

# TELECASTING

## Fables of the leopard and the hippo—4

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### HOLIDAY FARE

#### THE LEOPARD:

"Let's skip the fable this time, if you will..."

#### THE HIPPO:

"Agreed. And so the moral, too."

Which leaves this space for

*Warmest Greetings of this  
holiday season!*

To the many advertisers and agency executives who read this—and especially to all those whom we have had the opportunity to serve during 1952—our wish for a joyous holiday season and for continued progress during 1953.

—from the Television Division of Edward Petry & Co., Inc.,  
and from these thirteen select stations.

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

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## EDWARD PETRY & CO., INC.

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

in our

**8<sup>th</sup>**  
year





DECEMBER 22, 1952

# PROGRAM PROBE

By EARL B. ABRAMS

WHETHER the Congressional investigation of radio-TV programs will be resumed by the GOP-dominated 83d Congress is up to the new leadership of the House Interstate & Foreign Commerce Committee.

In its unanimous report, issued last week by Chairman Oren Harris (D-Ark.), the subcommittee recommended continuance of the probe.



Rep. Harris

The report was submitted to the full House Commerce Committee. It is due to be considered Dec. 30.

Not enough time to investigate a number of aspects of radio and TV programming was given as the reason for the recommendation that the study be continued.

In a news conference when the report was issued, Rep. Harris identified two of these angles. They were: (1) Programming in other parts of the country—particularly the West Coast, New Orleans, Chicago and St. Louis, and (2) film programs and the relationship of the motion picture industry with TV.

Hearings on the six-month long investigation [B•T, June 2, et seq.] were all held in Washington, except for two days in New York.

## Authority for Probe

The authorization for the probe expires Jan. 3, when the 83d Congress convenes. Resumption of the investigation could be voted by the House, or directed by the House Commerce Committee.

The House Commerce Committee is due to be headed by Rep. Charles W. Wolverson (R-N.J.). Mr. Wolverson said last week that he had not read the report and was not in any position to comment on the recommendation that the radio-TV program probe be continued.

Most significant part of the report's conclusions was a clearcut opposition to any legislation smacking of censorship and a sympathetic inclination to permit the NARTB Code time to prove its worth.

"The subcommittee feels," the

report stated, "that there appears to be no good reason why such controls should be imposed at this time before the industry has had an opportunity to explore fully whether effective self-regulation is feasible.

"It appears to the subcommittee that self-regulation is making substantial progress in this field and, so long as the public interest is served, is preferable to government-imposed regulation."

But, the subcommittee also made clear that it believed that the Congress has the power to legislate in the field of program regulation.

## Missouri Case Cited

Referring to the Supreme Court decision in "The Miracle" motion picture censorship case (*Burstyn v. Wilson*), the subcommittee quoted the court's opinion regarding the relevance of the "capacity for evil" which might make permissible "community control."

"The subcommittee feels that the thought expressed by the Court may well have application to the possible institution of limited governmental controls over broadcasting, and television broadcasting in particular," the report stated.

However, the report continued, "the potential evils inherent in such controls might be even greater than the evils that such controls might be designed to remedy."

Report also contained a warning to individual broadcasters that

they, as licensees, bear ultimate responsibility as to programs that go out over the air from their stations. The subcommittee warned that licensees could not delegate any such responsibility to networks or to an industry Code Authority.

The subcommittee feels strongly that there cannot and should not be any delegation on the part of individual licensees of their responsibilities under the law either to a collective industry organization or to a radio or television network."

Referring to FCC Chairman Paul A. Walker's personal recommendation that the FCC should be given power to license networks, the subcommittee suggested that further study and consideration be given this idea.

In the field of program content, the subcommittee found that there were certain aspects that needed "corrective action."

It declared that certain "performances or discussions" acceptable in motion picture theatres, on the stage, in books, magazines and newspapers "might be considered offensive when presented on television, and particularly so when presented during periods when children customarily watch television programs." It recommended that the industry give greater recognition to this problem "with a view to taking additional corrective action."

Crime programs bore the heaviest

onus in the subcommittee report. While recognizing differences of opinion, the subcommittee expressed the belief "from the record and by personal observation, that there is entirely too much emphasis upon crime programs." It recognized that the industry itself was cognizant of the problem and noted that one such program had been discontinued.

"The fact that radio and television crime programs attempt to show in their conclusions that crime does not pay, and that the criminal is always brought to justice, does not in the least affect the subcommittee's feelings that crime shows are not suitable subjects for children's programs or for programs that are so timed that they are likely to be watched with some degree of regularity by children," the subcommittee stated.

## Advertising Taste

Poor taste was the basis for the subcommittee's objection to offensive advertising of what is called "licensed and regulated products." These, it was declared, were beers, wines, liquors and cigarettes.

Greatly concerned about the influence of this type of advertising on the youth of the nation, the subcommittee urged sponsors, advertising agencies and broadcasters to recognize the problem and take steps to "correct the condition."

The subcommittee commended the industry for its prohibition of the advertising of hard liquor, and stated its disapproval of any "subterfuge" to deviate from this policy. This reference, Rep. Harris explained, was to the association of a parent company, known for its hard liquor products, with the advertising of beers and wines and other products on the air.

Call for more public criticism was also made by the subcommittee. In urging that the American public be stimulated to express itself on radio and TV programs, the subcommittee called on the industry to "make an even greater effort in this direction in the interest of effective self-regulation."

Reports of witnesses that sponsors are showing greater interest in cultural and educational TV programs was hailed.

"It is obvious . . . that cultural

(Continued on page 97)



SANTA Barbara Broadcasting & Television Corp. directors and stockholders met at the San Ysidro Ranch in Santa Barbara to discuss plans for the new KEYT (TV), Ch. 3 at Santa Barbara [B•T, Nov. 17]. Among those present were (l to r) Arthur F. Marquette, partner, Sherman & Marquette; Alvin C. Weingand, SBBT secretary, president of the San Ysidro Ranch Corp.; Charles H. Jackson Jr., rancher, miner and industrialist; Cecil I. Smith, SBBT vice president-treasurer, and investment banker; Harry C. Butcher, SBBT board chairman, owner of KIST Santa Barbara; Colin M. Selph, SBBT president-general manager; Ronald Colman, actor and vice president, San Ysidro Ranch Corp., and Seymour F. Johnson, SBBT engineering vice president. Construction is underway on a 4,100-ft. mountain peak transmitter with expectation of KEYT commencing operation next May.



# UHF SHIPMENTS

## RCA Sends 4 Transmitters in Acceleration

COMMERCIAL uhf TV started moving last week when RCA Victor on Friday shipped the first four uhf transmitters to come off the Camden production line to WFPG-TV Atlantic City; WSBT-TV South Bend, Ind.; WBRE-TV Wilkes Barre, Pa. and WSBA-TV York, Pa.

Announcement of the production line shipments was made by W. W. Watts, vice president of RCA Victor Engineering Products Dept. Mr. Watts said production has been stepped up so that the monthly schedule will be about double that originally contemplated. He declined to estimate how many transmitters would be produced monthly.

All the transmitters were 1 kw jobs.

KPTV (TV) Portland, Ore., was the first commercial uhf station to begin operating, but it is using the experimental uhf equipment employed by RCA at its Bridgeport, Conn., tests [B•T, Sept. 22].

Scheduled to begin the first commercial operation with factory-produced uhf transmitters is WFPG-TV Atlantic City. Equipment was scheduled to arrive early Friday. Atlantic City is 60 miles from Camden and a New Jersey police escort had been arranged and by Saturday the station was due to begin telecasting. WFPG received its TV grant Oct. 30.

### Immediate Start at WFPG

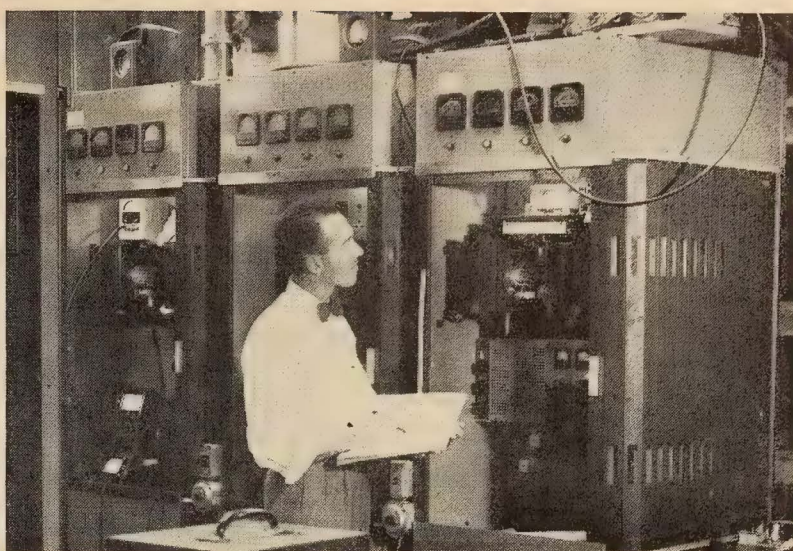
According to Fred Weber, president of WFPG-TV, the Ch. 46 station was to start immediately with full 19.7 kw radiated power from its 458-foot high antenna on White Horse Pike. The 24-gain antenna, which was completed Dec. 9, has been tilted ½-degree mechanically and ½-degree electronically in order to cut down radiation over the Atlantic Ocean and increase radiation inland.

The station expected to begin with 12 hours weekly programming. It has signed with all four networks for service via AT&T microwave relay from Philadelphia via three-link system which uses two state forestry towers and terminates at the Ritz Carlton Hotel in Atlantic City. From there it is fed to the WFPG-TV transmitter. Class A one hour rate is \$150.

WFPG-TV is one of the Friendly Group of stations, which comprises WSTV Steubenville, WPIT Pittsburgh, WBMS Boston and WFPG.

Same group is associated with Richmond, Va., businessmen in the Dixie Television Corp., applicant for uhf Ch. 29 there, and in WHGN Huntington, W. Va., applicant for vhf Ch. 13, although Mr. Weber is not a stockholder in the latter. He is a vice president and director, however.

Mr. Weber, a former MBS executive, was president and a major



**FINAL test of an RCA Victor uhf transmitter is being made preparatory to shipment. The transmitter shown, including video, audio and control units, was one of the first four shipped from Camden last Friday.**

stockholder in WDSU New Orleans when it put its TV station on the air pre-freeze. Stations were later sold to the Stern family.

WSBA-TV York, Pa., hopes to get its transmitter Friday night and planned to put a test pattern out by Dec. 22, going full commercial operation New Years Eve or New Years Day. The uhf Ch. 43 station intends to put out 20 kw

from its 550-ft. antenna (its CP calls for 170 kw), and has established a Class A hour rate of \$200. It will be affiliated with ABC and DuMont, according to Louis J. Appell Jr., president of the company.

WSBT-TV South Bend, Ind., owned by the *South Bend Tribune* was hoping to receive its transmitter last weekend. It planned to put a 20 kw uhf Ch. 34 test pattern

out by Christmas, if not before, from its 540-ft. antenna. A couple of hours commercial network programming was planned thereafter until connection was made into the AT&T's New York-Chicago microwave link at which time full commercial operation would commence according to General Manager Robert H. Swintz. Station has affiliated with CBS and NBC. Its CP calls for 170 kw effective radiated power. Rate card sets a \$200 Class A hour rate.

Although WBRE-TV Wilkes-Barre, Pa., expected to get its transmitter for uhf Ch. 28 last weekend or early this week, it did not plan to begin operating commercially until Jan. 1. It planned to put out 20 kw radiated power from its 1,223-ft. high antenna at the start, with 200 kw planned in mid-1953, and to reach full authorized 1,000 kw power by 1955, according to David M. Baltimore, general manager of the NBC affiliate.

Last week, WBRE-TV asked FCC for permission to put up a relay station on a hill east of Wilkes-Barre, to pick up NBC's WNBTV (TV) New York signals as well as those from Philco-owned WPTZ (TV) Philadelphia. New York is 105 airline miles from Wilkes-Barre; Philadelphia, 97. Class A hour rate is set for \$250.

## 10 NEW UHF's, 3 VHF's

### Granted by FCC

EXTENDING processing on both the city priority Group A and Group B application lines by a number of cities, FCC last week issued construction permits for 10 uhf and 3 vhf stations to bring the post-thaw total of new station grants to 157. Overall U. S. station total now is 265.

Three existing vhf markets received new uhf station grants. These are Baltimore, Buffalo and Birmingham. At Baltimore, WITH received uhf Ch. 60. In Buffalo, Chautauqua Broadcasting Corp. was given uhf Ch. 17 and at Birmingham, WSGN received uhf Ch. 42.

Processing of Group A applications reached to city No. 130, Danville, Va., where WBTM was given uhf Ch. 24. Group B action extended to city No. 181, Buffalo.

As of last Thursday, there were 2 uhf and 9 vhf post-thaw new station grantees on the air, which with the 108 pre-freeze vhf operating stations gives a total of 119 outlets on the air. None of the 10 noncommercial educational stations authorized since lifting of the freeze last April have begun operation at this date.

Here are last week's new permittees:

Baton Rouge, La. (City priority Group A-2, No. 19)—Capital Televi-

sion and Broadcasting Co., granted uhf Ch. 40, effective radiated power of 290 kw visual and 150 kw aural, antenna height above average terrain 340 ft. Authorized earlier: WAFB-TV, uhf Ch. 28.

Peoria, Ill. (Group A-2, No. 24)—Hilltop Broadcasting Co. (WWXL), granted uhf Ch. 19, ERP 95 kw visual and 54 kw aural, antenna 280 ft. Authorized earlier: WEEK-TV, uhf Ch. 43.

Wichita Falls, Tex. (Group A-2, No. 56)—Wichtex Radio and Television Co. (KFDX), granted vhf Ch. 3, ERP 60 kw visual and 36 kw aural, antenna 500 ft. Authorized earlier: White Television Co., uhf Ch. 22.

San Angelo, Tex. (Group A-2, No. 77)—KGKL Inc. (KGKL), granted vhf Ch. 3, ERP 6.4 kw visual and 3.2 kw aural, antenna 440 ft. Authorized earlier: KTXL-TV, vhf Ch. 8.

Tucson, Ariz. (Group A-2, No. 91)—Catalina Broadcasting Co. (KCNA), granted vhf Ch. 9, ERP 25 kw visual and 12.5 kw aural, antenna 60 ft. Authorized earlier: KVOA-TV, vhf Ch. 4; KOPO-TV, Ch. 13.

West Palm Beach, Fla. (Group A-2, No. 98)—WIRK-TV Inc. (WIRK), granted uhf Ch. 21, ERP 22 kw visual and 11.5 kw aural, antenna 220 ft.

Lake Charles, La. (Group A-2, No. 103)—Southland Telecasters, granted uhf Ch. 25, ERP 20 kw visual and 10.5 kw aural, antenna 330 ft.

Easton, Pa. (Group A-2, No. 127)—Easton Pub. Co. (WEEX-FM), granted uhf Ch. 57, ERP 125 kw visual and

63 kw aural, antenna 760 ft.

Hazleton, Pa. (Group A-2, No. 129)—Hazleton Broadcasting Co. (WAZL), granted uhf Ch. 63, ERP 98 kw visual and 52 kw aural, antenna 660 ft.

Danville, Va. (Group A-2, No. 130)—Piedmont Broadcasting Corp. (WBTM), granted uhf Ch. 24, ERP 225 kw visual and 120 kw aural, antenna 650 ft. Condition.

Birmingham, Ala. (Group B-2, No. 157)—Birmingham News Co. (WSGN), granted uhf Ch. 42, ERP 1,000 kw visual and 500 kw aural, antenna 930 ft. Operating: WAFM-TV, vhf Ch. 13; WBRC-TV, vhf Ch. 4.

Baltimore, Md. (Group B-2, No. 162)—WITH-TV Inc. (WITH), granted uhf Ch. 60, ERP 105 kw visual and 59 kw aural, antenna 300 ft. Comr. Frieda B. Hennock dissented. Operating: WAAM (TV), vhf Ch. 13; WBAL-TV, vhf Ch. 11; WMAR-TV, vhf Ch. 2.

Buffalo, N. Y. (Group B-4, No. 181)—Chautauqua Broadcasting Corp., granted uhf Ch. 17, ERP 165 kw visual and 83 kw aural, antenna 500 ft. Operating: WBEN-TV, vhf Ch. 4. Authorized earlier: WTVF (TV), uhf Ch. 23\* (educational).

Concurrent with the Buffalo grant, FCC advised another applicant there, Buffalo-Niagara Television Corp., seeking uhf Ch. 59, that it wished additional information regarding financial qualifications.

In the action granting WBTM (Continued on page 76)



# 'TODAY'

By JIM FLEMING,  
NEWS EDITOR,  
NBC-TV'S "TODAY"

WITH the steady increase in TV stations throughout the nation, new station managers must give much thought to that important segment of the program pattern—the local news program. *Today*, with its daily 3-hour telecast schedule, has functioned and still does as a laboratory for testing all available means of news communication. The results of some of our experimentation may prove useful to TV newsmen pioneering in their own communities.

When we took to the air last January, we had the advantage of a superlative news organization behind us. NBC, so to speak, gave us a running start via its newsreel (world's largest) plus its highly experienced news staff. Under such men as Bill McAndrew and Frank McCall, the intricate technical machine was put at our disposal. In building the highly successful *Camel News Caravan*, they had set the pace for the industry.

Our basic problem was clear. The *Today* unit—activated by Sylvester (Pat) L. Weaver, vice-president in charge of TV—had to devise news formats that would serve the early morning viewer, bring to him the essence of local, national and world events within the larger frame of entertainment, plus weather and time services. We began by isolating our film into a newsreel and presenting a succinct news package every 15 minutes. In so doing we had calculated that the average viewer would be with us for only 10 to 15 minutes.

## Revise Newscast Schedule

Surveys soon revealed most viewers were with us for almost an hour. This meant we had to build far more substantial news packages presented twice an hour instead of every 15 minutes. Each package runs about seven minutes and does not duplicate the other in any way so far as visual material is concerned.

In addition to this, we built interpretive spots which are used in other portions of each hour. These might bring Earl Godwin on for a

Washington run-down, a distinguished authority from outside our NBC staff, or perhaps a "newsrack" spot where Dave Garroway and I bring a representative summary of editorial opinion from the nation's press. (The airlines fly in the daily papers to us from Maine to California.)

*Today*, of course, seeks to cover many other areas of vital human activity: Books, arts, music and personalities. At the moment—under the supervision of our chief, Richard Pinkham—we are building a 'briefing package' which will integrate not only the news but these other areas of interest into a single 10- or 15-minute segment. We may or may not succeed the first time out, but if it can be done, we'll do it.

The one quality we have come to value most in our writers, editors and technicians is imagination. It may be useful to prepare a list of directives that can serve anyone coping with this very difficult problem of preparing lively TV news packages.

1.—*Film*. Here a creative news cameramen can do you the greatest good. NBC's Bill Berch in Chicago, for example, never is content merely to film the rushing waters of a flood. He will take sound gear in a rowboat and record the human stories of survivors against the background of the disaster itself. Brad Kress of our Washington staff will prowl along the corridor of Convention Hall in Chicago and see the human interest story in the lady who sells the hot-dog and come up with a grand feature. Joe Vadalla, in New York, will persuade a distinguished arrival on the *Queen Mary* to perform a Highland Fling. Your cameraman is as good as his creative imagination and your film story will be lively or static, depending on his talent

for avoiding the ordinary, the conventional.

2.—*People*. In every community it is the citizen who makes the news. And, where camera facilities are limited, the newsmakers can be brought to the studio, where they can tell their own stories.

And here is where the radio commentator now in TV, must learn some new tricks. All of us who grew up in the sound medium lived in fear of dead air. In TV, there is always the picture and the interviewee groping for words should not be interrupted. Let him be himself. A halting, unpolished personal narrative has far greater power when the picture is there than any mere smooth question-and-answer routine. The cost of film being what it is, a live interview with the local man making the news may be the answer for variety in local TV news presentations. And why settle for just one interview? Get as many as you can. And don't let them run too long. Remember George M. Cohan's

JIM FLEMING (at left in compass illustration above), news editor of "Today," is one of the most important cogs in an efficient human machine that tries "something new every 24 hours." He is also one of the reasons the NBC-TV early morning show has evolved a format that has attracted 10 sponsors in a recent single fortnight. The program averages about 30% sold. Mr. Fleming's views on local news presentation should interest everybody in television.



trenchant injunction about always leaving the audience wanting more.

3.—*Mobile units*. As more and more TV stations acquire mobile units, these will become a major weapon in the arsenal of the local TV news organization. Planning is the key to the use of the mobile unit. Pointing a camera at a spectacle is just not enough. There must be the closest possible liaison between director and news reporter. They must plan their routine of pictures into a logical pattern. It is, for example, very interesting to see a steel mill in action, but don't forget the men who make the steel. Bring the human quotient into the picture story. It's the source of the story's coming to life.

## Informality Factor

Now, a word about the commentator and his role. If he has the technical resources of a John Cameron Swayze, sure, let him sit behind a desk. But, if—as in most local situations—he does not have a staff of hundreds at his direction, then he must seek to instill motion into his performance. My advice is: Don't be afraid to move around, but make sure there is motivation for your movements other than just the need for movement. Perhaps you will want to walk to a map or some visual aid or rise to welcome a guest. Remember, too, that unless you have great film or mobile unit resources you're going to look mighty static sitting

(Continued on page 84)



# WGAL-TV TO SWITCH

WGAL-TV Lancaster, Pa., hopes to switch from vhf Ch. 4 to Ch. 8 within about a week to 10 days, Clair R. McCollough, president of the Steinman station, said late Thursday after the U. S. Court of Appeals for the District of Columbia turned down the request of WLAN Lancaster for a stay order to prevent the change pending settlement of litigation involving the channel.

WLAN has two suits before the court protesting FCC's conditional grant to WGAL-TV to switch to Ch. 8 with minimum power pending outcome of a comparative hearing by the Commission upon the new station applications of both WGAL-TV and WLAN for Ch. 8 [B•T, Dec. 8, 1]. WGAL-TV earlier had asked FCC for authority to make the change Nov. 30.

The court's ruling also clears the way for FCC action upon the applications of NBC to increase the operating powers of WNBT (TV) New York and WNBW (TV) Washington to full 100 kw effective radiated power, once WGAL-TV vacates Ch. 4, also used by the NBC-owned 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 Commission's Sixth Report and Order finalizing the TV reallocation deleted Ch. 4 from Lancaster and included a show cause order to switch WGAL-TV to Ch. 8. Minimum co-channel spacing allowed is 170 miles.

## Unanimous Ruling

The court's decision Thursday was a unanimous ruling by Chief Judge Harold M. Stephens and Circuit Judges E. Barrett Prettyman and Charles Fahy following two hours of oral argument by counsel for WLAN, FCC, WGAL-TV and NBC. Latter two parties were intervenors in the injunction request hearing.

Arthur W. Scharfeld, representing WLAN before the court, contended the stay order was necessary in order to preserve the rights of the station to a fair comparative hearing with WGAL-TV. He pointed out the conditional grant to WGAL-TV would give the Steinman station an advantage in the competitive proceeding since it would have expended more than \$100,000 to make the channel change and would be operating with greater power, hence serving more people.

He charged FCC erred in making the conditional grant without application and contended that according to the principle of the Ashbacker case, WLAN was entitled to comparative hearing on the conditional grant.

James R. Wollenberg, assistant general counsel of FCC in charge of litigation, reviewed the problems of the TV reallocation plan leading

up to the WGAL-TV show cause order and contended the only possible harm that could occur to WLAN's case is the money expended by WGAL-TV to make the change. He pointed out, however, that FCC's conditional grant notices [B•T, Nov. 10, Sept. 22] set forth that such expenditure would not be weighed by FCC.

Mr. Wollenberg said WLAN does not have right to comparative hearing on the temporary grant, which he termed a modification of WGAL-TV's license, since the Ashbacker principle applies only to outright grants of new station licenses. He contended the Ashbacker case does not preclude the Commission from issuing temporary grants in unusual circumstances and pointed out that in the present case great public interest is at stake because of the Ch. 4 interference.

The FCC counsel noted WLAN will be in competition with an existing TV licensee regardless of which channel it is operating on at the time of the comparative hearing

## Court Denies 'Stay'

and the particular channel will be of no consequence, as the Commission has indicated.

Duke M. Patrick, appearing for WGAL-TV, told the court WLAN really isn't entitled to comparative hearing with Ch. 8 bid of WGAL-TV even though FCC so ruled. He cited Comr. George E. Sterling's dissent to the Commission's Sept. 18 opinion and pointed out the channel change was one of 30 ordered by FCC as part and parcel of an overall allocation readjustment.

## Hearing at Renewal Time

Mr. Patrick explained anyone can file for a station's facilities at the time of renewal, at which time the Ashbacker principle of comparative hearing applies. WLAN has hearing rights when the WGAL-TV license expires and not before, he argued. He stated the mere channel change, accomplished by modification of WGAL-TV's license, did not give the station anything it doesn't already possess.

The WGAL-TV counsel told the

court the change to Ch. 8 should be allowed as soon as possible because the public interest requires reduction of interference on Ch. 4.

James E. Greeley, counsel for NBC, reviewed the interference problems on Ch. 4 with the resulting lessened service to the public. He stated FCC has estimated the interference to WNBW involves 900 sq. mi. of its normal service area and to WNBT, 100 sq. mi. Mr. Greeley related the interference to WGAL-TV on Ch. 4 has reduced its service area to about 400 sq. mi., or about one-third of its normal area without interference.

During his rebuttal argument, Mr. Scharfeld was asked by Chief Judge Stephens if, when a comparative hearing is indicated upon two applications, FCC lawfully cannot issue a temporary grant to one pending completion of the proceeding.

Mr. Scharfeld answered that FCC cannot, since recent changes in the Communications Act were intended by Congress to put a stop to grants without applications. He contended the principles of the Ashbacker case now give to WLAN the right of comparative hearing on the temporary grant also.

# TV FILM IMPASSE

## SAG Settlement Hopes Dim

OUTLOOK for quick settlement of Screen Actors Guild strike against producers of TV filmed commercials darkened last week while American Federation of Television & Radio Artists and major network spokesmen in New York were drafting final details on agreements covering radio and television performers and announcers.

An AFTRA spokesman in New York said union and network negotiators had agreed upon major features of the contract [B•T, Dec. 15] but still were conferring on several minor points and phraseology of the pact. He noted that basic agreement had been effected also in Los Angeles but that negotiations were still in progress in San Francisco and Chicago, other major program origination cities. He added that "no trouble" was expected to develop in Chicago or San Francisco.

This bright picture did not extend to the SAG-producer strike which entered its fourth week today (Monday). Both union and producer spokesmen in New York declared they had adopted a "stand pat" attitude with no immediate progress in sight for resumption of negotiations.

Both parties agreed that reports 10 days ago, indicating that talks might be resumed, were "premature." At that time, Ralph Cohn, a member of the Film Producers Assn. of New York, conferred unofficially with SAG officials in Hollywood and speculation arose that a common ground for renewing negotiations had been found.

But Mrs. Florence Marston, eastern representative for SAG,

and John Wheeler, attorney for FPA, both denied last week that understanding to re-negotiate had been reached. Mrs. Marston indicated that new talks would accomplish nothing unless the producers were amenable to relaxing their stand on the re-issue principle, while Mr. Wheeler declared that the producers were willing to reopen discussion along the lines of their last offer [B•T, Dec. 1].

Principal differences center around a SAG demand for re-payment to an actor of his original fee each time the TV commercial is used more than once on a network program. The last producer proposal was for re-payment of original fee after use of the commercial for 13 weeks.

## Distortion Charged

The prolonged strike has precipitated charges and countercharges from both factions, each accusing the other of "distorting facts."

The latest incident was a statement last week by Peter Mooney, president of the Film Producers Assn. of New York, in which he accused the union of falsely claiming that some major producers had signed contracts meeting their demands.

Mr. Mooney apparently was referring to interim agreements with five producers that were announced by SAG the preceding week [B•T, Dec. 15]. He said that the one case the union cited specifically—that of Roland Reed Productions, Hollywood—was "a dud."

"The sponsor and agency involved were not party to even an

interim agreement and since have cancelled the commercials supposedly being made," Mr. Mooney asserted. (Mr. Mooney was referring to a commercial reportedly being made for General Mills through the Knox Reeves Agency.)

Mr. Mooney claimed he has had telegrams from the heads of top agencies and accounts assuring him they would not make "any deals" or agree to the guild's demands.

"We still stand ready to negotiate or mediate with SAG," Mr. Mooney declared. "But we will not capitulate to a situation that would put us all in trouble."

Mrs. Marston told BROADCASTING • TELECASTING that it was her understanding that SAG had signed interim agreements with some five producers. She added she had not learned from the Coast whether the Reed organization had cancelled its commercials.

A producer spokesman who asked that his identity be withheld reported to BROADCASTING • TELECASTING last week that "mounting pressure" is being applied against the producers by several affected unions to take "drastic action" to settle the strike. He pointed out that the dispute has placed many electricians and stage-hands, among others, out of work.

He declined to spell out what he meant by "drastic action" but it has been reported that the producers are considering the use of actors not affiliated with SAG and of name personalities in the sports and business world. The spokesman stressed that the producers would take this step "very reluctantly as a last resort."



# television grants and applications

Digest of Those Filed with FCC Dec. 12 Through Dec. 18

## Grants Since April 14:

	VHF	UHF	Total
Commercial	42	105	147
Educational	2	8	10
<b>Total</b>	<b>44</b>	<b>113</b>	<b>157</b>
Commercial television stations on the air	119 <sup>1</sup>	2	121 <sup>1</sup>

<sup>1</sup> Includes XELD-TV Matamoros (Mexico)-Brownsville.

## Applications Filed Since April 14:

	New	Amended	VHF	UHF	Total
Commercial	647	323	546	423	970 <sup>2</sup>
Educational	19	...	5	14	19
<b>Total</b>	<b>666</b>	<b>323</b>	<b>551</b>	<b>437</b>	<b>989<sup>3</sup></b>

<sup>2</sup> One applicant did not specify channel.

<sup>3</sup> Includes 157 already granted.

Processing on city priority status Gr. A-2 line has extended to city number 130.  
Processing on city priority status Gr. B-4 line has extended to city number 181.

## NEW STATION GRANTS

### Listed by States

**BIRMINGHAM, Ala.**—The Birmingham News Co. (WSGN). Granted uhf Ch. 42 (638-644 mc); ERP 1,000 kw visual, 500 kw aural; antenna height above average terrain 930 ft., above ground 560 ft. Engineering conditions. Estimated construction cost \$496,500 first year operating cost and revenue not estimated. Post office address WSGN Birmingham, Ala. Studio location to be determined. Transmitter location 0.7 mile NW of Rosedale on Red Mountain. Geographic coordinates 33° 29' 23" N. Lat., 86° 47' 58" W. Long. Transmitter and antenna RCA. Legal counsel Fly, Shuebruk & Blume, Washington. Consulting engineer George E. Gautney, Washington. Principals include Chairman Ruth L. Hanson (10.84%), President James E. Chappell (1.41%), Executive Vice President Henry P. Johnson (15.69%), Vice President Clarence B. Hanson Jr. (6.61%), Business Manager Harry B. Bradley (1.08%), Secretary-Treasurer J. C. Clark (5.4%). [For application, see TV APPLICATIONS, B-T, July 7.] City priority status: Gr. B-2, No. 157.

**TUCSON, Ariz.**—Catalina Bestg. Co. (KCNA). Granted vhf Ch. 9 (186-192 mc); ERP 25 kw visual, 12.5 kw aural; antenna height above average terrain 60 ft., above ground 344 ft. Engineering conditions. Estimated construction cost \$255,000; first year operating cost \$160,000; revenue \$140,000. Post office address P.O. Box 2348, Tucson. Studio and transmitter location Swan Rd. extension, 6.5 mi. NE of Tucson. Geographic coordinates 32° 17' 36" N. Lat., 110° 53' 40.3" W. Long. Transmitter and antenna GE. Legal counsel Fisher, Wayland, Duvall and Southmayd, Washington. Consulting engineer Millard M. Garrison, Washington. Principals include President Erskine Caldwell (31.9%), Vice President William A. Small (8.2%), Secretary-Treasurer George W. Chambers (9.1%), Clare Ellinwood (6.6%), William H. Johnson (7.1%), John B. Mills (17.5%) and J. N. Harber (17.5%). [For application, see TV APPLICATIONS, B-T, July 7.] City priority status: Gr. A-2, No. 91.

**WEST PALM BEACH, Fla.**—WIRK-TV Inc. (WIRK). Granted uhf Ch. 21 (512-518 mc); ERP 22 kw visual, 11.5 kw aural; antenna height above average terrain 220 ft., above ground 255 ft. Estimated construction cost \$137,023, first year operating cost \$120,000, revenue \$135,000. Post office address 715 South Flagler Drive, West Palm Beach, Fla. Studio and transmitter location on west side of Flagler Drive, north of Lakeview Drive. Geographic coordinates 26° 42' 22" N. Lat., 80° 02' 59" W. Long. Transmitter and antenna GE. Legal counsel Frank U. Fletcher, Washington. Consulting engineer Vandivere, Cohen & Wearn, Washington. Principals include President Joseph S. Field Jr. (33½%), 51% owner of WIRK; Vice President Warren H. Brewster (33½%), owner of cattle ranch, Jupiter, Fla., ½ owner of Carpenter Hotel, Manchester, N. H., and owner of 29% interest in

WLNH Laconia, N. H., until 1949, and sole owner of WEAT Lake Worth, Fla., until 1950, and Secretary Arthur M. Shandloff (33½%), president and 80% owner of Star Construction Co., Miami, and secretary-treasurer and 49% owner of WIRK. [For application, see TV APPLICATIONS, B-T, May 26.] City priority status: Gr. A-2, No. 98.

**PEORIA, Ill.**—Hilltop Bestg. Co. (WTVH). Granted uhf Ch. 19 (500-506 mc); ERP 95 kw visual, 54 kw aural; antenna height above average terrain 280 ft., above ground 415 ft. Estimated construction cost \$143,437, first year operating cost \$155,000, revenue \$225,000. Post office address 406 Fayette Bldg., Peoria, Ill., or 324 Main St., Davenport, Iowa, or 220 Robison Blvd., Rock Island, Ill. Studio and transmitter location

## MIAMI CH. 7

## Competing FCC Bid Filed Tuesday

WITHIN a week after the application for Miami's Ch. 7 filed by Niles Trammell and WIOD-Miami Daily News (Cox) and WQAM-Miami Herald (Knight) interests [B-T, Dec. 15], a competing application for the same facilities was filed by two Iowa real estate men last week.

New application was filed last Tuesday—day before regular Commission meeting day at which many observers believed the FCC might take some kind of action on the Trammell application.

Significance of the Trammell application was seen in the means taken to overcome the FCC's uncertainty regarding combinations of local AM broadcasters applying for TV [B-T, Dec. 8]. In two cases, the Commission informed such applicants that it thinks such combinations violate the duopoly regulation which forbids common ownership of more than one radio station in the same city. The Trammell application "stood off" the Cox and Knight interests with 42.5% each, with the NBC chairman, who resigned two weeks ago, holding the balance of power with his 15% ownership. This application is in the name of Biscayne Television Corp.

Principals of the new Miami application are Mel Foster and Harold Hoersch. Mr. Foster is president and 82% owner of Mel Foster Inc. of Iowa and Illinois, and

Jefferson Hotel, 235 South Jefferson St., at corner of Jefferson and Liberty Sts. Geographic coordinates 40° 41' 31" N. Lat., 89° 35' 37" W. Long. Transmitter DuMont, antenna RCA. Legal counsel Eugene L. Burke, Washington. Consulting engineer Walter F. Kean, Riverside, Ill. Sole owner of permittee is Hugh R. Norman, president and majority stockholder of KSTT Davenport, Iowa. [For application, see TV APPLICATIONS, B-T, July 21.] City priority status: Gr. A-2, No. 24.

**BATON ROUGE, La.**—Capital Television & Bestg. Co. Granted uhf Ch. 40 (626-632 mc); ERP 290 kw visual, 150 kw aural; antenna height above average terrain 340 ft., above ground 341 ft. Engineering conditions. Estimated construction cost \$267,885, first year operating cost \$150,000, revenue \$170,000. Post office address 204 W. 6th St., Erie. Studio and transmitter location 1625 Scenic Highway. Geographic coordinates 30° 27' 45" N. Lat., 91° 10' 15" W. Long. Transmitter and antenna GE. Legal counsel Haley and Doty, Washington. Consulting engineer William L. Foss Inc., Washington. Principals include equal ½ partners John W. English, secretary and 14.8% owner of the Erie Television Corp., applicant for TV station in Erie, Pa., partner in English, Gilson, Baker & Bowler (law firm) and director and minority stockholder in First National Bank, Erie, Erie Coach Co. (bus lines), and others; James B. Donovan, member of Waters & Donovan, New York and Washington law firm, and James R. McBrier, president of Trask, Prescott & Richardson (department store), treasurer of Peninsula Realty Co., and director of First National Bank of Erie. [For application, see TV APPLICATIONS, B-T, Aug. 4.] City priority status: Gr. A-2, No. 19.

**LAKE CHARLES, La.**—Southland Telecasters. Granted uhf Ch. 25 (536-542 mc); ERP 20 kw visual, 10.5 kw aural; antenna height above average terrain 330 ft., above ground 348 ft. Engineering conditions. Estimated construction cost \$177,500, first year operating cost \$120,000, revenue \$120,000. Post office address P. O. Box 30, Baton Rouge, La. Studio and transmitter location SE corner of Ryan and Jackson Streets. Geographic coordinates 30° 14' 22" N. Lat., 93° 12' 58" W. Long. Transmitter and antenna RCA. Legal counsel McKenna & Wilkinson, Washington. Consulting engineer George E. Gautney,

Washington. Principals include Charles W. Lamar (now 100%), majority owner of Lamar Adv. Co., Baton Rouge, and minority stock owner of WAFF-AM-TV Baton Rouge, and T. E. Gibbens, vice president, manager and minority stockholder of WAFF. (Net profits of partnership will be shared in ratio of 75% to Mr. Lamar and 25% to Mr. Gibbens; after Mr. Lamar has withdrawn in profits an amount equal to his capital contribution to partnership, assets of partnership will be owned 75% by Mr. Lamar and 25% by Mr. Gibbens.) [For application, see TV APPLICATIONS, B-T, Nov. 10.] City priority status: Gr. A-2, No. 103.

