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CHANNEL 9

WOR-TV

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NEW YORK

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AM · FM · TV

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1952 marks for WDEL three decades of broadcast operation—thirty years of growing with the many vigorous, expanding communities in its listening and viewing area.

Established in 1922, WDEL was Delaware's first station. In 1947, it broadened its services to bring frequency modulation to its listeners. And three years ago, in 1949, it pioneered the State's first television station. Today, WDEL is Delaware's only three-way broadcast operation.

On the occasion of its thirtieth birthday, WDEL restates its past and future plans and philosophy of operation. These are to improve constantly its programming and technical facilities and to serve always the best interests of the people in its area—listeners, viewers and advertisers.



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COMBINED BIDS POLICY

FCC to Rule on 'Case-to-Case' Basis

By LARRY CHRISTOPHER

CLEAR indication was given by FCC last week that no firm policy will prevail respecting TV bids of "married" AM stations other than the Commission will rule on a case-to-case basis, considering all facets of the local situation, including control of newspapers and other like mass media.

The Commission policy to have no "formula" was indicated in Mc-Farland letters sent to Macon Television Co., applicant for uhf Ch. 47 at Macon, Ga., composed of WBML and WNEX there, and to El-Cor Television Inc., applicant for uhf Ch. 18 at Elmira, N. Y., composed of WELM Elmira and WCLI Corning, under common ownership with the Corning Leader, and WENY Elmira, owned by the Elmira Star Gazette.

The Commission in effect split on the Macon application, the first such bid to be considered. It has been before the FCC for some weeks. All seven Commissioners indicated serious doubts about approval of the Elmira bid in view of the common control of AM stations and local newspapers.

Comrs. George E. Sterling, Robert T. Bartley and Eugene H. Merrill dissented on sending the McFarland letter to Macon Television.

Comr. Bartley's Opinion

Comr. Bartley stated: "I would vote for a grant in this case for the following reasons: (1) It would provide television competition at an earlier date; (2) it would provide uhf an opportunity to commence operation about the same time as vhf in a new market; (3) in my opinion, the AM stations will continue to compete so long as the conditions agreed upon are followed."

Comr. Sterling voted for a grant of the Macon bid and concurred with Comr. Bartley's views.

"I think that any public hearing on this case," Comr. Merrill observed, "should be held in Macon, Ga., at the earliest time. I do not feel that the action taken by the Commission sufficiently meets that objective."

Chairman Paul A. Walker, however, concurred with the adoption of the letter to Macon Television "but in doing so I wish to make clear that I am not persuaded that a hearing upon the application will ultimately prove necessary."

The Chairman continued:

Under the procedure established by Public Law 554, 82d Congress, Second Session, commonly known as the McFarland Act, when the Commission is unable to grant an application upon the basis of the information before it, an applicant is notified of the reasons for such inability. The applicant is given the opportunity to make such further showing as will render a hearing unnecessary. In the present case, I believe it appropriate that the applicant should have the chance to demonstrate that the ability and intention of the two radio stations involved to compete with each other will be unimpaired by the joining of forces by their owners in the pro-posed television operation. If such a demonstration is made, the necessity for hearing may be obviated. Macon could thereupon be afforded a new television service without the delays consequent upon a hearing.

In other TV actions last week,

the Commission:

- Granted one new vhf and five uhf stations, including a uhf permit for a noncommercial station to New Jersey Dept. of Education, New Brunswick, although the latter said it has no funds. Comrs. Sterling and E. M. Webster dissented on the educational authorization.
- Denied pleading of WWSW Pittsburgh to stay effectiveness of assignment of vhf Ch. 4 to Irwin, Pa., pending outcome of WWSW's court appeal. Ch. 4 allocation went into effect Dec. 4.
- Advised WMAZ Macon, Ga., that its bid for vhf Ch. 13 will be held in the pending file while FCC studies methods to correct an allocation error in the assignment of the channel there. Commission found allocation to Macon does not meet required minimum co-channel spacing with WAFM-TV Birmingham, operating on Ch. 13. Error

involves distance of less than a mile.

- Denied petition of WMIT (FM) Clingman's Peak, N. C., to assign uhf Ch. 18 there. Action was without prejudice to re-filing after end of one-year freeze on such allocation table amendments, June 2.
- Ordered correction of substandard assignment spacing of uhf Ch. 42 at Abbeville, La., and Ch. 38 at Lafayette, La., by adopting proposed rule making proceeding to substitute Ch. 27 for Ch. 42 at Abbeville.

New TV construction permits were awarded the following:

Beaumont, Tex. (City priority Group A-2, No. 9)—Television Broadcasters, granted uhf Ch. 31, effective radiated power 14 kw visual and 7.1 kw aural, antenna height above average terrain 820 ft.

Lima, Ohio (Group A-2, No. 79)— (Continued on page 70)

NCAA SATISFIED

FACED by widespread criticism of its 1952 TV football program, the NCAA 1952 television committee announced last week, at the end of a two-day meeting in New York, that this year's program had "worked satisfactorily."

This conclusion, contained in a statement released by the committee, noted that it was based on "opinion surveys and the overall reaction of the public, press, and the colleges themselves."

The two-day meeting, the committee said, was held to review and evaluate the 1952 program. Committee also discussed phases of various "share the wealth" plans advanced for distribution of TV finances, including that advocated by Francis Murray, director of athletics at U. of Pennsylvania.

Mr. Murray's plan would allow colleges to make their own TV arrangements on condition that one-third of the TV receipts be allocated to a special fund to be administered by NCAA. Plan would provide that the fund be used to relieve the losses of small colleges which could prove that television competition in their area had restricted attendance.

The committee also announced it

had met with two representatives of Notre Dame U.: The Rev. Edmund P. Joyce, CSC, university vice president and chairman of the faculty athletic committee, and Ed (Moose) Krause, director of athletics. They were said to have presented the university's views on college football television, which in the past have been critical of NCAA policy [B•T, Dec. 1].

During the next few weeks, the statement said, the committee will formulate final conclusions and make recommendations for next year's program that will be presented to NCAA's pre-convention meeting in Washington. The group's national convention is scheduled to be held there Jan. 8-10.

Committee Members Present

Present at the meeting were the 10 members of the committee: Robert S. Hall, 1952 chairman; Asa S. Bushnell, director; J. Shober Barr, Walter Byers, Keff C. Coleman, Howard Grubbs, Willis O. Hunter, Reaves E. Peter, E. L. Romney and Kenneth L. Wilson.

Before the meeting adjourned, the NCAA group discussed the Radio & Television Mfrs. Assn. report which said that total income from sports may set a record in

With Its TV Plan

1952 and urged telecasting of more sports events. Committee said it questioned the RTMA figures, which indicated that total income for college and professional sports may exceed \$1,700,000.

"How did they arrive at that figure?" asked Mr. Bushnell. "Where did they get it?" He said that if it was based on the "so-called" Dept. of Commerce figures, he suggested that the RTMA study the analysis and statement made by National Opinion Research Center, Chicago, on this point.

Meanwhile NORC released last week the text of its letter to the NCAA TV Committee in which NORC re-asserted its finding that TV hurts attendance at college football games. The letter was an answer by the research firm, which has been studying the problem since 1949, to claims by Dr. Allen B. DuMont Labs., and DuMont Television Network, that harmful influences of TV on college football game attendance have not been proved [B•T, Nov. 24].

Considering Dr. DuMont's contentions point by point, NORC noted that denials of adverse TV

(Continued on page 78)

television grants and applications

Digest of Those Filed With FCC Nov. 27 Through Dec. 4

Grants Since April 14:

	VHF	UHF	Total
Commercial	37	90	127
Educational	2	8	10
Total	39	98	137
Commercial television stations on the air	117 1	1	118.1

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

Applications Filed Since April 14:

Commercial Educational	New 616 19	Amended 323	VHF 529 5	UHF 409 14	Total 939 ² 19
Total	635	323	534	423	958 8

² One applicant did not specify channel.

Processing on city priority status Gr. A-2 line has extended to city number 113. Processing on city priority status Gr. B-2 line has extended to city number 160.

NEW STATION GRANTS

Listed by States

Listed by States

COLORADO SPRINGS, Col. — TV
Colorado Inc. Granted vhf Ch. 11 (198204 mc), ERP 250 kw visual, 125 kw
aural; antenna height above average
terrain 1,850 ft., above ground 187 ft.
Engineering conditions, and, because
Sec. 319 of Communications Act precludes Commission from licensing station the construction of which is begun
before CP has been issued, Commission
is stipulating that TV Colorado Inc.
not use transmitter building and 3 piers
for antenna supports which it erected
prior to this authorization. (Comr. Bartley dissented.) Estimated construction
cost \$304.071, first year operating cost
\$213,000, revenue \$192.400. Studio location Exchange National Bank Bldg.
Transmitter location "The Horns," 1.3
mi. N. Cheyenne Mtn., 38° 45′ 42″ N.
Lat., 104° 51′ 51″ W. Long. Studio equipment and transmitter DuMont, antenna
RCA. Legal counsel Pierson & Ball,
Washington. Consulting engineer E. C.
Page, Washington. Applicant firm includes licensees of KVOR Colorado
Springs, Col., and KGHF Pueblo, Col.,
two stations each independently owned,
each with 50% interest in TV Colorado
Inc. Representatives of the two stations would manage station. Principals
include: James D. Russell, president
and general manager of KGHF, Betty
Z. Russell, of Colorado Springs, H. C.
Harmon, Colorado Springs businessman,
and Harry C. Schnibbe, Denver businessman. [For application, see TV
APPLICATIONS, B-T, May 51. City priority status: Gr. A-2, No. 90.

MONROE, La. — James A. Noe
(KNOE). Granted vhf Ch. 8 (180-185)

MONROE, La. — James A. Noe (KNOE). Granted vhf Ch. 8 (180-185 mc); ERP 175 kw visual, 88 kw aural; antenna height above average terrain 740 ft., above ground 774 ft. Engineering conditions. Estimated construction cost \$331,920; first year operating cost \$214,690; revenue \$195,260. Post office address Bernhardt Building, Monroe, La. Studio location Bernhardt Building, Monroe. Transmitter location 22nd St. (0.4 mi. north of U. S. 80). Geographic coordinates 32° 31′ 37″ N. Lat., 92° 06′ 16″ W. Long. Transmitter and antenna RCA. Legal counsel Roberts & McInnis, Washington. Consulting engineer McIntosh & Inglis, Washington. Sole owner is James A. Noe. [For application, see TV Applications, B-T, July 7.] City priority status: Gr. A-2, Noe. 112.

NEW BRUNSWICK, N. J.—State of New Jersey. Granted uhf Ch. *19 (500-506 mc); ERP 105 kw visual, 53 kw aural; antenna height above average terrain 780 ft., above ground 461 ft. Engineering conditions. (Comrs. Webster and Sterling dissented. Comr. Sterling stated: "It is illegal in my opinion to grant a construction permit unless funds are immediately available to construct the station. A positive statement has been made by the applicant that the funds are not available in this case." Comr. Webster dissented on the basis of his previous dissents in the Binghamton and New York City grants to the Board of Regents, U. of the State of New York.) Construction cost, first year operating cost and rever

nue not estimated. Post office address State House, Trenton. Studio location College Heights, Rutgers U. Transmitter location Washington Rock. Geographic coordinates 40° 36′ 49″ N. Lat., 74° 28′ 31″ W. Long. Transmitter Du-Mont, antenna RCA, studio equipment Du-Mont. Legal counsel Attorney General of New Jersey, Trenton. Consulting engineer Paul Godley Co., Upper Montclair, N. J. Projected educational station will be under supervision of Chester Robbins, Acting Commissioner of Education of New Jersey. [For application, see TV Application, se Ty Application, set Ty Application applicable.

plicable.

LIMA, Ohio — Northwestern Ohio Bestg. Corp. (WIMA). Granted uhf Ch. 35 (596-602 mc); ERP 91 kw visual, 50 kw aural; antenna height above average terrain 330 ft., above ground 344 ft. Engineering conditions. Estimated construction cost \$227,564, first year operating cost \$180,000, revenue \$220,000. Post office address 223 North Main St., Lima, Ohio. Studio and transmitter location 121 West High St. Geographic coordinates 40° 44° 28″ N. Lat. 84° 06° 25″ W. Long. Transmitter DuMont, antenna GE. Legal counsel Bingham, Collins, Porter & Kistler, Washington. Consulting engineer George C. Davis, Washington. Principals include President George E. Hamilton (50%), Vice President Robert W. Mack (42.7%) and F. E. Mack (7.3%). [For application, see TV APPLICATIONS, B.T., July 14.] City priority status: Gr. A-2, No. 79.

BEAUMONT, Tex.—Television Bestrs.

APPLICATIONS, B.T., July 14.] City priority status: Gr. A-2, No. 79.

BEAUMONT, Tex.—Television Bestrs. Granted uhf Ch. 31 (572-578 mc); ERP 31 kw visual, 14 kw aural; antenna height above average terrain 820 ft., above ground 844 ft. Engineering conditions. Estimated construction cost \$275,000, first year operating cost \$105,-000, revenue \$82.000. Post office address P. O. Box 1592, Beaumont, Tex. Studio location to be determined. Transmitter location Washington Blvd., 2.75 mi, west of Beaumont. Geographic coordinates 30° 03′ 27″ N. Lat., 94° 09′ 45″ W. Long. Transmitter DuMont, antenna RCA. Legal counsel Fly, Shuebruk & Blume, Washington. Consulting engineer McIntosh & Inglis, Washington. Principals include partners J. A. Newborn Jr. (10%), president of Beaumont Savings & Loan Assn. and grantee of new TV station in Gadsden, Ala.; N. D. Williams (30%), president of Beech Creek Lumber Co., Warren, Tex.; Randolf C. Reed (30%), president of The Reed Co. and The Gulf-York Inc., Beaumont and New Orleans (wholesale appliances and air conditioning businesses), and Jack S. Josey (30%), independent oil producer. [For application, see TV Applications, B-T. Aug. 4.1. City priority status: Gr. A-2, No. 9.

YAKIMA, Wash. Cascade Bostg. Co. YAKIMA, Wash. Cascade Bestg. Co. (KIMA). Granted uhf Ch. 29 (560-566 mc); ERP 55 kw visual, 27.5 kw aural; antenna height above average terrain, 950 ft.; above ground, 143 ft. Engineering condition. Estimated construction cost \$234,770; first year operating cost, \$150,000; revenue, \$175,000. Post office address Terrace Heights Rd., Yakima. Studio location East County Rd. Transmitter location Ahtanum Ridge Rd. Geographic coordinates 46° 31′ 57″ N. Lat., 120° 30′ 26″ W. Long. Transmitter and antenna RCA. Legal counsel Prince, Taylor & Crampton, Washington. Consulting engineer McIntosh & Inglis, Washington. Sole owner is A. W. Talbot. [For application, see TV Applications, B-T, Aug. 11.] City priority status: Gr. A-2, No. 113.

Status: Gr. A-2, No. 113.

YAKIMA, Wash.—KIT Inc. (KIT). Granted uhf Ch. 23 (524-530 mc); ERP 22 kw visual, 11 kw aural; antenna height above average terrain 960 ft., above ground 150 ft. Engineering condition. Estimated construction cost \$233,467, first year operating cost \$200,-000, revenue not estimated. Post Office address 914½ Broadway, P. O. Box 1651, Tacoma, Wash. Studio location 414½ East Yakima Ave. Transmitter location Ahthanum Ridge Road. Geographic coordinates 46° 31′ 56" N. Lat., 120° 30′ 30" W. Long. Transmitter and antenna RCA. Legal counsel Bingham, Collins, Porter & Kistler, Washington. Consulting engineer Millard M. Garrison, Washington. Principals include President Carl E. Haymond (97.64%), and Vice President Carl D. Haymond (2.36%). [For application, see TV applications, B-T, July 7.] City priority status: Gr. A-2, No. 113.

SPECIAL TEMPORARY AUTHORIZATION GRANTED

KOPO - TV TUCSON, Ariz. — Old Pueblo Bestg. Co. Granted special temporary authorization to operate on vhf Ch. 13 with transmitter output power of 33 kw visual, 16.5 kw aural, between Dec. 3 and June 3. Transmitter Du-Mont, antenna RCA.

Mont, antenna RCA.

KKTV (TV) COLORADO SPRINGS,
Col.—TV Colorado Inc. Granted special temporary authorization to operate on vhf Ch. 11 with transmitter output power of 5 kw visual, 2.5 kw aural; antenna 24 ft. above ground. Transmitter DuMont, antenna temporary composite. Temporary studios 115 East Mill St., Colorado Springs, Col.

WFMJ-TV YOUNGSTOWN, Ohio—Vindicator Printing Co. Granted special temporary authority to operate on uhf Ch. 73 with transmitter output power of 1 kw visual, 0.6 kw aural; antenna 334 ft. above ground. Transmitter RCA. Transmitter site 200 ft. SSW of site specified in CP; temporary studios 101 West Boardman St., Youngstown.

KROD-TV EL PASO, Tex.—Roderick Bestg. Corp. Granted special temporary authorization to operate on vhf Ch. 4 with transmitter output power of 500 w visual, 200 w aural; antenna 20 ft. above ground. Transmitter RCA.

ft. above ground. Transmitter RCA.

KDUB-TV LUBBOCK, Tex. — Texas
Telecasting Inc. Granted special temporary authorization to operate on which the summary of 30.8 kw visual, 15.4 kw aural; antenna height above average terrain 841 ft., above ground 823 ft. Studio at transmitter site.

transmitter site.

KONA (TV) HONOLULU, T. H.—
Radio Honolulu Ltd. Granted modification of special temporary authorization
[TV GRANTS, B-T, Dec. 1] to operate on
vhf Ch. 11 with ERP 5 kw visual, 2.5
kw aural; antenna height above ground
325 ft. Temporary transmitter location
atop Alexander Young Hotel Bidg., 1071
Bishop St.; geographic coordinates 21°
17' 44" N. Lat., 157° 50′ 53" W. Long.

EXISTING STATION

Channel Change Granted

WTTV (TV) BLOOMINGTON, Ind.—Sarkes Tarzian Inc. Granted CP to change channel from vhf Ch. 10 to vhf Ch. 4; ERP 100 kw visual, 50 kw aural; antenna height above average terrain 1,000 ft.

NEW APPLICATIONS

Listed by States

Listed by States

SALINAS, Calif. — Salinas-Monterey
Television Co., uhf Ch. 28 (554-560 mc);
ERP 107 kw visual, 60.3 kw aural;
antenna height above average terrain
2.340 ft., above ground 146 ft. Estimated
construction cost \$204,140, first year
operating cost \$130,000, revenue \$150,000. Post office address P. O. Box 1070,
Monterey, Calif. Studio location to be
determined. Transmitter location 10.5
mi. NE of Salinas on Fremont Peak,
6.4 mi. SSE of San Juan Bautista. Geographic coordinates 36° 45′ 28″ N. Lat.,
121° 30′ 13″ W. Long. Transmitter DuMont, antenna RCA. Legal counsel
Stephen Tuhy Jr., Washington. Consulting engineer Grant R. Wrathall,
Aptos, Calif. Principals include equal
50% partners S. A. Cisler Jr., partner
in permittee of new AM station in
Bishop, Calif., president and 55%
owner of KEAR San Mateo, Calif.,
president and 50% owner of KXXX
(FM) San Francisco, sole owner of
KXXL Monterey, Calif., and 25%
owner of Broadcast Equipment Corp.

TV CALL LETTERS

FCC assigned the following call letters to TV station permittees:

WTVS (TV) Gadsden, Ala.
(Jacob A. Newborn Jr., uhf Ch.
21, TV Grants, B-T, Nov. 10);
KVOA-TV Tucson, Ariz, (Arizona Bestg, Co., vhf Ch. 4, TV
Grants, B-T, Nov. 17); KITO-TV
San Bernardino, Calif. (KITO Inc., uhf Ch. 18, TV Grants, B-T, Nov. 16);
B-T, Nov. 10); KDZA-TV Pueblo,
Col. (Pueblo Radio Co., vhf Ch.
3, TV Grants, B-T, Nov. 17);
WTVE (TV) Elmira, N. Y. (Elmira Television, uhf Ch. 24, TV
Grants, B-T, Nov. 10); WHHH-TV
Warren, Ohio (The Warren Tribune Radio Station Inc., uhf Ch.
67, TV Grants, B-T, Nov. 10);
WLEV-TV Bethlehem, Pa. (Associated Bestrs. Inc., uhf Ch. 51,
TV Grants, B-T, Nov 3); WRAKTV Williamsport, Pa. (WPAKInc., uhf Ch. 36, TV Grants,
B-T, Nov. 17); KCBD-TV Lubbock, Tex. (Bryant Radio &
Television Inc., vhf Ch. 11, TV
Grants, B-T, Cot. 13); WLVATV Lynchburg, Va. (Lynchburg
Bestg. Corp., vhf Ch. 13 TV
Grants, B-T, Nov. 17); WWODTV Lynchburg, Va. (Old Dominion Bestg. Corp., uhf Ch. 16,
TV Grants, B-T, Nov. 10), and
WBAY-TV Green Bay, Wis.
(Norbertine Fathers, vhf Ch. 2,
TV Grants, B-T, Nov. 17). FCC assigned the following call letters to TV station permittees:

(building and selling of broadcast equipment). Lincoln, Neb.; and Grant R. Wrathall, 25% owner of KUTA Salt Lake City, KGEM Boise, Idaho, 12½% owner of KLIX Twin Falls, Idaho, 12½% owner of KWIK Pocatello, Idaho, 16.75% owner of KOPR Butte, Mont., sole owner of KPOO San Francisco, and consulting television and radio engineer. City priority status: Gr. A-2, No. 164.

No. 164.

OTTUMWA, Iowa—KBIZ Inc. (KBIZ), uhf Ch. 15 (476-482 mc); ERP 91.1 kw visual, 49.2 kw aural; antenna height above average terrain 582 ft., above ground 553 ft. Estimated construction cost \$260,000, first year operating cost \$168,000, revenue \$185,000. Post Office address 2513 North Court St., Ottumwa, Iowa. Studio location 2513 North Court St. Transmitter location south of Elmdale Ave. (extended) about 0.1 mi. west of city limits. Geographic coordinates 41° 02′ 54″ N. Lat., 92° 24′ 42″ W. Long. Transmitter and antenna RCA. Legal counsel Fisher, Wayland, Duvall & Southmayd, Washington. Consulting engineer Commercial Radio Equipment Co., Washington. Principals include President James J. Conroy (66%), also president of WBIZ Eau Claire, Wis., and WLCX La Crosse, Wis., and Roland C. Buck (33%). City priority status: Gr. A-2, No. 141.

priority status: Gr. A-2, No. 141.

ALEXANDRIA, La.—Jacob A. Newborn Jr., uhf Ch. 62 (758-764 mc); ERP 1.5 kw visual, 0.8 kw aural; antenna height above average terrain 318 ft., above ground 334 ft. Estimated construction cost \$94,100, revenue \$127,000. Post office address P. O. Box 1572, Beaumont, Tex. Studio and transmitter location on Loop Blvd. (U. S. 71 Bypass), 0.4 mi. south of Alexandria city limits. Geographic coordinates 31° 17' 14" N. Lat., 92° 27' 41" W. Long. Transmitter and antenna GE. Sole owner of applicant is Jacob A. Newborn Jr., permittee of uhf Ch. 21 station in Gadsden, Ala., applicant for new TV stations in Minden, La., and Tyler, Tex., and 25% owner of Television Bestrs., permittee for TV station in Beaumont, Tex.; president and 20% owner of San Marcos (Tex.) Laundry, sole owner of Bridge City (Tex.) Lumber Co., sole owner of Beaumont (Tex.) Sash & Door Co., and sole owner of Trade Winds Motor Hotel, Port Arthur, Tex. City priority status: Gr. A-2, No. 131.

NEW ORLEANS, La.—Supreme Bcstg. Co. (WJMR), uhf Ch. 32 (578-584 mc); ERP 200 kw visual, 100 kw aural; antenna height above average terrain 416 ft., above ground 416 ft. Estimated construction cost \$198,200, first year operating cost \$160,000, revenue \$140,000. Post office address 1500 Canal St., New Orleans, La. Studio and transmitter location 1500 Canal St. in Jung Hotel. Geographic coordinates 29° 57' 35" N. Lat., 90° 904' 30" W. Long, Transmitter and antenna GE. Legal counsel Cohn & Marks, Washington. Consulting engineer George A. Mayoral, Syracuse, N. Y. Principals include President Chester F. Owens (96%), Vice Presi-

(Continued on page 87)

³ Includes 130 already granted.

KGW REPLY

Attacks KOIN Amendment Plea

KGW Portland, Ore., in competitive hearing with KOIN there for a new TV station on vhf Ch. 6, presented FCC last week with a detailed attack upon KOIN's petition to the Commission for consent to amend the KOIN application so as to show withdrawal of Ralph Stolkin, Edward Burke Jr. and Sherrill C. Corwin, together 43.5% owners [B•T, Dec. 1].

KOIN's proposed amendment, which would show that other principal stockholders and 24 station employes have taken over the Stolkin group stock and other obligations, was denied by Hearing Examiner Elizabeth C. Smith [BoT, Nov. 24] on grounds that the amendment involves a substantial change, the proceeding is highly competitive and KOIN did not advance sufficient "good cause" to warrant approval under such circumstances.

KOIN thereupon appealed to the Commission to overrule the examiner, claiming she had erred in her findings. KOIN argued good cause was shown and the changes are not substantial in nature.

KGW's opposition, in addition to attacking KOIN's grounds for amendment, asks the Commission as an alternative to dismiss the KOIN application for Ch. 6 on the grounds that under FCC's rules the amended bid "constitutes in effect a new application, and as such, is filed too late for consolidation in the Portland proceeding."

Examiner Smith meanwhile has postponed the Ch. 6 hearing until Wednesday, pending FCC's ruling on the petitions. KXL Portland last week also was authorized to withdraw its Ch. 6 application, thereby leaving KGW and KOIN the only remaining contestants in the proceeding.

Concerning the proposed KOIN amendment, the KGW petition noted "at least four major factors govern whether 'good cause' has been shown within the meaning of

Sec. 1.365(a) of the Commission's rules and regulations. They are: (1) The timeliness of the proposed amendment; (2) the substantiality of the proposed amendment; (3) the reasons for the proposed amendment, and (4) the degree of prejudice to opposing parties."

KGW argued that "as to each and every one of these four factors," KOIN "has failed to sustain its burden of showing why said amendment would be in the 'public interest'."

As to timeliness, KGW contended KOIN did not submit its amendment until Nov. 3, some 33 days after commencement of the hearing on Oct. 1. As to substantiality, KGW argued the "amendments proposed are major in character and in effect are the equivalent of a new application."

"No valid reason is given for amending," KGW alleged, "and in fact, on any one of three grounds, the amendment should be denied." KGW cited these grounds for denial:

(a) Bad faith is shown because the inference is clear that [KOIN] amended for the purpose of avoiding the consequence of possible adverse proof and for the purpose of strengthening its application.

application.

(b) Even if no bad faith is shown, it was the affirmative acts of [KOIN] which allowed these men to sever their corporate relations and escape their corporate obligations; accordingly, [KOIN] cannot claim innocence or surprise, nor activity is a constitution of the consti can it claim the amendment was neces sitated by circumstances over which it had no control.

(c) Even if [KOIN] is completely

innocent and was unable to prevent this severance, it is submitted that vol-untary severance by shareholders can never be the sole basis for amendment.

Supporting Examiner Smith's findings, contained in her memorandum opinion and order to deny the KOIN amendment, KGW said these findings "without a doubt" constituted "a reasonable exercise of the discretion vested in her in an area where there are a number of complex and variable factors. Accordingly, the Commission should not upset her determination unless it is clearly erroneous and not in accordance with established Commission policy."

KGW further argued that "even were this Commission to assume the complete innocence of [KOIN] "and its inability to resist this mass migration of its shareholders, it would be a strange anomaly to hold that this lack of shareholder responsibility constitutes a sufficient basis for amending. [KOIN] chose these shareholders, not [KGW]; and if [KOIN's] shareholders cannot be relied upon, it would seem unreasonable to suppose that the consequences of such misplaced reliance should fall on those who chose the irresponsible shareholders, and not upon innocent third parties.'

CHARLOTTE SESSIONS Facts on TV Laid Out

PROSPECTIVE television operators from five states received a two-day dose of local operation "facts of life" during last week's Southeastern Television Conference held in Charlotte, N. C., under the sponsorship of WBTV (TV). The Dec. 3-4 agenda climaxed by FCC Comr. Robert

Bartley's talk on Thursday evening gave those planning to enter the video medium a comprehensive prospectus of the many problems in operating local TV stations.

Reed T. Rollo, of the legal firm of Kirkland, Fleming, Green, Martin & Ellis opened the session, speaking on "What's Happening to Your Application?" Mr. Rollo traced the itinerary of contested and uncontested applications through the FCC, and warned delegates against small defects in applications.

Ken Tredwell, WBTV operations director; Howard Head and A. D. Ring, consulting engineers; and Gaines Kelley, general manager of WFMY-TV Greensboro, N. C., rounded out the first morning's session with discussions of facilities and engineering. The afternoon session of the first day was taken up with talks on program

operations, film buying and handling, local live programs, and discussion of the TV cable. Norris Russell, special contact representative for Southern Bell Telephone Co., described that company's plans for expansion of present cable and microwave facilities in the South.

After talks on promotion by Bob Covington, sales by Wally Jorgenson, and business management by Ken Spicer, all of WBTV, Dick Doherty of NARTB gave delegates the "facts" of TV economics (see story, page 85).

FCC Comr. Robert T. Bartley, speaking on a topic which he called "The Plugged Nickel," said FCC operations cost less than five cents per capita for the nation's population. He outlined FCC regulatory functions, claiming the 150-person staff of the Broadcast Bureau was barely comparable to a normal AM-TV organization in a metropolitan city.

