to transmitter sites of KHJ-TV, KECA-TV and KTLA (TV). Geographic coordinates 34° 13' 40" N. Lat., 118° 04' 01" W. Long. Transmitter RCA, antenna GE. Legal counsel Prichard & Brenner, Beverly Hills, Calif. Consulting engineer Western Television Consultants, Pasadena, Calif. Sole owner of applicant is Lawrence A. Harvey, executive vice pres-

ident and 33 1/3% stockholder in Harvey Machine Co. (mfrs. of aluminum extrusions, with affiliates and subsidiaries engaged in same general business), vice president and 25% stockholder in Subway Terminal Corp. (real estate holdings consisting of downtown terminal and office buildings), Los Angeles (Calif.) attorney in office association with Louis Viereck, president and 1/2 stockholder in San Juan Water Co. (privately-owned public utility water company), San Juan Capistrano, Calif., and interested in real estate and investments. City priority status: Gr. B-2, No. 170.

LOS ANGELES, Calif.—Spanish International Television Inc., uhf Ch. 34 (590-596 mc); ERP 81.14 kw visual, 47.5 kw aural; antenna height above average terrain 709 ft., above ground 125 ft. Estimated construction cost \$225,661, first year operating cost \$360,000, revenue \$257,000. Post Office address 127 South Broadway, Los Angeles. Studio and transmitter location on Flint Peak, west of KUTE (AM) transmitter site, near Glendale, Calif. (actually part of City of Los Angeles). Geographic coordinates 34° 09' 50" Lat., 118° 11' 46" W. Long. Transmitter DuMont, antenna GE. Legal counsel Harrison M. Dunham, Los Angeles. Consulting engineer Edward M. Benham, North Hollywood, Calif. Principals include President Frank Fouce (25%), president and owner of Fouce Amusement Enterprises Inc., president and owner of Million Dollar Theatre Corp. and 25% owner of Pan American Television Corp., Los Angeles; Vice President Frank L. Fouce (13%), son of Frank Fouce and employed in operation of father's companies; Secretary Robert M. Purcell (also spelled Percell in the application) (8%), director of operations for KTTV (TV) Los Angeles; Treasurer Peter Mole (20%), president and owner of Mole-Richardson Co. (character of this enterprise not revealed in application); Emilio Azcaraga (20%), sole owner of Cadena Radiofutura Mexicana S. A., 50% owner and president of Pan American Television Corp., sole owner of Radioprogramas de Mexicana S. A., and owner of XEW-AM-TV and XEQ-AM-TV, all in Mexico City, and XEWW and XEQQ, in Mexico; Herbert Silverberg (10%), Los Angeles attorney, and Edward E. Benham (4%), chief en-

gineer for KTTV (TV). City priority status: Gr. B-2, No. 170.

ORLANDO, Fla.—Hazelwood Inc. (WLOF), vhf Ch. 9 (186-192 mc); ERP 106 kw visual, 53 kw aural; antenna height above average terrain 545 ft., above ground 574 ft. Estimated construction cost \$234,705, first year operating cost \$220,000, revenue \$250,000. Post Office address Angebilt Hotel, Orlando, Fla. Studio location not indicated. Transmitter location 2 mi. west of Orlando, between Orlando and Orlovista, at site of WLOF (AM) transmitter. Geographic coordinates 28° 32' 25" N. Lat., 81° 26' 20" W. Long. Transmitter and antenna RCA. Legal counsel Dow, Lohnes & Albertson, Washington. Consulting engineer A. D. Ring & Co., Washington. Principals include President William Joe Sears (50%), Jacksonville (Fla.) attorney; Vice President John F. Thorwald, general manager of WLOF, and Secretary-Treasurer Walter C. Shea (50%), Jacksonville attorney. City priority status: Gr. A-2, No. 76.

LOUISVILLE, Ky.—Robert W. Rounsaville (WLOU), uhf Ch. 41 (632-638 mc); ERP 242.196 kw visual, 125.461 kw aural; antenna height above average terrain 260 ft., above ground 335 ft. Estimated construction cost \$293,500, first year operating cost \$300,000, revenue \$330,000. Post Office address 2549 South Third Street, Louisville, Ky. Studio and transmitter location 2549 South Third Street at site of WLOU (AM). Geographic coordinates 38° 12' 41.5" N. Lat., 85° 45' 41" W. Long. Transmitter and antenna GE. Legal counsel Welch, Mott & Morgan, Washington. Consulting engineer John H. Mullaney, Washington. Sole owner of applicant is Robert W. Rounsaville, also sole owner of WQXI Atlanta, Ga., and WBAC Cleveland, Tenn.; 51% owner of WBEJ Elizabethton, Tenn.; applicant for uhf Ch. 36 in Atlanta; applicant to buy WMBM Miami Beach, Fla., and president and 75% owner of Southern Premium Stamp Co. (trading stamps), Atlanta. City priority status: Gr. B-2, No. 156.