**BALTIMORE, Md.**—WITH-TV Inc. (WITH). Granted uhf Ch. 60 (746-752 mc); ERP 105 kw visual, 59 kw aural; antenna height above average terrain 300 ft., above ground 360 ft. Estimated construction cost \$398,500, first year operating cost \$250,000, revenue \$200,000. Post office address 7 East Lexington St. Studio location 7 East Lexington St. Transmitter location 1220-1230 Curtain Ave. Geographic coordinates 39° 18' 58" N. Lat., 76° 36' 03" W. Long. Transmitter DuMont, antenna RCA. Legal counsel Arnold, Fortas & Porter, Washington. Consulting engineer Jansky & Bailey, Washington. Principals include President and General Manager Thomas G. Tinsley Jr. (14%), Secretary-Treasurer Mrs. Louise McClure Tinsley (2%), T. Garland Tinsley Sr. (12%), B. Warren Corkran (0.4%), Girard Trust Co. (trustee) (14%), Louise McClure Tinsley (as life tenant under will of Newton McClure) (70.4%), and Robert C. Embry. [For application, see TV APPLICATIONS, B-T, Aug. 4.] City priority status: Gr. B-2, No. 162. (Comr. Frieda B. Hennock dissented.)

**BUFFALO, N. Y.**—Chautauqua Bestg. Corp. Granted uhf Ch. 17 (488-494 mc); ERP 165 kw visual, 83 kw aural; antenna height above average terrain 500 ft., above ground 532 ft. Engineering conditions. Estimated construction cost \$331,861, first year operating cost \$453,000, revenue \$625,037. Post office address 797 Seneca St., Buffalo. Studio location to be determined. Transmitter location 535 Main St. Geographic coordinates 42° 52' 50" N. Lat., 78° 52' 34" W. Long. Transmitter GE, antenna GE. Legal counsel Pierson & Ball, Washington. Consulting engineer Kear and Kennedy, Washington. Principals include President Sherwin Grossman (29.6%), sales manager Swan Cleaners Inc. (laundry and dry cleaning), president and sole owner of State Liquor Stores Inc., Orlando, Fla.; Executive Vice President Gary L. Cohen (29.6%), manager and 25% owner of Van Buren Amusement Enterprises Inc. (drive-in theatre); Secretary Irving Cohen, 100% owner of Allendale Theatre, Plaza Theatre, Corning, and other theatres, and Treasurer Harry J. Grossman, president and 50% owner of Swan Cleaners, director and 10% owner of Lincoln National Bank. [For application, see TV APPLICATIONS, B-T, Aug. 11.] City priority status: Gr. B-4, No. 181.

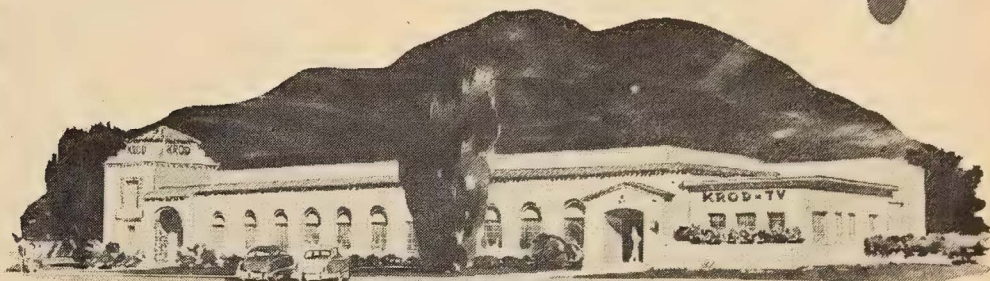
**EASTON, Pa.**—Easton Pub. Co. (WEXX-FM). Granted uhf Ch. 57 (728-734 mc); ERP 125 kw visual, 63 kw aural; antenna height above average terrain 760 ft., above ground 167 ft. Engineering conditions. Estimated construction cost \$290,241, first year operating cost \$108,000, revenue not estimated. Post office address 30 N. Fourth St., Easton, Pa. Studio location WEXX Studios, State Hwy. 115, Easton. Transmitter location Gaffney Hill, 5 mi. SW of downtown Easton, about 2 mi. East of WGPA-FM. Geographic coordinates 40° 37' 35" N. Lat., 75° 15' 19" W. Long. Transmitter DuMont, antenna RCA. Legal counsel Hanson, Lovett & Dale, Washington. Consulting engineer Paul Godley Co., Upper Montclair, N. J. Principals include President-Treasurer J. L. Stackhouse, Vice President-Secretary Adele S. Fretz, Vice President Anna M. Snyder. [For application, see TV APPLICATIONS, B-T, July 7.] City priority status: Gr. A-2, No. 127.

**HAZLETON, Pa.**—Hazleton Bestg. Co. (WAZL). Granted uhf Ch. 63 (764-770 mc); ERP 98 kw visual, 52 kw aural; antenna height above average terrain 665 ft., above ground 408 ft. Engineering conditions. Estimated construction cost \$227,958, first year operating cost \$187,296, revenue \$250,000. Post office address 708 Hazleton National Bank Bldg., Hazleton, Pa. Studio and transmitter location on Thirwell Ave., between Mill and East Streets. Geographic coordinates 40° 56' 24" N. Lat., 75° 58' 04" W. Long. Transmitter, antenna and studio equipment RCA. Legal counsel George O. Sutton, Washington. Consulting engineer James C. McNary, Washington. Principals include President Victor C.

(Continued on page 70)



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**Dick Watts, Sales Manager**



# TV HEARINGS

## Cascade Permitted to Amend

## MADISON MERGERS

Second Group Unites

CASCADE TELEVISION Co., vhf Ch. 8 applicant at Portland, Ore., was granted permission by FCC Hearing Examiner Elizabeth C. Smith last week to amend its request so as to show withdrawal of three stockholders and assumption of their 25% holdings by others in the firm.

The ruling was made Friday morning following an hour's oral argument in Miss Smith's office by the parties to the Portland Ch. 8 proceeding, now set to commence Jan. 26 in Washington. Cascade's competitors are Westinghouse Radio Stations Inc. (KEX), Portland Television Inc. and North Pacific Television Inc. Latter is controlled by KING-AM-FM-TV Seattle.

Miss Smith based her ruling upon the precedent contained in the Commission's memorandum opinion and order in the case of KOIN Portland, issued earlier in the week. FCC a fortnight ago, by a majority decision of Comrs. Rosel H. Hyde,

Eugene H. Merrill, George E. Sterling and E. M. Webster, voted to approve KOIN's request to amend its vhf Ch. 6 application so as to show withdrawal of three stockholders and the assumption of their 43.5% interest by other stockholders and 24 station employees [B•T, Dec. 15].

The Commission majority's action overruled an earlier decision by Examiner Smith to deny the KOIN amendment on the grounds that sufficient good cause was not shown and of prejudice to the sole competitive Ch. 6 applicant, KGW Portland.

While observers of the TV comparative hearings were pondering the practical effect of the Commission majority's memorandum in the KOIN case last week, counsel for KGW said the station plans to petition the Commission to review the ruling and indicated it may take the issue to court if a way can be found, should FCC turn down the review plea. It was noted the courts usually require an applicant to await the final ruling to grant or deny an application in a competitive hearing before accepting an appeal.

### Two Dissents

Both Chairman Paul A. Walker and Comr. Frieda B. Hennock dissented from the majority opinion in the KOIN amendment action and declared their support of Examiner Smith's decision. Comr. Robert T. Bartley did not participate.

In their written dissent, Chairman Walker and Comr. Hennock held the ruling "will open up a veritable Pandora's box of difficulties in future hearings, and is therefore contrary to the orderly administration of the Commission's own processes as well as to the reliance which applicants should be able to place upon the concreteness of their adversaries' proposals in preparing for hearing."

Comparative hearing before Examiner Smith on KOIN and KGW Ch. 6 applications has been postponed until March 16. The Portland Ch. 8 hearing is to begin Jan. 26.

Cascade Television's amendment, filed Dec. 5, shows withdrawal of Thomas W. Young, treasurer and 10% owner; Zina A. Wise, 5% stockholder, and C. Spencer Hinsdale, 10% owner. Mr. Young withdrew because of illness, Mr. Wise because of death in the family and Mr. Hinsdale because of "conditions beyond his control."

Thomas W. Dant, holding 5% interest in Cascade, becomes treasurer and acquires an additional 10%. Clayton R. Jones, vice president, increases his 20% holding to 30%. George C. Sheahan, 10% owner, gains another 5%. Other stockholders continuing in the ap-

plicant include Vice President David McKay, 30% owner, who is president and chief owner of KOLo Reno and KORK Las Vegas, and H. G. Wells Jr., 5% owner, who holds 10% in KOLo and KORK.

In the Beaumont-Port Arthur vhf Ch. 6 hearing, the direct cases and cross-examinations were completed last week. The case was recessed to Feb. 25, when tag ends are due to be cleaned up. During that time, depositions will be taken from witnesses unable to appear in Washington. Competing for Ch. 6 in the Gulf Coast cities are KFDM and KRIC-Beaumont Enterprise and Journal [B•T, Nov. 24].

KFDM's exhibits showed that it had total current assets of \$171,475.07 and total current liabilities of \$26,269.39. It also reported that it made a net profit after taxes of \$14,342.24 for the first nine months of 1952. Company is planning to spend \$344,582.50 on construction of the proposed TV station. Estimated first year's operating cost would be \$207,332 and revenue \$392,000 (without network affiliation) at a base Class A rate charge of \$200 per hour, one-time.

The Beaumont-Port Arthur vhf Ch. 4 hearing, also before Examiner Annie Neal Huntting, was continued to Jan. 26. Motions Comr. Robert T. Bartley on Tuesday granted petition of Lufkin Amusement Co. to dismiss its Ch. 4 application but declined to approve dismissal "without prejudice." Meanwhile, petition of Jefferson Amusement Co., new Ch. 4 applicant [B•T, Dec. 1], seeking to enter the proceeding, awaits action by the Commission. Other Ch. 4 contestants are Port Arthur College (KPAC) and Smith Radio Co.

### Continuance Granted

The Denver Ch. 4 hearing, which was due to resume Dec. 16, was continued to Jan. 13 when a physician's statement was submitted that KMYR's A. G. Meyer is still unable to resume the witness stand. Mr. Meyer suffered a heart attack last month while undergoing cross-examination. KMYR is opposed by KOA in the second of the Denver hearings.

The Denver Ch. 7 proceeding was closed several weeks ago but a petition by Denver Television Co. (Wolfberg theatre interests) to reopen the record is pending before Examiner James D. Cunningham [B•T, Dec. 15]. Competitor is KLZ Denver.

Examiner Basil P. Cooper on Friday concluded the lengthy Tampa-St. Petersburg vhf Ch. 8 hearing involving Tampa Bay Area Telecasting, WTSP and WFLA. The vhf Ch. 13 proceeding is scheduled Jan. 7 and involves competitive applications of WDAE, Orange Television Broadcasting Co. and Tampa Television Co.

Examiner Herbert Sharfman (Continued on page 97)

MERGER of two applicants last week for Madison, Wis., Ch. 3—in hope of obviating need for a hearing—brought almost immediate amendment by another applicant from uhf Ch. 27 to the same low band channel, making a hearing necessary.

New applicant for Ch. 3 is Badger Television Co. Inc., a consolidation of previous applicants WIBA-Wisconsin State Journal and Capital Times and non-broadcasters Television of Wisconsin Inc. Stock is divided into Class A and B shares, each of which is held by the respective principals.

Class A stockholders are Capital Times Co., 31.5%; Wisconsin State-Journal Co., 13.5%; Don Anderson, publisher of State Journal, 1.5%; J. Martin Wolman, business manager of State Journal, 0.5%, and Adolph C. Bolz, vice president, Oscar Mayer & Co., 3%. These principals own WIBA-AM-FM Madison.

Class B stockholders are William E. Walker, who has interests in WMAN Marinette, Wis.; WESK Escanaba, Mich.; KXGI Ft. Madison, Iowa, and WBEV Beaver Dam, Wis., 10%; Arthur Towell, advertising, 9.5%; Frank A. Jones, office furnishings and supplies, 9.5%; Paul A. Kayser, Ford dealer, 9.5%; Bernard Meyer Mautz, paint and varnish, 5%; Louis Hirsig, hardware, 5%, and Mr. Bolz, 1.5%.

### Applicant Officers

William T. Eyjue, editor of the Capital Times, is president of the new corporation, while Mr. Anderson is first vice president, Mr. Mautz second vice president, Mr. Jones secretary and George R. Stephenson, executive editor of the Capital Times, is treasurer. Mr. Walker is chairman of the board.

Application is for 100 kw with 753-ft. antenna. Estimated construction costs were set at \$545,772.60. First year's operating costs and revenue were estimated at \$240,000.

Ultimate desirable objective of the amalgamation, a statement included in the application declared, is the merger of Badger Television with Badger Broadcasting, licensee of WIBA-AM-FM.

Both applications in the individual names of Badger Broadcasting Co. and Television of Wisconsin Inc. were dismissed following the filing of the new application. Badger Broadcasting, however, is still an applicant for Eau Claire, Wis.

Amending its application from uhf Ch. 27 to vhf Ch. 3 was WISC Madison. WISC, half owned by the Superior (Wis.) Telegram, originally filed for Ch. 3, but amended to the uhf channel when it petitioned the FCC to revise its Sixth Report and Order to make all uhf channels in Madison commercial assignments, and change the reserved, educational frequency from uhf to the lone vhf Ch. 3. This was denied by the Commission last month and WISC appealed to court.

## WAAM (TV) HONORED

Receives Red Cross Award

WAAM (TV) Baltimore has been awarded the American National Red Cross Certificate of Achievement as an aftermath of its "Blood Donor Telethon," the station reported last week. WAAM claims to be the first station so honored.

The Blood Donor Telethon, for which the station produced nearly five hours of TV time Dec. 13, raised a confirmed total of 534 pints of whole blood pledged and received. WAAM donated all facilities, time charges, personnel and production work to the Baltimore Chapter of the Red Cross.

Feature of the telethon was the Red Cross mobile blood collection unit functioning in the 4,200 sq. ft. WAAM Studio A.

Nick Campofreda, sports director, and Joel Chaseman, public service director, manned a central desk, with Mr. Campofreda serving as m. c. WAAM announcers Jim Kilian, Ted Jaffee and Royal Parker conducted interviews. Paul Kane directed the four WAAM cameras used, with Herbert B. Cahan overseeing format and production.



AT certificate presentation ceremony were (l to r) Mr. Chaseman, Mrs. Gideon Stieff, Baltimore ARC chapter, and Kenneth Carter, WAAM general manager.



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# The New Grantees' Commencement Target Dates

\* On the air, operating commercially.

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

## LISTED BY CITY ALPHABET

Call	City and State	Ch.	Granted	Commencement	Network	Rep.
WAKR-TV	Akron, Ohio	49	Sept. 4	Spring 1953		Weed
WRTV (TV)	Albany, N. Y.	*17	July 24	Unknown		
KFDA-TV	Amarillo, Tex.	10	Oct. 16	March		Branham
KGNC-TV	Amarillo, Tex.	4	Oct. 9	March-April		Taylor
WPAG-TV	Ann Arbor, Mich.	20	Sept. 25	March 15		McGillvra
WCEE (TV)	Asbury Park, N. J.	58	Oct. 2	Late 1953		
WISE-TV	Asheville, N. C.	62	Oct. 30	Unknown		
WPTV (TV)	Ashland, Ky.	59	Aug. 14	Unknown		
WFPG-TV	Atlantic City, N. J.	46	Oct. 30	Dec. 20*	NBC, ABC	Pearson
KCTV (TV)	Austin, Tex.	18	July 11	Unknown	CBS, DuMont	
KTBC-TV	Austin, Tex.	7	July 11	Nov. 27*	CBS, ABC, NBC	Taylor
KTVA (TV)	Austin, Tex.	24	Aug. 21	Unknown		
WITV-TV	Baltimore, Md.	60	Dec. 18	Unknown		
WAFB-TV	Baton Rouge, La.	28	Aug. 14	Jan. 1	CBS, DuMont, NBC, ABC	Adam Young
Capital Television & Bcstg. Co., Baton Rouge, La.		40	Dec. 18	Unknown		
WBCK-TV	Battle Creek, Mich.	58	Nov. 20	August		
WBKZ-TV	Battle Creek, Mich.	64	Oct. 30	May 15	ABC, DuMont	
Television Broadcasters Beaumont, Tex.		31	Dec. 4	May		
WTVI (TV)	Bellefonte, Ill.	54	Nov. 20	May 1	CBS	Adam Young
WLEV-TV	Bethlehem, Pa.	51	Oct. 30	Unknown		Meeker
WQTV (TV)	Binghamton, N. Y.	*46	Aug. 14	Unknown		
WJLD-TV	Birmingham, Ala.	48	Dec. 10	Unknown		
WGSN-TV	Birmingham, Ala.	42	Dec. 18	Unknown		
WICC-TV	Bridgeport, Conn.	43	July 11	Jan. 15-31	ABC	Adam Young
WSJL (TV)	Bridgeport, Conn.	49	Aug. 14	Unknown		
WTVF (TV)	Buffalo, N. Y.	*23	July 24	Unknown		
Chautauqua Bcstg. Corp., Buffalo, N. Y.		17	Dec. 18	April 1		
WCSC-TV	Charleston, S. C.	5	Oct. 30	April 1		Free & Peters
WOUC (TV)	Chattanooga, Tenn.	49	Aug. 21	Unknown		McGillvra
WTVT (TV)	Chattanooga, Tenn.	43	Aug. 21	Unknown		
KKTV (TV)	Colorado Springs, Col.	11	Nov. 28	Dec. 7*	ABC, CBS, DuMont	
KRDO-TV	Colorado Springs, Col.	13	Nov. 20	April		McGillvra
WCOS-TV	Columbia, S. C.	25	Sept. 18	March		Headley-Reed
WNOK-TV	Columbia, S. C.	67	Sept. 18	May 1	CBS	Raymer
WDAN-TV	Danville, Ill.	24	Dec. 10	Unknown		Everett-McKinney
WONE-TV	Dayton, Ohio	22	Nov. 26	July		
WTVF (TV)	Decatur, Ill.	17	Nov. 20	Unknown		
KBTV (TV)	Denver, Col.	9	July 11	Oct. 2*	CBS, ABC	Free & Peters
KDEN (TV)	Denver, Col.	26	July 11	Spring 1953		
KFEL-TV	Denver, Col.	2	July 11	July 18*	NBC, DuMont	Blair-TV Inc.
KIRV (TV)	Denver	20	Sept. 18	Unknown		
WFTV (TV)	Duluth, Minn.	38	Oct. 24	March 1		
WKAR-TV	East Lansing, Mich.	60	Oct. 16	September		
WEEX-TV	Easton, Pa.	57	Dec. 18	Spring 1953		
WTVF (TV)	Elmira, N. Y.	24	Nov. 6	March		Forjoe
KEPO-TV	El Paso, Tex.	13	Oct. 24	Early 1953		Avery-Knodel
KROD-TV	El Paso, Tex.	4	July 31	Dec. 14*	CBS, DuMont	Taylor
KTSM-TV	El Paso, Tex.	9	Aug. 14	Dec. 24-25	NBC	Hollingsbery
WSEE-TV	Fall River, Mass.	46	Sept. 14	May		
WTAC-TV	Flint, Mich.	16	Nov. 20	Unknown		
WCTV (TV)	Flint, Mich.	28	July 11	Early 1953		
WFTL-TV	Fort Lauderdale, Fla.	23	July 31	March 1		Sears & Ayer
WITV (TV)	Fort Lauderdale, Fla.	17	July 31	Unknown		
KFSA-TV	Fort Smith, Ark.	22	Nov. 13	May 1		
WFMD-TV	Frederick, Md.	62	Oct. 24	Unknown		
KMJ-TV	Fresno, Calif.	24	Sept. 18	May 1		Raymer
WTVS (TV)	Gadsden, Ala.	21	Nov. 6	April		
Gulf Television Co., Galveston, Tex.		11	Nov. 20	March 1		
Rudman Television Co., Galveston, Tex.		41	Nov. 20	Unknown		
WBAY-TV	Green Bay, Wis.	2	Nov. 13	March 1		Weed
WCOG-TV	Greensboro, N. C.	57	Nov. 20	Unknown		
WHP-TV	Harrisburg, Pa.	55	Sept. 25	May		Bolling
WAZL-TV	Hazleton, Pa.	63	Dec. 18	Unknown		Meeker
WEHT (TV)	Henderson, Ky.	50	Nov. 20	Unknown		
WHYN-TV	Holyoke, Mass.	55	July 11	Early 1953		Branham
KGMB-TV	Honolulu, T. H.	9	Aug. 7	Dec. 1*	CBS, ABC, NBC	Free & Peters
KONA (TV)	Honolulu, T. H.	11	Oct. 24	Nov. 22*	DuMont	Forjoe
KUHT (TV)	Houston, Tex.	*8	Aug. 21	Unknown		
WIBM-TV	Jackson, Mich.	48	Nov. 20	Unknown		
WJTV (TV)	Jackson, Miss.	25	Sept. 11	January		
WARD-TV	Johnstown, Pa.	56	Nov. 20	Unknown	CBS, ABC, NBC, DuMont	Katz
WKMI-TV	Kalamazoo, Mich.	36	Nov. 26	Unknown		Weed
Southland Telecasters, Lake Charles, La.		25	Dec. 18	April-June		Adam Young
WIMA-TV	Lima, Ohio	35	Dec. 4	Unknown		
WLOK-TV	Lima, Ohio	73	Nov. 20	March 15		H-R Reps
KFOR-TV	Lincoln, Neb.	10	Oct. 16	April 1		Petry
KOLN-TV	Lincoln, Neb.	12	Oct. 2	Spring 1953		Weed
KRTV (TV)	Little Rock, Ark.	17	Sept. 18	April 15		Pearson
KETV (TV)	Little Rock, Ark.	23	Oct. 30	Unknown		
KPIK (TV)	Los Angeles	22	Dec. 10	Unknown		
KUSC-TV	Los Angeles	*28	Aug. 28	Unknown		
WKLO-TV	Louisville, Ky.	21	Nov. 26	Spring 1953		
KCBD-TV	Lubbock, Tex.	11	Oct. 9	Spring 1953		Pearson
KDUB-TV	Lubbock, Tex.	13	Oct. 9	Nov. 13*	CBS, DuMont	Avery-Knodel

Call	City and State	Ch.	Granted	Commencement	Network	Rep.
WLVA-TV	Lynchburg, Va.	13	Nov. 13	Feb. 15		Hollingsbery
WVOD-TV	Lynchburg, Va.	16	Nov. 6	Unknown		
KSAC-TV	Manhattan, Kan.	*8	July 24	Unknown		
WMAC (TV)	Massillon, Ohio	23	Sept. 4	April 1		
WALA-TV	Mobile, Ala.	10	Nov. 26	Jan. 1	ABC, CBS	Headley-Reed
WKAB-TV	Mobile, Ala.	48	Aug. 7	Dec. 15	DuMont, CBS	Forjoe
KNOE-TV	Monroe, La.	8	Dec. 4	Unknown		
Delta Television Inc., Monroe, La.		43	Dec. 10	April 1		
WCOV-TV	Montgomery, Ala.	20	Sept. 18	March		Taylor
WLBC-TV	Muncie, Ind.	49	Oct. 30	March 8		
WNBH-TV	New Bedford, Mass.	28	July 11	Unknown		Walker
WKNB-TV	New Britain, Conn.	30	July 11	Jan. 15		Bolling
N. J. Dept. of Education, New Brunswick, N. J.		*19	Dec. 4	Unknown		
WKST-TV	New Castle, Pa.	45	Sept. 4	February		Meeker
WGTV (TV)	New York City	*25	Aug. 14	Unknown		
WOSH-TV	Oshkosh, Wis.	48	Nov. 26	Unknown		
Southland Television Inc., Pensacola, Fla.		15	Nov. 13	June		Young
WEEK-TV	Peoria, Ill.	43	Aug. 28	January	NBC	Headley-Reed
WTVH-TV	Peoria, Ill.	19	Dec. 18	Unknown		
WIP-TV	Philadelphia, Pa.	29	Nov. 26	Unknown		
WBTM-TV	Piedmont, Va.	24	Dec. 18	Unknown		
KPTV (TV)	Portland, Ore.	27	July 11	Sept. 19*	NBC	NBC Spot Sales
WEOK-TV	Poughkeepsie, N. Y.	21	Nov. 26	Dec. 1953		
KCSJ-TV	Pueblo, Col.	5	Oct. 30	March 1		Avery-Knodel
KDZA-TV	Pueblo, Col.	3	Nov. 13	Feb. 1		
WETV (TV)	Raleigh, N. C.	28	Oct. 16	March 1		Avery-Knodel
WROH (TV)	Rochester, N. Y.	*21	July 24	Unknown		
WHTV (TV)	Syracuse, N. Y.	*43	Sept. 18	Unknown		
WEEU-TV	Reading, Pa.	33	Sept. 4	May 15		Headley-Reed
WHUM-TV	Reading, Pa.	61	Sept. 4	Jan. 4	CBS	H-R Reps.
WROV-TV	Roanoke, Va.	27	Sept. 18	January	ABC	Burn-Smith
WLSL-TV	Roanoke, Va.	10	Sept. 11	Dec. 11 *	NBC, CBS	Avery-Knodel
WTVO (TV)	Rockford, Ill.	39	Sept. 11	Unknown		
WKNX-TV	Saginaw, Mich.	57	Oct. 2	February		Gill-Keefe & Perna
KFEQ-TV	St. Joseph, Mo.	2	Oct. 16	April		Headley-Reed
WSUN-TV	St. Petersburg, Fla.	38	Oct. 9	May 1		Weed
KGKL-TV	San Angelo, Tex.	3	Dec. 18	Unknown		
KTXL-TV	San Angelo, Tex.	8	Nov. 26	Unknown		
KITO-TV	San Bernardino, Calif.	18	Nov. 6	Fall 1953		Hollingsbery
WKAQ-TV	San Juan, P. R.	2	July 24	1954	ABC, DuMont, CBS, NBC	Inter-American
KEYT (TV)	Santa Barbara, Calif.	3	Nov. 13	May		
WGBI-TV	Scranton, Pa.	20	Aug. 14	April	CBS	Blair-TV Inc.
WTVU (TV)	Scranton, Pa.	73	Aug. 14	Feb.-March		Cooke
KWTV (TV)	Sioux City, Iowa	36	Oct. 30	Unknown		
KVTV (TV)	Sioux City	9	Nov. 20	April 1	CBS	Katz
KELO-TV	Sioux Falls, S. D.	11	Nov. 20	Feb. 1		Taylor
WSBT-TV	South Bend, Ind.	34	Aug. 28	Dec. 25		Raymer
KHQ-TV	Spokane, Wash.	6	July 11	Dec. 22*	NBC, ABC	Katz
KXLY-TV	Spokane, Wash.	4	July 11	Dec. 25	CBS, DuMont	Walker, Pac. NW Bcstrs.
WWLP (TV)	Springfield, Mass.	61	July 11	Jan. 15		Hollingsbery
KTTS-TV	Springfield, Mo.	10	Oct. 9	April		
KMO-TV	Tacoma, Wash.	13	Dec. 10	May 1		Branham
KTNT-TV	Tacoma, Wash.	11	Dec. 10			
KCNA-TV	Tucson, Ariz.	9	Dec. 18	Unknown		
KOPO-TV	Tucson, Ariz.	13	Nov. 13	Jan. 15		
KVOA-TV	Tucson, Ariz.	4	Nov. 13	Feb. 1	NBC	Raymer
Central Texas Television Co., Waco, Tex.		34	Nov. 13	Unknown		
WHHH-TV	Warren, Ohio	67	Nov. 6	Unknown		
WATR-TV	Waterbury, Conn.	53	Oct. 30	March 1		Rambeau
WIRK-TV	West Palm Beach, Fla.	21	Dec. 18	Unknown		
KFDX-TV	Wichita Falls, Tex.	3	Dec. 18	March 18		
White Television Co., Wichita Falls, Tex.		22	Nov. 6	April		
WBRE-TV	Wilkes-Barre, Pa.	28	Oct. 2	Jan. 1.	NBC	Headley-Reed
WILK-TV	Wilkes-Barre, Pa.	34	Oct. 2	Feb. 1	ABC-DuMont	Avery-Knodel
WRAC-TV	Williamsport, Pa.	36	Nov. 13	Unknown		
KIMA-TV	Yakima, Wash.	29	Dec. 4	Unknown		
KIT-TV	Yakima, Wash.	23	Dec. 4	Unknown		
WNOW-TV	York, Pa.	49	July 11	April	DuMont	
WSBA-TV	York, Pa.	43	July 11	Jan. 1	ABC	Radio-TV Reps
WFMJ-TV	Youngstown, Ohio	73	July 11	Early 1953	NBC	Headley-Reed
WKBN-TV	Youngstown, Ohio	27	July 11	Early 1953	CBS, DuMont, ABC	Raymer
WUTV (TV)	Youngstown, Ohio	21	Sept. 25	Unknown		
WHIZ-TV	Zanesville, Ohio	50	Dec. 10	April 1		

\* Educational permittees.

## Sevareid, Cott Honored

ERIC SEVAREID, chief Washington correspondent for CBS, and Ted Cott, NBC vice president and general manager of WNBC-WNBT (TV) New York, last week were named winners of the 1952 One World Awards in the field of radio. Awards will be made at the annual dinner in New York early next year.

## Ipana Shares 'Gleason'

BRISTOL-MYERS Co., New York (Ipana tooth paste), will become a participating sponsor of the Jackie Gleason Show effective Saturday, Jan. 3, on CBS-TV, 8-9 p.m. Doherty, Clifford, Steers & Shenfield, New York, is the agency. Other two sponsors are Schick Inc. and Thos. Leeming & Co. Inc.



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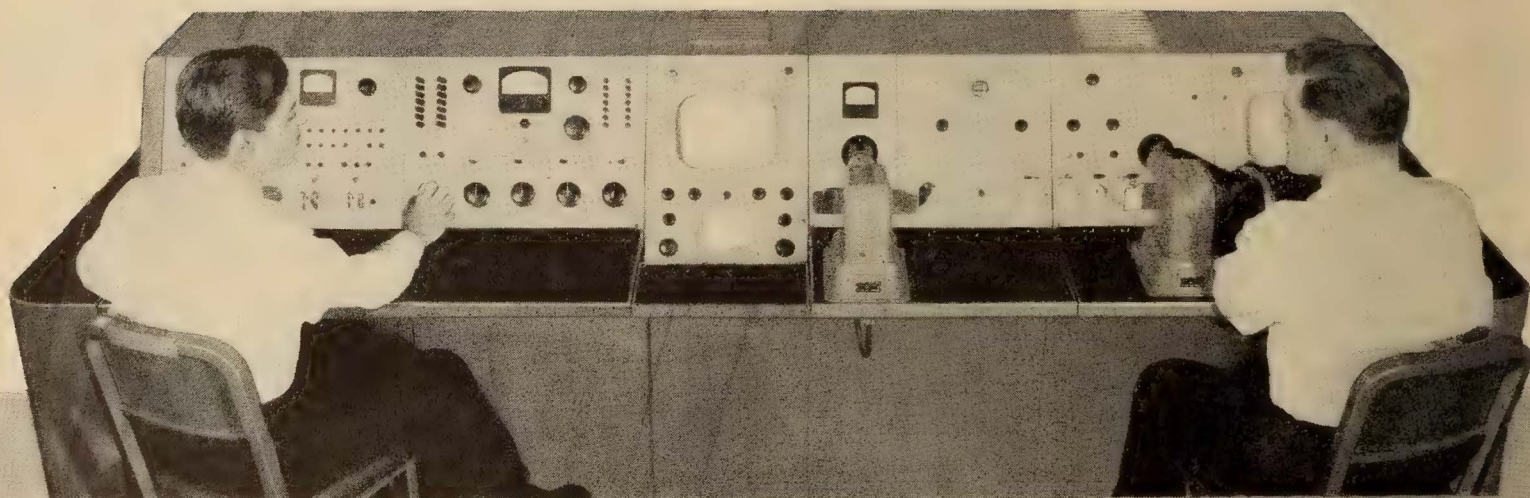




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The Transmitter Control Console, supplied with *Federal* VHF and UHF transmitters, includes complete transmitter supervisory control, *plus* these two important advantages:

- (1) A two-channel video switcher (for the Poly-Efex Scanner output and network feed, in the case illustrated.)
- (2) A four-channel audio switcher that may be preset and switched simultaneously with the video.

This means that the operator can perform transmitter supervision, audio/video switching and—most important—still have sufficient free time available for changing film reels and loading turntables.

## POLY-EFEX SCANNER

The Poly-Efex Scanner, including two self-contained high-quality slide sources, a four-channel video switcher and a special effects section, is the "Master Control" of the small station.

The scanner operator can insert slide information, switch programs (either fades or lap dissolves—automatically or manually), check resolution and set levels, *plus* insert and control numerous special effects, superpositions, montages, wipes, and a wide variety of unique presentations heretofore available only with additional specialized equipment.

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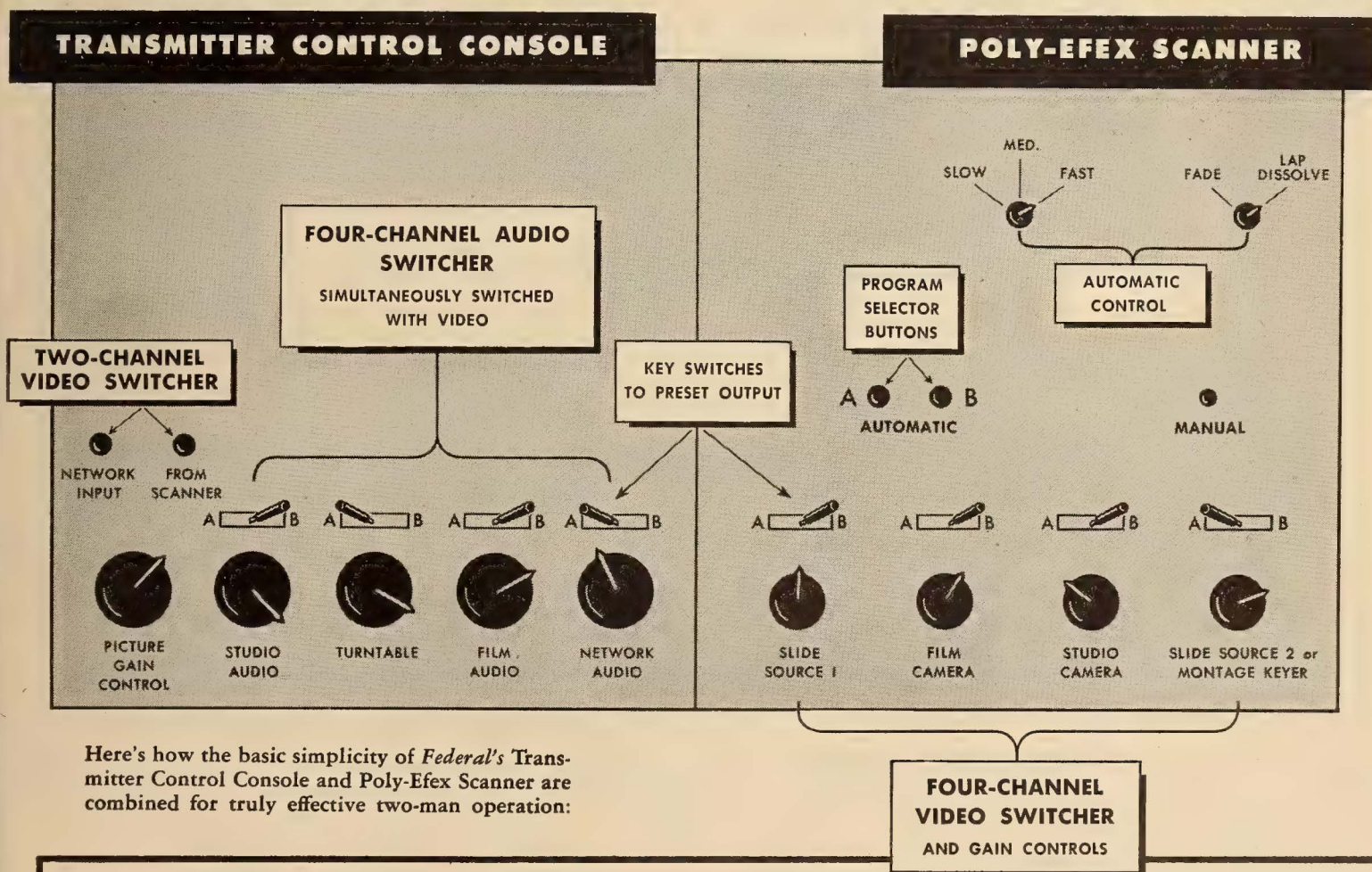
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Your nearest Graybar sales office will be glad to provide you with complete information.



## TV Grants and Applications

(Continued from page 62)

Diehm (25%) Vice President Hilda M. Deisroth (25%), Vice President E. H. Whitney (25%) and Treasurer George M. Chisnell. [For application, see TV APPLICATIONS, B.T., Aug. 25.] City priority status: Gr. A-2, No. 129.