EMERSON GRANTS

First Planned Soon

FIRST of ten \$10,000 grants to educational TV stations offered by Emerson Radio & Phonograph Corp. [BoT, June 30] will be made within the next six months, Emerson President Benjamin Abrams predicted last week, probably to either U. of Southern California or U. of Houston, whose stations are nearest completion.

Estimating that \$35 million will be needed to get educational TV launched on national basis, with annual operating budget of \$25 million, Mr. Abrams announced that Emerson will extend its own assistance beyond the \$100,000 initially offered. His resignation as chairman of RTMA Educational TV Committee frees him to solicit support of individual manufacturers, which he feels is urgently needed.



ATTENDING WBTV (TV) Charlotte TV conference last week were (1 to r), seated, Legette Blythe, Piedmont Electronics Corp., Charlotte; Shirley Silvers, CBS-TV Spot Sales, New York; Charles Hall, WCSC Charleston, S. C.; standing, J. Robert Covington, WBTV; Alton Tripp, WPTF Raleigh, and Wilbur Albee, WCSC.



WBTV (TV) Charlotte personnel greets Washington speakers at its TV conference last week. L to r: Larry Walker, WBTV assistant general manager; Reed Rollo, of Kirkland, Fleming, Green, Martin & Ellis, Washington ettorneys; Charles H. Crutchfield, WBTV general manager; J. Robert Covington, WBTV promotion manager; Howard Head, A. D. Ring & Co., Washington; Kenneth Tredwell, WBTV programs and public relations.

Combined Bids Policy of FCC

(Continued from page 67)

Northwestern Ohio Broadcasting Corp. (WIMA), granted uhf Ch. 35, ERP 91 kw visual and 50 kw aural, antenna 330 ft. Granted earlier (not

on air): WLOK-TV Lima, Ch. 73.
Monroe, La. (Group A-2, No. 112)—
James A. Noe (KNOE), granted vhf Ch. 8, ERP 175 kw visual and 88 kw

aural, antenna 740 ft.

Yakima, Wash. (Group A-2, No. 113) -KIT Inc. (KIT), granted uhf Ch. 23, ERP 22 kw visual and 11 kw aural, antenna 960 ft.

Yakima, Wash. (Group A-2, No. 113) -Cascade Broadcasting Co. (KIMA), granted uhf Ch. 29, ERP 55 kw visual and 27.5 kw aural, antenna 950 ft.

Last week's grants boosted the post-thaw total of new authorizations to 136 permits, of which 10 are for noncommercial, educational outlets. Total TV station authorizations in U.S. now stands at 244. Of this number, 117 are in operation.

In his dissent on the noncommercial grant to the New Jersey Dept. of Education, Comr. Sterling said, "It is illegal in my opinion to grant a construction permit unless funds are immediately available to construct the station. A positive statement has been made by the applicant that the funds are not available in this case."

Webster Also Dissents

Comr. Webster dissented for the same reasons he gave in refusing to approve earlier permits awarded the Regents of the U. of New York State for New York City (uhf Ch. 25) and Binghamton (uhf Ch. 46) [B•T, Aug. 18].

At that time he issued a detailed opinion in which he indicated it is unwise to make grants to statesupported institutions prior to their getting TV funds because long delavs would ensue while they waited for their legislatures to meet and consider their budget requests.

During this time, he indicated, private educational groups with ready money would be precluded from obtaining the channels and putting them on the air.

Meanwhile, several more new grantees put signals on the air last week or planned to over the weekend.

WSLS-TV Roanoke, Va., began commercial operation on vhf Ch. 10 last Monday. It is an NBC and CBS affiliate. The same day, KGMB-TV Honolulu began program operation on vhf Ch. 9, carrying CBS, NBC and ABC shows.

KROD-TV El Paso, Tex., was granted special temporary authority to commence telecasting on Wednesday and promptly upon receipt of the authority put a test pattern on the air. Regular programming is to begin Dec. 14.

KKTV (TV) Colorado Springs, Col., was to begin programming at 8 p.m. Sunday night following rush construction of new transmitter house (see story page 34).

In turning down WWSW's request for a stay of the effective date for allocation of vhf Ch. 4 to Irwin, Pa., pending court ruling on WWSW's protest of FCC's failure to allocate Ch. 4 to Pittsburgh, the Commission pointed out that the station's appeal is not directed to the Irwin action and does not mention the Irwin assignment in its pleading.

Stating public interest requires denial of the stay request, FCC salu, "Wnile it is true, as petitioner asserts, that it may be some time before an authorization to operate Cn. 4 in 1rwin could be granted, no legitimate purpose would be served by postponing the time-consuming processing of applications for the channel until the court action is finally terminated. It is true that in the event of reversal of the Irwin assignment such proceeding would have been truitiess. But in the event of affirmance, the public would receive a new television service far more quickly."

Gov. Noe, respecting the KNUE-TV grant for Uh. 8, reported the station would be constructed "with tne greatest possible speed" but no target date could be set at this time. Negotiations with equipment manufacturers are underway.

J. A. Newborn Jr., partner in Television Broadcasters, Beaumont Ch. 31 grantee, hopes to commence interim operation with GE equipment in May. American Telephone and Telegraph Corp. has indicated a network line may be available by that time, he said. Mr. Newborn also is permittee for uhf Ch. 21 at Gadsden, Ala., and has bids pending at Minden and Alexandria, La., and Tyler, Tex.

Reports also have been received from other new grantees concerning prospective commencement.

WHUM-TV Reading, Pa., uhf Ch. 61 permittee proposing high towerhigh power operation soon, indicated starting date is being postponed from Dec. 15 to Jan. 4 since GE cannot deliver the antenna wave guide until Dec. 20.

WSBA-TV York, Pa., earlier hoping to be on Dec. 1, now is planning Dec. 20 starting date. It is assigned uhf Ch. 43.

WSBT-TV South Bend, Ind., uhf Ch. 34 grantee, plans Dec. 15 commencement.

WBKZ-TV Battle Creek, Mich., uhf Ch. 64 grantee, plans a May 15 commencement date according to John L. Booth, president of Booth Radio and Television Stations Inc., permittee. The station also is expected to serve Kalamazoo, the total area containing a population in excess of 1.7 million. There are 182,500 vhf sets within a 32 mile radius of the WBKZ-TV tower, he

Booth Radio and Television has purchased the plant of WELL-FM Battle Creek, Mr. Booth reported. for use as the WBKZ-TV studio and transmitter site. It is mid-way between the two cities. RCA equipment will be used.

WBKZ-TV has affiliated with ABC and DuMont, Mr. Booth stated.

WLOK-TV Lima, Ohio, plans interim operation on uhf Ch. 73 by mid-March, it was reported last

week by R. O. Runnerstrom, general manager. GE equipment will be installed. New combined radio-TV studio-transmitter building is under construction and when completed WLOK plans to vacate present radio studios and offices in the National Bank Bldg. H-R Representatives will handle national sales for WLOK-TV.

KDZA-TV Pueblo, Col., vhf Ch. 3 grantee, expects to complete studio construction by Dec. 15 and its tower will be up by the end of the month. President Dee B. Crouch reported last week that delivery of all equipment has been promised by Jan. 10 enabling a test pattern to be put on the air by Feb. 1.

May 1 is target date reported for KFSA-TV Fort Smith, Ark., uhf Ch. 22 grantee.

KMJ-TV Fresno, Calif., assigned uhf Ch. 24, also plans May 1 starting date, it was reported last week by Eleanor McClatchy, president of McClatchy Broadcasting Co., permittee.

GE announced last Tuesday it had shipped its first uhf transmitter, a 100 w unit, to WKAB-TV Mobile, Ala., assigned uhf Ch. 40. Frank P. Barnes, GE broadcast equipment sales manager, said a special antenna developed by GE will boost the station's ERP to 2.5 kw and is now undergoing final tests at Syracuse. It is to be shipped this week.

WKAB-TV plans to commence interim operation immediately, with Dec. 15 presently set as target date. The antenna will be erected atop WKAB's 340 ft. tower in downtown Mobile and will provide reception over a 15-mile radius. A 12 kw GE amplifier is to be delivered in the spring. unit will boost the ERP to 250 kw and the range to 40 miles or more.

WKAB-TV already has received complete studio equipment from GE. The station plans to kinescope CBS, ABC and DuMont. Direct network connection is expected to be made next year.

Merger Bid Letters

Following are given pertinent portions of FCC's McFarland letters to Macon Television and El-Cor Television. The letter to Macon Television said in part:

It appears from your application that the Macon Television Company was organized by the Middle Georgia Broadcasting Company, licensee of Sta-tions WBML and WBML-FM, Macon, and Macon Broadcasting Company li-censees of Stations WNEX and WNEX-FM, Macon: that each of the above licensees of Stations WNEX and WNEX-FM, Macon; that each of the above licensees has been issued 5 shares (50%) of the authorized common stock; that control of the applicant is vested in a Board of Directors consisting of six members, three of whom have been appointed by each stockholder; that each director is also an officer of the applicant corporation; that Alfred Love, owner of 21% of the stock of WNEX, will become general manager of the proposed TV station; that, in addition to channel 47, there is available for commercial operation in Macon, Channel 13; and that the sole applicant for Channel 13 is the Southeastern Broadcasting Company, licensee of Station WMAZ in Macon.

In your application you state that the

In your application you state that the "two parties to the instant application are aware of the policy considerations present when two corporations, each of which is a licensee of an AM station in a particular community, join together as an applicant for a television station to serve that community." You

submit that the exercise of sound dis-cretion by the Commission requires a grant of your application for the rea-sons alleged by you and summarized

sons alleged by you and summarized below.

(1) At the present time there is no television station in Macon. Presumably, the applicant for Channel 13 will be granted a permit without a hearing. If the parties to this applicants for Channel 47, the public will have purchased VHF receivers before the recipient of the UHF grant is decided, and the problem of building up a UHF audience may prove insurmountable. The granting of this application will mean that VHF and UHF reach Macon at the same time, and thus, competition on an equal basis will exist.

(2) It will involve less cost on the part of the public to install receiving equipment for both channels at the same time. There are many advantages incurring to the public from competition between the two television stations.

(3) Competition between WBML and WYFY the AM etations will not be be seen the table to be seen the table to be seen the same time the same time.

(3) Competition between WBML and WNEX, the AM stations, will not be reduced, and the following commitments are made:

(a) Each party is fully qualified to construct and operate a television station, and if this application is not granted, each will refile for channel 47.

granted, each will refile for channel 47.

(b) The two AM stations will be operated independently and separately from each other. Program policies, sales policies and the discharge of public service responsibilities will be determined and effectuated independently for each station by persons who have no interest, financial or otherwise, in the other station.

(c) Separate rate cards for all three stations will be used, and no advertiser will be required to purchase time on one station as a condition to obtaining time on another. No special inducements, such as combination rates, will be offered advertisers to use more than one of the three stations. tisers to use more three stations. . .

We have given careful consideration to your proposals and to the showing upon which you rely in support of your allegation that a grant thereof would not result in diminution of competition and that such grant would serve the public interest. Upon a careful review of these representations, however, we are unable to conclude merely on the basis of the facts and circumstances presented by your application, that the public interest would be served by a grant thereof. In view of the above, the Commission at this point is of the belief that your application must be designated for hearing on issues relating to the question and problems raised above and to determine whether a grant of your application would serve the public interest.

Letter to El-Cor Television Inc.:

Letter to El-Cor Television Inc.:

This is with reference to your application (File No. BPCT-513) for a new television broadcast station to operate on Channel 18 in Elmira, New York.

The Commission has carefully consirered your application. It appears therefrom that El-Cor Television, Inc. was organized by Corning Leader, Inc. and Elmira Star-Gazette, Inc.; that W. A. Underhill and E. S. Underhill, Jr. together own 100% of the stock of Corning Leader; that said W. A. Underhill and E. S. Underhill also own together 100% of the stock of Elmira-Corning Broadcasting Corporation, licensee of Stations WELM, Elmira, New York, WCLI and WCLI-FM, Corning, New York; that the officers and directors of Elmira-Corning Broadcasting Corporation hold substantially the same positions with Corning Leader; and that Elmira Star-Gazette is the licensee of AM Station WENY, Elmira, New York. It also appears that El-Cor Television, Inc. will be managed by a Board of Directors consisting of five members, three of whom will be selected by Elmira Star-Gazette; that the Directors appointed by Corning Leader and E. S. Underhill, Jr. W. A. Underhill and Walter Valerius; that the Directors appointed by Elmira Star-Gazette; that the Directors appointed by Elmira Star-Gazette are Paul Miller and T. V. Taft; that the applicant is authorized to issue 2,000 shares of common stock having no par value, of which 200 shares have been issued and are outstanding and 300 shares subscribed for; that Corning Leader holds 102 shares (15%) of the issued stock and has subscribed to 153 shares; and that Elmira Star-Gazette, Inc. holds 98 shares (49%) of issued stock and has subscribed to 153 shares; and that Elmira Star-Gazette, Inc. holds 98 shares (49%) of issued stock and has subscribed to 147 shares.

In your application you also make the following statement:

"It is the definite intent of the stockholders and directors of El-Cor Television to continue to compete with each (Continued on page 74)

ROBERT VINES and HUBERT MEWHINNEY on KPRC-TV's NATURE IN ACTION, 2:30 p.m., Sunday



Nature in Action-

Houston's Museum of Natural History, in collaboration with KPRC-TV, brings the amazing truths of NATURE IN ACTION to thousands of very interested viewers on the Texas Gulf Coast.

The NATURE IN ACTION programs presented on KPRC-TV cover a wide variety of subject matter. Some of the outstanding programs featuring scientists and guest authorities presented to date are:

"The Origin of Oil — How It Was Formed" by Dr. J. Brian Eby, Geologist, Houston.

"Fossil Animals of the Past" by Dr. H. J. Sawin, Professor of Science, University of Houston.

"Plants That Eat Animals" by Mr. Robert Vines, Director, Houston Museum of Natural History. "Cosmic Rays and Atomic Energy" by Dr. Charles F. Squire, Professor of Physics, Rice Institute.

"Snakes the World Over — Presenting Slinky, the Six Foot Live Boa Constrictor" by Mr. Carl Stimson, Herpetologist.

"Human Embryology" by Dr. Joseph I. Davies, Professor of Biology, Rice Institute.

"Fishes, Rare and Common" by Mr. J. L. Baughman, Chief Marine Biologist, Texas Game, Fish and Oyster Commission.

"Parasites of Humans" by Dr. A. C. Chandler, Professor of Parasitology, Rice Institute. "Diamonds, Past and Present" by Mrs. J. Hanford, American Jewelry Association, New York City. "Meteorites, Our Stone-pelted Planets" by Mr. H. H. Nininger, Expert on Meteorites, Winslow, Ariz. "Science in Ancient Times" by Dr. C. D. Leake, Vice-President, University of Texas Medical Branch, Galveston.

"Indian Culture" by Hubert Mewhinney, Naturalist-Columnist, Houston Post Company.

The above listed programs and many others continue to leave a lasting impression on the viewers of KPRC-TV. Robert Vines and Hubert Mewhinney, who conduct the television program, often receive inquiries pertaining to specific programs as long as four or five months after it has been presented. Mr. Vines attributes this to the tripled comprehension resulting from the audio-visual combination. He adds that the program also does much to dispel groundless fears based on folklore or misinformation since it leads KPRC-TV viewers throughout the Texas Gulf Coast to contact Houston's Museum of Natural History whenever they face a puzzling aspect of Nature. It has notably increased the attendance and interest in the Museum.

KPRC-TV is proud of the fact that NATURE IN ACTION appeals to the entire family—with 60% of its enormous mail-pull coming from adults and 40% from children. Through NATURE IN ACTION, Mr. Vines, Mr. Mewhinney, and guest authorities answer endless questions from the viewers, fulfilling their desire to SEE straight-forward, scientific demonstrations, both informative and entertaining.

It's a program for the people, presented as a public service by KPRC-TV.



HOUSTON

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

PINPOINT YOUR PERSISTENT SALESMAN UNDUPLICATED COVERAGE IN 240,000 HOMES WITH PERSISTENT SELLING TO MORE THAN 720,000 PEOPLE ... IN PROSPEROUS SOUTHERN NEW ENGLAND VJAR-TY PROVIDENCE WORCESTER MASSACHUSETT

ABC-UPT Merger Attacked

(Continued from page 26)

a final decision is rendered, and assured Sen. Tobey that "the Commission will give this proceeding careful study and consideration before issuing its decision."

Sen. Langer's letter was dated Nov. 20 and also received a reply from Acting Chairman Hyde, on Nov. 28, in behalf of all the Commissioners. Mr. Hyde detailed the remaining steps to be taken before a final decision was made, begged off making any comments on the matter since it was still under active consideration.

Text of Sen. Langer's letter was as follows:

Judiciary Committee who has long been interested in the enforcement of our antitrust laws, I am shocked at the proposal of your hearing examiner, particularly in view of the proposed findings of fact calling attention to the antitrust record of the motion picture producers and exhibitors which was filed with your hearing examiner by members of your legal staff. In these findings, they say there have been at least 180 antitrust actions against Paramount which were settled or are still pending.

I note that, in large measure, the findings of your hearing examiner are predicated on a prior order of the Commission limiting his consideration of anti-trust violations of the various applicants to those occurring within the last three years. There are no circumstances which can justify such a limitation. It made irrelevant a record of law violation extending over several decades. It permitted consideration only of the record of these companies and their officials after the Supreme Court condemned their law violations and forced them into a probationary period of good behavior and pious utterances. I regret that this order of the Commission did not come to my attention until recently and that I, therefore, did not have an opportunity to protest against this action.

Those of us in Congress who are charged with responsibility for the Department of Justice and the amending of the laws dealing with monopolies and restraint of trade cannot but look askance at the actions of any federal agency which, in effect, condone and sanction antitrust violators, even to the point of refusing to consider their record in any realistic sense. It is my understanding that you are charged to consider the character of applicants who seek to use the radio and television frequencies and that in the past your commission has refused to condone antitrust violations by giving those who have been found guilty of such acts the invaluable license to use the air. Similarly, I recall that prior commissions have sought to avoid any monopoly or tendency toward monopoly in the radio field by compelling the sale by NBC of its Blue Network. As is apparent to anyone who reads a daily newspaper, television licensees are immediate and direct competitors with the theatres for a viewing audience. The severe competition between TV and theatres is accepted by theatre owners except on occasions when it is in their selfish interest to contend

otherwise. It is self-evident that this competition will increase. It is self-evident that the theatres and the television licensees will be competitors for the product of motion picture producers. It is also evident that this will be true both with respect to so-called "free" television programs and "pay-as-you-see" programs. To indicate otherwise, as does your examiner, is to deny facts known to every child who looks at a TV set.

In the face of these incontrovertible facts, your hearing examiner proposed to approve as a licensee of the Commission persons and corporations who have been notorious violators of the antitrust laws. He would place them in a position to violate the antitrust laws in all respects similar to the position the Supreme Court struck down except that TV stations are substituted for motion picture houses.

Additionally, the approval of this merger permits a combine of persons who would otherwise be competitors for the product of motion picture and other producers. A network, stations owned and operated by a network and a motion picture theatre chain with theatre TV installations will be joined together. Theatre TV interests have already monopolized outstanding sporting events to the exclusion of home TV. The competition for audiences between the owned and operated stations of ABC and the theatres of UPT is real, direct and effective today. The same is true with respect to film. It must be apparent to all that this competition will intensify and increase in the future unless its elimination is condoned by your commission. I cannot believe the day will ever arrive when a federal government agency will, by its action, eliminate competition, encourage monopoly and unfair competition.

Your hearing examiner naively assumes that there can and will be competition between two subsidiaries of the same corporate head. Those of us who have had experience with the antitrust laws know that such an assumption is preposterous. It is to assume that the left hand will not know what the right hand is doing. On the basis of such an assumption, the commission was wholly unwarranted in requiring the divorcement of the Red and Blue Networks of NBC.

As your lawyers so well pointed out, this proposed merger is but the parallel first step of what transpired in the motion picture industry where complete unification of production, distribution and exhibition was finally achieved and then declared illegal by the Supreme Court. You will remember that as Governor of my State I secured the passage of that first divorcement law. The pattern established by the very people who urged this merger and urged themselves as acceptable licensees to the Commission is clear and will result in the ultimate unification of the motion picture and television industries. It must be anticipated that if this merger is approved and these persons allowed to enter the television field to achieve equal competitive status and the end result again will be the merging of production, distribution and exhibition with the exhibition in this instance encompassing the new media of television.

I suggest to you that the complacent acceptance by your hearing examiner of the self-serving statements



WBEN-TV Buffalo's 1,057-foot tower from which station began telecasting Nov. 24 [B•T, Dec. 1]. Atop the super-gain antenna, attached to the tower itself, is the pylon antenna of WBEN-FM

that they will do no wrong in the future by men who have charted the unrestrained and illegal course of companies involved in the past stands in distinct contrast to the statement of the Supreme Court in the Paramount case when it said:

"Those who have shown such a marked proclivity for unlawful conduct are in no position to complain that they carry the burden of showing that their future clearances come within the law."

I sincerely hope that no action taken by your commission will require those of us charged with the supervision of antitrust laws to inquire whether federal agencies are treading down those laws rather than seeking to further them. I am sending a copy of this letter to the Attorney General so that he may have his Antitrust Dept. make a thorough study of this matter and make recommendations to you and to the Judiciary Committee.

WDTV Channel Switch

Dumont's Wdtv (TV) Pittsburgh completed its switch-over from Ch. 3 to Ch. 2, in compliance with FCC's freeze-lift order, on Nov. 23 and plans to implement its grant for increased power by installing a new transmitter next spring, spokesmen reported last week. To accomplish the channel change, a new transmitter was put into use; the old one will be modified to Ch. 2 for use during the transition to higher power (100 kw ERP from 16.7) and, later, as a standby.

Represented Nationally by

Weed Television

In New England - Bertha Banna

In Philadelphia ...people watch

WPTZ

more than any other TV Station!*

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

WPTZ

NBC - TV AFFILIATE

1600 Architects Building, Phila. 3, Pa. Phone LOcust 4-5500, or NBC Spot Sales

Morals Report Expected, Hearing Ends

(Continued from page 27)

Gamble, president of the American Association of Advertising Agencies, urge that the broadcastingadvertising industry be permitted to police is own activities

Mr. Gamble stressed that in all contracts, the broadcaster is given final authority on acceptance of artists and program content.

The American system of broadcasting, Mr. Gamble said, makes the people the final judge. The public is constantly voting on which

programs they will or will not

Whether a program is immoral or offensive is a question of personal opinion subject to an individual's outlook and the changing mores of society, Mr. Gamble said.

"I do not believe that Congress will want to go beyond this [laws on obscenity and regulations administered by Federal Trade Commission, FCC, Federal Alcohol Commission and Food & Drug Administration and regulate opinion, any more than the Congress has wanted to curtail free speech or invade the free press," he said.

Broadcasters are best able to cope with improper programs or commercials, Mr. Gamble replied in answer to one question.

Only 2.8% of the 37,426 radio continuities the Federal Trade Commission examined in 1950 were set aside for further study, Mr. Gamble said. Only 3.9% of the 2,102 TV continuities were set aside, he added.

Referring to an AAAA "Monthly Interchange of Opinion on Objectionable Advertising," Mr. Gamble said that in the last two years only 12% of the advertisements singled out for objections were radio, only 6% TV. Mostly, he said, the objections were for poor taste, although there were substantial objections to certain products being advertised on the air.

Brown Attacks Networks

Earlier the House subcommittee heard Gordon Brown, owner of WSAY Rochester, N. Y., recommend that Congress require the FCC to license networks.

Mr. Brown, who has waged a long fight against what he alleges to be network domination, told the committee that network programs contained the material which some people found offensive. He declared that locally originated programs by station operators rarely could be accused of offending the public's tastes.

Recommendation that cigarette and beer advertising be banned from the airwaves from 4 to 8 p.m. —as sort of a "children's hour"—was offered by Paul C. Mitchell, chairman of the Committee on Peace and Social Action of the First Methodist Church of Mt. Vernon, N. Y.

Mr. Mitchell, who said his only complaint was the effect such advertising has on minors, called attention to a program featuring the Rev. Norman Vincent Peale, minister of the Marble Collegiate Church in New York, author and lecturer, which he said was interrupted by the announcer after the introduction with "And now a word about Knickerbocker beer.

In the program, which his group adopted, Mr. Mitchell also urged that (1) children not be used in radio or TV commercials advertising cigarettes, beer or wine; (2) programs which have large appeal to youth - like baseball games, circuses, etc.-should not be sponsored by cigarette, beer or liquor interests; (3) no cigarette, beer or liquor advertising to be inserted near or between cultural, religious or educational programs, and (4) no cigarette, beer or liquor advertising be broadcast on Sundays.

Appeal for the Harris committee to recommend legislation banning the interstate advertising of alcoholic beverages was made by Clayton M. Wallace, National Temperance League.

Inserted in the record was a letter from Frederic C. Clair, manager of WHYU Newport News, Va., expressing his opposition to any censorship. He said that his station policed itself and gives the public far less off-color material than can be found in newspapers.

Rep. Harris also read into the record a letter forwarded by Thad H. Brown, NARTB TV director, from John E. Fetzer, WKZO-TV Lansing owner and chairman of the NARTB TV Code Review Board, which described the new policies of the Lansing station respecting crime programs and beer commercials [B.T, Oct. 27].

Combined Bids Policy

(Continued from page 70)

continued from page 70)

other in both the newspaper and radio broadcasting fields in this area. Each newspaper and each radio station involved will continue to have its own distinct and separate staff. There is now no common personnel between station WENY and the Elmira Star-Gazette, Inc. or between the Underhill group of radio stations and the Corning Leader, Inc. There will be no common personnel between the television stations and these newspapers or radio stations. There will be no combination rate cards or joint sales, contracts or proposals in the television operation. The only occasions upon which a community of interest will operate will be at the meetings of the directors and of the stockholders of El-Cor Television." The facts set forth in the subject application raise questions involving the Commission's Rules and existing Commission policy. Section 3.35 of the Commission bas required that there be complete divorcement of management, ownership and other interests between stations of the same class in the same community or serving substantially the same area. The above Rule and policy was adouted after extensive consideration of the problems raised by the concentration of control of standard broadcast stations serving substantially the same area and was promulgated for the purpose of preventing undue concentration of control of standard broadcast stations serving substantially the same area and was promulgated for the purpose of preventing undue concentration of ownership or of interest in AM stations serving the same community or area. The Commission thas consistently taken the position that any degree of cross-ownership or overlapping interests between licensees of the same class in the same city is undesirable.

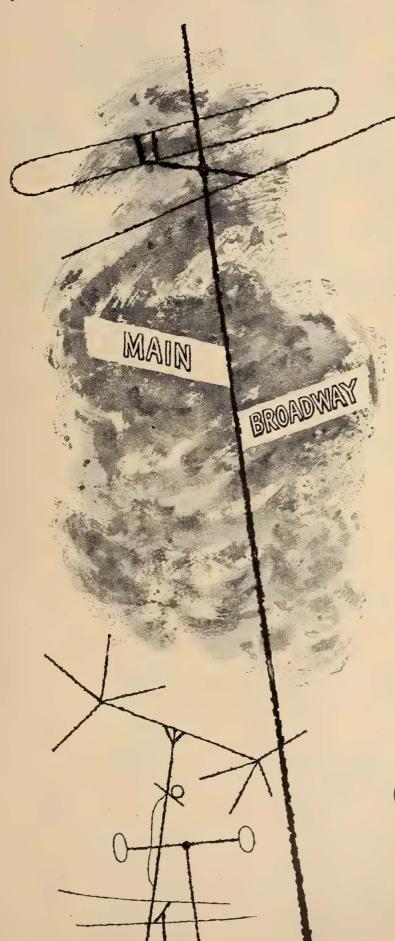
The successful operation of a television station owned by the licensees of

ping interests between licensees of the same class in the same city is undesirable.

The successful operation of a television station owned by the licensees of two AM stations requires a close and harmonious relationship between the two AM licensees. We are unable to determine now that such a relationship would not be inimical in a significant degree to the normally expected armslength competition in the operation of the two AM stations. The capacity for competition between the two AM stations, as well as the independent determination of their policies with repect to day-to-day activities such as the programming of their respective stations and the competitions for revenue, cannot remain unaffected by the joint television venture. The same persons who must reach agreement with respect to matters such as television programming, rates and advertising policies would be required to plan with respect to their AM interests on the very same matters, but in competition with each other. The economics and psychology of such a joint venture militates against the separate and independent operation of the two AM stations. Any proposal for such an operation must, therefore, receive the most careful examination.

We have given careful consideration to your proposals and to your showing that a grant of your application would not result in diminution of competition and that such a grant would serve the public interest. We are unable to conclude, however, merely on the basis of the facts and circumstances presented by your application, that the public interest would be served by a grant thereof. In view of the above, the Commission, at this point, is of the belief that your application would serve the public interest. We are unable to conclude, however, merely on the basis of the facts and circumstances presented by your application, that the public interest would be served by a grant thereof. In view of the above, the Commission, at this point, is of the belief that your application would serve the public interest.





Where Broadway crosses "Main Street"

The curtain goes up on Broadway and people in towns and on farms across the country can watch from front row center on their television sets.

Seven short years ago the first intercity television broadcast, using today's methods, took place between New York and Philadelphia—a distance of 95 miles. Since then the Bell System has expanded its network until today it contains over 30,000 channel miles.

This expansion required great investments of ingenuity, effort and money. Yet the cost of the service is low. Bell System charges, for the use of its intercity television facilities, average about 10 cents a mile for a half hour.



BELL TELEPHONE SYSTEM

PROVIDING TRANSMISSION CHANNELS FOR INTERCITY RADIO AND TELEVISION BROADCASTING TODAY AND TOMORROW.