MINDEN, La.—Jacob A. Newborn Jr., uhf Ch. 30 (566-572 mc); ERP 265 kw visual, 140 kw aural; antenna height above average terrain 449 ft., above ground 230 ft. Estimated construction cost \$220,000, first year operating cost \$138,700, revenue \$186,400. Post Office address P. O. Box 1572 Beaumont, Tex. Studio and transmitter location 0.7 mi. west-SW of Fillmore, La., on Giddens Hill Drive, at site of KKG889 Bossier

City, La. Geographic coordinates 32° 33' 17" N. Lat., 93° 31' 06" W. Long. Transmitter and antenna GE. Sole owner of applicant is Jacob A. Newborn Jr., president and 20% owner of Beaumont (Tex.) Savings & Loan Assn., sole owner of San Marcos (Tex.) Laundry, sole owner of Bridge City (Tex.) Lumber Co., sole owner of Beaumont (Tex.) Sash & Door Co., sole owner of Trade Winds Motor Hotel, Port Arthur, Tex., 25% owner of Television Broadcasters, and also TV permittee for Gadsden, Ala., and TV applicant for Tyler, Tex. City priority status: Gr. A-2, No. 537.

FESTUS, Mo.—Ozark Television Corp., uhf Ch. 14 (470-476 mc); ERP 170 kw visual, 90.2 kw aural; antenna height above average terrain 875 ft., above ground 644 ft. Estimated construction cost \$279,694, first year operating cost \$206,316, revenue \$218,400. Post Office address 702 Louderman Bldg., 317 North Eleventh St., St. Louis 1, Mo. Studio and transmitter location 3.5 mi. west of Kimmiswick, Mo., about 20 mi. SW of St. Louis, Mo. Geographic coordinates 38° 22' 21" N. Lat., 90° 25' 47" W. Long. Transmitter and antenna GE. Legal counsel George M. Moore, Washington. Consulting engineer Commercial Radio Equipment Co., Washington. Principals include President John T. McKenna (36%), Clayton, Mo., tax consultant and CPA; Vice President and Secretary Carl G. McIntire (46%), 50% owner of GMB Productions (television film production), St. Louis; Treasurer George Menos (9%), from 1945 to 1952 sole proprietor of Mississippi Valley School of Aeronautics, St. Louis, and Raymond W. Karst (9%), general counsel for Economic Stabilization Agency, Washington. City priority status: Gr. B-1, No. 72.

JEFFERSON CITY, Mo.—Capitol Television Corp., vhf Ch. 13 (210-216 mc); ERP 55.6 kw visual, 27.9 kw aural; antenna height above average terrain 500 ft., above ground 437 ft. Estimated construction cost \$287,848, first year operating cost \$350,000, revenue \$350,000. Post Office address Central Trust Bldg. Jefferson City, Mo. Studio and transmitter location old State Highway 54; South Rogers St. Extended. Geographic coordinates 38° 33' 39" N. Lat., 92° 11' 35" W. Long. Transmitter DuMont, antenna GE. Legal counsel McKenna & Wilkinson, Washington. Consulting engineer Craven, Lohnes & Culver, Washington. Principals include President Forrest Smith (7.5%), governor of Missouri (term expires Jan. 1, 1953) and Missouri State Auditor from 1933 to 1949; Vice President Thomas O. Payne (32.5%), independent oil operator; Secretary-Treasurer John H. Hendren (7.5%), Jefferson City (Mo.) attorney; H. C. Cockburn (32.5%), independent oil operator; Dr. Glenn W. Herndren (10%), Liberty (Mo.) physician, and John E. McCarthy (10%), construction and real estate. City priority status: Gr. A-2, No. 203.

ST. LOUIS, Mo.—Missouri Bcstg. Corp. (WIL), uhf Ch. 42 (638-644 mc); ERP 81.7 kw visual, 46.2 kw aural; antenna height above average terrain 489 ft., above ground 542 ft. Estimated construction cost \$312,051, first year operating cost \$500,000, revenue \$600,000. Post Office address Chase Hotel, St. Louis 8, Mo. Studio and transmitter location 520 De Baliviere Ave. Geographic coordinates 38° 39' 06" N. Lat., 90° 17' 02" W. Long. Transmitter DuMont, antenna RCA. Legal counsel John W. Giesecke, St. Louis. Consulting engineer Commercial Radio Equipment Co., Washington. President and sole owner of applicant is Lester A. Benson (100%), also 90% owner of Blue Ridge Realty & Investment Co. (operation and ownership of real estate), St. Louis. City priority status: Gr. B-4, No. 179.

ROCHESTER, N. Y.—Rochester Bcstg. Co. (WRNY), uhf Ch. 27 (548-554 mc); ERP 98 kw visual, 52.9 kw aural; antenna height above average terrain 437 ft., above ground 325 ft. Estimated construction cost \$231,956, first year operating cost \$250,000, revenue \$250,000. Post Office address 1073 Clinton Ave., Rochester, N. Y. Studio and transmitter location Pinnacle Hill, at site of WHAM-TV. Geographic coordinates 43° 08' 07" N. Lat., 77° 35' 02" W. Long. Transmitter and antenna RCA. Legal counsel Fly, Shuebruk & Blume, Washington. Consulting engineer Vandiver, Cohen & Wearn, Washington. Principals include President Stanley Bachman (48.4% held and subscribed), Vice President and Treasurer Bernard S. Bachman (48.4% held and subscribed) and Jerome H. Bachman (3.2% held and subscribed). "The three are associated

FCC Roundup

(Continued from page 103)

revenue \$36,000. Principals include President J. Patrick Beacom (95%), licensee of WVVW Fairmont, W. Va. Post office address: % Magnolia Bcstg. Co., 403 Second St., Fairmont, W. Va., or % Fairmont Bcstg. Co., P. O. Box 1213, Fairmont, W. Va. Application filed April 7, amended May 12 and Oct. 21, 1952; granted Nov. 20, 1952.

