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JANUARY 12, 1953

# NCAA UNBENDING

By J. FRANK BEATTY

COLLEGE football will be telecast next autumn on a controlled basis but regional desires of the TV audience will be given a better break.

Intent of National Collegiate Athletic Assn. to maintain its monopoly was apparent late Friday as the annual convention prepared to vote on recommendations of its TV Committee. The convention was held at the Mayflower Hotel, Washington, D. C., starting Thursday. It was scheduled to wind up last Saturday noon.

Interest in football telecasts dominated the sessions. Majority insistence on a one-network middle-of-the-road policy following along the lines of the 1952 program was heard in most of the discussions.

NCAA outlined a general football policy for the year as it prepared to vote Friday but several major developments marked the convention. Among these were:

- Postponement of a specific policy pending court action in the Dept. of Justice suit against pro football.

- Floor catfight over right of minority groups to oppose TV Committee's report.

- Big-money session at which delegates heard promises of fabulous riches via subscription TV.

- Behind-scenes resentment over failure of NCAA to invite NARTB or Sports Committee of Radio-Television Mfrs. Assn. to roundtable which included "remarks by TV industry representatives."

- Charge by DuMont Network that NCAA's plan is "collusive" and commits colleges to a monopoly based on "fear rather than sound judgment" (see story page 60).

- Demand by Notre Dame and U. of Pennsylvania that colleges be given the right to make their own arrangements for TV.

The report of NCAA's TV committee dealt at length on the problem of legality. Joseph L. Rauh Jr., NCAA counsel, sat at a three-day committee meeting and directed preparation of the final report. Arguing that the 1952 football plan was reasonable and didn't violate any laws, the report showed NCAA's official concern over the suit against the National Football League, to be heard June 26 by the Federal District Court in Philadelphia.

This suit will be used by the

Dept. of Justice as a test case and NCAA will give "careful consideration" to the court's action. The committee recommended that "plans for 1953 be not finally formulated and adopted by the NCAA until this decision is available" unless there is delay in court action.

"We believe that the NCAA

should at all times be in full compliance with the law of the land and to this end should comply with any relevant decision of a district court unless and until it is appealed and reversed by the Supreme Court," the committee said.

A favorable decision for pro football, charged with conspiracy

and antitrust violations, would be equally favorable to NCAA, it was contended. If unfavorable, NCAA's policy would depend on the judge's reasoning. A holding that any group action to limit TV is illegal would probably apply equally to NCAA, it was added. The committee claimed the pro football restrictions were "much greater than those imposed on telecasting by the 1952 NCAA plan or likely to be imposed in any future plan."

Television of some sell-out games in 1952 and removal of the 1951 "blackout" were cited.

The committee voiced pleasure at results of controlled television. "Under the NCAA limited program," it was stated, attendance losses "have been held to four points. The limiting of college football telecasts during the last two years has thus saved a probable loss of about 10% in attendance in television areas—and this figure is, if anything, a minimum statement because of declines in real income and student enrollment."

Colleges lost about 13% more in attendance in TV areas than in non-TV areas during 1950, it was noted. Paid attendance in 1952 was about the same as in 1951, it was

(Continued on page 60)



CONTINUED program of limited football TV was recommended to National Collegiate Athletic Assn. at Washington meeting by 10-man NCAA TV Committee. Front row (l to r): Asa S. Bushnell, Eastern Conference commissioner; Walter Byers, NCAA executive director; Robert A. Hall, Yale, committee chairman; Willis O. Hunter, Southern California; Kenneth L. (Tug) Wilson, Big Ten commissioner. Back row: Jeff Coleman, U. of Alabama; Howard Grubbs, Southwest Conference commissioner; E. L. Romney, Mountain States commissioner; Reaves E. Peters, Big Seven commissioner. Not in photo, J. Shober Barr, Franklin & Marshall.

## ELEVEN TV GRANTS

By LARRY CHRISTOPHER

COMPRISING the first television grants of 1953, FCC last Thursday announced authorization of construction permits for 11 new stations, including one noncommercial, educational outlet.

Among the commercial CP recipients is Rep. Richard W. Hoffman (R-Ill.). His WHFC Chicago received a grant for uhf Ch. 26, the first post-thaw permit for that city.

Other new grants included the first commercial permit for Kansas, two uhf permits for Houston, the second uhf permit for Atlantic City and the third uhf authorization for Pittsburgh.

Ranging widely through both the city priority Group A and Group B temporary processing lines, the Commission's actions swelled the total of post-thaw new station grants to 186. This includes 11 noncommercial, educational au-

thorizations. Total authorized stations in the U. S. is now 294. Of these 126 are on the air.

New station grants of 1953 are:

Madison, Wis. (City priority Group A-2, No. 30) — Monona Broadcasting Co. (WKOW), granted construction permit for uhf Ch. 27, effective radiated power of 87 kw visual and 47 kw aural, antenna height above average terrain 610 ft.

Stockton, Calif. (Group A-2, No. 53) — San Joaquin Telecasters (KSTN), granted uhf Ch. 36, ERP 145 kw visual and 78 kw aural, antenna 310 ft.

Springfield, Mo. (Group A-2, No. 57) — Springfield Television Inc. (KGBX), granted vhf Ch. 3, ERP 61 kw visual and 31 kw aural, antenna 520 ft. Subject to condition that prior to issue of CP, Lester L. Cox must sever all connections with KWTO Springfield. Comrs. E. M. Webster, Frieda B. Hennock and Eugene H. Merrill voted for letter of further inquiry. Previously granted at Springfield: KTTS-TV, vhf Ch. 10, planning April commencement.

## FCC's First in '53

Atlantic City, N. J. (Group A-2, No. 66) — Matta Enterprises, granted uhf Ch. 52, ERP 20.5 kw visual and 11 kw aural, antenna 360 ft. Authorized earlier, now operating: WFPG-TV, uhf Ch. 46.

Hutchinson, Kan. (Group A-2, No. 142) — Hutchinson TV Inc., granted vhf Ch. 12, ERP 115 kw visual and 58 kw aural, antenna 620 ft.

Ithaca, N. Y. (Group B-1, No. 85) — Cornell U. (WHCU), granted uhf Ch. 20, ERP 215 kw visual and 110 kw aural, antenna 1,220 ft.

Ithaca, N. Y. — U. of New York State, granted noncommercial, educational uhf Ch. \*14 (reserved), ERP 205 kw visual and 105 kw aural, antenna 1,290 ft. Comrs. Rosel H. Hyde and George E. Sterling did not participate. Comr. E. M. Webster dissented. Grant is seventh to New York State U.

Chicago (Group B-2, No. 167) — WHFC Inc. (WHFC), granted uhf Ch. 26, ERP 220 kw visual and 110 kw

(Continued on page 70)



## Listed by States

**STOCKTON, Calif.**—San Joaquin Telecasters (KSTN). Granted uhf Ch. 36 (602-608 mc); ERP 145 kw visual, 78 kw aural; antenna height above average terrain 310 ft., above ground 326 ft. Engineering condition. Estimated construction cost \$228,000, first year operating cost \$200,000, revenue \$250,000. Post Office address KSTN, Clark Hotel, Stockton, Calif. Studio and transmitter location immediately South of Clark Hotel at Sutter and Market Sts. Geographic coordinates 37° 57' 08" N. Lat., 121° 17' 02" W. Long. Transmitter and antenna GE. Legal counsel St. Clair, Connolly & Cerini, San Francisco. Consulting engineer Robert L. Hammett, San Francisco. Principals include General Partners Knox LaRue (50%), 49% owner of KSTN, 32% owner of KONG Visalia and 37% owner of KMOR Oroville, Calif., and Lester Eugene Chanauld (50%), general manager and 15% owner of KNYO Fresno and 12% owner of KSTN. [For application, see TV APPLICATIONS, B-T, July 21.] City priority status: Gr. A-2, No. 53.

**CHICAGO, Ill.**—WHFC Inc. (WHFC). Granted uhf Ch. 20 (506-512 mc); ERP 220 kw visual, 110 kw aural; antenna height above average terrain 564 ft., above ground 589 ft. Engineering condition. Estimated construction cost \$353,000, first year operating cost \$230,000, revenue \$300,000. Post Office address 3350 S. Kedzie Ave., Chicago 23. Studio location to be determined. Transmitter location 105 W. Adams St. Geographic coordinates 41° 52' 45" N. Lat., 87° 37' 51" W. Long. Transmitter and antenna RCA. Legal counsel Kirkland, Fleming, Green, Martin & Ellis, Washington. Consulting engineer Gillett & Bergquist, Washington. Principals include President Richard W. Hoffman (75.5%), Secretary Rose M. Hoffman (24.5%) and Vice President Marie E. Clifford. [For application, see TV APPLICATIONS, B-T, July 7.] City priority status: Gr. B-2, No. 167.

**HUTCHINSON, Kan.**—Hutchinson TV Inc. Granted vhf Ch. 12 (204-210 mc); ERP 115 kw visual, 58 kw aural; antenna height above average terrain 620 ft., above ground 574 ft. Engineering condition. Estimated construction cost \$366,500, first year operating cost \$275,000, revenue \$300,000. Post Office address 601 Wolcott Bldg., Hutchinson. Studio and transmitter location Hutchinson. Geographic coordinates 38° 09' 05" N. Lat., 97° 57' 32" W. Long. Transmitter and antenna RCA. Legal counsel I. E. Lambert, Washington. Consulting engineer A. D. Ring & Co., Washington. Principals include President W. D. P. Carey (10%), lawyer and holds stock and offices in a variety of other interests; Vice President J. H. Child (7%), secretary-treasurer and holds interest in six automobile dealer concerns; Secretary R. E. Dillon (10%), holds offices and owns stock in a variety of financing interests and others; Treasurer John P. Harris (13%) and Sidney F. Harris (10%), hold offices and own stock in several newspapers in Kansas and Iowa; James A. Davis, president and owns stock in six automobile dealer firms; Howard J. Carey (6%), president of Carey Salt Co., Hutchinson, and owns stock and holds offices in several other interests; Charles E. Carey (5%), president of Central Fibre Products Co. Inc., Quincy, Ill., and owns stock and holds office in several other interests; K. T. Anderson (23%), engaged in the cattle business and owns stock and holds offices in several other interests; and L. T. Child (7%), vice president and holds 11½% of stock in six automobile dealer firms. [For application, see TV APPLICATIONS, B-T, July 7.] City priority status: Gr. A-2, No. 142.

**SPRINGFIELD, Mo.**—Springfield Television Inc. Granted vhf Ch. 3 (60-66 mc); ERP 61 kw visual, 31 kw aural; antenna height above average terrain 520 ft., above ground 550 ft. Grant subject to condition that, prior to issuance of CP, Lester L. Cox sever all connections with KWTO Springfield. Comrs. Webster, Hennock and Merrill voted for letter of further inquiry. Estimated construction cost \$272,000, first year operating cost \$100,000, revenue \$100,000. Studio and transmitter 999 West Sunshine St. Geographic coordinates 37° 10' 59" N. Lat., 93° 18' 11" W. Long. Transmitter and antenna RCA. Legal counsel Fisher, Wayland, Duvall & Southmayd, Washington. Consulting engineer Craven, Lohnes & Culver, Washington. Principals include President Lester L. Cox (49 out of 250 shares), vice president and owner of 750 out of 2,000 shares of stock in KOAM Pittsburg, Kan.; Vice President T. W. Duvall (1 out of 250 shares), president of Springfield Newspapers (Springfield News and Leader Press)

## television grants and applications

Digest of Those Filed with FCC Jan. 2 Through Jan. 7

## Grants Since April 14:

	VHF	UHF	Total
Commercial	49	126	175
Educational	2	9	11
<b>Total</b>	<b>51</b>	<b>136</b>	<b>186</b>
Commercial television stations on the air	121 <sup>1</sup>	6	127 <sup>1</sup>

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

## Applications Filed Since April 14:

	New	Amended	VHF	UHF	Total
Commercial	662	328	559	430	990 <sup>2</sup>
Educational	19	...	5	14	19
<b>Total</b>	<b>681</b>	<b>328</b>	<b>564</b>	<b>444</b>	<b>1009<sup>3</sup></b>

<sup>2</sup> One applicant did not specify channel.<sup>3</sup> Includes 186 already granted.

\* \* \*

Processing on city priority status Gr. A-2 line has extended to city number 159.

Processing on city priority status Gr. B-4 line has extended to city number 183.

and KGBX Springfield; Treasurer J. Gordon Wardell (37½ out of 250 shares) general manager of KGBX; Secretary Tams Bixby Jr. (1 out of 250 shares), vice president of Springfield News and Leader Press and KGBX, and president and 40% owner of Muskego (Okla.) Phoenix and Times-Democrat, and KBIX Muskego, Springfield Newspapers Inc. owns 121 out of 250 shares. Post Office address 605 Boonville Ave., Springfield. [For application, see TV APPLICATIONS, B-T, June 9.] City priority status: Gr. A-2, No. 57.

**ITHACA, N. Y.**—U. of the State of New York. Granted uhf Ch. \*14 (470-476 mc); ERP 205 kw visual, 105 kw aural; antenna height above average terrain 1,290 ft., above ground 543 ft. Engineering condition. (Comrs. Hyde and Sterling not participating, and Comr. Webster dissenting on the basis of his previous dissents in certain non-commercial educational TV grants.) [This is the seventh noncommercial educational TV grant to the U. of the State of New York, the previous ones being for Albany, Binghamton, Buffalo, Rochester, New York City and Syracuse.] Estimated construction cost \$251,500. Post Office address State Education Dept., Albany, N. Y. Studio location State College of Agriculture. Transmitter location Conn. Hill, 10 mi. SW of Ithaca. Geographic coordinates 42° 23' 12" N. Lat., 76° 40' 10" W. Long. Transmitter and antenna GE. Legal counsel Fischer, Willis & Panzer, Washington. Consulting engineer Francis E. Almstead, Albany, N. Y. Principals include the Regents and Commissioner of Education of the State of New York. [For application, see TV APPLICATIONS, B-T, Aug. 4.] City priority status not applicable; noncommercial, educational grant.

**ITHACA, N. Y.**—Cornell U. (WHCU). Granted uhf Ch. 20 (506-512 mc); ERP 215 kw visual, 110 kw aural; antenna height above average terrain 1,220 ft., above ground 440 ft. Estimated construction cost \$335,500, first year operating cost \$150,000, revenue \$120,000. Post Office address Michael R. Hanna, WHCU, Savings Bank Bldg., Ithaca. Studio location Savings Bank Bldg. Transmitter location Connecticut Hill, Newfield, N. Y. Geographic coordinates 42° 23' 13" N. Lat., 76° 40' 10" W. Long. Transmitter and antenna GE. Legal counsel Cohn & Marks, Washington. Consulting engineer Howard G. Smith. Commercial operation proposed, but educational programs planned. Grantee has operated WHCU since 1921. Michael Hanna is general manager. [For application, see TV APPLICATIONS, B-T, July 14.] City priority status: Gr. B-1, No. 85.

**ATLANTIC CITY, N. J.**—Matta Enterprises. Granted uhf Ch. 52 (698-704 mc); ERP 20.5 kw visual, 11 kw aural; antenna height above average terrain 370 ft., above ground 391 ft. Engineering condition. Estimated construction cost \$159,500, first year operating cost \$300,000, revenue \$250,000. Post Office address 1223 Braddock Ave., Braddock, Pa. Studio location to be determined. Transmitter location 208 North Maine Ave. at intersection of Bader Ave. and Maine Ave. Geographic coordinates 39° 22' 15" N. Lat., 74° 24' 54" W. Long. Transmitter and antenna RCA. Legal

counsel Scharfeld, Jones & Baron, Washington. Consulting engineer A. D. Ring & Co., Washington. Principals include equal (50%) general partners William G. Matta and G. C. Matta, engaged in real estate management, coal stripping and operating of picnic grounds, and each ½ owner of WLOA Braddock, Pa., and applicant for new TV station (uhf Ch. 61) in Akron, Ohio. [For application, see TV APPLICATIONS, B-T, Dec. 15.] City priority status: Gr. A-2, No. 66.

**PITTSBURGH, Pa.**—Agnes J. Reeves Greer (WKJF). Granted uhf Ch. 53 (704-710 mc); ERP 260 kw visual, 130 kw aural; antenna height above average terrain 530 ft., above ground 426 ft. Engineering condition. Estimated construction cost \$337,632, first year operating cost \$225,000, revenue \$225,000. Post Office address 238 Spruce St., Morgantown, W. Va. Studio and transmitter location 1715 Grandview Ave., Pittsburgh. Geographic coordinates 40° 26' 28" N. Lat., 80° 01' 34" W. Long. Transmitter and antenna GE. Legal counsel Dow, Lohnes & Albertson, Washington. Consulting engineer George C. Davis, Washington. Sole owner Agnes J. Reeves Greer, chief owner of WAJR-AM-FM Morgantown, W. Va., WDNE Elkins, W. Va., and WJER Dover, Ohio, president and holder of controlling interest in Greer Steel Co., Morgantown, Preston County Coal & Coke Co., Cascade, W. Va., and West Virginia Newspaper Pub. Co., which publishes two newspapers in Morgantown and a third in New Martinsville, W. Va. [For application, see TV APPLICATIONS, B-T, Oct. 6.] City priority status: Gr. B-4, No. 180.

**HOUSTON, Tex.**—Uhf Television Co. Granted uhf Ch. 23 (524-530 mc); ERP 175 kw visual, 88 kw aural; antenna height above average terrain 510 ft., above ground 540 ft. Engineering condition. Estimated construction cost \$430,000, first year operating cost \$376,000, revenue \$300,000. Post Office address 14th Floor, Magnolia Bldg., Dallas, Tex. Studio and transmitter location 4600 Calhoun Road, Houston. Geographic coordinates 29° 43' 27.2" N. Lat., 95° 20' 13.9" W. Long. Transmitter and antenna RCA. Legal counsel Ross K. Prescott, Dallas. Consulting engineer Guy C. Hutcheson, Arlington, Tex. Principals include R. L. Wheelock, W. L. Pickens and H. H. Coffield, each ½ partner and each independent Texas oil operator. Same partners at one time each owned ¼ of KPHO-TV Phoenix, Ariz., and each had part interest in KEYL (TV) San Antonio, Tex., aggregate of which constituted control of KEYL (TV). Same group also is applying for TV stations in New Orleans, La., Corpus Christi and Dallas, Tex. [For application, see TV APPLICATIONS, B-T, June 30.] City priority status: Gr. B-4, No. 183.

**HOUSTON, Tex.**—KNUZ Television Co. (KNUZ). Granted uhf Ch. 39 (620-626 mc); ERP 100 kw visual, 60 kw aural; antenna height above average terrain 520 ft., above ground 540 ft. Estimated construction cost \$347,679, first year operating cost \$360,379, revenue \$285,260. Post Office address P. O. Box 2135, Houston, Tex. Studio and transmitter location 4702 Austin St. Geographic coordinates 29° 43' 48" N.

Lat., 95° 22' 53" W. Long. Transmitter and antenna RCA. Legal counsel Cohn & Marks, Washington. Consulting engineer Weldon & Carr, Washington. Principals include President Max H. Jacobs (40%), 26% owner of KNUZ, Vice President and Treasurer Irvin M. Shlenker (40%), chairman of the board and owner and trustee of substantial stock interest of Houston National Bank; Vice President and General Manager David H. Morris (5%), general manager of KNUZ; Assistant Treasurer Douglas B. Hicks (5%), 26% owner of KNUZ; Secretary Bailey A. Swenson (5%), 24% owner of KNUZ and Assistant Secretary Leon Greer (5%), 24% owner of KNUZ. [For application, see TV APPLICATIONS, B-T, Oct. 13.] City priority status: Gr. B-4 No. 183.

**MADISON, Wis.**—Monona Bestg. Co. (WKOW). Granted uhf Ch. 27 (548-556 mc); ERP 87 kw visual, 47 kw aural; antenna height above average terrain 610 ft., above ground 596 ft. Estimated construction cost \$319,450, first year operating cost \$250,000, revenue \$250,000. Post Office address 215 West Washington Ave., Madison 3, Wis. Studio location to be determined. Transmitter location 4 mi. SW of Madison on Piper Road. Geographic coordinates 43° 03' 06" N. Lat., 89° 27' 50" W. Long. Transmitter, antenna and studio equipment RCA. Legal counsel Fly, Shuebruk & Blume, Washington. Consulting engineer Walter F. Kean, Riverside, Ill. Principals include President Stewart Watson (3.84%), 1st Vice President E. B. Rundell (8.25%), 2nd Vice President George W. Icke (6%), Treasurer E. C. Severson (10.75%) and Secretary B. W. Huiskamp (7.97%). [For application, see TV APPLICATIONS, B-T, Aug. 25.] City priority status: Gr. A-2, No. 30.

EXISTING STATIONS  
CHANGES GRANTED

## Group D

**KPIX (TV) SAN FRANCISCO, Calif.**—KPIX Inc. Granted modification of construction permit for 100 kw visual, 50 kw aural; antenna height above average terrain 1,140 ft.

**KRON-TV SAN FRANCISCO, Calif.**—The Chronicle Publishing Co. Granted 100 kw visual, 50 kw aural; antenna height above average terrain 1,310 ft.

**WNHC-TV NEW HAVEN, Conn.**—The Elm City Bestg. Corp. Granted 316 kw visual, 158 kw aural; antenna height above average terrain 720 ft.

**WHBF-TV ROCK ISLAND, Ill.**—Rock Island Bestg. Co. Granted 100 kw visual, 50 kw aural.

**WJBK-TV DETROIT, Mich.**—Ford Industry Co. Granted 100 kw visual, 50 kw aural.

**WHEN-TV SYRACUSE, N. Y.**—Meredith Syracuse Television Corp. Granted modification of construction permit for 190 kw visual, 100 kw aural; antenna height above average terrain 960 ft.

**WSYR-TV SYRACUSE, N. Y.**—Central New York Bestg. Corp. Granted 100 kw visual, 50 kw aural; antenna height above average terrain 1,000 ft.

## Granted CP Modifications

**WICC-TV BRIDGEPORT, Conn.**—Southern Connecticut & Long Island Television Co. Granted modification of construction permit (which authorized 81 kw visual, 46 kw aural), for 180 kw visual, 91 kw aural.

**WKNX-TV SAGINAW, Mich.**—Lake Huron Bestg. Corp. Granted modification of construction permit (which authorized 1 kw visual, 0.6 kw aural) for 19 kw visual, 10 kw aural, with condition that there be no adverse effect upon WKNX-AM.

**WNOK-TV COLUMBIA, S. C.**—Palmetto Radio Corp. Granted modification of CP (which authorized 680 kw visual, 340 kw aural), for 780 kw visual, 390 kw aural; antenna height above average terrain 620 ft. (from 590 ft.)

**KDUB-TV LUBBOCK, Tex.**—Texas Telecasting Inc. Granted modification of construction permit for 31 kw visual, 15.5 kw aural, antenna height above average terrain of 1,000 ft. to change to antenna height above average terrain of 820 ft.

**WSLS-TV ROANOKE, Va.**—Roanoke Bestg. Corp. Granted modification of construction permit for 250 kw visual, 125 kw aural, antenna height above average terrain of 1,973 ft., to

(Continued on page 58)



# COMPATIBLE TESTS

## NTSC to See Results

COMPATIBLE color TV—on which an all-industry technical committee has been working since 1950—may be forthcoming as a practical working system by the end of this week.

Full meeting of the National Television System Committee is scheduled for Friday in New York. At that time, final results of tests by more than a dozen panels will be submitted for acceptance by the full committee.

Steps thereafter are uncertain. Although the NTSC will undoubtedly finalize the compatible color system standards which have evolved over the two years that they have been under study, a further period of field testing by all manufacturer-members is believed necessary. This will take, it is believed, another three months.

At that time—about April—NTSC will be ready to go to the FCC. It is the hope of some of the NTSC leaders that the Commission will permit a full and unpartisan report, including demonstrations and papers, without rule-making considerations.

Just how the compatible system will be submitted to FCC for rule-making was still uncertain. Policy on that subject is due to be discussed by the TV Committee of RTMA at a meeting in New York early next month. Some manufacturing observers feel that NTSC should not be a party to rule-making, but should occupy a position similar to the 1941 NTSC which submitted standards for black-and-white TV.