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.

national representative,			ITY ALPHABET	.1.	,
Call City and State	Ch.	Granted	Commencement	Network	Rep.
WAKR-TV Akron, Ohio	49 *17	Sept. 4	Spring 1953 Unknown		Weed
WRTV (TV) Albany, N. Y. KFDA-TV Amarillo, Tex.	10	July 24 Oct. 16	March		Branham
KGNC-TV Amarillo, Tex.	4	Oct. 9	March-April		Taylor
WPAG-TV Ann Arbor, Mich.	20	Sept. 25	March 15		McGillyra
WCEE (TV) Asbury Park, N. J.	58	Oct. 2	Late 1953		
WISE-TV Asheville, N. C.	62	Oct. 30	Unknown		
WPTV (TV) Ashland, Ky.	59	Aug. 14	Unknown		
WFPG-TV Atlantic City, N. J.	46	Oct. 30	Dec. 15	NBC, ABC	Pearson
				CBS, DuMont	
KCTV (TV) Austin, Tex.	18	July 11	Unknown	11111111	2002000
KTBC-TV Austin, Tex.	7	July 11	On Air	CBS, ABC,	Taylor
******			(Nov. 27)	NBC	
KTVA (TV) Austin, Tex.	24	Aug. 21	Unknown	CDC D.M.	A1
WAFB-TV Baton Rouge, La.	28	Aug. 14	Jan. 1	CBS, DuMont, NBC, ABC	Adam Young
WBCK-TV Battle Creek, Mich.	58	Nov. 20	July		
WBKZ-TV Battle Creek, Mich.	64	Oct. 30	May 15	ABC, DuMont	
Television Broadcasters		Oc 00	may 15	ADC, DOMOIT	
Beaumont, Tex.	31	Dec. 4	May		
Signal Hill Telecasting Corp.,			Late 1952	CBS	Adam Young
Belleville, III.					
WLEV-TV Bethlehem, Pa.	51	Oct. 30	Unknown		Meeker
WQTV (TV) Binghamton, N. Y.		Aug. 14	Unknown		
WICC-TV Bridgeport, Conn.	43	July 11	Jan. 1	ABC	Adam Young
WSJL (TV) Bridgeport, Conn.	49	Aug. 14	Unknown		
WTVF (TV) Buffalo, N. Y. WCSC-TV Charleston, S. C.	*23	July 24 Oct. 30	Unknown April 1	*****	Free & Peters
WOUC (TV) Chattanooga, Tenn		Aug. 21	Unknown		McGillyra
WTVT (TV) Chattanooga, Tenn.	43	Aug. 21	Unknown		McGinvra
KKTV(TV) Colorado Springs, Col		Nov. 28	On Air		
mer v(rv) constant optimize, co			(Dec. 7)		
KRDO-TV Colorado Springs, Col.	13	Nov. 20	April		McGillyra
WCOS-TV Columbia, S. C.	25	Sept. 18	March		Headley-Reed
WNOK-TV Columbia, S. C.	67	Sept. 18	April	CBS	Raymer
WONE-TV Dayton, Ohio	22	Nov. 26	July		
Prairie Television Inc.,		22 22			
Decatur, III.	17	Nov. 20	Unknown	11111111	20000202
KBTV (TV) Denver, Col.	9	July 11	On Air	CBS, ABC	Free & Peters
KDEN (TV) Danier Cal	04	Lab. 27	(Oct. 2)		
KDEN (TV) Denver, Col. KFEL-TV Denver, Col.	26	July 11	Spring 1953 On Air	NBC, DuMont	Blair-TV Inc.
KIEL-IV Deliver, Col.		July 11	(July 18)	HDC, DUMON	Bidit-IV 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		
WTVE(TV) Elmira, N. Y.	24	Nov. 6	March 8		Forioe
			marcir o		. 01 100



Your Super TV Time Salesman!

Gray Telops are used by more TV stations than any other 4x5 commercial slide projector! With the new Telop II you can make even retail commercials interesting and effective—at low cost. You get the professional studio effects of super-

imposition, lap dissolve, fade-out—more effective handling of weather reports, ticker tape news, time announcements, etc. Gray Telop II handles slides, photographs, artwork or cards . . . needs only one operator. Write for Circular RD-12.





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Call City and State	Ch.	Granted	Commencement	Network	Rep.
KEPO-TV El Paso, Tex. KROD-TV El Paso, Tex.	13	Oct. 24 July 31 Aug. 14	Early 1953 Dec. 14 Jan. 1	CBS, DuMont	Avery-Knodel Taylor
KTSM-TV El Paso, Tex. WSEE-TV Fall River, Mass.	9 46	Aug. 14 Sept. 14	Jan. 1 May		Hollingbery
WTAC-TV Flint, Mich	16	Nov. 20	Unknown		
WCTV (TV) Flint, Mich. WFTL-TV Fort Lauderdale, Fla.	28	July 11 July 31	Early 1953 March 1		Sears & Ayer
WITV (TV) Fort Lauderdale, Fla. KFSA-TV Fort Smith, Ark.	17	July 31 Nov. 13	Unknown May 1		
WFMD-TV Frederick, Md.	62	Oct. 24	Unknown		
KMJ-TV Fresno, Calif WTVS(TV) Gadsden, Ala.	24	Sept. 18 Nov. 6	May 1 April		Raymer
Gulf Television Co.,	11	Nov. 20	March 1		
Rudman Television Co.,	41		Unknown		
Galveston, Tex. WBAY-TV Green Bay, Wis.	2	Nov. 20 Nov. 13	March 1		Weed
WCOG-TV Greensboro, N. C. WHP-TV Harrisburg, Pa.	57 55	Nov. 20 Sept. 25	Unknown May		Bolling
WSON-TV Henderson, Ky. WHYN-TV Holyoke, Mass.	50 55	Nov. 20 July 11	Unknown Early 1953		Branham
KGMB-TV Honolulu, T. H.	9	Aug. 7	On Air (Dec. 1)	ABC	Free & Peters
KONA (TV) Honolulu, T. H.	11	Oct. 24	On Air	Dullant	Enrice
KUHT (TV) Houston, Tex.	*8	Aug. 21	(Nov. 22) Unknown	DuMont	Forjoe
WIBM-TV Jackson, Mich. WJTV (TV) Jackson, Miss.	48 25	Nov. 20 Sept. 11	Unknown Dec. 25	CBS, ABC,	
WARD-TV Johnstown, Pa.	56	Nov. 20	Unknown	NBC, DuMont	Katz Weed
WGFG-TV Kalamazoo, Mich.	36	Nov. 26	Unknown		
WIMA-TV Lima, Ohio WLOK-TV Lima, Ohio	35 73	Dec. 4 Nov. 20	Unknown March 15		H-R Reps
KFOR-TV Lincoln, Neb.	10	Oct. 16	Jan. 1	••••••	Petry Pearson
KOLN-TV Lincoln, Neb. KRTV (TV) Little Rock, Ark.	12 17	Oct. 2 Sept. 18	Feb. 1 April 15		Pearson
KETV (TV) Little Rock, Ark. KUSC-TV Los Angeles	23 *28	Oct. 30 Aug. 28	Unknown Unknown		******
WKLO-TV Louisville, Ky.	21	Nov. 26	Unknown		······
KCBD-TV Lubbock, Tex. KDUB-TV Lubbock, Tex.	11	Oct. 9	Spring 1953 On Air	CBS, DuMont	Pearson Avery-Knodel
•			(Nov. 13)		Hollingbery
WLVA-TV Lynchburg, Va. WWOD-TV Lynchburg, Va.	13	Nov. 13 Nov. 6	Feb. 15 Unknown		·····
KSAC-TV Manhattan, Kan. WMAC (TV) Massillon, Ohio	*8 23	July 24 Sept. 4	Unknown April 1		
WALA-TV Mobile, Ala	10	Nov. 26	Dec. 20		Headley-Reed
WKAB-TV Mobile, Ala. KNOE-TV Monroe, La.	48	Aug. 7 Dec. 4	Dec. 15 Unknown	DuMont, CBS	Forjoe
WCOV-TV Montgomery, Ala. WLBC-TV Muncie, Ind.	20 49	Sept. 18 Oct. 30	March March 8		Taylor
WNBH-TV New Bedford, Mass.	28	July 11	Unknown		Walker
WKNB-TV New Britain, Conn. N. J. Dept. of Education,	30	July 11	Jan. 15		Bolling
New Brunswick, N. J. WKST-TV New Castle, Pa.	*19 45	Dec. 4 Sept. 4	Unknown February		Meeker
WGTV (TV) New York City	*25	Aug. 14	Unknown		
WOSH-TV Oshkosh, Wis. Southland Television Inc.,	48	Nov. 26	Unknown		*******
Pensacola, Fla.	15 43	Nov. 13 Aug. 28	June January		Young Headley-Reed
WEEK-TV Peoria, III. WIP-TV Phi'adelphia, Pa.	29	Nov. 26	Unknown		
KPTV (TV) Portland, Ore.	27	July 11	On Air (Sept. 19)	NBC	NBC Spot Sales
WEOK-TV Poughkeepsie, N. Y. KCSJ-TV Pueblo, Col.	21	Nov. 26 Oct. 30	Dec. 1953 March 1		Avery-Knodel
KDZA-TV Pueblo, Col.	3	Nov. 13	Feb. 1	*******	Aveny Knedel
WETV (TV) Raleigh, N. C. WROH (TV) Rochester, N. Y.	28 *21	Oct. 16 July 24	March 1 Unknown		Avery-Knodel
WHTV (TV) Syracuse, N. Y.	*43	Sept. 18 Sept. 4	Unknown May 15		Headley-Reed
WEEU-TV Reading, Pa. WHUM-TV Reading, Pa.	61	Sept. 4	Jan. 4	CBS	H-R Reps.
WROV-TV Roanoke, Va. WSLS-TV Roanoke, Va.	27 10	Sept. 18 Sept. 11	January On Air	ABC NBC, CBS	Burn-Smith Avery-Knodel
	39	Sept. 11	(Dec. 1) Unknown		
WTVO (TV) Rockford, III. WKNX-TV Saginaw, Mich.	57	Oct. 2	February		Gill-Keefe &
KFEQ-TV St. Joseph, Mo.	2	Oct. 16	April		Perna Headley-Reed
WSUN-TV St. Petersburg, Fla.	38	Oct. 9	May 1	******	Weed Hollingbery
KITO-TV San Bernardino, Calif. KTXL-TV San Angelo, Tex.	18	Nov. 6 Nov. 26	Fall 1953 Unknown		
WKAQ-TV San Juan, P. R. Santa Barbara Bestg. &	2	July 24	1954		Inter-American
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. KWTV (TV) Sioux City, Iowa	73 36	Aug. 14 Oct. 30	Dec. 25 Unknown		
Cowles Bestg. Co., Sioux City KELO-TV Sioux Falls, S. D.	9	Oct. 30 Nov. 20 Nov. 20	Unknown Feb. 1		Taylor
WSBT-TV South Bend, Ind.	34	Aug. 28	Dec. 15	NBC	Raymer Katz
WSBT-TV South Bend, Ind. KHQ-TV Spokane, Wash. KXLY-TV Spokane, Wash.	4	July 11 July 11	January Dec. 25	CBS, ABC,	Walker, Pac.
WWLP (TV) Springfield, Mass.	61	July 11	Late 1952	DuMont	NW Bestrs. Hollingbery
KTTS-TV Springfield, Mo.	10	Oct. 9 Nov. 13	April Jan. 15		Hollingbery
KOPO-TV Tucson, Ariz. KVOA-TV Tucson, Ariz.	4	Nov. 13	Unknown		Raymer
Central Texas Television Co., Waco, Tex.	34	Nov. 13	Unknown	******	******
WHHH-TV Warren, Ohio WATR-TV Waterbury, Conn.	67 53	Nov. 6 Oct. 30	Unknown March 1		Rambeau
White Television Co., Wichita Falls, Tex.	22	Nov. 6	April		
WBRE-TV Wilkes-Barre, Pa. WILK-TV Wilkes-Barre, Pa.	28 34	Oct. 2 Oct. 2	Jan. 1. Feb. 1	NBC ABC-DuMont	Headley-Reed Avery-Knodel
WRAK-TV Williamsport, Pa. KIMA-TV Yakima, Wash.	36	Nov. 13	Unknown		
KIT-TV Yakima, Wash.	29 23	Dec. 4 Dec. 4	Unknown Unknown		
WNOW-TV York, Pa.	49 43	July II July II July II	Early 1953 Dec. 20 Early 1953	ABC .	Radio-TV Reps
WSBA-TV York, Pa. WFMJ-TV Youngstown, Ohio WKBN-TV Youngstown, Ohio	73 27	July 11 July 11	Early 1953 Early 1953	NBC CBS, DuMont, ABC	Headley-Reed Raymer
WUTV (TV) Youngstown, Ohio	21	Sept. 25	Unknown	ABC	
* Educational permittees.		p.i. 20			Allenda B
			CACTIN	C . T	1

OOKIE SALES IN 5 MONTHS

That's what the Cal Ray Cookie Company (one of Los Angeles' largest and oldest manufacturers) did on KHJ-TV in the first 5 months of their daytime TV spot campaign. No other advertising was used during this period.

You will be amazed at the low rates and the high ratings of KHJ-TV in Los Angeles.

Note to other food accounts:

The entire Cal Ray budget spent on KHJ-TV would have bought 1/4 page weekly in only one of the leading Los Angeles newspapers.

For further information on how you, too, can increase your Los Angeles market sales, call or write

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KHJ-TV SALES 1000 Van Ness Avenue San Francisco 9, California PRospect 6-0500





Liability Remedy Asked of House

(Continued from page 27)

by Rep. John McCormack (D-Mass.) earlier this year. Purpose of the study is to streamline political campaign procedure, with more realistic laws governing expendi-

In his prepared statement, Chairman Walker, who was accompanied by FCC General Counsel Benedict Cottone, lauded the radio-TV industry's record over the years-"and especially in the recent campaign"-as one "of which we can be proud." He termed it "essential at the same time that these val-uable media do not become the monopoly of any one point of view, of one political party, or of one particular candidate."

Equal Time Vs. Opportunity

Stating Congress' intent was to insure "fair and equal treatment" for all candidates on radio-TV, Mr. Walker noted Sec. 315 (1) is directly applicable only to legally qualified candidates, (2) does not require stations to afford free time to any such candidates (unless it has permitted use of its facilities to another), and (3) bounds stations, when they do sell time, to offer it at comparable rates to all candidates.

Chairman Walker cited the distinction between providing an equal amount of time and making equal opportunities available. "All candidates may not be in a position to take advantage of their legal opportunities if they do not have the funds to purchase as much time as their opponents," he observed.

Turning to commercial coverage of the political conventions and other sponsorship factors, the FCC Chairman declared:

I think it is fair to state that in all instances which have been reported to the Commission of commercial sponsorship of political programs there is no evidence that any of the commercial sponsors intended by their sponsorships to favor any particular candidate or party. On the other hand, a question is raised as to whether such programming, especially where it is carried on, as some was, after the nominations and during the campaign itself, constitutes a "con-tribution" to the candidate and party who is therefore enabled, without cost to it, to present its case to the American people.

This practice raises several questions. In the first place, it is not clear whether such commercial sponsorship by corporations or labor unions of political broadcasts in which valuable air time is made available to the political candidates for federal offices or their parties, is consistent with the existing provisions of the Corrupt Practices Act. On this point we believe that Congress should clarify the situation so that licensees and the potential sponsors of such programs may know their rights, and take such action as may be appropriate to comply with the provisions of law. And whatever determination is made as to whether such financing

of campaign broadcasts should be permitted or prohibited, this method of paying some of the costs of political campaigns must enter into the Committee's over-all calculations.

But there is a more immediate problem which has already been presented to the Commission arising out of this new method of paying for political programs. For the question has arisen as to whether, for purposes of applying Section 315 of the Communications Act, such time as is made available to some candidates on a sponsored program is to be classified as free time because no expenditure on the part of the candidate or his party is involved, or paid time because the stations carrying the program received compensation from the sponsor. The importance of this question results from the fact that, if the time is classified as free, stations will, if a candidate appears on such a program, be under an obligation under the law to afford time, without cost, to legally qualified opposing candidates, whether or not the station can secure a sponsor for the time utilized by the opposing candidate. On the other hand, if the time were to be classified as "paid time" it is clear that a tremendous weapon for political favoritism would be placed in the hands of corporations or unions willing to take advantage of it.

Sen. Monroney had informed Chairman Walker of some concern in network quarters that a local GOP candidate running against a Democratic speaker who appeared in a commercially-sponsored debate program could demand free time on stations in his state or Congressional district. Chairman Walker replied that such programs must be considered as free and opposing candidates could demand equal time on the lower local level.

"We think this determination . was the only one possible in view of the obvious objective of the Act to maintain equality of opportunity among legally qualified candidates," he told the com-

mittee.

Referring to the Horan proposal, the FCC Chairman said he felt Congress should study it. He said "legally qualified candidates" defined by state law-not the Commission or Congress-and noted the

(Continued on page 80)

NCAA Satisfied With Control Plan

(Continued from page 67)

effects "have come unanimously from precisely those parties who stand to gain financially by the elimination of any restrictions." In this connection, the letter cited RTMA, "one or two colleges who could obtain large sums from the sale of their own TV rights," advertising agencies, and Dr. Du-Mont. It suggested that Dr. Du-Mont, as a businessman, wished to "provide his customers with the best possible wares" but remarked that as a scientist, he should examine all factors "carefully" and avoid "citing misleading statistics to prove a point to which his own self-interest has already led him."

Answers Dr. DuMont

In answer to Dr. DuMont's charge that the TV committee has never been able to prove that TV has had-or would have-a lasting effect on the box office, NORC called this statement "true but entirely irrelevant." It pointed out that what will happen in the future can never be "proved" but said it has been established that in each of the last three seasons, TV has had an adverse effect.

NORC challenged Dr. DuMont's assertion that its own study demonstrated that declines were more marked among colleges where there was no television. NORC declared that even in 1951 with a restricted TV program, colleges in TV areas drew only 85% of their 1947-48 pre-TV attendance, while other colleges improved over those base years to 106%. It decried Dr. Du-Mont's comparison of trends from 1950 to 1951 as evidence of TV effects, noting that a fair criterion is to measure trends before and after the advent of TV.

In countering Dr. DuMont's contention that factors other than TV could affect football attendance, NORC replied that it has "repeatedly said that TV is only one of many factors" and it has tried to control these other factors (i.e., bad weather, poor teams, decreasing enrollment) to "observe the independent effect of television."

The letter said NORC cannot be charged with self-interest in the controversy because the organization's research on the problem was initated jointly by the colleges and the four networks, including Du-Mont, in 1950.

Paul B. Sheatsley, eastern representative of NORC, who signed the letter to the NCAA TV committee, told Broadcasting • Telecasting last week that since 1951 the organization has been working solely for the NCAA. He noted that NORC is an academic, non-profit research organization that "has been guided solely by the facts."

CAMPAIGN COSTS

May Top \$5 Million-Times'

RADIO-TV expenditures by the two major parties during the 1952 election campaign may "easily" have exceeded \$5 million, the New York Times reported last week on the basis of a 48-state survey of

campaign spending.

Out of a "rock-bottom" estimate of "at least" \$32,155,251 total expenditures by political organizations, independent groups, and candidates, the Times said an estimated \$3,511,800 went for network radio and television campaigning. This sum, based on estimates supplied by the networks, was divided as follows: \$2,083,400 spent by the Republicans; \$1,428,400 by the Democrats.

Figures are close to those reported earlier by this journal [B. T, Nov. 10].

"TV STUDIO **OPERATIONS**"

New, Non-Mathematical CREI Course **Prepared with Complete Cooperation** of all 4 Major TV Networks

Station executives pondering the problem of where to find trained personnel for anticipated TV operations may expect help from a new home study course just announced by Capitol Radio Engineering Institute of Washington, D.C.

"TV Studio Operations," was developed by CREI, in cooperation with all 4 major television networks. Because of the chains' help, the course will train station staffers the way networks want them trained.

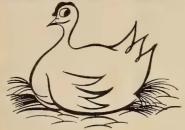
CREI suggests to station executives that they recommend the new non-mathematical course to their own personnel so as to have trained people available for forthcoming TV operations.

The home study method by which this course will be completed is the same plan by which CREI has successfully trained many thousands of men for industry and for the armed services.

For further information write to Mr. E. Corey, Dept. 412D, Capitol Radio Engineering Institute, 3224 Sixteenth St., N.W., Washington 10, D. C.



YOU WANT COVERAGE?



Say"WHEN" TELEVISION

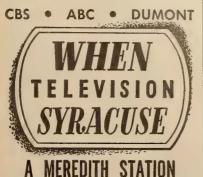
Sound programming that creates viewer preference, plus smart merchandising, makes WHEN your best TV "buy" in Central New York. Here's a rich market that will look at your product, listen to your story, and buy, when you Sell via WHEN.

YOU'LL GET RESULTS



ON CENTRAL NEW YORK'S MOST LOOKED AT TELEVISION STATION

> Represented Nationally By the KATZ AGENCY



Liability Remedy Asked of House

(Continued from page 78)

Communist Party is legal in many states.

Citing the Commission's prohibition against censorship of political material of candidates, Mr. Walker referred to an "apparent Congressional mandate" and expressed belief that broadcast licensees "are not subject to being sued under state libel and slander laws."

The Commission recognizes, however, he added, that this immunity has not been "universally recognized" and has supported the Horan proposal. He continued:

It should be made clear that there does exist an important area of governmental concern with those political programs which fall outside of the provisions of Section 315. For the Communications Act clearly provides that station licenses and renewals thereof may only be granted where the Commission is able to find that the "public interest" would be served thereby. And the Commission has consistently held that one of the most important factors in any sta-tion's operation in the "public interest" is its willingness to afford opportunity for the expression of opposing viewpoints on controversial issues of interest to the listening public. In our view, as expressed in a report on "Editorializing by Broadcast Licen-. . . the public interest of the community served by the station rather than the personal interests of the licensee chosen to provide a public service, is paramount, and while the licensee is not precluded from stating his own opinion, he cannot do so to the exclusion of other points of

Since elections are clearly both highly controversial and of great community interest, it is clear that stations have an obligation to be fair and to present opposing viewpoints in their programming relating to election campaigns, even with respect to the programs which do not fall within the provisions of Section 315 and with respect to which absolute mathematical equality of opportunity is not required. And in reviewing the overall record of stations in licensing proceedings-usually in connection with their applications for renewal of license, the Commission has an opportunity for determining whether these obligations of stations to present both sides of public issues, has been met.

This fact has meant that even with respect to political broadcasts not falling within the protections of Section 315, broadcast stations have been conscious of their duty to present a relatively balanced presentation of opposing viewpoints. This, of course, not the same thing as providing candidates with an absolute right to equal treatment and we do not mean to suggest that the general duty of stations to be fair obviates the necesfor requiring absolute equality of treatment of the candidates themselves. But it is important to point out to the Committee that we are not confronted with a situation in which stations are free to permit or sponsor partisan one-sided presentations of election issues to the exclusion of opposing points of view, through the device of confining such programming to programs not falling within the rather restricted ambit of Section 315 of the Communications

Committee members perked up

on the censorship question, apparently disbelieving the dilemma confronting broadcasters. In response to a request by Rep. Boggs for clarification, Mr. Cottone recited the history of political broadcast cases, including the Felix vs. Westinghouse and Port Huron rulings.

Mr. Cottone said there has been no direct court decision exempting stations from libel. In the Port Huron case (WHLS Port Huron, Mich.), he pointed out, the Commission found an "unauthorized act of censorship" (it refused facilities to all candidates) but waived penalty action.

In the Westinghouse situation, he noted, three stations (KYW WFIL WCAU Philadelphia) would not have been held liable if there had been a legally qualified candidate—not merely a spokesman—involved.

The stations claimed Sec. 315 forbade censorship and were upheld by a district court. The U.S. Court of Appeals reversed the decision, however, and rendered the stations liable. A spokesman for a candidate had labeled another person a Communist. Mr. Cottone noted the stations had pleaded Sec. 315 as defense.

The Dilemma

Rep. Boggs wanted to know whether a station can deny its facilities to another candidate if there's obvious libel. Mr. Cottone replied that if it offers its facilities to one candidate, it cannot refuse them to another, under the Port Huron ruling.

"You mean a station cannot deny and cannot permit, at the same time?" Rep. Boggs asked. Mr. Cottone felt there should be no culpability where there is no means for a station to protect itself, but noted in the Westinghouse case the stations were liable under state law. Until the Port Huron case, he said, some stations censored talks and others did not.

In instances where the licensee or someone under his control was responsible for libelous utterances, Chairman Walker replied, upon questioning, that "then something ought to be done."

Mr. Hardy also referred to the Horan bill and advocated a "realistic solution" to the broadcasters' problem. In response to questioning from Rep. Karsten, he said some networks have commentators who take a strong position on political issues, and others have a policy against them, but felt that overall the views of commentators were well balanced.

Mr. Hardy said it would be "extremely impractical" to put a limit on radio-TV expenditures on behalf of candidates, as suggested in some quarters.

Equal Time Discussed

On equal time opportunities, the NARTB official said this is difficult to comply with, though in many cases, parties seemed satisfied with

Cheaper by Five

SIDELIGHT of the New York Times survey on campaign expenditures was the revelation that a one-minute TV spot announcement in Washington state costs political parties more than a five-minute program, newspaper reported. Campaign officials reported a rate of \$135 for a 20-second spot, \$170 for a one-minute announcement and \$160-a special ratefor a five-minute show. The story did not identify the station but presumably it was KING-TV Seattle. (Survey story is on page 78.)

the offer of equal time.

He was asked about the amount of time sold to each major party at the national or network level. Mr. Hardy said it was fairly evenly distributed, with perhaps a slight edge to the GOP. He noted the Senate Privileges & Elections Subcommittee is collecting data.

Asked about mushrooming TV costs, Mr. Hardy cited line charges, operation costs and other expenses. He said politicians feel sometimes they are charged twice in the event of pre-emptions but said this would come out of the broadcasters' pockets otherwise. Mr. Hardy stressed that responsibility for pre-empting programs rests with the individual licensee, which evidently surprised Rep. Keating.

He said a breakdown by political committees on actual amount paid out for time alone would be helpful and a "truer picture." He also gave committee members profit-and-loss data of TV stations in different station markets, based on the FCC annual report.

Throughout the hearings, the New York Times survey on political expenditures popped up for comment. Mr. Hardy also was asked for his views on the Congressional ban on telecasts of committee hearings and proceedings. (See stories pages 78, 40.)

Mr. Mitchell testified that the various committees "collided" on plans sometimes on plans for getting radio-TV time, and felt efforts should be coordinated from the national committee. He said the current \$3 million limit is too low. He suggested that while Gov. Adlai Stevenson may have been on TV more often, there was more money available for President-elect Eisenhower's personal appearances. Mr. Mitchell said that, all radio-TV appearances considered (Gov. Thomas Dewey, etc.), the Republicans spent much more on broadcast media.

One program Oct. 3 cost the Democrats \$52,000 — \$33,000 for CBS-TV, \$11,000 for CBS Radio and \$8,000 for newspaper ads—he noted. Mr. Mitchell conceded it may not have been wise to have reserved time segments early this year, despite no payout for pre-emptions, which he estimated would have boosted cost of programs 50%.



TELEQUIPMENT NEWS

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

HAWAII'S FIRST TV STATION FLOWN FROM

ELECTRONICS PARK

Equipment sent Nov. 8 via transoceanic flight puts KONA Honolulu on air Nov. 17

Complete station equipment was shipped by air from General Electric's headquarters in Electronics Park, Syracuse to KONA Honolulu to open the Islands' first active television center. Flying Tiger Air Lines made the initial hop to San Francisco where Transocean Air Lines took over final delivery of the expedited shipment.

29,090 lb. Shipment Flies 4900 Miles

One of the largest air loads of electronics equipment ever moved, the shipment totaled 29,000 pounds

including a dozen 20' boxes of transmission cables. G-E engineers traveled 4900 miles with the 5 kw transmitter, single bay antenna, and studio equipment in order to supervise immediate installation. Total cost of the delivered units approaches a half million dollars.

Additional Equipment Ordered

Radio Honolulu, station owners, have already placed an order with G-E for a 50 kw amplifier to boost transmitter power 10 times plus a six bay antenna to increase KONA's ERP (Effective Radiated Power) six times.

TO HAWAITS PIRST T.V. STATION RADIO-HOMOLUL U HONA FRUM GENERAL ELECTRIC VIA TRANSOCEAN - AIR LINES

G.B. Leonard, General Sales Manager of Transocean Air Lines, far left, supervises equipment loading at Oakland, Calif. Transocean used four planes on this special assignment.

ENGINEERS RATE SALUTE



G-E and Radio Honolulu engineers are shown with the equipment they installed to put KONA on the air in record time! L. to R.—R. Walser, Chuck Smith, L. Haven, C. A. Prohaska, Paul S. Appling, C. T. Haist, R. Bird, R. Utterback, N. Rotolo, E. Pratt and R. Thompson. KONA will operate on Channel 11 using a temporary TV antenna mounted on the tower of radio station KPOA.

ON THE AIR 10 DAYS AFTER EQUIPMENT WAS SHIPPED!



George H. Bowles General Manager KONA

Talk about speed — just 10 days after equipment

was shipped from the General Electric plant in Syracuse, New York, Station KONA Honolulu went on the air. This record time was made possible by aerial delivery of all units and six General Electric engineers who were flown to Honolulu to direct installation.

Praises G-E Engineers

In a cable to the General Electric Company, George H. Bowles, General Manager of KONA, said the station opening was a complete success, "thanks to your staff and the wonderfully enthusiastic and efficient group of engineers sent here by G. E."

HANDLED KONA EQUIPMENT ORDER

A key figure in the carefully executed air delivery of complete station equipment to KONA Honolulu, was Charles T. Haist, District Sales Manager for G. E. on the West Coast.