FM GRANT

Clanton, Ala.—Southeastern Bcstg. Co. (WKLF), Granted Ch. 265, ERP 370 w, antenna 255 ft.; engineering conditions (applicant requested Ch. 269 with ERP 365 w and did not amend application). Estimated construction cost \$4,695, first year operating cost \$1,000, revenue \$1,200. Applicant is licensee of WKLF (AM) Clanton. Post office address: P. O. Box 110, Clanton, Ala. Filed Oct. 23, granted Nov. 20.

New Applications . . .

AM APPLICATIONS

Richmond, Ky.—Dages I. Boyle, 1420 kc, 1 kw daytime; antenna 200 ft. Estimated construction cost \$44,480, first year operating cost \$55,000, revenue \$65,000. Sole owner of applicant is Dages I. Boyle, president and sole owner of Bankers Security Corp. (li-

censed security dealer), Lexington, Ky., and vice president of Lexington Finance Co., Lexington. Post office address: 303 Grosvenor Ave., Lexington, Ky. Filed Nov. 19.

Richmond, Ky.—W. S. Jett, 1340 kc, 250 w fulltime; antenna 180 ft. Estimated construction cost \$11,630, first year operating cost \$50,000, revenue \$48,000. Sole owner of applicant is W. S. Jett, Richmond (Ky.) attorney. Post office address: 24 1/2 North Main St., Richmond, Ky. [This application appears to be mutually exclusive with application filed by Radio Richmond Inc., which seeks 1340 kc, 250 w fulltime; FCC ROUNDUP, B.T. July 28.] Filed Nov. 12.

Morgan City, La.—The Tri City Bcstg. Co., 1430 kc, 500 w daytime; antenna 195 ft. Estimated construction cost \$25,303, first year operating cost \$24,000, revenue \$36,000. Principals include general partners A. A. Bensabat Jr. (1/2), manager of WMPA Aberdeen, Miss.; Joe Phillips (1/2), partner and 1/4 owner of both WSSO Starkville, Miss., and WMPA Aberdeen, and Mortimer Silverman (1/2), general manager and executive vice president of WMRV New Orleans. Post office address: % Joe Phillips, WSSO Starkville, Miss.

AM-FM CALL LETTER ASSIGNMENTS

AM Stations: WLSA Andalusia, Ala. (The Montezuma Bcstg. Co., 920 kc, 1 kw daytime; FCC ROUNDUP, B.T. Sept. 29); **WGEA Geneva, Ala.** (Geneva County Reaper, 1150 kc, 1 kw daytime, antenna 215 ft.; FCC ROUNDUP, B.T. Nov. 3); **WRUM Rumford, Me.** (Rumford Publishing Co., 1450 kc, 250 w fulltime, antenna 195 ft.; FCC ROUNDUP, B.T. Nov. 3); **WLSE Wallace, N. C.** (Duplin Bcstg. Co., 1400 kc, 250 w fulltime, antenna 150 ft.; FCC ROUNDUP, B.T. Oct. 13); **WBAA Barnwell, S. C.** (Blue Ridge Bcstg. Co., 740 kc, 250 w daytime; FCC ROUNDUP, B.T. Oct. 20); **KVSP Lubbock, Tex.** (Hub Bcstg. Co., 1460 kc, 500 w daytime, antenna 200 ft.; FCC ROUNDUP, B.T. Nov. 3); and **WRIS Roanoke, Va.** (Cy N. Bahakel, 1410 kc, 5 kw daytime, antenna 200 ft.; FCC ROUNDUP, B.T. Nov. 3).

FM Stations: WTUN (TV) Tampa, Fla. (U. of Tampa, Ch. 205, ERP 770 w, antenna 240 ft.), and **KACC Abilene, Tex.** (Abilene Christian College, Ch. 220, ERP 160 w, antenna 53 ft.).

in several business enterprises located in Rochester engaged in selling surplus and hardware and wholesale and retail, manufacturing and supplying parts to aircraft industry, and military and industrial packing. City priority status: Gr. B-4, No. 191.

PORTSMOUTH, Ohio—Woodruff Inc., uhf Ch. 30 (566-572 mc); ERP 110 kw visual, 55 kw aural; antenna height above average terrain 436 ft., above ground 125 ft. Estimated construction cost \$225,680, first year operating cost \$170,000, revenue \$150,000. Post Office address 500 Security Bldg., Toledo, Ohio. Studio location to be determined. Transmitter location 0.2 mi. south of Route 22 on south bank of Ohio River, 0.2 mi. east of WPAZ-FM antenna site and 0.3 mi. north of WSAZ-TV microwave relay station. Geographic coordinates 38° 43' 20" N. Lat., 82° 59' 53" W. Long. Transmitter DuMont, antenna GE. Legal counsel Fly, Shuebruk & Blume, Washington. Consulting engineer McIntosh & Inglis, Washington. Principals include Prudence H. Lamb (71.1%) and Edward Lamb (24.5%). Applicant is engaged in real estate business. Mr. and Mrs. Lamb own 1350 out of 1800 shares of The Erie (Pa.) Dispatch, licensee of WIKK and WICU (TV) Erie, own WHOO Orlando, Fla., control WTVN (TV) Columbus, Ohio, principal owner of permittee of WMAC-TV Massillon, Ohio, and Edward Lamb Enterprises. City priority status: Gr. B-1, No. 19.