**SAN ANGELO, Tex.** — **KGKL Inc. (KGKL)**. Granted vhf Ch. 3 (60-66 mc); ERP 6.4 kw visual, 3.2 kw aural; antenna height above average terrain 440 ft., above ground 473 ft. Engineering conditions. Estimated construction cost \$142,145, first year operating cost \$240,000, revenue \$250,000. Post office address P. O. Box 850, San Angelo, Tex. Studio and transmitter location at intersection of Texas Ave. and Santa Fe Railroad, at site of KGKL (AM). Geographic coordinates 31° 29' 36.5" N. Lat., 100° 24' 56" W. Long. Transmitter and antenna RCA. Consulting engineer Commercial Radio Equipment Co., Washington. Principals include President H. C. Ragsdale (5%), Vice President Houston Harte (25.25%), Vice President Herbery Taylor (7.875%), Secretary-Treasurer Lewis O. Seibert (10%), Ed Harte (26.75%) Houston Harriman Harte (16.75%) and seven others with less than 2.5% interest each. [For applica-

tion, see TV APPLICATIONS, B.T., Dec. 1.] City priority status: Gr. A-2, No. 77.

**WICHITA FALLS, Tex.** — **Wichtex Radio Television Co. (KFDX)**. Granted vhf Ch. 3 (60-66 mc); ERP 60 kw visual, 36 kw aural; antenna height above average terrain 500 ft., above ground 549.5 ft. Engineering conditions. Estimated construction cost \$308,493, first year operating cost \$120,000, revenue \$150,000. Post office address 801 Scott St., City National Bank Bldg., Wichita Falls. Studio and transmitter location. State Route 30 and Old Seymour Road. Geographic coordinates 33° 53' 22" N. Lat., 98° 33' 28" W. Long. Transmitter and antenna RCA. Legal counsel Abe Herman, Fort Worth, Tex. Consulting engineer George C. Davis, Washington. Principals include President Darrold A. Cannan (52.95%), Vice President W. P. Hood (3.33%), Vice President Howard H. Fry (6%), Secretary-Treasurer M. Kuhfuss (2.33%), Darrold A. Cannan Jr. (12%), John Adams (3.67%), Mott Johnson (3.33%) and John White (1.67%). [For application, see TV APPLICATIONS, B.T., June 30.] City priority status: Gr. A-2, No. 56.

**DANVILLE, Va.** — **Piedmont Bcstg. Corp. (WBTV)**. Granted uhf Ch. 24 (530-536 mc); ERP 225 kw visual, 120 kw aural; antenna height above average terrain 650 ft., above ground 273 ft. Engineering conditions. Estimated construction cost \$234,438, first year operating cost \$100,000, revenue \$135,000. Post office address Hotel Danville, Danville. Studio and transmitter location atop White Oak Mtn., 10 mi. North of Danville. Geographic coordinates 36° 44' 28" N. Lat., 79° 23' 05" W. Long. Transmitter RCA, antenna RCA. Legal counsel John Midlin, Washington. Consulting engineer George C. Davis, Washington. Principals include President L. N. Dibrell, Vice President and General Manager Edward G. Gardner and Vice President James W. Ray. [For application, see TV APPLICATIONS, B.T., July 28.] City priority status: Gr. A-2, No. 130.

### CHANGES GRANTED

**WFPG-TV ATLANTIC CITY, N. J.** — Granted authority to commence Dec. 13, 1952, with commercial operation.

**KFOR-TV LINCOLN, Neb.** — Granted ERP of 59 kw visual, 29.5 kw aural, antenna height above average terrain 290 ft.

**WATV (TV) NEWARK, N. J.** — Granted extension of completion date (pre-freeze station).

### EXISTING STATIONS GROUP D CHANGES

**WMBR-TV JACKSONVILLE, Fla.**, vhf Ch. 4. Granted ERP 100 kw visual, 60 kw aural; antenna height above average terrain 440 ft., above ground 473 ft.

**WTVJ (TV) MIAMI, Fla.**, vhf Ch. 4. Granted ERP 100 kw visual, 100 kw aural, antenna height above average terrain 500 ft. (Aural ERP may be 150% of visual ERP under Sec. 3.682 [10] [b] of Rules.)

**WDSU-TV NEW ORLEANS, La.**, vhf Ch. 6. Granted ERP 100 kw visual, 50 kw aural, antenna height above average terrain 390 ft.

**WDAF-TV KANSAS CITY, Mo.**, vhf Ch. 4. Granted ERP 100 kw visual, 50 kw aural, antenna height above average terrain 750 ft.

**KSD-TV ST. LOUIS, Mo.**, vhf Ch. 5. Granted ERP 100 kw visual, 60 kw aural, antenna height above average terrain 510 ft.

**WKTV (TV) ROME, N. Y.**, vhf Ch. 13. Granted ERP 220 kw visual, 120 kw aural, antenna height above average terrain 790 ft.

**WKY-TV OKLAHOMA CITY, Okla.**, vhf Ch. 4. Granted ERP 100 kw visual, 60 kw aural, antenna height above average terrain 930 ft.

**WTVR (TV) RICHMOND, Va.**, vhf Ch. 6. Granted ERP 100 kw visual, 50 kw aural, antenna height above average terrain 840 ft.

### GRANTED SPECIAL AUTHORIZATION

**WSBT-TV SOUTH BEND, Ind.**, uhf Ch. 34. Granted special temporary authorization to operate with transmitter output power of 1 kw visual, 0.6 kw aural, with waiver of Sec. 3.687 of Rules (transmitters and associated equipment



WTVR (TV) President Havens breaks ground for station's new antenna tower. ➤

technical standards), from Dec. 15 to April 28, 1953.

**WBZ-TV BOSTON, Mass.**, vhf Ch. 4 [prefreeze station]. Granted special temporary authorization to operate with transmitter output power of 5 kw visual, 2.5 kw aural.

**WOW-TV OMAHA, Neb.** — Granted special temporary authority to operate with 5 kw visual output and 2.5 kw aural output until June 1 (pre-freeze station).

**WFPG-TV ATLANTIC CITY, N. J.**, uhf Ch. 46. Granted special temporary authorization to operate on commercial basis in accordance with construction permit from Dec. 13 to May 13, 1953.

**WATV-TV NEWARK, N. J.** — Granted special temporary authority to operate in accordance with West Orange, N. J., transmitter site, and also granted modification of special temporary authorization to operate with 5 kw visual output and 2.5 kw aural output (DuMont transmitter), beginning Jan. 8, 1952, and ending April 30, 1952 (pre-freeze station).

**KROD-TV EL PASO, Tex.**, vhf Ch. 4. Granted modification of special temporary authorization [TV GRANTS, B.T., Dec. 8] to operate on commercial basis with transmitter output power of 500 w visual, 250 w aural; antenna 20 ft. above ground.

### GRANTED CP MODIFICATIONS

**WTVO (TV) ROCKFORD, Ill.**, uhf Ch. 39. Granted modification of construction permit to change ERP to 15.5 kw visual, 8.5 kw aural, antenna height above average terrain 660 ft. and slight change in transmitter location.

**WJTV (TV) JACKSON, Miss.**, uhf Ch. 25. Granted modification of construction permit to change ERP to 180 kw visual, 98 kw aural, antenna height above average terrain 720 ft.

**WBEN-TV BUFFALO, N. Y.**, vhf Ch. 4 [prefreeze station]. Granted modification of construction permit to change ERP to 54 kw visual, 27 kw aural (from 0.88 kw visual, 0.44 kw aural).

### CORRECTION

**WBCK-TV BATTLE CREEK, Mich.** — Michigan Bcstg. Co. (WBCK). Granted uhf Ch. 58 (734-740 mc); ERP 18.5 kw visual, 9.3 kw aural; antenna height above average terrain 580 ft., above ground 500 ft. Engineering condition. Estimated construction cost \$161,000, first year operating cost \$120,000, revenue \$135,000. Post office address 402 Security National Bank Bldg., Battle Creek, Mich. Studio location 402 Security National Bank Bldg. Transmitter location 0.75 mi. north of M-96 on 44th St., Augusta, Mich. Geographic coordinates 42° 21' 25" N. Lat., 85° 20' 15" W. Long. Transmitter and antenna RCA. Principals include President Robert H. Holmes (50%) and Secretary-Treasurer David N. Holmes (50%). City priority status: Gr. B-1, No. 15. [In TV GRANTS, B.T., Nov. 24, incorrect transmitter location was indicated. Above

## WTVR INCREASE

### Work Underway on Facilities

PLANS to complete a new tower and antenna and install new transmitting equipment by next spring or summer were announced last week by Wilbur M. Havens, president and general manager of WTVR (TV) Richmond, Va., which has been granted a maximum ERP increase to 100 kw visual and 50 kw aural [AT DEADLINE, Dec. 15].

Mr. Havens said the new antenna, to be 840 ft. above average terrain, will be 1,049 ft. above sea level and said it will be the largest self-supporting antenna of its type in the country. The FCC power increase grant goes into effect when WTVR's tower and transmitter is completed, Mr. Havens said.

He said TV viewers 30 to 40 miles away may receive high-quality pictures with no outside antenna.

Mr. Havens said work on the tower's foundation is one-third completed and will include 1,428,912 pounds of concrete, nine tons of anchor bolts and a 10,400-pound antenna pole. The entire assembly will rest on 80 concrete piles each 16 inches in diameter and driven to bed rock, Mr. Havens said.

The new TV transmitter, which Mr. Havens described as the most powerful manufactured today, will replace WTVR's present transmitting plant and the latter will be used for auxiliary standby purposes.

is the correct location, as published in AMENDED TV APPLICATIONS, B.T., Nov. 17.]

**WOR-TV NEW YORK CITY** — Granted in part special temporary authorization to operate with ERP 88 kw visual (increase from 22 kw visual) from midnight to 6 a.m. for period ending Feb. 10, 1952. [This is official FCC correction, released Dec. 18, referring to earlier notice of STA published in TV GRANTS, B.T., Dec. 15. The date, Feb. 15, 1952, evidently is still in error.]

### SEEKS CP MODIFICATION

**KRTV (TV) LITTLE ROCK, Ark.** — Little Rock Telecasters, uhf Ch. 17 (488-494 mc); ERP 22.15 kw visual, 10.43 kw aural; change antenna height above average terrain to 469 ft., above ground to 387 ft. Change studio and transmitter location to 620 Beech St., 1.2 mi. east of site originally proposed. Geographic coordinates, 34° 45' 26" N. Lat., 92° 19' 29" W. Long.

### SEEKS LICENSE MODIFICATION

**WNHC-TV NEW HAVEN, Conn.** — The Elm City Bcstg. Corp. Change to vhf Ch. 8 (180-186 mc); ERP 316.2 kw visual, 158.4 kw aural; antenna height above average terrain 712 ft., above ground 330 ft. Estimated cost of change \$389,536, first year operating cost \$1,330,000, revenue 2,000,000. Studio location 1110 Chapel St., New Haven, Conn. Transmitter location atop Grayford Mtn. Geographic coordinates 41° 26' 05" N. Lat., 72° 56' 42" W. Long. [Seeks change from vhf Ch. 6 (82-88 mc), from ERP 1.82 kw visual.]

### NEW APPLICATIONS

Listed by States

**SAN FRANCISCO, Calif.** — Lawrence A. Harvey, uhf Ch. 20 (506-512 mc); ERP 94.4 kw visual, 50.8 kw aural; antenna height above average terrain 1,045 ft., above ground 370 ft. Estimated construction cost \$1,000,000, first year operating cost \$1,000,000, revenue \$1,000,000. [Continued on page 72]



# Congratulations

# WSLS-TV

**ROANOKE, VA.**

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Another Post-Freeze TV Station

*—all RCA-equipped*



**RADIO CORPORATION of AMERICA**  
ENGINEERING PRODUCTS DEPARTMENT

CAMDEN, N.J.



# TV Grants & Applications

(Continued from page 70)

mated construction cost \$336,900, first year operating cost \$275,000, revenue \$300,000. Post office address 19200 South Western Ave., Torrance, Calif. Studio location to be determined. Transmitter location 1 La Avenza St., Mt. Sutro, at site of KGO-TV transmitter. Geographic coordinates 37° 45' 23" N. Lat., 122° 27' 26" W. Long. Transmitter and antenna RCA. Legal counsel Prichard & Brenner, Beverly Hills, Calif. Consulting engineer Western Television Consultants, Pasadena. Sole owner of applicant is Lawrence A. Harvey, applicant for new TV stations in Los Angeles, Calif., and Salem, Ore. City priority status: Gr. B-5, No. 212.

**MIAMI, Fla.—Mel Foster and Harold Hoersch**, vhf Ch. 7 (174-180 mc); ERP 100.7 kw visual, 50.4 kw aural; antenna height above average terrain 704 ft. Estimated construction cost \$387,750, first year operating cost \$600,000, revenue \$800,000. Post office address 316 Brady St., Davenport, Iowa. Studio location to be determined. Transmitter location 1 mile SE of Goulds, 1 mile east of U. S. 1. Geographic coordinates 25° 32' 56" N. Lat., 80° 22' 44" W. Long. Transmitter and antenna RCA. Legal counsel Philip M. Baker, Washington. Consulting engineer McIntosh & Inglis, Washington. Principals include equal (50%) partners Mel Foster, president, treasurer and 82% owner of Mel Foster Inc. of Iowa and Mel Foster Inc. of Illinois (realtors, FHA mortgage correspondents), and with interest in various real estate firms, and Harold Hoersch, Davenport (Iowa) attorney, with interest in various real estate firms. Messrs. Foster and Hoersch also are seeking new TV station in Davenport, Iowa [TV Applications, B.T. Dec. 15]. City priority status: Gr. B-4, No. 193.

**MIAMI, Fla.—Jack C. Stein**, vhf Ch. 7 (174-180 mc); ERP 316 kw visual, 158.5 kw aural; antenna height above average terrain 1,044 ft., above ground 1,073 ft. Estimated construction cost \$856,000, first year operating cost \$800,000, revenue \$800,000. Post office address 9410 Broadview Drive, Bay Harbor Island, Miami Beach, Fla. Studio location to be determined. Transmitter location junction of U. S. 27 and Florida 84, Broward County. Geographic coordi-

nates 26° 08' 18" N. Lat., 80° 25' 47" W. Long. Transmitter and antenna RCA. Legal counsel Fly, Shuebruk & Blume, Washington. Consulting engineer John C. Creutz, Washington. Sole owner of applicant is Jack C. Stein, wholesale liquor dealer and owner of printing firm in Atlanta, Ga. City priority status: Gr. B-4, No. 193.

**BELLEVIEW, Ill.—Belleville Bestg. Co. (WIBV)**, vhf Ch. 42 (638-644 mc); ERP 3.62 kw visual, 1.97 kw aural; antenna height above average terrain 202 ft., above ground 168 ft. Estimated construction cost \$88,805, first year operating cost \$168,000, revenue \$180,000. Post office address 2100 West Main St., Belleville, Ill. Studio and transmitter location 2100 West Main. Geographic coordinates 38° 31' 10" N. Lat., 90° 00' 24" W. Long. Transmitter and ant. GE. Consulting engineer Fred O. Grimwood & Co., St. Louis. Principals include President and Treasurer John W. Lewis Jr. (33.25%), Vice President Marshall True (33.25%), Vice President Marvin M. Mollring (33.25%) and Secretary Clarence J. Keller (0.25%). City priority status: Gr. B-1, No. 23.

**ALEXANDRIA, La.—Barnet Brezner**, vhf Ch. 62 (758-764 mc); ERP 21 kw visual, 11.43 kw aural; antenna height above average terrain 644 ft., above ground 620 ft. Estimated construction cost \$178,584, first year operating cost \$137,540, revenue \$180,000. Post office address 2833 Lee St., Alexandria, La. Studio location Fourth and Marsh Streets. Transmitter location 4.5 mi. NE of Alexandria. Geographic coordinates 31° 21' 18" N. Lat., 92° 23' 09" W. Long. Transmitter and antenna RCA. Legal counsel John P. Hearne, Hollywood. Consulting engineer Harry R. Lubeke, Hollywood. Sole owner of applicant is Barnet Brezner, Alexandria (La.) general contractor, and 50% owner of Red River Construction Co. (general contractors). Shreveport, La. City priority status: Gr. A-2, No. 131.

**BILLINGS, Mont.—Billings Television Co.**, vhf Ch. 2 (54-60 mc); ERP 15.81 kw visual, 9.48 kw aural; antenna height above average terrain 423 ft., above ground 199 ft. Estimated construction cost \$198,442, first year oper-

ating cost \$159,800, revenue \$171,000. Post office address P. O. Box 431, Pocatello, Idaho. Studio and transmitter location Coburn Hill Road, 2 mi. SE (airline) from center of Billings. Geographic coordinates 45° 45' 50" N. Lat., 108° 27' 44" W. Long. Transmitter and antenna RCA. Legal counsel McKenna & Wilkinson, Washington. Consulting engineer Russell P. May, Washington. Principals include Robert S. Howard (70%), president of Western Publishing Co. (newspaper publisher), The Dalles, Ore., Cache Valley Newspaper Co., Logan, Utah, Tribune Journal Co., Pocatello, Idaho, Inter Lake Publishing Co., Kalispell, Mont., vice president of KJRL Pocatello, and president and 50% owner of Pocatello Television Co., applicant for new TV station in Pocatello (application not yet filed); and Robert G. Hemmingsway (30%), vice president and 24% owner of Idaho Bank & Trust Co., Pocatello, president of Commercial Securities Bank, Ogden, Utah, and vice president of Mutual Supply Co. (securities), Ogden, Utah. City priority status: Gr. A-2, No. 152.

**BILLINGS, Mont.—The Montana Network (KOOK)**, vhf Ch. 2 (54-60 mc); ERP 17.4 kw visual, 8.71 kw aural; antenna height above average terrain 471 ft., above ground 124 ft. Estimated construction cost \$113,485, first year operating cost \$105,050, revenue \$137,000. Post office address 7002 South Billings Blvd., Billings, Mont. Studio and transmitter location 2 mi. ESE of downtown Billings on Coburn Road. Geographic coordinates 45° 46' 18" N. Lat., 108° 28' 00" W. Long. Transmitter composite, antenna RCA. Legal counsel John H. Midlen, Washington. Consulting engineer Grant R. Wrathall, Aptos, Calif. Principals include President C. L. Crist (46.8%), Vice President J. Carter Johnson (42.9%), Consulting engineer and Secretary-Treasurer Melvin N. Hoinoss (2.5%). City priority status: Gr. A-2, No. 152.

**WHITE OAK BOROUGH, Versailles Twpsh. (near Irwin, Pa.)—Allegheny Bestg. Corp. (KQV)**, vhf Ch. 4 (66-72 mc); ERP 100 kw visual, 50.1 kw aural; antenna height above average terrain 485 ft., above ground 290 ft. Estimated construction cost \$1,358,561, first year operating cost \$1,200,000, revenue \$1,800,000. Post office address 2812 Grant Bldg., Pittsburgh 19, Pa. Studio and transmitter location off Foster Road near WEDO. Geographic coordinates 41° 20' 45" N. Lat., 79° 49' 00" W. Long. Transmitter and antenna RCA. Legal counsel Pierson & Ball, Washington. Consulting engineer Craven, Lohnes & Culver, Washington. Principals include President Earl F. Reed (8%), attorney with Thorp, Reed & Armstrong; Vice President Irwin D. Wolf (10%), executive vice president May Dept. Store Co., Kaufman Div., and Secretary-Treasurer Lee W. Eckels (0.5%), attorney with Thorp, Reed & Armstrong. Messrs. Reed & Wolf and trustees voting 45.6% of stock in applicant owned by Columbia Bestg. System. City priority status: Gr. B-4, No. 180.

**MEMPHIS, Tenn.—J. Frank Gallaher, Loren M. Berry and Ronald B. Woodyard**, vhf Ch. 42 (638-644 mc); ERP 190.334 kw visual, 99.977 kw aural; antenna height above average terrain 376 ft., above ground 420 ft. Estimated construction cost \$239,641, first year operating cost \$146,425, revenue \$388,000. Post office address 5 Jefferson St., Dayton, Ohio. Studio location to be determined. Transmitter location at corner of Nubert and University Streets. Geographic coordinates 35° 10' 04" N. Lat., 89° 59' 38" W. Long. Transmitter and antenna GE. Legal counsel Harry J. Daly, Washington. Consulting engineer John H. Mullaney, Washington. Principals include equal (1/3) partners J. Frank Gallaher, Loren M. Berry and Ronald B. Woodyard, who have interest in WONE-TV Dayton, Ohio, and are applicants for new TV stations in Pittsburgh, Pa., and Lansing, Mich. City priority status: Gr. B-4, No. 188.

**OGDEN, Utah—Interstate Bestg. Corp.**, vhf Ch. 9 (186-192 mc); ERP 10.83 kw visual, 5.416 kw aural; antenna height above average terrain 407 ft., above ground 387 ft. Estimated construction cost \$181,341, first year operating cost \$198,000, revenue \$210,000. Post Office address Ben Lomond Hotel, Ogden. Studio and transmitter location 2557 Ogden Ave. Geographic coordinates 41° 13' 24" N. Lat., 111° 57' 50" W. Long. Transmitter and antenna RCA. Legal counsel Haley & Doty, Washington. Consulting engineer George E. Gautney, Washington. Principals include President Edris A. Glasman (1.38%), Vice President Edris Joyce Glasman (2.63%), Treasurer and General Manager A. L. Glasman (64.71%), publisher and 25% owner of Ogden Standard-Examiner, which is 40%

owner of KMOM Great Falls, Mont., and 14 other minority stockholders. City priority status: Gr. B-5, No. 203.

**RICHMOND, Va.—Dixie Television Corp.**, vhf Ch. 29 (560-566 mc); ERP 18.6 kw visual, 10 kw aural; antenna height above average terrain 462 ft., above ground 446 ft. Estimated construction cost \$217,000, first year operating cost \$220,300, revenue \$300,000. Post Office address Travelers Bldg., Richmond, Va. Studio and transmitter location at corner of Virginia and Savannah Avenues. Geographic coordinates 37° 34' 49" N. Lat., 77° 24' 51" W. Long. Transmitter and antenna RCA. Legal counsel Pierson & Ball, Washington. Consulting engineer Craven, Lohnes & Culver, Washington. Principals include Vice President Don Becker (less than 3% Class A stock), independent radio-television writer-producer and from 1937 to 1944 vice president in charge of programming for American Bestg. Co.; Treasurer Dudley George II (3% Class A stock), 10% owner of Richmond Guano Co. (manufacturers of commercial fertilizer); Secretary George E. Haw (less than 3% Class A stock); Jack N. Berkman (10% of Class AA stock), Steubenville, Ohio, attorney, president and 10.25% owner of WSTV Steubenville and applicant for television there, chairman of the board and 13.32% owner of WPIT Pittsburgh, president and 9.05% owner of WBMS Boston, chairman of the board and 10% owner of WFGA-AM-TV Atlantic City, N. J.; John J. Laux (10% of Class AA stock), executive vice president and 5.13% owner of WSTV, president and 9.56% owner of WPIT, secretary-treasurer and 4.28% of WBMS and secretary and 10% owner of WFGA-AM-TV; Louis Berkman (10% of Class AA stock), 1st vice president and 10.25% owner of WSTV, executive vice president and 16.26% of WPIT, vice president and 9.52% owner of WBMS, vice president and 10% owner of WFGA; Richard Teitelbaum (10% of Class AA stock), treasurer, assistant secretary and 10.25% owner of WSTV, treasurer and 14.62% owner of WPIT, 4.8% owner of WBMS, and treasurer of WFGA, and Fred Weber (10% of Class AA stock), executive vice president of WBMS, president and 30% owner of WFGA and vice president of WHTN Huntington, W. Va. City priority status: Gr. B-4, No. 274.

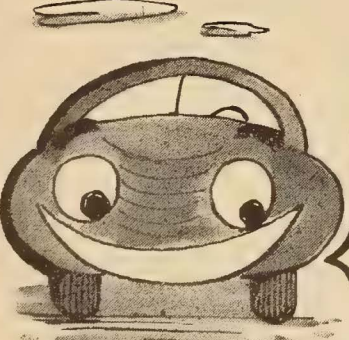
**MONTPELIER, Vt.—Colonial Television Inc.**, vhf Ch. 3 (60-66 mc); ERP 6.76 kw visual, 3.18 kw aural; antenna height above average terrain 817 ft., above ground 449 ft. Estimated construction cost \$113,150, first year operating cost \$150,000, revenue \$150,000. Post Office address % George Agel Main St., Burlington, Vt. Studio and transmitter location North St. Extension, 3.8 mi. north of business district of Montpelier. Geographic coordinates 44° 18' 40" N. Lat., 72° 32' 52" W. Long. Transmitter and antenna RCA. Legal counsel Abraham Bellilove, Providence, R. I. Consulting engineer J. Gordon Keyworth, Williamston, Mass. Principals include President and Treasurer George Agel, Burlington (Vt.), attorney, and Clerk Shirley Agel, no business interests, who own 50% of stock jointly, and Vice President Frank Wool, general contractor and roofer, who owns 50% of stock. City priority status: Gr. A-2, No. 604.

**BECKLEY, W. Va.—Daily Telegraph Printing Co. (WHIS)**, vhf Ch. 6 (82-88 mc); ERP 61.419 kw visual, 34.998 kw aural; antenna height above average terrain 460 ft., above ground 270 ft., Estimated construction cost \$226,000, first year operating cost \$120,000, revenue \$120,000. Post Office address 623 Commerce St., Bluefield, W. Va. Studio and transmitter location 305 Reservoir Road. Geographic coordinates 37° 46' 54.5" N. Lat., 81° 11' 44" W. Long. Transmitter and antenna RCA. Legal counsel Dow, Lohnes & Albertson, Washington. Consulting engineer John H. Mullaney, Washington. Principals include President H. I. Shott (29.2%), Vice President Jim I. Shott (23.48%), Vice President Hugh I. Shott (23.6%) and Mrs. Lillian S. Brant (23.36%). City priority status: Gr. A-2, No. 274.

**MADISON, Wis.—Badger Bestg. Co.**, vhf Ch. 3 (60-66 mc); ERP 100 kw visual, 50 kw aural; antenna height above average terrain 753 ft., above ground 750 ft. Estimated construction cost \$545,773, first year operating cost \$240,000, revenue \$240,000. Post office address 3800 Regent St., Madison, Wis. Studio location 3800 Regent St. Transmitter location Glenway and Regent Streets. Geographic coordinates 43° 04' 01" N. Lat., 89° 26' 18" W. Long. Transmitter and antenna RCA. Legal counsel Dow, Lohnes & Albertson, Washington. Principals: Capital Times Co. (31.5%) and Wisconsin State-Journal Co. (13.5%), (Class A); William E. Walker (10%), Arthur Towell (9.5%)


\* Application specified 60-66 mc, but that frequency is for vhf Ch. 3 which is not allocated to Billings.

(Continued on page 78)

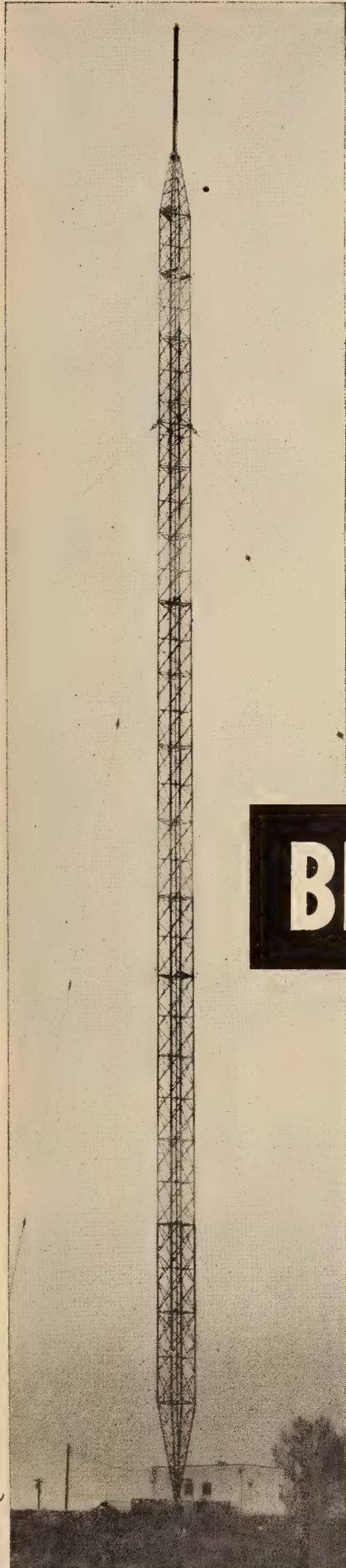


People  
sure go  
for us  
'53 models

I hear the new  
BROADCASTING  
TELECASTING  
will knock 'em  
dead.







# Regardless of conditions— BLAW-KNOX CAN BUILD YOU A BETTER TV TOWER

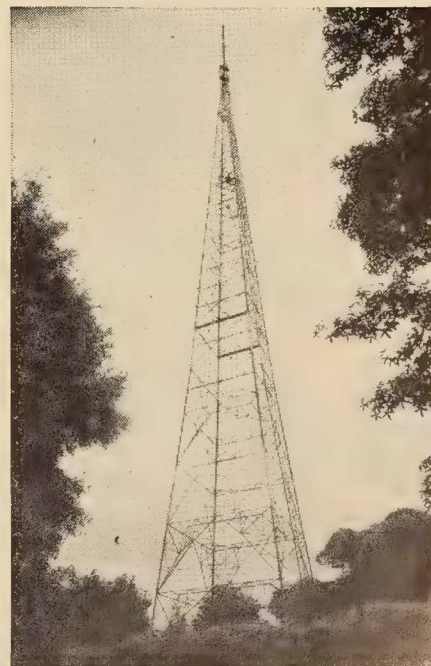
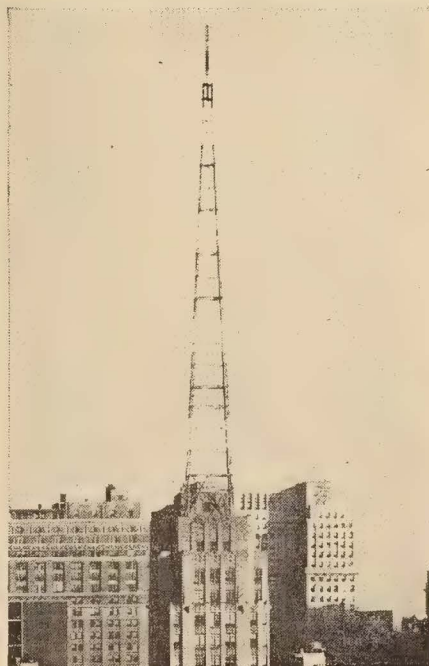
Years of experience—more than four decades, in fact—have given Blaw-Knox the edge in designing, fabricating and erecting antenna towers for any purpose and any location. Blaw-Knox TV towers are on the job in widely separated geographical areas... in wide open fields, atop buildings in crowded cities and even grounded in salt water. Some have TV antennas already mounted—others have built-in provisions for TV when licenses are granted—all are heavily galvanized for longer life.

Whether you need a 100 ft. self-supporting structure or a 1000 ft. guyed tower to meet your requirements—whether for AM, FM, TV or Microwave—write or call today for capable engineering assistance with your plans.

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Blaw-Knox Division  
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# BLAW-KNOX ANTENNA TOWERS





# YESTERDAY and TODAY

in  
Central Indiana  
at  
**WFBM-TV**

"First in Indiana"

Yesterday . . . .

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

Today . . . .  
there are

**292,000**

Sets in use  
in WFBM-TV's  
coverage area

In planning your TV cov-  
erage remember to TAKE  
A CLOSE LOOK at the  
Central Indiana Market—  
COMPLETELY COV-  
ERED by WFBM-TV.

Represented nationally by  
The Katz Agency Inc.

**WFBM-TV**

Channel  
6



"First in Indiana"

## telestatus



## TV Won't 'Undermine,' Silbert Predicts

(Report 247)

**T**ELEVISION will not under-  
mine radio, movies, phono-  
graph recording, sports or  
other industries.

That was the prediction made  
last week by Theodore H. Silbert,  
president, Standard Factors Corp.,  
which invests "considerable sums"  
not only in TV manufacturing and  
sales, but also in radio, the movies  
and other manufacturing fields.

Mr. Silbert explained that SFC  
deals in accounts receivable financ-  
ing, factoring, installment financ-  
ing. Current financing volume of  
the company is at the annual rate  
of \$125 million, he added.

In discussing the impact of  
television on other fields, Mr. Sil-  
bert recalled that in the 1930's it  
was predicted that radio would  
ruin competing businesses.

"The logic was unassailable,  
exact and awesome," he said.  
"Radio would make available the  
best entertainment and carry its  
listeners into a land of opulence  
and romance—and all this, free at  
the fireside.

"All competing forms of enter-  
tainment were written off as fin-  
ished, and the companies involved  
in manufacturing musical instru-  
ments and pianos, books, sports  
equipment, movies, phonograph

records, etc., were doomed," Mr.  
Silbert commented.

And what happened? Mr. Silbert  
asked. Citing data from the Census  
of Manufacturers, Mr. Silbert  
pointed out that most of these com-  
peting businesses broke sales  
records. He said that SFC would  
continue to finance the same busi-  
nesses, adding, "The stability of  
these segments of our economy still  
seems sound to us."

\* \* \*

## 4 Shows Make Top 15 In 6-City 'Hooperade'

FOUR television programs placed  
among the top 15 programs in all  
six cities covered by the "Hooper-  
ade of TV Stars" in November,  
C. E. Hooper Inc. announced last  
week. They were: *I Love Lucy*  
(CBS-TV); and the *Groucho Marx*  
*Show*, *Colgate Comedy Hour* with  
Bob Hope, and *Dragnet* (NBC-  
TV). *Lucy*, which was rated first  
in all six cities in October, ranked  
first in five and second in Los  
Angeles in the November measure-  
ment. The cities are New York,  
Chicago, Philadelphia, Boston, De-  
troit and Los Angeles.

## Viewer Preferences Stable, Nielsen Finds

LITTLE change in preferences of  
TV viewers is indicated in October  
report of A. C. Nielsen Co., which  
shows variety shows, situation  
comedies and general drama rank-  
ing one-two-three in audience  
favor, same as in October 1951.  
Nielsen summer TV-ratings high-  
light Mr. Peepers and *My Little*  
*Margie* as summer replacement  
shows that made good. Former  
has already won a weekly spot on  
NBC-TV for Reynolds Metals and  
*Margie* is returning to CBS-TV in  
January.

\* \* \*

## Top Evening Shows Listed by Trendex

TOP ten Trendex ratings for eve-  
ning network sponsored TV pro-  
grams for week of Dec. 1-7, based  
on one live show during that period,  
are as follows:

Program	Rating
1. I Love Lucy (CBS)	63.1
2. Godfrey's Talent Scouts (CBS)	48.0
3. Godfrey's Friends (CBS)	40.7
4. Dragnet (NBC)	39.1
5. Comedy Hour (Bob Hope) (NBC)	35.5
6. Buick Circus Hour (NBC)	35.0
7. You Bet Your Life (NBC)	33.7
8. Rocket Squad (CBS)	33.0
9. T-Men In Action (NBC)	32.4
10. What's My Line? (CBS)	29.9

## Weekly Television Summary—December 22, 1952—TELECASTING SURVEY

City	Outlets on Air	Sets in Area	City	Outlets on Air	Sets in Area
Albuquerque	KOB-TV	16,500	Louisville	WAVE-TV, WHAS-TV	210,000
Ames	WOL-TV	109,771	Lubbock, Tex.	KDUB-TV	7,000
Atlanta	WAGA-TV, WSB-TV, WLTV	215,000	Matamoros (Mexico), Browns- ville, Tex.	XELD-TV	27,300
Austin	KTBC-TV	12,200	Memphis	WMCT	168,493
Baltimore	WAAM, WBAL-TV, WMAR-TV	434,807	Miami	WTVJ	159,700
Binghamton	WNBF-TV	98,500	Milwaukee	WTMJ-TV	386,021
Birmingham	WAFM-TV, WBRC-TV	122,000	Minn.-St. Paul	KSTP-TV, WCCO-TV	329,200
Bloomington	WTVV	194,050	Nashville	WSM-TV	90,388
Boston	WBZ-TV, WNAC-TV	966,000	New Haven	WNHC-TV	340,000
Buffalo	WBEN-TV	305,102	New Orleans	WDSU-TV	133,213
Charlotte	WBTV	268,203	New York	WABD, WBS-TV, WJZ-TV, WNBT	3,059,400
Chicago	WBKB, WENR-TV, WGN-TV, WNBQ	1,258,765	Newark	WOR-TV, WPIX, WATV	
Cincinnati	WCPO-TV, WKRC-TV, WLWT	383,000	Norfolk		
Cleveland	WEWS, WBNK, WXEL	694,280	Portsmouth- Newport News	WTAR-TV	147,437
Colorado			Oklahoma City	WKY-TV	170,801
Spring	KKTU		Omaha	KMTV, WOW-TV	154,876
Columbus	WBNS-TV, WLWC, WTVN	237,000	Philadelphia	WCAU-TV, WFIL-TV, WPTZ	1,124,585
Dallas			Phoenix	KPHO-TV	67,400
Ft. Worth	KRLD-TV, WFAA-TV, WBAP-TV	196,985	Pittsburgh	WDTV	535,000
Davenport	WOC-TV	156,000	Portland, Ore.	KPTV	30,734
Quad Cities	Include Davenport, Moline, Rock Is., E. Moline		Providence	WJAR-TV	248,000
Dayton	WHIO-TV, WLWD	253,000	Richmond	WTVR	145,954
Denver	KFEL-TV, KBTU	78,198	Rio Grande	WLSL-TV	30,700
Detroit	WJBK-TV, WWJ-TV, WXYZ-TV	817,000	Rochester	WHAM-TV	164,000
Erie	WICU	175,550	Rock Island	WHBF-TV	156,000
Ft. Worth			Quad Cities	Include Davenport, Moline, Rock Is., E. Moline	
Dallas	WBAP-TV, KRLD-TV, WFAA-TV	196,985	Salt Lake City	KDYL-TV, KSL-TV	96,750
Grand Rapids	WOOD-TV	223,961	San Antonio	KEYL, WOAI-TV	115,262
Greensboro	WFMY-TV	141,215	San Diego	KFMB-TV	158,050
Honolulu	KGMB-TV, KOMA	5,750	San Francisco	KGO-TV, KPX, KRON-TV	481,000
Houston	KPRC-TV	211,500	Schenectady- Albany-Troy	WRGB	244,300
Huntington-			Seattle	KING-TV	211,900
Charleston	WSAZ-TV	127,904	St. Louis	KSD-TV	468,000
Indianapolis	WFBM-TV	292,000	Syracuse	WHEN, WSYR-TV	202,556
Jacksonville	WMBR-TV	88,900	Toledo	WSPD-TV	209,000
Johnstown	WJAC-TV	177,301	Tulsa	KOTV	134,275
Kalamazoo	WKZO-TV	241,832	Utica-Rome	WKTV	83,000
Kansas City	WDAF-TV	253,253	Washington	WMAL-TV, WNBW, WTOP-TV, WTTG	405,407
Lancaster	WGAL-TV	177,313	Wilmington	WDEL-TV	126,281
Lansing	WJIM-TV	123,000			
Los Angeles	KECA-TV, KHJ-TV, KLCB-TV, KNBH KTLA, KNXT, KTTV	1,422,981			

Total Stations on Air 122\*

Total Markets on Air 71\*

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.