### CBS's Position

Compatible color proponents are, however, under some pressure to bring forth their findings for FCC consideration. Two weeks ago, CBS, which won the FCC's approval for its non-compatible field sequential color system in 1950, urged that the color question be determined one way or the other in 1953 [B•T, Jan. 5].

CBS's statement said that although compatibility was desirable, it still believed that its system was "the only practical, workable and inexpensive color system."

CBS began telecasting color shortly after the favorable FCC decision was upheld by the Supreme Court but was forced to halt when the National Production Authority banned the manufacture of color TV apparatus. That ban will probably be dropped this year, since most material shortages have been overcome.

Only two points remain at issue for NTSC to decide, it was learned. One is the place in the color triangle to standardize on—whether the color standards should be narrow blue or orange cyan. The other is whether the proposed standards should be tailored to perform automatically with every TV set that has been produced since 1946.

During the year of testing by various manufacturers, with the assistance of half-dozen TV sta-

tions, some difficulties were discovered in the NTSC tentative specifications issued last year. These have all been overcome, it was learned.

Although NTSC's technicians express great confidence in the compatible system which has been evolved, the question of apparatus is still an uncertainty.

One big problem, according to some TV technicians, is color picture tubes. Only color tubes being made are by RCA and Chromatic Television Labs. The latter, half-

owned by Paramount Pictures Corp., showed its latest development last month [B•T, Dec. 29, 1952].

In addition to the work various manufacturers have done for NTSC, all are working on their own in the development of apparatus—receivers, circuits, etc. This is the competitive aspect of the compatible color TV situation. All such work is labeled confidential by the various companies, which do not intend to share their secrets with the others.

## The New Grantees' Commencement Target Dates

‡ On the air, operating commercially. \* Educational permittee.

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	.....	.....
WFBG-TV	Altoona, Pa.	10	Dec. 31	Feb. 1	NBC	H-R Reps.
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. 21 ‡	NBC, ABC CBS, DuMont	Pearson
Matta Entrprs., Atlantic City, N. J.		52	Jan. 8	Unknown	.....	.....
KCTV (TV)	Austin, Tex.	18	July 11	.....	.....	Unknown
KTBC-TV	Austin, Tex.	7	July 11	Nov. 27‡	CBS, ABC, NBC	Taylor
KTVA (TV)	Austin, Tex.	24	Aug. 21	Unknown	.....	.....
KAFY-TV	Bakersfield, Calif.	29	Dec. 23	April 1	ABC, CBS DuMont, NBC	Forjoe
WITH-TV	Baltimore, Md.	60	Dec. 18	Unknown	.....	.....
WABI-TV	Bangor, Me.	5	Dec. 31	Jan. 31	.....	Hollingbery
WAFB-TV	Baton Rouge, La.	28	Aug. 14	Feb. 15	CBS, DuMont, NBC, ABC	Adam Young
KHTV (TV)	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	.....
KBMT (TV)	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	.....	.....
WSGN-TV	Birmingham, Ala.	42	Dec. 18	Unknown	.....	.....
KIDO-TV	Boise, Idaho	7	Dec. 23	July 1	.....	Blair TV
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	.....	.....
Buffalo-Niagara Television Corp., Buffalo, N. Y.		59	Dec. 23	Unknown	.....	.....
WBUF (TV)	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	.....	.....
WHFC-TV	Chicago, Ill.	26	Jan. 8	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	April	CBS, DuMont	Raymer
WDAN-TV	Danville, Ill.	24	Dec. 10	Unknown	.....	Everett-McKinney
WBTM-TV	Danville, Va.	24	Dec. 18	Unknown	.....	.....
WIFE (TV)	Dayton, Ohio	22	Nov. 26	July	.....	Headley-Reed
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	.....	.....
WEEH-TV	Easton, Pa.	57	Dec. 18	Spring 1953	.....	.....
WTVE (TV)	Elmira, N. Y.	24	Nov. 6	March	.....	Forjoe
KEPO-TV	El Paso, Tex.	13	Oct. 24	Early 1953	.....	Avery-Knodel

(Continued on page 88)



LEN NASMAN (l), sales manager, WFMJ-AM-TV Youngstown, Ohio, and Dave E. Carroll, president, Coca-Cola Bottling Co. of Youngstown, sign first TV program contract for Kit Carson, half-hour film series. WFMJ-TV is slated to begin operation soon.

## BIG UHF YEAR

Seen by RCA Victor's Baker

PREDICTION of a big year for uhf in 1953 came last week from Henry G. Baker, vice president in charge of the RCA Victor home instrument department.

The forecast came as Mr. Baker announced his company's final item in special uhf equipment—an automatic 16-channel combination vhf-uhf rotary tuner for RCA Victor TV sets.

Mr. Baker said all RCA uhf equipment now is in quantity production, including uhf transmitters and antennas, transmission line, receiving antennas, combination vhf-uhf tuner sets and uhf selectors for use with vhf-only sets.

He said all 25 new TV set models announced by RCA Victor will be available either with a vhf-only tuner or, for approximately \$50 more, with the new combination vhf-uhf tuner, which is interchangeable with the vhf-only tuner in the 1953 sets and in earlier deluxe and "Super Set" models.

## TELEPROMPTER

Service To Be Offered

DISTRIBUTION of Teleprompter, the prompting device used at the 1952 Presidential conventions, will be made by a service being offered through the RCA Service Co., according to an announcement by RCA Victor Div. last week.

Already begun in New York and Philadelphia, the Teleprompter service will be extended to major cities throughout the country, a spokesman said. Besides its current wide use in the video and motion picture industries, the device will be offered to speakers at conventions, sales meetings, merchandise presentations and public events, according to RCA Victor. Speakers will be offered one or more Teleprompters plus a master control operator.



# TV Grants

(Continued from page 56)

change to antenna height above average terrain of 1,960 ft., and transmitter location to west side of U. S. 211 atop Poor Mt.

## GRANTED SPECIAL TEMPORARY AUTHORIZATION

**WKAB-TV MOBILE, Ala.**—Pursley Bestg. Service. Granted special temporary authorization for commercial operation on uhf Ch. 48.

**WKBN-TV YOUNGSTOWN, Ohio**—WKBN Bestg. Corp. Granted special temporary authorization for commercial operation on uhf Ch. 27.

**WJAC-TV JOHNSTOWN, Pa.**—WJAC Inc. Granted special temporary authorization to continue commercial operation on vhf Ch. 6 through extension of completion date (originally extended from Oct. 3, 1952, to Jan. 3, 1953) to March 11, 1953. [WJAC-TV is existing, pre-freeze station, due to shift from vhf Ch. 6 to vhf Ch. 13, and holds permit for special temporary authorization on vhf Ch. 13 with RCA transmitter, power of 500 w output visual.]

**WBRE-TV WILKES-BARRE, Pa.**—Louis G. Baltimore. Granted special temporary authorization for commercial operation on uhf Ch. 28.

**KTSM-TV EL PASO, Tex.**—Tri-State Bestg. Co. Granted special temporary authorization for commercial operation on vhf Ch. 9.

## NEW APPLICATIONS

Listed by States

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

**MOBILE, Ala.**—**WKRQ-TV Inc.** (amended), vhf Ch. 5 (76-82 mc); ERP 100 kw visual, 50 kw aural; antenna height above average terrain 520 ft., above ground 460 ft. Estimated construction cost \$664,888, first year operating cost \$547,640, revenue \$642,877. Post Office address 205 Government St., Mobile, Ala. Studio location to be determined. Transmitter location on Cottage Hill Road, 0.58 mi. west of intersection with Azalea Road. Geographic coordinates 30° 39' 12" N. Lat., 88° 08' 59" W. Long. Transmitter and antenna RCA. Legal counsel McKenna & Wilkinson, Washington. Consulting engineer Commercial Radio Equipment Co., Washington. Principals include President Kenneth R. Giddens (20%), Shirley Rester (10%), T. J. Rester (10%), The President and Trustees of The Spring Hill College in the County of Mobile (6.66%), Chairman of the Board Alfred F. Delchamps (4.44%), Vice President Joseph H. Little (6.66%) and 14 others with minority interest. City priority status: Gr. A-2, No. 16.

**PEORIA, Ill.**—**WBMD Inc.**, vhf Ch. 8 (180-186 mc); ERP 316 kw visual, 158 kw aural; antenna height above average terrain 543 ft., above ground 442 ft. Estimated construction cost \$538,369, first year operating cost \$428,819, revenue \$512,662. Post office address 212 South Jefferson St., Peoria 2, Ill. Studio location 212 South Jefferson St. Transmitter location 1 mi. south of Groveland, Ill. Geographic coordinates 40° 34' 35" N. Lat., 89° 32' 03" W. Long. Transmitter DuMont, antenna RCA. Legal counsel Dow, Lohnes & Albertson, Washington. Consulting engineer Craven, Lohnes & Culver, Washington. Principals include President and Treasurer Charles C. Caley (66.67%), vice president, general manager and 25% owner of WBMD-AM-FM Peoria and 25% owner of WDD Decatur, and Vice President John E. Fetzer (33.33%), president and 52% owner of WKZO-AM-FM Kalamazoo, Mich., and WJEF-AM-FM Grand Rapids, Mich. (Applicant seeks FCC approval of assignment of license of WBMD Peoria from Peoria Bestg. Co., and this application is contingent upon FCC approval of that assignment. (See FCC Roundup, p. 87.) City priority status: Gr. A-2, No. 24.

† **INDIANAPOLIS, Ind.**—Crosley Bestg. Corp., vhf Ch. 8 (180-186 mc); ERP 316 kw visual, 158 kw aural; antenna height above average terrain 1,000 ft., above ground 995 ft. Estimated construction cost \$801,750, first year operating cost \$1,000,000, revenue \$500,000. Post office address Crosley Square, 140 West 9th St., Cincinnati 2, Ohio. Studio location to be determined. Transmitter location SE corner at intersection of South Post Road and Raymond St. Geographic coordinates 39° 44' 17" N. Lat., 86° 00' 21" W. Long. Transmitter and antenna RCA. Legal



**COMPLETING arrangements for new series of live boxing bouts on ABC-TV beginning Jan. 24 are (seated, l to r) Bill Stern, sportscaster; Harry P. Wurman, president Bayuk Cigars Inc., the sponsor, and John P. McDonald, Bayuk assistant general sales manager; standing (l to r) are Jesse T. Ellington, president, Ellington & Co. agency; Ray Arcel, vice president, New York Boxing Guild, and Charles R. Marshall, Ellington vice president.**

counsel Hogan & Hartson, Washington. Principals include Chairman of the Board James D. Shouse, President R. E. Dunville, Secretary R. S. Pruitt, Vice President and Treasurer K. T. Murphy, Vice President Harry M. Smith, Vice President William P. Robinson and Vice President John T. Murphy. Sole owner of 100% of stock of applicant is Avco Mfg. Co., New York. Applicant is licensee of WLW WLWT (TV) Cincinnati, WINS New York, WLWD (TV) Dayton and WLWC (TV) Columbus, and seeks FCC approval of application for transfer of control of WLTV (TV) Atlanta, Ga., from Broadcasting Inc. [B.T. Jan. 5, Dec. 15, 1952]. City priority status: Gr. B-4, No. 187.

**HATTIESBURG, Miss.**—Mississippi Electronics Co., vhf Ch. 9 (186-192 mc); ERP 2.54 kw visual, 1.27 kw aural; antenna height above average terrain 412 ft., above ground 437 ft. Estimated construction cost \$110,000, first year operating cost \$70,000, revenue \$135,000. Post office address Hattiesburg, Miss. Studio and transmitter location on Highway #11 to Laurel, about 3 mi. north of city limits. Geographic coordinates 31° 21' 48" N. Lat., 89° 16' 26" W. Long. Transmitter and antenna RCA. Consulting engineer William E. Bennis Jr., Washington. Principals include President Dorsey Eugene Newman (46%), 51% owner of Cargo Air Charter Service, part time program coordinator for WVOK Birmingham, Ala., and 1/3 partner in WBHM Homewood, Ala.; Vice President William E. Bennis Sr. (29%), 20% owner of WVOK and construction supervisor and architect, Birmingham, and Secretary-Treasurer Julian Skinner Jr. (25%), attorney and partner in Jasper (Ala.) law firm of Bankhead & Skinner. Messrs. Bennis and Skinner also have interest in application for new TV station in Greenville, S. C. [B.T. Sept. 29, 1952]. City priority status: Gr. A-2, No. 173.

† **ST. LOUIS, Mo.**—220 North Kingshighway Inc., vhf Ch. 11 (198-204 mc); ERP 316 kw visual, 158 kw aural; antenna height above average terrain 1,009 ft., above ground 998 ft. Estimated construction cost \$766,500, first year operating cost \$900,000, revenue \$1,000,000. Post office address 220 North Kingshighway. Studio location Lyn Theatre, 3631 Grandel Square. Transmitter location on east side of Hamilton Ave. between Columbia and Elizabeth Avenues. Geographic coordinates 38° 36' 51" N. Lat., 90° 17' 07" W. Long. Transmitter and antenna RCA. Legal counsel Barnard Koteen, Washington. Consulting engineer George C. Davis, Washington. Principals include President Sam Koplar (5%), Vice President and General Manager Harold Koplar (45%), Treasurer Janet Jeanette Koplar (10%), Secretary Lillian Koplar Shenker (20%) (Mrs. Shenker is wife of Morris Shenker, attorney) and Betty Koplar Bennett (20%). Applicant operates Park Plaza Hotel and has controlling interest of Chase Hotel. City priority status: Gr. B-4, No. 179.

**BILLINGS, Mont.**—Rudman-Hayutin Television Co. (amended), vhf Ch. 8 (180-186 mc); ERP 12.2 kw visual, 6.1 kw aural; antenna height above average terrain 390 ft., above ground 187 ft.

Estimated construction cost \$179,200, first year operating cost \$135,240, revenue \$144,000. Post office address 816 Mercantile Bank Bldg., Dallas, Tex. Studio and transmitter location on Coburn Hill Road, 2 mi. east of downtown Billings. Geographic coordinates 45° 46' 56" N. Lat., 108° 28' 41" W. Long. Transmitter and antenna RCA. Legal counsel Ross K. Prescott, Dallas. Consulting engineer Guy C. Hutcheson, Arlington, Tex. For principals, see TV APPLICATIONS, B.T. Dec. 1, 1952. City priority status: Gr. A-2, No. 152.

**DURHAM, N. C.**—Winston-Salem Bestg. Co., uhf Ch. 46 (662-668 mc); ERP 173.6 kw visual, 86.8 kw aural; antenna height above average terrain 525 ft., above ground 500 ft. Estimated construction cost \$244,916, first year operating cost \$190,000, revenue \$205,000. Post office address 826½ West Fourth St., Winston-Salem, N. C. Studio location to be determined. Transmitter location on Durham-Wake Forest Highway at County Road, 7.7 mi. east of Durham. Geographic coordinates 35° 58' 41" N. Lat., 78° 43' 44" W. Long. Transmitter and antenna RCA. Legal counsel Krieger & Jorgensen, Washington. Consulting engineer E. C. Page Consulting Radio Engineers, Washington. Principals include President James W. Coan (7.5%), president and 30% stockholder of WTOB Winston-Salem, N. C.; Vice President Robert W. Brawley (5%), attorney and 20% stockholder of WTOB; Secretary-treasurer John G. Johnson (7.5%), general manager and 30% stockholder of WTOB; Assistant Secretary Archibald Craige (11.25%), attorney and 20% stockholder of WTOB; Earl F. Slick (25%), oil producer; Albert Butler (18.75%), president and 25% owner of Arista Mills (textiles); Thomas B. Rice (12.5%), vice president and 50% owner of Dr. Pepper Bottling Co., Winston-Salem, and Jonas S. Rice, president and 50% owner of Dr. Pepper Bottling Co., Winston-Salem. Applicant also seeks new TV stations in Winston-Salem, N. C., and Richmond, Va. (see below). City priority status: Gr. A-2, No. 52.

**WINSTON-SALEM, N. C.**—Winston Salem Bestg. Co. (WTOB), uhf Ch. 26 (542-548 mc); ERP 198.2 kw visual, 99.1 kw aural; antenna height above average terrain 365 ft., above ground 344 ft. Estimated construction cost \$245,016, first year operating cost \$190,000, revenue \$205,000. Post office address 826½ West Fourth St., Winston-Salem, N. C. Studio and transmitter location on North Carolina Route 150, 6.5 miles east of Winston-Salem. Geographic coordinates 36° 05' 54" N. Lat., 80° 07' 23" W. Long. Transmitter and antenna RCA. Legal counsel Krieger & Jorgensen, Washington. Consulting engineer E. C. Page Consulting Radio Engineers, Washington. Principals include President James W. Coan (7.5%), president and 30% stockholder of WTOB Winston-Salem, N. C.; Vice President Robert W. Brawley (5%), attorney and 20% stockholder of WTOB; Secretary-Treasurer John G. Johnson (7.5%), general manager and 30% stockholder of WTOB; Assistant Secretary Archibald Craige (11.25%), attorney and

20% stockholder of WTOB; Earl F. Slick (25%), oil producer; Albert Butler (18.75%), president and 25% owner of Arista Mills (textiles); Jonas S. Rice (12.5%), president and 50% owner of Dr. Pepper Bottling Co., Winston-Salem, and Thomas B. Rice (12.5%), vice president and 50% owner of Dr. Pepper Bottling Co., Winston-Salem. Applicant also seeks new TV stations in Durham, N. C. (see above), and Richmond, Va. (see below). City priority status: Gr. B-3, No. 175.

† **TOLEDO, Ohio**—Crosley Bestg. Corp., vhf Ch. 11 (198-204 mc); ERP 316 kw visual, 158 kw aural; antenna height above average terrain 1,000 ft., above ground 1,032 ft. Estimated construction cost \$824,750, first year operating cost \$1,000,000, revenue \$500,000. Post office address Crosley Square, 140 West 9th St., Cincinnati 2, Ohio. Studio location to be determined. Transmitter location 600 ft. north of Starr Ave., 2,000 ft. east of Wynn Rd. Geographic coordinates 41° 38' 49" N. Lat., 83° 25' 17" W. Long. Transmitter and antenna RCA. Legal counsel Hogan & Hartson, Washington. Principals include Chairman of the Board James D. Shouse, President R. E. Dunville, Secretary R. S. Pruitt, Vice President and Treasurer K. T. Murphy, Vice President Harry M. Smith, Vice President William P. Robinson and Vice President John T. Murphy. Sole owner of 100% of stock of applicant is Avco Mfg. Corp., New York. Applicant is licensee of WLW WLWT (TV) Cincinnati, WINS New York, WLWD (TV) Dayton and WLWC (TV) Columbus, and seeks FCC approval of application for transfer of control of WLTV (TV) Atlanta, Ga., from Broadcasting Inc. [B.T. Jan. 5, Dec. 15, 1952]. City priority status: Gr. B-4, No. 192.

**OGDEN, Utah**—United Bestg. Co. (KVOG), vhf Ch. 9 (186-192 mc); ERP 2.46 kw visual, 1.23 kw aural; antenna height above average terrain 302 ft., above ground 440 ft. Estimated construction cost \$105,600, first year operating cost \$87,000, revenue \$100,000. Post office address P. O. Box 325, or 1538 Gibson Ave. Studio and transmitter location 1538 Gibson Ave., 0.7 mi. east of KOPP transmitter and tower, 2 mi. SE of U. S. Supply Depot, smokestacks, 2 mi. west of 9,000 ft. mountains, at site of KVOG (AM), transmitter and tower. Geographic coordinates 41° 14' 18" N. Lat., 110° 58' 34" W. Long. Transmitter DuMont, antenna RCA. Consulting engineer Stanley Benson, Salt Lake City. Principals include President Arch G. Webb (49.9%), LaReta C. Madsen (24.1%), and Clifford E. Peterson and Ortel Peterson (together holding 18%). City priority status: Gr. B-5, No. 203.

**SALT LAKE CITY, Utah**—TV Corp. of Utah, vhf Ch. 2 (54-60 mc); ERP 27.6 kw visual, 13.8 kw aural; antenna height above average terrain 4,261 ft., above ground 201 ft. Estimated construction cost \$382,053, first year operating cost \$569,760, revenue \$660,000. Post office address 1017 Kearns Bldg., 136 South Main St., Salt Lake City, Utah. Studio location rear of 133 South State St. Transmitter location 5 mi. SW of Garfield, Utah, atop Coon Peak, 500 ft. north of KSL-TV antenna tower. Geographic coordinates 40° 39' 40" N. Lat., 112° 12' 05" W. Long. Transmitter and antenna RCA. Legal counsel Haley & Doty, Washington. Consulting engineer Kear & Kennedy, Washington. Principals include President Thomas F. Kearns Jr. (votes Tribune stock), vice president of Salt Lake Tribune Publishing Co.; Vice President John J. Brophy, and Secretary-Treasurer J. W. Gallivan. The Salt Lake Tribune Publishing Co. owns 100% of stock of applicant. City priority status: Gr. B-5, No. 211.

† **SALT LAKE CITY, Utah**—Utah Bestg. & Television Corp. (KUTA), vhf Ch. 2 (54-60 mc); ERP 39.9 kw visual, 19.95 kw aural; antenna height above average terrain 3,420 ft., above ground 149 ft. Estimated construction cost \$366,408, first year operating cost \$555,466, revenue \$650,000. Post office address 29 South State St., Salt Lake City 1, Utah. Studio location 29 South State St. Transmitter location 5 mi. SW of Garfield, Utah, atop Coon Peak, in same general area as KSL-TV transmitter and antenna location. Geographic coordinates 40° 39' 40" N. Lat., 112° 12' 05" W. Long. Transmitter and antenna RCA. Legal counsel John H. Midlen, Washington. Consulting engineer Grant R. Wrathall, Aptos, Calif. Principals include President Frank Carman (50%), general manager and 25% owner of KUTA, 25% owner of KGBM Boise, Idaho, 12.5% owner of KLIH Twin Falls, Idaho, 12.5% owner of KIFI Idaho Falls, Idaho, 12.5% owner of KWIK Pocatello, Idaho, and 16.75% owner of KOPR Butte, Mont., and Vice



President and Treasurer Grant R. Wrathall (50%), partner in McNary & Wrathall Consulting Engineers, Washington, 25% owner of KUTV (FM) Salt Lake City, Utah, 25% owner of KGEM, 12.5% owner of KLIX, KWIK and KIFI, 16.75% owner of KOPR, 100% owner of KPOO San Francisco, Calif., and 29.8% owner of KULE Ephrata, Wash. City priority status: Gr. B-5, No. 211.

**RICHMOND, Va.** — Winston-Salem Bestg. Co., uhf Ch. 29 (560-566 mc); ERP 17.2 kw visual, 9.25 kw aural; antenna height above average terrain 544 ft., above ground 546 ft. Estimated construction cost \$153,954, first year operating cost \$180,000, revenue \$180,000. Post office address 826½ West Fourth St., Winston-Salem, N. C. Studio location to be determined. Transmitter location 1.6 mi. from Richmond City Limits on Midlothian Turnpike. Geographic coordinates 37° 30' 16" N. Lat., 77° 30' 39" W. Long. Transmitter and antenna RCA. Legal counsel Krieger & Jorgensen, Washington. Consulting engineer William E. Bennis Jr., Washington. Principals include President **James W. Coan** (7.5%), president and 30% stockholder of WTOB Winston-Salem, N. C.; Vice President **Robert W. Brawley** (5%), attorney and 20% stockholder of WTOB; Secretary-Treasurer **John G. Johnson** (7.5%), general manager and 30% stockholder of WTOB; Assistant Secretary **Archibald Craige** (11.25%), attorney and 20% stockholder of WTOB; **Earl F. Slick** (25%), oil producer; **Albert Butler** (18.75%), president and 25% owner of Arista Mills (textiles); **Jonas S. Rich** (12.5%), president and 50% owner of Dr. Pepper Bottling Co., Winston-Salem, and **Thomas B. Rich** (12.5%), vice president and 50% owner of Dr. Pepper Bottling Co., Winston-Salem. Applicant also seeks new TV stations in Durham, N. C., and Winston-Salem, N. C. (see above). City priority status: Gr. B-4, No. 195.