SALEM, Ore.—Willamette-land Television Inc., vhf Ch. 3 (60-66 mc); ERP 3.08 kw visual, 1.54 kw aural; antenna height above average terrain 802 ft., above ground 303 ft. Estimated construction cost \$166,280, first year operating cost \$120,000, revenue \$144,000. Post Office address Marion Hotel Bldg., Salem, Ore. Studio location Marion Hotel. Transmitter location 2.2 mi. west of Salem. Geographic coordinates 44° 56' 31" N. Lat., 123° 06' 35" W. Long. Transmitter DuMont, antenna RCA. Consulting engineer Harold C. Singleton, Portland, Ore. Principals include President W. Gordon Allen (25.1%), 33 1/3% owner of KGAE Salem, 60.1% owner of KGAL Lebanon, 50% owner of KSGA Redmond, Ore., and sole owner of application for new AM station in Seattle [FCC ROUNDUP, B.T. Nov. 17]; Vice President Otto W. Heider (25%), Sheridan (Ore.) attorney; Secretary-Treasurer Harold C. Singleton (25.1%), 50% owner of KSGA, 34% owner of KTEL Walla Walla, Wash., 9.9% owner of KGAL and chief engineer for KGW Portland and four other persons with 1% each, leaving 20.8% of authorized stock unsubscribed. City priority status: Gr. A-2, No. 99.

AMARILLO, Tex.—Plains Empire Bestg. Co. (KLYN), vhf Ch. 7 (174-180 mc); ERP 45 kw visual, 25 kw aural; antenna height above average terrain 620 ft., above ground 574 ft. Estimated construction cost \$308,280, first year operating cost \$155,000, revenue \$180,000. Post Office address P. O. Box 2387, Amarillo, Tex. Studio location 1014 West Seventh St. Transmitter location 2 1/2 mi. north of Amarillo city limits and 1 mi. west of Route 87. Geographic coordinates 35° 17' 23" N. Lat., 101° 50' 49" W. Long. Transmitter and antenna GE. Legal counsel Colton & Caviness, Washington. Consulting engineer Weldon & Carr, Washington. Principals include President Richard G. Hughes (98%), owner of KHUZ Borger, Tex., and Hughes Development Co., Pampa, Tex.; Vice President Howard Roberson, Secretary-Treasurer Troy Curlee, and Estate of Clyde K. Bowman (2%). City priority status: Gr. A-2, No. 47.

TYLER, Tex.—Jacob A. Newborn Jr., uhf Ch. 19 (500-506 mc); ERP 2.4 kw visual, 1.3 kw aural; antenna height above average terrain 376 ft., above ground 308 ft. Estimated construction cost \$110,000, first year operating cost \$98,400, revenue \$133,000. Post Office address P. O. Box 1572, Beaumont, Tex. Studio and transmitter location College at Erwin. Geographic coordinates 32° 21' 05" N. Lat., 95° 18' 09" W. Long. Transmitter and antenna GE. Sole owner of applicant is Jacob A.

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Newborn Jr.; for his various business interests, see Minden, La., TV application above. City priority status: Gr. A-2, No. 109.

BELLINGHAM, Wash.—Bellingham Telecasters (KPUG), vhf Ch. 12 (204-210 mc); ERP 8.69 kw visual, 4.35 kw aural; antenna height above average terrain 105 ft., above ground 297 ft. Estimated construction cost \$149,100, first year operating cost \$150,000, revenue \$150,000. Post Office address P. O. Box 665, Bellingham, Wash. Studio and transmitter location 2340 Sunset Drive at site of KPUG (AM). Geographic coordinates 48° 46' 35" N. Lat., 122° 26' 20" W. Long. Transmitter and antenna RCA. Legal counsel McKenna & Wilkinson, Washington. Consulting engineer Archer S. Taylor, Missoula, Mont. Principals include General Partner Jessica L. Longston (51%), President and 50% owner of KPUG; president and 56% owner of KSEM Moses Lake, Wash.; president and 86% owner of KBO Burley, Idaho; president and 67% owner of KAVR Havre, Mont.; 90% owner of Mist Publishing Co., St. Helen's, Ore., and Burley, Idaho (semi-weekly newspapers); 1/3 owner of Pollock, Zaser & Langston (home builders), Zillah, Wash., and contract to buy 51% of KRSC Seattle; Limited Partner Mervyn D. McKenzie (20%), DVM, Pacific Veterinary Hospital, Bellingham; Limited Partner C. V. Zaser (15%), vice president and 25% owner of KPUG, KSEM, KAVR, contract to buy 35% of KRSC, and 1/3 owner of Pollock, Zaser & Langston; Limited Partner Low J. Tusing (10%), president and 70% owner of Associated Underwriters Inc. (life insurance); Limited Partner Robert Pollock (2%), general manager of KPUG, KSEM, KBO, Mist Publishing Co., contract to buy 14% of KRSC and 1/3 owner of Pollock, Zaser and Langston, and Limited Partner James L. Hamstreet (2%), resident manager of KPUG. City priority status: Gr. A-2, No. 138.

MILWAUKEE, Wis.—Cream City Bestg. Co. (WMIL), uhf Ch. 31 572-578 mc); ERP 14.57 kw visual, 7.88 kw aural; antenna height above average terrain 488 ft., above ground 461 ft. Estimated construction cost \$170,314, first year operating cost \$240,000, revenue \$300,000. Post Office address 2625 West Wisconsin Ave., Milwaukee 3, Wis. Studio and transmitter location 2625 West Wisconsin Ave. Geographic coordinates 43° 02' 18" N. Lat., 87° 56' 48" W. Long. Transmitter and antenna GE. Legal counsel Krieger & Jorgensen, Washington. Consulting engineer Nathan Williams, Washington. Principals include President Gene Posner (74.5%), Milwaukee (Wis.) attorney; Vice President Ruth Posner (wife of Gene Posner) (0.2%), partner and 50% owner of E. & R. Real Estate Account, Milwaukee, and Secretary-Treasurer Jerome Sill (25.3%), 19% owner of Lakehead Telecasters Inc., applicant for vhf Ch. 6 in Duluth, Minn. City priority status: Gr. B-4, No. 182.