Total Sets in Use: 19,629,214



# Speaking of Public Service . . .



Public service to Marylanders is a strong aspect of WMAR-TV programming. Among the many regular telecasts devoted to information and education are:

- 1—"Your Family Doctor," Thursdays, 7:15 P.M.
- 2—"Your Child In School," Thursdays, 11 A.M.
- 3—"Comeback!" Alternate Tuesdays, 6:30 P.M.
- 4—"The Pastor's Study," Fridays, 11:15 P.M.
- 5—"The Big Question," with Ed Kassan, Mondays, 7:15 P.M.

*In Maryland, most people watch* **WMAR-TV**  
 SUNPAPERS TELEVISION  
 CHANNEL 2 ★ BALTIMORE, MD.

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 CHICAGO • ATLANTA • DALLAS • LOS ANGELES ★ TELEVISION AFFILIATE OF THE COLUMBIA BROADCASTING SYSTEM



# 10 Uhfs, 3 Vhfs Granted by FCC

(Continued from page 59)

Danville a permit for uhf Ch. 24, the Commission conditioned the authorization upon Mrs. Edna N. Gourley, 0.96% stockholder, disposing of her 0.004% interest in WDVA Danville.

WITH-TV Baltimore, new uhf Ch. 60 grantee, will be an independent outlet according to Thomas G. Tinsley Jr., president and general manager. Project for independent uhf operation in the major market has been worked out by Mr. Tinsley and Jake Embrey, WITH sales manager. No commencement date has been set but negotiations are underway for equipment, he said.

KFDX-TV Wichita Falls, vhf Ch. 3 grantee, hopes to get on the air in 90 days. D. A. Cannan, president and general manager, reported. RCA equipment has been ordered and the tower is on hand. The AM outlet is an ABC affiliate, represented by O. L. Taylor Co.

## WAZL Date Not Set

WAZL-TV Hazleton, awarded uhf Ch. 63, has no target date but is negotiating with RCA for equipment, according to Victor C. Diehm, president and general manager. Robert T. Meeker & Assoc., representing the AM station, will also handle national business for the TV outlet, he said. WAZL is affiliated with Mutual and NBC.

WSGN-TV Birmingham, uhf Ch. 42 permittee, has no target date nor equipment at this time but plans will be announced soon, Henry P. Johnson, managing director, reported. WSGN is an ABC outlet.

KGKL-TV San Angelo, vhf Ch. 3, does not have a prospective commencement date at this time but John E. Pearson Co. will be representative, Lewis O. Seibert, general manager, stated. KGKL is Mutual.

Southland Telecasters' new uhf Ch. 25 outlet at Lake Charles hopes to begin operation sometime between April and June, depending upon equipment deliveries, according to Tom E. Gibbens, vice president and manager. GE equipment is specified and Adam J. Young Jr. Inc. will be representative, he said. Mr. Gibbens reported that associated WAFB-TV Baton Rouge, uhf Ch. 28 outlet authorized earlier, hopes to commence in January if RCA equipment is delivered in time.

Easton Pub. Co., operator of WEEX (FM) Easton and new uhf Ch. 57 grantee, plans commencement sometime in the spring using DuMont equipment, according to J. L. Stackhouse, president-treasurer.

Chautauqua Broadcasting Corp., uhf Ch. 17 grantee at Buffalo, is hoping for target date of April 1 and expects to have settled negotiations on equipment, network and representative in about 10 days, Sherwin Grossman, president.

Meanwhile, RCA has announced

shipment plans for its first factory produced uhf transmitters, all going to new uhf grantees WFPG-TV Atlantic City, WSBT-TV South Bend, Ind., WBRE-TV Wilkes-Barre, Pa., and WSBA-TV York, Pa. (see story page 59).

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

Val Lawrence, general manager of KROD-TV, vhf Ch. 4 grantee in El Paso, Tex., said the station began commercial programming week ago yesterday (Dec. 14) and is operating from 4:20 p.m. to 10:30 p.m. daily. Time sales are "excellent" for the CBS-TV and DuMont affiliated station, he reported.

Richard O. Dunning, president and general manager of KHQ-TV Spokane, vhf Ch. 6 grantee, said that as soon as FCC grants authority for commercial operation, which has already been requested, the station will begin commercial programming with full effective radiated power of 100 kw visual. Operating schedule for the first week or two is not definite, Mr. Dunning said, but he expects to telecast at least three hours of programming a night, or about 20 hours a week. Because Spokane is not an interconnected city, KHQ-TV will use kinescopes of network programs for its first few months of operation.

Ed Craney, KXLY-TV Spokane general manager, said that although there was a chance that the station could have gone on the air with low power, he is going to wait a few extra days and begin operations with effective radiated power of 100 kw visual.

He said RCA shipped a vhf Ch. 13 transmitter instead of one tuned for vhf Ch. 4, so certain modifications had to be made in it. Mr. Craney said no airplanes had been landing in Spokane for five days, but that now the weather outlook was better—even though there is about 12 feet of snow atop Mt. Spokane, KXLY-TV transmitter site.

KXLY-TV has been operating

its studio equipment in closed circuit programming from 11 a.m. to 8:30 p.m. daily, he said, so that the staff will be ready to begin immediate operations as soon as the transmitter is ready. He still hopes to be on the air by Dec. 25, but was afraid he might not make that date.

W. O. Pape, president of WALA-TV Mobile, Ala., said delay in getting RCA equipment will prevent the station from going on the air Dec. 20, as originally expected. He said the station may be on the air by Jan. 1, however. Assigned vhf Ch. 10, WALA-TV will be affiliated with ABC-TV and CBS-TV.

## Equipment Delay

R. H. Moore, commercial manager for WKAB-TV, uhf Ch. 48 grantee, said equipment delay was going to prevent that Mobile, Ala., station from making its Dec. 15 target date. The first GE uhf antenna was to have been shipped last Friday, Mr. Moore said, and the station should be on the air about Jan. 1.

Karl Wyler, KTSM-TV El Paso, vhf Ch. 9 permittee, said the station will beat its Jan. 1 target date by a week. He expects KTSM-TV will begin programming either Christmas Eve or Dec. 25, even though there have been some delays in getting RCA equipment. Network affiliation will be NBC-TV.

Wallace Dunlap, WICC - TV Bridgeport, Conn., program director, said the station was number one on Federal Telephone and Radio Corp.'s list for uhf transmitters. Mr. Dunlap said the studios and transmitter building are all ready and the uhf Ch. 43 station is completely staffed. He expects to begin telecasting between Jan. 15 and 31.

Dahl W. Mack, part-owner of WTVU (TV) Scranton, Pa., uhf Ch. 73 grantee, said his station was number two on Federal's list and was working for a February or March starting date. He reported that Jan King, former manager of WEAV Plattsburg, N. Y., is general manager of WTVU (TV), and

Charles Halle, formerly with WXEL (TV) Cleveland, is chief engineer. Donald Cooke Inc. will be national sales representative, Mr. Mack said.

George Smith, vice president and general manager of KFOR-TV Lincoln, Neb., vhf Ch. 10 permittee, said the station now is aiming for an April 1 starting date. RCA equipment will be used.

WBCK-TV Battle Creek, Mich., new grantee on uhf Ch. 58, is planning commencement target date of August, according to Robert A. Wilbur, chief engineer.

WWLP (TV) Springfield, Mass., uhf Ch. 61, expects to begin telecasting Jan. 15, according to present plans.

KVTU (TV) is call assigned to new Cowles' TV outlet on vhf Ch. 9 at Sioux City, Iowa, and April 1 is proposed starting date, Robert R. Tinscher, vice president and general manager of Cowles' WNAX Yankton, S. D., has reported. Katz Agency is to be national representative and the station hopes to affiliate with all four networks with CBS-TV basic, he said.

All equipment has been ordered, Mr. Tinscher stated, and the staff should be completed shortly after the first of the year.

## Test Pattern Date Named

WLBC-TV Muncie, Ind., uhf Ch. 49 permittee, expects to achieve its predicted March 1 test pattern date, according to President-Treasurer Don Burton. Programming would begin March 8. Walls are almost completed on a 65 ft. extension to the station's present AM studios to accommodate a TV studio.

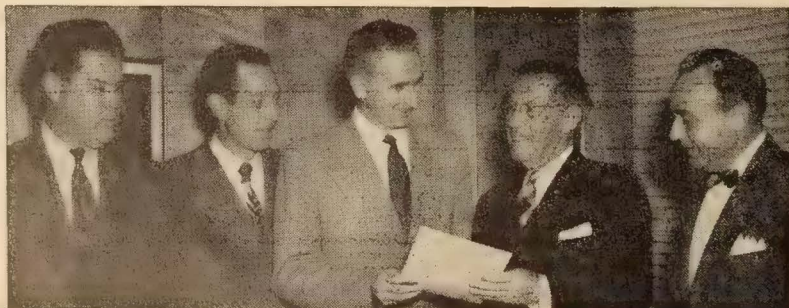
KCBD-TV Lubbock, Tex., vhf Ch. 11 permittee, which plans commencement in the early spring, has started construction of transmitter and studio facilities at the southern edge of the city, it has been reported by Choc Hutcheson, news director.

WONE-TV Dayton, Ohio, uhf Ch. 22, expects to be on the air by July, Ronald B. Woodyard, president, has reported. Total investment is predicted to run \$700,000 to \$1 million, including downtown studios.

No target date is set for WTVU (TV) Decatur, Ill., uhf Ch. 17, according to W. L. Shellabarger, president, but delivery of a 1 kw RCA transmitter has been promised for early in the summer.

Similarly, WKLO-TV Louisville has no commencement date at this time but equipment for the uhf Ch. 21 outlet is expected in the spring. Joe Eaton, general manager, reported present radio studios in the Henry Clay Hotel are spacious enough to accommodate TV. WKLO is an ABC basic affiliate.

WDSU-TV New Orleans, pre-freeze vhf Ch. 6 outlet which has been newly authorized to increase effective radiated power to full 100



SIGNAL Hill Telecasting Corp., Belleville, Ill., which aims to have its WTVI (TV) on the air May 1, signs contract with Graybar Electric Co. for delivery of more than \$250,000 worth of Federal equipment, including a TV transmitter of 220 kw ERP. At signing were (l to r) John P. Lenkerd, manager, Electronic Sales, Graybar; Ted Westcott, Signal Hill vice president in charge of programming; Bernard T. Wilson, president, Signal Hill; C. S. Powell, Graybar district manager, and John Hyatt, Signal Hill vice president for sales. WTVI was granted its construction permit Nov. 20 for uhf Ch. 54.



kw [B•T, Dec. 15], expects to make the change in the spring, it was reported by Edgar B. Stern Jr., president. ERP presently is 31 kw.

KSD-TV St. Louis, vhf Ch. 5, also granted full 100 kw ERP, will involve investment of \$150,000, according to George M. Burbach, general manager. Present ERP is 16 kw. New six-bay antenna will replace present three-bay unit on KSD-TV's 500 ft. tower in downtown St. Louis.

Following is the list of mutually-exclusive applications which FCC passed over last week when acting upon the 13 new station grants. Passing over of contested bids is part of the temporary expediting

## 'MY HERO' SUIT

Filed by Greene

CHARGING breach of oral contract, suit for \$19,000 and costs was filed last Wednesday in Los Angeles Superior Court by Mort Greene, producer, against program packager Don Sharpe, actor Robert Cummings, Mrs. Cummings and the Golden Key Trust. Mr. Greene resigned last week after "a dispute over policy format" as producer on NBC-TV *My Hero* series, which is filmed by Mr. Sharpe and stars Mr. Cummings.

An attachment was filed at the same time against Mr. Sharpe, seeking payment for the remainder of an alleged 48 weeks' work agreement.

Complaint, handled by the law firm of Shacknove & Goldman, claims Mr. Greene was "stripped of his authority" and prevented from carrying out his production duties in connection with filming the series. It further charges that Mr. Greene was made the subject of derision by video critics and viewers, resulting "through no fault of his own" from the programs already telecast.

In his resignation, Mr. Greene accused Mr. Cummings of "rewriting scripts with no concern for budget or characterization."

## TV AUXILIARIES

### NARTB Asks Rules Delay

FCC was asked Thursday by NARTB to extend for 20 days the deadline for comments on proposed regulations governing TV auxiliary broadcast stations.

NARTB President Harold Fellows said the petition asks time for the association's special TV Engineering Advisory Committee to study field data gathered from broadcasters and manufacturers. Neal McNaughten, NARTB engineering director, has turned the material over to the committee.

Members of the TV committee are Raymond Guy, NBC, chairman; Rodney Chipp, DuMont TV Network; John Leitch, WCAU-TV Philadelphia; J. E. Mathiot, Steinman stations; Carlton G. Nopper, WMAR (TV) Baltimore; Jack R. Poppele, South Orange, N. J.; R. J. Rockwell, Crosley Broadcasting Corp.

procedure begun Oct. 15. The applications passed over:

GROUP A		
Applicant	Location	Channel
Western Maryland Bcstg. Co.	Cumberland, Md.	17
Maryland Radio Corp.	"	17
Radio Assoc. Inc.	Biloxi, Miss.	13
WLOX Bcstg. Co.	"	13
Tulsa Bcstg. Co.	Muskogee, Okla.	8
Okla. Press. Pub. Co.	"	8
Bcstg. Co. of the South	Spartanburg, S. C.	7
Spartan Radiocasting Co.	"	7
Hagerstown Bcstg. Co.	Hagerstown, Md.	52
United Bcstg. Co. of Western Md.	"	52
Badger Bcstg. Co.	Eau Claire, Wis.	13
Central Bcstg. Co.	"	13
Enid Radiophone Co.	Enid, Okla.	5
Streets Electronics Inc.	"	5
Eugene Television Inc.	Eugene, Ore.	13
Lane Bcstg. Co.	"	13
GROUP B		
FM Radio & Television Corp.	San Jose, Calif.	11
San Jose Television Bcstg. Co.	"	11
Standard Radio & Television Co.	"	11
Mary Pickford Rogers	Winston-Salem, N.C.	12
Piedmont Publ. Co.	"	12
Winston-Salem Bcstg. Co.	"	12

Southside Virginia Bcstg. Co.	Petersburg, Va.	8
Lee Bcstg. Corp.	"	8
Ashley L. Robinson & Frank E. Hurd	Mesa, Ariz.	12
Harkins Bcstg. Inc.	"	12
KWK Inc.	St. Louis Mo.	4
Meredith Engineering Co.	"	4
Columbia Bcstg. System Inc.	"	4
KXOK Inc.	"	4
St. Louis Telecast Inc.	"	11
St. Louis Amusement Co.	"	11
Lutheran Church-Missouri Synod	"	30
Empire Coil Co.	"	30
Broadcast House Inc.	"	36
Cecil W. Roberts	"	36
Missouri Bcstg. Co.	"	42
Belleville Bcstg. Co.	"	42
Westinghouse Radio Stations Inc.	Pittsburgh	11
WWSW Inc.	"	11
Pittsburgh Radio Supply House Inc.	"	11
WGR Bcstg. Co.	Buffalo-Niagara Falls, N.Y.	2
Niagara Falls Gazette Publ. Co.	"	2
Buffalo Courier-Express Inc.	"	7
WKBW Inc.	"	7
Copper City Bcstg. Co.	"	7
Frontier Television Inc.	"	7

## McLAUGHLIN NAMED WICU (TV) General Manager

NAMED general manager of WICU (TV) Erie, Pa., effective Dec. 1, is Ben McLaughlin, who has been acting in that capacity since last



ing him to his May, Edward Lamb, owner of WICU, WIKK that city and the Erie Dispatch said last week. Mr. McLaughlin started with the station as an advertising sales-

man, with rapid promotions carrying present job in three years.

Mr. McLaughlin is active in the Erie Advertising Council, Erie Advertising Club and Sales Executives Club.

# WSAZ-TV DOES IT AGAIN!

CHANNEL 3  
HUNTINGTON, W.VA.

BOZELL & JACOBS, INC. **B** ADVERTISING  
310 ELECTRIC BUILDING, OMAHA 3, NEBRASKA  
TELEPHONE JACKSON 8000  
OMAHA, CHICAGO, NEW YORK, WASHINGTON, HOUSTON, DALLAS, SHELTON, ST. LOUIS, MINNEAPOLIS, INDIANAPOLIS

Mr. Charles W. Dinkins  
Promotion Manager, WSAZ-TV  
Huntington, W. Virginia

December 2, 1952

Dear Mr. Dinkins:

Re: Skinner Macaroni Contest

We want to thank you for your fine cooperation on this contest. You will be pleased to know that Mailda turned in more recipes than any other station. Will you please pass on our thanks to her for her efforts and inform her as to the fine job she did.

Cordially yours,  
Best Regards & Many Thanks

BOZELL & JACOBS, INC.

Clete Haney

CH:js  
Encl.

## MARKET DATA

1951-52	TOTAL AREA
POPULATION:	3,299,300
FAMILIES:	812,000
FOOD SALES:	\$479,404,000
DRUG SALES:	\$48,506,000
RETAIL SALES:	\$1,828,557,000
EFFECTIVE BUYING INCOME:	\$2,873,118,000

Source: Sales Management  
"Survey of Buying Power", May 10, 1952  
National Representative  
The Katz Agency, Inc.

Member American Association of Advertising Agencies

# WSAZ-TV



## TV Grants & Applications

(Continued from page 72)

and other businessmen (see story page 64), (Class B). City priority status: Gr. A-2, No. 30.

**HONOLULU, T. H.**—Territorial Telecasters, vhf Ch. 13 (210-216 mc); ERP 12.13 kw visual, 7.12 kw aural; antenna height above average terrain 793 ft., above ground 437 ft. Estimated construction cost \$158,400, first year operating cost \$120,000, revenue \$150,000. Post Office address P. O. Box 5152, Honolulu. Studio and transmitter location Hawaiian Hills and Pacific Heights Road, adjacent to 3300 Pacific Heights Road. Geographic coordinates 21° 20' 02" N. Lat., 157° 50' 22" W. Long. Transmitter and antenna RCA. Legal counsel Consulting engineer Frank Fitch. Principals include President Christmas Early (12.5%), actress and employee of KHON Honolulu; Vice President William B. Murphy, employee of KPOA Honolulu from 1951 to November 1952; Ada (Mrs. E. L.) Cragen (41.7%), war surplus equipment sales and wholesale hardware distribution, Honolulu; Jerry J. Neville (33.3%), owner of Press Dispatch (trans-oceanic radio communications), and owner of Hawaiian Hills Communications (radio telephone service), both Honolulu, and Frank W. Fitch Jr. (12.5%), San Francisco and Honolulu electronics consulting engineer. City priority status not applicable to Hawaiian Islands.

### AMENDED APPLICATIONS FILED

**CLAYTON, Mo.**—The Lutheran Church—Missouri Synod (KFUO), uhf Ch. 30 (566-572 mc); ERP 173.5 kw visual, 90.4 kw aural; antenna height above average terrain 576 ft., above ground 536 ft. Estimated construction cost \$590,158, first year operating cost \$421,219, no estimated revenue because noncommercial operation is contemplated. Post Office address 210 North Broadway, St. Louis, Mo., or 801 DeMun Ave., Clayton, Mo. Studio and transmitter location 801 DeMun Ave. Geographic coordinates 38° 38' 20" N. Lat., 90° 18' 57" W. Long. Legal counsel Cummings, Stanley, Truitt & Cross, Washington. [For application, see TV

APPLICATIONS, B-T, July 28.] City priority status: Gr. B-4, No. 179.

**FOREST HILLS, Pa.**—WCAE Inc. (WCAE), vhf Ch. 4 (66-72 mc); ERP 100 kw visual, 50 kw aural; antenna height above average terrain 925 ft., above ground 1,000 ft. Post Office address William Penn Hotel, Pittsburgh, Pa. Studio location to be determined. Transmitter location Sutersville-Rilton

Road, R. D. #1, Irwin Pa. Geographic coordinates 40° 15' 55" N. Lat., 79° 46' 18" W. Long. Legal counsel Dempsey & Koplovitz, Washington. Consulting engineer A. Earl Cullum, Washington. [For application, see TV APPLICATIONS, B-T, Aug. 11.] City priority status: Gr. B-4, No. 180.

**MILWAUKEE, Wis.**—Northwest Television Corp., uhf Ch. 19 (500-506 mc); ERP 186 kw visual, 100 kw aural; antenna height above average terrain 1,112 ft., above ground 1,050 ft. Transmitter and antenna RCA. City priority status: Gr. B-4, No. 182.

## PHILLY FANS OPPOSE NCAA PLAN

'Inquirer' Finds 4-1 Want TV Controls Off

(Also see story, page 82)

FOOTBALL fans in the metropolitan Philadelphia area are opposed to the National Collegiate Athletic Assn.'s Game-of-the-Week television program four to one, according to results of a two-week symposium conducted by the *Philadelphia Inquirer*.

Results of the *Inquirer* search into readers' viewpoints on telecasting of college football games were made known last week. The DuMont Television Network, which has voiced strong opposition to NCAA's limited college football TV program [B-T, Nov. 24, et seq.] also circulated excerpts from the study. At the same time, the Chicago *Herald-American* announced it is beginning a balloting among readers to ascertain their opinions.

Leo Riordan, executive sports

editor of the *Inquirer*, commented in his newspaper that "nearly 80% of our readers are opposed to centralized control of football telecasts." He declared most letters suggested three telecasts weekly—a local game, a sectional game and a national game of the week.

Other suggestions from readers, according to Mr. Riordan, included the telecasting of local games only and the telecasting of an unlimited number of games for a half-season and a controlled number for the remaining half-season.

### Adds New Fans

"In varying degrees," Mr. Riordan continued, "many contend that seeing football on TV develops new areas of fans; they list instances of being drawn to college and pro games after having watched such teams on TV."

Among the 20% of the readers who supported a controlled plan, many reported they took this stand because they feared for the survival of small college football, Mr. Riordan said.

Readers of the Chicago *Herald-American* are being asked to vote in favor of the NCAA plan of one game a week from anywhere in the U. S., a plan with no restrictions whatever on any schools, a Big Ten suggestion of selection one important local game in each section weekly and a plan requiring payment of a small fee to see a game on television.

### 'Time' Sues 'TV-Time'

CHARGING infringement of a trademark, Time Inc. has filed an injunction suit in Federal District Court, Los Angeles, against TV-Time Inc., a local magazine devoted to television. The complaint declared that Time Inc. by virtue of wide promotion and publicity, had acquired the sole right to use the word "Time" as well as the phrase "the weekly newsmagazine." It asserted that the local magazine, incorporated Nov. 1951, by using the title "TV-Time, the weekly newsmagazine of the TV set" was giving a false impression that it was published by Time.

## TV INTERFERENCE

### FCC Lauds Local Groups' Work

NEARLY 200 local committees are at work or being formed to iron out community interference that mars TV reception according to FCC. As a result of a year's effort, the project started by the FCC's field workers has grown to 177 operating committees with another 30 in the formative stage.

The local TVI committees, as they are known, bring the set owner, industry and amateurs into a common attack on interference problems. The project has led to efforts by amateur operators to restrict radio activities because of potential interference to TV reception. Amateurs, in turn, have formed special clubs operating on a local basis.

Local TVI groups include representatives of the military, Civil Air Patrol, civil defense, NARTB, American Radio Relay League, Radio-Television Mfrs. Assn., power companies, local radio and TV stations, airways, distributors and service companies.

According to FCC, local TVI committees have developed cooperation among the elements involved in the interference problem and have minimized the effect on radio services and TV reception. This has led to a reduced number of interference complaints to the Commission. Much activity has been in city areas but the work is moving into rural sections. FCC benefits by ability to handle more of its routine work because personnel are not so busy with TV interference problems.

Many TV viewers have found filters or other minor receiver changes will eliminate interference, according to FCC. Amateurs have installed these filters in many cases.

While some interference cases have been traced to amateurs, there are many other causes. "An awful squealing noise" every Friday night during wrestling telecasts was traced to an elderly relative who visited a family to watch the bouts. Weak batteries in his hearing aid were causing the squeals.

The cooperative project has demonstrated TV viewers and ham operators can live in the same neighborhood in complete electronic peace. FCC explained much of the credit for the club idea can be traced to amateur radio clubs which long have worked on interference problems.

### KVTV (TV) Plans

KVTV (TV) are the call letters assigned to the new Cowles' TV outlet on vhf Ch. 9 at Sioux City, Iowa, and April 1 is proposed starting date, Robert R. Tinscher, vice president and general manager of Cowles' WNA Yankton, S. D., reported Dec. 12. Katz Agency is to be national representative and station hopes to affiliate with all four networks with CBS basic, he said.

in  
**COLUMBUS, OHIO**  
it's channel **6**  
for TOPS in  
LOCAL PROGRAMMING...  
**PLUS**  
ABC and DUMONT  
Channel 6 NETWORK SHOWS  
**WTVN** TV  
COLUMBUS OHIO  
More merchandising assistance  
National Representative  
Headley-Reed Co.  
an Edward **LAMB** ENTERPRISE  
New York Office—Hotel Barclay,—Home Office—500 Security Bldg., Toledo, Ohio



## McAVITY SEES

### Swing to Live Video

FUTURE of television programming rests in live instead of filmed programs, Thomas A. McAvity, NBC national program director, said in a talk on the "New Concepts in TV Programming and Production" at the December meeting of the Television Assn. of Philadelphia.

Real comedians play better to a live audience and some comedy shows now on film will return to live, Mr. McAvity said. A live show can be improved as it goes along, but when a show is on film it is too late to do anything about it, Mr. McAvity said. He said a performer in a live show, playing before an audience, feels the same excitement as on an 'opening night'. Kinescoping, he said, might be the answer in some cases.

Mr. McAvity stressed need for good talent and scripts describing NBC efforts to develop writers and entertainers. A good director is the 'spark plug' necessary for a show, he said. Films were shown at the meeting on NBC's newest TV production techniques.

Humboldt J. Greig, president & general manager of WHUM-AM-TV Reading described progress by his uhf station, expected to begin operations in the near future.

## FRANKEL JOINS

### Exhibitors' Theatre TV Unit

LOU FRANKEL, former general manager of WFDR (FM) New York, has joined National Exhibitors Theatre Television Committee as assistant to S. H. Fabian, chairman. He will work with Stuart Bailey, NETTC engineering consultant, and Marcus Cohn, NETTC counsel, as well as Mr. Fabian in coordinating preparations for the forthcoming FCC hearing on the NETTC petition that frequencies be allocated to theatre television.

Mr. Frankel in recent months was with the Democratic National Committee.

## IND. U. CONFERENCE

### Addressed by Ladd

TELEVISION has seen its best days, viewed as an entire medium, Bill Ladd, radio-TV editor of the Louisville Courier-Journal, told a conference on educational video sponsored by Indiana U.'s radio and TV service at Bloomington Dec. 12.

Speaking at the conference dinner meeting, Mr. Ladd said he feared the percentage of "good and valuable" TV material will drop "year by year and almost week by week" as commercialism and the number of TV stations increase. The general level of programming will drop, just as in radio, he said. He defended the commercialized form of radio and TV as "the best system in the world."



CHATTING at Television Assn. of Philadelphia's third dinner meeting of the season at the Poor Richard Club are (l to r) Arthur Borowsky, association president; Humboldt J. Greig, president, WHUM-AM-TV Reading, Pa.; Ernest Walling, director of programming, WPTZ (TV) Philadelphia, and Thomas A. McAvity, NBC national program director. Messrs. Greig and McAvity were dinner's principal speakers.

## EQUIPMENT GIFT

### WEC Gives to Texas A&M

TELEVISION equipment used by Westinghouse Electric Corp. in its series of Stratovision experiments was presented Tuesday to Texas Agricultural & Mechanical College for use in the college's electrical engineering laboratory.

The audio and video transmitters as well as power supply were developed for the airborne system of telecasting by C. E. Nobles, Westinghouse engineer and Texas A&M graduate, who presented the equipment to Dr. M. T. Harrington, president of the college.

At the presentation luncheon L. W. McLeod, Westinghouse southwestern vice president, recalled the Stratovision project was started in 1945 and successfully demonstrated to the public during the Republican National Convention and World Series in 1948. He said the experiments had yielded much data on high-frequency wave propagation.

The material is used by the military for application to classified projects. He called Stratovision an example of industry's faith in the future. Problems of licensing stations precluded commercial use of Stratovision, he said.

## 'RR HOUR' TV

### Plans Being Set

HALF-hour audition kinescope will be shot at NBC TV Center, Burbank, during the second week of January for a proposed video version of the NBC radio *Railroad Hour*. Walter Craig, vice president in charge of radio-TV for Benton & Bowles Inc., New York, agency for Assn. of American Railroads, is in Hollywood to line up a star to replace Gordon MacRae. Star of the radio version, Mr. MacRae is under contract to Warner Bros. and unable to make TV appearances.

With *Song of Norway* the possible audition show, Al Kaye, vice president in charge of agency's West Coast operations, is set as producer. Murray Bolen, director of the radio version, will direct from a script adaptation by Jerome Lawrence and Robert Lee. Mr. Craig will supervise the operation.

## NEW UHF ANTENNA

### Workshop Assoc. Shows

NEW uhf TV antenna, with claimed features of simplicity and ruggedness, was introduced to consulting and FCC engineers fortnight ago in Washington by the Workshop Assoc. Div. of Gabriel Co., Needham Heights, Mass.

A slotted radiator, the antenna is reported to have no connectors or insulators, fewer icing problems and wind resistance, and to be mechanically simpler than other similar antennas. First commercial use will be at WICC-TV Bridgeport, for uhf Ch. 43, which is due on the air Jan. 1.

Ten-foot high single bay antenna, which has 12 slots on each of the four sides of the element, has a power gain of 14, it was said. A 20-ft. two bay antenna has a power gain of 25, it was stated. Prices range from \$6,000 to \$15,000. Workshop Assoc. has plans for a half-bay antenna to work with low-powered uhf transmitters, it was reported.

## Lynx to Visit U. S.

J. J. LYNX, of J. J. Lynx Copyrights Ltd., a London sound and TV sales firm, plans to visit the United States next month to discuss market possibilities of American TV film programs in Europe. Advance notice reports that Mr. Lynx, supplier of most European stations with transcribed music for radio, has been asked by these stations for TV films and TV scripts, of which there is said to be a shortage in Europe.

## United World Sales

UNITED World Films Inc., N. Y., has sold a special Christmas package of eight subjects to WSPD-TV Toledo; KPIX (TV) San Francisco; WJAC-TV Johnstown, Pa.; WSM-TV Nashville; WGAL-TV Lancaster; KFMB-TV San Diego; WBKB (TV) Chicago; WXYZ-TV Detroit and KPTV (TV) Portland. Firm also has sold "Going Places," a 15-minute travel film, to WKY-TV Oklahoma City and "Headlines on Parade" to KTBC-TV Austin.

# WANT FULL COVERAGE



THEN  
SAY

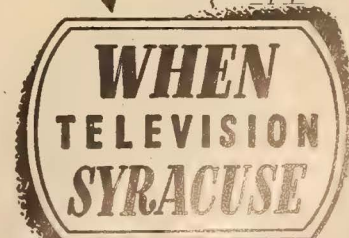
# WHEN TELEVISION

With its new tower  
1914 feet above sea level WHEN blankets the area as the most powerful TV station in Central New York.

Now with 50,000 Watts

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

CBS • ABC • DUMONT



A MEREDITH STATION



# FLASH!

## WAVE-TV OFFERS TOP AVAILABILITY!

A few top-notch spot participations are now available on "MASTERPIECE MOVIE-TIME", at surprisingly low cost!

**FORMAT:** A tremendously popular series of topflight modern film features never before telecast in Louisville. Now in its second year, "MASTERPIECE MOVIE-TIME" is a master audience puller . . . a truly first-class show.

**TYPICAL SHOWS:** Upcoming features include "WITHOUT HONOR" (1949) with Laraine Day and Franchot Tone; "SCANDAL IN PARIS" (1947) with George Sanders and Carole Landis; "JOHNNY ONE EYE" (1950) with Pat O'Brien and Wayne Morris; and "DON'T TRUST YOUR HUSBAND" (1948) with Fred MacMurray and Madeleine Carroll.

**TIME:** Tuesday night at 9:45 — the perfect movie-time for televiewers.

**CHECK WITH:** Free & Peters!

## WAVE-TV

FIRST IN KENTUCKY

Channel

5

NBC • ABC • DUMONT  
LOUISVILLE, KENTUCKY

FREE & PETERS, Inc.  
Exclusive National Representatives



## film report

### Sales . . .

Consolidated Television Sales, New York, reported last week that Charles Dickens' "Christmas Carol," rights, which it acquired from Tableau Productions Ltd. [B•T, Dec. 6], had been sold in 14 markets in a single week's selling effort.

WJAR-TV Providence is the 11th station to schedule *Close-Up*, weekly quarter-hour TV news film series, according to Reub R. Kaufman, head of Guild Films Inc., distributor for American Newsreels Corp., New York. Contracts, now being negotiated, are expected to bring total of markets to 24 by Feb. 15. John H. (Jack) Tobin, managing editor of Spotnews Productions (AP television service affiliate) and former radio news commentator, joins the production firm as reporter, editor and commentator on the series, program budget of which has been doubled.

H. J. Caruso, Los Angeles (Dodge-Plymouth dealer), starts *Life of Riley*, half-hour TV film series starring William Bendix, on KTTV (TV) Hollywood, in January for 26 weeks. Series, syndicated by NBC-TV, is sponsored east of Denver by Gulf Oil. Agency for Caruso is Hunter Adv., Hollywood.

Sarra Inc., Chicago, has completed three series of television film spots. A one-minute commercial for Northern Paper Mills, Green Bay, Wis., has been released to Young & Rubicam, Chicago. The studio also filmed two one-minute TV spots for Sealy Inc., Chicago, featuring the Posturepedic mattress, for issuance to dealers. The agency is Olian & Bronner, Chicago. For Grove Labs., through Gardner Adv., St. Louis, Sarra filmed a series of five eight-second station breaks on behalf of Bromo-Quinine cold tablets.

Pacific Coast Borax Co., New York, has signed Flying A Productions Inc., Hollywood, to film an additional 13 half-hour TV programs in *Death Valley Days* series, distributed on a regional basis. Agency is McCann-Erickson Inc.

### Production . . .

Mark VII Ltd., Burbank, producer of NBC-TV *Dragnet* film series, is planning to film a TV version of *Pete Kelly's Blues*, heard on NBC radio during summer of 1951. Similar operation, as is used on *Dragnet*, will go into new series which deals with a Kansas City jazz musician of the '20's. Shooting is scheduled for June with Jack

Webb as director, Stan Meyer, executive producer, and Michael Meshekoff, producer.

Arrow Productions Inc., Hollywood, is readying plans for the filming of 26 half-hour technicolor programs in *King Arthur and Knights of the Round Table* series, to be shot in England. The films will be released to TV in the United States and to theatres in foreign markets, according to Leon Fromkess, executive producer. He will leave for England in March to complete production details.

Flying A Productions Inc., Hollywood, has completed the 78th half-hour film in *Range Rider* TV series handled by CBS-TV Film Sales. Co-stars Jack Mahoney and Dick Jones are to be featured by the firm in another TV series, not a western.

### Random Shots . . .

Mutual Television Productions, Hollywood, has become a partner in Sovereign Productions, that city, with the former's executives serving in a business administrative capacity. Sovereign's president, Stuart Reynolds, will be in charge of sales and distribution; Mutual's president, vice-president and treasurer—Rudolph Monter, Edward M. Gray and William Cane, respectively—will handle Sovereign's business operations, apart from their own TV film production activity.

Sovereign films NBC-TV *Cavalcade of America* for DuPont, CBS-TV *General Electric Theatre* for GE and *Your Jeweler's Showcase* for Hamilton Watch Co. Mutual films *Cowboy G-Men* in conjunction with Telemount Pictures for Purity

Bakers Corp. and Jack London Theatre.

Western Television Productions Inc. has been formed in Denver to provide a new TV market with on-the-spot service to advertisers and agencies, according to Burt M. Harris, formerly producer-director of WDTV (TV) Pittsburgh and director of the new firm. He said services include live and film production of commercials, packaged programs and TV consultation.

### Film People . . .

Anne Michaels has been named Paris representative of Helen Ainsworth Corp., Beverly Hills, and will handle sales and acquisition of foreign films for TV and theatrical distribution in this country. Syd Stogel has been signed to represent firm's TV and theatrical distribution in Rome.