## TV SETS UP 38%

In 7th FR District

SURVEY of the Seventh Federal Reserve District by the Federal Reserve Bank of Chicago indicates a jump of 38% in TV set installations as of Nov. 1, 1952, over those as of the same date a year before. Seventh district includes Iowa and most of Illinois, Indiana, Michigan and Wisconsin.

The 34% district increase compares with a 31% increase for the nation.

## Free Inaugural Music

**JAMES C. PETRILLO**, president of the American Federation of Musicians, said in Chicago last week that music will be provided free by band and orchestra members performing during Gen. Dwight Eisenhower's Jan. 20 Inauguration. Mr. Petrillo said music was supplied without charge by the union at inauguration ceremonies of Franklin Delano Roosevelt, and that he was happy to make the same offer to the Republican winner.

## Alexander Film Meet

DISCUSSION meetings planning for increased sales activity occupied the greatest part of the Alexander Film Co.'s 1953 sales convention last Monday through Friday at Colorado Springs, Col. Field officials and salesmen at the convention took up as a major topic the firm's advancement and development in production and sale of television film commercials.

## EDUCATIONAL TV

More Outlets in Calif.

URGING California's legislature to adopt legislation and appropriate money to insure adequate statewide educational television, the State Board of Education recommended that at least four additional video channels be procured.

This action, adopted Jan. 2, follows a pattern set at Gov. Earl Warren's Conference on Educational Television held at Sacramento last month [B•T, Dec. 22, 1952] and attended by more than 2,000 leaders in education, business, agriculture, labor and television.

The board, acting unanimously on a resolution backing the TV educational plan, authorized Roy E. Simpson, Superintendent of Public Instruction, to take steps to secure the four channels and "more if they are required." It further urged "full and complete" utilization of the present eight channels allocated by the FCC.

The resolution also suggested



INP Assistant General Manager Bauer examines newscast pictures being received by facsimile.

that because of limited time before FCC's June 2 deadline to utilize channels set aside, an extension be requested. At present, one non-commercial TV educational station is under construction in Los Angeles.

## HILL BAN EASING

FOR the first time in 10 months, TV covered a House committee hearing last week. Two newsreel companies "shot" the hearings on air crashes held by the House Armed Services Committee. The films were aired on TV.

A roundup of some House committee chairmen indicated that the concurrence of Speaker Joseph W. Martin (R-Mass.) to permitting committees to make up their own minds was having its effect.

Last February, then Speaker Sam Rayburn (D-Tex.) banned radio mikes and TV cameras as well as newsreels and tape recorders from House committee hearings.

Although Speaker Martin's announcement reversed Speaker Rayburn's decision, Rep. Patrick J. Hillings (R-Calif.) submitted a resolution (H Res 21) which would authorize each committee to judge for itself whether the broadcast media should be permitted to cover its sessions.

Mr. Hillings resolution, in the form of an addition of a new rule to the House's regulations, reads:

All hearings conducted by committees or their subcommittees may be broadcast by radio or television or the proceedings may be reproduced by recording or photography if so authorized by a majority of said committee or subcommittee. Such broadcast, photography, or recording shall be subject to such conditions as the committee or subcommittee by majority vote may prescribe.

Already announced as favoring radio or TV coverage, to some degree, are such House committee chairmen as the following:

Rep. Harold H. Velde (R-Ill.), Un-American Activities, who said he would permit some radio and TV participation with other news media to help "educate" the public. He also expressed the belief that the broadcast of some of his committee's hearings would "enhance" the Un-American Activities Com-

## Decision Left To Committees

mittee's prestige by showing the public that its hearings were conducted fairly.

Rep. Kenneth B. Keating (R-N.Y.), subcommittee investigating Justice Department, who said he thought radio and TV coverage would be proper for subjects of "general public interest."

Rep. Robert W. Kean (R-N. J.), subcommittee investigating income tax scandals, who said, "I don't object to tape recordings for radio broadcasting and I have no objection to television, provided it can be done without bright lights. Bright lights tend to make a show of the thing and destroy the dignity of Congress."

### Adverse Comment

Not enthusiastic was Rep. Samuel K. McConnell Jr. (R-Pa.), Labor Committee. He thought witnesses tended to concentrate on "mugging in front of the cameras" instead of on testimony.

The Senate has always permitted its committees to decide for themselves whether their hearings should be broadcast or televised. Not long ago, Sen. Joseph R. McCarthy (R-Wis.) said he favored radio-TV coverage of the investigations subcommittee of the Government Operations Committee.

In the last session of Congress, Sen. Pat McCarran (D-Nev.), then chairman of the Senate Judiciary Committee, offered a resolution (S Res 319) to bar the broadcasting services from Senate committee hearings. It was never taken up by the Rules Committee and died with the adjournment of the 82d Congress.

## 'TODAY' FACSIMILE

NBC-TV Begins Use

USE of facsimile to speed delivery of newscast pictures for telecast was to begin this morning (Monday), with presentation by the NBC-TV program *Today* of spot news photos received in the studio from International News Photos via facsimile equipment developed by Hogan Labs.

Agreement between INP and NBC for the facsimile transmission service of still photos for *Today* and NBC's other TV news programs was announced Thursday by Seymour Berkson, general manager of INS and INP, who termed the service "a new milestone in the adaptation of modern electronic devices to TV showmanship, designed to add further dramatic visual impact to TV news presentations."

The NBC facsimile service may well be the forerunner of the adoption of facsimile as a means of serving TV stations and networks on a national scale, replacing INP's present leased picture wire service, according to Charles Bauer, assistant general manager of INP. If development and production of the necessary equipment proceeds on schedule, this service should be ready to go in about a year, he said.

### Speed Factor Cited

Speed is perhaps the foremost advantage of the facsimile service, Mr. Bauer said, pointing out that a picture taken with a polaroid camera delivers a positive print in about a minute. This print can be sent on a leased line to the nearest INP regional headquarters office for immediate distribution to INP's TV clients. Each station news editor can make an immediate decision as to whether he wants to use the picture, without need for preliminary processing such as is required by the standard process of sending photos by wire.

Other advantages are that the facsimile receiver does not require continual monitoring, that the dull surface of finished prints is ideal for telecasting without the reflections inherent in glossy prints and that facsimile permits the transmission of captions and other news copy along with the pictures and not by separate wire as is done currently. Mr. Bauer believes that eventually TV stations will get their full national service news as well as picture service by facsimile, which has the added virtue of reproducing copy exactly as sent.

Mr. Berkson also reported an expansion in INP's TV news service. Effective Jan. 5, the New York TV news desk went on a 24-hour basis, under the direction of Fred Methot. With this arrangement, INP is able to provide background pictures and information on important persons and events as well as the usual spot news coverage, Mr. Methot explained. His staff now can suggest feature stories and treatment to TV stations and develop them if desired, he said.



# NCAA Unbending in TV Policy

(Continued from page 55)

stated, "but colleges facing TV competition remained 16% below their average pre-television 1947-48 base, while colleges which were not exposed to television competition drew 10% larger audiences than they did in 1947-48.

"It is extremely significant that under the continued NCAA program of limited football telecasts, colleges with TV competition were generally able to maintain their 1951 levels of paid admissions, despite a 40% increase in TV set ownership, and the extension of network television of football games to many areas in the south, southwest and mountain states which were not affected by TV competition in 1951." Colleges in TV areas held their 1951 levels but failed to share in gains recorded where TV was not a factor, it was stated.

The report quoted Nielsen data showing an average rating (% of sets tuned to NCAA program) of 38.2 for the season. Top figure was 50.4 for the UCLA-USC game. Average share - of - audience was 67.1% for 11 games.

## Hall Reviews Report

NCAA's Thursday afternoon roundtable was opened by Robert A. Hall, of Yale, chairman of the TV Committee. As chairman he reviewed the committee's report and its effort to meet a difficult situation. He cited General Motors research showing that 96.9% of those who expressed views on the 1952 TV schedule were pleased. A new TV committee will be named, he said, and it will soon start hearings. The final plan, due perhaps in the late spring, is subject to approval by a two-thirds referendum.

As he concluded a eulogy of NCAA's democratic processes, Ralph Furey, of the NCAA Eastern Conference, denounced DuMont Network for "lobbying" and flooding the convention with "propaganda." He claimed the DuMont information, quoting a large number of sports writers in opposition to NCAA's plan, was "not factual."

Francis Murray, U. of Pennsylvania athletic director, submitted a minority report calling for freedom of choice by each college in making TV arrangements. He proposed a fund be built up from

TV revenues, with receipts apportioned among colleges suffering from telecasts and among needy students. He opposed sponsorship of football TV by alcoholic beverages or other products not deemed desirable.

Mr. Murry termed "slandorous" the charge that colleges would be "tempted" to get TV revenues. The problem is "control of proselyting, not television," he claimed. He listed figures contesting the National Opinion Research Center's survey data on TV's impact, criticizing use of 1947-48 as base years.

Ed Krause, Notre Dame athletic director, agreed with Mr. Murray that football and TV are "good elements in American life" and called for "more rather than less football on TV." Like Mr. Murray, he charged the current NCAA policy has no regard for what the public wants to see. Both agreed the public interest should be the controlling factor.

NCAA's control is artificial, not natural, Mr. Krause said.

NCAA's controlled TV cost the university \$600,000 in 1951 and a million dollars last season, he concluded.

Bob Finnegan, ABC network, first person from the industry to speak, said ABC wanted to be put on record against the NCAA football TV policy, predicting it eventually will turn to unrestricted telecasting. "NCAA whets the appetite for football television, not football," he said.

Tom McMahon, DuMont athletic director, replying to Mr. Furey's charges that the network "propaganda" was not factual, said, "We exercised the American privilege to speak for what we believe and acted within our rights." He recalled that Dr. Allen B. DuMont had risen from a Brooklyn cellar laboratory to his present industry position because of the advantages of free competition.

## Rev. Joyce's Opinion

Paul Sheatsley, of NORC, said Mr. Murray had cited distortions of its survey data on TV's impact.

Rev. Edmund P. Joyce, vice president of Notre Dame, suggested the TV Committee had used "bad wording" in its report by charging Notre Dame and Pennsylvania had attacked motives "of their fellow members to bring discredit upon a program which had the backing of an overwhelming majority of the NCAA."

His suggestion brought Chairman Hall to the podium with a slashing attack. The chairman said the committee considered the language "a temperate statement of what had been apparent to us." Most of the "minority" speakers took their seats to the accompaniment of fast rebuttal from the chair.

Three spokesmen appeared for subscription television—Paul McNamara, Telemeter Co.; James M. Landis, spokesman for a director of Skiatron Electronics & Television Corp., developer of Sub-

scriber-Vision, and Ted Leitzell, Zenith Radio Corp., for Phonevision.

The TV committee wrapped up its views in a series of conclusions and recommendations. These were prepared for submission to the NCAA business session Friday afternoon.

TV continues a "serious threat" to college football as well as the overall athletic program because of its "damaging impact" on the gate, the committee contended in arguing for continued supervision on a national plan. It conceded, however, that such a plan should recognize regional problems.

Danger of "premium financial and publicity benefits" for a few colleges was presented as an argument against unlimited TV. Lacking a formula for national distribution of TV proceeds the committee strongly insisted on the rule allowing a college only one network appearance a season. Thus a "middle course of moderation and reasonableness was advocated."

A 600-word resolution cited the NORC studies and their showing of "a serious adverse effect" on the gate as well as the danger that a few colleges would grab TV publicity and money. It said the membership favors the one-appearance rule and claimed the 1952 plan provided a major game every Saturday, reducing but not eliminating "the adverse effect of television."

Delayed TV is gaining wide popularity, it was argued, and subscription TV "will necessarily have an important bearing on the college football situation, and, if properly supervised, can be operated to football's advantage."

National action is needed, the committee contended. As to the legal problem, the resolution stated, "NCAA fully recognizes the overriding importance of the colleges of the nation at all times being in full compliance with the laws of the land and, to that end, the NCAA has obtained the legal opinion of outstanding counsel and of law teachers that its actions have at all times been in full compliance with the laws of the land."

## NEWSPAPER POLL

### NCAA Opposition Mirrored

OVERWHELMING opposition to the National Collegiate Athletic Assn.'s 1952 "limited" college football TV plan was expressed by fans participating in the *Chicago Herald-American* poll that ended Jan. 3, it was disclosed last week.

Final results of the poll, circulated also by DuMont TV Network, an outspoken opponent of NCAA's TV program last year, showed that 6,296 (35%) favored "unlimited" TV; 5,966 (33%), small fee TV; 5,011 (28%), regional TV, and 783 (4%), "limited" TV.

NCAA's position with respect to readers' polls repeatedly has been that such inquiries mirror the preferences of sports fans while the NCAA is set up to protect the interests of its 372 member colleges.

# WITTING SCORES

## NCAA Grid TV Control

MONOPOLISTIC control of football TV by National Collegiate Athletic Assn. may lead to court action, Chris J. Witting, managing director of DuMont Television Network, predicted Thursday in calling for freedom of decision by colleges and freedom of game choice by the public.

DuMont was chastised Thursday by NCAA's top brass for "flooding" the NCAA's Washington convention with "propaganda" (see main NCAA's story page 55). The network had issued a press release quoting comments of sports writers.

NCAA's TV Committee submitted a proposed policy that would commit colleges "to another year of monopoly" through collusive action in restraint of trade, Mr. Witting claimed.

He said the TV Committee asked NCAA to pass a resolution "which, among other things, would direct member institutions not to make any commitments, arrangements or contracts for the televising of college football games until later in the year. Adoption of that portion of the resolution, we believe, would prove most embarrassing to every college president and every college trustee whose institutions happen to be members of the NCAA."

Mr. Witting contended the committee "sought to convey the impression that a 1953 TV program would be formulated by a new committee after hearing all 'interested' parties and that the new program would then be submitted to members for a vote. The fact is that the committee's recommended resolution so completely fences in the area of operation for 1953 and so commits the NCAA to another year of monopoly that the only thing left for the new committee to decide is which teams will play on the restricted schedule and who will get the money."

By holding out to NCAA members "the wholly unrealistic spectre of a possible monopoly of television networks by a few institutions," he claimed, the committee is using "fear" rather than sound judgment to attain objectives DuMont feels are illegal.

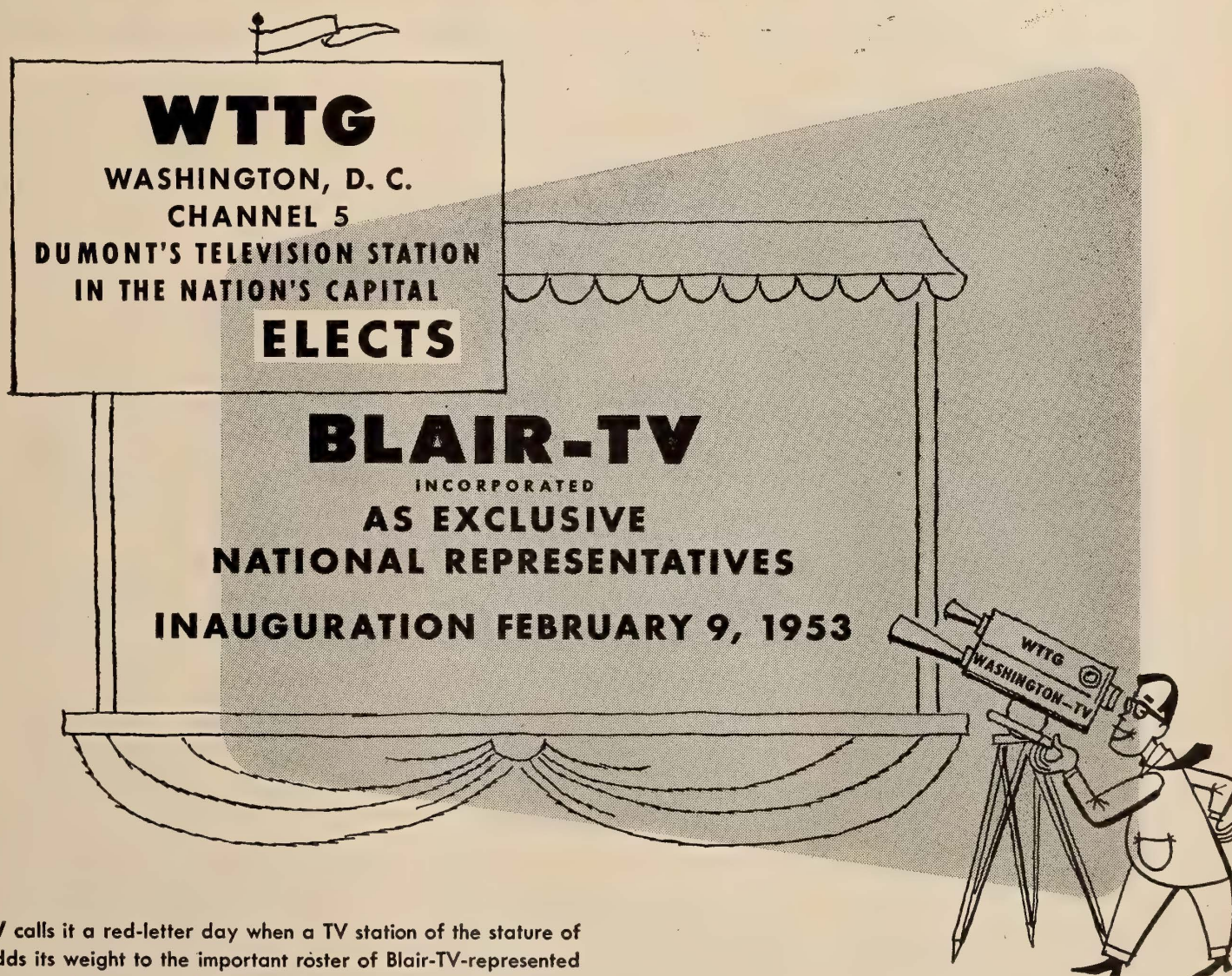
"If the NCAA persists in its efforts to thwart the public interest," Mr. Witting said, "it will be most surprising if the Dept. of Justice or an outside agency does not take the necessary court action to protect the interests of the public and those educational institutions which find themselves the victims of NCAA coercion."

## WABI-TV Names

WABI-TV Bangor, which plans to make its debut Jan. 31 on Ch. 5, last week announced appointment of the George P. Hollingbery Co. as national sales representative. Murray Carpenter is general manager of the TV station as well as its AM affiliate.



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## RELIGIOUS

Houston Council of Churches  
Houston Council of Church Women  
National Council of Catholic Women  
Catholic Youth Organization  
Daughters of the Nile  
Knights of Columbus  
B'Nai B'Rith  
Maryknoll Fathers  
Christian Endeavor Union  
The Newman Club, University of Houston  
Negro Theological Union  
American Quakers  
Galveston Catholic Churches  
Saint James Lutheran Church  
Faith Lutheran Church  
First Lutheran Church  
North Side Lutheran Church  
First Baptist Church  
Saint Luke's Methodist Church  
Heights Christian Church  
Christ Church Cathedral  
Magnolia Park Assembly of God  
Presbyterian Church of the Covenant  
West University Methodist Church  
Saint Paul Methodist Church  
First Methodist Church  
West University Baptist Church  
Temple Methodist Church  
Our Mother of Mercy Church  
Bethel Evangelical and Reformed Church  
South Park Evangelical and Reformed Church  
Christ Evangelical and Reformed Church  
First Evangelical and Reformed Church  
Temple Beth Israel  
Temple Emanu El  
Congregation Beth Yeshurun  
Congregation Beth Jacob  
Congregation Adath Emeth  
First Baptist, Pasadena  
Bethany Methodist Church  
Saint Mark's Methodist Church  
Parker Memorial Methodist Church  
Fairbanks Methodist Church  
Garden Villas Methodist Church  
Oaks Christian Church  
Garden Oaks Baptist Church  
Trinity Episcopal Church  
Saint John the Divine  
Saint Francis Episcopal Church  
Church of the Good Shepherd  
Heights Presbyterian Church  
Collins Methodist Church  
Saint Matthews Methodist Church  
Grace Methodist Church  
Annunciation Catholic Church

Saint Vincent De Paul Catholic Church  
Second Christian Church  
Park Place Baptist Church  
Evangelistic Temple Church  
Clark Memorial Methodist Church  
Shepherd Drive Methodist Church  
Saint Albans Episcopal Church  
Saint Stephen's Episcopal Church  
Parkcrest Methodist Church  
Saint Matthew's Episcopal Church  
First Evangelical Church  
Saint John's Episcopal Church  
Unitarian Church  
Holy Ghost Catholic Church  
Bering Memorial Methodist Church  
First Baptist Church, Austin  
Our Lady of Fatima Church  
Saint Michael's Episcopal Church  
Episcopal Church of the Redeemer  
Garden Villas Community Church  
Grace Lutheran Church  
"Frontiers of Faith"  
"Life is Worth Living" (Bishop Sheen)  
Missouri Synod, Lutheran Churches  
National Council of Churches  
Billy Graham Evangelistic Foundation  
The Christophers  
Bluebird Circle

## AGRICULTURAL GROUPS

Houston Chamber of Commerce Agriculture  
Department—Farm & Ranch Club  
University of Houston Agriculture Department  
Texas A & M Cooperative Extension Service  
Production Marketing Administration  
Soil Conservation Service  
American Brahman Breeders Association  
Gulf Coast Aberdeen Angus Breeders  
Association  
Hereford Breeders Association  
Public Markets  
Texas Farm Bureau Federation  
Wharton County Fair  
Trinity Valley Livestock Exposition  
Harris County Dairy Day  
Harris County Vegetable Day  
Brazoria County Fair  
Fort Bend County Fair  
Texas State Fair  
East Texas State Fair  
Southwest Texas State Fair  
Washington County Fair  
Land Grant Colleges Association  
Texas Forest Service

National Safety Council  
Department of the Treasury

## Texas Future Farmers of America

Nacodoches, Latexo, Livingston, Huntsville, Crosby, Lufkin, Alvin, Timpson, Joaquin, Needville, Lufkin (Redland), Sugarland, Kirbyville, Rosenberg, Pasadena, Angleton, Groveton, Hearn, Orchard, Crockett, Lexington, Giddings, Grapeland, Missouri City

## Future Homemakers of America

Pearland, Rosenberg, Galena Park, Cedar Bayou, South Houston, Webster, Spring Branch, Aldine, Crosby, Tomball

## Harris County 4-H Clubs

Addicks, Aldine, Alief, Baytown, Burbank, Cedar Bayou, Channelview Seniors, Channelview Juniors, County 4-H Club, Crosby, Cypress Seniors, Cypress Juniors, Fairbanks, Garden Acres, Highlands, Hockley, Tomball Seniors, Tomball Juniors, Bellaire, Webster, Humble Seniors, Humble Juniors, Katy, La Porte, Minitex, Seabrook, Alameda, Genoa, East Houston, Hahl, Klein, Galena Park, Sheldon, Spring Branch, Spring Seniors, Spring Juniors, Junior Dairy Club, Junior Rabbit Club, Junior Beef Cattle Club, Recreation Acres

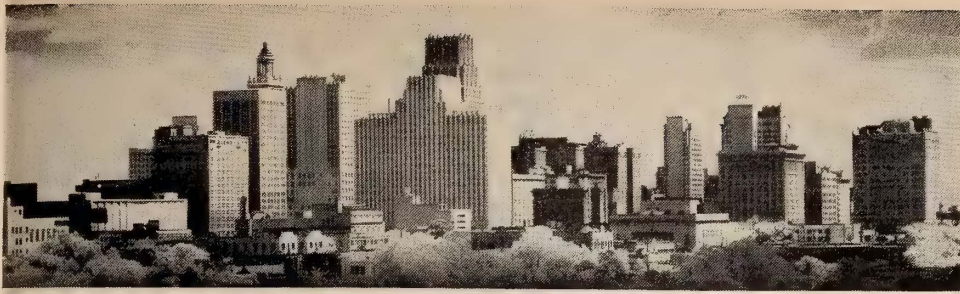
## Harris County Home Demonstration Clubs

Addicks-Barker, Aldine, Alief, Alameda, Bellaire, Berry, Bluebell, Burbank, Channelview, Crosby, Cypress, Kashmere Gardens, Katy, Minette, North Houston, Spring, Fairbanks, Friendly Acres, Garden Home Acres, Garden Villas, Sheldon, Sunnyland, Golden Vista, Highlands, Hahl, Houmont Park, Houston Gardens, Klein, La Porte, Mykawa, Orange Grove, Spring Branch

## NATIONAL ORGANIZATIONS

Young Men's Christian Association  
Young Women's Christian Association  
United States Navy  
March of Dimes  
Cerebral Palsy Foundation  
United States Air Force  
C.A.R.E.