Mr. Haist worked closely with

Radio Honolulu
officials for many
months in planning required station facilities and
expediting delivery. He was on
hand at Oakland
to help supervise



C. T. Haist

loading and accompanied the equipment from there to Hawaii.

San Francisco Headquarters

Haist maintains headquarters in San Francisco since his appointment as District Sales Manager, Broadcast Equipment in July, 1950. His territory covers Wyoming, Montana, Idaho, Washington, Oregon plus portions of Nevada and California.

GENERAL @ ELECTRIC

telestatus

FUSTEST WITH THE MOSTEST.



'Lucy' Still First, Videodex Reports

(Report 245)

TOR the sixth month, excluding the show's summer hiatus, CBS-TV's I Love Lucy was in first place among network television programs for both percentage of TV homes and number of TV homes reached, in the November Videodex Reports. Complete breakdown follows:

	140. 01	70 1 V
Program	Cities	Homes
1 Love Lucy (CBS)	54	63.0
2 Godfrey's Talent Scouts (Cl	35) 19	46.7
3 Godfrey & Friends (CBS)	54	42.5
4 Groucho Marx (NBC)	59	42.3
5 Jack Benny (CBS)	37	41.9
6 Dragnet (NBC)	33	41.6
7 Buick Circus Hour (NBC)	45	41.3
8 Your Show of Shows (NBC	3) 54	39.9
9 Toast of Town (CBS)	40	38.6
10 Colgate Comedy Hour (NBC	C) 58	38.1
No	of TV	o. of Homes
Program	Cities	(000)
1 Love Lucy (CBS)	54	10,539
2 Groucho Marx (NBC)	59	7,720
3 Godfrey & Friends (CBS)	54	7,519
4 Your Show of Shows (NBC) 54	7,154
5 Colgate Comedy Hour (NBC		6,985
6 Buick Circus Hour (NBC)	45	6,315
7 Jack Benny (CBS)	37	6,272
8 Toast of Town (CBS)	40	6,076
9 Dragnet (NBC)	33	5,915
10 Philo TV Playhouse (NBC)	-	5,909
TO FILLED IN Playhouse (MBC)	31	3,909

Wash. State Outlines Educational TV Plan

THE newly-formed state of Washington Citizens' Committee on Edu-

cational Television has announced plans to establish a statewide TV educational system. At a meeting of some 150 committee members in Seattle, it was decided to establish local groups in Tacoma, Omak, Wenatchee, Ellensburg, Yakima, the Tri-City area (Pasco-Richland-Kennewick), Walla Walla, Spokane and Pullman.

Newly selected officers of the statewide group are chairman, Edwin C. Whiting and vice-chairman, Mrs. Arthur Skelton, both of Seattle; executive secretary, John E. Hansen, Olympia, and treasurer, Edward J. Lehan, Spokane.

Likelihood that Seattle soon will use Ch. 9 for educational television was seen last week after an announcement that equipment worth \$183,000 has been contributed to the Seattle Committee on Educational Television by Mrs. A. Scott Bullitt, president of KING-TV Seattle.

Equipment includes antenna, tower, transmitter, a two-camera chain, two motion picture projectors, a Monoscope slide projector, monitoring equipment and other items. KING-TV also has offered the proposed educational station

staff advice on technical, operations and program matters.

Gift becomes effective when KING-TV completes installation of new equipment to increase its own power, and when the educational TV group obtains a construction permit for its proposed station.

In a statement acknowledging the gift on behalf of the Seattle Committee on Educational Television, Edwin H. Adams, chairman, said:

This group, with representatives from the various educational institutions in the area, has been working for some time towards utilizing Ch. 9 for an educational TV station in Seattle. Mrs. Bullitt's most generous offer solves one of our biggest problems and just about assures this area of making use of Ch. 9.

Prof. Adams is director of radio and television for the U. of Washington, and manager of KUOW (FM) Seattle.

ABC-TV's Adventures of Ozzie & Harriet was voted "Program of the Month" for December by 10th District P.-T.A., Los Angeles, "as demonstrating that families are fun in everyday living."

Weekly Television Summary—December 8, 1952—Telecasting Survey

City	Outlets on Air	Sets in Area	City	Outlets on Air	Sets in Area
Albuquerque	KOB-TV	16,500	Lubbock, Tex.		
Ames	WOI-TV	109,771	Matamores (Me	KDOB-1A	7,000
Atlanta	WAGA-TV, WSB-TV, WLTV	215,000	ville, Tex.	XELD-TV	07.000
Austin	KTBC-TV	12,200	Memphis .	WWCT .	27,300
Baltimore	WAAM, WBAL-TV, WMAR-TV	434,807	Miami	WTVJ	159,453
Binghamton	WNBF-TV	98,500	Milwaukee	WTMJ-TV	155,000
Birmingham	WAFM-TV, WBRC-TV	122,000	MinnSt. Paul	KSTP-TV, WCCO-TV	374,877
Bloomington	WITV	194,050	Nashville	WSM-TV	329,200
Boston	WBZ-TV, WNAC-TV	966,000	New Haven	WNHC-TV	84,786
Buffalo	WBEN-TV	305,102	New Orleans	WDSU-TV	340,000
Charlotte	WBTV	268,203	New York-	WABD, WBS-TV, WJZ-TV, WNBT	133,213
Chicago	WBKB, WENR-TV, WGN-TV, WNBQ	1,258,765	Newark	WOR-TV, WPIX, WATY	0.000 400
Cincinnati	WCPO-TV, WKRC-TV, WLWT	383,000	Norfolk-	HOR-IV, WITH, WAIV	3,059,400
Cleveland	WEWS, WNBK, WXEL	679,012	Portsmouth-		
Columbus	WBNS-TV, WLWC, WTVN	237,000	Newport News	WTAP_TV	141 0/1
Dallas-		237,000	Oklahoma City	WKY-TV	141,961
Ft. Worth	KRLD-TV, WFAA-TV, WBAP-TV	196,985	Omaha	KMTV, WOW-TV	170,801
Davenport	WOC-TV	154 000	Philadelphia	WCAU-TV, WFIL-TV, WPTZ	154,876 1,124,585
Quad Citie	s Include Davenport, Moline, Rock Ise.	. E. Moline	Phoenix	KPHO-TV	67,400
Dayton	WHIO-TV, WLWD	253,000	Pittsburgh	WDTV	535,000
Denver	KFEL-TV, KBTV	78,198	Portland, Ore.	KPTV	30,734
Detroit	WJBK-TV, WWJ-TV, WXYZ-TV	817,000	Providence	WJAR-TV	237,000
Erie	WICU	175,550	Richmond	WTVR	145,954
Ft. Worth		110,000	Rochester	WHAM-TV	164,000
Dallas	WBAP-TV, KRLD-TV, WFAA-TV	196.985	Rock Island	WHBF-TV	156 000
Grand Rapids	WOOD-TV	223,961	Quad Citie	s Include Davenport, Moline, Rock Ise., E	Moline
Greensboro	WFMY-TV	135.896	Salt Lake City	KDYL-TV, KSL-TV	90.800
Houston	KPRC-TV	201,000	San Antonio	KEYL, WOAI-TV	110,212
Huntington-			San Diego	KFMB-TV	158,050
Charleston	WSAZ-TV	127,904	San Francisco	KGO-TV, KPIX, KRON-TV	481,000
Indianapolis	WFBM-TV	292,000	Schenectady-		
Jacksonville	WMBR-TV	80,000	Albany-Troy	WRGB	237,400
Johnstown	WJAC-TV	177,301	Seattle	KING-TV	197,300
Kalamazoo	WKZO-TV	241,832	St. Louis	KSD-TV	451,000
Kansas City	WDAF-TV	243,357	Syracuse	WHEN, WSYR-TV	202,556
Lancaster	WGAL-TV	177,313	Toledo	WSPD-TV	209,000
Lansing	WJIM-TV	120,000	Tulsa	KOTV	134,275
Los Angeles	KECA-TV, KHJ-TV, KLAC-TV, KNBH		Utica-Rome	WKTV	81,000
Louisville	KTLA, KNXT, KTTV	1,422,981	Washington	WMAL-TV, WNBW, WTOP-TV, WTTG	405,407
FODIZALLI6	WAVE-TV, WHAS-TV	210,000	Wilmington	WDEL-TV	123,540
				Total Sets in Use:	19,490,022
Total Stations of	on Air 118* Tabul M.				

Total Stations on Air 118*

* Includes XELD-TV Matamoros, Mexico

Total Markets on Air 68*

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.

Call your FREE & PETERS COLONEL today!

THAT'S FLORIDA'S

WIVJ

Originating for CBS

ORANGE BOWL GAN

Serving and selling over 825,000 year-round residents

nation-wide telecas

the kitchen bigger now



sets to draw from, Suzie McIntyre's "Carolina Cookery" (Monday through Friday) is winning an average Videodex rating of 14.5

The merest mention of a recipe for Japanese fruit cake last month drew 570 mail requests on one day. Come into Suzie's kitchen for sales results in the Carolinas.



SERVING THE CAROLINAS' BIGGEST TELEVISION AUDIENCE

JEFFERSON STANDARD BROADCASTING COMPANY

Represented Nationally by CBS Television Spot Sales

CHARLOT

FILMS FAVORED

Nat Wolff Cites Benefits

FILMING of video shows was roundly endorsed at a television forum that marked the opening of new headquarters for the Advertising Club of Los Angeles in the Hotel Statler.

Speaking on "advantages of package television shows" Nat Wolff, vice-president in charge of radio and television production, Young & Rubicam Inc., New York, declared that his agency last year had many house-produced programs, but this year is using only film packages.

From a cost standpoint, he pointed out, one show alone last year required 14 persons the year around. It represented a \$3,000 loss per week to the agency. Such losses do not exist when shows are filmed packages, he reminded.

Mr. Wolff said he believes in packages because they utilize the talents of specialists who know how to build entertainment. The entertainment value must be achieved for an audience before the program "sell" can be built, he emphasized.

"An agency or advertiser could not afford to hire such specialists because top creative men in film production can earn from \$60,000 to \$125,000 a year. But it is possible to obtain their services by buying a film package."

Although many top creative

people are particularly interested in making TV films when they can obtain residual rights, Mr. Wolff made the personal observation that the value of residuals is not yet known.

He cautioned agency executives that although the change to package film shows this fall has brought good ratings, a program cannot be called successful unless it sells merchandise.

"It is through the proper selection of the right program for the right product, and the exercise of judgment and experience that agency men will earn their 15% even though they are no longer responsible for production," he said

Film Termed Economical

Klaus Landsberg, vice-president and West Coast director of Paramount Television Productions and general manager of KTLA (TV) Los Angeles, decried the fact that the cost of television is getting beyond the reach of the local advertiser. He endorsed film by saying that \$30,000 will produce a good program that is economically realistic when spread over 60 markets.

In his opinion, video films are the death knell for networks. A film can be used in any market and the advertiser can choose the time and station. When this can be done there is no need for interconnected stations telecasting the same program simultaneously. This is the reason the networks fight for live programming even though it is not economical, he opined.

At the same time, Mr. Landsberg said it is possible to build a good local live show at a reasonable price if: (1) It is based on sight as well as sound; (2) it fits into the local community; (3) and is produced at a price an advertiser can afford.

Mr. Landsberg revealed that KTLA is now planning to break away from the traditional blanket rate on the card to a formula based on audience times length of commercial times number of commercials. The audience would be estimated through a composite of all ratings.

Hal Roach Jr., vice-president and executive producer of Hal Roach Studios Inc., a panel member, screened a number of commercials, and observed that costs can be cut if: (1) The agency trusts the producer and the suggestions he makes; (2) trick shots are kept to a minimum; (3) sufficient time is allowed for the 70 steps in production to take their normal course. Rush work costs more because of added labor and other costs, he emphasized.

As a producer, Mr. Roach said he has observed these faults: (1) Too much copy with the result that the viewer can't absorb what he hears; (2) audio which does not match the action seen; (3) copy which does not relate to what is seen.

Al Simon, head of Al Simon Productions, a panel member, confessed to having been converted from a "live" viewpoint to film as a result of his association with such programs as I Love Lucy, George Burns & Gracie Allen Show, I Married Joan and others. Current technical developments portend that film quality will be equal to live within a few years, he predicted.

Scoffing at the idea that most

KTLA (TV) EXPANDS Additional Space Planned

KTLA (TV) Hollywood, with clearance granted by the Los Angeles Building Commission, will start construction on additional studios and executive offices within six months.

Plans call for a new three-story building in addition to three separate theatre-type studios, which will more than double KTLA's present production facilities, it is said. Present one-story building is to be augmented by one or two additional stories to house station's offices.

television programming will move to New York, he pointed out that the space isn't there.

"Even the networks can't compete with Hollywood studies when it comes to cost of sets and props," Mr. Simon said. "A film studie can tie up a stage from week to week, which a network can't afford to do."

Pointing out that the cost of lighting, set construction and striking may be as high as \$15,000 for a show in New York, he asserted that labor costs are higher there, too.

Donn Tatum, director of television, ABC Western Division, was moderator of the panel and James W. Staples, Los Angeles manager of Beaumont & Hohman Inc., chairman of the session.

Video's Potential

Charles Luckman, co-designer of CBS Television City in Los Angeles, at the luncheon meeting that preceded the panel session, told members of the ad club that television, if used judicially, can improve this country's politics and government. "It can stop wars and bring lasting peace," he declared.

"Long political campaigns may be ended by television in 1956," he said, adding that it would be a "blessing to all."

"Television made the last campaign the most costly in history," said the former president of Lever Bros. "Unless controlled, the next one will be even more extravagant."

He proposed that campaign costs be limited to \$3 million by Congress and that the money be allotted to each party by the government itself (see separate story). He further suggested that Congress make it illegal for private or vested interests, labor unions as well as corporations, to contribute to political parties.

Mr. Luckman urged the telecasting of all sessions of Congress, observing:

"If we televised to the nation what I saw [when he visited Congress in session], we would get either a new modus operandi or a new Congress. Television may be the means of performing a gigantic job of air-conditioning the halls of Congress."

CANADIAN MFRS. Urge Govt. Alter Policy

CANADIAN television manufacturers plan action against the government's recent policy of limiting private television station development to smaller centers.

Following a board meeting of the Radio-Television Mfrs. Assn. of Canada on Nov. 27, a statement was issued "that there is no logical reason why long-standing applications for privately-owned television should not now be considered. . ." The association's statement pointed out that there are already over 20 million U. S. homes enjoying TV on a competitive basis without any annual license fee.



TV OPERATION

Noncommercial's Cost Higher—Doherty

SOME small educational TV stations may cost as much to operate as small commercial TV stations, according to Richard P. Doherty, NARTB employe-employer relations director.

Speaking Thursday before the Southeastern Television Conference at

WBTV (TV) Charlotte, N. C. (see conference story this issue), he debunked some of the predictions about low-cost possibilities of educational video operation, presenting results of several years' analysis of TV station expenses. Mr. Doherty is a former educator, having headed the Economics Dept. at Boston U. for many years.

"Some persons who have estimated small educational TV stations might be run at a total cost of \$150,000 a year are completely off base," Mr. Doherty said. "Actual operating cost of such an educational outlet will certainly be double that of a small commercial station and this assumes a small educational operation can get free services from faculty members and others day in and day out, and week in and week out."

He predicted educational stations soon will find that faculty members tire of the novelty and will balk at giving away many hours of their time every week. He said schools will find they must reduce the teaching load of faculty members engaged in television activities.

The Small Outlet

Getting specific, Mr. Doherty predicted that "small educational stations doing a limited, simple and not very professional programming job will cost at least \$1,000 a day to operate."

The average medium-sized educational TV station will cost at least \$2,000 a day to operate if it performs a moderately professional live-programming job 30 to 35 hours a week and depends heavily on free personalities, he said.

The large educational television outlet "doing a high-grade professional programming job four to five hours a day will cost \$1.5 million a year," Mr. Doherty said. This figure assumes use of professional producers and directors, but still using some free personalities, he said.

Recalling cost data he has been collecting since TV stations started on the air in 1948, Mr. Doherty said the average per-station cost of existing small commercial TV outlets in 1951 was \$297,000.

He offered figures based on a university scientific program produced in collaboration with a commercial TV station to show that each weekly half-hour program requires around 110 to 120 hours a week from the university staff, not counting time donated by the commercial outlet. The station donates a producer-director (11/2 days per program), art director, floor manager and other personnel. With four hours' rehearsal, the weekly program consumes up to 200 manhours of time and it is not an elaborately staged production, he said.

In reviewing cost items involved

in commercial TV station operation, Mr. Doherty said that to operate professionally with overall expenditures kept at a minimum of \$150,-000 to \$175,000 a year, a station must follow four basic rules. He listed these as follows:

Keep staff under 15 persons, preferably 11 or 12.

Integrate AM-TV operations, with some top management personnel serving both.

Have network affiliation, even if on a bonus basis, to get four or five hours network shows per day.

Operate at least eight hours a day, with four or five hours network and the rest film or local live.

There will be "a fair number of small stations in this category," Mr. Doherty predicted. He warned those planning to enter TV "never to underestimate the magnitude of details and never assume someone will do the thousands of little things with his left hand." Many of these details are found at an AM outlet, he explained.

As an example, he cited the time consumed in the shipping room receiving, handling and sending out films. Another maze of detail centers around the making, handling and scheduling of slides, he said, calling it a much more complicated operation than writing commercial copy for AM stations.

"A steady diet of slide commercials is not television," Mr. Doherty said, "and in the long run will not merit continued commercial sponsorship at the previous high-level TV spot rates. TV is action. Without action, the fullest impact of television is lost."

TOURIST CAMPAIGN Kentucky Enlists Video

KENTUCKY, aiming to increase its annual \$335 million tourist trade to \$500 million by 1955, has found a valuable ally in television.

Using WLWT (TV) Cincinnati, the Kentucky Div. of Publicity last August began a series of spots, bespeaking the grandeur of Kentucky's mountains, lakes and caves. Prospective visitors were sent a booklet in color in response to each

Marshall Peace, associate director, the publicity unit, said, "During the fall campaign when we used television for the first time, our costs were 40% less on TV than in any other media. . . . I must say that we were more than pleased with the results of this campaign which was extended through the first part of Novem-



in this two billion dollar market

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

TABLEAU TV LTD. Labeled 'Unfair' by Unions

TABLEAU Television Ltd., Hollywood, producers of *China Smith*, video series, last week was labeled "unfair" by unions because the firm plans Mexico filming of six half-hour episodes. The unions are affiliated with the Hollywood AFL Film Council.

This was believed to be the first official union "crackdown" on producers who make TV films in foreign countries. The council, by unanimous vote, decided to notify individual market sponsors of its action and of the recent AFL convention pledge of union affiliates not to buy products advertised by films made abroad because it causes unemployment of craftsmen in this country. The series stars Dan Duryea.

KDYL-TV Transmitter

KDYL-TV Salt Lake City has begun regular telecasting from its transmitter atop 8,700-foot Mt. Vision, 17 miles west of the city. Highlight of the first day of transmission from the new site—Nov. 22—was the airing of the U. of Southern California-UCLA football game.

A REALLY NEW NEW YEAR'S BABY



CBS-TV NETWORK EL PASO, TEXAS



BROADCASTING CORP.

Dorrance D. Roderick

Chairman of the Board

President

Represented Nationally by THE O. L. TAYLOR CO.



film report

Sales . . .

Negotiations involving \$250,000, have been concluded by William Phillipson, director of ABC Western Division, with Unity Television Corp., New York, for Unity's entire film library. The package, which includes 18 feature films never before telecast and 65 Pacific Coast TV first-run features, will be shown on KECA-TV Los Angeles and KGO-TV San Francisco. ABC recently concluded similar arrangements for WXYZ-TV Detroit and WENR-TV Chicago.

Gross-Krasne Inc., Culver City, Calif., producers of CBS-TV Big Town for Lever Bros., has been contracted by the firm to produce four half-hour test films for inclusion in CBS-TV Lux Video Theatre series, currently being done live from New York. Agency is J. Walter Thompson Co.

The production firm, which expects to move into its recently purchased California studios, 650 N. Bronson, Hollywood, this week, will start filming "Grandma Robbed a Bank" for CBS-TV Big Town.

WCBS-TV New York is the 20th station to lease programming rights to *Invitation Playhouse*, quarter-hour TV film series distributed by Guild Films Inc. Program started Dec. 6 for 26 weeks.

KHJ-TV Hollywood has leased 1,000 three-minute musical television films from Official Films Inc., New York, on an exclusive basis for the Los Angeles area.

Paramount Television Productions Inc. New York, reported 13 sales amounting to \$30,000 during November on such syndicated TV programs as Hollywood Reel, Time for Beany and Wrestling From Hollywood.

Unity Television Corp., New York, has signed with WCBS-TV New York for package of 18 Hollywood feature films produced by Sol Wurtzel during 1946-49, granting exclusive first-run on TV showing in New York area. Unity has concluded a similar arrangement on the package with WTOP-TV Washington.

Chevrolet Dealers of Southern California, Los Angeles, has started a weekly half-hour film series, Abbott & Costello, on KTTV (TV) Hollywood, Dec. 2. Filmed by TCA Productions, Culver City, the series is distributed by MCA-TV Ltd. Agency is Campbell-Ewald Co., Los Angeles.

Alexander Film Co., Colorado

Springs, Col., announces the recent TV commercial productions for the following organizations:

Lennox, Marshalltown, Iowa, six 26-second films through Henri, Hurst & McDonald, Chicago. Frigidaire, Dayton, Ohio, five 60-second films through Foote, Cone & Belding, Chicago. Monark Silver, Chicago, two 20-second films. Pearl Brewing Co., San Antonio, Tex., four 8-second films through Pitluk Adv. Co., San Antonio. Borden's

(Continued on page 92)

SALES FILM

NBC-TV Promotes 'Today'

FORMAT of *Today*, NBC-TV twohour weekday morning program, is used in a 22-minute sales promotion film for the show which NBC previewed Thursday to the advertising press preceding showings to advertisers in New York, Chicago and on the West Coast.

Serious-comic film relates a story of a harassed sales manager who, through a dream sequence, learns that *Today* can solve his problems of big inventory and low sales by getting his message to more people at less cost than in other media.

Dave Garroway and other performers on the breakfast-time program hammer home the point that a five-minute segment of *Today* is seen by an estimated 1,802,000 viewers at a cost of \$1.47 per thousand, compared to newspaper-noters at \$6.83 per thousand or magazine noters (four black-and-white pages in *Life* and three in *Good Housekeeping*) at \$2.83 per thousand.

Film was conceived and written by Jack Fuller. NBC sales promotion manager, and produced by Ted Mills under the supervision of Ruddick C. Lawrence, director of promotion planning and development, and Jacob A. Evans, director of advertising and promotion.

Use of kinescope recording technique permitted NBC to produce the film for slightly more than \$3,000, Mr. Fuller said, compared to the \$18,000 to \$20,000 it would have cost if produced by usual film procedures.

GM's 'Motorama' on TV

GENERAL Motors Corp., which is holding the "GM Motorama of 1953" show displaying new automotive lines at New York's Waldorf-Astoria hotel Jan. 17-23, will sponsor a preview on Jan. 16 from 9-10 p.m. on CBS-TV and two five-minute and two 10-minute segments of coverage on NBC-TV's Today program (Mon.-Fri., 7-9 a.m. EST and CST) Jan. 14-23.

KEYL (TV) TOWER

Construction Completed

COMPLETION of the erection of KEYL (TV) San Antonio's 75-foot tower atop the Transit Tower Bldg. in that city and of the installation of a 100-foot, six-bay antenna was reported by the station last week.

KEYL formerly operated with a 62-foot tower and a three-bay antenna. New six-bay General Electric Type TY27F antenna is said to be capable of operating with 50 kw input and to enable the station to use any of the high-power amplifiers now on the market for eventual maximum power operation of 100 kw. KEYL has on file with FCC an application for 100 kw operation.

During the change-over period, the station operated with a temporary one-bay GE Type TY13A antenna leased from that company in order to maintain telecasting operations. The top of the Transit Tower Bldg. was reinforced during the construction period with six tons of steel to accommodate the additional weight and strain of the new tower and antenna.

BROIDY ELECTED

Is IMPPA President

STEVE BROIDY, president, Allied Artists Productions Inc., Hollywood, (formerly Monogram Pictures), last week was elected president of the Independent Motion Picture Producers Assn. succeeding the late I. E. Chadwick. Mr. Broidy also is president of the Motion Picture Industry Council.

Jack Broder, Robert Lippert and Sam Katzman were named IMPPA vice presidents and Ed Finney reelected secretary - treasurer. IMPPA, with membership of 35 independent movie producers, has moved offices to Hollywood Athletic Club, 6526 Sunset Blvd.

Deepfreeze Buys Moore

DEEPFREEZE Appliance Div., Motor Products Corp., North Chicago, Ill., has purchased segment of Garry Moore show on CBS-TV from Jan. 8 for 52 weeks. Agency is Roche, Williams & Cleary, Chicago. Portion purchased is Thursday, 12:30-2:45 p.m. (CT) on a minimum of 58 stations [CLOSED CIRCUIT, Nov. 3].

PREPARE NOW FOR JOBS IN TELEVISION—FILMS

One of America's top film schools offers short study courses. Fully equipped shooting stage.

Eves. Easy terms.

Eves. Easy terms.
Write or phone Dep't.
"B". Also courses
for Amateur Movie
Makers.
STerling 3-9444

29 Flatbush Av., B'klyn 17, N. Y.

Television Grants and Applications

(Continued from page 68)

dent Mrs. Chester F. Owens (2%) and Secretary-Treasurer Robert E. Jeffers (2%). City priority status: Gr. B-4, No. 184.

NORTHAMPTON, Mass.—Regional TV Corp., uhf Ch. 36 (602-608 mc); ERP 21.4 kw visual, 12.8 kw aural; antenna height above average terrain 949 ft., above ground 194 ft. Estimated construction cost \$115,000, first year operating cost \$185,000, revenue \$185,-000. Post Office address Hotel Bridgway, Springfield, Mass. Studio location, Main and Center Streets. Transmitter location on Mt. Tom. Geographic coordinates 42° 14′ 55.5″ N. Lat., 72° 38′ 47″ W. Long. Transmitter and antenna RCA. Legal counsel Loucks, Zias, Young & Jansky, Washington. Consulting engineer Jansky & Bailey, Washington. Principal stockholder is President and Treasurer John S. Begley (99% of voting stock, subscribed to 1,900 shares out of 2,900 shares of stock), also treasurer and 66%3 wowner of WACE Chicopee, Mass. Regional Bestg. also treasurer and 66% % where of WACE Chicopee, Mass. Regional Bestg. Co., licensee of WACE, has subscribed to 1,000 shares out of 2,900 shares in Regional TV Corp. City priority status: Gr. A-2, No. 177.

FESTUS, Mo.—Donze Bcstg. Co. (KJCF), uhf Ch. 14 (470-476 mc); ERP 3.28 kw visual, 3.28 kw aural; antenna height above average terrain 221 ft., above ground 233 ft. Estimated construction cost \$79,440, first year operating cost \$72,000, revenue \$84,000. Post office address Station KJCF, North Mill St., Festus, Mo. Studio and transmitter location 1 mi. north of town on county road at site of KJCF (AM). Geographic coordinates 38° 14′ 29.6" N. Lat., 90° 23′ 50.8" W. Long, Transmitter and antenna GE. Consulting engineer Fred O. Grimwood & Co., St. Louis, Mo. Principals include Donald M. Donze (50%), general manager, owner of KJCF, and Elmer L. Donze (50%), commercial manager, president and treasurer of KSGM Ste. Genevieve, Mo. The Messrs. Donze each own ½ interest in Hilltop Club (night club), Perryville, Mo., and ½ interest in Hilltop Drug Sundries (pharmacy and sundries), Perryville, Mo. City priority status: Gr. B-1, No. 72.

JEFFERSON CITY, Mo.—The L. H. P. Co., vhf Ch. 13 (210-216 mc); ERP 199.3 kw visual, 106.4 kw aural; antenna height above average terrain 690 ft., above ground 574 ft. Estimated construction cost \$300.948, first year operating cost \$140,000, revenue \$140,000. Post office address The L. H. P. Co., 1806 Baltimore Ave., Kansas City 8, Mo. Studio and transmitter location about 1 mi. south of Holt's Summit, near U. S. 54. Geographic coordinates 38° 38′ 03″ N. Lat., 92° 07′ 19″ W. Long. Transmitter and antenna GE. Legal counsel Hogan & Hartson, Washington. Consulting engineer George P. Adair, Washington. Sole owner is President Stanley H. Durwood, Missouri theatre operator and motion picture exhibitor. City priority status: Gr. A-2, No. 203.

RENO, Nev.—R & L Co., vhf Ch. 4 (66-72 mc); ERP 16.91 kw visual, 8.454 kw aural; antenna height above average terrain 2,876 ft., above ground 465

ft. Estimated construction cost \$222,600, first year operating cost \$184,048, revenue \$184,048. Post office address % R & L Co., 29 East First St., Reno, Nev. Studio location to be determined. Transmitter location 7.7 mi. NW of Reno near Peavime Peak. Geographic coordinates 39° 34' 34.8" N. Lat., 119° 56' 42.6" W. Long. Transmitter and antenna RCA. Legal counsel Bruce Thompson, Reno, Nev. Consulting engineer Bernard Associates, Los Angeles. Principals include J. E. Riley and H. H. Luce, mining and real estate, rental and selling of heavy duty equipment. City priority status: Gr. A-2, No. 148.