M. Coates Webster, Hollywood free lance writer, joins Teevee Co., Beverly Hills, as story editor on five-minute TV film *Little Theatre* series.

Charles Craft, editor on CBS-TV *Racket Squad*, filmed by Showcase Productions, Culver City, awarded third quarterly American Cinema Editors citation.

### KKTV (TV) Affiliations

KKTV (TV) Colorado Springs, Col., has signed affiliation contracts with ABC-TV, CBS-TV and DuMont TV Network, according to Robert D. Ellis, vice president and national sales manager for TV Colorado Inc. Some CBS and DuMont programs already have been carried by kinescope. KKTV has been broadcasting six hours daily, Sunday through Friday, since it began interim operation fortnight ago after a rush job on a new transmitter house [B•T, Dec. 8].

CBS-TV will review the news highlights of the year in a program titled *You and '52* from 11:30 p.m. EST Dec. 31 to 12:05 a.m. Jan. 1. Walter Cronkite will serve as host and David Zellmer as producer.



EDWARD BUNKER (second from l), newly-appointed sales manager of Columbia Television Pacific Network and KNXT (TV) Hollywood, discusses future plans with fellow broadcasters. At get-acquainted session are (l to r): Burt Cochran, vice president, McCann-Erickson Inc., Los Angeles; Mr. Bunker; Merle Jones, vice president, CBS-owned TV stations; George Moskovics, director of TV development, KNXT, and Tom Dawson, national spot sales manager, CBS-TV.



# WSLS-TV DEBUT

## Re-Starts After Storm Delay

WSLS-TV Roanoke managed to get on the air and remain there Dec. 11, after an attempt the day before was thwarted by lightning [B•T, Dec. 15].

At 6:02 p.m. Dec. 10, WSLS-TV began its test pattern on Ch. 10, just 90 days after receiving its CP. Sixty-seven minutes later, lightning struck the control room in downtown Roanoke. Seven minutes later, another bolt struck the power line on Poor Mountain, knocking out the transmitter.

J. P. Briggs, chief engineer, said he had alerted his staff for every type of emergency, except for a "summer" storm in December.

Late the following afternoon, the station took to the air again. A simple ceremony was held at 6:10 p.m. Mel Linkous, senior WSLS-AM-FM announcer, introduced the inaugural show.

An NBC-TV affiliate, WSLS-TV's first show was that of Dinah Shore. This was at 7:30 p.m.

On hand to assist at the opening were John Wade, Avery-Knodel TV representative; Winston Hope, WTAR-TV Norfolk, Va.; John Thayer, Herb Dover, Bill Fletcher and Charles Wright, RCA engineers; Roy Moffatt, NBC engineer, and Paul Hancock, of NBC Station Relations Dept.

Station is operating with an interim power of 12.6 kw and expects to increase its power to 25.2 early next year.

## CALIF. EDUCATORS

### FCC's Walker Urges Action

FCC CHAIRMAN Paul A. Walker last Monday called on California educators to "move rapidly" in applying for the remaining seven non-commercial educational channels in that state by next June 2. He expressed confidence they "will begin the construction of a state-wide educational television network at the earliest possible, practical moment."

Chairman Walker spoke at the Governor's Conference on Educational Television in Sacramento, Calif. Gov. Earl Warren noted that the only station under construction, out of eight earmarked for California, is one in Los Angeles, with funds supplied by the Hancock Foundation. It is slated to begin operation early next year.

The Governor said he might ask the legislature for funds to finance seven other outlets—in Sacramento, San Jose, San Bernardino, San Diego, Oakland, Fresno and Stockton. The stations could be built and operated at an annual average cost of \$250,000 each, Gov. Warren estimated.

WKBN-TV Youngstown, Ohio, has completed construction of its new uhf TV tower and antenna. It is believed to be the second commercial uhf antenna in the U. S. to be completely installed and ready for operation.



AT WSLS-TV opening were (l to r) Mr. Wade; Horace Fitzpatrick, WSLS assistant manager; James H. Moore, executive vice president, Shenandoah Life Stations Inc., and Mr. Hancock.

## CHICAGO CENTER

### Educators May Ask Britannica Aid

INTIMATION that the proposed new Educational Television & Radio Center in Chicago may tap Encyclopedia Britannica, a commercial firm, for film features to service educational TV outlets authorized by FCC was given last week.

The possibility was held out by Robert R. Mullen, executive director of the National Citizens Committee for Educational Television, one of the prime-movers behind the project.

Plans for the Chicago center, which would serve as a national distribution point or clearinghouse for educational radio-TV materials, were involved over a fortnight ago in a meeting attended by representatives of NCCET and the Ford Foundation's Fund for Adult Education, among other groups [B•T, Dec. 15].

A similar project, on the regional level, was recommended by the Southern Regional Conference on Educational Television in Atlanta the past fortnight (see separate story).

Encyclopedia Britannica Inc. and its subsidiary, Encyclopedia Britannica Films, are principally owned by Sen. William Benton (D-Conn.), who also serves as board chairman. C. Scott Fletcher, president of the Fund for Adult Education and board member of the Chicago center, is a former president of Encyclopedia Britannica Films. Sen. Benton has shown an avid interest in the development of educational, non-commercial television stations.

Mr. Mullen told BROADCASTING • TELECASTING it is "conceivable"

### Camera Lift

NBC-TV was scheduled to utilize the Hydro-Sky Lift, a device permitting a TV camera and its operator to be lifted 40 feet in the air, on last Saturday's *Hit Parade* program (10:30-11 p.m. EST). Officials said the device, which is distributed by Maxwell Equipment Co. of Milford, Conn., surpasses present TV camera maneuverability of 15 feet, and is capable of revolving in a full circle of 360 degrees.

that some features of Encyclopedia Britannica would be used, although the prospect had not been raised in early discussions. He added that "it would be no trick at all to tap it for perhaps 100 hours of excellent film material."

The center will maintain no production facilities (cameras, etc.) as such but hopes to farm out actual production to commercial companies, once ideas are devised for specific presentations.

It would also use existing films on subjects in which certain firms specialize—subjects like geography, safety and others.

As an example, Mr. Mullen said, Louis deRochemont's firm may be considered for one type of film. He cited CBS-TV's *Omnibus* as an excellent type of educational TV fare.

Initial objectives of the center, Mr. Mullen explained, will be to review available film materials, including kinescopes, and launch the production of new film features. The center proposes to rent out features to educational TV outlets.

The project is "academic," Mr. Mullen conceded, "until such time as educational outlets take the air."

Operation of the center will be started with a \$1,350,000 grant from the Fund for Adult Education. Conceivably, additional outlays could be made by the Ford Foundation, Mr. Mullen noted. In due course, he added, the center "may be in a position to appeal to private interests for funds."

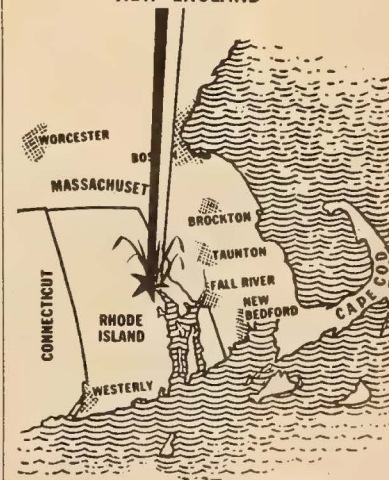
Mr. Mullen rejected the possibility of any large physical plant along the lines of CBS Television City, although it may have to construct a building later. This journal was in error when it reported that such construction is imminent.

Details for the center are being handled by George Overton, an attorney with offices at 134 S. LaSalle St. in Chicago. Personnel will be added as the project progresses.



## PINPOINT YOUR PERSISTENT SALESMAN

UNDUPLICATED  
COVERAGE IN  
240,000 HOMES  
WITH PERSISTENT  
SELLING TO MORE  
THAN 720,000  
PEOPLE...  
IN PROSPEROUS  
SOUTHERN  
NEW ENGLAND



Represented Nationally by  
**Weed Television**  
In New England — Bertha Bannon



## Our Respects To

(Continued from page 52)

more than the average feel for this community and region—we have been here a long time.”

His father, a furniture manufacturer, was a close friend of the late Adolph Ochs, publisher of the *New York Times* and the *Chattanooga Times*.

It was natural for young Carter, born Oct. 14, 1906, to soil his hands with printer's ink at an early age. At 14, he was the first classified advertising solicitor for the *Chattanooga Times*.

He continued that work while attending Chattanooga High School, from which he was graduated in 1924, and while taking special courses at the U. of Chattanooga.

After eight years in classified and display advertising with the *Times*, he joined WODD Chattanooga as commercial manager.

Mr. Parham recalls that Earl Winger and Norman Thomas, who still own WODD, had started the station in 1925 as a 50 w novelty to stimulate sales of receiving sets which they assembled at their Chattanooga Radio Co. WODD operated part time until it joined the newly-begun CBS in Sept. 1929.

### Memories of Early Radio

Recalling his early days in radio, Mr. Parham says:

“In those days at WODD, everybody did everything. I even had a few programs of my own. I particularly remember the dramatization of the history of Chattanooga.” He related how he was Gen. Lee in one phase of the pageant and Gen. Grant in a later phase.

Among other early programs was the *Breakfast Club*, with three school chums furnishing music and Mr. Parham and Frank Lane (now commercial manager at KRMG Tulsa) as “Dr. Cheer” and “Dr. Pep.”

Early interviews by Mr. Parham included talks with the late Grace Moore, the late Aimee Semple McPherson and Jack Dempsey. In

1930 he broadcast the first baseball game from ticker tape at the *Chattanooga News*.

An average day for a broadcaster in those days, recalls Mr. Parham, went something like this: Exercise or health program at 6:30 a.m.; *Breakfast Club* or some “cheer up type” program from 7-8; visiting advertisers until nearly noon and rushing back to the studio for noontime news and hillbilly shows, writing copy every spare moment, spending the afternoon calling on advertisers and writing copy, and then with a last spurt of energy preparing for evening programs which usually kept the broadcaster busy until 9:30 or 10 p.m.

Mr. Parham said he had time for little else, “but we loved it.”

After serving as WODD commercial manager 18 years, Mr. Parham joined Radio Sales, Philco distributor in Chattanooga, as territory sales manager.

Broadcasting was in his blood, however, and Christmastide 1950 brought him the nicest gift he could hope for—his own station.

Community service is not limited to Mr. Parham's role as a broadcaster. He is on the boards of the Chattanooga Philharmonic Assn. Retail Merchants Assn., Goodwill Industries, and his church, Centenary Methodist.

He has been president of his Sunday School unit, the Martin Bible Class, and is a past master and active member of the Whorley Masonic Lodge. He also is an active member of the Alhambra Shrine, Royal Order of Jesters and Elks and Kiwanis Clubs. In addition, Mr. Parham says every fund-raising civic drive the city has had in the past 20 years has merited his energies.

### Three Children

Mr. Parham is married to the former Miss Billie Kittrell. They have three children: John C., 12; William M., 10, and Ida Melissa, 18 months.

Aviation long was Mr. Parham's hobby. He held a commercial pilot's license from 1932 until recently. When he finds time he likes to fish.

Now, however, and for some time to come, fish may swim without the hazard of Mr. Parham's hook. He and Ken Flenniken, WDEF station manager, are spending their time and energies to achieve Mr. Parham's goal of “building a bigger and better station.”

The WDEF Broadcasting Co. has applied for Ch. 12 and Mr. Parham hopes to embark on the adventure of television early in 1953. That, of course, awaits favorable FCC ruling.

Mr. Parham has no illusions that telecasting is an unchallenging venture. He was a pioneer in radio, however, and is eager to enter the new world of sound-plus-sight.



FCC COMR. Frieda B. Hennock, when visiting KGO-TV San Francisco, watched an educational telecast. With her in the studio after the telecast are (l to r) James H. Connolly, ABC vice president in San Francisco; Dr. Herbert C. Clish, city's superintendent of schools who appeared on the telecast, and Vincent Francis, KGO-TV general manager.

## NCAA POLICY

### ECAC Supports 48-2

SUPPORT of the National Collegiate Athletic Assn.'s program for limited national telecasting of college football games was voted 48-2 at the 16th annual convention of the Eastern Collegiate Athletic Assn. in New York Dec. 12 [B•T, Dec. 15].

The resolution was presented to the convention by Ralph Furey, graduate manager of athletics at Columbia U. It recommended a 1953 program of “limited national television,” a pledge that member colleges will not enter into any TV commitments until final action is taken by NCAA and ECAC and a stipulation that ECAC members will limit their competition to colleges which “have complied with these policies.”

Dissenting votes against the resolution were cast by Douglas T. Greene, athletic director of Drexel Institute of Technology, and Francis T. Murray, athletic director of U. of Pennsylvania and an outspoken critic of NCAA's TV program.

The resolution noted that a limited national television program “will serve the triple purpose of providing reasonable protection from TV impact, giving opportunity for a continuation of our research and providing college football television for the general public.”

Two amendments to the resolution proposed by Mr. Murray were rejected by a 48-2 count. He recommended that as soon as the 1953 TV program is adopted the NCAA appoint a “suitable counsel” to petition the courts as to the legality of the plan and he further suggested that this step be taken as soon as possible so that colleges may make preparations.

INSTRUCTION in all phases of radio and TV is being offered to men between ages of 17 and 34 by Armed Forces Radio Units of 6261st ORAAU at U. S. Army Reserve headquarters, Hollywood. Radio-TV personnel from L. A. area will teach courses in writing, directing, announcing, newscasting and radio engineering.

## WCBS-TV FILMS

### 104 Features Bought

ACQUISITION of 104 feature films produced by Republic Pictures Corp. by WCBS-TV New York, CBS-owned outlet, was announced by the station last week. Under an arrangement with Hollywood Television Service Inc., WCBS-TV will obtain exclusive first-run rights on the films for TV showings in the New York area, spokesmen said.

WCBS-TV described the transaction as the largest ever negotiated between a major motion picture company and a television station. It added that it will be able to present a film that is new to television on each of its major feature film programs for a long period. Beginning Feb. 1, the pictures will be shown on WCBS-TV's *Late Show* and *Early Show*.

Included in the 104 films, most of which were produced since 1945, are: “Northwest Outpost,” with Nelson Eddy, Ilona Massey and Joseph Schildkraut; “Specter of the Rose,” with Judith Anderson, Michael Chekhov and Lionel Stander; “Casanova in Burlesque,” with Joe E. Brown, June Haver and Dale Evans; “Madonna's Secret,” with Francis Lederer, Gail Patrick and Ann Rutherford; “Steppin' in Society,” with Edward Everett Horton and Ruth Terry; “Scotland Yard Investigator,” with C. Aubrey Smith and Eric Von Stroheim, and “The Cheaters,” with Joseph Schildkraut, Billie Burke and Eugene Pallette.

The contract was worked out by David Savage, WCBS-TV film manager, and Earl Collins, president of Hollywood Television Service. It was the second contract for an exclusive-in-New York feature film package to be negotiated for WCBS-TV by Mr. Savage in the past month. The first involved 18 films produced by Sol Wurtzel during 1946-49 and released through Twentieth Century-Fox.

## Pro Playoff Sold

DuMONT TV Network was to present the Detroit-Los Angeles professional football playoff game at Detroit yesterday (Sunday), starting at 1:30 p.m., EST, under joint sponsorship of Goebel Brewing Co., Detroit, and Miller Brewing Co., Milwaukee.

**SOONER or LATER**  
some aggrieved listener  
accuses you of

**LIBEL OR  
SLANDER**

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

In use Nation-wide.  
**GET IT IN TIME!**

WRITE FOR DETAILS AND RATES

**EMPLOYERS REINSURANCE  
CORPORATION**

Insurance Exchange — Kansas City, Mo.



# SOUTHERN TV

## Educators Map Plans

PROPOSAL that a regional control board take a hand in carrying out suggestions for the financing and establishment of educational TV outlets in 14 states has been adopted by the Southern Regional Conference on Educational Television.

This and other recommendations of workshop groups highlighted a three day conference meeting at Atlanta, Ga. Dec. 11-13. Educators and consultants converged on Atlanta with advice on engineering, programming and administrative problems.

The conference was co-sponsored by the Joint Committee on Educational Television (JCET), the American Council on Education and the interstate Southern Regional Education Board.

The board was asked to implement the recommendations and request foundation grants for developing cost analyses and other data. Under conference recommendations, a central regional program production and distribution unit would be set up. Its initial purpose would be to survey educational centers and government offices for engineering and legal experts to train station personnel.

The production-distribution unit would be fashioned on a regional basis after the proposed national Educational Television and Radio Center to be located in Chicago, with stress on low-cost programs and, later, interchange of services among 14 southern states [B•T, Dec. 15]. JCET was asked to furnish blueprints of program plans used in other parts of the country.

FCC has reserved educational, noncommercial TV channels in 78 southern cities. Conference also approved a resolution for submission to FCC of educators' plans to apply for the outlets.

Ralph Steetle, JCET executive director, lauded conference delegates for "making the first regional effort to tackle this problem."

## EDUCATIONAL TV

### Lamb Aids Erie Educators

EDWARD LAMB, newspaper publisher and owner of radio-TV stations in Ohio and Florida, met last week with representatives of 12 educational institutions to formulate plans for building an educational TV station in Erie, Pa. Mr. Lamb owns WICU (TV) Erie.

Mr. Lamb told the educators that it might take time to obtain necessary funds to build and operate the station but that the task was not an insurmountable one. In the meantime, he advised the educators to get the non-profit corporation organized. "I personally will take care of the expenses involved in the creation of such a corporation," he added. The meeting voted to go ahead with the corporation organization and to have a station application on file with FCC by next June 2.

## HECHT SIGNS

### Will Write for CBS-TV

SIGNING by CBS-TV of Ben Hecht, well-known author and dramatist and winner of the Pulitzer Prize and Academy Award for his Broadway and screen plays, to create a new weekly series of original presentations was announced Tuesday by Hubbell Robinson Jr., CBS-TV vice president in charge of network programs.

Mr. Hecht becomes the second major playwright and author to sign with a network. Last month Robert Sherwood, winner of three Pulitzer Prizes for drama, contracted with NBC for nine original plays for use on radio and television [B•T, Dec. 1].

Under terms of the contract with CBS-TV, Mr. Hecht will write at least two original plays a month for half-hour broadcasts. Other presentations in this series will be originals by other top playwrights and writers, Mr. Robinson said, with Mr. Hecht serving as supervising editor for the entire project.

Financial details of the Hecht contract were not divulged by CBS-TV. NBC had reported that Mr. Sherwood would receive a fee "running well into five figures" for each script.

## FORGE ELECTIONS

### Hudson Elected President

HOWARD P. HUDSON, liaison officer, National Planning Assn., last week was elected president of the National Capital Forge at a meeting of the public relations group in Washington's Hotel Lafayette. He succeeds Paul H. Bolton, executive vice president, National Assn. of Wholesalers.

Others elected at the Dec. 15 meeting include Yates Catlin, public relations director of the American Waterways Operators Inc., vice president; Mel White, information officer of the Div. of Sanitation, U. S. Public Health Service, secretary (reelected); Edward H. Steinberg, executive secretary, District of Columbia Dental Society, treasurer. Also elected was a board of directors.

## Quebec Beer Advertising

BREWERS will be able to sponsor programs on TV in Quebec province, according to an announcement of Revenue Minister J. J. McCann in Parliament at Ottawa Dec. 12. He stated Canadian Broadcasting Corp. will authorize such TV advertising in the same way as on AM stations, with only the sponsor's name being given. There will be no beer advertising as allowed in the United States. Beer advertising is only allowed in provinces where the provincial government allows such advertising.

QUAM-NICHOLS Co., radio-TV equipment manufacturer, has begun construction in Chicago of a one-story plant which will add 50% to the firm's productive capacity. Cost of building, comprising some 60,000 square feet of space, is estimated at \$500,000.



# Merry Christmas

to our friends in  
the  
Broadcast Industry

*from the  
RCA Tube Department*



## 'Today'

(Continued from page 60)

in a fixed position. TV is a picture and it comes most alive when it is a moving picture.

Naturalness of speech can be another great asset for the commentator. The projection radio often demanded just isn't necessary on TV and is, in fact, very often disconcerting. "Speak the speech, I pray you", and do it in the same tone that you would use at the Elk Club's bar. A good mental guidepost to use might go like this: I'm actually present in the home of my viewer. I'll use the tone he would use if we were just chatting in the living room.

### Visual Aids

The use of stills and maps are definite aids to the newscaster. However, I have reservations about the constant projection of full-face telops on the screen. I would also suggest that a news picture must have action to create interest. Also, commentators in this news era should realize that they have much to learn from the TV engineer. He will be able to tell you whether a still will "scan" on the screen, whether it is too cluttered to make a point. Maps are great aids in telling the story, but here again they must be simple. The cluttered map is less than useless. Someone in your shop will be able to construct the simple and clear maps that help tell the story. Keep the printing to a minimum and use arrows to point out centers of interest.

Finally, it seems to me that all of us must admit to ourselves that—both on network and local scales—we have only begun to probe the possibilities of TV news reporting. We need to remind ourselves daily that there is a danger of falling into a static routine which will bore viewers and in the last analysis—ourselves.

### Sense of Experimentation

On *Today* we try something new every 24 hours. This sense of adventure keeps us on our toes and reminds us that we are still pioneering. Sometimes we find our experiments resulting in something less than good, but just as often there is that moment of satisfaction and elation when a new device comes off with a punch. It's worth the risk and experiment. Finally, wasn't radio wonderful?

### 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

**RCA INSTITUTES, INC.**  
A Service of Radio Corporation of America  
35 West Fourth Street, New York 14, N. Y.

## TWA DEFEATS

### NLRB Hearing Move Bid

TELEVISION Writers of America last week defeated temporarily, a new attempt by CBS, NBC, ABC, Authors League of America and Screen Writers Guild to move from Los Angeles to New York the NLRB hearing on petitions for certification as bargaining agent for writers in TV.

Trial Examiner Norman Greer informed attorneys Tuesday that he would make no ruling "at this time," but may reconsider it later.

TWA's petition seeks an election for Hollywood writers on network TV shows. The interviewing ALA-SWG maintains that a contract between them and the networks already exists on a national level, and that TWA is not representative of the craftsmen it seeks to represent [B•T, Dec. 15].

Evelyn Burke, ALA assistant executive secretary, on cross-examination last week, stated that ratification by members of ALA and SWG of the recently negotiated contract covering writers on live network shows was not necessary to place it in operation. TWA's petition filing with the NLRB blocked the networks from putting it into effect.

## LBS'S SUIT

### Jan. Court Date Unlikely

TWO teams of Chicago attorneys will go to Dallas for two weeks in January, when lawyers will continue taking depositions in the Liberty Broadcasting System's anti-trust suit against the major league baseball clubs.

Men from Sidley, Austin, Burgess & Smith, Chicago, plan to begin depositions there, former headquarters of Liberty, Jan. 19, coincidentally the date for which the trial has been set in Chicago Federal District Court. Statements of testimony outside the court proper, which comprise the deposition, will be given by James Kirksmith, former vice president in charge of sports for LBS; Barton McLendon, father of Gordon McLendon, former president of the defunct network, and several minor officials of LBS.

Also present will be James O. Smith, attorney with McConnell, Lutkin & Van Hook, Chicago, representing Liberty in its \$12 million suit charging conspiracy and anti-trust activities by the ball clubs.

The trial is not expected to begin Jan. 19 as the court docket is crammed with other upcoming cases which would take an estimated six months to clear.

## Crosley Film Buy

PURCHASE of a group of American-made films which will provide 1,750 full-length movies for telecasting was announced last week by Robert E. Dunville, president, Crosley Broadcasting Corp. Films will be shown on the three Crosley video outlets, WLWT (TV) Cincinnati, WLWD (TV) Dayton and WLWC Columbus.



GEMEX Co. contracted to sponsor alternate weeks of CBS-TV's show *The Stork Club*. Present at signing are (l to r) Carl Lichtenfels, Gemex adv. dir.; Willard A. Pleuthner, BBDO v. p.; Wm. A. Swartman, Gemex sls. mgr.; Eugen Prestinari, Gemex founder-partner; Sherman Billingsley, host of *The Stork Club*; Wm. Lichtenfels, Gemex founder-partner; Bud Boehm, asst. to Gemex pres., and (standing) Fred M. Thrower, CBS-TV v. p. for network sls.



DR. PEPPER bottlers in Greensboro, Winston-Salem, N. C., and Danville, Va., sign for twice weekly show, *The Old Rebel*, on WFMY-TV Greensboro. At signing (l to r): Buzz Hassett, WFMY-TV acct. executive; Charlie Kempton, mgr. of the Greensboro Dr. Pepper Co., and George Perry, program star.

G. BENNETT LARSEN (l), v. p.-gen. mgr., WPIX (TV) New York, and Betty Baker, hostess of WPIX's *New York Cooks*, watch as Carlo Vinti, head of own adv. firm, signs spot participation contract for his client, Gallo Wines. Show is telecast Mon.-Fri. 1:30-2 p.m.



SIGNING to sponsor *This Week in Philadelphia* on WFIL-TV Philadelphia are (l to r) Kenneth W. Stowman, WFIL-TV sls. mgr.; Wm. L. Day, pres., Pennsylvania Co. for Banking & Trusts; Francis Mcl. Stifler, acct. exec., N. W. Ayer & Son., and Wm. F. Kurtz, Pa. Co. bd. chrmn.

CHESTY FOODS signs 10 home basketball games of U. of Indiana on WTTV (TV) Bloomington. Handling contract are (seated, l to r) Gary Ruben, Ruben Adv., Indianapolis; George Johnson, Chesty Foods pres.; Paul Lennon, WTTV sportscaster. Standing (l to r) are Rolf W. Brandis and Russell Kulberg, Ruben Adv.; Norman Cissna and Donald Heiny, Chesty Foods.





## Strictly Business

(Continued from page 16)

the fact that he is six feet four. His christened name, almost as long as he is, Victor Hugo David Sandeberg, did not come from the renowned author but from the European fashion of free-loading the names of as many relatives as possible onto a birth certificate. Everyone today refers to him as "Sandy."

Born in New York City of Swedish and German parents, he was educated there at New York U. He left the city with the intention of spending a few years farming and ranching in the West and then returning to New York. After a stretch of farming in Minnesota, and ranching and mining on the western slopes of Colorado, he reached San Francisco. Except for frequent business trips to the East, he has remained in California.

Mr. Sandeberg's first introduction into the field of advertising and selling was on the circulation staff of a then relatively new publication, *Western Advertising*. For eight of his eleven years with the magazine he was its advertising manager—a job which carried him into the key markets of the country. "It was my post graduate course in advertising and marketing," he explains.

In 1933 he resigned to become associated with Humbolt J. Greig and John Blair in the formation of what was Greig-Blair & Co., now the John Blair Company, one of the pioneer radio station representative firms. In 1935 he resigned to become sales manager of KYA San Francisco, at that time a part of the Hearst radio chain. He left KYA to become Southern California advertising representative for *American Home*, *Town and Country*, *Field and Stream* and other national magazines. In 1938 he was San Francisco manager of the McClatchy Broadcasting Co. and in 1940 moved to the Paul H. Raymer Co., representing the McClatchy stations as Pacific Coast manager of that firm. He resigned from that organization in 1945 to become a member of the firm and Pacific Coast manager of Avery-Knodel Inc., which organization he still serves.

He is married and lives in San Francisco. He finds relaxation on his small ranch in Sonoma County, situated about 55 miles north of the San Francisco Bay Area.

## CBS Radio Series Cited

CBS Radio's *Aircraft Flash* series (Sun., 12:05-12:30 p.m. EST) was praised in a letter from Gen. B. W. Chidlaw, USAF, commanding general of the Air Defense Command, as "an important contribution to the defense of the nation." Gen. Chidlaw pointed out the program "is doing an excellent job of boosting the morale of civilian volunteers" in the Ground Observer Corps.

## allied arts



**WILLIAM DIGNAM**, public relations director, Market Research Corp. of America, has resigned. He has formed **WILLIAM DIGNAM Co.**, public relations and research advisory firm 551 Fifth Ave., N. Y. Telephone is Murray Hill 7-7097.

**GENE SHEFRIN**, account executive with David O. Albert Assoc., N. Y., radio-TV publicity firm, elected vice president of company.

**EDWARD G. BRIERTY** and **RAYMOND E. WARNER** appointed sales representatives for midwest sales region of Electronic Tube Div., Westinghouse Electric Corp., Elmira, N. Y. They are headquartered in Chicago.

**JOHN P. DILLON**, Clarostat Mfg. Co., Dover, N. H., assigned to firm's distributor sales department.

**GRADY L. ROARK** appointed manager of equipment tube sales, Tube Dept., General Electric Co., Schenectady.

**EDWARD F. GRIGSBY**, western sales manager, Altec Lansing Corp., Los Angeles, elected chairman of 1953 Los Angeles Council of West Coast Electronics Mfrs. Assn. Vice chairman and secretary-treasurer, respectively, are **GEORGE B. CLARK**, sales manager, Tetrad Co., and **DON E. LARSON**, advertising director, Hoffman Radio Corp.

**ALFRED A. MEDICA** appointed assistant to **SEYMOUR MINTZ**, vice president in charge of advertising at Admiral Corp., Chicago. **JOHN B. OTTMAN** named sales promotion manager for radio-TV.

**MOTOROLA Inc.**, Chicago, appoints South Texas Appliance Corp., San Antonio, as distributor for firm's radio-TV sets in south Texas area.

**NORMAN CHASE**, managing director, Urania Records Inc., N. Y., elected vice president of firm.

**SID ROGELL**, executive vice president, Jerry Fairbanks Inc., Hollywood, to 20th Century-Fox, L. A., as executive production manager.

**GLENN WEBSTER**, national sales manager for Scott Radio Labs. and John Meck Industries, Chicago, to General Electric, same city, as district sales manager for broadcast equipment.

**NATIONAL ELECTRIC PRODUCTS Corp.**, Pittsburgh, Pa., appoints Southeastern Sales Co., Savannah, Ga., as representative to handle NEPCO line of TV antennas in North and South Carolina, Georgia, Florida, Alabama and Mississippi.

**MAYO SIMON**, producer, Ford Foundation's TV research project, Ames, Iowa, to Washington U., St. Louis, as director of TV activities.

**TERMINAL RADIO Corp.**, N. Y., electronic parts distributor, has published 132-page audio equipment catalog describing high fidelity home music system components and public address, institutional, recording and broadcast equipment. Booklet available free of charge from the company at 85 Cortlandt St., New York 7.

## Equipment . . .

**GENERAL COMMUNICATIONS**, Ft. Atkinson, Wis., announces production of CDMS-1 dial operated, video and audio monitor switching system designed for three monitor stations. Unit is rack mounting and is available for 12 or 24 volt operation.

**AEROVOX Corp.**, New Bedford, Mass., announces manufacture of wide choice of foil-paper capacitors housed in compact tubular metal cases with vitreous-ceramic terminal and seals. Depending upon impregnant used, capacitors operate in temperature ranges from -40° to +85° C, and from -55° to +125° C.

**CARBONNEAU INDUSTRIES**, Grand Rapids, Mich., announces production of Gold Cup speaker with 2.15 oz. magnet, 1-inch voice coil and 1.00 oz. magnets with 1-inch voice coil both supplying flux in air gap equivalent to speakers using up to 50% more magnet.

**RCA VICTOR**, Camden, N. J., announces production of new portable frequency and deviation meter, Type CX-8A, for checking radiated carrier frequency, undulation deviation and other performance data of mobile two-way radio systems.

**INDUSTRIAL DEVICES Inc.**, Edgewater, N. J., announces production of new test clips, designated Model #1410A, for use in pairs as source of power for equipment under test without danger of short circuit due to clips touching each other or other components.

## Technical . . .

**TOM BOWLES**, technical director, and **JOHN FRISHETTE**, studio engineer, have returned to NBC Chicago after military service.

**STAN WEISS**, **ARNOLD ROSEN-SWEIG**, **LARRY SHOEN** and **BILL REIFEL** added to engineering department of WHLI Hempstead, L. I.

## Public Service Series

SOME 300 radio stations were reported last week to have agreed to contribute public service time for the presentation of *The American Trail*, quarter-hour transcribed series dramatizing little-known stories in history and designed for in-school or general listening by children in the 9-15 age group. The 13-program series is presented by the Ladies Auxiliary, Veterans of Foreign Wars, and spokesmen said 7,000 local auxiliaries will assist in its promotion. It is being produced by Phoenix News Bureau, New York, with Mildred Collins as executive assigned to production. Release is scheduled in February, coinciding with the opening of the second semester in schools.

## L.A. AD WOMEN

### Set Conference Plans

LOS ANGELES Advertising Women Inc. will sponsor its 11th annual advertising conference series, titled "Advertising and You," to be held at CBS Hollywood, each Monday from Jan. 12 to March 2.

Teeing off the programs, Jan. 12, is Don Belding, chairman of the board, Foote, Cone & Belding, on the subject, "Preparing for the Advertising Field." Subsequent speakers and discussions are as follows:

Irving Burg, national sales promotion manager, Free Sewing Machine Co., will speak on "Copy," Jan. 19; Jack Roberts, art director, Carson-Roberts Inc., "Art," Jan. 26, and Selig Smith, sales manager, Carter & Galantin (printing firm), Feb. 2, on "Point-of-Sale."

"Publicity Roundtable," Feb. 9, will be moderated by June Barth, account executive, Carson-Roberts Inc. Panel members are Bernie Milligan, head of his own publicity firm; John Floria, West Coast editor, *Collier's*; Muriel Barnett, fashion editor, *L. A. Mirror*; Norma Gilchrist of KNBH (TV) Hollywood *Norma Gilchrist Show*; Roger Pickett, sales promotion manager, Rathbun's Department Store; and Grace Katz, West Coast editor, Haire Publications.

"Radio Roundtable," Feb. 16, will be moderated by Helen Murray Hall, advertising and promotion manager, NBC Western Division. Discussion topics include "Time Sales" by Wallace L. Hutchinson, account executive, NBC Western Division; "Merchandising" by Ron Manders, sales promotion manager, KFI Los Angeles; "Creative Scriptwriting" by Virginia Crosby, writer on NBC radio's *Dr. Paul* and other series; "Commercial Scriptwriting" by Wilder Wiley, writer, Young & Rubicam, and "Script Acceptance for Broadcast" by Dorothy Brown, director of continuity acceptance, ABC Western Division.

The final programs, Feb. 23 and March 2, respectively, are "Television" by E. J. Leaman, TV consultant, Screen Directors Guild; and "The Value of Advertising to the Consumer" by O. D. Keep, editor and publisher, *Fortnight*.

Series of eight two-hour evening sessions is \$10, or \$1.50 per session. Student rate for the course is \$5.

### OUR WISH

## A Very Merry Christmas

TO YOU

The Art Mosby Stations

**KGVO-KANA**

Missoula 5 kw Day & Nite  
Anaconda Butte 250 Watts

**MONTANA**  
THE TREASURE STATE OF THE 48

Reps: GILL, KEEFE & PERNA,  
Chi., La. & SF.



**C**ONTRACTS with World Broadcasting System and the F. W. Ziv Co., have recently been negotiated by WDOK Cleveland. Station feels "this is a ten strike for listeners because it will provide them with 14½ hours of top drawer programs weekly," many of which are new to the area. New programming schedule took effect Nov. 24.

#### 'LADIES DAY' PREVIEW

**BEGINNING** Dec. 15, WOV New York went on the air with the broadcasting equivalent of a three-week preview for its new show, *Ladies Day*, starring Dorothea Towles. New program featuring news and chatter of interest to women is aired each morning from 8:30-9 a.m. Reason, station explains, for considering the first three weeks a "preview" is to give the audience a chance to comment on the format.

#### BINAURAL BROADCAST

**U. OF IOWA** broadcasting stations, WSUI and KSUI-FM Iowa City, combined facilities last month to bring listeners what was believed to be the first binaural broadcast in Iowa radio history. Report was received from Carl H. Menzer, director of the stations. So enthusiastic was the response that three additional binaural shows have been planned by the stations. First program featured a string quartet composed of SUI students in an hour-long broadcast of chamber music.

#### TOUR PROMOTION

**CLAIRE WALLACE**, Canadian radio commentator, is making a tour of Canada on behalf of her sponsors, The Associated Salmon Canneries of B. C., in a promotion to meet her listeners throughout the country. Stations in each city which carry her broadcasts plug her visit by asking listeners to send in their names on the back of a salmon label. Out of the mail response, 100 names are drawn to attend a luncheon featuring many dishes made with canned salmon. Miss Wallace acts as hostess at each luncheon.

## programs promotion premiums



#### EMERGENCY PLANS

**PLANS** to handle emergency service announcements necessitated by unfavorable weather conditions or similar emergencies, have been formulated at WLW and WLWT (TV) Cincinnati. Outline of the plan has been sent to schools in the area. State highway departments of Ohio, Indiana, Kentucky and W. Virginia will cooperate with the program.

#### UNION OIL TOUR

**SALES** promotion junket to explain its 1953 advertising plans to dealers is being undertaken by Union Oil Co. of Calif., Los Angeles. Presentation consists of a 30-minute training film, produced by David Griffin Productions, Hollywood, and a 30-minute live program of professional talent, produced by MCA, under the overall title *Flight 76*. C. Haines Finnell, director of public relations and advertising for the petroleum firm, is in charge of the program, assisted by Jack Smock, vice president of Foote, Cone & Belding Inc., L. A.

#### MOTHER-IN-LAW CONTEST

**CONTEST** to select the letter writing winner of "Why I like my Mother-in-law" is being conducted by CBS Radio *December Bride* and will close Jan. 1. Winner and his or her traveling companion will have a week's vacation in Palm Springs, in addition to being guests of program star, Spring Byington, during one of those days.