National Fire Prevention Week  
 American Heritage Foundation  
 Oil Progress Week  
 Federal Social Security Administration  
 American Red Cross  
 Christmas Seal Campaign  
 United States Marine Corps  
 United States Defense Bonds  
 United States Immigration Service  
 United Nations  
 Organized Reserve Corps  
 Women's Air Force  
 Women's Army Corps  
 Veterans Insurance Program  
 Army Medical Corps  
 W.A.C. Recruiting  
 WAVE Recruiting  
 Army Nurse Corps  
 Hire the Handicapped Week  
 Army Nurse Recruiting  
 Civilian Nurse Recruiting  
 American Institute of Decorators  
 American Legion Baseball  
 Southern Junior AAU Olympics  
 Veterans of Foreign Wars  
 National Guard  
 United States State Department  
 Disabled American Veterans  
 Make a Toy Campaign  
 United States Post Office Department  
 American Legion  
 Leper Fund

### EDUCATIONAL

MacGregor Elementary School  
 Rusk Elementary School  
 Memorial Elementary School  
 Twenty-Third Avenue Elementary School  
 Horn Elementary School  
 Montrose Elementary School  
 Franklin Elementary School  
 Bonner Elementary School  
 Southmayd Elementary School  
 Condit Elementary School  
 Cage Elementary School  
 Travis Elementary School  
 Garden Oaks Elementary School  
 Sutton Elementary School  
 Roberts Elementary School  
 Golfcrest Elementary School  
 Lamar Elementary School  
 Ross Elementary School  
 Lantrip Elementary School  
 West University Elementary School  
 Roosevelt Elementary School  
 Lubbock Elementary School  
 Douglass Elementary School  
 Harvard Elementary School  
 Henderson Elementary School  
 Hohl Elementary School  
 Helms Elementary School

Love Elementary School  
 Oates Elementary School  
 Pugh Elementary School  
 Mark Twain Elementary School  
 Wilson Elementary School  
 Bowie Elementary School  
 Jackson Junior High School  
 Hamilton Junior High School  
 Johnston Junior High School  
 Marshall Junior High School  
 Lanier Junior High School  
 Burbank Junior High School  
 Deady Junior High School  
 Pershing Junior High School  
 Hogg Junior High School  
 Edison Junior High School  
 George Washington Junior High School  
 Reagan High School  
 Lamar High School  
 Wheatley High School  
 Sam Houston High School  
 Davis High School  
 Milby High School  
 Austin High School  
 Booker T. Washington High School  
 Yates High School  
 San Jacinto High School  
 Vocational-Technical High School  
 Allied Arts Association  
 Rice Institute  
 Incarnate Word Academy  
 Lon Morris College  
 Genoa School  
 School for Deaf Children  
 Texas Southern University  
 Wharton Junior College  
 Galena Park Junior High School  
 A & M Consolidated School  
 Alvin Junior High School  
 Sam Houston College  
 Spring Branch School  
 Child Guidance Center  
 University of Houston  
 University of Houston School of Nursing  
 Museum of Fine Arts  
 Contemporary Arts Museum  
 Houston Post Art Exhibit  
 Attic Theatre  
 Houston Youth Symphony  
 Houston Art League  
 Texas A & M College  
 Houston Public Library  
 Sacred Heart Dominican College  
 St. Agnes Academy  
 Parent-Teachers Association  
 International Education Council

### SAFETY-HEALTH

Texas Department of Public Safety  
 Houston Police Department  
 Fire Prevention Week

Harris County Sheriff's Department  
 National Safety Council  
 Junior Chamber of Commerce  
 Houston Heart Association  
 Harris County Medical Association  
 Harris County Tuberculosis Society  
 Houston Negro Hospital  
 M. D. Anderson Hospital  
 Harris County Blood Donors  
 State Health Service  
 Rabies Control  
 Cerebral Palsy Association  
 U. S. Public Health Service  
 Harris County Cancer Society  
 Methodist Hospital Dietician

### COMMUNITY ORGANIZATIONS

Bellaire Chamber of Commerce  
 Houston Junior Achievement Clubs  
 Forest Oak Civic Club  
 Alpha Kappa Alpha  
 Shamrock Charity Bowl  
 Harris County Emergency Corps  
 Harris County Fair and Rodeo  
 Omega Psi Phi  
 Beta Sigma Phi  
 Federation of Garden Clubs  
 Harris County Civil Defense  
 Starr Commonwealth Home for Boys  
 Houston Chamber of Commerce  
 United Fund  
 Houston School Board Candidates  
 Houston City Council Candidates  
 Houston Little Theatre  
 Alley Theatre  
 Civic Theatre  
 Amateur Boxing Show  
 Chi Omega Benefit  
 Houston Exchange Club  
 Children's Hospital  
 Pioneer Women  
 South Texas Beagle Club  
 South Texas Boxer Club  
 Pin Oaks Charity Horse Show  
 Four Arts Theatre  
 Houston Settlement House  
 Houston Little League Baseball  
 Houston Junior Chamber of Commerce  
 Harris County Bloodmobile  
 Sheriff's County Rodeo  
 Houston Odd Fellows  
 Street Newsboy Club  
 Wharton American Legion  
 Insurance Women's Club  
 Kiwanis Club  
 Lions Clubs  
 Galveston Junior Chamber of Commerce  
 Variety Boys' Club  
 Salesmanship Club  
 Elks Club  
 Holly Hall  
 Houston Contract Bridge Association  
 Houston Model Railroad Club  
 Houston School Bond Issue  
 Houston Garden Clubs  
 City of Houston Recreation Department  
 Houston Policemen's Benefit Fund  
 Boy Scouts of America  
 Girl Scouts of America  
 Houston Optimist Club  
 Brownies  
 Campfire Girls  
 Houston Fat Stock Show  
 Barbershop Minstrels  
 Polio Emergency Volunteers Association  
 Make a Christmas Toy Campaign  
 Arabia Temple



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## telestatus

AMERICAN Research Bureau December 1952 ratings listed *I Love Lucy* and Arthur Godfrey's *Talent Scouts* in the No. 1 and 2 spots, respectively, and ARB Director James W. Seiler said the two shows, plus *Your Show of Shows*, were among ARB's top 10 every month scheduled during 1952 except for vacation periods. December ratings, compared with those in January at beginning of 1952, follow:

Program	Rating
1 Red Skelton (NBC)	49.5
2 Talent Scouts (CBS)	47.2
3 Star Theatre (NBC)	46.2
4 Show of Shows (NBC)	44.9
5 I Love Lucy (CBS)	44.0
6 My Friend Irma (CBS)	40.5
7 Blue Ribbon Bouts (CBS)	40.3
8 Comedy Hour (NBC)	40.0
9 Cavalcade of Sports (NBC)	39.7
10 Kraft TV Theatre (NBC)	38.0

Program	Rating
1 I Love Lucy (CBS)	73.5
2 Talent Scouts (CBS)	60.4
3 Godfrey & Friends (CBS)	57.4
4 You Bet Your Life (NBC)	49.5
5 Comedy Hour (NBC)	47.0
6 Dragnet (NBC)	43.5
7 What's My Line? (CBS)	41.6
8 Television Playhouse (NBC)	41.0
9 Our Miss Brooks (CBS)	38.6
10 Show of Shows (NBC)	38.3

## 'Lucy' Leads Dec. Videodex Report

TOP 10 network television programs for December listed by Videodex Reports are as follows:

Program	No. of Cities	% of TV Homes
1 I Love Lucy (CBS)	62	59.5
2 Godfrey & Friends (CBS, 8:30 p.m.)	58	50.0
3 Godfrey's Talent Scouts (CBS) 8 p.m.)	22	46.6
4 Godfrey & Friends (CBS, 8 p.m.)	54	44.2
5 Groucho Marx (NBC)	62	43.9
6 Dragnet (NBC)	40	43.8
7 Your Show of Shows (NBC, 1st hour)	56	40.3
8 Buick Circus Hour (NBC)	48	37.5
9 Colgate Comedy Hour (NBC)	60	37.4
10 Red Skelton (NBC)	56	33.7

Program	No. of Cities	No. of TV Homes (000)
1 I Love Lucy (CBS)	62	11,667
2 Godfrey & Friends (CBS, 8:30 p.m.)	58	9,446
3 Groucho Marx (NBC)	62	8,590
4 Godfrey & Friends (CBS, 8 p.m.)	54	8,236
5 Your Show of Shows (NBC, 1st hour)	56	7,426
6 Colgate Comedy Hour (NBC)	60	7,150
7 Dragnet (NBC)	40	6,757
8 Red Skelton (NBC)	56	6,464
9 All-Star Revue (NBC)	58	6,346
10 Buick Circus Hour (NBC)	48	6,030

## November Hooperatings: 'Lucy' Led in 31 Cities

C. E. HOOPER Inc.'s "TV-Area Hooperatings" for November found

*I Love Lucy* (CBS-TV) in first place in 31 of the 40 cities covered, the Hooper firm reported last week. *Groucho Marx Show* (NBC-TV) led in four cities; *Colgate Comedy Hour* (NBC-TV) in two, and *Arthur Godfrey & Friends* (CBS-TV), *Red Skelton Program* (NBC-TV) and *What's My Line?* (CBS-TV) in one each.

## Daytime TV Habits Reported in L. A., S. F.

DAYTIME TV is heard in two-thirds of Los Angeles and San Francisco TV homes at least once, Monday through Friday, according to a report on "The Audience Potential of Daytime Television" made by ARB-Teleque for clients at year's end.

Based on an analysis of the American Research Bureau survey made in November in the two California cities, the report shows nearly half of the homes tune in every day for five days and only about one in ten tune in one day only.

One significant fact is that daytime audiences in both cities are

(Continued on page 66)

## Weekly Television Summary—January 12, 1953—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	WOI-TV	109,771	Lubbock, Tex.	KDUB-TV	12,000
Atlanta	WAGA-TV, WSB-TV, WLTW	215,000	Matamoros (Mexico), Brownsville, Tex.	XELD-TV	27,300
Atlantic City	WPFG-TV	12,200	Memphis	WMCT	168,493
Austin	KTBC-TV	434,807	Miami	WTVJ	159,700
Baltimore	WAAM, WBAL-TV, WMAR-TV	98,500	Milwaukee	WTMJ-TV	386,021
Binghamton	WNBK-TV	122,000	Minn.-St. Paul	KSTP-TV, WCCO-TV	329,200
Birmingham	WAFL-TV, WBRC-TV	194,050	Nashville	WSM-TV	90,388
Bloomington	WTTV	986,567	New Haven	WNHC-TV	340,000
Boston	WBZ-TV, WNAC-TV	315,738	New Orleans	WDSU-TV	133,213
Buffalo	WBNK-TV	280,499	New York	WABD, WCBS-TV, WJZ-TV, WNBT	3,059,400
Charlotte	WBKB, WENR-TV, WGN-TV, WNBK	1,290,287	Newark	WOR-TV, WPIX, WATV	147,437
Chicago	WCPO-TV, WKRC-TV, WLWT	391,000	Norfolk	Portsmouth-Newport News	179,739
Cincinnati	WEWS, WNBK, WXEL	694,280	Oklahoma City	WTAR-TV	154,876
Cleveland	KKTV	268,000	Omaha	WKY-TV	112,585
Colorado	WBNS-TV, WLWC, WTVN	196,985	Philadelphia	KMTV, WOW-TV	67,400
Spring	KKTV	156,000	Phoenix	WCAU-TV, WFIL-TV, WPTZ	535,000
Columbus	WBNS-TV, WLWC, WTVN	196,985	Pittsburgh	KPHO-TV	30,734
Dallas	KRLD-TV, WFAA-TV, WBAP-TV	156,000	Portland, Ore.	WDTV	248,000
Davenport	WOC-TV	264,000	Providence	KPTV	145,954
Dayton	Quad Cities Include Davenport, Moline, Rock Isl., E. Moline	78,198	Richmond	WJAR-TV	30,700
Denver	WHIO-TV, WLWD	817,000	Rochester	WTVR	164,000
Detroit	KFEL-TV, KBTW	175,550	Rock Island	WSLS-TV	156,000
El Paso	WJBK-TV, WWJ-TV, WXYZ-TV	196,985	Quad Cities Include Davenport, Moline, Rock Isl., E. Moline	WHAM-TV	96,750
Erie	KROD-TV	223,961	Salt Lake City	WHBF-TV	117,203
Ft. Worth	WICU	141,215	San Antonio	KDYL-TV, KSL-TV	158,050
Dallas	WBAP-TV, KRLD-TV, WFAA-TV	5,750	San Diego	KEYL, WOAI-TV	494,000
Grand Rapids	WOOD-TV	211,500	San Francisco	KFMB-TV	244,300
Greensboro	KGMB-TV, KOMA	127,904	Schenectady-Albany-Troy	KING-TV	211,900
Honolulu	KPRC-TV	292,000	Seattle	KHQ-TV	468,000
Houston	WSAZ-TV	88,900	St. Louis	KSD-TV	202,556
Huntington-Charleston	WFBM-TV	534,982	Syracuse	WHEN, WSYR-TV	209,000
Indianapolis	WMBR-TV	241,832	Toledo	WSPD-TV	134,275
Jacksonville	WJAC-TV	253,253	Tulsa	KOTV	83,000
Johnstown	WKZO-TV	177,313	Utica-Rome	WKTV	418,147
Kalamazoo	WDAF-TV	123,000	Washington	WMAL-TV, WNBW, WTOP-TV, WTTG	126,281
Kansas City	WGAL-TV	1,457,058	Wilmington	WDEL-TV	
Lancaster	WJIM-TV				
Lansing	KECA-TV, KHJ-TV, KLAC-TV, KNBH				
Los Angeles	KTIA, KNXT, KTTV				

Total Stations on Air 125\*

\* Includes XELD-TV Matamoros, Mexico

Total Markets on Air 74\*

Total Sets in Use: 20,131,773

Editor's Note: Totals for each market represent estimated sets with in 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.

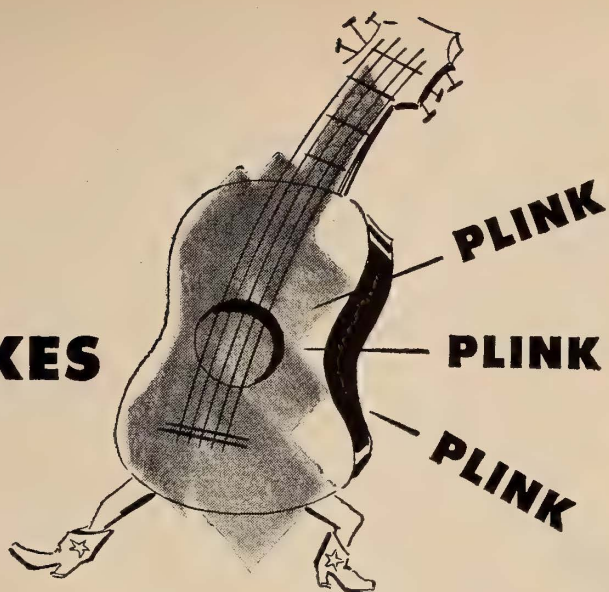


'Lucy' in Front  
of Rating Parade

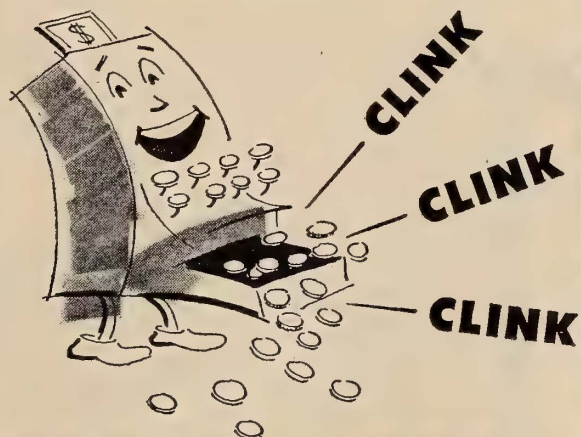
(Report 250)



**IT TAKES**



**TO GET**



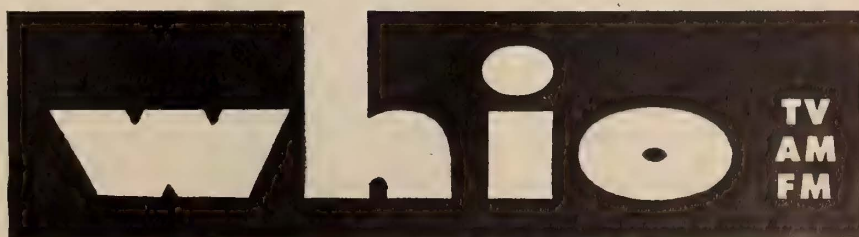
# AND **WHIO-TV** HAS IT FOR YOU!



Here are the salesmen who have what it takes to move your product here in the Dayton market—where the pay check ranks up with the nation's highest, and that ever-lovin' folk music keeps it circulating.

You won't find a higher-powered sales force anywhere than our star-studded roundup of Ernie Lee, Kenny Roberts, and the Trail Hands. See National Representative George P. Hollingbery for market data, ratings and availabilities.

**DAYTON, OHIO •**





## Telestatus

(Continued from page 64)

alike in two basic respects: (1) The number of homes tuning to daytime video during the week and (2) the regularity with which these homes view.

The report shows nearly all viewing of daytime television is during the afternoon with only about four in ten homes viewing during the morning. In both cities homes tun-

ing to daytime TV averaged about 6.9 hours viewing during the week.

\* \* \*

### 12 Million Viewers Saw 'Birth'—ARB

TELEvised birth of a baby last month on NBC-TV's *March of Medicine* was seen by nearly 12

million viewers in over 5 million homes in 37 cities, according to American Research Bureau figures released by Director James W. Seiler.

ARB estimates some 11,592,000 viewers, with nearly 35% of sets in various areas tuned to the program. The audience breakdown was 38% men, 51% women and 10% children. Program was telecast Dec. 2 as part of the regular twice-weekly series sponsored by Smith, Kline & French Labs.

\* \* \*

### Chicago Leads L. A. In Live Originations

CHICAGO has moved into second place, ahead of Los Angeles, as origination point for live network television programs, according to Ross Reports on Television published today (Monday).

The research firm issues a monthly index of network TV program originations based on a single week's sampling. Current figures are based on advance network schedules for the week of Jan. 11-17.

New York outdistances all cities with 135¼ hours of live and film programming (122¼ live) set for the sampling period. Chicago has scheduled 18 hours (17 live) and Los Angeles 19 hours (11 live).

Other city totals are: Washington, 6¼ hours (6¼ live); Philadelphia, 7 hours (4¼ live); Cincinnati, 5 hours (5 live); St. Louis, ¾ hour (¾ live), and Baltimore and Pittsburgh, ½ hour each, both live.

Survey of network TV programming by Ross Reports indicates that during the Jan. 11-17 index week, NBC will lead all networks in program service to affiliates with 69½ hours of programming (56½ hours live). CBS-TV will transmit 61¼ hours (53¼ live); DuMont, 32¼ hours (31¼ live), and ABC, 28¼ hours (16½ live).

The firm said that all approximations are based on advance schedules and do not reflect last minute programming revisions.

\* \* \*

### Golf Coverage Technique Devised at KECA-TV

DEvised to augment TV coverage of golf tournaments is new technique by Stuart Woodman Phelps, director with KECA-TV Los Angeles, whereby all the strategic golf plays are brought into focus in one picture. It was premiered on the telecast of the 27th annual L. A. Open Golf Tournament, Jan. 5-6. Cables in double the normal amount were laid underground to connect audio and video channels. Four cameras were utilized. Mr. Phelps directed from a special master control headquarters on the links.

## 'SHOW BUSINESS'

Kaufman Back by Demand

PLAYWRIGHT George S. Kaufman, dropped from the regular panel of American Tobacco Co.'s *This Is Show Business* because of protests against a remark he made on the Dec. 21 program, will return to the show—by popular demand—when the show becomes a sustainer Jan. 24.

The number of protests against the dropping of Mr. Kaufman was reported by CBS-TV spokesmen as having greatly exceeded the number of protests (about 500) against the remark he made.

The original protests were directed against Mr. Kaufman's observation, on the pre-Christmas program, that they should "make this one program on which no one sings 'Silent Night.'" Complaints were based on interpretations of the remark as being "anti-religious" and in "bad taste."

Among the protests that broke with disclosure that Mr. Kaufman had been dropped was one lodged by the Rev. Dr. Truman B. Douglass, chairman of the Broadcasting and Film Commission of the National Council of Churches, who wrote CBS Board Chairman William S. Paley that Mr. Kaufman's remark was "more expressive of religious sensitiveness than of any spirit of derision."

Dr. Douglass said, "The real sacrilege is the merciless repetition of 'Silent Night' and similar Christian hymns by crooners, hillbillies, dance bands and other musical barbarians."

He also objected to the dropping of Mr. Kaufman on protests from a minority of the audience: "It would seem to me," he said, "that before CBS accepted these self-appointed defenders of sanctity as ultimate arbiters of good taste in the realm of religion some attempt might have been made to obtain the opinion of responsible representatives of religious bodies."

Mr. Kaufman himself had said that his "was not wittingly an anti-religious remark. I was merely speaking out against the use and over-use of this Christmas carol in connection with the sale of commercial products."

American Tobacco Co.'s decision to replace the show, which alternates the 7-7:30 p.m. Sunday spot with the Jack Benny program, was reached before Mr. Kaufman made the quip that set off the furor. Effective Jan. 24, the program will be seen Saturday, 9-9:30 p.m., with Mr. Kaufman, Clifton Fadiman and Sam Levenson among the regulars.

### Consolidated Sales

COMPLETION of 28 new sales in the past two weeks by Consolidated Television Sales, filmed TV distribution firm, was announced today (Monday) by Peter M. Robeck, general manager.

# they came! they saw! they BOUGHT!

*Light Advertising* 510 N. THIRD ST., COLUMBUS 16, OHIO  
APRIL 1951

WBNS-TV  
33 North High Street  
Columbus 16, Ohio

Attention: Mr. Robert Thomas, Sales Manager

Gentlemen:

The KoolVent Mystery Theater which is being sponsored by our client, The KoolVent Aluminum Awning Company of Columbus, has definitely been a great success from the sales point of view. In fact, Mr. Zajicek of KoolVent tells me that the program has increased their sales two and a half times!


But while we're passing along this good news from the client to you we'd like to add our own comment on the far above average cooperation we have received from your studio personnel in handling the show.

The construction of the set for the show had us worried from the start, since we wanted to use a large patio-type aluminum awning, plus some regular window awnings. But the final result which your prop man achieved was a masterpiece which even exceeded our hopes. And as the show progresses we have found that every WBNS-TV man working with us on the show does his job willingly and effectively.


It has certainly made our job easier to work with sales and studio people who are always interested in achieving the best possible results for the client.

Cordially,  
*William W. Light*  
William W. Light  
Vice-President

WWK:pc



**you can see the  
difference on WBNS-TV**



## wbns-tv

COLUMBUS, OHIO  
CHANNEL 10

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

**WBNS-TV's production facilities, available to all advertisers, were used to design this realistic KoolVent set... an important factor in the convincing commercial viewed weekly by the large audience drawn to Mystery Theatre, Saturdays at 11 P.M.**



# CROSLEY TV DIV.

## 11-Month Report Issued

GROSS SALES for the three-station television division of Crosley Broadcasting Corp. for the 11-month fiscal period ending Oct. 31, 1952, totaled in excess of \$4.4 million—topping the \$3 million gross of Crosley's WLW Cincinnati and \$730,000 gross for WINS New York during the same period.

Financial details of the Crosley operations were disclosed in the formal application reported filed with FCC last week for consent to purchase WLTV(TV) Atlanta for \$1.5 million from 25 prominent local citizens [B•T, Dec. 15, 1952].

Concurrently, Crosley tendered to the Commission its amended new-station applications for vhf Ch. 11 at Toledo and vhf Ch. 8 at Indianapolis. The Avco Corp. subsidiary had applications pending in those cities prior to the lifting of the freeze last spring.