BISMARCK, N. D.—Meyer Bestg. Co. (KFYR), vhf Ch. 5 (76-82 mc); ERP 100 kw visual, 50 kw aural; antenna height above average terrain 533 ft., above ground 704 ft. Estimated construction cost \$279,800, first year operating cost \$110,000, revenue \$90,000. Post office address 200½ Fourth St., Bismarck N. D. Studio location 202 Fourth St. Transmitter location 2½ mi. north and ¼ mi. west of Menoken, N. D., at site of KFYR (AM). Geographic coordinates 46° 51′ 12″ N. Lat., 100° 32′ 37″ W. Long. Transmitter and antenna RCA. Legal counsel Hogan & Hartson, Washington. Consulting engineer E. C. Page Consulting Radio Engineers, Washington. Principals include President and Secretary Etta Hoskins Meyer (8.4%) (plus another 85.8% interest as executrix of Estate of P. J. Meyer, deceased, and as trustee for Marietta M. Ekberg Trust, for a total of 94.2% interest controlled by Mrs. Meyer), and Executive Vice President and Treasurer F. E. Fitzsimonds (5.3%). City priority status: Gr. A-2, No. 287.

City priority status: Gr. A-2, No. 287.

FARGO, N. D.—Rudman Television
Co., vhf Ch. 13 (210-216 mc); ERP
59.2 kw visual, 32 kw aural; antenna
height above average terrain 338 ft.,
above ground 374 ft. Estimated construction cost \$258,200, first year operating cost \$127,000, revenue \$168,000.
Post office address c/o Ross K. Prescott, 1430 Life of America Bldg., Dallas
Tex. Studio and transmitter location
10 mi. NW of Fargo. Geographic coordinates 46° 55′ 39″ N. Lat., 96° 59′ 30″
W. Long. Transmitter and antenna GE.
Legal counsel Ross K. Prescott, Dallas,
Tex. Consulting engineer Guy C.
Hutcheson, Arlington, Tex. Sole owner
of applicant is M. B. Rudman, independent oil operator, sole owner of
Rudman Television Co., permittee for
new TV station in Galveston, Tex. [TV
Grants, B*T, Nov. 24], applicant for
TV stations in Minot and Bismarck,
N. D., and 50% owner of application
for TV station in Billings, Mont. City
priority status: Gr. A-2, No. 114.

PORTSMOUTH, Ohio—The Brush-Moore Newspapers Inc. (WPAY), uhf Ch. 30 (566-572 mc); ERP 265 kw visual, 138.6 kw aural; antenna height above average terrain 564 ft., above ground 219 ft. Estimated construction cost \$295,000, first year operating cost \$120,-000, revenue \$90,000. Post Office address 110 Chillicothe St., Portsmouth, Ohio. Studio location 1009 Gallia St. Transmitter location about 2 mi. SW of center of Portsmouth, across Ohio River, at site of WPAY-FM. Geographic coordinates 38° 43′ 21″ N. Lat., 83° 00′ 06″

W. Long. Transmitter and antenna GE. Legal counsel Dow, Lohnes & Albertson, Washington. Consulting engineer A. D. Ring & Co., Washington. Principals include President Roy D. Moore (9.154%), Vice President Joseph K. Vodrey (7.4%), Vice President Thomas S. Brush (2.1%), Secretary-Treasurer William H. Vodrey (8.184%), Assistant Secretary William H. Vodrey Jr. (7.4%), Assistant Treasurer James R. Troxell (no stock interest), William T. Moore (7.116%), Louise Vodrey Boyd (7.4%), Maude S. Brush (20.284%), Jane Moore Hershey (7.114%), Lucile D. Moore (7.0%) and Elizabeth Brown Thompson (4.0%). Applicant also is licensee of WHBC-AM-FM Canton, Ohio, and publishes Portsmouth Times, Canton Repository, Steubenville (Ohio) Herald Star, Marion (Ohio) Star, East Liverpool (Ohio) Review, Salem (Ohio) News and Salisbury (Md.) Times. City priority status: Gr. B-1, No. 19.

News and Salisbury (Md.) Times. City priority status: Gr. B-1, No. 19.

OKLAHOMA CITY, Okla. — KLPR Television Inc. (KLPR), uhf Ch. 19 (500-506 mc); ERP 90.2 kw visual, 48.7 kw aural; antenna height above average terrain 576 ft., above ground 551 ft. Estimated construction cost \$214,916, first year operating cost \$170,500, revenue \$205,000. Post office address 123½ West Commerce, Oklahoma City, Okla. Studio location 128 West Commerce. Transmitter location SE 69th St., 0.15 mi. west of Atcheson, Topeka & Santa Fe Railroad, 0.5 mi. east of KLPR (AM) antenna site. Geographic coordinates 35° 23′ 26″ N. Lat., 97° 29′ 12.5″ W. Long. Transmitter and antenna RCA. Legal counsel William Howard Payne, Washington. Consulting engineer Commercial Radio Equipment Co., Washington. Principals include President Byrne Ross (500/2570), sole owner of KLPR Oklahoma City; Vice President R. Lewis Barton (250/2570), owner of Barton Theatres, Oklahoma City; Secretary-Treasurer Lester E. Johnson (5/2570), vice president of Oklahoma National Bank, Oklahoma City; R. N. Salmon (25/2570), owner of dry cleaning establishment; Hugh Bumpas (5/2570), Baptist minister; Herman Merson (10/2570), Oklahoma City atchesic, Fred M. Farha (150/2570), commercial manager of KLPR, and Monty Wells (150/2570), account executive of KLPR. City priority status: Gr. B-4, No. 194.

ority status: Gr. B-4, No. 194.

AIKEN, S. C.—Aiken Electronics Advertising Corp. (WAKN), uhf Ch. 54 (710-716 mc); ERP 98.7 kw visual, 49.85 aural; antenna height above average terrain 160 ft., above ground 350 ft. Estimated construction cost \$184,500, first year operating cost \$100.000, revenue \$156,000. Post office address c/o John Mare, Station WAKN, Aiken, S. C. Studio and transmitter location on north side of old U. S. 1, east margin of village of Stiefeltown, 3.8 mi, west of business district of Aiken, at point about 250 ft. south of WAKN (AM) tower. Geographic coordinates 33° 33° 11.5" N. Lat., 81° 47° 14" W. Long. Transmitter and antenna RCA. Consulting engineer W. J. Holey, Atlanta, Ga. Principals include President B. T. Whitmire (20%), Vice President Jack Younts (10%), Vice President J. P. Williamson (10%), Secretary-Treasurer John Mare (30%), Oliver Grace (20%) and John Shealy (10%). City priority status: Gr. A-2, No. 700.

(10%). City priority status: Gr. A-2, No. 700.

OLD HICKORY, Tenn.—Life & Casualty Insurance Co. of Tennessee (WLAC Nashville), vhf Ch. 5 (76-82 mc): ERP 100 kw visual, 50 kw aural; antenna height above average terrain 935 ft., above ground 1,009 ft. Estimated construction cost \$855,772, first year operating cost \$515,702, revenue \$461,797. Post Office address 159 4th Ave. No., Nashville, Tenn. Studio location Third National Bank Bldg., Nashville, Tenn. Transmitter location Pennington Bend Road. Geographic coordinates 36° 13' 46" N. Lat., 86° 41' 48" W. Long, Transmitter and antenna GE. Legal counsel Spearman & Roberson, Washington. Consulting engineer A. Earl Cullum Jr., Dallas, Tex. Principals include Chairman of the Board Paul Mountcastle (0.66%), President Emeritus A. M. Burton (0.73%), President Guilford Dudley and Director J. T. Ward. First American National Bank of Nashville and Paul Mountcastle, co-executors U/W Elizabeth S. Young, control or hold 15.7% of applicant. Because rule making which allocated vhf Ch. 5 to Old Hickory has only recently been finalized, FCC has not yet assigned city priority number to that unincorporated village. City priority status for Nashville, Tenn., is Gr. B-4, No. 198.

AMENDED APPLICATIONS

† Indicates pre-thaw application which has been amended (re-filed)

since April 14 and is now amended again.

†PEORIA, Ill.—WIRL Television Co. (WIRL), vif Ch. 8 (180-186 mc); ERP 316 kw visual, 158 kw aural; antenna height above average terrain 991 ft., above ground 875 ft. Estimated construction cost \$673,940, first year operating cost \$552,000, revenue \$584,000. Post office address 921 Central National Bank Bldg., Peoria 2, Ill. Studio location 115 North Jefferson Ave. Transmitter location 0.28 mi. east of center of Groveland. Geographic coordinates 40° 35′ 27″ N. Lat., 89° 31′ 43″ W. Long. Transmitter and antenna RCA. Legal counsel Fisher, Wayland, Duvall & Southmayd, Washington. Consulting engineer Robert Silliman, Washington. [For earlier application, see TV Applications, Br.T., July 14.] City priority status: Gr. A-2, No. 24.

EVANSVILLE, Ind.—On the Air Inc. (WGBF), vhf Ch. 7 (174-180 mc); ERP 316 kw visual, 158 kw aural; antenna height above average terrain 609 ft., above ground 569 ft. Estimated construction cost \$550,000, first year operating cost \$350,000, revenue \$370,000. Post office address 1001 Diamond Ave., Evansville 11, Ind. Studio location 1001 Diamond Ave. Transmitter location on Chandler Road, 1.1 mi. south of Chandler, 10 mi. ENE of Evansville. Geographic coordinates 38° 01' 31" N. Lat., 87° 21' 43" W. Long. Transmitter and antenna RCA. Legal counsel Kirkland, Fleming, Green, Martin & Ellis, Washington. Consulting engineer Robert M. Silliman, Washington. [For earlier application, see TV Applications, B.T. July 7.] City priority status: Gr. A-2, No. 17.

EXISTING STATIONS

Changes Requested

WNBW (TV) WASHINGTON, D. C.—National Bestg. Co., vhf Ch. 4 (66-72 mc). Change to ERP 100 kw visual, 50 kw aural (from 20.5 kw visual, 10.5 kw aural); increase antenna height above average terrain to 499 ft., above ground to 538 ft. (by adding 155 ft. to existing tower). Estimated cost of new transmitter \$73,000, antenna \$102,000, and equipment installation \$75,000; total estimated cost of change \$250,000. total estimated cost of change \$250,000.



Bon Voyage!

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

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More than 18,000 quarter-hour programs have been provided to WNHC Radio listeners by Chamberlains Furniture & Appliance Co. in nearly eight years of uninterrupted broadcasting! Let WNHC teach YOUR advertising dollars more sense.



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

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* Publication dates: BROADCASTING Yearbook, mid-January; TELECAST-ING Yearbook, mid-February.

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1953 BROADCASTING Yearbook

programs promotion premiums



S EVENTY-FIVE years from now it will be possible to hear a portion of a WBAL-TV Baltimore program of Nov. 25, 1952, according to a report from the station. Segment of the Brent Gunts Show was recorded that day by Thomas A. Edison Co. Until 2027, it will be stored in an Edison Time Capsule. Recording is one in a collection being made by the Edison company to reflect taste and customs of present-day civilization.

CHILDREN'S QUIZ SHOW

NEW TV program conducted for and by school children made its debut on WNBK (TV) Cleveland on Nov. 29. Quizdown resembles the old-fashioned "spelling-bee." Groups will be broken into teams of boys versus girls. Questions are being submitted by students of participating schools under supervision of their teachers. High-point winner will receive a Rand-McNally Cosmopolitan Atlas.

SUCCESS STORY BOOKLET

STORY of a successful public service feature presented by WTMJ-TV Milwaukee, has been recorded in booklet form by the station. Booklet tells the story of a Let's Be Good Drivers series which the station presented in cooperation with the Wisconsin Motor Vehicle Department. Copy features a breakdown on the contents of each program and details on planning the series.

MAILING PIECE

CARD listing grocery firms which advertise on WDIA Memphis is being mailed by the station monthly to 561 grocery stores in the greater Memphis area. Copy stress that \$274,000,000 is spent each year "by people who buy these grocery products with confidence because they are advertised on WDIA."

WESTERN MAN'S HERITAGE

ABC RADIO will begin a weekly program series, still untitled, on Dec. 11, 8:30-9 p.m., that will dramatize the heritage of free men in the West. Series will trace the accomplishments of western man from the Middle Ages to the present with stress on America as the hope for civilization of the future.

BULLETIN DISTRIBUTION

DAILY noon news bulletins are being distributed by WKBV Richmond, Ind., to all service clubs, downtown hotels and restaurants. Station points out that the releases are particularly effective because no local newspaper is delivered before 3 p.m.

D-J BIRTHDAY PARTY

STUDIOS at WWDC Washington will be open to the public on Dec. 15 to celebrate the birthday of disc jockey Art Brown who has been on the air in Washington for 17 years. Affair will be tied in with WWDC's Christmas promotion of aid for the old and needy of Washington. Admission to birthday festivities will be a cash donation which will be applied to the station's Christmas Fund.

RE-CHRISTENING CONTEST

SIX Arvin radios are being offered by WTIC Hartford, Conn., on the Juke Box Jingles broadcast in a two-week letter-writing contest to re-christen the daily program. Contestants must present their proposals for the program's new name and reasons for their selection. Winner, who will be chosen on the originality of his suggestion, will receive two radios, an AM-FM table model and a portable, and four runners-up will be awarded table models.

WINS PARIS TRIP

SANDY JACKSON, KOWH Omaha, Neb. personality, has won an all-expense paid trip to Paris in a Jello Pudding contest in which 120 disc jockeys throughout the country participated. In addition to prizes for contestants, the Paris trip was offered to the disc jockey who produced the best results. Mr. Jackson, who came out on top, also receives \$500 for baby sitters and miscellaneous expenses.

WPIX (TV) HELPS POLICE

WPIX (TV) New York has begun showing photographs of New York City's most wanted criminals in an effort to help the police department apprehend them. The photographs are carried as a onceaweek feature of the daily Tomorrow's News program. Viewers are advised to notify the police depart-

ment directly if they have information on any of the criminals.

BOT REPRINTS

REPRINTS of a KCBS San Francisco ad, plugging Paul West's programs, which appeared on the cover of Broadcasting • Telecasting on Nov. 10 are being sent out by that station. Attached note from Arthur Hull Hayes, vice president and general manager, states that "Now that the election's over and done with we can name the San Francisco Bay Area's real favorite—Paul West— . . ." Story of the effectiveness of his broadcasts constitutes the ad.

CANADIAN ELECTIONS

FOR the first time in Canada, municipal elections used television when CBLT Toronto televised talks by candidates for mayor and controllers a few days before the Dec. 1 civic election. The talks were on a sustaining basis, with all candidates given equal time during the one-hour period. Results of the election were televised as they came in from returning officers, with telecasting being done from the editorial rooms of the Toronto Globe & Mail, morning daily. -----

'TOWN HALL PARTY'

KTTV (TV) Hollywood Town Hall Party, sponsored by Brother Bob's furniture and appliance stores in El Monte, Long Beach and North Hollywood, is divided into two half-hour segments separated by another half-hour program. Featured on the Western variety-audience participation show is a "send out" stunt in which a contestant leaves the studio during first half-hour and must complete his assignment by the second segment. Program started Dec. 1 for 26 weeks.

WEEKLY NEWS SHOW

MILK Foundation of Minneapolis—St. Paul has started sponsorship on KSTP-TV of News in Sight each Tuesday afternoon at 12:30 p.m. Newscaster Bill Ingram is handling the program with the aid of film and telephoto pictures. Agency for the account is Nelson-Willis, Minneapolis.



ALEXANDER HEADS Great Plains TV Stations

APPOINTMENT of Clarence G. Alexander, well known TV executive, as general manager of Great Plains Television Properties Inc.



Mr. Alexande

stations, was announced last week by Great Plains President Herbert Scheftel.

The company has grants for new uhf stations in Duluth, Little Rock, and Sioux City, and is applying for one in Springfield, Ill.

Mr. Alexander's immediate responsibility, the announcement said, will be to get all four stations on the air as quickly as possible. He has temporary headquarters in New York.

Mr. Alexander, who most recently has been operations manager of the RHC-Cadena Azul radiotelevision network in Cuba, was with NBC from 1936 to 1942, helping organize that network's TV operations. He returned to NBC-TV in 1946 after wartime service in charge of the Willow Run bomber plant and the Pratt-Whitney engine plant.

He moved to Kenyon & Eckhardt in 1948, serving in the agency's West Coast and New York offices until 1950, when he became director of network operations for Du-Mont TV Network. He resigned that post as of June 1 this year to join the new U. S.-Cuban ownership of RHC as operations manager [B•T, May 17].

Calif. Educational TV

TELEVISION station operators have been invited to participate in a two-day state-wide conference on educational TV called by California Gov. Earl Warren in Sacramento, starting Dec. 15. Julian A. McPhee, president of the California State Polytechnic College, San Luis Obispo, will be general chairman. The conference will consider the possibilities of utilizing 8 uhf channels tentatively reserved for California by the FCC for noncommercial educational use.

book reviews . . .

MODERN PUBLICITY. Edited by Frank A. Mercer. The Studio Publications Inc., 432 Fourth Ave., New York 16. 144 pp. \$8.50.

THIS 22d issue of "art & industry's international annual of advertising art" confines itself to printed media advertising. Therefore, it is of interest mainly to those whose daily pursuit of bread falls within that category. Representative samples of the best advertising art of 27 countries are contained in this beautifully-printed annual. Many of the illustrations are reproduced in color. The book, containing many masterpieces of advertising art, is a masterpiece itself, particularly to anybody interested in advertising lavout.

DESIGNING FOR TV: The Arts and Crafts in Television Production. By Robert J. Wade. Pellegrini & Cudahy, 41 East 50th St., New York 22, N. Y. 216 pp. \$8.50.

THIS BOOK, the first volume in a number of years which covers so thoroughly the field of graphic arts in television, is excellent, as far as it describes all phases of art and design for network television productions is concerned. But it illustrates the Cadillac class of art work and design which may be out of reach of many of the TV outlets now going on the air.

While it is worthwhile to know how the networks stage television shows, it also would have been worthwhile if the author had included tips to the medium or small town television station artist.

The design and construction of elaborate sets for the Show of Shows, NBC-TV operas and other high-budget programs are discussed in detail. Mr. Wade has written from the viewpoint of how NBC does things. The material presented, therefore, is of great educational interest, for it describes very well the birth, planning and production of a television program from the NBC artist's viewpoint.

Commercials, costuming and make-up, and even costs and accounting are reviewed

the NBC station serving greater YOUNGSTOWN, O.
30th population area in U.S.
5,000 WATTS



Duplicating on 50,000 Watts FM

But even with its emphasis on network television, nearly everyone interested in TV will gain know-how from reading the book. And there are more than 200 pictures to show how network productions are staged, how commercials are worked out and good examples of the finished scene, seen by the viewer.

Sylvester L. (Pat) Weaver Jr., NBC vice president in charge of radio and television, wrote the foreword for the book. Mr. Wade, formerly production facilities manager for NBC, is production director for P. J. Rotondo Co.

PARIS IS A NICE DISH. By Osborne Putnam Stearns. Henry Regnery Co., 20 W. Jackson Blvd., Chicago 4. 169 pp. \$3.

MR. STEARNS, who has broadcast under his own name and as "The Food Magician" on various stations, takes a trip to Paris and samples its food. His anecdotes about Paris restaurants and the histories of famous dishes are interesting but not as sprightly as the 100-odd recipes of great French cookery that are provided.

RADIO OPERATING—Questions and Answers. Eleventh edition. By J. L. Hornung and Alexander A. McKenzie. McGraw-Hill Book Co., 330 W. 42d St., New York 36. 557 pp. \$6

THIS "completely rewritten and re-edited" edition answers 1,900 questions on radio law, operating practice and theory for those studying for FCC commercial radio operator examinations of various license grades, including all questions in the FCC Study Guide of Feb. 1, 1951. Questions are grouped in several general topic categories. Diagrams and illustrations are brought up to date.

N.C. EDUCATORS Favor Statewide TV Programs

STATEWIDE television programming of a noncommercial educational nature was favored for North Carolina by a group of 10 college presidents and 12 radio representatives at a Nov. 24 meeting at Chapel Hill, N. C. They felt the ultimate goal should be a statewide TV network, starting with activation of Ch. 4, already allocated to the Greensboro-Raleigh-Durham area.

The group also favored creation of a state educational radio and TV commission. President Gordon Gray, of Consolidated U. of North Carolina, was requested to ask Governor-elect William B. Umstead to name such a commission. President Gray said the university, in case TV program funds became available, would not apply for even one channel unless resources were in sight for at least two years' operation. He lauded TV and radio stations for the "fine cooperation" they have given the university.

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TELECASTING Yearbook



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* Publication dates:

BROADCASTING Yearbook mid-January. TELECASTING Yearbook mid-February.

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IRE MEETING

Pratt Talks on Spectrum

RADIO engineers in vehicular communications must plan carefully in using scarce radio frequencies to the fullest, the Institute of Radio Engineers' Professional Group on Vehicular Communications was told Thursday at its third annual convention banquet at Washington's Hotel Statler.

Haraden Pratt, telecommunications advisor to the President, said fullest use of frequencies is imperative in establishing mobile radio and microwave systems in the vehicular communications field.

Mr. Pratt, a former IRE president, said engineers in the mobile radio field should not only plan operations on a comprehensive engineering basis, but also recognize economic factors related to their systems. He compared present frequency problems with those of a decade ago.

The Wednesday-Thursday sessions featured a dozen reports on mobile radio and microwave by officials and engineers of manufacturing and research organizations in those fields.

The reports at the convention sessions emphasized frequency economy, channel spacing and operations in the spectrum portions now assigned to mobile receiver services and future prospects of operation in uhf and microwave bands.

On Wednesday, Dr. W. R. G. Baker, General Electric Co. vice president and general manager for electronics, depicted mobile radio equipment of the future. Complete membership of the FCC and leading officers of Armed Forces communications branches present for Dr. Baker's talk.

Several manufacturers on Friday demonstrated their equipment in the different bands.

Washington planners for the session were T. B. Jacobs, GE representative; E. L. White, chief, FCC Special and Radio Scrvices Bureau; Fred Albertson and Joseph E. Keller, of Dow, Lohnes & Albertson, attorneys; George P. Adair, former FCC chief engineer, and Granville Klink, WTOP chief and Granville Klink, WTOP chief engineer. Mrs. Christine Jones, of GE's Washington office, supervised the ladies program.

FCC 'HAM' RULES

Modified for Emergencies

THE FCC last Wednesday ordered, effective Feb. 2, modification of Sec. 12.156 of its rules governing the amateur radio service, enabling the Commission to declare a general state of communications emergency in designated areas and to specify amateur frequency bands to be used by amateurs participating in emergency communication.

The FCC prohibited all transmissions within designated amateur emergency frequency bands except those relating directly to relief work, emergency service or operation of amateur radio networks for the handling of such communications.

The Commission also asserted its right to designate certain amateur stations to assist in handling emergency communications, monitoring the designated amateur bands and warning noncomplying stations.

Task of determining frequencies to be used for emergency communication by amateurs in any stricken area was left up to appropriate FCC field offices.

WCSS STOLEN EQUIPMENT Reported in N. C.

FBI agents in North Carolina were on the alert this past weekend for broadcasting equipment stolen from WCSS Amsterdam, N. Y. [B•T, Dec. 1]. An appliance dealer in Marion, N. C., said a man offered some of what he believed to be the material to him at a bargain price Thursday morning. He refused to buy and later checked an advertisement he recalled reading in the Dec. 1 issue of BROADCAST-ING. TELECASTING.

The ad warned prospective purchasers that a Minitape recorder, two Collins remote amplifiers, two RCA mikes, a Magnecorder amplifier and some testing equipment had been stolen from the Amsterdam station on Nov. 21.

Police, FBI agents and WCSS were notified. The North Carolina Assn. of Broadcasters sent a lookout reminder to all stations in the state.



Traffic Safety

JOHN E. SURRICK, vice president - general manager, WFBR Baltimore, said last week that the station has added another aspect to its drive for traffic safety. Working with the Statistics Div. of the Maryland State Police, WFBR gives a daily midnight report of all dead and injured in highway accidents. The announcer concludes each tally with a warning, such "Tomorrow drive carefully. We don't want to add your name to our list." Each Saturday midnight, weekly totals are given; Sundays, monthly figures are aired.

HEART FUND UNITS Headed by Neale, Pryor

ELECTION of J. James Neale, vice president of Dancer-Fitzgerald-Sample, as chairman of the National Radio Committee for the 1953 Heart Fund, and Roger Pryor, vice president in charge of radio and television for Foote, Cone & Belding, as chairman of the Television Committee was announced last week. Serving on committees:

last week. Serving on committees:
Radio—Charles C. Barry, NBC vice
president in charge of programming;
Tom Carson, supervisor of broadcast
media, Benton & Bowles; Frank Coulter Jr., associate media director, Young
& Rubicam; William H. Fineshriber Jr.,
MBS executive vice president; Ernest
Lee Jahncke Jr., ABC vice president;
Hal James, vice president, radio and
television, Ellington & Co.; Nicholas E.
Keesely, vice president in charge of
radio and television, Lennen & Newell;
Stanley J. Keyes Jr., executive vice
president, St. Georges & Keyes Inc.;
Adrian Murphy, CBS Radio president;
Keith B. Shaffer, business manager,
radio-TV department, Erwin, Wasey &
Co., and Frank Silvernail, manager of
timebuying department, BBDO.
Television—Grant Y. Flynn, business
manager, television department, Ruthrauff & Ryan; Sig Michelson, CBS-TV
director of news and public affairs;
Hubbell Robinson Jr., CBS-TV vice
president in charge of network programs; Alexander Stronach Jr., vice
president, ABC-TV; William B. Templeton, director, radio and television,
Sherman & Marquette; J. L. Van Volkenburg, CBS-TV president, and Sylvester L. Weaver Jr., NBC vice president of radio and television networks.

Zenith Addition

ZENITH Radio Corp., Chicago, will spend an estimated \$3 million on construction of 300,000 feet of additional floor space at its main plant. New building, to be used for packing and shipping, will be erected adjacent to the west end of the plant. Although no starting date has been set, completion is slated for late 1953, according to Hugh Robertson, executive vice president.

'Mankind' Series

NATIONAL Assn. of Educational Broadcasters will present a 13-week series, The Ways of Mankind, for broadcast over member stations of the NAEB network, starting Sunday. The series, which is financed under a \$300,000 grant from Ford Foundation's Fund for Adult Education, will seek to explore cultural forces in other parts of the world.

KOB'S 770 KC

WBZ Asks SSA Rehearing

WBZ Boston, owned by Westinghouse Radio Stations Inc., last week asked FCC for rehearing of its Nov. 3 order calling for a hearing on the grant of special service authorization for KOB Albuquerque, N. M., to operate on 770 kc [B•T. Nov. 10].

WJZ New York had earlier asked FCC to reconsider its Sept. 30 action further extending the special service authorization of KOB to operate on WJZ's clear channel, 770 kc [B.T, Nov. 3, Oct. 6]. WJZ had asked FCC to end the 11-year "temporary" tenure of KOB on 770 kc by requiring it to return to 1030 kc, the WBZ frequency, its licensed channel on which it has not operated.

Westinghouse was made a party to the KOB hearing by the Commission. A pre-hearing conference was held Nov. 20 before Examiner James D. Cunningham. Westinghouse asked FCC to reconsider and reverse its Nov. 3 action "insofar as they find that the petition of ABC, filed Oct. 21, 1952, meets the specific requirements of Sec. 309 (c) and order a hearing upon the application of KOB for extension of special service authorization.

In case the relief asked by Westinghouse is denied, it then requests FCC to reconsider its Nov. 3 order insofar as it orders Westinghouse to be made a party to the hearing on extension of KOB's special service authorization on Dec. 10, 1952.

It is stated that if the Commission wants Westinghouse to take part in a hearing involving KOB, "the only appropriate hearing is that requested by Westinghouse on Feb. 14, 1941, to the temporary continuance of which Westinghouse consented only on the Commission's assurance that the assignment of KOB to 1030 kc was a temporary expedient and that permanent assignment of KOB to a satisfactory frequency would be effected as soon as possible. The Commission should now carry out that promise and, if it is to hold any hearing to which Westinghouse is to be made a party, that hearing should concern itself with the problem of determining the frequency to which KOB is to be assigned permanently."

Looking for Radio & **Television Technicians?**

RCA Institutes, Inc., graduates students at regular intervals, as technicians, operators and laboratory aids. Our men graduate with a first class Radio-Telephone License, Call on us for your technical personnel needs.

Write to: PLACEMENT MANAGER



BNF HONORS

Five Aiding Agencies

BRAND Names Foundation Inc. honored five advertising agencies at a luncheon in New York Thursday for their services since 1949 in bringing the "story back of brands" to an estimated five million consumers a day. Those receiving plaques of appreciation

H. Paul Warwick, president of Warwick & Legler, New York, volunteer agency for the Foundation's 1952 media campaigns; Rudyard C. McKee, vice president of McCann-Erickson, New York, volunteer agency for 1951; Maurice Needham, president of Needham, Louis & Brorby, Chicago, and Bernard C. Duffy, president of BBDO, New York, the two agencies which served in 1950; and J. L. Johnston Jr., vice president of Lambert & Feasley Inc., New York, which helped prepare the 1949 campaigns.

Presentations were made by John W. Hubbell, Foundation's chairman of the board and vice president of the Simmons Co., New York, and Frank White, treasurer of the Foundation and NBC vice president. Mr. Hubbell noted that since 1949, some 1,800 radio stations in the U.S. and Canada have been contributing time to broadcast institutional spot announce-ments on an average of three times a week.

Mr. Hubbell announced that the Foundation's 1953 media campaigns will be ready in two weeks, with ads built around the theme: "Name Your Brand—Better Your Brand of Living." The volunteer advertising agency, which will prepare advertisements for the 1953 campaigns, is Hewitt, Ogilvy, Benson & Mather.

Rosner's New Duties

BENNETT S. ROSNER, advertising manager for RCA Custom Record Sales, has been given additional responsibilities as manager of advertising services for the RCA Victor Commercial Record Dept. In his new post he reports to W. I. Alexander; in the custom record sales post he reports to James P.