#### WISN PUBLICATION

**FIRST** of the monthly publications planned by WISN Milwaukee was issued by the station in December. The new publication, using a newspaper format, is called *Q Sheet* and contains pertinent station information as well as CBS news and a pro-

gram schedule. WISN is a CBS affiliate.

#### OFF-CAMPUS SERIES

**INITIAL** venture into regular off-campus broadcasting by WCHC, student operated carrier-current station at Holy Cross College, Worcester, Mass., was made recently with the presentation of *The Holy Cross Hour* on WORC Worcester. Series will consist of selected programs from the WCHC schedule. Show will continue each Sunday for the remainder of the scholastic year.

#### WEW BROCHURE

**BROCHURE** stressing the coverage of WEW St. Louis, the "Good Music" station there, has been released by that station. Breakdown of statistics on the area includes data on population, families, retail sales, number of employed persons and median family income. Reader is advised that "You can buy listeners for ¾¢ when you buy WEW 770 kc clear channel."

#### ORANGE BOWL COVERAGE

**TO** acquaint local and national business firms with the fact that WTVJ (TV) Miami will originate the Orange Bowl Game for CBS, the station has imprinted a slug on its stationery to read: "You'll be there on New Year's Day when WTVJ originates the Orange Bowl Game . . ." Station will also cover the Orange Bowl parade on New Years Eve for the network.

#### WGAY SALUTE

**TOP** executives of the *Evening Star*, Washington, D. C., were heard in a special broadcast Dec. 14 on WGAY Silver Spring, Md. *Evening Star Salute* featured a discussion of the past present and future of the newspaper which celebrated its 100th anniversary on Dec. 16.

#### CHRISTMAS CONTEST

**TO** stimulate more interest in his early morning program and to share listeners' experiences with others, Bill Jackson, disc jockey at WPFT Raleigh has been running an "I Remember Christmas" letter-writing contest. Mr. Jackson reads letters from listeners who have interesting Christmas experiences to relate. For every letter read on the air he pays \$1. Station relates that to date he has been receiving 200 contest letters a week.

#### AMERICAN MUSIC FESTIVAL

**WNYC** New York's 14th Annual American Music Festival on Feb. 12-22 will present programs of con-

temporary music from 35 institutions of higher learning throughout the U. S., as well as special broadcasts prepared by the BBC, and the radio networks of France, Israel, Italy, Austria and the Netherlands. One feature of this year's Festival will be the presentation by binaural broadcasting of several of the concerts.

#### CHRISTMAS SELL-OUT

**FILMER'S** Ltd., a stationery store in Nanaimo, B. C., made arrangements to air a flash announcement daily at 8:15 a.m. over CHUB Nanaimo to advertise "singing Christmas cards" at \$1.25 a card. Announcer simply played the recorded greeting and stated it could be obtained at Filmer's. The dealer had been wary about buying this type greeting and had confined his purchase to a gross. His entire stock was sold out after the second flash announcement.

#### KRES BROADCASTS PRAYER

**PRAYER** said by a member of the Council of Churches is being used by KRES St. Joseph, Mo., for its sign-on, sign-off and at noon. Prayer is being aired as a community service and "as a spiritual reminder to all listeners who might be inclined toward forgetfulness."

#### 'FOUNDER'S DAY'

**WSTV** Steubenville, Ohio, tape-recorded and broadcast over MBS the December 7th Founder's Day Banquet of the College of Steubenville held in the Fort Steuben Hotel. A highlight of the evening was the presentation of the Poverello Medal, the highest non-academic award of the College of Steubenville, to Lions International. Recorded copies of the program are being presented by WSTV to Lions International and to the College of Steubenville for their archives.

#### FRENCH SERIES

**WABF** (FM) New York is presenting during December a series of transcriptions made during music festivals in the French cities of Vichy, Versailles, Toyaumont, Strasbourg, Sceaux, Aix-En-Provence, Menton and Besancon. Scheduled from 8-9 p.m. EST, Monday through Friday, the series was made available to the station by the French Broadcasting System in North America.

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

**5,000 WATTS**

**W F M J**

**Duplicating on 50,000 Watts FM**



## PROPERTY RIGHT

### Court Rules on Radio Show

CREATOR of a radio program has a property right in his idea, a Federal District Court Judge has ruled—provided the idea is reduced to concrete form.

In a decision two weeks ago, Judge Alexander Holtzoff found that there is a limited property right in an idea, which has been reduced to concrete detailed form and is novel. Opinion was written in denying a request by the Hamilton National Bank, Washington, for dismissal of \$3,300 jury verdict in favor of advertising man Lloyd K. Belt. The jury gave Mr. Belt that sum last month.

Case involved a radio program using school children with talent, to be supervised by the Washington school system. The bank told Mr. Belt to prepare the show at a \$25 weekly fee. School authorities were contacted, but did not immediately reply. After two weeks' work, the bank cancelled its contract with Mr. Belt. Subsequently, the school executives contacted the bank and asked if it was still interested in the program. It signified it was, and the program was broadcast weekly for one year. The bank hired another advertising agency to handle the show. Mr. Belt sued to be compensated for the use of his idea.

## ADDED STEEL

### Set Makers to Get April 1

OUTLOOK for more steel for radio-TV set manufacturers after next April 1 brightened perceptibly last week.

Greater quantities of the controlled material will be made available to set makers and other consumer goods producers, according to quotas announced by the Defense Production Administration Wednesday. Copper and aluminum supplies will remain relatively the same, however.

Manufacturers of radio and television receivers will obtain 70% of the carbon steel they used in the pre-Korean base period—roughly 40% more than in the first quarter of 1953 and somewhat less than the 40% when allowance is made for supplemental allotments they have been receiving since the big pinch in the third quarter. Structural steel (for construction) remains in short supply.

Through the Electronics Division of the National Production Authority, manufacturers will continue to receive about 50% of copper and 55% of aluminum (of base period usage)—a rate which has prevailed in recent months.

Copper and aluminum represent supply difficulties," Ralph S. Trigg, acting DPA administrator, said Wednesday. There has been some difficulty in obtaining large quantities of aluminum for small radio-TV antennas, an NPA official added.



AT premiere of CBS Radio's new hillbilly series, *Saturday Night-Country Style*, are (l to r) Eldon Hazard, CBS Radio sales manager; Lester Gottlieb, vice president in charge of network programs, CBS Radio; Sunshine Sue, WRVA Richmond, Va., personality, and Barron Howard, WRVA commercial manager. Program originates at WRVA.

## milestones . . .

► **NEWSPAPER**, *The Scranton Times*, notes that its broadcasting shingle has been up for 30 years. The *Times* owns WQAN-AM-FM, commercially operated since April 1950. Stations feature hourly five-minute newscasts with headlines on the half-hour daily, in addition to its daily half-hour roundups. Newscasts on the station are not available for sponsorship. *The Times* points to AP's top award presented to the station for excellence in news broadcasting in eastern Pennsylvania during 1951.

\* \* \*

► **ART KIRKHAM**, program personality at KOIN Portland, Ore., has begun his 25th year as editor of the *Newspaper of the Air*, aired Monday through Saturday. Program is half hour of human interest stories, news oddities and features. Mr. Kirkham took over a year after the show started.

\* \* \*

► **HERB KENNEDY**, disc jockey-newscaster for KSFO San Francisco, will celebrate his 20th year in broadcasting today (Monday) in special ceremonies during his *Herb Kennedy Show*. Mr. Kennedy's anniversary follows closely the 10th anniversary of WSFO's Wally King. The two, close personal friends, pair up each morning on *The Ward & Waldo* program.

\* \* \*

► **ART BROWN**, WWDC-AM-FM Washington, one of the city's most popular personalities, was presented a cake Dec. 15 on the occasion of his 17 years in Washington radio and his birthday. More than 1,000 persons attended the fete in the station studios.

\* \* \*

► **WLAW** Lawrence, Mass., last Friday completed its 15th year on the air. During that span, the station grew from 1 kw to 50 kw. Station was founded by the late Alexander H. Rogers, publisher of the *Lawrence Eagle-Tribune*. His son, Irving E. Rogers Sr., the station's first general manager, is now president-treasurer. Present gen-

eral manager is Lambert B. Beeuwkes.

\* \* \*

► **PROGRESS** in technical facilities and programming is cited by Franklin Snyder, vice president and general manager of WXEL (TV) Cleveland, Ohio, in connection with the station's third anniversary Dec. 17. WXEL's twin objectives of maintaining progress during TV's overall expansion and fulfilling its obligations to 700,000 set owners as a public service agency are stressed by Mr. Snyder. Past year has seen completion of two phases of station's \$1 million expansion program—unveiling of a new building in Parma and opening of downtown Studio "D." Top WXEL programs also were singled out by Mr. Snyder, including sports and news coverage, special community shows, documentaries and variety fare.

\* \* \*

► **WLEC** Sandusky, Ohio, welcoming its fifth birthday anniversary Dec. 7, turned the tables by sending birthday wishes to all its sponsors. For some advertisers, the congratulatory letter was accompanied with a gift-wrapped pair of

## COMMUNITY SERVICE

### Kathman Praises Radio

RADIO on the community level is a vital communications medium in the solution of industrial and labor problems, Harold Kathman, member of Fisher, Rudge & Neblett, New York, management and labor consultant firm, told the Durham (N. C.) Advertising Club last Tuesday.

Pointing out that all media were important in creating understanding among management, employees and the community, Mr. Kathman singled out radio as "a relatively inexpensive method of solving particular problems."

He cited the case of one company which was faced with an employment shortage each spring and fall when farmers quit their jobs to do planting or harvesting. Through the use of a weekly radio program costing only \$18.50 a week, the company persuaded the farmers to remain on better-paid jobs at the mill and hire cheaper farm labor for spring and fall chores.

### '52 Magazine Totals

NATIONAL magazine advertising for 1952 will total \$550 million, an all-time high, Magazine Advertising Bureau estimated last week. Figure, 8% higher than the \$511 million carried by magazines in 1951, is based on volume of \$509,278,781 for January-November, up 8% over the \$471,387,774 11-month total in 1951.

"Mr. Plus" red suspenders as a token of appreciation for loyal "support" over the past five years. A more conservative birthday letter was mailed to other sponsors. WLEC, an MBS affiliate, operates on 1450 kc with 250 w.

\* \* \*

► **FULTON LEWIS JR.** celebrates his 15th anniversary as an MBS news reporter and commentator on Christmas Day. The program is aired each weekday from 7-7:15 p.m. EST and is sponsored on a cooperative basis on some 350 radio stations.

*Still Going STRONG*

A coffee account, using KGW, increased sales in this area 42 per cent.

For Sales Results Use KGW

Economical and efficient medium for covering the mass market.

**KGW**

REPRESENTED NATIONALLY BY EDWARD PETRY, INC.



on the efficient 620 frequency

**PORTLAND, OREGON**

AFFILIATED WITH NBC



## STATION DATA

### FCC Consolidates Forms

FCC has consolidated into one form the annual and interim ownership reports (Forms 323 and 323A) required of all broadcasters [B•T, Dec. 15]. The new form (Form 323) is effective Feb. 1, and eliminates among other things information on operating personnel.

Another snip at red tape also took place two weeks ago when the FCC adopted short forms for station license renewals (Form 360) and modifications (Form 359). Instead of complete new reports being made up each time, new forms will refer to the previous form, and make note of any changes. Single-page report will eliminate, the Commission said, staff practice of preparing lengthy documents to reflect all details and conditions of the grant.

Earlier this month, the Commission finalized new and simpler annual financial report (Form 324), reducing the number of pages in the schedule from 15 to 9 [B•T, Dec. 1, Oct. 6]. This eliminated the program analysis requirement, which now is called for only at renewal time.

### Study in U. S.

THREE foreign engineers have arrived in the U. S. within the past fortnight to study U. S. communications under fellowships granted by the United Nations, it was reported last week by FCC. Because of their short visit, they will remain in the New York area. The UN fellows are Patrick Joseph Rogers, chief engineer of overseas communications service, Bombay, Kallianpur Vasudeva Pai, deputy chief engineer of Posts and Telegraphs Dept., New Delhi, India and Berndt K. G. Granlund, engineer with General Direction of Posts and Telegraphs, Helsinki, Finland.

RICHARD CARTER, Warner Bros., membership committee chairman of Publicists Guild, Hollywood, appointed treasurer. He succeeds Homer Davies, Columbia Pictures, who moves to Tucson.

## in public service . . .

RESIDENTS of Wisconsin are enthused that the U. of Wisconsin football team is going to the Rose Bowl. They also are proud of the Badger Band and would like to have it accompany the team to Pasadena for the New Years Day grid classic. Funds have been provided for the football squad but \$50,000 is needed to send the band. Bob Nelson, program manager, WEAU-AM-FM Eau Claire, went on the air with an appeal at 3:30 p.m. Dec. 6. He set a goal of \$400 from WEAU listeners. Much to his welcomed surprise, dollars began pouring in. By midnight, with the aid of four announcers, \$2,200 had been pledged.

### WROL Polio Activity

TOBACCO farmers in the WROL Knoxville, Tenn., area are being urged by the station while the tobacco selling season is on to donate to the polio fund. Station is co-operating with Knox County Polio Chapter and U. of Tennessee's Sigma Chi fraternity chapter in the fund-raising. The fraternity chapter lost two members in polio deaths last summer.

### 3,200 Happy Kids

SOME 3,200 children attended the WCCC Hartford fourth annual Christmas party, featuring LeRoy, WCCC's talking duck. Ivor "Big Brother Bill" Hugh, of WCCC's show, the *Kiddie Corner*, and LeRoy's constant companion, emceed the party. Even "Old Saint Nick" himself came to the party, in the person of Bug Rainey, of WTIC Hartford.

### NBC Traffic Films

THROUGH cooperation of Gov. Earl Warren and State Highway Patrol officials, NBC-TV Hollywood news department will film six of the "dumbest stunts" pulled by California drivers. Filmed under the supervision of Roy Neal, news department head, the 20-second programs will be shown on NBC-

TV newscasts and later released to all California TV stations, free of charge. Situations to be depicted include turning left from right lane, driving while fatigued, following too closely, lack of hand signals, passing on curves and going through pedestrian safety zones.

### Aids Orphans Drive

TEN days was all that WTOP-AM-TV Washington, needed to reach the goal set for its "Dollars for Orphans" project—and listeners-viewers were asked to send in no more money. WTOP personalities Eddie Gallaher, Pick Temple, Mark Evans and others all joined in the appeal for money to enable the kids to buy Christmas toys. The goal: \$2,500.

### WOAI-TV Receives Award

WOAI-TV San Antonio, Tex., on its third anniversary, Dec. 11, received the Majestic TV Award for "outstanding television programming and service to the community." Sol Magdoff, regional manager, Majestic Television Corp. of New York, presented the trophy to Justin R. Duncan, WOAI-TV public relations director, during a special anniversary program on *Your Show*, locally-produced public interest series.

### Aids Coast Guard

MORNING program aired by KOMO Seattle was instrumental in helping the U. S. Coast Guard in its search for a missing fishing vessel. Within 12 minutes after station aired an announcement, the vessel (Cedar) contacted the Coast Guard radio station at Westport, Wash., indicating it had heard the alert. Search was cancelled and party requesting it was notified of the vessel's exact location. KOMO's assistance drew praise from A. E. Harned, USCG commander and chief of its Search & Rescue Station, in letter to W. B. (Doc) Heil, who conducts morning program.

### KLZ Aids Santa

KLZ Denver has turned over its proposed television studios to the "Santa Claus Shop" of Denver for use as a collection center and workshop. Station also is contributing light, water, heat and publicity. The "Santa Claus Shop" collects used, broken and outgrown toys. The toys are repaired and distributed to needy children.

CAMPBELL Soup Co., sponsor of both radio and TV versions of *Double or Nothing*, has announced that effective Jan. 19, production of both shows will originate in New York. Radio show has been coming from Hollywood.

## CHI CONELRAD

### Alert Plans Finalized

PLANS for ending interim Conelrad—the temporary broadcast setup for control of electromagnetic radiation in case of enemy attacks were reviewed in Chicago last week as engineers from seven of the city's stations met with FCC representatives to discuss the permanent system.

The plan for Chicago broadcast activity in case of an air attack centers on WGN, which will sound the initial alert and also serve as the key station in one of two station "clusters," the other headed by WBBM (CBS). WMAQ (NBC) will serve as a WGN alternate.

In case of attack, all stations will leave the air after broadcasting an informational bulletin telling listeners to tune into 640 or 1240 kc, the Conelrad channels. The seven participating stations in the city will then work under the two cluster systems, alternating transmission of information.

Continual switching of broadcast material from antennas outside the city will change the source of the radio beam every few seconds, blocking any attempt of enemy aircraft to "ride in on" a radio beam. TV and FM stations will be blacked out, as FM signals provide "particularly ideal" beams for planes as well as guided missiles, said K. M. Hedrick, coordinating engineer for FCC.

Stations and their representatives at the final meeting which detailed the entire plan, include Carl J. Meyers, director of engineering at WGN; H. R. Lindsay and T. E. Schreyer, WMAQ; Kenneth C. Shirk, WIND; Lee N. Hon and J. F. Novy, WBBM; W. H. Cummings, WENR; H. C. Krumbein, WSEB, and Thomas Rowe, WLS. Meeting with them was A. Prose Walker, eastern supervisor of Conelrad for FCC.

Special equipment, donated by individual stations across the country, is expected to be installed coast-to-coast and in workable condition within three months. The industry is spending an estimated \$2 million on the defense system, Mr. Walker said. Conelrad is expected to become operative around March 1 [B•T, Dec. 8].

In a recent successful air test of Conelrad, a series of Air Force planes "bombed" Chicago and reported "no navigational aid" from local stations.

### WHEN (TV) Boost

WHEN (TV) Syracuse has begun operating with 50 kw from its newly-completed 557-foot tower, Paul Adanti, vice president-general manager, announced last week.

Mr. Adanti added that the station is looking forward to a further increase to 190 kw early in 1953, pending FCC approval.

WQAN Scranton, Pa., has reported an increase in volume of 18% for the first 11 months of 1952 as compared to the same period last year.

## REASON WHY

People in Kansas and adjoining states depend on farming for a living. That's why we've programmed to their needs for 25 years. And it's why they buy WIBW-advertised goods.

**WIBW** The Voice of Kansas  
in TOPEKA



**REALTORS AWARD**  
**Won By Philco's Balderston**

**WILLIAM BALDERSTON**, president, Philco Corp., received the 1952 award of the Society of Industrial Realtors at the society's annual banquet in Philadelphia's Hotel Barclay.

Mr. Balderston was honored as the citizen who has made "a most significant contribution to the industrial development of metropolitan Philadelphia."

In accepting the award, Mr. Balderston paid tribute to the modern industrial corporation as the "bulwark of American freedom—an institution with a deep sense of social responsibility to the public."

Of the incoming administration, the Philco president commented that, "for the first time in 20 years, we will have a philosophy of government in Washington that is sympathetic to business."

"That does not mean we are in for another partisan government that has merely shifted its loyalties from labor to business," he added. "Rather, the team Eisenhower is assembling is made up of men who know from experience that the success of modern industry is founded on harmony of interest between capital and labor—not on conflict between them. These are men who believe in the rights of management as well as the rights of labor."

**ELECTRONICS**

**Failure Prediction Is Aim**

NATIONAL Bureau of Standards last week announced that it is investigating the feasibility of detecting incipient failures in electronic equipment long before they perceptibly affect over-all performance.

Surveys have indicated that at least half of all equipment failures are caused by gradual failures of components. In accelerated-aging experiments on a military radio receiver, NBS has succeeded in predicting a majority of failures hours before they made the equipment inoperative.

**GREENVILLE is**  
**SOUTH CAROLINA'S LARGEST**  
**METROPOLITAN AREA**

**In "COVERED" WAGES**

**GREENVILLE \$122,577,546**

**Columbia 75,483,817**

**Charleston 60,220,530**

**S. C. Emp. Sec. Comm., 1951**

**MAKE IT YOURS WITH**  
**WFBC 5000 WATTS**  
**News-Piedmont Station, Greenville, S. C.**

**NBC affiliate for the**  
**Greenville-Anderson-**  
**Spartanburg Markets**  
**Represented by Avery-Knodel**



**READYING** Binghamton, N. Y., promotion campaign on behalf of the new Jell-O Bob Hope Show are (l to r) Joseph E. Vail, General Foods sales representative; George J. O'Connor, general manager, WINR Binghamton; Robert S. LaClaire, GF sales representative; Charles Bishara, WINR program manager; James M. Hind, GF sales representative; Joseph F. Healy (seated), GF territory manager.

**book reviews . . .**

**TEN OPERATIC MASTERPIECES.** Published by Broadcast Music Inc., G. Ricordi & Co., 580 Fifth Ave., New York 19, N. Y. 567 pp. \$10.

AN IDEAL gift is this publishing masterpiece. Included among the librettos are works from the pens of talented composers from Mozart to Prokofieff.

The 10 operas are "The Mastersingers of Nuremberg," "Marriage of Figaro," "Aida," "Carmen," "Tales of Hoffmann," "Boheme," "Rosenkavalier," "Tosca," "Love of Three Oranges" and "Wozzeck."

Olin Downes, music critic of *The New York Times*, has written historical background and descriptive synopses of the librettos. He has included many fascinating and little known facts concerning the composers and the sometimes unexpected sources of their works.

Leonard Marker, Viennese composer, has set out completely new piano arrangements of all the important instrumental and vocal passages. There are more than 80 decorative illustrations in color by Alberta Sordini, brilliant artist.

The entire book was created under supervision of Merle Armistage, noted designer.

**DOUBLE TROUBLE.** By Charles and Eugene Jones with Dale Kramer. Published by Little, Brown & Co., 34 Beacon St., Boston. 317 pp. \$3.75.

THE FABULOUS Jones twins, who have covered the world as cameramen for NBC-TV, are already a legend, though still only in their late 20s. This book is an account of their lives.

As roving camera-correspondents for NBC-TV, they criss-crossed the earth from Alaska to Africa and most news centers in between.

They were first sent to Korea by the network where they distinguished themselves by completely disregarding their safety to assure NBC-TV the best coverage available. Gene, the elder—by a

few minutes—was wounded.

Later they trained microphones and cameras on world figures from King Paul of Greece to Pope Pius XII. They chartered a special plane from Paris to Vienna and scored a world exclusive interview with Robert Vogeler, only hours after his release from Communist imprisonment.

The Jones boys are throwbacks to early news photography. They have easily been the most sensational cameramen in television's young life. Their dauntlessness has done much toward building a tradition for television newscameramen.

Much of their film footage was shown on the *Camel News Caravan* and *Battle Report*—Washington.

**HIGH FIDELITY SIMPLIFIED** by Harold D. Weiler. John F. Rider Publisher Inc., 480 Canal St., New York 13. 208 pp. \$2.50.

A PRACTICAL textbook of the fundamentals of sound reproduction and home music systems is presented by Mr. Weiler for the layman. A first edition, the paper-

backed volume contains a preface by Peter C. Goldmark, vice president in charge of research and development for CBS Labs., and an introduction by Milton B. Sleeper, publisher of *High Fidelity Magazine*.

Mr. Weiler's book in essence is a simple, well illustrated information source for the beginner in home "hi-fi" music systems, as well as a review outline for the more advanced enthusiast. Aside from its use as a "how to do it" guide, the book also presents basic theory of sound and sound reproduction, of interest in both radio and TV.

**TRAINING THE VOICE FOR SPEECH** (new second edition). By C. Raymond Van Dusen. Published by McGraw-Hill Book Co. Inc., 330 W. 42d St., New York, 36. 276 pp. \$4.

THIS is a guide to voice and articulation improvement by the chairman of the Speech Dept., and director of the Speech and Hearing Clinic of the U. of Miami (Fla.).

It is a basic text in voice and diction for the student or broadcaster who wishes to acquire a better speaking voice and to improve his ability to express himself clearly and distinctly.

**Movie TV Hearing Data**

SUBMISSION of list of witnesses and synopsis of testimony on theatre TV hearings, which resume Jan. 26, was postponed from today to Jan. 12, the FCC announced last week. Action was taken on the request of Western Union and several other parties to the rule-making procedure. Testimony on engineering and accounting phases of the motion picture industry request for special frequencies was taken in October [B•T, Nov. 3, Oct. 27]. The witnesses to be heard next month will testify on policy and plans.

**High Frequency Meet**

PLANS have been completed for the Third Conference on High-Frequency Measurements, slated for Washington, Jan. 14-16. The conference will be devoted exclusively to techniques and problems of high-frequency measurements.



**Seasons GREETINGS**

*from the staff of ...*

**WARD** | **AM FM TV**

**JOHNSTOWN, PENNA.**



# fcc actions



DECEMBER 12 THROUGH DECEMBER 18

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

Grants authorizing new stations and transfers, accompanied by a roundup of new station and transfer applications, begin on page 95.

## December 12 Applications . . .

### ACCEPTED FOR FILING

AM-1070 kc

WAPI Birmingham, Ala.—CP to increase power from 10 kw-D to 50 kw-D.

### License for CP

KSWB Yuma, Ariz.—License for CP, replacing expired CP as mod., which authorized new AM.

### License Renewals

Following stations request renewal of license:

KXGI Ft. Madison, Iowa; KGLO Mason City, Iowa; WCMi Ashland, Ky.; WABM Houlton, Me.; WMBN Petoskey, Mich.; WHB Kansas City; KNCM Moberly, Mo.; KDRO Sedalia, Mo.; KWTO Springfield, Mo.; WALL Middletown, N. Y.; WATG Ashland, Ohio; WSTV Steubenville, Ohio; KRUL Corvallis, Ore.; WHAN Charleston, S. C.; WCDT Winchester, Tenn.; KVIC Victoria, Tex.

### TENDERED FOR FILING

AM-1540 kc

KPOL Los Angeles—CP to increase power from 5 to 10 kw.

### APPLICATIONS RETURNED

Sought Extension of Completion Date

WBET Brockton, Mass.—Mod. CP, as mod., which authorized change in frequency, hours of operation, and installation of DA-N, for extension of completion date.

WABJ Adrian, Mich.—Mod. CP, as mod., which authorized change in frequency, hours of operation, trans. equipment and type trans., for extension of completion date.

## December 16 Decisions . . .

### BY BROADCAST BUREAU

### Licenses Granted

WIMS-FM Michigan City, Ind.—Granted license for CP; Ch. 228, unl. WMAW Menominee, Mich.—Granted license for standard AM; 1340 kc, 100 w; unl.

KTFS Texarkana, Tex.—Granted li-

cense covering change in trans. and studio locations.

WMYR Ft. Myers, Fla.—Granted license for standard AM; 1410 kc, 1 kw, daytime.

WWOC Manitowoc, Wis.—Granted license covering increase in power; 980 kc, 1 kw; D.

KCSB San Bernardino, Calif.—Granted license covering change in hours of operation, power, trans. equipment and trans. location and installation of DA-N.

WBBB Burlington, N. C.—Granted license covering increase in power and installation of new trans., 920 kc, 5 kw-D.

KEUN Eunice, La.—Granted license for AM; 1490 kc, 250 w; unl.

KTNT Tacoma, Wash.—Granted license for AM; 1400 kc, 250 w; unl.

WTND Orangeburg, S. C.—Granted license covering change in frequency; 920 kc, 1 kw-D.

WTKM Hartford, Wis.—Granted license for AM; 1540 kc, 5 kw-D.

### Change Name

WSLS-AM-TV Roanoke, Va.—Granted mod. license to change name to Shenandoah Life Stations Inc.

### Application Dismissed

WQAN-FM Scranton, Pa.—Dismissed pending application to make changes in existing FM.

### Granted CP

WAKE Greenville, S. C.—Granted CP to make changes in ant. system.

### Change Transmitter Location

WTVO Rockford, Ill.—Granted mod. CP to make trans. location change of TV 1,700 ft. north of present location and change ant. height from 640 ft. to 660 ft.

### Modification of CP

WLSH Lansford, Pa.—Granted mod. CP for approval of ant., trans. and studio location.

### Extension of Completion Date

WINZ Hollywood-Miami, Fla.—Granted mod. CP for extension of completion date to 3-1-53; conditions.

WFOB Fostoria, Ohio.—Granted mod.

## SERVICE DIRECTORY

### Custom-Built Equipment U. S. RECORDING CO.

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

**COMMERCIAL RADIO  
MONITORING COMPANY**  
PRECISION FREQUENCY MEASUREMENTS  
Engineer on duty all night every night  
JACKSON 5302  
P. O. Box 7037 Kansas City, Mo.

**TOWERS •**  
AM • FM • TV •  
Complete Installations  
**TOWER SALES & ERECTING CO.**  
6100 N. E. Columbia Blvd.  
Portland 11, Oregon

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



PROMOTED to new posts in the equipment field sales organizations of the Tube Dept., RCA Victor are (seated, l to r) G. W. Duckworth, manager, equipment sales field force, and J. H. Mosher, interdepartmental district manager; standing (l to r) are C. R. Klinger, Western district manager; J. W. Kirschner, Eastern district manager, and L. D. Kimmel, Central district manager.

## WONE Change

WONE Dayton, Ohio, on Feb. 1, will operate as an independent station, President Ronald B. Woodyard announced last week. Plans for a sharply revised schedule of programs are now underway, Mr. Woodyard added. Station currently is an MBS affiliate.

## EMERSON-WEBSTER

### Merger Plans Readied

WEBSTER - Chicago Corp. and Emerson Radio & Phonograph Corp. are readying merger plans for approval by stockholders. Directors of both companies have authorized the merger, which would provide for an exchange of stock.

Webster-Chicago would become a division of Emerson, a leading radio-TV set manufacturer, continuing with its production of wire and tape recorders and record changers. Under the plan, Emerson would issue 337,500 shares of common stock in exchange for 450,000 shares of Webster-Chicago common at the rate of three-fourths of one share of Emerson for each full share of Webster-Chicago.

## Electronics Symposium

NEXT YEAR'S Electronic Components Symposium will be held April 29-May 1 at the Shakespeare Club, Pasadena, Calif., under the sponsorship of the American Institute of Electrical Engineers, Institute of Radio Engineers, RTMA, and the West Coast Electronic Mfrs. Assn. In an announcement last week, officials said sessions will follow the pattern of previous Washington and Los Angeles national meetings on electronic component parts.

SUM of \$500,000 has been allotted by Kaye-Halbert Corp., Culver City (radio-TV sets), for 1953 advertising and new area promotion, according to Harry Kaye, president.

**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.

FOR FINEST TAPE RECORDING

**WRUF**  
Gainesville, Fla.

USES  
**Magnecorder**

**—FIRST CHOICE  
OF ENGINEERS!**

Only Magne recorder offers all the flexibility, high fidelity and features you require—at a price you want to pay!

**FITS EVERY PURPOSE—EVERY PURSE!**

**PORTABLE — LIGHTWEIGHT**  
Recorder in one case — Amplifier in the other. Easy handling — compact!

**QUICKLY RACK MOUNTED**  
Units can be combined for studio operation of portable equipment.

**CONSOLE OR CONSOLETT**  
Operation available by combining units in rich Magne-corder cabinets.

For new catalog — write:  
**Magne-cord, INC.**

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



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Consulting Engineer  
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Telephone District 7-1205  
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26 Years' Experience in Radio  
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Consulting Radio Engineers  
Quarter Century Professional Experience  
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AM-TV BROADCAST ALLOCATION  
FCC & FIELD ENGINEERING  
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(A Chicago suburb)

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CONSULTING RADIO ENGINEERS  
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Hollywood, Calif. NOrmandy 2-6715

## Vandivere, Cohen & Wearn

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INSTALLATION-OPERATION  
Television Engineering Since 1929  
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Chestnut 4977  
2026 R. R. Exchange Bldg.  
St. Louis 1, Mo.  
Since 1932

P for extension of completion date to  
1-53; conditions.

## December 16 Applications . . .

ACCEPTED FOR FILING  
Modification of CP

KIBS Bishop, Calif.—Mod. CP, which  
authorized new AM, for approval of  
ant., trans. and studio location and  
change type trans. AMENDED to

change type trans.

WBTE Batesville, Miss.—Mod. CP,  
which authorized new AM, for approval  
of ant., trans. and studio location and  
change type trans.

KVSP Lubbock, Tex.—Mod. CP,  
which authorized new AM, for approval  
of ant., trans. and studio locations and  
change type trans.

WBTN Bennington, Vt.—Mod. CP,  
which authorized new AM, for approval

of ant., trans. and studio locations.

WRIS Roanoke, Va.—Mod. CP, which  
authorized new AM, for approval of  
ant. and trans. locations and change  
type trans.

AM—1010 kc.

KCHJ Delano, Calif.—CP to change  
hours of operation from D to unl.;  
power from 1 kw-D to 1-kw-N, 5 kw-D;

(Continued on page 95)



Member AFCCE \*



# CLASSIFIED ADVERTISEMENTS

Payable in advance. Checks and money orders only.

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

Situations Wanted 20¢ per word—\$2.00 minimum • Help Wanted 25¢ per word—\$2.00 minimum

All other classifications 30¢ per word—\$4.00 minimum • Display ads. \$15.00 per inch

No charge for blind box number. Send box replies to

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

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

## Help Wanted

### Managerial

**Managerial**—assistant manager. Progressive Iowa station, excellent public acceptance. TV applicant-VHF channel. Opportunity for capable ambitious man with executive and sales ability, and willing to work. Stock interest available to right man. Box 266S, BROADCASTING • TELECASTING.

### Salesmen

**Salesman** for local accounts. Salary plus commission. Good market. Texas ABC station. Box 203S, BROADCASTING • TELECASTING.

**Announcer-salesman**, with ideas and initiative. Car necessary. No desk pilots or cutie pies, please. A good man must earn a bill a week. Midwest town of 75,000, new station. Rush audition and letter to Box 303S, BROADCASTING • TELECASTING.

**Opportunity** for aggressive salesman Northeast indie, TV applicant. Advancement for good man. Opening January, February. Box 331S, BROADCASTING • TELECASTING.

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

**Salesman** for full time independent in Major Southern market. Good drawing account against 15 percent commission. Contact Commercial Manager, WBGE, Atlanta, Georgia.

### Announcers

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

Somewhere there is an announcer-copywriter working for a 250 watt station who is ready to advance in his radio career. We are looking for such a man to work for a 5,000 watt CBS affiliate which takes special pains to provide advanced training. If you are the man write giving full details first letter. Box 264S, BROADCASTING • TELECASTING.

**Needed:** A good announcer, one who can sell, also some music library experience. Good working conditions, fine people to work with. Pay commensurate with your ability. One station market in the Midwest. Send disc or tape, photo, and resume to Box 271S, BROADCASTING • TELECASTING.

**Good announcer** with first class ticket. Permanent, good pay, good working conditions. Northeast area. Write Box 288S, BROADCASTING • TELECASTING.

**Wanted** experienced announcer-engineers for popular 250 watt, in Southeast, top salary. Also announcer-chief engineer, send reference and experience Box 315S, BROADCASTING • TELECASTING.

**Two announcers** preferably combo. Forty-hour week. Northwest. Box 316S, BROADCASTING • TELECASTING.

**Experienced announcer** - salesman, thirty or older, for staff expansion Midwest kilowatt, network affiliate. Give all details first letter. Reply Box 317S, BROADCASTING • TELECASTING.

**Northeast indie**, TV applicant, has immediate opening for engineer, with or without experience. Box 330S, 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.

## Help Wanted (Cont'd)

**Dependable morning announcer** with good voice to do news, farm programs and general disc work. Permanent position for worker. Salary commensurate with ability. Apply with audition, recommendations, and full data to KFRD, Rosenberg, Texas.

**Announcer-engineer**, good salary commensurate with ability. KBNY, Newport, Arkansas.

**Newsman**, announcer, writer for Wyoming pioneer station. Fine equipment personnel. Advise salary desired. 48 hours weekly. Air mail audition, picture, full particulars KSPR, Casper, Wyoming.

**5000 watt NBC affiliate** in city of 15,000 needs experienced announcer with copywriting ability. Duties will include some continuity writing. Send audition, disc, photo, reference, and detailed letter giving background, marital status, salary expected and telephone number to Ray Beels, KVGB, Great Bend, Kansas.

**Newsman** to handle major newscasts on air. Stress is on reporting ability. Newspaper background will be given preference. We will work with you on air style. Our preference is for man with basic ability, desire to learn, mature, cooperative. Contact: KWKH News Bureau, (CBS 50 kw) P. O. Box 1387, Shreveport, Louisiana.

**WFNC**, Fayetteville, North Carolina needs good announcer. Write Box 1230, Fayetteville, North Carolina giving age, experience, and references.

**Wanted:** Announcer-engineer with first phone. Must have top announcing ability. CBS station. Send all pertinent information, salary requirements, telephone number, audition tape, etc. Radio Station WINK, Box 1072, Ft. Myers, Florida.

**Combination man** wanted by WJAY. Mullins, South Carolina. Permanent. Salary commensurate with ability.

**Combo man**, accent on announcing. State availability, experience, starting salary required, first letter. WPRC, Lincoln, Illinois.

**Wanted:** Experienced announcer—call, wire or write Radio Station WRRF, Washington, North Carolina.

**WSIP**, Paintsville, Kentucky, needs two men immediately. First play-by-play, basketball, football, who will also do man on street and can handle news. Other man must be continuity writer-announcer. Excellent working conditions, good salary. Send tape, or record and background, or come in for personal interview.

**Live wire independent** needs personality staff announcer. Pay commensurate with ability. Contact WVSC, Somerset, Pennsylvania.

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

### Technical

**AM-TV transmitter engineer** for network station in Northeastern Ohio. Prefer man from Ohio-Western Pennsylvania area. Box 263S, BROADCASTING • TELECASTING.

**Wanted:** 3 combination engineer-announcers, heavy on announcing. Pay is well. All correspondence held in strict confidence. Location North Louisiana. Box 280S, BROADCASTING • TELECASTING.