Crosley's present TV outlets include WLWT (TV) Cincinnati, WLWC (TV) Columbus and WLWD (TV) Dayton, all Ohio. In addition to these and its 50-kw clear channel WLW and 50-kw independent WINS, Crosley operates several international short-wave stations which are a part of the Voice of America.

Since FCC rules prohibit a single licensee from controlling more than five TV stations, Crosley would be faced with giving up the alternate bid should either of the Toledo or Indianapolis applications be approved and the WLTV transfer consummated after Commission consent.

### Last 'Pre-Freeze' Station

The last of the "pre-freeze" and the 108th station to commence operation, WLTV has been on the air since Oct. 1, 1951. In its 13th month of operation, WLTV reported it had gone into the black [B•T, Nov. 17, 1952].

The 25 local citizens comprising Broadcasting Inc., the WLTV licensee, had acquired the station for \$525,000 from the Atlanta *Journal and Constitution*, licensee of WSB-TV Atlanta. Third operating Atlanta station is WAGA-TV, owned by Storer Broadcasting Co.

WLTV, an ABC affiliate, is assigned Ch. 8.

Final negotiations for the sale were handled by James D. Shouse, chairman of the board of Crosley and vice president of Avco, and William T. Lane, WLTV general manager, who is expected to continue in his present post.

Avco already has a business interest in the South through its appliance manufacturing plant at Nashville.

The Broadcasting Inc. stockholders who would sell their holdings to Crosley, in addition to General Manager Lane, include President Walter C. Sturdivant, owner of Montgomery Knitting Mills of Summerville, Ga., Clement C. Evans, Alfred Kennedy Jr., Harris Robertson and Arthur Montgomery.

WLTV's financial statement, dated Nov. 30, 1952, and submitted with the transfer application, reported a net loss from opera-

tions for 1952 in the amount of \$126,995.05. No monthly breakdown of finances was given.

Current assets reported were \$156,434.48 and fixed assets \$635,519.12. Of the latter, land totaled \$48,604.31, machinery and equipment \$429,905.26 (depreciated value), studio and technical equipment \$136,517.25 (depreciated value). With deferred charges of \$6,602.14, total assets came to \$798,555.74.

The report gave current liabilities of \$37,806.06 and long term indebtedness of \$150,000, latter due Trust Co. of Georgia. Total of \$360,000 in preferred stock and

common stock of \$504,100 issued.

The application showed that in 1951 WLTV was operating 53.5 hours weekly and in 1952, 63.9 hours per week.

Commercial programs totaled 39.1% of the time, with network commercial 22.5%.

Financial statement for Crosley Broadcasting Corp., included with the WLTV transfer application, showed gross sales of \$8,492,324.63 for the 11 month fiscal period ending Oct. 31, 1952. With deduction of \$149,345.56 as rebate provision, net sales totaled \$8,342,979.07.

For the period, the report showed gross sales for the WLW division totaled \$3,052,156.48; WINS division, \$733,879.49; inter-company sales of talent, \$42,890.69, and inter-company sales of

time, \$227,384.69. Gross sales for the TV unit totaled \$4,436,013.28.

Profit after provision for federal income taxes was reported as \$800,956.36, or 9.6% of net sales.

The report listed operating expenses of \$5,132,868.70 for this period, plus general and administrative expenses of \$1,417,055.16.

The Crosley balance sheet showed an earned surplus balance as of Nov. 30, 1951, of \$2,455,779.17, which was adjusted to \$2,756,735.53 following addition of the current net profit and deduction of \$500,000 paid in dividends.

The balance sheet disclosed total assets of \$5,895,483.44, comprised of the following: current assets, \$2,886,252.06; investments, \$183,685; fixed assets, \$1,797,302.63; goodwill (WINS), \$867,847; deferred charges, \$160,396.75.

Current liabilities were listed at \$1,587,671.44, including \$1,282,079.90 for taxes. Stock outstanding was given at \$1,450,000.

## Harrington, Richter & Parsons, Inc.

*The only exclusive TV Station Representative*

New York

Chicago

San Francisco

### WLTV Atlanta

*owned by Broadcasting, Inc.*

### WAAM Baltimore

*owned by WAAM, Inc.*

### WBEN-TV Buffalo

*owned by Buffalo Evening News*

### WFMY-TV Greensboro

*owned by Greensboro News and Record*

### WDAF-TV Kansas City

*owned by The Kansas City Star*

### WHAS-TV Louisville

*owned by the Courier-Journal & the Louisville Times*

### WTMJ-TV Milwaukee

*owned by the Milwaukee Journal*

### WTTG Washington

*owned by Allen B. DuMont Labs., Inc.*



Go ahead! I have my

## TELECASTING Yearbook



... you'll be the winnah in any quiz on television with your TELECASTING Yearbook in front of you.

To cash in on the jackpot of information covering commercial television, reserve your copy of the 1953 TELECASTING Yearbook right away. It's just \$11.00 for a subscription which includes the BROADCASTING Yearbook; the TELECASTING Yearbook,\* and 52 weekly issues.

\* Publication dates:

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

### BROADCASTING TELECASTING

National Press Building  
Washington 4, D. C.

Here's my order for both 1953 Yearbooks and for a subscription to BROADCASTING • TELECASTING.

☐ \$11.00 enclosed ☐ Bill me

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1953 TELECASTING Yearbook

## Tobey Asks Delay in ABC-UPT Merger

(Continued from page 23)

Sen. Tobey's proposed hearings would be the ABC-UPT merger, it was thought unlikely that the FCC Commissioners would permit themselves to be interrogated on the case. The Commission has carefully over the years refrained from discussing pending matters with Congress. Legally, it cannot go beyond the record.

But in this case Sen. Tobey's message spoke of discussing possible legislation regarding the prohibition of motion picture and TV mergers. Consequently, it was felt that the Commissioners' ideas on the merger could be presented.

Consensus in a 1948 hearing on whether a blanket rule should be promulgated by the FCC to bar applicants with histories of anti-trust violations—which bore most heavily on motion picture interests—was that no general rule should be applied, but that each case should be taken up individually. The ABC-UPT merger, with its related issues concerning Paramount Pictures' anti-trust history, was the first such case following the FCC policy decision.

Oral argument before all seven commissioners saw only the Broadcast Bureau attorneys oppose the examiner's initial decision in toto.

Hearing Division Chief Frederick W. Ford argued that the merger tended to monopoly. He declared that both radio and TV and motion pictures competed for audiences, and that in addition further conflicts might crop up if and when theatre-TV and subscription-TV come of age.

### Ford Decries 'Urgency'

Mr. Ford also decried the "urgency" of a decision immediately and declared that further delay would not be adverse to ABC's future.

To the argument that ABC and UPT would continue as separate entities, Mr. Ford quoted from the 1941 FCC Report on Chain Broadcasting that "two arms of a company cannot compete. . . ." This was in reference to the Blue and Red Networks of NBC. ABC is the successor to the Blue Network, which the FCC forced NBC to relinquish in 1943. It was sold to Mr. Noble for \$8 million.

FCC attorney Max Paglin argued that the transfers of the radio-TV properties from the old Paramount Pictures to the new producing company was a voluntary action and required prior FCC approval. The applications were filed a few days before the new companies came into existence in January 1950, and were tagged as involuntary transfers. Paramount contended that the 1949 Consent Decree forced it to divide itself into producing and theatre-owning companies and thus was an involuntary action. Involuntary transfers do not require prior FCC approval.

FCC attorney James Juntilla argued that Paramount controlled

Allen B. DuMont Labs. by virtue of 25% ownership of DuMont stock.

DuMont is actually and practically controlled by Dr. DuMont, attorney William A. Roberts emphasized in his presentation on the control issue. He cited various instances where the DuMont interests had acted counter to the Paramount directors' wishes. He stressed that Dr. DuMont and his associates actually run the company, that the Paramount directors—they occupy three out of the eight board memberships and represent the Class B stock wholly owned by Paramount—represent an investor's interest rather than an operating interest.

In answer to questions from FCC commissioners, Mr. Roberts acknowledged that Delaware law (DuMont is a Delaware corporation) provided for a type of negative control, but he strongly urged the Commission to look at the actual operating history of the company which, he said, was "dominated" by Dr. DuMont and his associates.

### Roberts' Answer

In reply to Miss Hennock, Mr. Roberts said that DuMont feared that it would not be able to compete with the AB-PT company because of its size and its purchasing power in the film, talent and story fields.

However, he acknowledged that DuMont would not feel too badly about the merger if it were permitted to expand its TV station ownership from its present three to the FCC's limit of five. He suggested, however, that the Commission include conditions in its approval of the merger. The conditions, he explained, would inhibit the new company from exercising domination by virtue of its size and relationship to motion picture producers.

DuMont TV Network accounted for about 15% of the estimated \$75 million gross of Allen B. DuMont Labs., Mr. Roberts revealed.

It was at this point that Miss Hennock suggested that with TV's economic conditions improved since the ABC-UPT merger was completed, it was no longer necessary to speed final Commission decision on the matter. The FCC had been urged to hasten its final decision, not only by ABC which was feeling the pinch of declining business early in 1952, but also by its affiliates.

Paramount Pictures attorney Paul A. Porter stressed that Paramount's interest in DuMont was that of an investor. He disclosed that Paramount's 25% holdings in DuMont were about 20-25% of Paramount's net assets. This accounted for the calibre of the Paramount directors on the DuMont board (Barney Balaban, Paul Raibourn and Edwin Weisl), he told Miss Hennock in answer to her interrogation.

In answer to another question

from Miss Hennock, Mr. Porter said that the subject of DuMont opposition to the ABC-UPT merger had never been taken up by the DuMont board. This was, he said, an indication of Dr. DuMont's control of his company.

History of Paramount Pictures' involvement in anti-trust litigation was traced by Mr. Porter. He stressed that no anti-trust actions had been brought against Paramount since the Consent Decree and the formation of the new Paramount Pictures Corp.

Answering the Broadcast Bureau and DuMont charges that the merged ABC-UPT company would restrain TV in favor of its exhibition business, UPT attorney Duke Patrick stated that such a charge was false. In the first place the merged company would be cutting its own throat, he said. In the second place, there still would be competition from other TV networks—NBC, CBS and DuMont, he declared.

The fact that one of the companies involved in the merger was a motion picture company gave the Commission no right to discriminate against it, Mr. Patrick averred. He cited the history of

## MERGER FACTS

### Background of Case

ALTHOUGH the most significant part of the many-sided Paramount case is the ABC-United Paramount Theatres Inc. merger, in reality it involves also (1) the qualifications of Paramount Pictures Corp. and of UPT to hold licenses, (2) the renewals and licenses of KTLA (TV) Los Angeles, WBKB (TV) Chicago and WSMB-AM-FM New Orleans, (3) the transfer of ownership of those three properties from old Paramount Pictures Inc. to the new producing company for KTLA and to UPT for WBKB and WSMB, (4) whether Paramount Pictures controls Allen B. DuMont Labs. through 25% ownership of DuMont stock, (5) the licenses and renewals of DuMont-owned WABD (TV) New York, WTTG (TV) Washington and WDTV (TV) Pittsburgh, and (6) the sale of WBKB to CBS for \$6 million after approval of the merger.

The various facets of the Paramount case were ordered to hearing by the Commission in mid-1951. One of the chief issues was the anti-trust activities of the parent Paramount company. Hearings began in January 1952 and ran for 90 hearing days to the end of August. Early in August, the FCC, in the interests of speeding up the case, instructed the examiner to delete from the record all references to anti-trust matters prior to 1948. A fully favorable initial decision was issued by the examiner last November [B•T, Nov. 17, 1952]. The oral argument last week by the FCC *en banc* was ordered after the Broadcast Bureau and DuMont filed exceptions to the examiner's proposals.



the newspaper anti-discrimination clause in the McFarland Bill, told now that provision had been dropped during the conference on the bill because the conferees stated that the Commission had no power to discriminate against any business.

In reference to the anti-trust issues, Mr. Patrick pointed out that UPT had never been sued for anti-trust violations since it was organized in 1950.

Unique situation arose when Comr. Webster questioned whether the transfers were voluntary or involuntary, asked permission to interrogate Mr. O'Brien. Witnesses are not usually questioned during oral argument before an administrative agency. Huddle of participating attorneys ensued, but UPT counsel decided not to put Mr. O'Brien on the stand.

Comr. Webster stated that he was forced to infer from the record that Paramount Pictures had a choice of various methods of complying with the Supreme Court divestiture decision and chose to make a business decision without regard to FCC regulations regarding transfers.

Mr. Patrick took personal responsibility for advising Paramount Pictures to file its applications for involuntary transfers.

Miss Hennock's questioning of Mr. Patrick emphasized that she held objectionable that UPT was the largest theatre chain in the U. S. (it will own 600 theatres following completion of the divestiture program), that it spends \$30 million a year on film rentals, that movies compete with TV for audience, that TV has affected movie attendance.

In answer to a question regarding conditions on the grant of the merger from Comr. Eugene H. Merrill, Mr. Patrick stressed that the promises made by UPT and ABC executives during the hearings were binding and that the approval did not have to be conditioned in any way.

#### McKenna's Plea

A spirited plea for urgency in coming to a final decision was made by ABC attorney James A. McKenna Jr. In answer to questions from Comrs. Hennock, Sterling and Bartley, he recounted the history of ABC's financial plight, related the efforts it had made to gain new capital leading up to the merger agreement with UPT.

Miss Hennock kept hammering that the changed financial climate in TV—with the lifting of the freeze—deprecated the need for haste in arriving at a final decision. Comrs. Sterling and Bartley were interested in whether ABC had been forced to curtail its service to affiliates and whether, if the merger was approved, the network could begin to furnish more commercial programs to its affiliates.

Miss Hennock expressed the fear that the whole TV industry would be taken over by motion picture interests.

## Greater Love Hath . . .

HEARKENING to the laments of Walter Compton, general manager of WTTG (TV) Washington, Allen B. DuMont Labs. outlet in the national capital, regarding the demands made on his time in demonstrating to prospective TV station owners the WTTG plant operation, William E. Ware, president of KSTL St. Louis, after a recent visit to WTTG, went away with a feeling of such profound sympathy that he caused to be made up and presented to friend Compton a plaque, "in appreciation" of Mr. Compton's efforts "on behalf of the Future TV Owners of America."

## VOD FINALISTS

### 12 Students Considered

NAMES of 12 high school students picked for the final screening in the sixth annual Voice of Democracy Contest were announced Thursday by Chairman Robert K. Richards, NARTB assistant to the president and public affairs director. A panel of national judges will pick the four national winners, to be announced early in February.

The finalists were chosen from a field of a million entries from 30,000 high schools competing in the broadcast script writing and voicing competition. The contest is sponsored annually by NARTB, Radio-Television Mfrs. Assn. and U. S. Junior Chamber of Commerce.

The four national winners will receive \$500 college scholarships and all-expense trips to Washington and Colonial Williamsburg plus radio-TV receivers donated by RTMA.

Awards will be presented Feb. 18 at the annual VOD luncheon at the Mayflower Hotel, Washington.

Judges are: Dr. Ralph Bunche, Director, Dept. of Trusteeship, United Nations; Joseph Johnson, president, Carnegie Endowment for International Peace; Charles Kuralt, a national winner, 1948-49 Voice of Democracy Contest; Henry R. Luce, publisher of *Life*, *Time* and *Fortune* magazines; Rev. G. Bromley Oxnam, Bishop, Methodist Church; Theodore S. Repplier, president, Advertising Council; Dr. Susan B. Riley, president, American Assn. of University Women; John D. Rockefeller III; Anna Rosenberg, Assistant Secretary of Defense; Eric Sevareid, news analyst, CBS; Paul A. Walker, chairman, FCC; Judith Waller, director of education, NBC.

Justice Tom C. Clark of the U. S. Supreme Court, is honorary chairman of the contest.

#### Finalists are:

Frank Lammedee, 17, San Marino, Calif.; Thomas J. Walsh, 17, Washington, D. C.; Fred Williams, 16, Palatka, Fla.; Robert Davies, 17, Maui, Hawaii; Janet Jeanne Clowers, 17, St. John, Kan.; Carol Deer, 16, Baton Rouge, La.; Philip C. Shepardson, 18, Williston Academy, Easthampton, Mass.; James Thomas Marshall, 17, Las Vegas, Nev.; Adelaide Nacamu, 14, Peekskill, N. Y.; Robyn Cotner, 17, Wilmington, Ohio; Frank T. White Jr., 17, Spartanburg, S. C.; Frank Edward Self, 17, Dallas, Tex.

## Baltimore School Strike

(Continued from page 25)

the education venture, John E. Surrick, vice president and general manager of the station, said that "radio received a challenge and a unique opportunity to provide public service in the finest sense of the word. We have met the challenge, and thus far our efforts to ease a critical situation have been highly successful."

WFBR maintained a 55-minute daily schedule for teachers and cancelled "some local and network commercials to make suitable time available, but this is an emergency and our fullest cooperation is freely given," Mr. Surrick explained.

WWIN also placed its facilities at the disposal of the Dept. of Education, with a 15-minute daily period devoted to air classes. Among other stations offering full-hearted cooperation and participating in the Board of Education's plan were WBAL WBMD WCAO WCMB WITH and WSID.

The pattern in the Baltimore experiment was set on short notice. The Board of Education evolved a schedule for radio and TV classes and appointed about 15 teachers to give classes in either media, depending on their broadcasting experience and aptitudes.

#### Pupils Attend Air Classes

Pupils reported to their schools each morning—but only long enough to pick up assignments and return home for air classes. They weren't required to listen or view programs, though their parents were urged to encourage them, but extra credits were held out for reports turned in. Pupils were advised beforehand what stations to dial for particular subjects.

Teachers held class in radio-TV studios, generally with a live audience of a dozen or more students and a small blackboard—the set furnished to look as much like a classroom as possible. With a live audience teachers felt they were better able to impart knowledge.

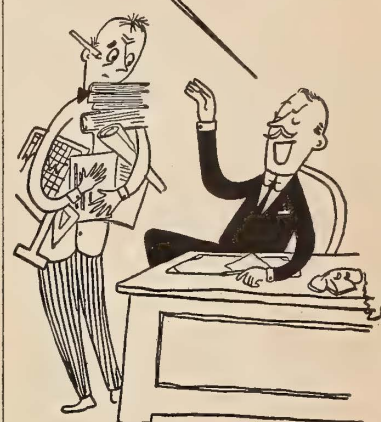
In the opening class for elementary pupils—a science program about thermometers—youngsters in the studio appeared unaware of the existence of WBAL-TV cameras.

School and TV authorities generally feel Baltimore has first claim as a school television pioneer, with a low bow to WBAL-TV for its continuing interest in that field. The station is credited with submitting a television-in-the-classrooms plan three years ago. Telesets were installed in schools as a supplement and soon two hours of programming per week was underway regularly.

One obvious advantage of such a plan, educators point out, is that it assures an appreciable audience, especially for specialized courses which involve experimental equipment. Another benefit, seen by some far-seeing educators, is the possible easing of the teacher shortage now facing schools.

No, No, Perkins!

## It's all in the BROADCASTING Yearbook



... you won't need any T squares, graphs, slide rules or geiger counters to get all the information you want and need in this business of broadcasting.

No sir! It's all in the 1953 BROADCASTING Yearbook.\*

Don't delay—order today. Single copies are \$5.00. Or you may subscribe to BROADCASTING • TELECASTING for a full year and get 52 weekly issues, the 1953 BROADCASTING and the 1953 TELECASTING Yearbooks for only \$11.00. You save \$6.00.

\* Publication dates: BROADCASTING Yearbook, mid-January; TELECASTING Yearbook, mid-February.

BROADCASTING • TELECASTING  
National Press Building  
Washington 4, D. C.

Please reserve both 1953 Yearbooks for me, and enter my subscription to BROADCASTING • TELECASTING.

☐ Bill me ☐ \$11.00 enclosed

Name \_\_\_\_\_

Firm \_\_\_\_\_

Street \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_

State \_\_\_\_\_

1953 BROADCASTING Yearbook



# Eleven More Grants Begin '53

(Continued from page 55)

aural, antenna 600 ft. Pre-freeze operating vhf stations: WBKB (TV), Ch. 4; WNBQ (TV), Ch. 5; WENR-TV, Ch. 7; WGN-TV, Ch. 9.

Pittsburgh (Group B-4, No. 180)—Agnes Jane Reeves Greer (WKJF-FM), granted uhf Ch. 53, ERP 260 kw visual and 130 kw aural, antenna 530 ft. Pre-freeze operating station: WDTV (TV), vhf Ch. 2. Post-thaw uhf grantees: Gallaher, Berry & Woodyard, Ch. 47; Telecasting Co. of Pittsburgh, Ch. 16.

Houston, Tex. (Group B-4, No. 183)—Uhf Television Co., granted uhf Ch. 23, ERP 175 kw visual and 88 kw aural, antenna 510 ft. Pre-freeze operating station: KPRC-TV, vhf Ch. 2. Post-thaw noncommercial, educational grantee: KUHT (TV), vhf Ch. 8.

Houston, Tex. (Group B-4, No. 183)—KNUZ Television Co. (KNUZ), granted uhf Ch. 39, ERP 100 kw visual and 60 kw aural, antenna 520 ft.

In other TV actions last week, the Commission made final its earlier proposals to transfer vhf Ch. 13 from Macon to Warner Robins, Ga., and to substitute uhf Ch. 27 for Ch. 42 at Abbeville, La. [B•T, Dec. 8, 1952].

The use of Ch. 13 at Macon would have violated by about a mile the required minimum co-channel spacing with WAFM-TV Birmingham, Ala., operating on Ch. 13. WMAZ Macon last week amended its application for the channel so as to specify Warner Robins.

## Spacing Problem Eliminated

The Abbeville correction eliminates a problem of sub-standard assignment spacing affecting uhf Ch. 38 at Lafayette, La.

The Commission last week further proposed to substitute uhf Ch. 65 for Ch. 29 at Newton, Iowa, and to substitute Ch. 69 for Ch. 39 at Bogalusa, La., to correct allocation errors.

WOAY Oak Hill, W. Va., petitioned the Commission last week to allocate vhf Ch. 4 to Fayetteville, Va., the 1950 population of which was 1,952. However, the petition noted there are seven nearby towns with populations of more than 2,000 persons. Fayetteville is 19.7 miles from Beckley, W. Va., nearest city listed in the Commission's allocation table, and the proposed Ch. 4 allocation would not affect any other assignment, the station said.

Meanwhile, the U. S. Court of Appeals at Philadelphia on Monday, at the request of WWSW Pittsburgh, dismissed the station's appeal of the Sixth Report and Order in which the Commission declined to allocate vhf Ch. 4 to Pittsburgh [B•T, Jan. 5]. Since FCC has since allocated Ch. 4 to nearby Irwin, Pa., WWSW felt withdrawal of the appeal would expedite new TV service to the Pittsburgh area.

Concerning its uhf Ch. 27 grant, WKOW Madison hopes to commence operation by mid-summer using RCA equipment. Headley-Reed Co., representing WKOW, also will handle WKOW-TV.

Rep. Hoffman's WHFC Chicago, uhf Ch. 26 grantee, has no com-

mencement date estimate at this time.

No commencement date has been estimated for Mrs. Greer's WKJF-TV Pittsburgh, granted uhf Ch. 53, according to her son-in-law, Dyke Racey of WAJR Morgantown, W. Va., another Greer station. RCA equipment has been specified, he said, with delivery of a 1 kw transmitter promised in March. GE antenna will be used.

D. P. Carey, president of Hutchinson TV Inc., vhf Ch. 12 grantee at Hutchinson, Kan., reports plans to begin operation in about six months. No equipment has been acquired.

Lester L. Cox, president of the vhf Ch. 3 grantee at Springfield, Mo., Springfield Television, plans to have the new station on the air in six months. RCA equipment, ordered a year ago, was committed for delivery in 30 days, he said. Mr. Cox was required by the Commission, as a condition of the grant, to give up his small holding in KWTO there, headed by his father, Lester E. Cox, who also is identified in ownership of KCMO Kansas City.

The TV application was amended a week ago and the younger Mr. Cox took his father's stock in Springfield Television. The amendment, in effect, dissolved the TV "marriage" of KGBX and KWTO.

William G. Matta, head of WLOA Braddock, Pa., and of Matta Enterprises, uhf Ch. 52 grantee at Atlantic City, plans commencement as soon as RCA equipment can be obtained and installed.