EXISTING STATION

Granted Change

WMCT (TV) MEMPHIS—Memphis Publishing Co. Granted CP to increase ERP to 100 kw visual, 50 kw aural, following change from Ch. 4 to Ch. 5 required by FCC Sixth Report & Order [B.T. April 14]. Engineering conditions.

Changes Requested

WNBQ (TV) CHICAGO, Ill.—National Bestg. Co., vhf Ch. 5 (76-82 mc); change ERP to 100 kw visual, 50 kw aural. (Change from ERP 23.25 kw visual, 12.29 kw aural.)

MODIFIED APPLICATIONS

WEST PALM BEACH, Fla.—WIRK-TV Inc. (WIRK). Change to uhf Ch. 21 (512-518 mc), ERP 21.9 kw visual, 11.7 kw aural; antenna height above average terrain 225 ft., above ground 255 ft. [Change from vhf Ch. 12, ERP 27.5 kw visual, 13.8 kw aural; antenna height above average terrain 274 ft., above ground 297 ft. For application, see TV APPLICATIONS, B.T. May 26.]

JACKSON, Miss.—Lamar Bestg. Co. (WJDX). Change to vhf Ch. 3 (60-66 mc), ERP 100 kw visual, 50 kw aural; antenna height above average terrain 592 ft., above ground 499 ft. [Change from vhf Ch. 12, ERP 316 kw visual, 158 kw aural; antenna height above average terrain 586 ft., above ground 443 ft. For application, see TV APPLICATIONS, B.T. July 7.]

MILWAUKEE, Wis.—WCAN-TV (WCAN). Change to uhf Ch. 25 (536-542 mc); ERP 1,000 kw visual, 500 kw aural; antenna height above average terrain 478 ft., above ground 496 ft. Change estimated construction cost to \$485,433. (Change from vhf Ch. 12.) [For application, see TV APPLICATIONS, B.T. Oct. 20.] City priority status: Gr. B-4, No. 182.

WIBG PETITION.

Opposes Poller's Request

WIBG Philadelphia petitioned FCC last week to refuse acceptance of the TV application of Lou Poller, competitor for uhf Ch. 23 there, on the ground that it is incomplete with respect to financial and certain other qualifications. Mr. Poller is chief owner of WPWA Chester, Pa., and WARL Arlington, Va. He also is part owner of WCAN Milwaukee, Ch. 12 applicant in that city.

WIBG contended an oral agreement by Mr. Poller with Jules Yellin for loan of \$400,000 at 5% interest plus 20% share in station raises basic legal questions concerning his application. WIBG also cited an "undisclosed" agreement Mr. Poller named in his application with WIP Philadelphia, whereby WIP, unopposed for uhf Ch. 29, would share a common antenna site with the proposed Poller outlet on Ch. 25.

Noting it had gone through competitive hearing in 1948 for Ch. 12, before the TV freeze, WIBG alleged that because of the competitive bid of Mr. Poller it "will be forced to go through a second hearing against an applicant who has failed to disclose full information as to his financial backing."

SPANISH TV BID

Gov. Smith Also Files

SPANISH-language TV outlet is proposed for Los Angeles on uhf Ch. 34 by Spanish International Television Inc., a new applicant owned 20% by Emilio Azcarraga, a Mexican citizen and leading Mexican broadcaster and telecaster. Another new TV bid, that of Capitol Television Corp., seeking vhf Ch. 13 at Jefferson City, Mo., is headed by Missouri Gov. Forrest Smith.

Mr. Azcarraga is not an officer or director in Spanish International Television because the Communications Act prohibits aliens from holding such office, an FCC attorney explained last week.

NBC-TV RENEWALS

Two Sponsors Sign

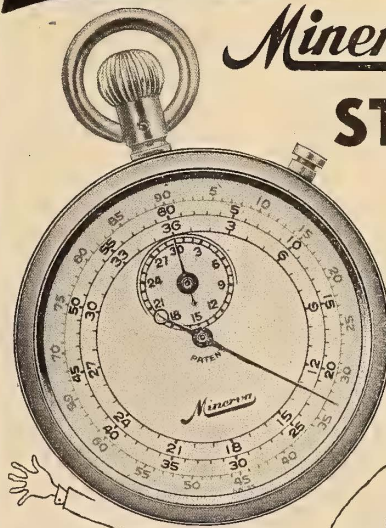
RENEWALS of NBC-TV programs by two advertisers, who placed the business through the Chicago sales office are:

Kraft Foods Co., Chicago, for *Kraft Television Theatre* (Wed., 9-10 p.m. EST), for 52 weeks effective Jan. 7, through J. Walter Thompson Co.

Hall Bros. Inc., Kansas City, for *Hallmark Theatre* (Sun., 4:30-5 p.m. EST), for 52 weeks beginning Jan. 4, through Foote, Cone & Belding.

top performance guaranteed

Minerva RADIO & TV STOPWATCH



Filmometer Model #106F

Special Professional Price
\$18.20 net

(side-slide model also available)

5-star special features!