**Transmitter engineer**—Central Illinois 5 kw right after Christmas. Box 299S, BROADCASTING • TELECASTING.

## Help Wanted (Cont'd)

**Operator-announcer.** Must have experience. Write full details, including salary expectations. 25-watter, up-state New York. Box 282S, BROADCASTING • TELECASTING.

**Wanted:** for Georgia station-combination chief engineer-announcer also, 2-combination engineers - announcers. Must hold first class tickets. Excellent working conditions, good salaries. Write Box 301S, BROADCASTING • TELECASTING.

**Opening-engineer** capable of becoming chief at 250 watt East central network affiliate; also inexperienced first class engineer to learn announcing. Box 302S, BROADCASTING • TELECASTING.

**Engineer**—\$50.00 weekly. Daytimer. Experience preferred but not necessary. Box 307S, BROADCASTING • TELECASTING.

**First class operator** capable becoming chief engineer Southwest NBC 250 watt affiliate. Some announcing necessary. Write background, salary requirements. Box 309S, BROADCASTING • TELECASTING.

**Girl announcer-engineer**, first ticket, to originate midnight to morning music program. \$86.40 for 40 hours. Leading Northwest independent. Box 325S, BROADCASTING • TELECASTING.

**Engineer** by station in large Texas city. Experience unnecessary. Box 329S, BROADCASTING • TELECASTING.

**Engineer** for regional 5 kw with 50 kw FM. Must enjoy studio control work as well as transmitter operation. Salary range from \$75.00 to \$92.50. Write or wire William Murphree, Chief Engineer, WABB, Mobile, Alabama.

**Engineers needed** for WACL and WJAZ. Contact Lloyd McKinney, Waycross, Georgia.

**First class operator.** Transmitter work. Union. Experience not necessary. Permanent. 40 hour week, 1½ overtime. WAOV, Vincennes, Indiana.

**Wanted:** Combination engineer announcer. Prefer man with hillbilly DJ experience. Right man can earn \$5000.00 yearly. Write or phone WAUG, Augusta, Georgia.

**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.

**Transmitter engineer**—Immediate opening 40 hour \$70.00 starting salary. 5 kw directional. Contact George Bartlett, Chief Engineer, WDNC, Durham, North Carolina.

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

**First phone man** needed. Opportunity to learn Combo if you so desire and have fair radio voice. Contact Manager, WJAY, Mullins, South Carolina.

**Wanted:** Combination engineer - announcer. Radio Station WKEU, Griffin, Georgia.

**Engineer** for year round opening. Start January-February, as desired. Some announcing depending upon ability. Send details, WLPO, La Salle, Illinois.

**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.

## Help Wanted (Cont'd)

**Combination engineer-announcer.** Contact H. Tom Morris, Radio Station WNCA, Siler City, North Carolina. Position open at this time. Would like personal radio history, first phone, audition disc or tape.

**Immediate opening**, first phone engineer, inexperienced applicants considered, 1000 watt daytime station, give full resume first letter. Write WWYO, Pineville, West Virginia.

## Production-Programming, Others

**Copywriter** for Southern ABC affiliate Man or woman. Box 293S, BROADCASTING • TELECASTING.

**Continuity writer**—Must be able to write selling commercials. Send complete information present salary, past two employers, education and experience, together with photo and sample of continuity to Wayne Cribb, General Manager, Radio Station KHMO, Hannibal, Mo.

**Copy writer** or combination copy writer-announcer. WGEM, Quincy, Illinois. Wire, phone, write details.

**Program director**—Immediate opening, good opportunity for man ready to advance. Illinois and adjoining states only. WLPO, La Salle, Illinois.

## Television

### Announcers

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

**TV Technician** with TV schooling or broadcast experience. Southwest. Enclose full particulars, recent photo desirable. Box 180S, BROADCASTING • TELECASTING.

## Production-Programming, Others

**TV station** in Southeast looking for experienced news man for permanent position. TV newsman desiring change or experienced radio news man desiring enter TV may qualify. Send all details including salary requirements and small photo. Box 290S, BROADCASTING • TELECASTING.

## Situations Wanted

### Managerial

**Commercial manager** with engineering background. Business management and personnel experience. Want management position. Prefer Michigan. Family man. Box 289S, BROADCASTING • TELECASTING.

**Successful local station manager** desires new opportunity. Employers will recommend. Age 33. Box 294S, BROADCASTING • TELECASTING.

**Managed** two local stations to high profits and community acceptance. Box 295S, BROADCASTING • TELECASTING.

**Personable**. Age 29. Ten years experience announcing, production, sales, management. Prefer Midwest or Western station. Box 300S, BROADCASTING • TELECASTING.

### Salesmen

**Aggressive, ambitious young man** wants sales or programming January 1st. \$75.00 week. Box 291S, BROADCASTING • TELECASTING.

**Time salesman**—Presently employed. Own car. Seeks change. Must work in New York area (lower Westchester, Long Island, Northern New Jersey or New York City). Box 292S, BROADCASTING • TELECASTING.

**Could you use a good dependable salesman** or assistant manager, honest, family man, young, aggressive, likes promotion, no floater or hot shot, neat appearance, civic minded, has some imagination, does not go for high pressure tactics and does not watch the clock, does not know it all and willing to learn. Am not interested in using your station as a stepping stone—rather a good permanent position with future. Prefer small town station with TV application. If interested please write giving full details Box 318S, BROADCASTING • TELECASTING.



## Situations Wanted—(Cont'd)

Ten years experience sales announcing. Like to work. No desk jockey. Vet. single, university Illinois graduate, not afraid long hours. Twice associate sales manager. Available after January first, 1953. Not interested temporary employment. State salary, commission, etc., chance to work up to sales manager first letter. Prefer Illinois; will consider all offers. Ed Woodmansee, 860 S. Lincoln Avenue, Springfield, Illinois, 7406.

### Announcers

**Announcer-salesman.** Twelve years experience including management. Announce, live, sell. Interested in Television. Livable salary. Prefer West but all offers considered. Box 236S, BROADCASTING • TELECASTING.

**Announcer-engineer,** first phone, worked three stations, all phases. Employed, prefer change South. Degree, 25, married. Strong news, commercials. Box 237S, BROADCASTING • TELECASTING.

**Announcer,** ambition plus, heavy on news and commercials. All data supplied. Tape, photo, etc. Box 258S, BROADCASTING • TELECASTING.

**All-round announcer.** Sports, special events, DJ, news and show/orchestra MC. College, radio school, dramatic and stage experience background. Solid five years announcing and production. Steady . . . past continuous four years with same Midwest station . . . want change for expended use of talents. Will jump-in-and-pitch for AM and/or TV station having advancement opportunities and permanency, starting minimum \$100.00 week and talent. Can furnish tape auditions, personal and present employer references. Box 283S, BROADCASTING • TELECASTING.

College graduate, 27, married, one child. Desires announcing opportunity in good market. Will locate anywhere. Box 284S, BROADCASTING • TELECASTING.

**Accent on announcing?** Four years experience, first phone. Strong on news, all music. Western states only. Box 285S, BROADCASTING • TELECASTING.

**Announcer,** disc jockey, newsman . . . 2 years experience. Radio City trained. Desires city area. Box 287S, BROADCASTING • TELECASTING.

**Announcer,** little experience wants permanent position. News, disc-board work. Box 308S, BROADCASTING • TELECASTING.

**Announcer.** Over five years' experience. Board operation, copywriting, all phases. Presently employed major market, interested permanent position where hard, diligent work provides advancement. Single, veteran, 26. Box 311S, BROADCASTING • TELECASTING.

**Announcer—6 years,** excellent, deep voice, desires connection with well managed station. Box 322S, BROADCASTING • TELECASTING.

**Announcer:** General staff, plus top notch sports abilities, independent and network experience. Box 323S, BROADCASTING • TELECASTING.

## Situations Wanted—(Cont'd)

**Announcer** with part time experience, wants full time position. Good references. Available December 29th. Box 328S, BROADCASTING • TELECASTING.

**Announcer-control operator**—some experience network affiliate. Desires small station. Family man. Available immediately. Mel Bennett, 143½ West Washington, Brownsville, Texas.

**Announcer-engineer,** hold first phone. Excellent deep voice. Experienced most phases radio. Will travel. Available immediately. Prefer telephone audition. Tape available. Dennis O'Malley, General Delivery, Hayes, Kansas.

**Morning man,** ten years staff, hillbilly, deep voice, draft free—phone 705-W, Morganton, North Carolina.

**Five years experience,** married, veteran. Hard worker. Go anywhere. Desire permanency. Announcer. 2214 No. 23rd Street, Phoenix, Arizona.

### Technical

**TV-studio technician,** 1st class license. 15 months with major network & large independent. Experience all phases. Desire permanent position with advancement. Box 304S, BROADCASTING • TELECASTING.

**Available immediately—draft exempt.** 10½ months experience. 1st phone. Prefer New York City. Box 306S, BROADCASTING • TELECASTING.

**Man and wife** first class operators, presently employed. Want change. Available January first. South preferred. Box 310S, BROADCASTING • TELECASTING.

**ENGINEER** with 2 years on first class license desires position, have been chief engineer for 14 months. References. Box 327S, BROADCASTING • TELECASTING.

**Experienced engineer,** all phases, AM & FM wants change. Northern Ohio only, 100 per week min. Box 332S, BROADCASTING • TELECASTING.

**Veteran, married—first phone.** Six months experience WNYC-transmitter, studio, master control, recording, remotes. Living wage necessary. Available January 1st. Benjamin Greenberg, 2283 Coney Island Avenue, Brooklyn 23, N. Y., ES 6-8101.

### Production-Programming, Others

**Attention! Sport pro director,** 5 years experience all phases sports. Available immediately. Send full particulars first letter. Draft exempt. Box 256S, BROADCASTING • TELECASTING.

**Local newscaster** gather, write, air. Now program and news director California independent. Eight years radio. Box 281S, BROADCASTING • TELECASTING.

**Girl copywriter,** general flunkie, wants opportunity advancement job in high, dry-climate. College town preferable. Available January 1st. Box 286S, BROADCASTING • TELECASTING.

## Situations Wanted—(Cont'd)

**Money-maker available.** Profit sharing basis only. Built two money-makers stations. Box 296S, BROADCASTING • TELECASTING.

**Experienced sportscaster,** local newsmen. Sales. Northeast, Midwest full-time station. Box 312S, BROADCASTING • TELECASTING.

**I am experienced** in handling traffic and copy. Also record library, plus have the following qualities! Single, pretty, intelligent, industrious but no shorthand! Prefer Southeast or Midwest. Available anytime. Box 320S, BROADCASTING • TELECASTING.

**Top young TV-radio production** and program executive. Major network producing and directing credits in New York and Hollywood. Administrative, agency, and sales experience. Interested agency of network New York or Hollywood. Currently directing network TV. Interested switching to administration. Box 324S, BROADCASTING • TELECASTING.

### For Sale

#### Stations

**Only radio station** Northwestern town 8,000 population. Grossing \$72,000.00 annually, netting \$22,000.00. Confidential. Box 247S, BROADCASTING • TELECASTING.

**Start the new year right.** Own your own station. Independents. Affiliates. All prices. Jack L. Stoll & Associates, 4958 Melrose Avenue, Los Angeles 29, California.

#### Equipment, etc.

**Collins 3 kw FM transmitter,** excellent condition. Location Midwest. Best offer. Reply Box 319S, BROADCASTING • TELECASTING.

**Western Electric 357-B** transmitting tubes. Guaranteed brand new. \$75.00 each. All four—\$275.00. Box 321S, BROADCASTING • TELECASTING.

**Westinghouse type 50H6-2** 50-100 kw standard broadcast transmitter. Brand new—expert packed in warehouse in Pennsylvania. May be operated at 50 kw or 100 kw in the broadcast band 550 kc to 1600 kc. Power supply 440 volts, 3-phase, 60 cycles. For sale with original guarantee and immediate delivery. Box 326S, BROADCASTING • TELECASTING.

**For sale:** General Radio Co. type 916-A radio-frequency bridge. Used only one set measurements. Perfect condition. \$400.00. WKYB, Paducah, Kentucky.

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

### Wanted to Buy

#### Stations

**Wanted to Buy—By reliable party,** 250 or 1,000 watt station, daytime or full-time, in North or South Carolina. All replies held strictly confidential. Send full details to Box 246S, BROADCASTING • TELECASTING.

## Wanted to Buy (Cont'd)

### Equipment, etc.

**Complete equipment** for 500 watt AM: two 180 foot self-supporting towers, transmitter, etc. WEAW, Evanston, Illinois.

**Used studio equipment** for a 250 W AM station. Send details to Melvin E. Whitmire, Advertising Enterprises Ltd. Evanston, Wyoming.

### 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

## Television

### Managerial

# TV STATION MANAGER

A leading AM station is now building its TV affiliate, the first TV station in a large city. It is looking for a thoroughly experienced man to head its TV operations, with a strong background of TV sales, programming and film buying. He will want to "pitch in" himself, as he will share in the profits. He must be able to hire and direct the sales and program personnel, and know how to produce well-rated, low-budget entertainment and public service programs. Give full particulars about your previous experience, earnings, and salary expected. All replies will be kept in confidence.

Box 314S, BROADCASTING • TELECASTING

## Situations Wanted

### Announcers

## MORNING MAN

with 11 years experience at only two stations, looking for permanent spot. Married, wife and I want to settle in and become part of a good community. Available immediately. Wire Apt. 4, 1106 Westmorland Avenue, Norfolk, Virginia.

(Continued on next page)

## WANTED "Shirt Sleeve"

# SALESMANAGER

**WE WANT:** A "shirt-sleeve" sales manager—an aggressive salesman, willing and able to personally sell, and capable of securing maximum sales from his staff he should have similar experience, with proven results, in a multi-station market, and substantial past earnings.

**WE OFFER:** An opportunity of earning up to \$20,000.00 or more per year, through salary and profit-sharing bonus; an opportunity to head the sales department of a solid, aggressive regional station, with billings pushing \$700,000.00

**IF YOU QUALIFY:** Send us a complete personal resume, including references as to character and stability, annual earnings for the past 3 years, expected starting compensation, and date available. Confidential. References will be contacted only after personal interview.

Box 313S, BROADCASTING • TELECASTING

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



**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. 1 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 2165, BROADCASTING • TELECASTING.

**TV SALES  
CONTACTS****NATIONAL & LOCAL**

Good organizer. Extensive sales, promotion and public relations experience. Excellent employment record and references. Active in civic affairs. Age 38. Married.

Presently employed. Willing to leave New York area. Box 515, BROADCASTING • TELECASTING.

**Situations Wanted—(Cont'd)****Television****Managerial****TELEVISION PROGRAM MANAGER**

Presently employed with key network affiliate in major market. Desire a change. 8 years experience in radio and TV with 5 as TV production manager. Familiar with all phases of television production operation. Put this station on the air, let me do the same for you. Top references. Box 3055, BROADCASTING • TELECASTING.

**Wanted to Buy****Equipment, etc.****TV CAMERA  
CHAIN WANTED**

Used "IKE" of Image "ORTH" wanted for school. Condition not important. Write Mr. Kaplan, Pierce School, 52 East 19th Street, New York, N. Y.

**Miscellaneous**

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

We're ready

**J. M. HAMILTON & CO.**

PAINTING • ERECTING  
MAINTENANCE • YEARS OF EXPERIENCE  
Box 2432, Tel: 4-2115, Gastonia, N. C.  
316 Briland St., Tel: King 8-8230,  
Alexandria, Va.

**Employment Service**

**WANT A GOOD EXECUTIVE?**  
Competent, reliable General, Commercial and Program Managers: Chief Engineers, Disc Jockeys, Sportscasters, other specialists. Tell us your needs today. Delays are costly.

HOWARD S. FRAZIER  
TV & Radio Management Consultants  
708 Bond Bldg., Washington 5, D.C.

**Northwest Independent****\$60,000.00**

An ideal property for one or two owners. Consistently profitable, this 1000 watt independent is being operated for \$2500.00 a month including a manager's salary and is grossing \$5000.00 monthly. Located in a growing Northwest market. We can arrange liberal financing.

**Appraisals • Negotiations • Financing****BLACKBURN-HAMILTON COMPANY****RADIO STATION AND NEWSPAPER BROKERS**

WASHINGTON, D. C.  
James W. Blackburn  
Washington Bldg.  
Sterling 3-4341-2

CHICAGO  
Ray W. Hamilton  
Tribune Tower  
Delaware 7-2755-6

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

**'COFFEE NEWS'****KFPW Marks Milestone**

CLAIM has been staked by KFPW Fort Smith, Ark. to a longevity record for a newscast program—the 7,000th airing of the noontime *Polar Bear Coffee News*.

The newscast is now in its 23d consecutive year under sponsorship of Polar Bear Coffee. Station marked the milestone with a celebration enjoyed by KFPW newsmen and sponsor officials. Listeners shared in the festivities, too, with a special 30 minute round-robin interview show conducted by Harlan Judkins and Joe Roppolo of the KFPW staff.

Power of radio was told by James C. Leake, vice president of the Griffin Grocery Co., coffee manufacturers. "To say we're sold on consistent use of radio as the best advertising medium is an understatement," he told KFPW listeners. "We have 100% distribution of Polar Bear Coffee in the Fort Smith market to prove its value."

The 7,000th broadcast of the newscast was heralded with a full-page ad in the daily newspapers, recounting background of both the product and the station. Griffin bought the newscast on July 28, 1930, and has aired it daily except Sundays ever since.

**Adelaide B. Melledge**

ADELAIDE B. MELLEDGE, 78, producer of women's programs in the early days of radio, died Monday at her home in New York. In 1925, she founded the *Clubwomen's Hour*, and for some years was radio chairman of the New York City Federation of Women's Clubs.

AT special program were (l to r): J. B. Davis, sales manager, Griffin Grocery Co.; Mr. Leake; Dwight Sample, Griffin branch manager, and Pat Garner, veteran news chief of KFPW who conducts the noontime newscast.

**WARN OPENING****Set for Holiday Season**

WARN Fort Pierce, Fla., licensed to Hurricane Broadcasting Service, expects to begin operation "during the holiday season," Murray Tillman, general manager, announced fortnight ago. It has completed arrangements for ABC affiliation.

Second floor of the Arcade Bldg. has been renovated to provide studios for new outlet. WARN transmitter is located on Angle Rd. in St. Lucie County. Station will operate with 1 kw on 1330 kc. In addition to network programming, WARN will stress news, plus public service programs. Lee Lively is program director.

**'Sugar Bowl' Available**

ABC radio and ABC-TV is offering New Year's Day Sugar Bowl football game from New Orleans as a cooperative program presentation. Game is available for local sponsorship on radio and television. Game scheduled to start at 1:45 p.m. EST.

NET income of IT&T for the nine months ended Sept. 30 was \$6,026,403 as against \$3,615,182 for the corresponding period of 1951, the management reported last week. The Board of Directors declared a dividend of \$20 per share plus an extra dividend of \$.05 per share, both payable on Jan. 21 to stockholders of record at close of business last Friday.

**MANAGER RADIO OR  
TELEVISION  
or both**

I'm looking for a challenging position, either with an established operation or a new enterprise. I have had more than 20 years experience in broadcasting, and in almost every phase of its operations. I know sales programming. I know costs.

After a period in Federal Government (where I learned about what makes Washington tick) I am now looking for a chance to put my experience to good use on a long-term basis.

I'm community and public service-minded, stable. I know agencies and accounts, (I've been on both sides of the field.) Money is definitely an object, but the potential is more important. Prefer West Coast, but I'm prepared to go anywhere. Facts and references available on request.

Write or wire Box 2625, BROADCASTING • TELECASTING.



# fcc roundup

New Grants, Transfers, Changes, Applications



## BOX score

SUMMARY THROUGH DECEMBER 18

	On Air	Licensed	CPs	Appls. Pending	In Hearing
AM Stations	2,375	2,358	160	250	164
FM Stations	626	583	57	9	5
TV Stations	120	98	160	989*	242

\* Filed since April 14, of which 157 have been granted.

FOR TELEVISION GRANTS AND APPLICATIONS, see page 62.

## Non-Docket Actions . . .

### AM GRANTS

**Alliance, Ohio**—The Review Publishing Co. Granted 1310 kc, 1 kw daytime, DA-D, antenna 200 ft.; engineering conditions. Estimated construction cost \$55,200, first year operating cost \$120,000 (includes WFAH [FM] cost), revenue \$120,000 (includes WFAH [FM] revenue). Applicant is licensee of WFAH (FM) Alliance. Filed Feb. 11, 1952; granted Dec. 18, 1952.

**Knoxville, Tenn.**—Dick Bestg. Co. Granted 860 kc, 1 kw daytime, antenna 55 ft.; engineering condition. Estimated construction cost \$32,000, first year operating cost \$48,804, revenue \$59,059. Principals include equal (50%) partners James A. Dick, former commercial manager of WBIR Knoxville, and Marilyn M. Dick, wife of James A. Dick. Filed Dec. 26, 1951; granted Dec. 18, 1952.

**Knoxville, Tenn.**—Knoxville Ra-Tel Inc. Granted 900 kc, 1 kw daytime, antenna 250 ft.; engineering condition. Estimated construction cost \$10,000, first year operating cost \$48,000, revenue \$60,000. Principals include President Roy S. Carr (31%), Savannah (Ga.) City Treasurer; Vice President Mrs. Roy S. Carr (30%), wife of Roy S. Carr; Vice President Thomas W. Gamble (34%), owner of "The Review Co." Office Supply & Printing Co., Savannah, and Secretary-Treasurer Ben Akerman (5%), chief engineer of WGST Atlanta, Ga., and consulting radio engineer. Filed Nov. 23, 1951; granted Dec. 18, 1952.

**Sparta, Tenn.**—Sparta Bestg. Co. Granted 1050 kc, 1 kw daytime, antenna 230 ft.; engineering conditions. Estimated construction cost \$15,193, first year operating cost \$36,000, revenue \$48,000. Principals include President Royce E. Richards (40%), secretary-treasurer and 20% owner of WMMT McMinnville, Tenn., and Vice President Sam J. Albritton (59%), McMinnville (Tenn.) dentist and president and 60% owner of WMMT McMinnville. Filed Dec. 12, 1951, amended Oct. 3, 1952; granted Dec. 18, 1952.

**McCahey, Tex.**—Sprayberry Bestg. Co. Granted 1450 kc, 250 w fulltime, antenna 220 ft.; engineering condition. Estimated construction cost \$18,100, first year operating cost \$36,000, revenue \$42,000. Principals include President Jack W. Hawkins (40%), 50% owner and general manager of KIUN Pecos, Tex., vice president and 40% owner of KVLF Alpine, Tex., and 25% owner of KRIG Odessa, Tex.; Vice President Gene Ray Hendryx (20%), manager of KVLF Alpine, Tex., and Secretary-Treasurer Barney H. Hubbs (40%), 50% owner of KIUN, president and 40% owner of KVLF and 25% owner of KRIG. Filed June 30, 1952; amended Sept. 2; granted Dec. 18, 1952.

### TRANSFER GRANTS

**KSJV Sanger, Calif.**—Radio Sanger Co. Granted assignment of license to John H. Poole, tr/as Poole Bestg. Co., for \$75,000. Mr. Poole, transferee, is permittee of KPIK (TV) Los Angeles (TV GRANTS, B.T. Dec. 15), KBIG (AM) Avalon (Catalina Island), Calif., applicant for new TV stations in Sacramento and Fresno, Calif., and owner of various investments, oil and mining interests. Granted Dec. 18.

**KRPO Riverside, Calif.**, **KREO Indio, Calif.**, **KROP Brawley, Calif.**, and **KYOR Blythe, Calif.**—Bestg. Corp. of America. Granted involuntary assign-

ment of licenses to W. B. Ross, trustee in bankruptcy proceeding. Granted Dec. 18.

**KXLW Clayton, Mo.**—Saint Louis County Bestg. Co. Granted transfer of control from Lee J. Sloan, et al., to John W. Kluge and Marcus Austad for \$96,000 plus purchase of notes and mortgages of corporation in amount of \$41,633. 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 Dietetics (dietetics school), New York City, president and 25% owner of New England Fritos Corp. (distribution of food products, Boston, and vice president of James A. Acardi Co. (manufacturer of food products), Boston. Mr. Austad (also known as Mark Evans) is employed by CBS and director of Housewives Protective League for WTOP-AM-FM-TV

Washington and WRVA Richmond, Va. Granted Dec. 18.

**KFBB Great Falls, Mont.**—Buttery Best. Inc. Granted transfer of control from Fred G. Birch 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). Granted Dec. 18.

**WPOE (FM) Elizabeth, N. J.**—Radio Elizabeth Inc. Granted transfer of control from Robert C. Crane, Harry P. Frank and Ralph V. Mancini to Elizabeth Daily Journal for \$600 for 100% of common voting stock. Transferee is owner of 100% of preferred stock of WPOE (FM). Granted Dec. 18.

**KSWS Roswell, N. M.**—McEvoy Bestg. Co. Granted transfer of control from Paul B. McEvoy, et al., d/b as McEvoy Bestg. Co., to John A. Barnett for \$90,000 for 100% interest, and, simultaneously, granted assignment of license from McEvoy Bestg. Co. (owned by John A. Barnett after above transfer completed) to John A. Barnett, as individual. Mr. Barnett is applicant for new TV station in Roswell and independent oil producer. Dual grants Dec. 18.

**WLEC Sandusky, Ohio**—Lake Erie Bestg. Co. Granted consent to involuntary relinquishment of control by Albert E. Heiser (deceased), et al., to Jay E. Wagner, et al. No monetary consideration. Granted Dec. 18.

**WGSW Greenwood, S. C.**—Radio Greenwood Inc. Granted acquisition of control by William C. Woodall Jr., C. H. Grider and Mrs. O. G. Swindle Sr. from Ed Stevens, Matthew E. Williams, R. Geise Dozier Jr., Edward J. Young and H. W. Seymour through stock transaction. Grant Dec. 18.

**WKDK Newberry, S. C.**—Newberry Bestg. Co. Granted transfer of control from John F. Clarkson and Fred V. Lester to James F. Coggins for \$10,100. Mr. Coggins, who is president and gen-

eral manager of WKDK, already owns 36% interest in station. Granted Dec. 18.

**WFAK Memphis, Tenn.**—Radio Station WKAK. Granted assignment of license from Frank J. Keegan, d/b as Radio Station WFAK, to Chickasaw Bestg. Co. for \$57,500. Principals in transferee include President E. C. Krausnick Jr. (37½%), vice president of Tennessee Brewing Co.; Vice President and General Manager Charles De Vois (12½%), sales manager for WMPs Memphis; Secretary-Treasurer Tom O'Ryan (12½%), owner of Tom O'Ryan Advertising Agency, Memphis; Cary Middlecoff (18¼%), dentist, professional golfer and on advisory staff of Wilson Sporting Goods, and George A. Coors, M.D. (18¼%), physician. Granted Dec. 18.

**KRUN Ballinger, Tex.**—Runnels County Bestg. Co. Granted assignment of license to Walter G. Russell, et al., d/b as Runnels County Bests., for \$27,500. Mr. Russell (who will have 30% interest) is president of KSEL Lubbock, Tex. Granted Dec. 18.

**KPDN Pampa, Tex.**—Freedom Newspapers Inc. Granted transfer of control to Coy Palmer (50%) and Warren L. Hasse (50%), d/b as Top O'Texas Bestg. Co., for \$60,000. Mr. Palmer is chief announcer for KPDN and Mr. Hasse is sports editor for Pampa News. Granted Dec. 18.

**KULE Ephrata, Wash.**—Columbia Basin Bestg. Co. Granted transfer of control from M. P. Monson, et al., to Kirby Billingsley, Robert E. Billingsley and Wilfred R. Woods for \$35,000 for 290 shares of stock (100% interest). Kirby Billingsley is managing editor of Wenatchee Daily World and partner with his brother in ranch, Robert E. Billingsley is partner with his brother in ranch, and Mr. Woods is publisher, editor and majority stockholder of Wenatchee Daily World. Granted Dec. 18.

## New Application . . .

### TRANSFER REQUEST

**KOIL Omaha, Neb.**—Central States Bestg. Co. Transfer of control from Stuart Investment Co. to Nebraska Rural Radio Association through sale of 1,000 shares of stock (100%) for \$189,275. Transferee is licensee of KRVN Lexington, Neb., and principals include President Jay A. Person, Vice President Carl Kjar and Secretary-Treasurer Max Brown, manager of KRVN. Filed Dec. 12.

terminations prior to commencement of hearing.

By Hearing Examiner Fanny N. Litvin

**KRSD Rapid City, S. D.**—Granted motion for continuance on indefinite basis, until further order of Commission, hearing now scheduled for Dec. 22, 1952, re application for mod. CP (Petition pending to reconsider designation of application for hearing).

### By Hearing Examiner

Thomas H. Donahue

**Harmco Inc., Sacramento, Calif., Sacramento Bests., Inc., Sacramento, Calif.**—Granted motion of Harmco Inc. to dismiss petition to amend application for CP for new TV and granted petition of Sacramento Bests. Inc. to amend application for CP for new TV, seeking to make minor corrective changes in application.

**KCRA Inc., Sacramento, Calif.**—By memorandum opinion and order granted petition to amend application for CP for new TV to specify different ant. site and studio location, change cost of construction figures, make corrective changes with respect to business interests of one of stockholders and make alterations in staffing plans and program proposals.

### By Hearing Examiner

Herbert Sharfman

**Ridson Inc., Superior Wis., Lakehead Telecasters Inc., Duluth, Minn.**—Upon oral motion of counsel for applicants, and without objection by counsel for Commission's Broadcast Bureau, ordered that further hearing in this proceeding, scheduled for Dec. 16, be continued to Dec. 29, 1952, at Washington, D. C.

## December 18 Applications . . .

### ACCEPTED FOR FILING

#### Replace Expired CP

**WLON Lincolnton, N. C.**—CP to replace expired CP for new AM to be operated on 1270 kc, 500 w-D.

#### Change Name

**WSLS-TV Roanoke, Va.**—AMENDED to change name to Shenandoah Life Stations Inc.

## FCC Actions

(Continued from page 91)

change type trans.; install DA-DN, and change trans. location.

### Extension of Completion Date

**KROW Oakland, Calif.**—Mod. CP, which authorized change in trans. location, for extension of completion date.

### License for CP

**WPRT Prestonsburg, Ky.**—License for CP, as mod., which authorized new AM.

### License Renewals

Following stations request renewal of license:

**KBRs Springfield, Ark.**; **WJPF Herin, Ill.**; **KIOA Des Moines, Iowa**; **KSCJ Sioux City, Iowa**; **KFMO Flat River, Mo.**; **KFEQ St. Joseph, Mo.**; **WRAW Reading, Pa.**; **WWPA Williamsport, Pa.**; **WGEV Greeneville, Tenn.**; **WDAF Kansas City, Mo.**; **KAND Corsicana, Tex.**; **KFYO Lubbock, Tex.**; **KTXL San Angelo**; **WKEY Covington, Va.**

## December 18 Decisions . . .

### BY COMMISSION EN BANC

#### Change Studio Location

**WAAA Winston-Salem, N. C.**—Granted mod. license to change location of main studio to site outside city limits of Winston-Salem, not trans. site.

#### Extension of Authority

**KWIN Ashland, Ore.**—Granted extension of authority to remain silent for additional period of 90 days from Dec. 12, 1952, pending action on assignment to trustee in bankruptcy and sale of station. Station not to resume broadcasting without prior Commission approval.

#### Advised of Hearing

**WRCO Richland, Wis.**—Is being advised that application to increase height of vertical radiator for WRCO, indicates interference would be involved with WDLB Marshfield, Wis., KFIZ Fond Du Lac, Wis., and KPIG Cedar Rapids, Iowa, and indicates necessity of hearing.

#### Request Denied

**WEXI St. Charles, Ill.**—Denied request to reconsider Commission action of Sept. 18, 1952, in dismissing application for new AM to operate on 1560 kc, 250 w-N, 500 w-LS, and for FM station WEXI to remain silent. (FM station has been inoperative since Nov. 1951).

#### License Renewals

The following stations granted renewal of licenses for regular period: **KFAM-FM St. Cloud, Minn.**; **WEHS (FM) Chicago, Ill.**; **WEMP-FM Milwaukee, Wis.**; **WXRC (FM) Buffalo, N. Y.**; **WIMS-FM Michigan City, Ind.**; **WNAW**

**North Adams, Mass.**; **WLBG Laurens, S. C.**; **WPRC Lincoln, Ill.**; **WTEL Philadelphia, Pa.**; **WLOG-FM Logan, W. Va.**; and **KICO Calexico, Calif.**

### Request Granted

**WRLD-FM Lanett, Ala.**—Granted request for waiver of Sec. 3.265 of rules for period ending June 30, 1953, to permit operation of FM transmitter by remote control from trans. site of WRLD; engineering conditions.

**WVCV (FM) De Ruyter, N. Y.**—Granted request for waiver of Sec. 3.265 of rules for period ending June 30, 1953, to permit operation of FM trans. by remote control from trans. site of WVCN engineering conditions.

**WINL (FM) Lebanon, Ind.**—Granted authority to remain silent for period of six months from Dec. 13, 1952, pending financial reorganization. Station not to resume broadcasting without Commission approval if control is transferred.

### ACTIONS ON MOTIONS

#### By Commissioner Robert T. Bartley

**WTOC Savannah, Ga.**—Granted motion for dismissal of application without prejudice.

**Lufkin Amusement Co., Beaumont, Tex.**—Granted petition insofar as it requests dismissal of application but denied request for dismissal without prejudice.

**WFTW Inc., Ft. Walton, Fla.**—Granted petition for dismissal without prejudice of application.

**Trebit Corp., Flint, Mich.**—Denied motion to quash notice of taking of depositions and for other relief filed by WJR Detroit.

#### By Hearing Examiner William G. Butts

**Rossmoyne Corp., Harrisburg, Pa.**—Granted motion to amend application for CP for new TV to submit exhibits regarding ownership of certain shares of stock in Rossmoyne; financial transactions and an exhibit consisting of letter by Allen B. DuMont Labs., Inc. containing revision of sales proposal relating to furnishing of equipment, etc.