Dave Morris, general manager of KNUZ Houston, uhf Ch. 39 grantee, reported he is negotiating with all manufacturers in order to get on the air as quickly as possible. Target date of two months is desired, he indicated. National representative will be Forjoe & Co.

KEYT (TV) Santa Barbara, Calif., mid-November vhf Ch. 3 grantee, announced last week it has retained Pereira & Luckman, architectural firm which designed the \$30 million CBS Television Center in Hollywood, to plan and supervise construction. KEYT estimates on-the-air date in May.

Colin M. Selph, KEYT president, said the studios and offices will be located on Mesa Hill, 420 ft. above the center of the city, while the transmitter site will be atop 4,100-ft. TV Peak in the Santa Ynez mountain range.

Clark Hogan, manager of WOSH-TV Oshkosh, Wis., granted uhf Ch. 48 in late November, reported that if the station's transmitter arrives on its promised date, the station will be on the air by April 15.

WTVI (TV) Belleville, Ill., adjacent to St. Louis and granted uhf Ch. 54 in mid-November, has opened sales offices in Boatmen's Bank Bldg., St. Louis. Belleville executive offices are to be completed in March and May 1 is commencement target date. Federal equipment will be used.

## EMPIRE STATE

### Tower Problems Discussed

PROBLEMS of installing the Empire State Bldg.'s "Communal Television Transmitting System," as handled by Local 3, IBEW, are discussed in the Jan. 2 issue of the *AFL News-Reporter*.

Among aspects pointed up in the article are the tower's de-icing system and its faculty as a "king size" lightning rod.

The de-icing or sleet-melting system requires 76 kw power for 200 individual heater units. System is automatically controlled by a humidistat — thermostat device which turns on power when ice formation conditions exist. The IBEW said that the lightning rod assembly already is pitted and fused at 100 or more spots where lightning bolts have struck.

## INAUGURAL BALL

### Networks to Pool TV Pickup

POOLED TV pickup of the Inaugural Ball Jan. 20 was agreed to by top network executives at a meeting with Inaugural Committee Chairman Joseph C. McGarraghy last week.

Although it was agreed ball activities would not be sponsored, it was understood no objections were interposed to institutional commercials preceding and following the TV pickup.

Plan is to pick up the ball at 11 p.m. for one hour, with 30 minutes from the National Guard Armory and 30 minutes from the Georgetown U. gymnasium. The ball is being held in two sections. Which of the local TV stations will do the pickup had not been settled at week's end.

Meeting with Mr. McGarraghy were ABC's Robert H. Hinckley, CBS' Earl H. Gammons, DuMont's Walter Compton and NBC's Frank M. Russell.

## WOR-TV TO 88 KW

### WPIX (TV) Boost Impending

WOR-TV New York reported last Wednesday it would boost effective radiated power from 22 to 88 kw "immediately" under FCC authority, and expected necessary equipment later this year to permit a further raise to 316 kw ERP, also authorized by FCC. The station, on Ch. 9, said the immediate increase to 88 kw made it "the most powerful station in the country."

WPIX (TV) New York, which was authorized to increase ERP from its present 21.7 to 100 kw, said meanwhile it would make the change as soon as equipment on order from RCA is delivered, and thereby would attain maximum power allowable to it under FCC regulations. WPIX, on Ch. 11, said its coverage area at 100 kw ERP would be 9,400 square miles.

## 'TODAY' CLIENTS

### NBC-TV Adds Nine More

SIGNING of nine new sponsors of segments of NBC's early-morning *Today* television program as announced last week as the Monday-through-Friday show (7-9 a.m. EST and CST) approached its first anniversary (Wed., Jan. 14).

Network officials said the new clients bought a total of 176 five-minute segments of *Today*, the individual purchases ranging from five segments for one advertiser to 65 for another. These nine advertiser are in addition to the 44 who used the show in 1952, spokesmen reported.

The nine are as follows (agencies shown in parentheses):

International Cellucotton Products Co. for Kleenex tissues (Footec Cone & Belding); General Motors (Kudner Agency); C. H. Masland & Sons (Anderson & Cairns); Willys-Overland Motors (Canady, Ewell & Thurber); Buick Motors Div. (Kudner); Sterling Div. of International Silver Co. (Young & Rubicam); Bendix Home Appliances (Earle Ludgin & Co.); Anson Jewelry (Grey Adv.); and Glamorene Rug Cleaner (Ruthrauff & Ryan).

### Cites Mail Response

Asserting that sponsors had realized "outstanding sales results" from the use of *Today*, network spokesmen cited 20,000 mail requests from 33 states in response to a one-time, one-minute offer of free copies of Kiplinger's *Changing Times*, and 13,587 requests for free copies of *Time* magazine within a week after *Time* offered them on a five-minute segment.

Plans for spring, spokesmen said include another "St. Valentine's Day Campaign," similar to last year's in which Pepperell Mfg. Co. received more than 2,400 responses to a one-minute offer of a booklet on sheets and blankets.

NBC spokesmen previously had revealed plans to expand *Today* to a coast-to-coast show (see earlier story, page 73).

## Tower Light Test

TESTING of daytime air navigation warning light for the proposed 1,747-ft. tower of WFAA-TV Dallas is continuing through the remainder of this month, the station's chief engineer, William C. Ellis reported last week following submission of request to FCC for 30 day extension of special authority. The high intensity light may solve the daytime marking problem for high television towers [B•T, Dec. 15, 1952]. It is mounted for the test on the south tower of the antenna array of WFAA and WBAI Fort Worth. Government officials and others from Washington are expected to inspect the light late this month, it was indicated.



# SAG STRIKE

## Talks to Resume Today

SIX-WEEKS-OLD strike by the Screen Actors Guild against producers of filmed TV commercials took a bright turn last week with the announcement that SAG and the Film Producers Assn. of New York will renew negotiation sessions today (Monday).

In a joint statement released Wednesday, SAG and the New York producers declared:

"The Film Producers Assn. of New York and the Screen Actors Guild will resume collective bargaining negotiations at New York next Monday, Jan. 12.

"The Guild and the New York producers association will engage in continuous, open-minded bargaining on all points in dispute in the hope of reaching agreement on a collective bargaining contract covering actors and announcers in television filmed commercials."

In a separate announcement, SAG said that John Dales Jr., national executive secretary of the union, had cautioned all members that the strike will continue until the dispute is settled.

Chances for a settlement were termed "extremely hopeful" by Peter Mooney of Audio Productions, president of FPA. He told BROADCASTING • TELECASTING on Wednesday that each side would have "to give a little and take a little." Although he emphasized there were "many problems" to be resolved.

"We are entering into these negotiations with an open mind," Mr. Mooney said, "and we hold no animosity against the Guild. It's going to take a lot of hard work, but I am extremely hopeful of a settlement."

The nation-wide tieup began Dec. 1 after protracted negotiations between SAG and FPA had broken down, principally over failure to effect an agreement on extra payment to actors for TV commercials that are re-issued [B•T, Dec. 8, 1952].

A settlement between the union and New York producers would presage an end to the strike, it is reported, because 70% of filmed TV commercials are made in New York and a formula achieved there would mould the pattern elsewhere.

SAG's position on the main issue in dispute was that an actor should be repaid his original fee (\$70) every time the filmed commercial is re-issued on a network basis (defined as more than one station) and every four weeks when the film is used as a "wild spot"—one used on a network station break or in single locality.

The producers' counter-offer included the use of a commercial on a network (defined as more than 30 stations) for the original payment and a premium for a period of 13 weeks, at the end of which time the fee would be repeated for subsequent use.



## film report

### Sales . . .

Contracts involving \$1,521,000 were signed by Reub Kaufman, president of Guild Films Inc., Don Feddersen, executive vice president and general manager of KLAC-TV Hollywood, and Liberace, pianist-star of his own weekly half-hour KLAC-TV program. Under the agreement 177 half-hour programs, starring Liberace, will be filmed and distributed nationally by Guild in 1953. Half of the financing, or \$750,000, will be borne by the distribution firm. A producer-director is yet to be appointed, but George Liberace will continue as musical director for his brother. Each program is budgeted at \$13,000, which covers all talent fees. Negotiations are in progress for distribution arrangements on other KLAC-TV programs.

Block of 119 feature films has been jointly acquired by KTTV (TV) and KLAC-TV Hollywood from Hollywood Television Service, subsidiary of Republic Pictures. Produced after 1946, for the most part, the films will be telecast jointly by the two stations "because the block of films involved was too large for one station to absorb." The purchase was negotiated by Richard A. Moore and Donald Feddersen, general managers of KTTV (TV) and KLAC-TV, respectively, and Earl R. Collins and Morton Scott, president and vice president respectively, of Hollywood Television Service.

Paramount Television Productions Inc. puppet-adventure program, *Time for Beany*, has been sold to the following stations:

WCBS-TV New York, 26 weeks, telecast at 8:15 a.m., Monday through Friday; KHQ-TV Spokane, Wash., 13 weeks, also five times weekly; WGN-TV Chicago (renewal), 13 weeks; WEWS (TV) Cleveland, 13 weeks, and WHBF-TV Rock Island, Ill., 13 weeks.

Paramount's *Wrestling From Hollywood* has been sold to the following advertisers and stations:

National Brewing Co., 52 weeks, on WSLS-TV Roanoke, Va.; Falstaff Beer, 52 weeks, on KTBC-TV Austin, Tex.; KROD-TV El Paso, Tex., 26 weeks, program to be carried participating; WFAA-TV Dallas (renewal), 13 weeks; WCAU-TV Philadelphia (renewal), 13 weeks, and WWJ-TV Detroit (renewal), 13 weeks.

An agreement has been reached between Consolidated Television Sales, New York, and WABD (TV) New York granting the station exclusive New York third and fourth-run rights to *Front Page Detective*, film series featuring Edmund Lowe.

WABD carried the series of 39 half-hour programs on its first run in New York, sponsored by the Wine Growers Guild, and also the second run, sponsored by Rayco seat covers. The contract for third and fourth-run rights covers period from Feb. 1, 1953, through April 1955.

Los Angeles Brewing Co., Los Angeles (Eastside Beer), started weekly half-hour *Foreign Intrigue* on KNBH (TV) Hollywood, for 52 weeks from Jan. 8. The series, filmed in Europe, stars Jerome Thor. The agency is Warwick & Legler Inc., Los Angeles.

Globe Bottling Co., Los Angeles (Wilshire Club Beverages), starts weekly half-hour filmed *Gene Autry Show*, on KNXT (TV) Hollywood, for 26 weeks from Jan. 16. A CBS-TV film package, the series is produced by Flying A Productions, Hollywood. Agency is Factor-Breyer Inc., Los Angeles.

Owl Drug Stores, Los Angeles, starts a Monday through Friday half-hour program, *Owl Startime*

with Gene Norman, on KHJ-TV Hollywood, for 52 weeks from today (Jan. 12). The show features disc m.c. Gene Norman with three-and-a-half filmed musical shorts from Snader Telescription Library. Agency is Milton Weinberg Adv. Co., Los Angeles.

Louis Milani Foods Inc., Los Angeles, started weekly half-hour filmed program, *Milani Theatre of Family Favorites*, on KRON-TV San Francisco, for 13 weeks from January 4. The series, produced by Gil Ralston, is distributed by Reynolds Productions, Beverly Hills. Agency is Leonard Shane Agency, Los Angeles.

Langendorf United Bakeries Inc., San Francisco, starts weekly half-hour filmed program, *The Range Rider*, on KNXT (TV) Hollywood, for 52 weeks from Jan. 27. A CBS-TV film package, the series is produced by Flying A Productions, Hollywood, and stars Jack Mahoney. Agency is Biow Inc., San Francisco.

### Availabilities . . .

Charles Michelson Inc., New York, will enter the television field with an open-end spot announcement library service for TV stations. The firm, one of the pioneer radio transcription producers, announces that marketing will begin Feb. 1. Among the one-minute TV spots

(Continued on page 75)

## IN SYRACUSE . . .

### TELEVISION SUPPLEMENTS RADIO

#### ...Does NOT Replace it as a Source of Entertainment and Information

Syracuse is a two-TV-station city. According to Niagara Mohawk Power Company monthly surveys, 71% of the homes in the Syracuse area have TV sets. According to the calamity howlers, radio in Syracuse should be a dead duck. But two separate surveys of television homes (October and December 1951) show that radio is alive and vigorously kicking. (Details, including methods of sampling, free on request.) Here are the combined results:

Number of Homes Called	Number of TV Homes	TV Homes Only Average Hours per Day		
		Radio	TV	Both
1467	986	3.07	4.52	7.59

#### The Survey Also Showed:

- 1—An average of 2.4 radios per TV home.
- 2—61 radios purchased after the homes had television.
- 3—Average of 4.4 hours per day of radio listening in non-TV homes.

Comparative loss of radio-listening time in TV homes—only 30%. Here is PROOF that TV has NOT replaced radio in Central New York—merely provides another means of reaching this rich market.

**WSYR ACUSE**  
570 KC

WSYR-AM-FM-TV—the Only COMPLETE Broadcast Institution in Central New York

NBC Affiliate • Headley-Reed, National Representatives



## CBS-TV WORKSHOP

Planned for Ministers

PLANS for an all-day TV workshop to show ministers and lay associates from the North and Middle Atlantic states how they can make maximum use of television facilities were announced last week by CBS-TV.

Sig Mickelson, CBS-TV director of news and public affairs, said the clinic—part of a week-long communications workshop being conducted under the auspices of the Broadcasting & Film Commission of the National Council of Churches of Christ in America, and one of a series scheduled under the commission's sponsorship [B•T, Dec. 29, 1952]—will demonstrate and explain what is involved in putting a show on the air. It will be held Jan. 29 in CBS-TV's Grand Central studios in New York.

The production of CBS-TV's *Lamp Unto My Feet* program will be shown and analyzed.

Agenda for the clinic, which is being arranged and coordinated by staff producer Bill Workman of the network's public affairs department, includes a welcome and introduction by Mr. Mickelson and speeches and question-answering by the following:

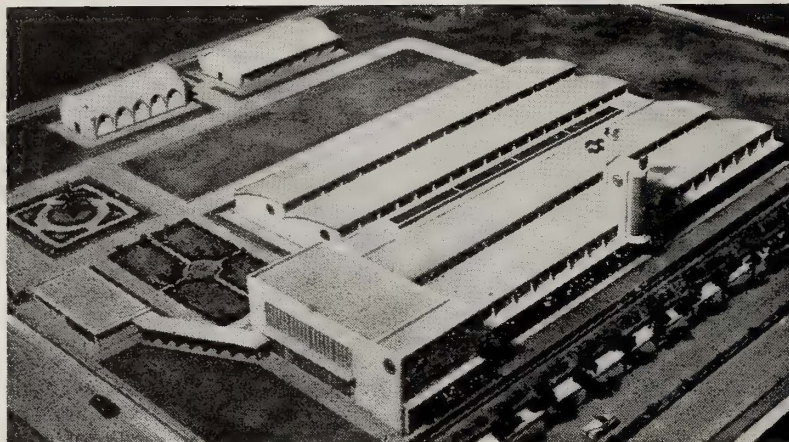
Isabel Redman, producer of "Lamp Unto My Feet"; R. G. Thompson, director of technical operations; E. Carlton Winckler, director of production; James Connors, director, TV production control; Michael J. Foster, director of press information; James C. Shattuck, director of TV editing; Paul Wittig, director of new effects development; Richard Hopkins, manager of scenic design and construction; Anthony Boschetti, manager of procurement, wardrobe and makeup; H. Grant Theis, manager of film service operations; Gilbert DeStefano, manager of stage lighting; and Judd Whiting, director of "Lamp Unto My Feet."

## Hollywood Ad Club

DISCUSSION of "Southern California Radio During 1953" will be led by Norman Nelson, managing director of Southern California Broadcasters Assn., at a Feb. 2 luncheon meeting of Hollywood Ad Club, that city. Robert J. McAndrews, commercial manager of KBIG Avalon and past president of the club, will be chairman.

## RCA TO BUILD IN SPAIN

Folsom Announces Plans for \$500,000 Plant



FACTORY RCA proposes to build near Madrid and part of surrounding grounds are shown in model.

\* \* \*

PLANS to build a new factory in Spain to produce TV home receivers, phonograph records and record players were announced last Tuesday at a news conference by Frank M. Folsom, president of RCA.

The proposed plant, Mr. Folsom said, will be erected on a 322,000-square-foot site overlooking Madrid, on the main highway to Barajas Airport and the city of Barcelona. He added that it will be completed this year at a \$500,000 estimated cost.

Arrangements were made in cooperation with Gabriel Soria, president and managing director of Industria Electronica S.A., associate RCA company in Spain. Mr. Soria, who attended the news conference in New York, said Spain does not have television at the present time but noted that preparations are underway to introduce it some time in 1954.

In describing the venture, Mr. Folsom said the factory initially would concentrate on making 45-rpm records and record players. It would expand into TV, he continued, when Spanish developments

in the field progressed.

Mr. Folsom said RCA in this enterprise has entered into a partnership with local business leaders. Besides Mr. Folsom and Mr. Soria, other directors of the new company are Antonio Soria, who has handled RCA product distribution in Spain for the past seven years, and Meade Brunet, a vice president of RCA and managing director of the RCA International Div. Chairman of the Board of Industria Electronica is Demetrio Carceller, formerly Spain's minister of Industry and Commerce.

Commenting on the new company's plans, Mr. Folsom declared: "This is a significant enterprise, because Spain opens great cultural as well as economic resources to us. We have discussed our plans with Gen. Franco, and we are gratified by his interest in this project, which will help the Spanish worker as well as the Spanish artist."

Mr. Soria, who has been studying American production methods at RCA plants in the U. S. and Canada, said the factory will "embody all of the latest techniques possible for good working conditions and efficient production." He said some Spanish workers would be sent to the U. S. for training in RCA factories.

## LBS SUIT

Date May Be Moved Up

LIBERTY Broadcasting System's \$12 million anti-trust suit in Chicago against major league baseball clubs is expected to be moved up to May. Attorneys for both sides asked last week to postpone the court date from Jan. 19. Neither side was ready to present evidence or begin the formal hearing in Chicago Federal District Court on the date assigned.

Attorneys for Liberty and the ball clubs still have several depositions or formalized pre-court testimony to take before trial proceedings can begin.

## LOBBYIST REPORT

NARTB Executives Listed

HIERARCHY of NARTB reports lobbyists in third quarter 1952 report to Congress, among other radio-TV names listed in the *Congressional Record* last week.

Reporting for NARTB were Harold E. Fellows, president; Just Miller, chairman and general counsel; Thad H. Brown, TV Department manager; Vincent Wasilewski and Abiah A. Church, attorneys, and Ralph W. Hardy, government relations director. Mr. Hardy reported he received \$4,375.02 for the third quarter of 1952 and spent \$660.59 for the nine months of last year.

Among others of interest to the broadcasting industry reporting under the lobby registration law were:

Arnold, Fortas & Porter, for AR Inc., received \$5,000 for quarter, spent \$439.81 for nine months of 1952.

Jack Bryson, Motion Picture Assn. of America, received \$6,280.79, spent \$4,345.90.

Clear Channel Broadcast Service, received \$1,244.96. Also Ward L. Quaker received \$3,750, spent \$1,103.96.

Earl H. Gammons, CBS vice president, spent \$349.50.

General Electric Co. spent \$51,644.38 for John M. Littlepage for American Tobacco Co. [receipts and expenditures not listed].

Glen McDaniel, former president Radio-Television Mfrs. Assn. [receipts and expenditures not listed].

Francis M. Russell, NBC vice president, spent \$621.55. Also George Wheeler, NBC, spent \$83.50.

Henry B. Weaver, Henry H. Glass, and Thomas M. Cooley II for Phil Corp. [receipts and expenditures not listed].

Edward K. Wheeler, for Shore Line Oil Co., spent \$19.88. Also Wheeler, for Contract Carrier Conference, received \$1,500, spent \$25.70.

## AD COUNCIL POSTS

Nunn, Eller Reappointed

ADVERTISING COUNCIL has reappointed Wesley I. Nunn, advertising manager of the Standard Oil Co. (Indiana), Chicago, and Russell Z. Eller, advertising manager of Sunkist Growers Inc., Los Angeles, as volunteer coordinators of public service advertising campaigns conducted by the council.

In making the announcement last week, Howard J. Morgens, council chairman and vice president in charge of advertising for Procter & Gamble Co., Cincinnati, noted Mr. Nunn has served in that capacity since 1946 and Mr. Eller since 1942.

## Young Composers

TWELVE winners were announced last week in the 1952 competition for Young Composers Radio Awards. Prizes from \$100 to \$1,600 were given to secondary, college and graduate students for winning manuscripts. Carl Haverlin, president of BMI and national chairman of YCRA, also announced that the 1953 competition began Jan. 1.

**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**

on the efficient 620 frequency

**PORTLAND, OREGON**

REPRESENTED NATIONALLY BY EDWARD PETRY, INC.

AFFILIATED WITH NBC



# MERRILL POSER

## Commissioner's Status Moot

LEGAL complications surround FCC Comr. Eugene H. Merrill, recess appointee, as he contemplates his governmental future.

According to White House sources, Comr. Merrill can serve until the first (1953) session of the 83d Congress concludes. Unless, that is, another Presidential nominee is sent to the Senate by President Truman (whose term ends at noon, Jan. 20) or President-elect Eisenhower.

Comr. Merrill was nominated last Oct. 6 after Congress had adjourned, to fill the unexpired term of ex-Comr. Robert F. Jones, who resigned in the late summer to enter law practice. This term runs until June 1954.

If no nomination is sent to the Senate by President Truman or his successor, Comr. Merrill is qualified to serve until the end of the first session of the 83d Congress, presumably late in 1953. If he is to be paid all that time, however, his name must be sent to the Senate within 40 days after Jan. 3, when the new Congress convened.

Should the new Administration withdraw a Merrill nomination and send up a new name for the FCC post, Comr. Merrill's term would end at the time a new nominee (if confirmed by the Senate) took the oath of office. If the Senate failed to act on a new nomination, Comr. Merrill would remain in office though his pay status would be in issue.

As a practical matter, the White House does not send up any nominations before the President's State of the Union message has been read to Congress a few days after it convenes.

Should Comr. Merrill continue in office under his recess appointment, the exact date at which his term ends in 1953 would become a controversial question should Congress quit via the recess routine instead of adjourning *sine die*.

## TV APPLICATIONS

### Passed Over by FCC

THE following mutually exclusive applications for new television broadcast stations have been passed over by FCC in order to expedite the processing of uncontested TV applications:

#### GROUP A

- Ohio Valley Bestg. Corp., Clarksburg, W. Va., Ch. 12.
- Clarksburg Bestg. Corp., Clarksburg, W. Va., Ch. 12.
- The Curators of the University of Columbia, Mo., Columbia, Mo., Ch. 8.
- KMMO Inc., Columbia, Mo., Ch. 8.
- Rudman-Hayutin Television Co., Billings, Mont., Ch. 2.
- Billings Television Co., Billings, Mont., Ch. 2.
- Montana Network, Billings, Mont., Ch. 2.
- Albany Bestg. Co., Albany, Ga., Ch. 10.
- Southeastern Bestg. System, Albany, Ga., Ch. 10.
- Herald Publishing Co., Albany, Ga., Ch. 10.



EXAMINING newly-installed UP Telephoto Service at WOW-TV Omaha are (l to r) Bill McBride, newscaster; Ray Clark, news and special events director; Lyle DeMoss, assistant general manager, and Jack Harenberg, Central Div. chief engineer for UP Newspictures.

## MAJOR TV SHOWS

### Simon Sees 75% on Film

ABOUT 75% of all major TV shows will have switched to film by the end of 1953, Al Simon, head of Al Simon Productions, predicted at a Hollywood Ad Club luncheon meeting in the Hollywood Athletic Club last Monday.

Speaking as a member of a motion picture-television panel discussion, he emphasized that programs can be produced better and cheaper on film than on a live basis.

He further predicted that with many technical personnel shifting from motion pictures to video, Hollywood will become even more important as a TV production center.

Carl Leserman, executive vice president of International Tele-meter Corp., and a panel member, foresaw adoption of some form of subscription TV in two to three years. His firm plans to introduce subscription TV experimentally to the Palm Springs, Calif., area by early March.