- ☆ EXCLUSIVE, COIL SPRING MECHANISM eliminates all friction, wear, breakdowns . . . and is unconditionally guaranteed for the life of your stopwatch.
- ☆ 90 FOOT PER MINUTE SCALE as well as 36-foot per minute scale, to register footage in 35 mm. and 16 mm. film.
- ☆ THE LONG HAND COMPLETES ONE REVOLUTION in 60 seconds. The small hand registers up to 30 minutes.
- INDEPENDENT HAMMER SPRING GUARANTEED FOR LIFE to give perfect fly-back to zero on Time Out features.
- ☆ NON-MAGNETIC—7 JEWELS

Accuracy certified by our Western Electric Electronic Timer
Write today for new catalog

M. DUCOMMUN CO.

Specialists in Timing Instruments

580 Fifth Avenue, New York 19 • PLaza 7-2540



at deadline

CONTROL CHANGE FOR CALIFORNIA STUDIOS

TV FILM producers Jack Gross and Phil Krasne are to assume control of California Studios, Hollywood, today (Monday). Messrs. Gross and Krasne made \$50,000 down payment to meet immediate claims and operational expenses. Over period of 18 months they are to repay balance of \$135,000 owed by estate of Harry Sherman, California Studios owner, who died Sept. 26. Gross-Krasne Inc. produce CBS-TV's *Big Town* series and early next year is to start filming CBS-TV's *Video Theatre*, currently live from New York. Ziv TV Programs Inc. will continue to operate from California Studios, it was reported.

APPLICATIONS FILED

SHOWING belief in uhf TV [B•T, Nov. 17], Herbert Mayer, owner of WXEL (TV) Cleveland, KPTV (TV) Portland, Ore., and permittee of KDEN (TV) Denver, filed Friday for uhf Ch. 25 in Kansas City and uhf Ch. 30 in St. Louis. WXEL is only vhf in Mr. Mayer's hands; it operates on Ch. 9.

Among other six applications filed Friday was one from Notre Dame U. for commercial uhf Ch. 46 in Notre Dame, Ind., with 90% commercial schedule for nighttime hours. Ch. 46 is assigned to South Bend, Ind. Another was filed for uhf Ch. 50 by WMEV Marion, Va. (pop. 6,982).

Synopsis of applications filed Friday follows:

Modesto, Calif.—Ralph M. Brown, uhf Ch. 14, ERP 20.4 kw visual, 10.2 kw aural; antenna height above average terrain 278 ft., above ground 304 ft. Estimated construction cost \$169,341, first year operating cost \$120,000, revenue \$150,000. Mr. Brown is 40% owner of KBOX Modesto and Modesto attorney. City priority status: Gr. A-2, No. 307.

Notre Dame, Ind.—Michigan Telecasting Corp., uhf Ch. 46, ERP 226 kw visual, 113 kw aural; antenna height above average terrain 496 ft., above ground 479 ft. Estimated construction cost \$400,000, first year operating cost \$360,000, revenue \$400,000. Applicant is owned by U. of Notre Dame du Lac, Notre Dame, Ind. City priority status: Gr. A-2, No. 23. (Applicant seeks South Bend, Ind., channel.)

Kansas City, Mo.—Empire Coil Co., uhf Ch. 25. President Herbert Mayer. Empire Coil Co., New Rochelle, N. Y., is manufacturer of coils and transformers, is licensee of WXEL (TV) Cleveland and KPTV (TV) Portland, Ore., holds CP for KDEN (TV) Denver. See also St. Louis, below.

St. Louis, Mo.—Empire Coil Co., uhf Ch. 30. President Herbert Mayer. Empire Coil Co., New Rochelle, N. Y., is manufacturer of coils and transformers, is licensee of WXEL (TV) Cleveland, KPTV (TV) Portland, Ore., holds CP for KDEN (TV) Denver. See also Kansas City, above.

Billings, Mont.—Rudman-Hayutin Television Co., vhf Ch. 2, ERP 6.36 kw visual, 3.18 kw aural; antenna height above average terrain 396 ft., above ground 199 ft. Estimated construction cost \$179,200, first year operating cost \$135,240, revenue \$144,000. Equal partners are M. B. Rudman, permittee of new TV station in Galveston, Tex. [see TV GRANTS, page 104], and Albert Hayutin, independent oil producer. City priority status: Gr. A-2, No. 152.

Corpus Christi, Tex.—K-Six Television Inc., vhf Ch. 10, ERP 209.3 kw visual, 104.7 kw aural; antenna height above average terrain 675 ft., above ground 699 ft. Estimated construction cost \$445,286, first year operating cost \$294,000, revenue \$300,000. Applicant is licensee of KSIX Corpus Christi. City priority status: Gr. A-2, No. 25.

Marion, Va.—Mt. Empire Bestg. Corp., uhf Ch. 50, ERP 112.32 kw visual, 56.16 kw aural; antenna height above average terrain 1,616 ft., above ground 283 ft. Estimated construction cost \$185,088, first year operating cost \$75,000, revenue \$75,000. Applicant is licensee of WMEV Marion, Va. City priority status: Gr. A-2, No. 708.

EQUAL RIGHTS

APPEAL that radio-TV be accorded equal rights with press in covering legislative hearings made Friday by Sen. Herbert R. O'Connor (D-Md.) at speech before Maryland-District of Columbia Radio & Television Broadcasters Assn.