#### By Annie Neal Hunting, Hearing Examiner

**Lufkin Amusement Co., Beaumont, Tex., Port Arthur College, Smith Radio Co., Port Arthur, Tex.**—On Commission's own motion, continued hearing in this proceeding from Dec. 15, 1952, to Jan. 26, 1953, in order to permit adequate time for completion of necessary administrative procedures and de-



# Radio Homes Count

(Continued from page 32)

Alabama (Cont'd):

Area	Total population	Total occupied dwelling units	Number reporting	RADIO			TELEVISION		
				With Radio			With TV		
				1950			1940 Radio Homes		
				Number	Per Cent		Number reporting	Number	Per Cent
Fayette	19,388	4,980	5,025	4,575	91.0	2,167	5,010	70	1.3
Franklin	25,705	6,522	6,485	5,985	92.3	2,630	6,450	70	1.1
Geneva	25,899	6,639	6,535	5,885	90.1	2,276	6,470	25	0.4
Greene	16,482	3,962	3,915	2,590	66.2	646	3,905	15	0.4
Hale	20,832	4,897	4,980	3,630	72.9	1,107	4,970	105	2.1
Henry	18,674	4,370	4,280	3,700	86.4	1,517	4,255	20	0.5
Houston	46,522	12,422	12,380	11,025	89.1	4,906	12,365	75	0.6
Jackson	38,998	9,515	9,315	8,375	89.9	3,981	9,325	105	1.1
Jefferson	558,928	153,546	152,705	145,345	95.2	86,706	152,405	5,510	3.6
Lamar	16,441	4,227	4,185	3,835	91.6	1,859	4,160	40	1.0
Lauderdale	54,179	14,317	14,230	13,035	91.6	5,596	14,210	100	0.7
Lawrence	27,128	6,438	6,455	5,615	87.0	2,225	6,435	95	1.5
Lee	45,073	10,662	10,550	9,205	87.3	3,214	10,555	100	0.9
Limestone	35,766	8,757	8,590	7,745	90.2	3,239	8,525	120	1.4
Lowndes	18,018	4,162	4,145	2,890	69.7	673	4,125	25	0.6
Macon	30,561	6,511	6,440	4,995	77.6	1,553	6,400	45	0.7
Madison	72,903	18,410	18,065	16,575	91.8	8,228	17,965	105	0.6
Moreno	29,494	7,314	7,240	5,165	71.3	1,535	7,250	50	0.7
Marion	27,264	6,805	6,600	6,155	93.3	2,800	6,575	85	1.3
Marshall	45,090	11,731	11,660	10,950	93.9	5,265	11,635	110	0.9
Mobile	231,105	62,138	61,415	56,175	91.5	20,856	60,995	295	0.5
Monroe	25,732	6,077	5,900	4,800	81.4	1,746	5,830	25	0.4
Montgomery	138,965	37,740	37,290	32,915	88.3	15,221	37,235	380	1.0
Morgan	52,924	14,424	14,170	13,060	92.2	7,011	14,075	65	0.5
Perry	20,439	4,676	4,515	3,235	71.7	1,117	4,500	25	0.6
Pickens	24,349	5,831	5,745	4,650	80.9	2,015	5,710	35	0.6
Pike	30,608	7,687	7,620	6,240	81.9	2,700	7,580	50	0.7
Randolph	22,513	5,744	5,800	5,115	88.2	2,410	5,765	70	1.2
Russell	40,364	9,928	9,675	7,765	80.3	3,007	9,815	35	0.4
St. Clair	26,687	6,614	6,505	5,990	92.1	3,087	6,470	95	1.5
Shelby	30,362	7,582	7,485	6,755	90.2	3,083	7,490	175	2.3
Sumter	23,610	5,547	5,545	3,985	71.9	1,128	5,535	35	0.6
Talladega	63,639	15,201	15,125	13,610	90.0	4,761	14,995	230	1.5
Tallapoosa	35,074	9,016	8,950	7,935	88.7	3,850	8,895	75	0.8
Tuscaloosa	94,092	22,142	21,765	19,855	91.2	8,794	21,665	170	0.8
Walker	63,769	16,210	16,110	14,745	91.5	8,136	16,130	355	2.2
Washington	15,612	3,609	3,545	2,675	75.5	951	3,545	10	0.3
Wilcox	23,476	5,279	5,160	3,540	68.6	1,009	5,135	40	0.8
Winston	18,250	4,548	4,465	4,145	92.8	1,771	4,455	70	1.6

## RADIO AND TELEVISION—1950 U. S. CENSUS OF HOUSING—MARYLAND

Area	Total population	Total occupied dwelling units	Number reporting	RADIO			TELEVISION		
				With Radio			With TV		
				1950			1940 Radio Homes		
				Number	Per Cent		Number reporting	Number	Per Cent
The State	2,343,001	641,222	632,645	610,045	96.4	396,338	628,670	169,420	26.9
Baltimore S.M.A.	1,337,373	369,225	363,740	354,265	97.4	252,619	361,155	117,585	32.6
Baltimore-Urbanized Area	1,161,852	327,660	332,595	314,930	97.6	*	320,245	104,895	32.8
Urban Places (10,000 or more)									
Annapolis	10,047	2,883	2,790	2,670	95.7	2,206	2,785	520	18.7
Baltimore	949,708	268,722	264,080	257,030	97.3	206,038	261,930	80,250	30.6
Cambridge	10,351	3,160	3,150	2,920	92.7	2,021	3,160	320	10.1
College Park	11,170	2,124	2,060	2,020	98.1	*	2,035	675	33.2
Cumberland	37,679	11,348	11,305	11,050	97.7	9,333	11,285	65	0.6
Frederick	18,142	5,313	5,200	5,100	98.1	3,758	5,155	615	11.9
Hagerstown	36,260	11,196	11,175	10,975	98.2	7,928	11,160	700	6.3
Hyattsville	12,308	3,476	3,445	3,405	98.8	1,620	3,435	1,610	46.9
Mount Rainier	10,989	3,594	3,580	3,555	99.3	1,215	3,565	1,385	38.8
Salisbury	15,141	4,637	4,530	4,410	97.4	3,128	4,530	60	1.3
Takoma Park	13,341	3,919	3,865	3,805	98.4	2,294	3,845	1,095	28.5
COUNTIES									
Allegany	89,556	25,445	25,375	24,455	96.4	18,896	25,295	170	0.7
Anne Arundel	117,392	27,876	27,620	26,495	95.9	12,156	27,470	9,175	33.4
Baltimore	270,273	72,627	72,040	70,740	98.2	34,425	71,755	28,160	39.2
Baltimore City	949,708	268,722	264,080	257,030	97.3	206,038	261,930	80,250	30.6
Calvert	12,100	2,954	2,775	2,495	89.9	1,256	2,700	350	13.0
Caroline	18,234	5,522	5,445	5,080	93.3	3,450	5,415	345	6.4
Carroll	44,907	11,336	11,255	10,900	96.8	7,950	11,225	1,655	14.7
Cecil	33,356	8,541	8,385	7,830	93.4	4,897	8,105	1,335	16.5
Charles	23,415	5,507	5,380	4,705	87.5	1,799	5,365	1,015	18.9
Dorchester	27,815	8,040	8,015	7,365	91.9	4,769	8,010	575	7.2
Frederick	62,287	16,512	16,200	15,480	95.6	11,525	16,105	1,685	10.5
Garrett	21,259	5,424	5,280	4,700	89.0	3,146	5,280	75	1.4
Harford	51,782	13,294	13,100	12,595	96.1	6,567	13,030	3,275	25.1
Howard	23,119	5,798	5,780	5,440	94.1	3,071	5,770	1,410	24.4
Kent	13,677	4,001	3,950	3,685	93.3	2,444	3,940	640	16.2
Montgomery	164,401	45,264	44,935	44,110	98.2	19,109	44,725	15,945	35.7
Prince Georges	194,182	50,799	50,245	48,735	97.0	17,644	49,960	19,905	39.8
Queen Annes	14,579	4,225	4,145	3,805	91.8	2,527	4,125	380	9.2
St. Marys	29,111	6,268	6,105	5,300	86.8	1,280	6,040	795	13.2
Somerset	20,745	5,936	5,825	5,270	90.5	3,357	5,840	35	0.6
Talbot	19,428	5,888	5,840	5,485	93.9	3,853	5,830	675	11.6
Washington	78,886	22,386	22,275	21,270	95.5	14,843	22,235	1,355	6.1
Wicomico	39,641	11,883	11,675	10,930	93.6	7,335	11,610	145	1.2
Worcester	23,148	6,974	6,920	6,145	88.8	4,001	6,880	70	1.0

\* Not available.

## RADIO AND TELEVISION—1950 U. S. CENSUS OF HOUSING—MISSOURI

Area	Total population	Total occupied dwelling units	RADIO				TELEVISION		
			Number reporting	With Radio		1940 Radio Homes	Number reporting	With TV	
				Number	Per Cent			Number	Per Cent
The State	3,954,653	1,197,597	1,177,455	1,121,065	95.2	832,590	1,169,465	83,445	7.1
S.M.A.									
Kansas City	814,357	256,223	250,565	243,475	97.2	180,083	248,595	16,445	6.6
St. Joseph	96,826	28,610	28,420	27,145	95.5	22,659	28,275	610	2.2
St. Louis	1,681,281	494,235	484,555	469,490	96.9	362,765	480,485	78,140	16.3
Springfield	104,823	33,067	32,730	31,315	95.7	21,599	32,605	160	0.5
URBANIZED AREAS									
Kansas City	698,350	221,559	216,905	210,930	97.2	*	214,685	14,455	6.8
St. Joseph	82,290	24,371	24,220	23,120	95.5	*	24,085	515	2.1
St. Louis	1,400,058	415,157	406,490	394,080	96.9	*	402,835	66,775	16.6
Springfield	75,549	24,185	23,990	23,020	96.0	*	23,875	115	0.5
URBAN PLACES (10,000 or more)									
Cape Girardeau	21,578	6,339	6,215	6,000	96.5	4,368	6,180	55	0.9
Carthage	11,188	3,826	3,790	3,690	97.4	2,642	3,780	45	1.2
Clayton	16,035	4,911	4,850	4,760	98.1	3,631	4,830	1,555	32.1
Columbia	31,974	7,957	7,635	7,415	97.1	4,879	7,605	45	0.6
Ferguson	11,573	3,183	3,115	3,075	98.7	1,487	3,105	650	20.9
Fulton	10,052	2,147	2,120	1,995	94.1	1,381	2,115	25	1.1
Hannibal	20,444	6,841	6,740	6,515	96.7	5,387	6,730	20	0.3
Independence	36,963	11,921	11,780	11,515	97.8	4,341	11,750	675	5.8
Jefferson City	25,099	6,656	16,460	6,300	97.5	5,215	6,465	45	0.7
Jennings	15,282	4,246	4,190	4,160	99.3	*	4,165	1,175	28.0
Joplin	38,711	13,302	13,225	12,595	95.2	9,317	13,165	90	0.7
Kansas City	456,622	148,158	144,985	140,695	97.0	109,042	143,140	9,580	6.7
Kirksville	11,110	3,576	3,520	3,420	97.2	2,766	3,500	20	0.6
Kirkwood	18,640	5,311	5,270	5,215	99.0	3,080	5,255	1,125	21.2
Maplewood	13,416	4,146	4,135	4,075	98.5	3,538	4,095	620	15.4
Mexico	11,623	3,753	3,720	3,525	94.8	2,399	3,710	35	0.9
Moberly	13,115	4,551	4,460	4,175	93.6	3,623	4,440	65	1.4
Overland	11,566	3,216	3,105	3,005	96.8	770	3,085	660	21.1
Poplar Bluff	15,064	4,479	4,315	4,065	94.2	2,421	4,300	40	0.9
Richmond Heights	15,045	4,440	4,380	4,325	98.7	3,413	4,375	995	22.3
St. Charles	14,314	4,225	4,155	3,980	95.8	2,690	4,145	595	14.4
St. Joseph	78,588	23,221	23,060	22,050	95.6	18,746	22,930	510	2.2
St. Louis	856,796	258,136	251,930	243,710	96.7	213,392	249,530	35,755	14.3
Sedalia	20,354	6,878	6,820	6,605	96.8	5,245	6,735	75	1.1
Sikeston	11,640	3,517	3,450	3,275	94.9	1,776	3,445	5	0.1
Springfield	66,731	21,927	21,735	20,890	96.1	15,950	21,630	90	0.4
University City	39,892	11,926	11,750	11,655	99.2	8,806	11,690	3,680	31.5
Webster Groves	23,390	6,634	6,470	6,360	98.3	4,622	6,450	1,335	20.7
COUNTIES									
Adair	19,689	6,214	6,090	5,750	94.4	4,731	6,065	35	0.6
Andrew	11,727	3,759	3,760	3,580	95.2	3,020	3,755	75	2.0
Atchison	11,127	3,451	3,375	3,260	96.6	2,910	3,380	35	1.1
Audrain	23,829	7,585	7,525	7,095	94.5	5,322	7,485	40	0.5
Barry	21,755	6,534	6,460	6,060	93.8	4,150	6,430	80	1.2
Barton	12,678	4,224	4,270	4,085	95.7	2,697	4,265	45	1.1
Bates	17,534	5,878	5,840	5,520	94.5	3,839	5,820	50	0.8
Benton	9,080	2,929	2,950	2,680	90.8	1,841	2,915	10	0.3
Bollinger	11,019	3,049	3,045	2,780	91.3	1,536	3,040	40	1.3
Boone	48,432	13,051	12,545	12,040	96.0	8,121	12,450	80	0.6
Buchanan	96,826	28,610	28,420	27,145	95.5	22,659	28,275	610	2.2
Butler	37,707	10,283	10,175	9,180	96.2	4,537	10,175	120	1.2
Caldwell	9,929	3,440	3,400	3,265	96.0	2,610	3,395	95	2.8
Callaway	23,316	6,100	6,050	5,605	92.6	3,804	6,040	45	0.8
Camden	7,861	2,413	2,225	2,075	93.3	1,360	2,180	10	0.5
Cape Girardeau	38,397	11,175	10,900	10,420	95.6	7,582	10,850	105	1.0
Carroll	15,589	5,024	4,965	4,740	95.5	4,044	4,955	105	2.1
Carter	4,777	1,358	1,385	1,255	90.6	719	1,380	0	0.0
Cass	19,325	6,348	6,305	5,980	94.8	4,212	6,265	210	3.3
Cedar	10,663	3,588	3,560	3,335	93.7	1,907	3,570	40	1.1
Chariton	14,944	4,820	4,715	4,445	94.3	3,722	4,660	85	1.8
Christian	12,412	3,809	3,700	3,500	94.6	2,277	3,630	40	1.1
Clark	9,003	2,909	2,905	2,725	93.8	2,062	2,885	10	0.3
Clay	45,221	14,023	13,335	12,920	96.9	7,547	13,670	725	5.3
Clinton	11,726	3,968	3,975	3,705	93.2	3,008	3,935	105	2.7
Cole	35,464	9,310	9,020	8,715	96.6	6,740	9,015	70	0.8
Cooper	16,608	5,004	4,960	4,690	94.6	3,291	4,955	60	1.2
Crawford	11,615	3,526	3,465	3,050	88.0	1,806	3,450	15	0.4
Dade	9,324	3,089	3,030	2,735	90.3	2,041	3,035	45	1.5
Dallas	10,392	3,193	3,235	2,970	91.8	1,732	3,230	40	1.2
Davies	11,180	3,833	3,810	3,560	93.4	2,800	3,805	55	1.4
De Kalb	8,047	2,762	2,775	2,665	96.0	2,162	2,775	40	1.4
Dent	10,936	3,297	3,250	2,950	90.8	1,728	3,250	15	0.5
Douglas	12,638	3,504	3,450	3,195	92.6	1,900	3,155	50	1.6
Dunklin	45,329	12,216	12,145	11,140	91.7	6,578	12,140	125	1.0
Franklin	36,046	10,737	10,595	9,960	94.0	6,390	10,520	435	4.1
Gasconade	12,342	3,823	3,895	3,660	94.0	2,172	3,900	40	1.0
Gentry	11,036	3,718	3,735	3,525	94.4	3,023	3,725	40	1.1
Greene	104,823	33,067	32,730	31,315	95.7	21,599	32,605	160	0.5
Grundy	13,220	4,594	4,570	4,335	94.9	3,659	4,530	30	0.7
Harrison	14,107	4,651	4,580	4,350	95.0	3,600	4,560	50	1.1
Henry	20,043	6,660	6,565	6,110	93.1	4,630	6,540	105	1.6
Hickory	5,387	1,766	1,715	1,590	92.7	1,129	1,710	40	2.3
Holt	9,833	3,231	3,140	2,940	93.6	2,749	3,140	25	0.8
Howard	11,857	3,635	3,560	3,350	94.1	2,639	3,540	35	1.0
Howell	22,725	6,732	6,645	6,005	90.4	3,323	6,575	115	1.7
Iron	9,458	2,537	2,475	2,195	88.7	1,290	2,480	65	2.6
Jackson	541,035	174,204	170,730	165,895	97.2	128,680	168,795	11,370	6.7
Jasper	79,106	26,421	26,345	25,070	95.2	18,408	26,245	215	0.8
Jefferson	38,007	11,101	11,050	10,590	95.8	6,970	10,945	1,400	12.8
Johnson	20,716	6,547	6,530	6,180	94.6	4,315	6,510	120	1.8
Knox	7,617	2,528	2,540	2,285	90.0	1,926	2,545	20	0.8
Laclede	19,010	5,648	5,565	5,155	92.6	2,862	5,545	20	0.4
Lafayette	25,272	8,012	7,905	7,485	94.7	5,865	7,805	200	2.6
Laurence	23,420	7,475	7,365	6,985	94.8	4,777	7,355	45	0.6
Lewis	10,733	3,486	3,515	3,365	95.7	2,710	3,520	35	1.0
Lincoln	13,478	4,458	4,425	4,105	92.8	2,956	4,405	185	4.2
Linn	18,865	6,396	6,290	6,055	96.3	5,014	6,250	75	1.2
Livingston	16,532	5,238	5,210	4,920	94.4	3,972	5,150	40	0.8
McDonald	14,144	4,112	4,025	3,650	90.7	2,240	4,030	15	0.4
Macon	18,332	6,134	6,080	5,750	94.6	4,642	6,045	15	0.2
Madison	10,380	3,022	2,990	2,760	92.3	1,464	2,980	55	1.9
Maries	7,423	2,123	2,090	1,940	92.8	1,058	2,075	65	3.1
Marion	29,765	9,750	9,615	9,275	96.5	7,683	9,590	60	0.6
Mercer	7,235	2,419	2,345	2,255	96.2	1,882	2,325	15	0.6



# Program Probe Continuance Urged

(Continued from page 58)

and educational programs will avoid the complaints that have been advanced against comedy and variety shows on the one hand and crime shows on the other hand," the subcommittee said. "Furthermore, increasing emphasis on cultural and educational programs on the part of commercial television stations and commercial networks might make possible a considerable degree of decentralization of television programs," it added.

It was understood that this was a reference to the allegation that immoral and offensive programs generally were network originations from large metropolitan cities where the level of propriety was not as high as in smaller cities and rural areas.

The subcommittee also recommended that the question of improper or offensive advertising on the air might be dealt with on a case-by-case basis. This, it was hoped, might develop into an "adequate common law" of radio and TV advertising. The subcommittee also urged more praise for "good" commercials and said it might serve a greater purpose than criticism.

## Example Given

Among the examples of improper advertising, the subcommittee said it meant "impersonation of professional personnel for the purpose of endorsing the products advertised, or direct selling by 'pitch men,' or unduly frequent repetition of advertising slogans."

Qualification that its conclusions should not be considered hard and fast was made by the subcommittee at the very start of that section of its report. It referred to the "growing pains" of TV and the fact that the TV Code only went into operation March 1 of this year.

"It is an understatement and somewhat trite to observe that television is a rapidly growing medium of communication. Nevertheless, it is necessary to put down this observation right at the start because the rapid growth of television is the very reason why no lasting judgments and conclusions can be formed at this juncture with respect to the subject matter under study," the subcommittee said.

The seven-man FCC subcommittee of the House Commerce Committee which investigated radio-TV programs included, in addition to Rep. Harris, the following members:

Democratic Reps. Arthur G. Klein (N. Y.), F. Ertel Carlyle (Pa.), Homer Thornberry (Tex.), and Republican Reps. Joseph P. O'Hara (Minn.), J. Edgar Chenoweth (Col.) and Harmar D. Denny Jr. (Pa.).

Rep. Gathings' resolution (H Res 278) called on the subcommittee to investigate radio and TV programs "to determine the extent to which radio and television pro-

grams currently available . . . contain immoral or otherwise offensive matter, or place improper emphasis upon crime, violence and corruption. . . ."

Vast majority of the witnesses objected to beer and wine advertising on the air. Next in number were those who protested against what they claimed was a plethora of crime and horror programs on the air. Few complaints were made about indecent performers or programs, and there was general agreement among the witnesses that low necklines had ceased dropping and were, in fact, moving up to more modest levels following the adoption of the TV Code.

The subcommittee reported that it had received more than 1,200 letters and other communications from the public on the subject of radio and TV programming.

It was also understood that, although Rep. Harris and members of the subcommittee are the regular FCC subcommittee of the House Commerce Committee, under previous Republican control of the House in the 80th Congress, no standing subcommittees were established. It is therefore impossible to tell who might head the radio-TV program probe if it is decided to continue it.

Rep. O'Hara is the ranking GOP member of the subcommittee at the present time. Rep. Denny, the third Republican on the subcommittee, failed to be re-elected last month. The other Republican member of the subcommittee is Rep. Chenoweth.

## HILL INQUIRY

Fellows Lauds 'Fairness'

NARTB President Harold E. Fellows, in an announcement issued last week, expressed his gratification at the fairness of the Harris subcommittee which investigated radio-TV programs. He also expressed the belief that the hearings gave committee members more of an insight into broadcasters' problems than they had before.

Text of Mr. Fellows' statement is as follows:

Although we have not had time to study thoroughly the report of the FCC subcommittee of the House Interstate & Foreign Commerce Committee, we are grateful to Chairman Harris and his colleagues for the fair and impartial manner in which they conducted the inquiry. I believe the committee members would agree that the hearings afforded them an opportunity to learn more about the operational problems with which broadcasters must contend. For our own part, as broadcasters, the forum made it possible for our industry to learn at first hand the nature of the public's reaction to broadcasting as it is reflected in the reports made to Congressmen by their constituents. Such friendly exploration, within proper limits, can only be helpful and constructive.

WTTM Trenton to broadcast announcements of schools closing due to winter weather on morning programs beginning at 6 a.m. and lasting until 9 a.m.

Area	Total Population	Total occupied dwelling units	RADIO				TELEVISION		
			Number reporting	With Radio		1940 Radio Homes	Number reporting	WITH TV	
				Number	Per Cent			Number	Per Cent
Mississippi	13,734	4,059	3,915	3,600	92.0	2,388	3,870	15	0.4
Montealegre	22,551	5,771	5,720	4,960	86.7	2,891	5,700	10	0.2
Montealegre	10,840	3,476	3,465	3,265	94.2	2,241	3,455	30	0.9
Montealegre	11,314	3,777	3,800	3,570	93.9	2,866	3,800	25	0.7
Montgomery	11,555	3,824	3,925	3,680	93.8	2,597	3,905	30	0.8
Morgan	10,207	3,159	3,110	2,865	92.1	1,703	3,095	15	0.5
New Madrid	39,444	9,570	9,190	7,985	86.9	4,907	9,180	75	0.8
Newton	28,240	8,594	8,505	7,890	92.8	5,250	8,475	75	0.9
Nodaway	24,033	7,299	7,155	6,895	96.4	5,709	7,135	70	1.0
Oregon	11,978	3,423	3,350	3,015	90.0	1,750	3,345	45	1.3
Osage	11,301	3,042	2,990	2,740	91.6	1,523	2,980	20	0.7
Ozark	8,856	2,402	2,385	2,125	89.1	1,143	2,390	25	1.0
Pemiscot	45,624	11,778	11,365	9,770	86.0	6,167	11,345	70	0.6
Perry	14,890	3,996	3,920	3,730	95.2	2,472	3,910	65	1.7
Pettis	31,577	10,354	10,195	9,745	95.6	7,584	10,080	120	1.2
Phelps	21,504	6,089	6,025	5,585	92.7	2,827	5,955	40	0.7
Pike	16,844	5,583	5,440	5,035	92.6	4,088	5,440	85	1.6
Platte	14,973	4,575	4,450	4,175	93.8	2,976	4,465	210	4.7
Polk	16,062	5,121	5,095	4,845	95.1	3,007	5,060	60	1.2
Pulaski	10,392	3,219	3,200	2,940	91.9	1,852	3,190	25	0.8
Putnam	9,166	3,024	2,865	2,725	95.1	2,167	2,860	15	0.5
Ralls	8,686	2,786	2,780	2,600	93.5	2,071	2,770	30	1.1
Randolph	22,918	7,841	7,680	7,140	93.0	5,891	7,660	75	1.0
Ray	15,932	5,375	5,285	5,050	95.6	4,079	5,280	115	2.2
Reynolds	6,918	1,861	1,770	1,565	88.4	924	1,750	45	2.6
Ripley	11,414	3,246	3,085	2,665	86.4	1,550	3,090	25	0.8
St. Charles	29,834	8,471	8,435	7,985	94.7	5,207	8,405	975	11.6
St. Clair	10,482	3,522	3,560	3,315	93.1	2,136	3,550	40	1.1
St. Francois	35,276	9,792	9,805	9,425	96.1	6,758	9,720	555	5.7
St. Louis	406,349	114,491	112,670	110,510	98.1	68,339	111,910	25,290	22.6
St. Louis City	856,796	258,136	251,930	243,710	96.7	213,392	249,530	35,755	14.3
Ste. Genevieve	11,237	2,966	2,985	2,855	95.6	1,739	2,985	175	5.9
Taline	26,694	8,027	7,950	7,525	94.7	6,018	7,895	100	1.3
Chuyler	5,760	1,936	1,895	1,770	93.4	1,593	1,900	20	1.1
Scotland	7,332	2,522	2,580	2,435	94.4	1,924	2,575	25	1.0
Scott	32,842	9,195	9,070	8,460	93.3	5,428	9,080	55	0.6
Shannon	8,377	2,350	2,310	2,070	89.6	1,364	2,290	75	3.3
Shelby	9,730	3,456	3,495	3,335	95.4	2,559	3,490	25	0.7
Stoddard	33,463	9,002	8,925	7,890	88.4	4,549	8,855	90	1.0
Stone	9,748	2,837	2,810	2,425	86.3	1,466	2,795	25	0.9
Sullivan	11,299	3,697	3,620	3,430	94.8	2,644	3,600	10	0.3
Taney	9,863	2,958	2,950	2,680	90.8	1,401	2,935	40	1.4
Texas	18,992	5,572	5,380	4,870	90.5	2,662	5,350	50	0.9
Vernon	22,685	6,760	6,735	6,430	95.5	4,778	6,660	75	1.1
Warren	7,666	2,368	2,385	2,175	91.2	1,364	2,380	70	2.9
Washington	14,689	3,905	3,845	3,195	83.1	1,864	3,845	60	1.6
Wayne	10,514	2,896	2,825	2,405	85.1	1,505	2,815	10	0.4
Webster	15,072	4,544	4,525	4,290	94.8	2,857	4,460	20	0.4
Worth	5,120	1,673	1,645	1,580	96.0	1,354	1,635	5	0.3
Wright	15,834	4,776	4,625	4,270	92.3	2,497	4,400	85	1.9

\* Not available.

## TV Hearings—Cascade to Amend

(Continued from page 64)

was scheduled to resume the Duluth-Superior vhf Ch. 6 hearing last Tuesday but the case was continued until Dec. 29. The Duluth-Superior vhf Ch. 3 proceeding is scheduled Feb. 17.

Examiner Hugh B. Hutchison presided over further hearing of the Wichita vhf. Ch. 3 hearing last week and it was not known whether it would be continued this week or recessed over the holidays. His Wichita vhf Ch. 10 case is to begin Feb. 10.

Examiner Thomas H. Donohue began the Sacramento, Calif., vhf Ch. 10 hearing last Monday and will continue the case most of this week. Contestants are KFBK and Sacramento Telecasters Inc., the latter recently amending its application to alter its proposed tower to meet state antenna restriction [B•T, Dec. 1].

Early Thursday morning, prior to the Ch. 10 proceeding, Examiner Donohue met with Sacramento Ch. 3 applicants to receive stipulations of the engineering evidence. To commence following conclusion of the Ch. 10 case, the Ch. 3 contestants include KXOA, KCRA and KROY. KCRA was given consent to amend to show new site while KXOA also was allowed to amend. KROY, meanwhile, dropped its proposed amendment.

No dates are set for the Sacra-

mento uhf Ch. 40 and Ch. 46 hearings.

The Harrisburg, Pa., uhf Ch. 27 hearing is scheduled Jan. 5 before Examiner William G. Butts.

The uhf Ch. 29 hearing for Canton, Ohio, begins Jan. 12 before Examiner Fanny N. Litvin. She concluded the Fort Wayne, Ind., uhf Ch. 33 proceeding a fortnight ago [B•T, Dec. 15].



**CONTRACT** for WMTR Morristown, N. J., program Lillian Ray at the Hammond Organ, was renewed last week by the Morristown Trust Co. On same day, station celebrated its fourth anniversary. Smiling are (l to r) Mrs. Ray; Bob Mack, program announcer, and George Munsick, trust company president.





# at deadline

## PEOPLE...

ALAN W. GOLDMAN, Benton & Bowles, New York, to Sullivan, Stauffner, Colwell & Bayles, same city, in copy department.

GUS KRUTTSCHNITT, sales manager WMMW Meriden, Conn., promoted to general manager, succeeding Alex Buchan, resigned.

ERIK ISGRIG has joined Zenith Radio Corp. as director of advertising. Immediately prior to joining Zenith, he was account executive with Earle Ludgin & Co., Chicago. Mr. Isgrig also has served with Young & Rubicam and with Sorensen & Co., Chicago.

BERTHA KURTZMAN, operations manager of ABC-owned WJZ-TV New York, named acting program manager effective today (Monday), Paul Mowrey, who is moving from program director to station manager (earlier story page 33), announced Friday. Miss Kurtzman joined ABC in 1942 after serving with NBC since 1937.

### ABC AND UPT OBJECT

OBJECTION to request of FCC's Broadcast Bureau that allocation of time for Jan. 5 oral argument on ABC-United Paramount Theatres Inc. merger and other phases of Paramount case [B•T, Dec. 15] be revised was filed Friday by ABC and UPT.

Broadcast Bureau last week asked FCC to change lineup for oral argument so that DuMont and Paramount would have 15 minutes each, and Broadcast Bureau 30 minutes on control issue; Paramount and UPT 80 minutes and Broadcast Bureau 60 minutes on renewals and transfers, and ABC and UPT 60 minutes, DuMont 30 minutes and Broadcast Bureau 30 minutes on merger. FCC originally set up one hour for each of parties, totaling 5½ hours of argument.

ABC and UPT asked that FCC original plan be followed, opposed special allocation of time for DuMont in discussion of merger issues.

### INDIANA U. TV

LIVE video shows will be aired from Indiana U. campus beginning next month in TV training expansion planned by Elmer G. Sulzer, new university director of radio and TV communications. School now presents five programs weekly over WTTV (TV) Bloomington. With new equipment planned, at least six educational shows are planned weekly over WTTV, Mr. Sulzer said. "Indiana University has decided to provide for students laboratory training through cooperative agreements with commercial station," he explained, adding that "the alternative is the far more expensive method of application for one of the allotted educational television channels and building a station."

### WKOK BONUS CBS STATION

WKOK Sunbury, Pa., 250 w on 1240 kc, joins CBS Radio as bonus station to WHPA Williamsport, Pa., on Jan. 1, bringing affiliates total to 216, William A. Schudt Jr., CBS Radio's national director of station relations, announced Friday. Station, owned by Sunbury Broadcasting Corp. with Homer Smith as general manager, also is affiliated with ABC and spokesmen for that network said they had not received cancellation notice.

### CLAY HONORED

HENRY B. CLAY, executive vice president-general manager of KWKH-AM-FM Shreveport, La., has been honored as "Young Man of the Year" by Shreveport Junior Chamber of Commerce. James S. Van Sickle, KWKH news director, was among three runners-up who received certificates of achievement.

### Business Briefly

(Continued from page 5)

advertising. Radio and TV will share in overall billings, estimated at \$500,000.

CHESTERFIELD SWITCHES ● Liggett & Myers Tobacco Co. (Chesterfield Cigarettes), dropping its *Gangbusters*, which alternates with *Dragnet*, Thurs., 9-9:30 p.m., NBC-TV, and replacing it with weekly sponsorship of *Dragnet*, effective Dec. 25. Cunningham & Walsh, N. Y., is agency.

PAINT CAMPAIGN ● Ecoff & James, Philadelphia (advertising agency), planning spring radio announcement campaign for paint client, starting March 16 and using 52 spots in limited number of markets.

KEN MURRAY SPONSOR ● Bristol Myers Co., New York, will sponsor *Ken Murray Show* and *Alan Young Show* on CBS-TV on alternate Sundays, 9:30-10 p.m. EST, starting Feb. 8. Agency is Doherty, Clifford, Steers & Shenfield, New York.

PARTICIPATIONS ● Florida Citrus Exchange, through Jacobs Agency, N. Y., buying participations in New England area starting Jan. 5 for 13 weeks.

WEIGHTMAN DRIVE ● Weightman Inc., Philadelphia advertising agency, is preparing radio spot announcement campaign, using scattered northeast markets, on behalf of dog food account. Campaign to start early January.

EMBASSY SPONSORS ● P. Lorillard Co. (Embassy cigarettes), N. Y., to sponsor *Club Embassy* featuring songstress Mindy Carson on NBC-TV, Tues., 10:30-45 p.m., effective Dec. 30. Lennen & Newell, N. Y., is agency.

### THEATRES WARNED

NBC said Friday it had warned motion picture theatres that they may not show NBC's telecast of New Year's Day Rose Bowl football game in their theatres. Warning, inspired by reports of unauthorized theatre pickups of last Rose Bowl telecast, was contained in letter sent by L. S. Frost, NBC Hollywood public relations director, to major exhibitors' trade associations. Letter said in part:

"Any unauthorized exhibition of the telecast would be in violation of theatre television rights owned and reserved by the Pacific Coast Intercollegiate Athletic Conference and the Pasadena Tournament of Roses Assn. And also of similar rights and certain other proprietary rights of the NBC."

### EDUCATIONAL TV SHOULD BE 'NONCOMPETITIVE'

EDUCATIONAL TV stations should not be competitive with commercial broadcasters. That was one of three principles enunciated by California Gov. Earl Warren at Conference on Educational TV at Sacramento last week.

"... there should be no commercial aspect in the programs and no competition with commercial stations," California governor said. "I say this because some people undoubtedly will have concern lest educational television become competitive with private enterprise."

Other principles submitted by Gov. Warren were (1) program policies and content should be determined solely by educators, and (2) educational stations should be kept independent of station administration, like public schools.

Gist of Gov. Warren's talk was place of educational TV as complementary to regular school teaching and its promise for adult education and for shut-ins.

Meanwhile, Joint Committee on Educational TV announced appointment of E. Arthur Hungerford, TV commercial manager, General Precision Lab., as consultant to JCET to advise school and educational TV broadcasters on engineering phases of construction and operation.

### GROUP D GRANTS

FCC Friday afternoon wired eight more pre-freeze television stations that their applications for maximum power had been granted. Those receiving permission to boost ERP to 100 kw visual are:

WBZ-TV Boston, Mass., granted ERP 100 kw visual, 50 kw aural, antenna height above average terrain 530 ft.

WCCO-TV Minneapolis, Minn., granted ERP 100 kw visual, 50 kw aural, antenna height above average terrain 540 ft.

KMTV (TV) Omaha, Neb., granted ERP 100 kw visual, 50 kw aural, antenna height above average terrain 590 ft.

WOW-TV Omaha, Neb., granted ERP 100 kw visual, 50 kw aural, antenna height above average terrain 580 ft.

WBTV (TV) Charlotte, N. C., granted 100 kw visual, 60 kw aural, antenna height above average terrain 1,070 ft.

KRLD-TV Dallas, Tex., granted ERP 100 kw visual, 50 kw aural, antenna height above average terrain 460 ft.

KEYL (TV) San Antonio, Tex., granted 100 kw visual, 50 kw aural, antenna height above average terrain 440 ft.

WOAI-TV San Antonio, Tex., granted 100 kw visual, 50 kw aural, antenna height above average terrain 480 ft.

It also was understood that KHQ-TV Spokane, Wash., had received permission to begin commercial operation.

### AVCO DIVIDEND

AVCO MFG. CORP., New York, declared quarterly dividend Friday of \$0.56¼ per share on \$2.25 cumulative convertible preferred stock, payable Feb. 2 to holders of record Jan. 16, 1953.



# Never put a ceiling on what

# WLW-TELEVISION

# can do for YOU...

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

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

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

1. WLW-Television-Albers Shopper Stopper Plan.
2. WLW-Television-Kroger's "POP" (Point-of-Purchase) Plan.
3. WLW-Television-Eavey's Supermarket "POP" Plan.
4. WLW-Television-Gray Drug Chain "POP" Plan.
5. WLW-Television-Gallaher Drug Chain "POP" Plan.
6. All-inclusive promotion campaigns.
7. Newspaper advertisements.
8. On-the-air promotions.
9. Cab Covers.
10. Car Cards.
11. Newsstand Posters.
12. Newstruck Posters.
13. Retail Trade Mailings.
14. Jobber, broker, wholesale trade Mailings.
15. Specialty publicity releases.
16. Tie-in with national promotions.
17. Promotion consultation service.
18. Client rating service.
19. Client follow-up reports.
20. Client television market research department.

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

*Plusing your advertising dollar...many fold!*



**WLW-T**  
CINCINNATI

**WLW-D**  
DAYTON

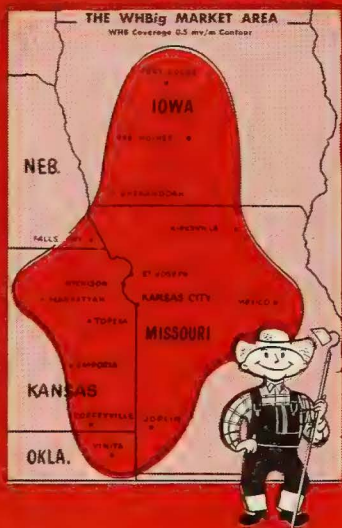
**WLW-C**  
COLUMBUS

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





# The Swing is to WHB in Kansas City



## CLUB 710—

### With "Oil" Wells as Master of Ceremonies

His name is really Earl Wells—but a voice as smooth as oil, modulated to perfection—has earned him the nickname of "Oil." Monday through Friday, from 2 p.m. to 4:45 p.m., "Oil" presents the latest popular records—and the old standard tunes. Two solid hours and 45 minutes of wonderful listening, with short, cryptic introductions that make the program "mostly music." Each show features the "Top Twenty" tunes of the week, as reported by *Billboard*, *Variety*, *Cash Box*, a poll of local record shops, and the WHB Concensus. A wonderful time-segment for participating announcements—"live" or minutes, transcribed. On one afternoon a week representatives of the leading phonograph record companies bring "Oil" their newest records (never before heard on the air in Kansas City)—and present them personally for their "premiere" in the area.

## "WHB VARIETIES"—

### Radio's Answer to TV

The finest music, brought to listeners as ONLY Radio can bring it! "You don't have to see it to enjoy it—just listen!" Variety is the keynote. Late records of leading recording artists (no jump)—plus fine albums in their entirety, plus entire musical comedy selections! Observance of special musical events, composers' birthdays, movie preview music, special "days" and special "weeks." Nightly, Monday through Friday, for a full hour. The judgment in musical selection of Edna-lee Crouch (WHB's music librarian), plus the superb showmanship of Roch Ulmer, with his ready wit and glib tongue. Dignified sponsors with a dignified message will be welcomed on a participating schedule which allows only five commercials within the full-hour format. A premium spot for superior products! You'll see why it's "Radio's best night time buy!"

**10,000 WATTS IN KANSAS CITY**

**WHB**

DON DAVIS  
PRESIDENT

JOHN T. SCHILLING  
GENERAL MANAGER

Represented by  
**JOHN BLAIR & CO.**

MUTUAL NETWORK • 710 KILOCYCLES • 5,000 WATTS NIGHT

## KANSAS CITY'S OLDEST CALL LETTERS



## DO YOU READ IT?

WHB's pocket-size magazine, sent free to advertisers, agencies, advertising and sales executives and time buyers. Request a copy on your letterhead.

## THE SANDRA LEA PROGRAM Of, by and for Women!

What's new in the World of Women? ... in clothes, home decoration, household helps and appliances, food, drugs, entertainment and entertaining, child care, feminine achievement? Sandra knows! — and against a background of Guy Lombardo music every morning, Monday through Friday, she tells, and sells! If you have a product, store or service women buy—schedule your spots on this show! Minute transcribed spots may be used, with an appropriate lead-in by Sandra Lea and her Announcer. Or, use "live" copy, adapted by Sandra Lee to her pleasant style!

## WHB NIGHT CLUB OF THE AIR

The new name for "The Roch Ulmer Show." 11 p.m. to 1 a.m. And a new format! — presenting the best in recorded popular music, old and new — with Roch Ulmer and his six terrific dialects adding sparkle and humor! Available for participating sponsorship and spots Saturdays and Sundays, guest M.C.s, personalities in the dance band, entertainment and recording field — or prominent local citizens well-known as record collectors — bring their favorite "collector's item" records to the show and announce them.