Klaus Landsberg, vice president of Paramount Television Productions Inc., and general manager of KTLA (TV) Hollywood, moderated the luncheon meeting.

Sherrill Corwin, head of Metropolitan Theatres Corp., California chain, said he would "hate to think" what would happen to movie theatres "if subscription TV comes to pass," but added that once the FCC grants theatre TV a channel of its own "theatre TV cannot be stopped."

John A. Vizzard, executive of the Assn. of Motion Picture Producers, asserted that TV will not put motion pictures out of business.

## Direct Mail Ads

DOLLAR volume of direct mail advertising during the first 11 months of 1952 reached a total of \$1,070,741,139, a gain of 9½% over the total for the same period of 1951, Frank Frazier, executive director of the Direct Mail Adv. Assn., reported last week. He put the November 1952 total at \$101,134,574, about 4% above the figure for the same month in 1951.

## 'TODAY' EXPANSION

### NBC-TV Works on Details

NBC authorities are working on plans to extend the network's two-hour early-morning *Today* television program from coast-to-coast, spokesmen reported last week. Show observes its first anniversary this month.

Answering speculation that the program might be abandoned, they also said it definitely is scheduled to continue through the year. A method being considered for getting it to the West Coast, it was said, is the tape recording technique developed and demonstrated by Bing Crosby Enterprises. *Today*, which started Jan. 14, 1952, and features Dave Garroway, currently is carried in 40 cities throughout the East and Midwest and as far west as Omaha. It is broadcast Monday-Friday, 7-9 a.m. EST and CST.

## Chicago Fightcasts

INTERNATIONAL Boxing Club has arrived at a happy medium in Chicago and will inaugurate a new television plan Jan. 28. The club has arranged to schedule two six-round events and one 10-round main event bout at the Chicago Stadium. Only the six-rounders will be telecast so that the major attraction will continue to keep box office figures high. Performers in each of the six-round matches will receive \$1,000 for their fighting, along with the publicity attendant to television.

## WNHC-TV Changeover

WNHC-TV New Haven hopes to make its changeover from Ch. 6 to Ch. 8 and boost visual power output from 18 to 316 kw, already authorized by FCC, by about mid-July, the station said last week. Aldo De Dominicus, general manager and secretary-treasurer, announced receipt of FCC authorization and reported plans for the change.



## VULCAN TOWER

### The Tower of Strength

Tall Towers for Supporting Television Antennae  
Expanded facilities insure quick delivery

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#### PLANT:

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Phone 54-4441

#### OFFICE:

Washington, D. C.  
3738 Kanawha St., N. W.,  
Phone Emerson 2-8071



## Strictly Business

(Continued from page 20)

the stake of each, he went South. They planned to camp by tent until they found a radio station that considered them as good as they considered themselves.

They tried a station at Tulsa but they failed to impress. A second try (at KOME Tulsa), and they were put to work writing shows, selling them, running elevators, sweeping floors and announcing Tulsa football games. Salary was \$22 a week.

His radio career was interrupted by the war and service in the army as a private. In 1943 he married his college sweetheart, the former Marcille Nickell. Shipped overseas soon after, he saw action with the Thunderbirds (45th Infantry Div.) at Anzio and in France. He was wounded and captured by the Germans in January 1945, spending the duration in a prison camp north of Munich. He lost his right leg during the war. When he left the army he was a major.

To Mr. Barnes the advertising formula is radio and television as a combination. But he maintains that TV will never replace sister radio.

"Film is TV's salvation," he says, adding that live video will become more popular for daytime programming.

The Barnes' home is in Los Angeles' Parklarea district where his wife doubles as housewife and TV actress. He still pursues his interest in sports, baseball, football and golf in which he shoots in the 90s. A more relaxing pastime is contract bridge.

He is a Mason, a Shriner, and a member of the Greater Los Angeles Press Club, Hollywood Ad Club and the Los Angeles Athletic Club.

EXCLUSIVE contract has been signed between WNAC-TV Boston and Walter Brown, president of Boston Garden, to telecasting rights for WNAC for all Boston Celtics basketball events held in Boston Garden or Boston Arena in the current season.

## allied arts



**H. SCOTT KILGORE** appointed director of government sales of Emerson Radio & Phonograph Co., N. Y.

**JACK LEEWOOD**, publicity department, Allied Artists Corp., Hollywood, to Cagney Productions, Burbank, as publicity coordinator on new feature film, "A Lion in the Streets."

**HAROLD J. McCORMICK** appointed New York district sales manager for General Electric Co.'s receiver department.

**JAMES STACEY**, account executive with Audio Video Recording Co., N. Y., to Fred Waring Enterprises Inc., that city, to supervise recordings and transcriptions.

**ROGER F. LONG** appointed sales manager for General Electric Co.'s equipment tube sales in central region with headquarters in Chicago.

**GEORGE S. KARIOTIS** appointed sales manager, Southern California branch office of Sprague Electric Co., Culver City, Calif.

**JOHN R. SHEARER**, senior technician, WDTV (TV) Pittsburgh, to Transmitter Div., Allen B. Dumont Labs., as sales engineer.

**LARRY CALDWELL**, WGIL Galesburg, to WKEI Kewanee, Ill., on engineering staff.

**STANDARD RATE & DATA SERVICE Inc.**, Evanston, Ill., announces publication of new monthly "Canadian Media Rates & Data," devoted to data on Canadian media.

**SHELDON RUTTER**, industrial design consultant, to Sparton Radio-Television Co., Jackson, Mich., to work on cabinet re-styling.

**RADIO APPARATUS Corp.**, Indianapolis, has moved sales offices of Monitorradio (line of receivers and transmitters for mobile or stationary communications systems) to 1604 W. 92d St., Chicago.

**HUDSON RADIO & TELEVISION Corp.**, N. Y., has published new 196-page catalog of electronic equipment as reference manual for industrial, laboratory, broadcast and other users of electronic equipment.

**WILLIAM A. WHEELER**, syndicated transcription program service department of WMGM New York, to Columbia Transcription's Los Angeles office to handle West Coast transcriptions and record sales.

**JERRY ROSS**, director of publicity, ABC Western Div., joins **Jack Tierney**, independent Hollywood publicist, as partner in **TIERNEY-ROSS AGENCY**, radio-TV public relations and program packaging firm. Headquarters are at 1104½ Aqua Vista, North Hollywood. Telephone is Sun-set 3-2430.

**BARBARA BEST**, publicist, Stanley Kramer Co., Hollywood, to Rogers & Cowan, Beverly Hills publicity firm.

### Equipment . . .

**BERKELEY SCIENTIFIC Div.**, Beckman Instruments Inc., Richmond, Calif., announces production of laboratory monitor Model 1800, general purpose count rate meter with provision for visual and/or aural indication. Instrument may be obtained with GM Tube and probe.

**CALIFONE Corp.**, Hollywood, announces production of new Model 11AJ automatic portable equipped with Webster changer and "Sleep-watch" complete automatic shutoff of changer and amplifier.

**ALLEN B. DuMONT LABS. Inc.**, Clifton, N. J., announces production of new movable table designated Type 2602, for mounting cathode-ray oscillographs in tilted position.

**AMPEREX ELECTRONIC Corp.**, announces production of Type 6269, new high vacuum clipper diode and rectifier tube, 2 inches long and ¾ inches in diameter. Maximum peak voltage is 16 kv and peak current is 250 ma.

**INDUCTION MOTORS Corp.**, Woodside, N. J., announces production of new 60-cycle, single-phase blower, designed for cooling transmitter tubes, cabinets, chassis, amplifier assemblies and variety of electronic controls.

### Technical . . .

**SID KAUFMAN**, audio engineer, CBS-TV New York, elected recording secretary of Radio and TV Broadcast Engineers Union, Local 1212, IBEW.

## WTVB POLICY

### Single Rate Continued

WTVB-AM-FM Coldwater, Mich., last week announced continuance of its single rate card policy, despite its power increase. WTVB, which until recently operated with 1 kw daytime, now operates with 5 kw fulltime.

Basic hourly rate is \$60, with the minute spot rate at \$7.50. WTVB-AM-FM is sold also in combination with WSTR Sturgeon, Mich., on a single rate card basis. Both WSTR and WTVB are under the general managership of E. Harold Munn Jr.

EMSCO Derrick & Equipment Co., Houston, Tex., has changed its corporate name to Emsco Mfg. Co.

## HOUSTON BAN

### Protests Are Mounting

NARTB and the Radio-Television News Directors Assn., among other groups, were drawn into a controversy last week over Houston Mayor-broadcaster Roy Hofheinz ban on radio-TV coverage of council proceedings.

Formal complaint was filed with the two associations and also the Texas Assn. of Broadcasters and Sigma Delta Chi, professional journalism fraternity, by KNUZ Houston. The station, along with KPRC had sought to tape-record the council's first meeting [AT DEADLINE Jan. 5].

Last Monday the city council began to waver on its restriction on broadcasts, tape-recordings and telecasts of council sessions.

Mr. Hofheinz advised KNUZ and KPRC the council would reconsider the ban at its next session Wednesday. The broadcaster-mayor said he still opposed tape-recording and televising of meetings where citizens speak before the council.

The Houston mayor asked the two stations to submit their views on what portions of sessions should be barred. KNUZ itself has held that there should be no restriction save in instances where a citizen may request that his voice not be recorded.

### Ban Is Surprise

Mayor Hofheinz and the eight-man council, much to the surprise of radio newsmen, imposed the news blackout Jan. 2, about an hour after they were sworn into office for a two-year term. Observers noted that Mr. Hofheinz, owner of KTHT Houston, KSOX Harlingen and other properties, achieve prominence by smuggling KTHT microphones into secret committee sessions during the Republican National Convention last July.

In suggesting the ban after both KNUZ and KPRC had arranged to cover the first meeting, Mr. Hofheinz said he did not feel councilmen "should be forced to become performers, either commercial or sustaining." He added that even if such privileges were granted, they should be accorded all stations. He also felt that "crackpots" would tend to appear just because of radio.

KNUZ immediately protested the action and spotted it on local news casts. News Editor Crawford polled listeners of *Dateline Houston*, reporting 90% backing the station's position. He felt that Houston citizens unable to attend council meetings were entitled to hear the highlights at a more convenient hour and discounted the "crackpot" theory. Mr. Crawford noted that KNUZ had broadcast portions of previous sessions.

Aside from protesting to NARTB, RTNDA, TAB and Sigma Delta Chi, the station urged listeners to state their position. Mr. Crawford also solicited the views of other Houston stations.

THE LATEST  
**WCKY**  
STORY

When you buy W C K Y

YOU BUY SELLING POWER

When you buy W C K Y

YOU GET BUYING AUDIENCE

Fifty Grand in Selling Watts





## TV SEMINAR

### Fellows, Bronk to Speak

EARLY dinner of the third annual Regional Television Seminar at Baltimore Feb. 27-28 will feature keynote speakers NARTB President Harold E. Fellows and Johns Hopkins U. President Detlev W. Bronk.

The annual TV seminar, originated by WAAM (TV) Baltimore or college students of the East and Southeast who are considering TV careers, is arranged and sponsored by American U. (Washington, D. C.), Johns Hopkins U. (Baltimore), U. of North Carolina, Temple U. (Philadelphia) and the U. S. Office of Education.

Attendance, which is limited to 10 collegians, is not restricted to students at the colleges represented in the seminar's steering committee, according to officials, who said registration "will be noted in the order received."

Also scheduled for the two-day meeting at WAAM and Johns Hopkins U. are a career panel, "What Can I Do in Television?" a studio demonstration and a panel discussion, "Television Programming: Live's Film." The 1953 seminar convenes at 2 p.m. Feb. 27 and adjourns at 4 p.m. Feb. 28.

## LEES' TELECAST

### Termed Big Success

TOP executives of James Lees & Sons Co., Bridgeport, Pa., last week praised the company's closed circuit theatre telecast of a national sales conference Dec. 8 as an "outstanding success." Telecast was carried in 18 motion picture houses in 17 cities [B•T, Dec. 15].

Based on study of reports from each city, Lees president James L. Eastwick commented:

"The Lees Carpet Tele-Session was exceptionally successful. It enabled the chief executives of our company to talk directly to thousands of our customers, stockholders and our sales organizations in every part of the country with efficiency and effectiveness. . . ."

Telecast was carried over the facilities of Theatre Network Television (TNT). Arrangements were made by a subdivision of TNT, Theatre Tele-Sessions, organized to present business meetings via closed circuit theatre television. This subdivision is headed by Victor M. Ratner, director.

## UHF CONVERSIONS

### Will Be Counted

WTVI (TV) Belleville, Ill., which plans to begin operation May 1 on Ch. 54, reported last week that it made arrangements with the Union Electric Co. of Missouri to keep an accurate count of uhf conversions in the same manner the firm has been keeping account of TV sets sales in St. Louis for the past six years.

Distributors will report movement of converters and converted receivers.

## Film Report

(Continued from page 71)

available are announcements for banks, appliance dealers, used car dealers, breweries, laundries, bakeries, retail jewelers, women's wear stores, furniture dealers and introductions to special sales. There also will be weather reports. The service will be available to stations on an annual subscription basis and new releases will be furnished monthly to subscribing stations. The firm reports that the service will enable many local advertisers to order television spots and be charged only for time, as against the current practice of paying both production and time charges.

### Production . . .

Arrow Productions Inc., Hollywood, has started production on six half-hour programs in the second group of *Ramar of the Jungle* TV films. Plans are underway for three of the already completed films to be edited into a feature length motion picture for theatrical distribution, under title of "African Adventure," according to executive producer Leon Fromkess. Same procedure will be followed for the new group of films to be released theatrically as "Adventure in India."

Sovereign Productions, Hollywood, is completing "Hired Mother" and "Ride the River," half-hour films in the new CBS-TV series for General Electric. Starred in the former are MacDonald Carey, Laraine Day and Gigi Perreau with Tim Whelan directing. The latter features Broderick Crawford and Skippy Homeir with Sheldon Leonard directing. Gil Ralston and Arthur Ripley are in charge of production.

Screen Gems Inc., Hollywood, is completing "The Old Man's Bride," half-hour film to be included in NBC-TV *Ford Theatre* series. Victor Stoloff is directing from a script by Jerry Gruskin.

### Random Shots . . .

Association Films, New York, offering TV stations free safety films on investments, fire, highways, exercise, driving and traffic. Inquiries may be directed to the company's TV department, 347 Madison Ave., New York 17.

Consolidated Television Sales, TV film sales and distribution firm, has moved its Philadelphia office to 512 Jefferson Bldg., 1015 Chestnut St. New telephone number: Market 7-6369. Mort Brandes is the firm's representative in Philadelphia.

### Film People . . .

Marshall Grant, film producer with Ruthrauff & Ryan Inc., New York, and formerly a producer with Universal-International Pictures, joins Gross-Krasne Inc., Hollywood, as an executive producer. Firm films CBS-TV's *Big Town* and is shooting some experimental programs

for CBS-TV's *Lux Video Theatre*.

Charles E. Denney Jr. has joined the staff of Paramount Television Productions, subsidiary of Paramount Pictures Corp., New York. Mr. Denney's first assignment will be a study of the social and economic aspects of local, as compared with national, television programming in the Los Angeles market under the supervision of Klaus Landsberg, general manager of KTLA (TV).

Michel Kraike, formerly with Edward Small Productions, Hollywood, has been signed by Screen Gems Inc., that city, as a producer on NBC-TV *Ford Theatre* film series.

Joyce Cook, story department, Revue Productions, Culver City, to Frank Wisbar Productions, Hollywood, as story editor on NBC-TV *Fireside Theatre* film series.

Ralph M. Baruch, WABD (TV) New York account executive in spot sales, to New York office of

Consolidated Television Sales, filmed television programming sales and distribution firm, as sales representative.

Michael Kraike, producer with Edward Small Productions, N. Y., to Screen Gems, New York as a producer on *Ford Theatre* series.


Rev. James K. Friedrich, president of Cathedral Films, Burbank, and advisor on audio-visual aids to Church Divinity School of the Pacific, is starting a cross-country tour of 19 cities with the company's new feature length film, "I Beheld His Glory." It is to be made available to churches and religious organizations and released for televising only between Good Friday and Easter. Budgeted at \$100,000, the motion picture was shot in both black and white and color.

Stanley Meyer, producer on NBC-TV's *Dragnet* for Mark VII Ltd., Burbank, father of son, Michael Anthony, Dec. 31.

Stanley Frazen, supervising editor on CBS-TV's *George Burns and Gracie Allen Show* and NBC-TV's *I Married Joan*, father of girl, Marcy, Dec. 25.

# top performance guaranteed

## Minerva RADIO & TV STOPWATCH



5-star special features!

- ☆ EXCLUSIVE, COIL SPRING MECHANISM eliminates all friction, wear, breakdowns . . . and is unconditionally guaranteed for the life of your stopwatch.
- ☆ 90 FOOT PER MINUTE SCALE as well as 36-foot per minute scale, to register footage in 35 mm. and 16 mm. film.
- ☆ THE LONG HAND COMPLETES ONE REVOLUTION in 60 seconds. The small hand registers up to 30 minutes.
- ☆ INDEPENDENT HAMMER SPRING GUARANTEED FOR LIFE to give perfect fly-back to zero on Time Out features.
- ☆ NON-MAGNETIC—7 JEWELS

Filmmeter Model #106F

Special Professional Price

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(side-slide "noiseless" model with plain 1/5 second dial also available.)

Minerva Stopwatches are relied upon by: CBS Network, Voice of America, MBS Affiliates, KCJB, KEX, KFJB, KRLL, WTOP, WHAK, WIBW, WKJG, and others.

Accuracy certified by our Western Electric Electronic Timer

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**L**ARGE window display in Providence's Union Station set up by WHIM in that city, was seen by an estimated 170,000 travelers during the month of December according to the station. Station constructed the display to feature products advertised on the air, and to present its story to passengers using the city's only railroad station. Officials of the Junior Chamber of Commerce revealed the high count upon completion of a traffic survey.

#### WPTF OFFERS AWARD


TO STIMULATE more support for the 1953 March of Dimes campaign in North Carolina, WPTF Raleigh is offering \$100 to the North Carolina county which contributes most to the drive this year. All money collected will go back to the county from which it came. The \$100 award will be used in the winning county's fight against polio.

#### THEATRE USES TV

FOUR-STAR Theatre, Los Angeles motion picture house, started a two-time half-hour program, *Academy Critics*, on KTTV (TV) Hollywood. During telecasts, Jan. 10 and Jan. 17, the theatre's current film, "The Star," was plugged by means of film clips, discussion and questions from panel selected from studio audience. Packaged by Watson-Rand Productions, the program, if successful, will be continued to stimulate theatre attendance. Agency is Emerald Agency, L. A.

#### NEWS SIMULCAST

FIRST news simulcast to originate in the San Antonio area will be launched this week by WOAI-AM-TV San Antonio. The 15-minute show will be seen and heard every evening at 10 p.m. with Frank Matthews as newscaster. Sponsors are Joske's of Texas, a department store, Lone Star Brewing Co. and Farm & Home Savings and Loan Assn.



**CHNS**

HALIFAX      NOVA SCOTIA

THE

**SIGNBOARD**

OF

**SELLING POWER**

IN THE

**MARITIME PROVINCES**

ASK

**JOS. WEED & CO.**

350 Madison Ave., New York

**He Has the Reasons Why!**

**5000 WATTS—NOW!**

## programs promotion premiums



#### WLEC BOOKMARK

BOOKMARKS are being used by WLEC Sandusky, Ohio, as a monthly promotion for the Ohio Bell Telephone Co., sponsor of *Ohio Story*. Distribution is made to the local Ohio Bell office, the public library and to all sponsors on WLEC with their monthly billings. Bookmarks list programs in the *Ohio Story* series, as well as news of other WLEC shows.

#### FASHION PREVIEW

PREVIEW of spring fashions of leading designers are being aired on WGH Norfolk, Va., from New York by Mildred Alexander, WGH women's director. Mrs. Alexander is spending two weeks in New York where she is originating her daily broadcasts. Among other special features, a round-table discussion of trends in women's apparel will be broadcast in which fashion designers will participate.

#### SHOW PROMOTES SELLING

DAYTON, Ohio, which claims leadership in the field of training and development of famous sales executives, went a step further during the past year with the use of WLWD (TV) facilities in that city. The Dayton Sales Executive Club, in cooperation with the station, presented a weekly show to build better public relations toward better selling. Sunday program, called *Selling America*, promoted better selling by showing the opportunities in selling as a profession. Show will continue throughout 1953.

#### 'CALLING ALL CARS'

NEW car every week is no luxury for Tom Armstrong of WGAR Cleveland. Mr. Armstrong, who handles the station's *Calling All Cars* program on which he reviews a new car each week, finds Cleveland auto dealers happy to make a car available for him. WGAR relates that the program which serves as a sounding board for the Cleveland automobile market has stirred Akron dealers to start a similar show.

#### INAUGURATION TELECAST

GREATER Miami viewers saw the entire ceremony of Gov. Dan McCarty's inauguration in Tallahassee, Fla., on Jan. 6 on WTVJ (TV) Miami. Ceremonies were filmed by the station's news department and shown the same day. Event was handled by Ralph Renick, news director, and Norman Werthman, cameraman.

#### TV QUIZ GAME

TV quiz game, *Shadow Stumpers*, which debuted in Baltimore, Md., three years ago, makes its Washington, D. C., premiere on WTOP-TV on a regular weekly basis. Disc Jockey Eddie Gallaher will preside over a panel comprising representatives of local clubs and organizations each Sunday at 3 p.m. Idea is for members to guess identity of objects from silhouette shadows, with valuable prizes awarded to home viewers. Brent Gunts produces *Stumpers*, which was a regular feature of the CBS-TV *Garry Moore Show* for 18 months. Program is being promoted as package with spots, ads and other material through Robert M. Gamble Jr. Advertising, local agency, and also will serve as public service vehicle for local organizations.

#### COMMUNITY SERVICE

FULL-page ad was run in the *Houston Post* on Dec. 31 by KPRC-TV Houston, outlining the station's services to its community in 1952. Listed in the ad were the religious, national, educational, community, agricultural and safety organizations which had used time on KPRC. Copy also stated that "more than 17 hours out of each 24 . . . more than 6,250 hours on the air during the year" were devoted to community service.

#### PAMPHLET PRECEDES DEBUT

HERALDING the debut of WKNB-TV Hartford this month is a pamphlet describing the central Connecticut and southwestern Massachusetts area the station will serve. Pamphlet claims the station will have a potential viewing population of some 2,368,342 persons in an area that has an effective buying income of \$4,135,798,768.

#### HOME-CLASSROOM PROGRAM

WNYC-AM-FM New York and WNYE (FM), Board of Education station, last Monday carried what officials said was the first program broadcast simultaneously to pupils in classrooms and children and parents in their homes. Broadcast featured an address by New York's superintendent of schools, Dr. William Jansen, direct from the control room of the Civil Defense shelter area in his office in Brooklyn. Purpose of the broadcast, according to WNYC spokesman, was to "show the flexibility of communications from the superintendent's office during strikes, storms and other emergencies."

#### NAEB FOLK SERIES

NETWORK of National Assn. of Educational Broadcasters began a new radio series over 61 stations across the country on Jan. 4 featuring Lou Ford in *Folk Songs and Footnotes*. Show was heard last year by Boston audiences on WBUR-FM, Boston U. outlet where Mr. Ford was program director. Show highlights little-known and authentic folk music of foreign countries, along with a commentary on the origin of the folk music.

#### WCHN BIRTH NOTICE

NEW outlet in Norwich, N. Y. WCHN, sent out a "birth notice" to announce its debut. Card stated that "the new baby will speak its first words on Jan. 1, 1953," and urged the reader to listen in to the newest member of the Norwich family of industries.

#### CORONATION CONTEST

CORONATION Contest, which will send the finalist and her escort to London for that event, will get underway today at WKRC-TV Cincinnati. Contest will center around cartoons appearing on WKRC, and will last for 15 weeks. Each week a semi-finalist will be chosen. Contest will be conducted on a new weekly show, *Coronation Court*, panel quiz program involving travel, geography and the Coronation itself. A Coronation Ball will be held during the last week to determine the winner.