ZIV MERCHANDISING FOR LOCAL SPONSORS

PLANS for comprehensive merfree.

chandising campaigns aimed at revitalizing radio advertising for local sponsors were announced for release today (Monday) by the Frederic W. Ziv Co. First clients to benefit will be those sponsoring Freedom, U.S.A., transcribed radio series starring Tyrone Power.

Frederic W. Ziv, president, said "the days are over-if they ever really existed-when a business man could buy a radio program, then sit back and watch the customers break down his door.

"But there is still nothing wrong with radio for advertisers who understand that you only get out of a plan what you put into it-in the way of planning, promotion, and energy. Radio is moving millions of dollars of goods for advertisers who know how to merchandise their programs.

"We intend to prove that, properly and skillfully merchandised and promoted, there is no more effective advertising medium than

Comprehensive Drive

Mr. Ziv added that this campaign will "not mean a few dozen on-the-air announcements" "tools that will provide a hardhitting campaign for small businessmen to create a larger audience for his radio program." He said the promotion, based on the "I Like America" theme, is geared to benefit both large and small markets.

Even sponsors of the Power show in the smallest markets will receive a minimum of 1,500 posters, Mr. Ziv explained. Suggestions from Ziv will point out to sponsors that posters, calling attention to the program and the sponsor's product, will be placed on store windows and inside the stores. In addition, Ziv will supply hats and display buttons for the sponsor's salesmen to wear when he makes contact with dealers.

In the largest markets, Mr. Ziv added, his company will provide more than 40,000 promotion pieces

According to Leo Gutman, advertising director for the Ziv companies who is directing the campaign, the outstanding promotion piece probably is a printed copy of the U. S. Constitution. Some 21/2 million copies of the Constitution have been distributed in the past two weeks, Mr. Gutman said.

Other aids in the campaign, Mr. Ziv pointed out, will be recorded public announcements by Mr. Power and Edwin C. Hill, narrator of the program; spot announcements by Mr. Power and Mr. Hill, inviting listeners to tune in to Freedom, U.S. A. and a complete instruction manual on how to tie in with local campaigns of recorded station-break announcements.

WDRC OBSERVES 30th Anniversary Week

WDRC Hartford, Conn., is setting aside this week to commemorate its founding 30 years ago, Dec. 10, 1922, by Franklin M. Doolittle, WDRC-AM-FM president. Mr. Doolittle built the station's first transmitter and microphone and, WDRC claims, is the inventor of binaural broadcasting.

Mr. Doolittle participated in early FM experiments with Maj. Edwin H. Armstrong, who was responsible for FM's early development. WDRC, which calls itself Connecticut's pioneer station, says WDRC-FM was the first individually-owned commercial FM station on the air. WDRC General Manager Walter Haase has been with the station since 1924.

Fay N. Seaton

FAY N. SEATON, 70, who extended his newspaper and radio holdings to four states, died last Wednesday in Manhattan, Kan. Editor and publisher of the Manhattan (Kan.) Mercury-Chronicle, Mr. Seaton was the father of Sen. Fred M. Seaton (R-Neb.), who leaves his Senate seat next month. Sen. Seaton's holdings in radio are KHAS Hastings, Neb., and KMAN Manhattan and KGGF Coffeyville, both Kan. The elder Seaton, born in Champaign County, Ill., came to Kansas with his parents in a covered wagon in 1882. He eventually built up his publishing and radio interests in the states of Kansas, Nebraska, South Dakota and Wyoming. Another son, Richard M. Seaton, publishes the Coffeyville Journal.

DIRECTORS of Seiberling Rubber Co., Akron, Ohio, have declared quarterly dividends on common and pre-ferred stocks. Payable Dec. 20 to stockholders of record Dec. 5 is a 25-cent dividend on common shares.

INTERCULTURE AID

Hayes Says of Radio-TV

RADIO and video, by presenting the life and flavor of groups within the community, become powerful aids to intercultural education, John S. Hayes, president of WTOP-AM-FM-TV Washington, told a conference on "Community Responsibility for Intergroup Understanding" last Thursday.

Addressing the group in Washington under auspices of the Citizens' Committee on Intercultural Education in Greater Washington, Mr. Hayes cited examples of programs which help intercultural understanding.

These included Life With Luigi, story of an Italian immigrant; The Goldbergs, story of a Jewish family, and Mama, about an immigrant Norwegian family. The Eternal Light, Lamp Unto My Feet and The Catholic Hour were cited in the religious field. Omnibus, new CBS-TV show underwritten by the Ford Foundation, was described as a milestone in American cultural life.

"Radio and television already have contributed a great deal to intercultural understanding," Mr. Hayes said, predicting that "If our performance in the next 20 years duplicates our performance in the past two decades, radio and television will more than justify themselves."

'Hit Parade' Dropped

AMERICAN Tobacco Co., N. Y. (Lucky Strike cigarettes), dropping its Hit Parade on NBC radio (Fri., 8-8:30 p.m.), has signed to sponsor Horace Heidt show on CBS Radio (Thurs., 10-10:30 p.m.) starting Jan 1. Hit Parade has been on air since 1935. Agency: BBDO, N. Y.



SUCCESS STORY

Account: Merchandise: Advertising: Merchandise Sold: Advertising cost: Merchandise sales: Advertising cost ratio:

Department store Plastic garment bags 2 radio announcements 144 garment bags \$7.11 \$144.00 4.9%

WHIZ · Zanesville NBC in Southeastern Ohio

4 Reasons Why The foremost national and local advertisers use WEVD year after year to reach the vast Jewish Market of Metropolitan New York 1. Top adult programming 2. Strong audience impact 3. Inherent listener loyalty 4. Potential buying power Send for a copy of "WHO'S WHO ON WEVD" Henry Greenfield, Managing Director WEVD 117-119 West 46th St., New York 19

Film Report

(Continued from page 86)

Charlotte Freeze, Dallas, Tex., one 20-second film through Tracy-Locke Co., Dallas.

Dudley Television Corp., Beverly Hills, has completed 25-minute film, Flight to California, for Trans-World Airlines, New York, for TV release.

Distribution . . .

High Definition Films, London, England, is negotiating for distribution of British TV films in Canada and the United States. The films are especially made low cost movie productions using as many as three electronic cameras simultaneously. According to Norman Collins, managing director of High Definition Films, this allows the making of a finished 30-minute film in one shooting instead of taking a week or 10 days to do it. The films will make cheap TV production possible in smaller centers, according to Mr. Collins. He claims advantages from a technical standpoint to include viewing of all rehearsals on a screen, watching the actual picture on the electronic screen during taking of the picture by production staff, and allowing all editing to be done while actual taking of picture is being done. Production is to start at London next January. Mr. Collins was formerly controller of





ON HAND for ceremony during which RCA Victor gave 25 TV receivers to District of Columbia schools [B.T, Dec. 1] are (I to r): Henry G. Baker, vice president-general manager, RCA Victor Home Instruments Dept.; William J. O'Connor, president, Southern Wholesalers Inc.; FCC Comr. Rosel Hyde; C. Melvin Sharpe, president, D. C. Board of Education; Dr. Hobart M. Corning, superintendent of D. C. schools, and Eugene E. Juster, general manager, WRC WNBW (TV) Washington.

TV for the British Broadcasting

Consolidated Television Sales, Hollywood, has acquired distribution rights to half-hour TV film version of "A Christmas Carol" from Tableau Television Ltd., that city. The program is narrated by Vincent Price and features Taylor Holmes and the Mitchell Boys Choir.

Production . . .

Dougfair Corp., Los Angeles, is completing the first six half-hour films in the NBC-TV Douglas Fairbanks Presents series, currently in production in London. Liebmann Breweries Inc., Brooklyn (Rheingold Beer), will sponsor the series in New York area. Agency is Foote, Cone & Belding Inc., N. Y. Phillips Petroleum Co., Bartlesville, Okla., will sponsor it in the South and Middle West. Agency is Lambert & Feasley Inc., New York.

Random Shots . . .

Novel Films Inc. has been formed to produce integrated film programs for television, with J. Milton Salzburg as president, Frank Soule, vice president, and Jack H. Rosner, treasurer. The first series will consist of 13 stories from literary classics and is scheduled for release early next year. Novel Films headquarters: 1501 Broadway, New York.

Caribbean Pictures has been formed by Raoul Walsh, motion picture director, and Robert Newton, film star, to produce two half-hour TV film series, based on the characters of Long John Silver and Capt. Blackbeard. Production will start shortly after first of the year in the West Indies.

Italian Films Export, New York, has established a television department under the direction of Ralph Serpe to represent Italian producers in developing co-production transactions with American television producers. The firm also is planning to create its own package shows for American distribution, Mr. Serpe said.

Vitapix Corp., new television film firm headed by Robert H. Wormhoudt, has opened headquarters at 509 Madison Ave., New York. West Coast office is at 5540 Sunset Blvd., Hollywood, where William F. Broidy is vice-president in charge of production.

Film People

Alex Leftwich has been named di-

rector of television for the Jam Handy motion picture studio, Detroit. He has directed Lilli Palmer, Faye Emerson and Ilka Chase, and TV programs including Toast of the Town, This Is Show Business

Mr. Leftwich and Robert Q. Lewis.

Robert Godwin, free lance photog-

rapher, Hollywood, to John S. Nash Productions, that city, as head of the sales department.

Cleo McCartney, head of auditing department, Horace Heidt Productions, Hollywood, to Filmcraft Productions, that city, as head of the accounting department. * * *

Irving Starr, motion picture producer, joins Screen Gems Inc., Hollywood, as alternate producer with Jules Bricken on NBC-TV Ford Theatre film series.

Jack Ishmole, manager of sales promotion and bookings for Peerless Television Productions, New York, named account executive.

GUILD FILMS CUTS

Distribution Rates

GENERAL reduction in prices up to 20% on all TV film series distributed nationally by Guild Films Inc. has been announced by Reub Kaufman, firm president.

Retroactive to Oct. 15, 1952, the rate reduction "is geared to next year's expected increase in the number of operating TV stations," he said.

Belief that "lowered program costs at this time will facilitate the entry into video of many sponsors who, otherwise, would be unable to enter into this pay-off adver-tising medium" is behind Mr. Kaufman's decision.

"Smaller profits per unit can be made up by large volume sales and distribution," he said.

Already being shown throughout the country are such Guild-distributed TV film series as "Invitation Playhouse," "Close-Up," "Lash of the West," "Call the Play" plus "Guild Sports Library" and "Guild Film Library."

MARY MARGARET MeBRIDE, ABC radio commentator; Arlene Francis, TV personality, and radio and TV actress Lilli Palmer named "Key Women of the Year" in radio, television, and stage and screen, respectively, by fashion division, Federation of Jewish Philanthropies.



225 W. Ohio St., Chicago 10, III.

KXLY-TV WINS

Judge Okays Station Site

RIGHT of KXLY-TV Spokane, Wash., to construct and operate its facilities atop 6,000-foot Mt. Spokane was upheld last Monday by Acting Superior Court Judge Ed B. Powell, Spokane. The station hopes to take the air by Christmas.

While this is a state, rather than a federal case, it does set precedent because it is the first known case in which location of a broadcast transmitter on Government property has been contested. It had been watched with great interest in official quarters in Washington, since the FCC is bending every effort to expedite the licensing of new TV stations, notably in markets, such as Spokane, which have no existing service.

In a memorandum opinion Judge Powell ruled the State Parks & Recreation Commission was within its authority in leasing such a site to KXLY-TV. Station owners are Symons Broadcasting Co., 50%, and Harry L. (Bing) Crosby, 47.6%. The Symons firm is owned by E. B. Craney (49.6%), John L. Wheeler (16.3%) and Lulu M. Wheeler (33.23%).

Television-Spokane Inc. (KNEW) and Mr. and Mrs. Sydney Streeter, owning land on Browne's Mountain which Television-Spokane Inc. had under option to buy, were plaintiffs in a suit asking the court to void the lease agreement [B•T, Nov. 3, Oct. 27]. Former Sen. Clarence C. Dill represented KXLY-TV in the action.

Judge Powell pointed out that public conception of a park has changed in the last century: He said, "The idea that a park is a place for peaceful contemplation has yielded to the conception that a park is the place for recreation and amusement. If members of the park commission feel that television and radio facilities will appeal to the public generally, then they are within the province of the law."

No Specifying Law

The court found nothing in the law specifying that park benefits had to be confined to those actually in the park, noting the mountain could be viewed for a distance of 30 miles around the park by many more people than make the trip to the summit.

Judge Powell said the TV towers "may appear to be objects of beauty to persons with the mechanical and esthetic qualifications to judge." He compared TV towers with ski lifts and runways which appear to be blemishes to an older generation, whereas, they are attractions "to the young and vigorous addicts of that sport."

Concluding, Judge Powell observed the state had the right to gain a profit from the TV lease, holding that although parks were not intended primarily as revenue sources "the implication is clear"



FRED WEBER (I), president, WFPG-AM-FM-TV Atlantic City, N. J., signs to affiliate the TV outlet with NBC-TV. Looking on is Thomas E. Knode, manager, NBC station relations. WFPG-TV is slated to make its debut Dec. 20 [B•T, Dec. 1].

that the state can benefit by leasing concessions.

KXLY-TV has completed a concrete building at the mountain site, with tower erected and electronic gear unpacked and in process of erection. A microwave beam will carry the signal from Spokane, 25 miles away, with radio-telephone connection. The station will operate on Ch. 4.

Television - Spokane Inc. is an applicant for Ch. 2, as is Louis Wasmer. The competing applications are slated for hearing. Principals in Television-Spokane Inc. are Burl C. Hagadone and Harry Henke. Mr. Hagadone heads Inland Empire Broadcasting Co., operating KNEW. KHQ-TV Spokane has a grant for Ch. 6.

THEATRE TV

Bendix Plans C-C Cast

TREND toward industry use of closed circuit theatre television became more pronounced last week when Bendix Home Appliances Div., Avco Mfg. Corp., said it will utilize this medium Dec. 30 to introduce a new product in more than 40 key cities.

James Lees & Sons, Bridgeport, Pa., carpet manufacturer, plans its national sales conference today (Monday) via theatre TV [B•T, Nov. 3].

Bendix and Teleconference Inc., New York, announced jointly that their one-hour program will originate in the Garrick Theatre, Chicago, and will be viewed by an estimated 100,000 company distributors, dealers, salesmen and guests.

Judson S. Sayre, Avco vice president and general manager of Bendix, said theatre TV possesses "unlimited opportunities" for presenting new appliances "to the best possible advantage."

Teleconference has arranged with United - Paramount Theatres Inc., Warner's, Loew's, RKO, Fabian and others to carry the program in theatres throughout the country.



fCC actions



NOVEMBER 27 THROUGH DECEMBER 5

CP-construction permit DA-directional antenna ERP-effective radiated power STL-studio-transmitter link synch. amp.-sychronous amplifier vis.-visual

ant.-antenna D-day N-night aur.-aural

cond.-conditional LS-local sunset mod.-modification trans.-transmitter unl.-unlimited hours CG-conditional grant

STA-special temporary authorization SSA-special service authorization

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

December 1 Applications . . .

ACCEPTED FOR FILING

WLCS Baton Rouge, La.—License for CP, which authorized changes in existing AM.

KEUN Eunice, La.—License for CP, which authorized new AM.

WBBB Burlington, N. C.—License for CP, which authorized power increase.

KBWL Blackwell, Okla.—License for P. as mod., which authorized new

WEVA Emporia, Va.—License for CP, which authorized new AM.

KTNT Tacoma, Wash.—License for CP, as mod., which authorized new AM.

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insist on

ANTENNA

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ELECTRICAL TOWER SERVICE

THERE'S NO FINER SERVICE AVAILABLE ANYWHERE!

AVAILABLE ANYWHERE!

Entrust this very Important project to ETS who has the experience, equipment and skilled werkmen to Insure a QUALITY jeb. ETS has erected hundreds at AM, FM, TV, and microwave towers from coast to coast ... have satisfied customers everywhere who vouch for their enviable record of dependability and quality workmanhlp. Save money, time, and headaches by INSISTING that ETS de the jeb. Write, phone, or wire direct, or have your contractor or supplier contact us.

FREE brochure gladly sent on request.

Change DA System WSCR Scranton, Pa.-CP to make changes in DA system.

AM-1340 kc

WMAW Menominee, Mich.—Mod. CP, as mod., which authorized new AM, to increase power from 100 to 250 kw-

AM-770 kc

KOB Albuquerque, N. M.—Mod. CP, as mod., to change from 1180 to 770 kc. AMENDED to change officers, stockholders and directors.

License Renewals

Following stations request renewal

KBTA Batesville, Ark.; KATY San Luis Obispo, Calif.; WOOK Washing-ton, D. C.; KDMO Carthage, Mo.; WOXF Oxford, N. C.; WFIG Sumter, S. C.; WLDY Flambeau, Wis.

December 2 Decisions . . .

BY BROADCAST BUREAU

License Granted

KWSK Pratt, Kan.—Granted license covering new AM; 1570 kc, 250 w-D. KIJV Huron, S. D.—Granted license covering change in trans. and studio

locations.

WIMO Winder, Ga.—Granted license covering new AM; 1300 kc, 1 kw-D

WTOP-FM Washington, D. C.—Granted license covering changes in existing FM; 96.3 mc (Ch. 242); 20.5 kw; ant. 390 ft.

WJOI-FM Florence, Ala.—Granted license covering CP as mod.

WCPS-FM Tarboro, N. C.—Granted license covering new FM station; Ch. 282; 7 kw.

282; 7 kw.

WCPO-FM Cincinnati, Ohio—Granted license covering changes in licensed station; Ch. 286; 12.5 kw.

WEHS (FM) Chicago, III.—Granted license covering changes in licensed station; Ch. 250; ERP 21 kw.

KXEL-FM Waterloo, Iowa—Granted license covering changes in licensed station; Ch. 289; 8.5 kw.

Change Name

WAFM-TV Birmingham, Ala.—Granted mod. license to change corporate name to The Television Corp.
WAPI Birmingham, Ala.—Granted mod. license to change name to The Television Corp.

Change Antenna System

KREI Farmington, Mo. — Granted mod. CP to make changes in ant. system; engineering condition.

Change Tower Location

WPTX Lexington Park, Md.—Granted mod. CP to change tower location.

Modification of CP

Modification of CP
WSPN Saratoga Springs, N. Y.—
Granted mod. CP for approval of ant.,
trans. and studio location.
WNBK (TV) Cleveland, Ohio—
Granted mod. CP to change facilities
in TV station from ERP 87 kw visual,
44 kw aural, to 100 kw visual, 50 kw
aural; antenna 1,000 ft.
KRCH Hot Springs, Ark.—Granted
mod. CP for approval of ant., trans.
location and to specify studio location.
KCHE Cherokee, Iowa—Granted mod.
CP for approval of ant., trans. location; to specify studio location and
change type trans.; condition.

Extension of Completion Date

Extension of Completion Date

WJBK Detroit, Mich.—Granted mod. P for extension of completion date 6-9-53. to 6-9-53.

WMRN Marion, Ohio—Granted mod.

CP for extension of completion date to 3-9-53.

Granted STA

WSLS-TV Roanoke, Va. — Granted STA to operate TV station on commercial basis for period ending May 10, 1953, on Ch. 10.

WHAS-TV Louisville, Ky.—Granted CP to make changes in facilities of existing station to change from Ch. 9 to Ch. 11; ERP 316 kw visual; 158 kw aural; antenna 490 ft.

WRHT Griffin, Ga.—Granted mod. CP for approval of ant., trans. and studio locations.

ACTIONS ON MOTIONS

By Commissioner Robert T. Bartley

Chief, Broadcast Bureau—Granted petition for extension of time to determine whether to file reply to petition for consolidation of TV applications for Superior and Duluth and waiver of procedural rules; time for waiver of procedural rules extended to and including Dec. 1.

cluding Dec. 1.

KXL Broadcasters, Portland, Ore.—
Granted petition to dismiss without prejudice TV application for Ch. 6.

By Examiner Basil P. Cooper

Tampa Television Co., Tampa, Fla.—Granted motion to admit Michel G. Emmanuel to Bar of Commission prohoc vice for purpose of taking depositions beginning Dec. 8 in Tampa, re applications for TV Ch. 13 by Tampa Tele. Co., et al.

By Examiner Elizabeth C. Smith

Oregon Television Inc., Portland, Ore.—By memorandum opinion and order granted petition to amend application for TV Ch. 13, to show change in by-laws and other corporate changes.

in by-laws changes.

Mt. Hood Radio & Television Bestg.

Corp., Portland, Ore.—Granted petition for continuance of consolidated hearing on applications for TV Ch. 6 from Dec. 1 to Dec. 10 in Washington.

By Examiner William G. Butts WSTR Sturgis, Mich.-Granted peti-

AUSPICIOUS START **WEVA Spadework Pays Off**

SPADEWORK before the station went into operation on the part of Harris L. Umstead gave WEVA Emporia, Va., an enviable start.

During four weeks prior to WEVA's taking the air Nov. 4, Mr. Umstead-at that time the entire sales staff-visited businesses, clubs and mingled wherever there was a group. "In short," relates Mr. Umstead, "I made it a point to be seen and heard as often as practicable within good taste."

On opening day, WEVA, a 250 w AM-FM operation owned by the Stone Broadcasting Corp., went on the air with better than \$5,600 a month in signed time sales. Several programs sold were from the AP wire, it was noted.

tion to amend application to request 250 w-unl., 1240 ke instead of increase in D power from 500 w to 1 kw on 1460 kc. Application as amended was removed from hearing docket.

moved from hearing docket.

James Gerity Jr., Pontiac, Mich.—Ordered that hearing on application of Gerity for new station on 1460 kc, 500 w-unl., scheduled for Nov. 28, be continued without date, subject to further order scheduling definite date for hearing, either upon Commission's or Examiner's own motion or upon appropriate motion being duly filed by any party to this proceeding or by Chief of Broadcast Bureau.

Kendrick Beste, Co. Inc., Harrishurg.

Kendrick Bestg. Co. Inc., Harrisburg, Pa.—Granted motion for continuance of consolidated hearing on application and that of Rossmoyne Corp., from Dec. 1, 1952 to Jan. 5, 1953.

By Examiner Thomas H. Donahue

Sacramento Telecasters Inc., Sacramento, Calif.—By memorandum opinion and order granted petition to amend application for TV Ch. 10, to specify different type ant., and other changes.

By Examiner Herbert Sharfman

Head of the Lakes Bestg. Co., Superior, Wis.; Red River Bestg. Co. Inc., Duluth, Minn.—Ordered that hearing on applications for TV Ch. 3, now scheduled for Dec. 17, be continued to Feb. 17, 1953, in Washington.

By Examiner Fanney N. Litvin

The Brush-Moore Newspapers Inc., Stark Bestg. Corp., Canton, Ohio-Granted joint petition for continuance of hearing on applications for new TV stations on Ch. 29, from Dec. 8 to Jan. 12, 1953.

By Examiner Annie Neal Huntting

KTRM Inc.—Beaumont, Tex.—Granted petition to amend TV application for Ch. 6, to show changes in stock ownership, etc.

December 2 Applications . . .

ACCEPTED FOR FILING

Modification of CP

WLSH Lansford, Pa.—Mod. CP, which authorized new AM, for approval of ant., trans. and studio location and change type trans.

License for CP

KTFS Texarkana, Tex.—License for CP, which authorized change in trans. and studio location.

License Renewals

Following stations request renewal

WBIW Bedford, Ind.; WJMB Brook-haven, Miss.; WAML Laurel, Miss.; KCMO Kansas City, Mo.; WHAP Hope-well, Va.; KOWB Laramie, Wyo.

TENDERED FOR FILING Modification of License

WNPT Northport, Ala.—Mod. license to designate main studio location at Tuscaloosa, Ala., instead of Northport.

Change Hours of Operation

KCHJ Delano, Calif.—CP to change hours of operation from D to unl.; change power from 1 kw-D to 1 kw-N, 5 kw-D; change type trans. and install DA-DN.

Change ERP

KNX-FM Hollywood, Calif.—CP to change ERP to 71.5 kw; type ant. to Andrew 1308, 8-bay; change trans. location to approx. 1 mi. WNW Mt.

SERVICE DIRECTORY

Custom-Built Equipment U. S. RECORDING CO.

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

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AM . FM . TV . Complete Installations

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Portland 11, Oregon

COMMERCIAL RADIO MONITORING COMPANY

PRECISION FREQUENCY MEASUREMENTS Engineer on duty all night every night

JACKSON 5302

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Kansas City, Mo.

VACANCY

YOUR FIRM'S NAME in this "vacancy" will be seen by 15,500 readers—sta-tion owners and managers, chief en-gineers and technicians—applicants for AM, FM, Television and facsimile

Page 94 • December 8, 1952

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P. O. BOX 1205 . PEORIA, ILL. . PH. 3-9846

Competent installation and erection of all types towers and antennas

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APPLICATION RETURNED

License Renewal WJMA Orange, Va.—RETURNED application for renewal of broadcast license.

APPLICATIONS DISMISSED

AM-1280 kc
WANA Anniston, Ala. - Mod. CP,
(Continued on page 99)

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Payable in advance. Checks and money orders only.

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

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

No charge for blind box number. Send box replies to Broadcasting • Telecasting, 870 National Press Bldg., Washington 4, D. C.

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

Help Wanted

Managerial

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.

Manager wanted for small city station in Midwest. Good area, excellent possibilities. Opportunity to buy substantial interest. Send full information on past record, photo, financial status and all other pertinent information. Box 154S, 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.

Southern California. Large, active market. Independent wants aggressive salesman with successful record in competitive market. Salary, bonus, advancement. Send photo and resume to Box 1495, BROADCASTING. TELE-CASTING.

Salesman for local accounts. Salary plus commission. Good market. Texas ABC station. Box 203S, BROADCAST-ING • TELECASTING.

Experienced, radio time salesman. Starting pay \$100.00 weekly, must have car, experience, references. Contact Manager KCHJ, P. O. Box 262, Delano, California.

Nebraska. Radio time salesman wanted for position at KCOW, Alliance, Ne-braska. Prefer young married man with car. Opportunity for advance-ment.

Salesman who can announce and who doesn't mind hard work and long hours when necessary. \$91.50 for 6 day week if you know your business. Mail complete qualifications, references and disc to Jim Duncan, KSIL, Silver City, New Mexico.

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.

Somewhere there's a clever, experienced DJ with the maturity, experience and personality to carry a three hour early morning block on a major market indie in the Northwest. We want him! Man selected will get personal promotion; will operate on contract. Send tape, complete resume. This ad is meant to attract a thoroughly seasoned DJ who is ready for a major market "break." Box 187S, BROAD-CASTING • TELECASTING.

North Carolina. Full time independent. Program Director - announcer. Must have ability and experience. Good salary for someone who can produce. Box 193S, BROADCASTING • TELE-CASTING.

Opening for staff announcer some experience required. Box 201S, BROAD-CASTING • TELECASTING.

Newscaster plus regular announcing shift. Permanent. Texas location. Tell all. Box 202S, BROADCASTING • TELECASTING.

Help Wanted (Cont'd)

Aggressive Southeastern independent needs experienced, versatile, quality announcer. January opening. Must be capable board operator. Semi-rural area that offers "better-than average" living and working conditions. Automobile desirable. Send tape, photo, resume. All material will be returned. Box 206S, BROADCASTING • TELE-CASTING.

Independent station in city over 100,-Independent station in city over 100, 000, South, needs announcer-engineer with first class ticket. Starting salary \$1.60 per hour, minimum 40 hour week. Must be good. Talent and other opportunity to make money. Write full details first letter. Box 207S, BROAD-CASTING • TELECASTING.

Morning disc and newsman. Some experience necessary. Box 209S, BROAD-CASTING • TELECASTING.

Wanted—Experienced announcer-copy-writer, 5,000 watt CBS affiliate, \$78.00 per week. Give complete details first letter. Box 215S, BROADCASTING TELECASTING

Wanted—Announcer deejay—emphasis on personality. 5,000 watt Southern station. Above average pay this locale. Submit resume, audition, disc or tape together with date available. Box 218S, BROADCASTING. • TELECASTING.

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

Experienced combo man with executive ability to advance to manager. Also chief engineer with new installation ability. Only permanent applicants desired. KCRE, Crescent City, California.

First class ticket, engineer-announcer. No training necessary either field. Tele-phone collect, 875, Raton, New Mexico, KRTN, Brown.

Good combo man needed by South-west CBS affiliate. \$91.50 for 6-day week if you know your business. Mai complete qualifications, references and disc to Jim Duncan, KSIL, Silver City, New Mexico. disc to Jim I New Mexico.

Immediate opening—Two announcer-engineers with first class license. Salary \$60.00-\$65.00 for 40 hours to start. Send full information first letter, plus disc. WDEC, Americus, Georgia.

Help wanted: Combination man. Heavy on announcing. Small station. Small resort town, \$80.00. Forty Hour week. For details, call collect. Telephone Number 65, WKAM, Warsaw, Indiana. Immediate opening—Experienced announcer. Permanent position. Disc or tape, photo first letter. WMLT, Dublin, Georgia.

Immediate opening at growing central Florida independent for announcer with first phone, opportunity to do selling too. Send complete details on background. WPLA, Plant City, Florida. Live wire independent needs personality staff announcer. Pay commensurate with ability. Contact WVSC, Somerset, Pennsylvania.

Combination announcer-engineer, first class ticket. Permanent. WWGS, Tif-

Technical

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

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

Florida. First class engineer. No experience necessary. Box 116S, BROAD-CASTING • TELECASTING.

Help Wanted (Cont'd)

First class operator, preferably with experience and capable of assuming duties of chief in setting up maintenance schedule, handling proofs of performance, etc. 250 watt network affiliate in beautiful Shenandoah Valley. Send complete details including salary requirement, experience, etc, to Box 196S, BROADCASTING • TELECASTING.