Sen. O'Connor described it as "inconsistency" that radio and TV should be barred from hearings to which newspaper reporters and photographers are admitted. "The people," he said, "are entitled to have radio and television bring those matters (public hearings) into their homes." (For comments by Rep. Joseph Martin and others on same subject, see stories pages 97 and 23.)

MRS. PUTNAM HEADS WCFM

MRS. JEAN PUTNAM, former program director, named acting manager of WCFM (FM) Washington, working under management committee. She succeeds Leon Loeb, of Sound Studios Inc. Mrs. Putnam will work under management committee comprising William H. Petri, general manager of Rochdale Cooperative Inc. and Rochdale Cooperative of Va.; Mrs. Sarah Newman, chairman of Listeners for Better Radio Inc., and C. Edward Behre, WCFM treasurer. Station plans to resume transcription service for conventions and organizations.

FELLOWS HITS CRITICS

SELF-APPOINTED critics of radio and television, described as "tomato throwers," sharply answered by Harold E. Fellows, NARTB president, in speech scheduled for delivery Monday at Tennessee Assn. of Broadcasters session, Nashville. He hit newspaper critics who belittled radio and TV coverage of Presidential campaign and called for equal right to cover public events (see story page 23). Mr. Fellows cited radio-TV programs promoting register-vote campaign, citing also radio and TV codes and public service broadcasts.

MOVE GARROWAY SHOW

ARMOUR & CO.'s *Dial Dave Garroway* on NBC radio to move from 11:45-12 noon EST spot to 2:30-4:45 p.m. EST period effective Dec. 1. Program, heard Mon.-Fri., is presented on behalf of Dial soap.

KROY SALE

SALE OF KROY Sacramento for \$425,000 by Harmco Inc. to six Californians headed by C. L. McCarthy, general manager, KGO San Francisco, was completed late last week [CLOSED CIRCUIT, Nov. 17]. Sellers of 250 w CBS basic affiliate on 1240 kc are Mrs. Hattie Harm, who also owns KARM Fresno, and Clyde F. Coombs, KARM general manager. New ownership is incorporated as KROY Inc. with Mr. McCarthy 32% stockholder and president. He becomes general manager on FCC sales sanction. Blackburn-Hamilton negotiated transaction.

PEOPLE...

AMBROSE J. ADDIS, director of Pepsodent Co. of Canada Ltd., to Pepsodent Div. of Lever Bros. Co., N. Y., as vice president in charge of advertising, succeeding DAVID KETNER, resigned.

WILLIAM T. FARICY re-elected president of Assn. of American Railroads at organization's annual meeting in New York Friday.

JACK DODMAN, 44, engineer at WBBM Chicago since 1942, died Thursday after brief illness. He is survived by wife and three children. Well known for his short wave ham operation, he sent college football scores to men in Korea when they had been getting them week late.

FRED L. RYNER, manager of research department Dancer-Fitzgerald-Sample, N. Y., named director of research for Sherman & Marquette, same city.

WAYNE MASHBURN, WHPE High Point (N. C.) announcer, to WDOF-AM-FM Chattanooga, Tenn., as announcer.

RADIO AUDIENCE LARGER THAN REALIZED SAYS ROSLOW

ADVERTISERS are getting more listeners for their radio dollars than they realize, Dr. Sydney Roslow, head of The Pulse Inc., told Florida Assn. of Broadcasters Friday. He spoke at luncheon session on second day of association's meeting, held at Sheraton Beach Hotel, Daytona Beach.

William T. Stubblefield, NARTB station relations director, reported on association activities at Friday morning session. George W. Thorpe, WVCB Coral Gables, presided at two day meeting as FAB president. Hamp Dunn, editor of *Tampa Times* (WDAE), addressed Thursday dinner on steps being taken to speed collection of election results. Sixty-five attended FAB meeting.

TABLE CHANGE ASKED

CANTON, Ohio, uhf TV Ch. 29 competitors WHBC and WCMW jointly petitioned FCC Friday to amend allocation table so as to add one of three workable uhf channels there, thus eliminating need of hearing and enabling grant of both proposed stations. They cite Chs. 71, 77 or 83. Stations ask further delay of comparative hearing, now set Dec. 8, until Jan. 12 or 15 days after FCC rules on petition, whichever is later.

FRIDAY AM ACTIONS

IN FIRST of two AM actions Friday, FCC rescinded grant of Oct. 8 to KLCN Blytheville, Ark., for change from 1 kw on 900 kc to 5 kw on 910 kc, daytime, and designated case for hearing with WMOK Metropolis, Ill., and WCOC Meridian, Miss., made parties. In other action, Commission refused petition of WMPs Memphis to reconsider grant of Oct. 24 for new station on 690 kc with 250 w daytime at Benton, Ark., to Benton Broadcasting Service.

FCC GRANTS STA'S

SPECIAL temporary authorization granted by FCC Friday to WMCT (TV) Memphis, Tenn., to operate on Ch. 5 (change from Ch. 4), and for WDTV (TV) Pittsburgh, Pa., to operate on Ch. 2 (change from Ch. 3). Channel changes required under Sixth Report & Order [B•T, April 14].

PACKS A WALLOP!