North Carolina. Engineer-announcer with emphasis on announcing, 40 hour week. Top salary. Box 200S, BROAD-CASTING • TELECASTING.

Chief engineer to announce approximately 20 hours weekly net station. Ideal living conditions. Start \$80.00. Inquire KLEA, Lovington, New Mex-

Combination man. Better than average pay for dependable man with a good radio voice. Friendly town of twenty thousand, ideal for family man. Contact Mr. Herbert Lee or Mr. Palmer Dragsten, KDHL, Faribault, Minnesota.

Engineer with first class ticket wanted immediately. Experience not entirely necessary. Good pay. Ideal place to live. WBBO, AM and FM, Forest City, North Carolina.

First class engineer studio transmitter. Work \$57.50, 40 hour week. Experience desirable. not necessary. WCEM, Cam-bridge, Md. Phone 1580.

Operator with first class license. No experience necessary. WEAV, Plattsburg, New York.

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

Combo man, first phone, \$250.00 to \$300.00 month for good voice, 1,000 watts. WIVY, Jacksonville, Florida.

Combination engineer-announcer wanted immediately. Send full details and audition in first letter. Call 1220 if close, Radio Station WMFC, Monroeville, Alabama.

Immediate opening—Experienced engineer-Chief's job open. WMRI, Marion, Indiana.

Engineer present AM-FM. Building TV. Excellent opportunity to learn all phases. Car required. Phone collect, D. N. Bowdish, Chief Engineer, WPAG, Ann Arbor, Michigan.

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

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

Production-Programming, Others

Continuity writer for Southern metro-politan radio-TV station. Must have strong sell and ideas. State experience, reference, personal history, and mini-mum salary first letter. Box 150S, BROADCASTING. TELECASTING.

Immediate opportunity—Combo man, some copywriting. Talented beginner considered. KDKD, Clinton, Missouri.

Experienced traffic manager-copywriter needed immediately. Pleasant working conditions. Prefer man, but will accept woman. Jim Steele, WIRK, West Palm Beach, Florida.

Help Wanted (Cont'd)

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.

TV Technician with TV schooling or broadcast experience. Southwest. En-close full particulars, recent photo de-sirable. Box 180S, BROADCASTING • TELECASTING.

Technical

Excellent opportunity for advancement in TV. Now open, jobs for engineers holding first class ticket. TV station WKTV, Utica. New York. Contact D. T. Layton immediately.

Production-Programming, Others

Television news teacher needed in large university journalism school, beginning February. Television news experience essential. Chance for graduate work. Box 189S, 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, BROAD-CASTING. TELECASTING.

I want to grow, but I want a station to grow with. Sales manager 5 kw indie two years with proven sales record, doubled billings. Experience all branches AM operation. I don't want a fortune, just a comfortable living with a property that has a good potential. Age 38 and married. Will travel anywhere in U. S. Box 138S, BROAD-CASTING.

Can you use a hard-hitting salesman, with limited but well-recommended disc jockey experience? Then write, Steve J. Sumgla, 3132 Irving Avenue S., Minneapolis, Minnesota. Prefer South or West.

Salesman — 5 years broadcasting, 3 sales, strong record. Settled, 30 wants TV future or large market. Anywhere North East, Atlantic to Mississippi. Meredith Williams, 429 Fairmount Avenue, Warren, Ohio. Phone 2-9076.

Announcers

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.

Writer-producer: History of success in all forms, phases, and facets of commercial copywriting, scripting, production, and direction at agency, broadcasting, and theater levels. Taste in showmanship, tact in talent relations, ingenuity in budget situations, competent administrator. Box 161S, BROADCASTING.

Experienced announcer, salesman and sportscaster, desires better opportunity. Now employed in 250 watt station. Prefer Minnesota or upper Midwest. Box 181S, BROADCASTING • TELE-CASTING.

MC - announcer, experienced, sports color, in person Mc work, wants TV future, tape, resume, photo. Box 184S, BROADCASTING • TELECASTING.

Announcer—One year experience announcing. Did Canal Zone league baseball play-by-play-stage experience Young, hard worker, dependable wants start. Single, veteran. Will travel. Disc, photo available. Box 1885 BROADCASTING • TELECASTING.

Situations Wanted-(Cont'd)

Announcer-disc jockey. Desire progressive station, larger market. Presently employed. Box 190S, BROADCASTING. TELECASTING.

Announcer—Strong on news; veteran; three years experience; console board operation; college graduate; dependable; references; South preferred. Box 192S, BROADCASTING • TELECASTING.

Announcer: desires to get into programming with AM or TV, experience, education, draft free. Will consider good staff or news job. Box 194S, BROADCASTING • TELECASTING.

Excellent — Experienced play-by-play tootball – basketball – baseball — West Coast, now East. Desire full sports schedule. Accurate for TV. Audition proof available. Box 1985, BROAD-CASTING • TELECASTING.

SRT graduate. Experienced in all phases of announcing. Wide and varied know-ledge of music, sports. Box 211S, BROADCASTING • TELECASTING.

Announcer, versatile, sports specialty, control board operator. DJ, married, willing to settle small community. Available immediately, Box 212S, BROADCASTING • TELECASTING.

Announcer—Two years experience all phases. Prefer news, sports, special events. Married, veteran. References, disc, photo furnished. Available January 12th. Box 213S, BROADCASTING.

Top Western disc jockey, singing with own guitar accompaniment, records. Three more years draft exempt. Want station in college town. Am 19. Box 214S, BROADCASTING • TELECASTING.

Announcer—Experienced net and indie. Sober veteran. Staff, record and board work. Now working. Want to settle. Box 217S, BROADCASTING • TELECASTING.

Announcer—22, 4F, 5 years experience, Desires Florida for health. Excellent references. Box 22IS, BROADCASTreferences. Box 221S, ING • TELECASTING.

Zany, clever two-man show for all-night operation or morning segment. Extra voices, gimmicks, real use of production. Tapes on request. Box 223S, BROADCASTING • TELECAST-ING.

Announcer, capable, versatile. Strong in news, commercials-DJ specialist blay-by-play sports. Single, draft exmpt. Available now. References, disc in request. Ronnie McKelvey, Toms River, New Jersey.

Technical

First class operator desires engineering position. Seven years electronics experience. Southwest preferred. Sixy-five dollars. Auto. Box 119S, BROADCASTING. TELECASTING.

First phone. CREI graduate. 4 years control room and transmitter. Chief 1/2. Single, draft exempt, car. North anly. 2 weeks. Box 191S, BROADCAST-NG • TELECASTING.

Engineer, first class. Nine years expetence AM and FM. Experienced renotes, tape recorders. Age 49, draft exempt. Available at once. Box 2045, 3ROADCASTING. TELECASTING.

Situations Wanted—(Cont'd)

Engineer; five years commercial radio. Currently in charge engineering staff in city of one million. Desire studio position large station. 29; married. Prefer West Coast. Box 205S, BROAD-CASTING • TELECASTING.

Chief engineer, 6 years experience desires chief position or position in TV or large station. TV training. Box 219S, BROADCASTING. • TELECASTING.

Transmitter operator. License plus broadcast experience. Qualified technician available reasonably because various factors. Please specify requirements, Lewis Sherlock, Box 891, Denver 1, Colorado.

Production-Programming, Others

Newsman: Experienced, able take complete charge newsroom. Currently employed New England network affiliate. Authoritative delivery. Contact Box 136S, BROADCASTING • TELECASTING.

Radio or TV copywriting position desired. Five years experience, background in all phases broadcasting. Presently employed major market, want advancement opportunity affording permanency. 26, veteran, draft exempt, single. Box 156S, BROAD-CASTING.

Must get a start someplace! Missouri University journalism graduate, 25, single. Gather, write, edit, present news and sports. Available immediately. Box 1825, BROADCASTING • TELE-CASTING.

News director, 50 kw station, aims at market over 150,000, with TV or TV-outlook. Seeks station with energetic news attitudes, especially toward local and regional direct coverage. Box 133S, BROADCASTING • TELECASTING.

Newsman, seven years radio, now head news department network affiliate Midwest. Want position with plenty to do. Three weeks notice. Box 185S, BROADCASTING • TELECASTING.

Writer, colored girl, college. Traffic, board, D-Jay, Trained and capable. Vi Waters, 737 11th Street, N. W., Washington 2, D. C.

Television

Technical

Engineering supervisor of TV studios and remoted desires position as chief engineer with TV station in West. Excellent background, proven ability and best of references. The man you need to build your engineering department from CP to a well organized, efficient operation. Box 186S, BROAD-CASTING • TELECASTING.

For Sale

Stations

Stations West of the Mississippi, Independent, Affiliates, All prices. Jack L. Stoll & Associates, 4958 Melrose Avenue, Los Angeles 29, California.

For Sale—(Cont'd.)

Equipment, etc.

RCA model 300-C phase monitor, well maintained. Original cost \$550.00. Re-cently replaced by later model. For quick sale \$200.00. Box 122S, BROAD-CASTING • TELECASTING.

North Carolina station has "Doolittle" FD1A Frequency Monitor and General Radio 731-B Modulation Monitor. Ex-cellent condition. \$250.00 each or both for \$475.00. Box 199S, BROADCAST-ING • TELECASTING.

5 kw American modulation transformer, heavy duty; PRI. 4660-4660 ohms; sec. 8400 ohms; 1.5 amps. Max Peak DC PRI. \$500.00 F.O.B. Ogden, Utah, Radio Sta-

Western Electric 250 watt AM transmitter and antenna tuning unit. Transmitter six years old and will pass FCC specifications. Price, \$1,200.00. Contact J. V. Sanderson, Station WSGN, Birmingham, Alabama.

For sale: Gates 52-CS consolette, new, mounted on custom desk. Priced at \$500.00 FOB Vidalia, Guaranteed perfect. Radio Station WVOP, telephone 327, Vidalia, Georgia.

16mm Houston processing machine. Model K1A. Like new. List \$5,500. Bargain at \$3,500. Camera Equipment Co., 1600 Broadway, New York 19, N. Y.

Gates 250 watt transmitter—250-C1. Like New. Phone Mr. Lee, 6-1614, Gadsden, Alabama.

Wanted to Buy

Equipment, etc.

Wanted: Field strength meter. Please state make and model, also last date that meter was in laboratory for calibration. State price and availability. Address replies to Box 197S, BROAD-CASTING • TELECASTING.

Two 944 MC Dish antennas, STL transmitter and receiver. Interested in any part. Box 220S, BROADCASTING • TELECASTING.

Any or all equipment including 200' tower and transmitter for 1 kw station. W. A. Wynne, Rocky Mount, North Carolina.

Miscellaneous

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

Help Wanted

Salesmen

We have two salesmen; one earns \$20,000.00; the other \$14,000.00. No ceiling on earnings for another top man. Good market and top station. If you can sell in a competitive market, send complete resume to Box 2085, BROADCASTING • TELECASTING. All replies confidential.

Help Wanted (Cont'd)

Announcers

Personality Announcer

Network station with TV future in Southeastern metropolitan market of 175,000 seeks experienced versatile announcer with warmth and salesmanship. Well paying position. Extra pay if capable as vocalist and/or pianist-organist. We want a man who really wants a job. Send full particulars, photo and references to Box 2225, BROADCAST-ING • TELECASTING.

Situations Wanted

Managerial

GENERAL MANAGER

AVAILABLE JANUARY 1, 1953

I am a station manager with 20 years in the business. I am interested in taking over an existing property, or building a new one in radio or television, or both. Although I am 41, my experience includes 11 years with a basic 50,000 watt network affiliated station, growing up with the property. For the past nine years I have operated a major independent in one of the country's biggest and most competitive markets. The station is now No. I in its area.

I have been active in industry affairs and know my way around the agencies in the East, Midwest and West Coast. Plenty of references, including present employer. Wire or write Box 216S, BROADCASTING . TELECASTING.

(Continued on next page)

AVAILABLE APPROXIMATELY JANUARY 1

RCA type 5-C 5 kw AM TRANSMITTER

in excellent operating condition, price \$6,000.00, FOB California. Price includes spare tubes and tuning unit. Inquire Box 210S, BROADCASTING • TELECASTING, Taft Building, Hollywood & Vine, Hollywood 28, California. Long established company in broadcasting field interested in purchasing substantial share of VHF TV station now operating or about to be constructed. Write Box 195S, BROADCASTING • TELECASTING

WTMCA New York has launched its third public service program this month with resumption of station's prize-winning series, New World A-Coming (Tues., 9:30-10 p.m. EST). The first broadcast highlighted a dramatization of Carl T. Rowan's book, South of Freedom. Last month

For Sale

Equipment, etc.

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

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

Miscellaneous

How about Erecting, Altering, Painting your Tower-Antenna-Lights?

We're' ready.

J. M. HAMILTON & CO.
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MAINTENANCE • YEARS OF EXPERIENCE
Box 2432, Tel: 4-2115, Gastonia; N. C.
316 Briland St., Tel: King 8-8230,
Alexandria, Va.

WANTED . RADIO & TV CONTRACTS

We have three of the hottest radio and TV offers available! Radio station managers and others with contacts phone J. Pinkus—Mitchell 2-5475, 318 Market Street, Newark, New Jersey.

Employment Service

WANT A GOOD EXECUTIVE?
Competent, reliable General,
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today. Delays are costly.
HOWARD S. FRAZIER
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in public service . . .

WMCA began Reports to the People (Wed., 9:30-10 p.m. EST), on-the-spot crime reports, and The Challenge (Thurs., 9:30-10 p.m. EST), series on important talks in the New York area.

Korean Christmas Gifts

WLOL Minneapolis, on Dec. 1, began a long 20-hour marathon radio broadcast urging listeners to contribute blood to American Red Cross blood bank. Each contributor is to be given a Christmas card for mailing to a relative or friend in Korea which will explain blood donation is Christmas gift.

WCBS-TV Record High

CBS-OWNED WCBS-TV New York contributed \$300,375 worth of air time—via station breaks, participations in regular programs, public features in regular shows and special full programs—to civic and non-profit organizations during 1952's third quarter, Clarence Worden, station's director of public service and educational programs, announced last week. He said this was a record high for WCBS-TV.

WOW Emergency Work

WOW Omaha went on a 24-hour schedule the night of Nov. 25 with coming of the first snows, accompanied by winds and freezing conditions, its first such schedule since the Missouri River flood disaster last spring. The station aired emergency material and handled 800 telephone calls asking for specific information on school closings, transportation, weather and road conditions.

Turnpike Bulletins

A SERIES of accidents on the New Jersey Turnpike has prompted WOR New York to begin broadcasts of weather and driving conditions bulletins on regularlyscheduled weekend newscasts. Sta-

SAN FRANCISCO

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

CAROLINA TOP NETWORK STATION

\$125,000.00

A very profitable top network property located in one

of the important growth markets of the Carolinas. Showing

Appraisals • Negotiations • Financing

BLACKBURN-HAMILTON COMPANY

RADIO STATION AND NEWSPAPER BROKERS

CHICAGO.

Ray V. Hamilton Tribune Tower Delaware 7-2755-6 tion currently carries similar reports regarding other highways in the New York-Connecticut-New Jersey area.

Combined Effort

KRES and KFEQ St. Joseph, Mo., combined efforts on behalf of the Red Feather campaign and presented a simultaneous hour program featuring local leaders of the various Community Chest agencies. Program brought a Community Chest "Oscar" to each station.

Fire Victims Aided

KXIC Iowa City, through a 2½-hour broadcast appeal to aid a firestricken family, opened the hearts and pursestrings of nearly 500 donors who contributed more than \$3,000. The radio appeal also brought a large quantity of food, clothing, furniture, household items and even an offer to build a home.

WKLK Birthday Party

EIGHT months ago an unidentified girl about 6 was left at a tuberculosis sanitorium near Cloquet, Minn. Little is known about her, not even her exact age. The girl, seeing other children enjoying birthday parties, felt left out. "I guess I'm too old to have birthday parties," she remarked. In cooperation with interested local citizens, WKLK Cloquet proclaimed Armistice Day as "Caroline's Birthday." Caroline ended up with a sizable bank account and more gifts than the hospital authorities would permit her to have at one time. In addition, Caroline's story is expected to greatly aid the local tuberculosis campaign.

WLBJ Aids Family

KEN GIVEN, manager, WLBJ Bowling Green, Ky., is proud of his station and proud of that city, too. And with good reason. Fire swept through the apartment of a local family, snuffing out the life of a nine-months-old son and reducing most of their possessions to ashes. An appeal by WLBJ brought contributions which completely furnished a new apartment and added \$1,200 to the bank account of the bereaved mother.

Forest Saved

AN urgent appeal for firefighters by Ned Skaff, WCHS Charleston, W. Va., personality, has been credited by state conservation officials with saving Kanawha State Forest from destruction. Officials also paid tribute to Ross Edwards, WCHS news editor.

Christmas Appeal

JUDY DEANE, KNBC San Francisco performer, is now making her second annual appeal for

Christmas gifts for children served by the Youth Guidance Center of San Francisco. The center serves neglected or abandoned children, truants or minor offenders and delinquents. Miss Deane is working with the chairman of the Voluntary Auxiliary for the center on the Yuletide project.

Finds Missing Woman

WSMI Litchfield, Ill., was responsible for finding a woman missing 19 hours, when a relative, of Wilsonville, Ill., notified police that the woman, who could not speak English, was lost in Litchfield. Jack D. Funk, news and special events director, aired a description of the woman on his newscast and searchers found her unharmed after a listener reported seeing the missing woman.

* * * 'Heart' Series

WDEL-TV Wilmington again this year is making time available to the Delaware Heart Assn. for a series entitled Live With Your Heart. Each week a different heart specialist from the area speaks on a varied phase of heart disease illustrating his talk with an actual heart model, slides, X-ray prints and other devices. A similar series was presented last spring.

Christmas Gifts

KFH Wichita, to aid the city's less fortunate, has set the gift of food or a toy as the price of admission to its studio broadcasts. The food is for Christmas baskets which are distributed by the Salvation Army Toys are turned over to 1,000 underprivileged children who will attend a huge holiday party, jointly sponsored by KFH, the Salvation Army and the Veterans of Foreign Wars.

Aids Milk Fund

WROL Knoxville on Nov. 29 tool part in the "kick off" of the Knox ville Journal's campaign to supply milk to underprivileged children throughout the year. Appearing of the broadcast were WROL's Archie "Grandpappy" Campbell and the entire cast of Country Playhouse

RADIO'S ROLE

Community Influence Cited

RADIO'S ROLE as an influence in community life was described fo New Jersey manufacturers by Free L. Bernstein, vice president, WTTM Trenton.

In an article for the manufacturer association's leaflet "You Public Relations Communications, Mr. Bernstein commented that while it has been proven that radican sell a product, it is too ofter overlooked that radio also can sel ideas and good will.

"Radio beams direct planes safe ly through storms and clouds, and local radio beams, properly uti lized, can go far to carry a busines along the safe path of good com munity relations," Mr. Bernstein

wrote.

consistent increase.

WASHINGTON, D. C.

James W. Blackburn Washington Bldg. Sterling 3-4341-2

Page 98 • December 8, 1952

fCC roundup

New Grants, Transfers, Changes, Applications



box score

SUMMARY THROUGH DECEMBER 4

79 77 2	3 177 0 5 9 * 242

* Filed since April 14, of which 137 have been granted.

For Television Grants and Applications, see page 68.

Docket Action . . .

INITIAL DECISION

Evanston, Ill., and Rockford, Ill.—
Hearing Examiner J. D. Bond issued initial decision looking towards grant of application of North Shore Bestg. Co. for 1330 kc, 500 w daytime, DA, engineering conditions, and grant of application of Rock River Bestg. Co. for 1330 kc, 1 kw daytime, DA, engineering conditions, for Evansville, Ill., and Rockford, Ill., respectively. Initial decision Dec. 2.

Non-Docket Actions . . .

AM GRANTS Listed by States

Yuba City, Calif.—John H. Steventon.
Granted 1450 kc, 100 w fulltime antenna 170 ft.; engineering conditions.
Estimated construction cost \$11,900, first year operating cost \$30,000, revenue \$36,000. Mr. Steventon is San Francisco grain dealer and lessee of KMOR Oroville, Calif. (Equipment for Yuba City station purchased from KGFN Grass Valley, Calif. KMYC Marysville, Calif., is vacating 1450 kc, making this grant possible. Post office address: John Steventon, 465 California St., San Francisco 4, Calif. Application filed Nov. 28, 1951. seeking same frequency with 250 w Iulitime; amended Oct. 16, 1952, to specify same frequency with 100 w fulltime; granted Dec. 4, 1952.

Putnam, Conn.—The Israel Putnam

specify same frequency with 100 w full-time; granted Dec. 4, 1952.

Putnam, Conn. — The Israel Putnam Bestg. Co. Granted 1350 kc, 500 w day-time; engineering condition. Estimated construction cost \$6,630, first year operating cost \$45,000, revenue \$48,000. Principal stockholders include President Roland A. Gayette (26%), owner of Liberty Foundry & Mfg. Co.. Central Falls, R. I.; Vice President-Treasurer Rene Cote (26%), owner of Black Diamond Fuel Co., Pawtucket, R. I.; Daniel J. Hyland (10%), employe handling public relations and sales for Paquin Moving & Storage Co., Providence, R. I.; G. Stanley Shaw (3%), banker, Putnam, Conn.; William P. Barber (3%), Putnam (Conn.) attorney, and 22 other minority stockholders. Post office address: 42 Main St., Putnam, Conn. Filed Oct. 3, 1951, amended Nov. 12, 1952; granted Dec. 4, 1952.

Hutchinson, Minn. — McLeod County Bestg. Co. Granted 1260 kc, 1 kw daytime, antenna 206 ft.; engineering condition. Estimated construction cost dition. Estimated construction cost \$19,728, first year operating cost \$50,000, revenue \$60,000. Applicant is licensee of WCOW South St. Paul, Minn., and WKLJ Sparta, Wis. Post office address: Victor J. Tedesco, 741 East Geranium St., St. Paul 6, Minn. Filed March 6, 1952, amended May 7, June 6 and Oct. 27; granted Dec. 4, 1952.

Kansas City, Mo.—David M. Segal. Granted 1380 kc, 1 kw daytime, antenna 205 ft.; engineering condition. Esti-mated construction cost \$18,500, first

Merle V. Watson, Inc.

Over \$5,000,000,00 in successful sales campaigns that grossed from \$5,000 to \$150,000 for some 400 radio and TV stations from coast-to-coast since 1931. Phone 26239 or 48440.

411 AVALON PLACE, PEORIA, ILL.

year operating cost \$42,000, revenue \$60,000. For list of Mr. Segal's broadcast interests, see Warrensburg, Mo., grant below. Post office address: 409½ State Line Ave., Texarkana, Tex. Filed Feb. 7, 1952, amended May 19; granted Dec. 4, 1952.

Feb. 7, 1952, amended May 19; granted Dec. 4, 1952.

Warrensburg, Mo.—Clinton Bestg. Co. Granted 1450 kc, 250 w fulltime, antenna 150 ft.; engineering condition. Estimated construction cost \$12,000, first year operating cost \$36,000, revenue \$48,000. Sole owner of permittee is David M. Segal, 79% owner of KTFS Texarkana, Tex., 79% of KDMS El Dorado, Ark., 72½% of WGVM Greenville, Miss., 51% of KDKD Clinton, Mo., 51% of KDAS Malvern, Ark., and permittee of new AM station in Kansas City, Mo. Isee abovel. Post office address: P. O. Box 1260, Texarkana, Tex. Filed April 9, 1952; granted Dec. 4.

Lebanon, Tenn.—William O. Barry. Granted 1340 kc, 100 w fulltime, antenna 150 ft.; engineering condition. Estimated construction cost \$11,944, first year operating cost \$24,360, revenue \$36,000. Mr. Barry is program director of WCOR Lebanon, Tenn., and ½ owner of Barry Farms, Lebanon, Post office address: P. O. Box 221, Lebanon, Tenn. Filed June 25, 1951, amended Oct. 24, 1952; granted Nov. 26, 1952 [FCC ROUNDUP, B.T. Dec. 1].

Keyser, W. Va.—Glacus G. Merrill. Granted 1270 kc. 1 kw daytime. an-

ROUNDUP, B.T. Dec. 1].

Keyser, W. Va.—Glacus G. Merrill.
Granted 1270 kc. 1 kw daytime. antenna 205 ft.; engineering condition.
Estimated construction cost \$19,970, first year operating cost \$21,000, revenue \$38,000. Mr. Merrill is president, treasurer and owner of 866/892 shares of common stock of WHAR Clarksburg, W. Va., and is cousin of FCC Comr. Eugene Merrill (Comr. Merrill did not participate in Commission voting on grant). Post office address: P. O. Box 1526, Clarksburg, W. Va. Filed May 29, 1952; granted Nov. 26, 1952 [FCC ROUNDUP, B.T. Dec. 1].

TRANSFER GRANTS Listed by States

TRANSFER GRANTS

Listed by States

WKTM Mayfield, Ky.—Mayfield Bestg.
Co. Granted consent to Noble J. Gregory, et al., to transfer control of licensee to: William H. Beck (25%), Lexington (Ky.) attorney; Meyer Layman (25%), president, general manager and 81% owner of WSFC Somerset, Ky., Al Hendershot (25%), from 1949 to 1952 salesman for WLSI Pikeville, Ky., and W. Howes Meade (25%), Lexington (Ky.) attorney, owner of WSIP Paintsville, Ky., from 1949 to 1951 and 70% owner of WSFC Somerset, Ky., from 1950 to 1951. Consideration is \$35,000 for 100% interest. Filed Oct. 2, amended Nov. 12; granted Nov. 26 [FCC Roundow, B.-T. Dec. 1].

WRBC Jackson, Miss., and WJDX Jackson, Miss.—Rebel Bestg. Inc. and Lamar Life Insurance Co. Granted (1) assignment of license of WRBC from Rebel Bestg. Inc. to T. E. Wright, et al., d/b as Rebel Bestg. Co.; (2) granted assignment of license of WBRC from Rebel Bestg. Co. to Lamar Life Insurance Co., subject to condition that it is not consummated until assignee divests itself of interest in WJDX, and (3) granted assignment of license of WJDX from Lamar Life Insurance Co, to T. E. Wright, et al., d/b as Rebel Bestg. Co., subject to condition that it is not consummated until assignee partners divest themselves of interest in WRBC. WRBC transfer involves consideration of \$250,000 and that of WJDX involves \$100,000. (Negotiators were unable to consummate a previous transfer authorized July 10, 1952 [see FCC Roundow, July 14, 1952], hence their new applications for somewhat different procedure). Granted Dec. 4, 1952.

KAMQ Amarillo, Tex.—Top of Texas Bestg. Co. Granted consent to Walter L. Hull and Mayer Frances In the Mayer Frances In the

KAMQ Amarillo, Tex.—Top of Texas Bestg. Co. Granted consent to Walter L. Hull and Mary Frances Hull to trans-

(Continued on page 100)

FCC Actions

(Continued from page 95)

which authorized new AM, to change from 1280 kc, 250 w-unl. to 1490 kc, 1 kw-D, and change type trans.

AM-1490 kc

WPID Piedmont, Ala. — Mod. CP, which authorized new AM, to change from 1280 kc, 1 kw-D to 1490 kc, 250 w-unl.; change type trans. and specify trans. and studio location.

December 4 Decisions . .

BY COMMISSION EN BANC

AM-1380 kc

WACB Kittanning, Pa.—Granted CP to increase power from 500 w to 1 kw-D on 1380 kc; engineering condition.

Granted CP

WLIN Merrill, Wis.—Granted CP to increase power on 550 kc from 1 to 5 kw, change studio and trans. locations to Wausau, Wis. install DA-DN and install new type trans.; engineering conditions.

Advised of Hearing

Advised of Hearing

KTKN Ketchikan, Alaska—Is being advised that application to increase power from 1 to 5 kw operating on 930 kc, 1 kw-N, and install new trans. indicates necessity of hearing because of high blanket area populations making proposed site unacceptable.

KSGM Ste. Genevieve, Mo.—Is being advised that application to increase D power from 500 w to 1 kw, and change from DA-DN to DA-N operating on 980 kc, 500 w-N, indicates necessity of hearing on question of interference to KMBC Kansas City, Mo., and proposed new station at Danville, Ill., also overlap with station KJCF Festus, Mo.

WXNJ Inc. Plainfield, N. J.—Is being advised that application for CP for new AM on 1580 kc, 1 kw-D would cause interference to WPAC Patchogue, N. Y., and WQXR New York and indicates necessity of hearing.

Esther Blodgett, Harvard, Ill., Winnebego Bestg. Co., Rockford, Ill.—Are being advised that applications are mutually exclusive and indicate necessity of hearing; Blodgett requests 1600 kc, 500 w-D and Winnebago same frequency with 1 kw, DA-2 unl.

Protest Dismissed

KSWB Yuma, Ariz.—By memorandum opinion and order, dismissed protest filed Nov. 24, 1952, by Harkins Bestg. Co., against Commission action of Oct. 24 in granting CP to KSWB to replace expired CP for new station to operate on 1240 kc, 250 w unl.

WFAK Memphis, Tenn.—Is being advised that application to assign license to Chickasaw Bestg. Co. Inc., indicates necessity of hearing on question of contracts and agreements upon which assignment is based.

December 4 Applications . . . ACCEPTED FOR FILING Change Studio Location

WICC Bridgeport, Conn.—Mod. li-cense to change studio location from 114 State St., Bridgeport, to Booth Hill 6.9 mi. N. of center of city.

Extension of Completion Date

WBRY Waterbury, Conn.—Mod. CP, as mod., which authorized replacement on ant., and changes in DA and ground system, for extension of completion

License for CP WMYR Ft. Myers, Fla.-License for CP, as mod., which authorized new AM. WMAW Menominee, Mich. — License for CP, as mod., which authorized new AM.

AM.
WHLF S. Boston, Va.—License for CP,
which authorized new AM.
WWOC Manitowoc, Wis.—License for
CP, which authorized power increase.
KTBS-FM Shreveport, La.—License
for CP, which authorized new FM.

Modification of CP

Modification of CP
WPIN St. Petersburg, Fla.—Mod CP, which authorized change in station location and trans. site, to change trans. and studio location.
WCGA Calhoun, Ga.—Mod. CP, which authorized new AM, for approval of ant., trans. and studio location, specify studio location and change type trans.
WTCW Whitesburg, Ky.—Mod. CP, which authorized new AM, for approval of ant., trans. and studio location.
WNRI Woonsocket, R. I.—Mod. CP, as mod., which authorized new AM, to change trans. and studio location and change type trans.
KOVO Provo, Utah—Mod. CP, which authorized increase in D power, to change type trans.
Extension of Completion Date

Extension of Completion Date

KNBR North Platte, Neb.—Mod. CP,
as mod., which authorized new AM, for
extension of completion date.

KITE-FM San Antonio, Tex. — Mod.
CP, as mod., which authorized new
FM, for extension of completion date.

License Renewals

Following stations request renewal cf license:

WFEB Sylacauga, Ala.; KGFW Kearney, Neb.; WBRE Wilkes-Barre,

TENDERED FOR FILING

AM-930 kc

WKSB Milford, Del.—Mod. CP to change from 1280 to 930 kc; install DA-D.

MITCHELL HEADS

Screen Gems Inc. Sales

JOHN MITCHELL, vice president of United Artists Television, has been named general sales manager of Screen Gems Inc. effective today (Monday), Screen Gems and United Artists Corp. announced jointly last Wednesday.

Under General Manager Ralph Cohn and Mr. Mitchell, Screen Gems will expand to sell packaged film programs to national advertisers as well as being a nationwide syndication organization, the announcement said.

Both Mr. Cohn and Mr. Mitchell have been elected vice presidents of the firm, which produces the NBC-TV Ford Theatre series and approximately half the duPont Cavalcade of America shows on the same network.

PROTECT YOURSELF, your STAFF, your CLIENTS

from the daily hazard of

LIBEL, SLANDER, INFRINGEMENT OF COPYRIGHT, INVASION OF PRIVACY

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

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For details, write to the Pioneer in this line.

EMPLOYERS REINSURANCE CORPORATION

Insurance Exchange Bldg. — Kansas City, Mo.

FCC Roundup

(Continued from page 99)

fer negative control to Robert D. Houck and Hoyt Houck through exchange by the Hulls of their 40% interest in KAMQ for 32% interest in KSEL Lub-bock, Tex., now held by the Messrs. Houck, whose interest in KSEL will be reduced from 40% to 8%, and whose interest in KAMQ will be increased from 30% each to 50% each. Filed Nov. 3; granted Nov. 26 [FCC ROUNDUP, B-T, Dec. 1].

Dec. 1].

WKLV Blackstone, Va. — Blackstone
Bestg. Corp. Granted consent to Maxey
E. Stone to transfer control of licensee
to Harris L. Umstead, sales manager of
WKLV, through transfer of Mr. Stone's
119 shares of stock to Mr. Umstead,
payment by Mr. Umstead to Mr. Stone
of \$5,000 cash, and issuance of promissory note to Mr. Stone by Mr. Umstead
in amount of \$3,000 (without interest,
due in one year), and assignment of 22
shares of preferred stock from Mr. Umstead to Mr. Stone. Consideration is
\$10,200 for 85% interest. Filed Nov. 3;
granted Nov. 26 [FCC Rounder, B.T.
Dec. 1].

KCLX Colfax, Wash.—Interstate Ra-

KCLX Colfax, Wash.—Interstate Radio Inc. Granted voluntary assignment of license to Eugene Pournelle (50%), former vice president, commercial manager and 49% owner of WWOS Springfield, Ohio, and to be general manager of KCLX, and Bradley Kincaid (50%), president of WWSO, for \$17,500 for 100% interest. Filed Nov. 12; granted Dec. 4.

New Applications . . .

AM APPLICATION

Riverside, Calif.—Riverside Radio & Telecasting Co., 910 kc, 1 kw daytime; antenna 245 ft. Estimated construction cost \$18,930, first year operating cost \$32,820, revenue \$46,000. Sole owner of applicant is Florence P. Raley, Riverside (Calif.) business woman. Post office address: 1531 North Van Ness Ave., Santa Ana, Calif. Filed Dec. 5.

New Applications . . .

TRANSFER REQUESTS

Listed by States

KMPC Los Angeles, Calif.—Assignment of license from KMPC: The Station of the Stars Inc. to KMPC Inc. for \$799,986 (of which \$536,992 is to be cash, \$190,687 is to be notes and \$72.307 through exchange of stock). Principals in assignee include President Gene Autry, owner of KOOL Phoenix, Ariz., KOPO Tucson, Ariz. and KNOG Nogales, Ariz., and radio, television and motion picture actor; Vice President Robert O. Reynolds (40%), general manager of KMPC; Vice President Lloyd Sigmon (3.33%), assistant general manager of KMPC and radio engineer; Secretary Wesley L. Nutten Jr. (4%),

Los Angeles (Calif.) attorney, and Treasurer Oren G. Mattison (1.66%), auditor and accountant for KMPC. Melody Ranch Enterprizes Inc. owns 51% of assignee; this stock is and will be voted by Mr. Autry. Melody Ranch Enterprizes Inc. schedules public performances, motion pictures, sound recordings, and AM and television broadcasting for actors. Filed Nov. 24. vision k Nov. 24.

KSAL Salina, Kan.—Acquisition of control of KSAL Inc., licensee, by Salina Journal Inc. through sale of 56 shares of stock held by R. J. Laubengayer for \$60,000. Purchase of stock by KSAL Inc. will result in 344 shares outstanding, of which Salina Journal Inc. will hold 194 shares, or positive control. Hutcheson Publishing Co. will hold 150 shares of stock. Filed Nov. 26.

MARE Ware, Mass.—Assignment of license from Donald W. Howe to Central Bestg. Corp. for \$70,000. Sole stockholder in assignee is John B. Poor, partner in Boston (Mass.) law firm of Dalton & Poor, director and member of executive committee of General Teleradio Inc. (which is licensee of WOR-AM-FM-TV New York, WNAC-AM-FM-TV Boston, KHJ-AM-FM-TV Los Angeles, KFRC and TV application for San Francisco, WONS and TV application for Hartford, Conn., KGB San Diego, WEAN Providence and WGTR (FM) Worcester, Mass.), ½ stockholder of Paxton Realty Co., Boston, and president of Hope Broadcasting Co., Providence, R. I. (applicant for TV station there). Filed Nov. 26.

Nov. 26.

WJR-AM-FM Detroit, Mich.—Voluntary relinquishment of control by Frances S. Richards, individually and as executrix of Estate of George A. Richards, deceased, to C. Russell Feldman and L. R. Jackson through sale of 12,740 shares of stock (2.4%) for \$9.125 per share, or \$116,252.50 cash, payment to be made by trustees from funds of George A. Richards' life insurance trust. Before transfer Mrs. Richards has 24,91% of stock as individual and 26.12% as executrix of Estate; after transfer she will have 22.45% of stock as individual and 26.12% as executrix. Messrs. Feldman and Jackson have 5.81% of stock; after transfer they will have 8.27% of stock (together). Filed Nov. 20.

KFBB Great Falls, Mont.—Transfer of control from Buttrey Bestg. Inc. to J. P. Wilkins for \$147,510. Mr. Wilkins, who already has 60 shares of stock in station, is general manager of KFBB [see Our Respects to Joseph Patrick Wilkins, B.T. Nov. 17]. Filed Nov. 21.

Wilkins, B.T, Nov. 17]. Filed Nov. 21.

KXLW Clayton, Mo.—Transfer of control to John W. Kluge and Marcus Austad for \$96,000 plus purchase of notes and mortgages of corporation in amount of \$41,633. Mr. Austad (also known as Mark Evans) is employed by CBS and director of Housewives Protective League for WTOP-AM-FM-TW Washington and WRVA Richmond, and Mr. Kluge is president and 53% owner of WGAY Silver Spring, Md. (Washington, D. C. suburb), sole owner of Kluge & Co. (food brokerage), Washington, president and 25% owner of New York Institute of Diatetics Inc. (diatetics school), New York City, president and 25% owner of New England Fritos Corp. (distribution of food products), Boston, and vice president of James A. Aicardi Co. (manufacturer of food products), Boston. Filed Nov. 20.

WTTM Trenton, N. J.—Transfer of control from S. Carl Mark (Trent Best, Corp.) to Peoples Bestg. Corp. for \$225,000. Transferee is licensee of WOL-AM-FM Washington, D. C., and WRFD Worthington, Ohio. Filed Dec. 2.

KSWS Roswell, N. M.—Transfer of control from McEvoy Bestg. Co. to John A. Barnett for \$90,000. Mr. Barnett is independent oil producer and applicant for new TV station in Roswell. Filed Nov. 26.

KSWS Roswell, N. M.—Assignment of license from McEvoy Bcstg. Co. (which would be 100% owned by John A. Barnett), to John A. Barnett as individual. Assignment contingent on grant of transfer of control of McEvoy Bcstg. Co. to Mr. Barnett, and would introduce no new element of control or ownership but would be change from company to individual [see transfer of control application, above]. Filed Nov. 26.

WHDL-AM-FM Olean, N. Y.—Involuntary transfer of control of Olean Times Herald Corp. (parent corporation of licensee corporation, which is WHDL Inc.) to E. B. Fitzpatrick, Robert L. Davis and The Exchange National Bank of Olean, executors of Estate of M. G. Fitzpatrick, deceased, E. B. Fitzpatrick and Grey Fitzpatrick.

No monetary consideration. Nov. 26.

KWIN Ashland, Ore.—Involuntary assignment of license to H. R. Morris, trustee in bankruptcy. No monetary consideration. Filed Nov. 26.

consideration. Filed Nov. 26.

KRUN Ballinger, Tex.—Assignment of license to Runnels County Bestrs. for \$27,500. Principals in assignee include Walter G. Russell (30%), Amarillo (Tex.) certified public accountant; M. M. Rochester (39%), commercial manager for KSEL Lubbock, Tex., D. P. Pinkston (30%), general manager of KSEL Lubbock, and Wesley Youngblood (10%), program director for KSEL Lubbock, Filed Nov. 26.

KITE-AM-FW San Antonio, Tex.—

for KSEL Lubbock, Filed Nov. 26.

KITE-AM-FM San Antonio, Tex.—
Assignment of license from Charles W.
Balthrope to Radio KITE Inc. Principal stockholder in assignee is Charles W. Balthrope, who is the assignor, and he will have 99.98% interest after assignment. Change from individual to corporation; no monetary consideration. No actual change of control or ownership. Filed Nov. 26.

JOHN H. PERRY

Succumbs in Florida

JOHN H. PERRY, who built a radio and newspaper empire in Florida, died last Thursday at West Palm Beach of a cerebral thrombosis suffered a few days before. He was 71.

Though he personally held no direct stock interest in any radio properties at the time of his death, all were owned through newspapers in which he and his family were the principals.

He was chairman of the board and director of WJHP Jacksonville and director of WCOA Pensacola. His son, John H. Perry Jr., is president and director of WJHP, WCOA, WTMC Ocala and WDLP Panama City and a director of WNDB Daytona Beach, which is owned by the News-Journal Corp.,

a Perry property.

His other son, Farwell Perry, is president of Western Newspaper

He is survived by his wife and his two sons, all of whom were at his bedside when he died.

SCHWERIN CORP

NBC has signed the Schwerin Research Corp., New York, to a contract for exclusive pre-testing of NBC film properties for syndication, Robert W. Sarnoff, vice president in charge of NBC Film Div. announced Wednesday.

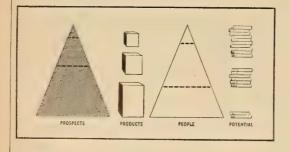
Mr. Sarnoff said pre-testing of pilot films will provide valuable information on audience reaction for guidance in production of an entire film series. This project, Mr. Sarnoff added, will throw light on such subjects as suitability of casting, effectiveness of titles, potential audience loyalty, appeal to sex and age groups, and reaction to types of products most suitable for sponsorship.

"NBC hopes that the use of the Schwerin research techniques for pretesting our film properties will be an important step toward eliminating much of the guess work in film syndications," Mr. Sarnoff said. He added that the Schwerin research will be applied also to any film series which NBC undertakes to distribute.

Must reading for Radio and TV executives

Profile of the Advertising Market

a new study of today's market for national advertisingits dimensions, characteristics and potential!



How many national advertisers are there? How many products do they advertise? Who are they? Where are they? How much do they spend? When do they make up media lists?

The answers to these and other basic questions appear in Profile of the Advertising Marketa new study just published by the Advertising Department of Printers' Ink.

Here, for what we believe to be the first time in advertising history, is a clear-cut picture of today's national advertising market-based upon research reported on or done by Printers' Ink, as well as available data from several media groups.

Some of the information will be familiar to you More, however, may be a surprise. For never before have the facts and figures of advertising been analyzed in this way!

Our purpose is to help you more accurately gauge the size of your market and your selling job, and to show how Printers' Ink can help you sell more advertising to national advertisers.

If you do not now have a copy of Profile of the Advertising Market, ask your Printers' Ink man for your copy or write on your letterhead to Robert E. Kenyon, Jr., Advertising Director.



Printers' Ink

205 East 42nd Street, New York 17, New York

Giveaway Case Opposition

(Continued from page 38)

referring certain giveaways to the Justice Dept. for investigation. These programs "were in all respects similar to those against which the present order is directed," NBC contended, and yet the Attorney General declined to take action against any of them.

NBC also noted that Mr. Fly had proposed the enactment of legislation against telephone giveaways but that Congress never followed his proposal.

"The entire purpose of [FCC's] order . . . is to prohibit the broadcast of certain types of programs, a function expressly forbidden to the Commission, and to impose an unusually drastic sanction for noncompliance," the brief charged.

What FCC is trying to do is decide between what it considers "good" programming and what it considers "bad," NBC claimed, citing court rulings which held that such a decision involves censorship.

In its interpretation of the lottery law, NBC contended, "the Commission's order and the rules which it embodies play fast and loose with the elements of chance and consideration. . . ."

By the Commission's line of reasoning, the network argued, "a professional golf tournament in which an entrance fee is charged and a substantial prize is awarded meets the test of consideration and prize," and "no golfer, moreover, would deny that the element of chance plays a considerable part in the outcome. Yet no one would dare claim that such a contest was a lottery subject to criminal

Holding that future Commissions might extend the giveaway ban even further, so as to include programs that the present Commission considers blameless, the brief concluded:

"The vice of allowing an administrative agency to 'interpret' a criminal statute has never been better illustrated than in this proceeding. Under the guise of 'interpretation,' the Commission has converted into lotteries contest programs which the Dept. of Justice refused to take action against . . . has actually succeeded in extending the 'Congressional mandate' to programs which the Congress itself did not see fit to include in the statutory prohibition . . . has completely changed the concepts of chance and consideration [and] has substituted the awkward and confusing phraseology of its own rules for the language chosen by Congress.'

The FCC, in its brief, claimed that it not only has the power to adopt the regulations opposed by the networks, but that its interpretations are correct as describing violations of Sec. 1304 of the Crim-

It is in the FCC's concept of "consideration" that most significance attaches.

"The usual lottery schemes . are conducted by commercial interests for a commercial reason," the Commission said.

"Where an enlarged radio audience is 'purchased' with the chance of prizes, in that listening to the program is directly or indirectly made a prerequisite to winning prizes, there is an immediate technical consideration in the act of listening."

Calling attention to the fact that sponsors desire large audiences, the Commission continued:

"Under these circumstances, the temptation is strong to 'buy' audiences with the offer of a chance to win a large prize.

"Defendants [FCC] believe that wherever the chance to win is conditioned upon the affirmative act of listening to a radio program, consideration is furnished by the participants. This is so whether the element of consideration be viewed in narrow technical terms, or upon the basis of a realistic economic analysis of the manner in which the entire scheme operates . . .

In a summary paragraph, the FCC put its thinking on the subject in these words:

"In the long run the radio audience as a whole pays for the prizes 'given' away, and more besides. For advertisers buy advertising on the well established theory that it pays-i. e., that sales traceable to advertising produce a profit greater than the cost of the advertising. A sponsor will buy time on the air, and give away prizes on his program if and only if he is persuaded that members of the radio audience will buy enough of his product to make it worth while. The fact that inducing a mass audience to listen will result in more sales is at once the basis and the essence of the illegality of the defined schemes. To be sure, the product thus sold may be a good one and well worth the price charged . . . But the law does not sanction the promotion of sales by lotteries. The vice lies in inducing people by the bait of a lottery to buy what they otherwise would not have, or might not have,

IS KLICKIN'

WLAN PROTEST

Court Delays Hearing

U. S. COURT of Appeals for District of Columbia on its own motion last week postponed until this Thursday hearing oral argument on the request of WLAN Lancaster, Pa., for an injunction to prevent WGAL-TV Lancaster from moving to vhf Ch. 8 pending the court's final ruling on WLAN's petition for review of FCC's conditional grant to WGAL-TV to switch from Ch. 4 to 8 [B•T, Dec. 1].

Meanwhile, NBC, in behalf of the network's Ch. 4 stations WNBW (TV) Washington and WNBT (TV) New York, petitioned the court for leave to intervene in the WLAN litigation on grounds of interference to both stations. It was because of the sub-standard co-channel spacing between Lancaster and Washington (86 miles) and Lancaster and New York (132 miles) that the Sixth Report, which finalized TV reallocation, ordered WGAL-TV to switch channels.

WLAN has protested the action because of its competitive bid for a new station on Ch. 8 but the Commission has indicated a comparative hearing will be afforded. Hence, FCC approved the WGAL-TV change to Ch. 8 conditionally, pending outcome of such hearing. WLAN argues the conditional grant prejudices standing of its application since it would have to compete with a going operation on the channel it seeks.

WGAL-TV last week presented the court with its response to the WLAN pleadings, contending WLAN has no legal standing to request comparative hearing of its application since the Commission's Sixth Report action was done under Sec. 316 of the Communications Act rather than Sec. 309. The Ashbacker principle of comparative consideration applies only to Sec. 309, the petition pointed out.

WGAL-TV further charged that WLAN's "prayers for temporary and interlocutory relief, coming as they do 68 days after the decision and order complained of and without action by [WLAN] to secure a Commission order staying or postponing the effective date of

HAWKINS NAMED

Is KXLY-TV Local Sta. Mgr.

NORMAN HAWKINS, formerly of WWJ-TV Detroit, has just been appointed local station manager of KXLY-TV Spokane. KXLY-TV

plans to begin operations on Ch. 4 on Dec. 25.

Mr. Hawkins worked as a boy at KXLY and became friendly with Ed Craney, president of XL stations. Then he flew planes for Pan American, ferryed them

Mr. Hawkins

across the Atlantic, served in the Army, rejoined Pan American, then entered broadcasting at WWJ-TV.

New CBS-TV Affiliate

WLVA-TV Lynchburg, Va., will join CBS-TV as a primary supplementary interconnected affiliate about Feb. 1, Herbert V. Akerberg, network station relations vice president, announced last week. station, assigned Ch. 13, is being constructed by Lynchburg Broadcasting Corp., licensee of WLVA. Philip Allen is general manager.

[WGAL-TV's] obligations under such order, not only fail to present a proper case for the equitable relief requested but are suggestive of a total disregard of the hardship which would result to WGAL-TV and the public as well in the circumstances of this case."

Similar opposition to WLAN's injunction plea was filed with the court by FCC and the U.S. Attornev General.

WGAL-TV's reply was filed by George O. Sutton, William Thompson and Duke M. Patrick, Washington radio-TV counsel.

COLUMBIA College, Chicago school specializing in radio-TV training, is expanding activities to include the West Coast with the establishment of a branch at 2823 W. Seventh St., Los Angeles.





WLAN SECOND SUIT FILED IN WASHINGTON

WLAN Lancaster, Pa., Friday filed second suit in U. S. Court of Appeals in Washington against FCC's conditional grant for WGAL-TV Lancaster to move from Ch. 4 to 8 (see story on page 101). New appeal is based on Sec. 402(b) of Communications Act, which gives applicant right to appeal from Commission action which was not publicly proposed before action. This is one of changes incorporated in Communications Act by Mc-Farland Law passed last July. As corrollary to petition, WLAN also filed motion to stay Commission's grant to WGAL-TV pending Court's determination of its appeal under 402(b) clause. WLAN suit filed fortnight ago [BoT, Dec. 1] is "petition for review" of FCC order filed under Hobbs Act provisions. It also includes request for injunction.

DUMONT TO ADD SIX

DuMONT Television Network will gain six new affiliates by spring of 1953, Elmore B. Lyford, DuMont's director of station relations, announced Friday. Stations are:

WNOW-TV York, Pa., owned and operated by Helm Coal Co., Ch. 49, to go on air in April; WNOK-TV Columbia, S. C., Palmetto Radio Corp., Ch. 67, May 1; WJTV (TV) Jackson, Miss., Clarion-Ledger and Jackson Daily News, Ch. 25, January; WFPG-TV Atlantic City, Neptune Broadcasting Corp., Ch. 46, approximately Dec. 20; KOLN-TV Lincoln, Neb., Cornhusker Radio & Television Corp., Ch. 12, sometime in spring, and WTVE (TV) Elmira, N. Y., Elmira Star-Gazette, Ch. 24,

SEEK TO AVERT STRIKE

MANAGEMENT of six Chicago stations huddled late Friday in effort to avert proposed AFTRA strike there this week which would tie up talent on both coasts also. AFTRA. after more than 60 hours of negotiation last week, called for strike, first in its history there, late Thursday night. National board authorized support if issues at stake in Chicago and Los Angeles were not settled "shortly". All AFTRA contracts begin and terminate on same dates, which is why all locals are involved simultaneously. Chicago has five basic issues to be resolved, Los Angeles two. Stations involved are WGN-AM-TV (MBS) WMAQ-WNBQ (NBC) WENR AM-TV (ABC) WBBM (CBS) WBKB (CBS) and WLS.

APPLICATIONS PASSED

FCC Friday released following list of additional mutually exclusive TV applications which have been passed in its "speed-up" process [B•T, Nov. 24, 10]:

GRO	UP A
Applicant	Channel
Lewiston-Auburn Bestg. Corp. Twin City Bestg. Co. Inc.	Lewiston, Maine 8
Television Montana Montana Farmers Inc.	Great Falls, Mont. 3
Lucille Ross Buford Tyler Bestg. Co.	Tyler, Texas 7
Air-Time Inc. Four States Bestrs, Inc.	Joplin, Mo. 12

SAN DIEGO SWITCH

EXCHANGE of ABC and CBS Radio station affiliations in San Diego, with KFMB becoming CBS Radio outlet and KCBQ joining ABC [CLOSED CIRCUIT, Aug. 25], becomes effective Friday.

10 MINUTES BETWEEN

GENERAL MANAGER Carl Ward of CBS-owned WCBS New York denied Friday charge made by witness at House subcommittee hearing that introduction of clergyman on WCBS was delayed because m.c. stopped to say: "But first a word about Knickerbocker beer." Mr. Ward said event occurred on Bill Leonard program, but not in manner witness claimed.

Mr. Ward said m.c., following his usual procedure, summarized various segments of program to follow, including "and you'll meet Dr. Norman Vincent Peale (clergyman and author), who has a message on the power of positive think-Then Mr. Leonard added: "First the 9 o'clock news brought to you by Ruppert's beer." Dr. Peale's introduction came quarter-hour later, Mr. Ward said, "and there was a separation of 10 minutes between the last reference to the beer and the actual introduction of Dr. Peale." Mr. Ward said "we do not believe that any listener could reasonably conclude that Dr. Peale was sponsored by or had any relationship to the beer sponsor," and that no association was implied.

Business Briefly

(Continued from page 5)

two U. of Illinois basketball games will be sponsored on WEAW (FM) Evanston, Ill., by Illinois Bell Telephone Co., from Dec. 10 through Feb. 2.

CIGAR CAMPAIGN

Bayuk Cigars, Philadelphia (Phillies cigars), through Ellington & Co., New York, planning to start spot announcement radio campaign in small number of markets in addition to Saturday night fights on ABC-TV (story page 26). Client is looking for early morning availabilities.

RENEW CORLISS • Electric companies advertising program renewing sponsorship of Meet Corliss Archer over ABC radio (Fri., 9:30-10 p.m. EST), for 52 weeks, effective Jan. 2. Agency: N. W. Ayer & Son, N. Y.

BREWERY TO SPONSOR • Drewry's Ltd., South Bend (brewery), to sponsor Ziv Television Programs Inc.'s forthcoming Favorite Story series in five markets. Agency: Mac-Farland-Aveyard, Chicago.

BUYS 8 TV STATIONS Pacific Mercury Television Co., Los Angeles, signs for sponsorship of Boston Blackie, Ziv Television Programs Inc. film series, on eight TV stations and renews on ninth.

BIG 10 PROPOSAL

BIG 10, meeting in Chicago Friday for two days, was considering recommendation to National Collegiate Athletic Assn. that it adopt regional rather than national control of college football telecasts, suggested by Big 10 year ago. Group blacked out live telecasting of its games in 1950, but released some to NCAA program last year.

STUART K. HENSLEY named vice president in charge of sales for Toni Co., Div. Gillette, where he has worked as sales representative

HERBERT BAYARD SWOPE Jr., NBC television producer and director, appointed by Citizens Union, N. Y., as chairman of organization's active Committee on Traffic & Transportation.

MARTY HOGAN, long-time Chicago freelance announcer-disc emcee and former Chicago manager of Frank B. Sawdon agency, joins WCFL Chicago as assistant general manager. working with manager Arthur Harre.

JACK LAZARE, WINS New York staff announcer, to WNEW New York's announcing and featured talent staff.

FRIDAY TV APPLICATIONS

FOUR new TV applications were filed with FCC late Friday afternoon and three applicants amended their applications.

New Applications

New Applications

Jacksonville, Fla.—The Jacksonville Journal Co. (WJHP), uhf Ch. 36, ERP 121.4 kw visual, 60.7 kw aural; antenna height above average terrain 350 ft. above ground 379 ft. Estimated construction cost \$303,560, first year operating cost \$183,000, revenue not estimated. The Metropolis Co., which in turn is owned by the John H. Perry family, owns the applicant. City priority status: Gr. B-4, No. 196

Cape Girardeau, Mo.—KGMO Radio & Television Inc. (KGMO), vhf Ch. 12, ERP 30.5 kw visual, 15.6 kw aural; antenna height above average terrain 148 ft., above ground 193 ft. Estimated construction cost \$131,475, first year operating cost \$144,000, revenue \$132,000. Applicant is licensee of KGMO. City priority status: Gr. A-2, No. 239.

Salem, Ore.—Lawrence A. Harvey, uhf Ch. 24. ERP 104.7 kw visual, 56.3 kw aural; antenna height above average terrain 995 ft., above ground 223 ft. Estimated construction cost \$295,300, first year operating cost \$225,000, revenue \$285,000. first year operating cost \$225,000, revenue \$285,000. first year operating cost \$225,000, revenue \$285,000. Mr. Harvey is applicant for TV station in Los Angeles and is vice president and ½ owner of Harvey Machine Co. (manufacturer of aluminum extrusions), Los Angeles. City priority status: Gr. A-2, No. 99.

Fort Worth, Tex.—Fort Worth Television Co., vhf Ch. 10, ERP 316 kw visual, 158 kw aural; antenna height above average terrain 989 ft., above ground 1,074 ft. Estimated construction cost \$700,574, first year operating cost \$700,000, revenue \$700,000. Principals include general partners Raymond O. Shaffer (20%), chairman of board for Welex Jet Services Inc., Fort Worth, Sterling C. Holloway (20%), Fort Worth attorney; M. J. Neeley, trailer manufacturer: Arch Rowan (20%), oil well drilling and oil producer; F. Kirk Johnson (10%), oil producer, and O. P. Newberry (10%), vice president of Fort Worth National Bank. City priority status: Gr. B-5, No. 205.

Amended Applications

Chicago, III. — Johnson - Kennedy Radio Corp. (WIND), uhf Ch. 20. Change ERP to 1,000 kw visual, 500 kw aural; antenna height above average terrain 570 ft., above ground 602 ft. Studio and transmitter location Daily News Bldg. [For application. see B-T, July 14.] City priority status: Gr. B-2.

No. 167.

Corpus Christi, Tex.—Superior Television Inc., vhf
Ch. 10, ERP 222 kw visual, 111 kw aural. Principals: President J. D. Wrather Jr. (25%), Hollywood
film producer and owner of 25% of voting stock in
KOTV (TV) Tulsa, Okla.; Vice President and Treasurer Maria Helen Alvarez (25%), owner of 50% voting stock in KOTV (TV); Vice President Edgar M.
Linkenhoger (25%), president and 55% owner of The
Transport Co. of Texas (interstate transportation of
bulk petroleum and chemicals); John F. Lynch
(15%), president of La Gloria Corp. (oil and gas
production), Corpus Christi, Tex., and Binford Arney
(10%), director for La Gloria Corp. [For application, see B-T, July 28.] City priority status: Gr.
A-2, No. 25.

Milwaukee, Wis.—Cream City Bests. Co. (WMIL)

A-2, No. 25.
Milwaukee, Wis.—Cream City Bestg. Co. (WMIL), uhf Ch. 31, ERP 14.57 kw visual, 7.874 kw aural. Change antenna height above average terrain to 439 ft., above ground to 461 ft. [For application, see B-T, Nov. 18.] City priority status: Gr. B-4, No. 182.

AFTRA NEGOTIATIONS

FOR SECOND straight week, AFTRA and network representatives scheduled over-weekend negotiating sessions in effort to reach settlement on radio and television contracts. Both pacts have expired and have been extended on day-to-day basis by mutual agreement (see story, page 26).

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