THE AL MORGAN SHOW

with 2¾ million
sales impressions a week!*

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

Average weekly rating—Cincinnati
14.3*

Average weekly rating in all 3 cities
11.6*

3 peak week-days, Tues., Wed., Thur.
15.4*

Nearest competition, well established kids' show
6.4*

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

Average sets in use preceding ¼ hour show
17.3%*

Average sets in use during his show
25%*



**Let Al Morgan
sing a Song of
Sales for you!**

*ARB (American Research Bureau)

THE BEST BUYS
TO SEE ARE ON

WLW

**C
T
D**



WLW-T WLW-D WLW-C

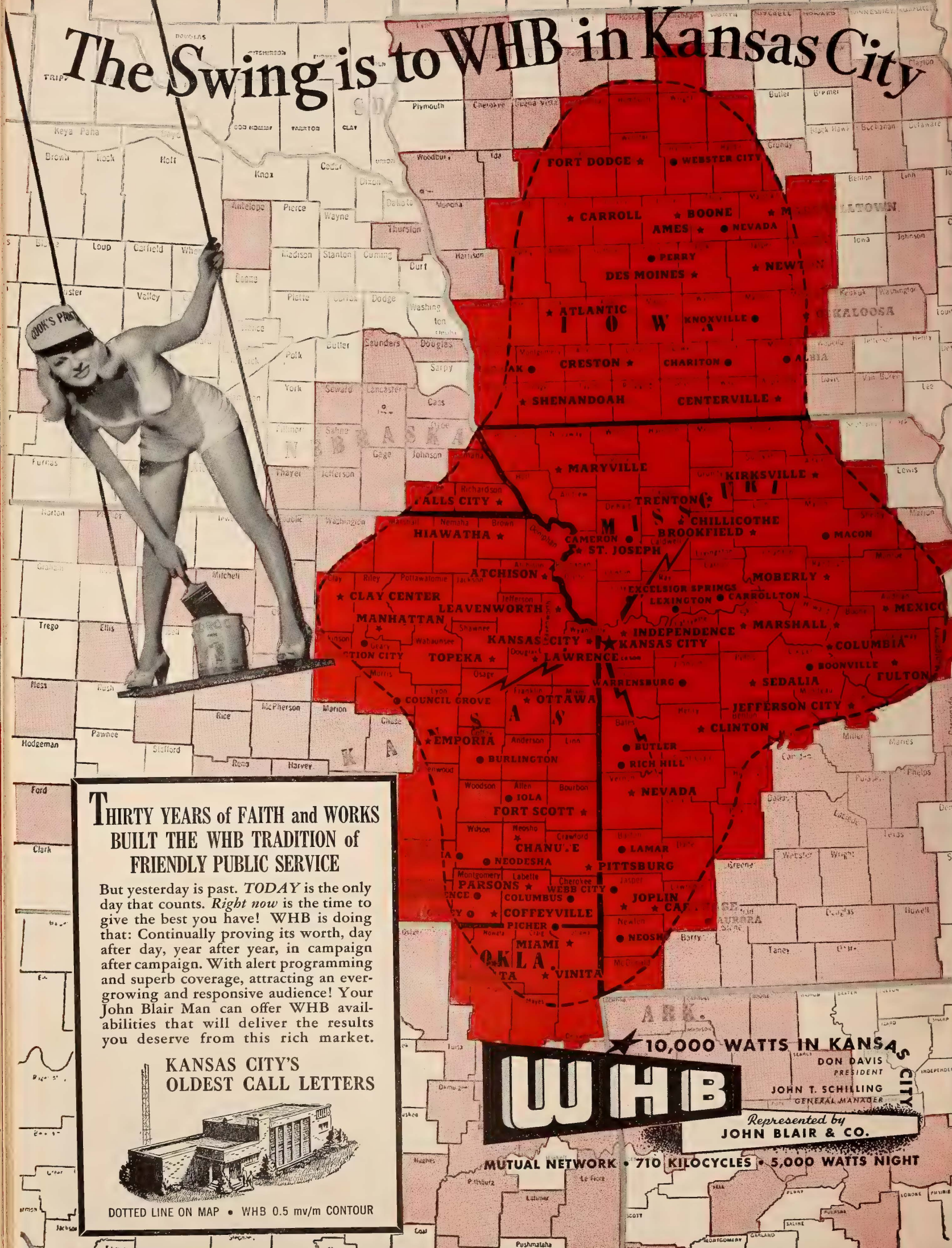
CINCINNATI

DAYTON

COLUMBUS

Sales Offices: CINCINNATI, DAYTON, COLUMBUS, CHICAGO
NEW YORK, HOLLYWOOD

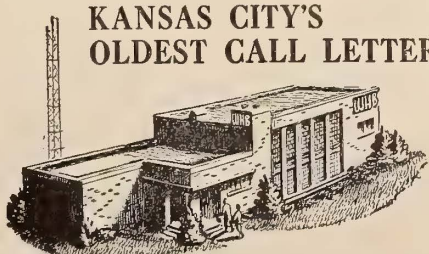
The Swing is to WHB in Kansas City



THIRTY YEARS of FAITH and WORKS BUILT THE WHB TRADITION of FRIENDLY PUBLIC SERVICE

But yesterday is past. *TODAY* is the only day that counts. *Right now* is the time to give the best you have! WHB is doing that: Continually proving its worth, day after day, year after year, in campaign after campaign. With alert programming and superb coverage, attracting an ever-growing and responsive audience! Your John Blair Man can offer WHB availabilities that will deliver the results you deserve from this rich market.

KANSAS CITY'S
OLDEST CALL LETTERS



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WHB

10,000 WATTS IN KANSAS CITY

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PRESIDENT

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GENERAL MANAGER

Represented by
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MUTUAL NETWORK • 710 KILOCYCLES • 5,000 WATTS NIGHT