#### SURPRISE PACKAGE

SOME birthday cakes recently sent out by CKVL Verdun, to advertising agencies in Toronto and Montreal, contained a lucky disc, with note to return to the station for a prize. Advertising agency executives who sent the disc back when they found it in the cake, were astounded to receive a crate the size of a small chesterfield sofa, containing everything from beer to pills to clothing advertised on the station. Samples of everything advertised on the station, except motor cars, were included in the gift box received by agency executives.

#### LUNCHEON TV

NEW noontime program designed to interest youngsters home from school at lunch has been started on WPTZ (TV) Philadelphia. The show, *Lunch With Uncle Pete*, features Pete Boyle and old time silent comedy films. Mr. Boyle comments on the films which are backed by organ music. On the basis of a report from city schools that some 600,000 children are at home each noon hour from 11:30 a.m.-1:30 p.m., show has been scheduled by the station from 12:15-12:45 p.m.



## AAA MEETING

### Broadcasting Hosts Named

DST chairman for radio and television broadcasters at the annual convention of the Southwestern Association of Advertising Agencies Feb. 14 in Fort Worth [B•T, Dec. 1952], will be Harold Hough, director of WBAP-TV that city.

Performing the same function for radio and television national representatives will be Joe Evans Free & Peters' Fort Worth office, according to Rowland Broiles, president of Rowland Broiles Co. Div. of Fort Worth and convention general chairman.

The media men will be guests of AAA members at the Feb. 14 meeting and luncheon. Speaker at the luncheon will be Dean J. E. McCarthy of the U. of Notre Dame College of Commerce.

Other speakers at the three-day convention will include Frederic Amble, president, American Assn. Advertising Agencies; August Nelson, AAAA staff member; Frank Japha, executive secretary, National Advertising Agency Network, St. Louis, and Harley Howitt, media director, Fitzgerald Advertising Agency, New Orleans.

SAAA officers are: President, Paul Lago, president of Lago & Whitehead, Wichita, Kan.; vice president, Charles Crosson, president of Charles Crosson & Co., Boston.

## LONG PLUGGER

### Rebuffed by WDIA

BERT FERGUSON, co-owner and general manager, WDIA Memphis, last week rebuffed attempts of a long plugger to buy his way into the station's programming.

He answered a letter signed by a Mr. Joe Davis of New York, noting Mr. Davis sent a letter to WDIA's production director at his home address enclosing a check for \$5 which "you say is the amount you propose to pay him per week in beginning in order to have him" and that the records "you are promoting are played regularly on this station." The check was brought to his attention immediately, Mr. Ferguson said, adding:

"... Words are hardly adequate to express my opinion of anyone who endeavors to promote records in such a manner and you may be sure that as long as you have anything to do with [that company's] records, none will ever be played on this station except under the pressure of such extreme popularity that it would be poor programming to omit them from our schedule. Your check is being returned herewith. . . ."

EW St. Louis received an award Dec. 27 from St. Louis Jazz Club for the station's "contribution to the furthering of traditional jazz." Station presents weekly jazz show, *New Orleans Heritage*.



APPOINTMENT of Rep.-elect Alvin M. Bentley (R-Mich.) (l) as vice president of WKNX-AM-TV Saginaw, Mich., was announced at dinner attended by station executives and civic leaders. Shown at head table with Mr. Bentley, who also becomes director of Lake Huron Broadcasting Corp., are William J. Edwards (c), vice president and general manager of WKNX-AM-TV, and Howard H. Wolfe, station manager and secretary-treasurer. Mr. Edwards also reported plans for March opening of WKNX-TV on uhf Ch. 57 and four-day TV Exposition in city's Civic Auditorium [B•T, Jan. 5].

## ADVERTEST PLAN

### To Incorporate Projects

NEW MARKET research plan designed to meet the needs of advertising agencies and manufacturers has been announced by Advertest Research, Brunswick, N. J. First study will be made in the New York area next March.

To be known as Advertest Combined Research, the plan will incorporate specific projects into one operation at reduced cost and be available to subscribers on a yearly subscription basis. Surveys will be based on personal interviews. Plan grew out of Advertest monthly studies of "The Television Audience of Today" and will be expanded to cover other market regions later this year.

## RTES WORKSHOPS

### Debate TV Methods' Merits

RELATIVE and competitive advantages of commercial telecasting versus theatre and subscription television will be debated Jan. 15 at the first of a series of evening workshop meetings to be held in NBC's Studio 6-B in New York, under the auspices of the Radio & Television Executives Society. Don McClure, RTES board member, is chairman of the workshops, which will start at 7:30 p.m.

At the opening session, Hugh M. Beville, NBC director of research, and George Nixon, NBC manager of engineering development, will speak for commercial TV. Nate Halpern, president, Theatre Network Television, will represent theatre television, and Paul Ralibourn, vice president, Paramount Pictures Corp., will give the case for subscription TV.

On Feb. 12, the RTES workshop will deal with program rating services, with representatives of ARB, Hooper, Nielsen and Pulse as speakers. The March 12 session will take up radio and TV rate cutting, the April 16 meeting the problem of standardizing TV costs and production procedures, and the May 21 workshop a report on getting a uhf station started.

## 'ARMY HOUR'

### Returns to Broadcast Scene

THE award-winning *Army Hour* of World War II days will be revived early next month and beamed to overseas troops through the facilities of the Armed Forces Radio Network, it has been revealed.

Through the cooperation of NBC, the Army Dept. will produce a weekly 30-minute tape-recorded program, to be distributed overseas to some 69 AFRN stations. Documentary-musical format of the World War II *Army Hour*, which won a Peabody award for its excellence, will be retained.

Series will be supervised by the Army Dept.'s Training Information & Education branch, under Maj. Gen. Floyd Parks, with that service supplying the funds. NBC will donate technical assistance and library clips. Plans for the series were outlined by Col. Edward Kirby, radio-TV branch chief, Dept. of Army.

While the programs will be tailored as an information service for servicemen, NBC is expected to air them in the continental U. S. as it did in World War II. The tapes will be released each Sunday, to be used locally that week, and series is tabbed to run "for the duration."

Returning for the revival are Eddie Dunham, NBC producer who handled the original show. He has been named consultant to Gen. Parks. Mr. Dunham has been handling production chores for the *Voice of Firestone*. Ed Herlihy will assume announcing duties.

## Mystik Names JWT

MYSTIK Adhesive Products, Chicago, for its Mystik tapes, has named J. Walter Thompson, same city, to handle its advertising effective Jan. 1. The new agency, taking over from George Hartman, also Chicago, will continue TV spot schedules in some 25 markets and a feature film on WNBQ (TV) Chicago. New media schedules have not been set. JWT vice president Ted Weldon is account executive.

### NATIONAL NIELSEN-RATINGS TOP RADIO PROGRAMS Extra-Week Nov. 9-15, 1952 EVENING, ONCE-A-WEEK NIELSEN-RATING

Current Rank	Program	Current Rating Homes %
1	Jack Benny (CBS)	13.7
2	Amos 'n' Andy (CBS)	12.5
3	Charlie McCarthy Show (CBS)	11.3
4	Our Miss Brooks (CBS)	10.2
5	Lux Radio Theatre (CBS)	9.9
6	People Are Funny (CBS)	8.6
7	You Bet Your Life (NBC)	8.1
8	Tarzan (CBS)	7.9
9	Philip Morris Playhouse On Broadway (CBS)	7.9
10	Gene Autry Show (CBS)	7.5

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## ASCAP INCOME UP

### New High Expected for '52

ASCAP will ring up a record-breaking income of more than \$16 million for 1952, it has been estimated. All-time high fourth quarter revenue, expected to be well over \$4 million and perhaps approach the \$4.5 million mark, plays a big part in pushing ASCAP's 1952 income up some 14% over the \$14 million in 1951.

Broadcasters have again contributed the largest share of the ASCAP revenue, with advance estimates crediting radio station managements with payments of \$9 million to \$10 million and TV station operators with about \$4 million for the right to use ASCAP-licensed music on the air.

the cornerstone  
of every  
advertising  
campaign  
in New Haven  
and New England

TV  
WNHC  
FM

WNHC  
RADIO  
NBC

represented by the Katz Agency



# MOBILIZATION

## Fowler Reports 'Job Ahead'

A PLAN for computing full mobilization needs, including "rock-bottom" civilian requirements, to meet any full-scale war eventuality has been outlined by Defense Mobilizer Henry H. Fowler to President Truman.

Data on resources that would be needed to support a maximum military production program in wartime is being compiled by mobilization agencies, Mr. Fowler reported. Agencies have been asked to break down non-military production into categories of defense-supporting and essential civilian uses.

Mr. Fowler gave his views and conclusions in an eighth quarterly report titled "The Job Ahead for Mobilization." It covers production, resources, manpower, wage-price controls, civil defense and other mobilization factors.

Among points made by the Defense Mobilizer were these:

- Authority in the Defense Production Act for priorities and allocation of materials should be continued beyond June 30 when these controls are due to expire.

- Current lags in defense electronics and other production "are no longer attributable in any large degree to bottlenecks in the flow of materials, components or machine tools."

- Of the various types of electronics-communications devices now in production, 95% are of new design since Korea, constituting a "technological revolution that is still in its early stages."

- "A development holding great promise for the future is the successful use . . . of transistors instead of vacuum tubes."

- Further relaxation of the Controlled Materials Plan for copper, aluminum and steel is anticipated in 1953.

- The Conelrad broadcast alert plan "is expected to be in full operation before the end of February." Despite this plan to deny navigational aid to the enemy, civil defense preparedness "is still far below the level of progress achieved in military and industrial mobilization."

- Acute shortages continue among highly skilled technical help in defense and essential civilian activities. Further study should be given to "the

## WDAF Card Format

NEW WDAF Kansas City, Mo., rate card No. 19, which goes into effect Feb. 1, reverses usual rate card format by listing first the station's lowest rates, Class C time, and listing last its highest rates, Class A time. Thus, according to V. A. Batton, station manager, the prospective advertiser is greeted with station's lowest instead of its highest rates. Credit for the new rate card format goes to H. Dean Fitzner, managing director of WDAF-AM-TV, Mr. Batton said.

occupational requirements of the armed forces and essential civilian activities." Means are under study for expanding and conserving the labor force and improving use of manpower.

- Government power to limit stabilization pressures has been "seriously reduced" by abolition of control of installment credit. Suspension of ceilings on radio-TV receivers and other goods was described as among the "most important" curbs.

## U. of Ill. Event

NEW FEATURE of the sixth annual Festival of Contemporary Arts from Feb. 27 to April 12 at the U. of Illinois will be a TV program on contemporary arts which will be produced March 10 at the university studio and screened in an adjoining theatre, according to Dean Rexford Newcomb of the university's College of Fine and Applied Arts. TV equipment and production techniques also will be demonstrated.

## ABC-CBC TV Pact

AGREEMENT between ABC and Canadian Broadcasting Corp. on importation of sponsored TV network shows was announced in Canada Dec. 31. Same arrangements were made with ABC as with NBC and CBS announced Dec. 29 [B\*T, Jan. 5, 1953]. Unofficially this is understood to be 50% of new station time rates for CBC TV stations at Toronto and Montreal.

## SET OUTPUT

### FRS Reports Gain in '52

OUTPUT of radio-TV receivers and other household appliances rose substantially late in 1952, the Board of Governors of the Federal Reserve System reported last week.

Surveying general business and financial conditions, the board noted substantial gains, "with television output continuing at unusually high levels in December." Christmas retail sales were reported by FRS as reaching record volume.

In radio output, highest unadjusted index averages in November were in the order named: Small radios, automobile sets, consoles and combinations, and AM-FM console combinations. In TV output, consoles, table and combination sets ranked in that order.

Meanwhile, the Board of Governors announced plans for a 12-city survey of consumer finances during January and February. Interviewers ask consumers their plans to purchase radio and television sets and other durable goods. Particular attention will be paid planned consumer purchases "because of the central position of these industries in the national economy," it was explained.

Cities of Baltimore, Chicago, Boston, Cleveland, New York, Detroit, Los Angeles, Philadelphia, Pittsburgh, San Francisco, St. Louis and Washington, D. C., and their suburban areas will be covered in the study.

## TV & EATING

### Meck Cites Firm's Survey

NEED for crescent-shaped dining tables fronting a television set and greater parental control over children's viewing habits was outlined in Chicago past fortnight by John S. Meck, president of Scott Radio Labs., from the results of a survey his firm conducted in suburban Wheaton.

Of 300 fifth-grade youngsters interviewed, 63% said their parents let them watch television while eating, and 49% said the entire family watched video during the evening meal.

Mr. Meck said this calls for more parental guidance in program selection, and that "hasty gulping of meals before the TV set is likely to deprive the next generation of one of the greatest pleasures of family life, sprightly dinner-time conversation."

Commenting on the fact that 7% of the youngsters said they had TV in their dining rooms, Mr. Meck said the "only reasonable alternative" to balancing plates on the knee or getting a crick in the neck is a crescent-shaped dining table which would place all diners in front of the video receiver.

JACK GREGSON, m.c. of *Live Like a Millionaire* on ABC, is now serving as host on daily transcribed *John Sebastian Show*, sponsored by Coca-Cola.

# PRESS CRITICS

## Hit Walker, Hennock Visit

NEWSPAPERS in two widely separated sections of the country have raised editorial hob with efforts by some FCC Commissioners to whip up enthusiasm for non-commercial educational TV.

The *Press Democrat* of Santa Rosa, Calif., editorialized that the FCC "has arrogated to itself the job of trying to stampede the taxpayers of California into signing blank check for non-commercial educational television."

Referring to recent visits of FCC Chairman Paul A. Walker and Comr. Frieda B. Hennock, the newspaper said that they have "crossed the continent to attempt to propagandize the stampede into major proportions."

### Cost Factor Cited

The editorial pointed out that the "true cost picture has neither been determined nor hinted to the public" and that it was likely that if stations were established "programming would go far afield from basic education and become involved with 'do gooder' campaign of wide scope."

"The Commissioners of the FCC," the newspaper said, "are not hired to attempt to rush Californians, or anyone else, into a venture where costs are unknown, and where nature of programs has not even been worked out, much less approved by the public."

The *Indianapolis Star* has advocated closer cooperation between educational institutions and commercial stations. Pointing out that Indiana U. had arranged with WTTV (TV) Bloomington to telecast an increased schedule of educational programming, the newspaper said:

"Hoosiers will cheer this decision . . . in conquering the problem of educational video. It will mean that an important feature of university training and presentation of educational broadcasts will be accomplished at lowest possible cost through utilizing WTTV equipment."

### Others Asked to Note

"Many another state university currently planning erection of TV stations at tremendous expense to the taxpayers, would do well to cancel their plans and adopt the wiser course chosen by I. U."

"This is assuming, of course that other state universities are as fortunate as I. U. in having in their cities such progressive and cooperative men as Sarkes Tarzian, president of WTTV, who is to be commended for his generous conduct in this endeavor."

ABC-TV's *Ellery Queen* program (Wed., 9-9:30 p.m. EST) received an award from *Parade* magazine for "public service in the national effort to combat crime." Presentation was made on program by *Parade* editor Jess Gorkin.

**Another BMI "Pin Up" Hit**

**MY HEART BELONGS ONLY TO YOU**

Published by Regent

**On Records:**

Betty McLauren . . . . .	(Derby)
June Christy . . . . .	(Capitol)
Jerry Gray . . . . .	(Decca)

**BROADCAST MUSIC, INC.**

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



## On All Accounts

(Continued from page 12)

resident Roosevelt.

His handsome appearance and trained speaking voice brought him to Hollywood in 1942 under a one-year Warner Bros. movie contract. Following a film assignment in "Air Force" and other movies, he took a course in commercial aviation and received his pilot's license in late 1943.

New York City was his next port of call and Mr. Crago joined ABC as announcer. Assignments included such programs as the *Boston Symphony*, *Washington Story* and newscasts for *This Week Around the World*. He also covered the United Nations sessions at Hunter College for ABC.

A transfer to the network's Hollywood headquarters occurred in November 1947 and for the next few years his assignments varied in both radio and TV. At ABC he met news writer Leonard Shane, who established an agency in 1950. Mr. Crago joined him two years later.

### Billings Soar

Reluctant to boast about the young agency's annual billing, Mr. Crago said it is in seven figures, 5% of which goes to radio and TV. He looks to a substantial increase in those media during 1953.

Agency accounts include such advertisers as Retail Clerks' Union, Local 770 (AFL) which sponsors weekly half hour public service program *770 on TV* on KTTV (TV) Hollywood with Mr. Crago as moderator. Other major accounts with a high budget percentage allotted to TV and radio are Louis Milani Foods Inc., Cock & Bull Beverages (ginger beer) and several local advertisers.

Mr. Crago believes that all media complement each other. It is his firm conviction that television will have a stimulating effect on the competition for the advertising dollar.

Emphasizing the importance of



FIGURING in Intermountain Network promotions are President Meyer (r) and Executive Vice President Paige.

radio as a medium and cautioning that it must not be overlooked, he says TV is a challenge to every other medium in every major advertisers' budget.

"There is no more danger of TV driving radio out of business than there was 25 years ago when the cry went up that radio would sound the death knell of black and white. TV just opens one more avenue of information to the public."

He contends the smart advertisers will trust to the good judgment of their agencies in the selection of the right medium for the product to be promoted.

The Cragos—she is the former Mildred Beranek—were wed Jan. 25, 1936. With William Jr. and Mildred, aged 12 and 10 respectively, they make their home in suburban Sherman Oaks. Mr. Crago's hobbies are golf, flying and sailing.

## COMEDY PLAN

### NBC-TV Marks Anniversary

FIRST anniversary of NBC-TV's Comedy Development Plan, a subdivision of the network's New Program Development Dept., was celebrated by a special quarter-hour program titled *A Chance to Show*, Sunday, Jan. 4 (5:30-45 p.m. EST). New Program Development Dept. is under the direction of Merritt (Pete) Barnum, with Bill Gargan Jr. heading the Comedy Development Plan.

Under auspices of the plan, new comedians and entertainers who are professionals but who have never appeared on television are given a chance to audition on alternating Thursday evenings before NBC-TV producers, directors and executives. The Comedy Development Plan offers an opportunity for a showcase with appropriate material.

Under Mr. Barnum's jurisdiction, the New Program Development Dept. is planning to develop new dramatic shows similarly.

EIGHTH Annual West Coast Exhibition of Advertising Art will be held by the Art Directors Club of Los Angeles, Feb. 25 through March 11. Medals and certificates of merit will be awarded in 12 classifications.

## INTERMOUNTAIN

### New Promotions Announced

GEORGE C. HATCH has been advanced from president of Intermountain Network Inc. to chairman of the board of directors, it was announced after a meeting of the board Dec. 22 at the regional network's Salt Lake City headquarters.

In other changes, all were effective Jan. 1, Intermountain Network's board elevated Lynn L. Meyer, vice president, to president, and named Jack Paige, vice president, as new executive vice president.

The board added Thomas Kearns Jr. as vice president and elected Arch L. Madsen, co-owner of KOVO Provo, Utah, and KEEP Twin Falls, Ida., as a new director.

Mr. Meyer, who has been associated with Intermountain Network more than 10 years, previously was in the broadcasting and advertising agency field at Minneapolis-St. Paul.

Mr. Paige, who joined the regional network in November 1949, previously had been associated with MBS in executive capacities.

Intermountain, which claims to be one of the largest regional networks in the country, covers 11 states in the intermountain West and serves 61 affiliates.

The network's sales for 1952 showed an increase of 18% over 1951 and Intermountain predicts its 1953 business outlook will continue upward. During the past year Intermountain opened a Denver sales office under supervision of Kenneth Palmer, former commercial manager of KVER Albuquerque. Majority of Intermountain affiliates also are affiliated with Mutual.

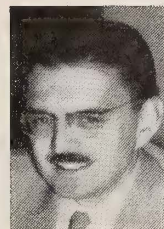
## PRO FOOTBALL

### Media Aids Ticket Sales

CASH SALES of 3,101 professional football season tickets—at \$19.80 each—were directly attributable to the impact of radio and television last month when the National Brewing Co. used its programs in Baltimore to promote the sale of tickets to next year's games.

More than 600 tickets were sold the first day that Bailey Goss on WMAR-TV Baltimore made the announcement. The following programs, all sponsored by National Brewing, helped the sale of tickets: *National Review*, *Wrestling with Bailey Goss*, *National Amateur Time*, and *Hollywood Offbeat*, all on WMAR-TV, and *The National Sports Parade* on WBAL Baltimore.

Kenyon & Eckhardt, New York, is the agency.



Mr. Hatch

## STERLING DRUG

### FTC Complaint Dismissed

COMPLAINT charging Sterling Drug Inc., heavy broadcast advertiser, and its agency, Ruthrauff & Ryan, both New York, with alleged misrepresentations for Ironized Yeast Tablets was dismissed by the Federal Trade Commission last Thursday.

The respondents have discontinued the ad claims and revised statements relative to the therapeutic effectiveness of the preparation, the commission noted. FCC said it felt "that the interest of the public would not be served in continuing the proceeding." Whether the statements were made in radio and TV continuities was not revealed.

## CBS Adds KSWB

ADDITION of KSWB Yuma to the CBS Radio Network as a bonus station to KOOL Phoenix, effective today (Monday), has been announced by William A. Schudt Jr., national director of station relations for CBS Radio. Total CBS Radio affiliates now number 217. Owned and operated by the Maricopa Broadcasters, of which Gene Autry is president, KSWB will begin operations today. It will operate unlimited time on 1240 kc with 250 w. James Cox is general manager.

## PRINTED FORMS

### Save You Time and Money

NEW & BETTER IDEAS  
HELP YOU GET THINGS  
DONE FASTER, EASIER

Time-Saving Tools for Better  
Radio & TV Operation

### LABOR SAVING SYSTEMS

- ★ Prevents Mixups, Errors — Promotes Better Operation
- ★ Saves Time by Helping You Do Things Quicker
- ★ Simple, Easy to Use — Short Cut Ways of Doing Things
- ★ More Economical Than Having Your Forms Printed
- ★ Personalized With Your Call Letters, Address, Etc. on Each

### FORMS FOR MANY USES

AVAILABILITIES • SERVICE ORDERS • LOGS  
SCHEDULES • REPORTS • COPY • OTHERS

Learn how Graphic Forms help you achieve something new!

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Array of valuable ideas of interest to every staff member

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## GRAPHIC SYSTEMS

55 West 42nd Street • New York 36, N. Y.



## Radio-Television

### NOMINATIONS INVITED

Deadline Feb. 9, 1953

SEND ENTRIES TO:

Victor E. Bluedorn, Ex. Dir.

Sigma Delta Chi

35 E. Wacker Dr., Chicago 1.

Additional details on request



## 1953 KINESCOPES

### Thees Sees Heavy Demand

INCREASED demand will bring all-out production and steady sales of TV picture tubes during 1953, according to a prediction by L. S. Thees, general sales manager of RCA Victor's Tube Dept.

He said the expected manufacture of 6¼ million new TV receivers and a renewal demand for 3¼ million kinescopes will place a serious strain on the industry's tube factories and that the shortage will be "even more serious" unless the industry abandons its usual practice of curtailing production during summer months.

He said the shortage may not be felt keenly until after the second quarter of 1953, and suggested a steady, full-production load on a 12-months basis.

Mr. Thees said present trends indicate more than 70% of 1953-produced TV sets will have picture tubes larger than 19 inches in size, and said existing manufacturing facilities "are not yet geared" to produce enough large tubes. This is because industry heretofore has been geared to produce smaller picture tubes, he said, citing 1950's production of eight million kinescopes.

## CUMMINGS SUIT

### Filed by Producer Greene

PUNITIVE damages of \$100,000 and \$19,200 for loss of salary were sought in a suit filed last Monday in Los Angeles Superior Court by producer Mort Greene against actor Robert Cummings. Mr. Greene, who resigned a month ago as producer on NBC-TV's *My Hero* film series, starring the actor and packaged by Don Sharpe, charges Mr. Cummings induced Mr. Sharpe to cancel their work agreement.

Mr. Greene last month had filed a \$19,000 breach of oral contract suit against Mr. Sharpe, Mr. Cummings, Mrs. Cummings and the Golden Key Trust [B•T, Dec. 22, 1952]. Simultaneously, Mr. Greene had filed an attachment against Mr. Sharpe, seeking payment for the remainder of an alleged 48 weeks work contract.

## FCC actions



JANUARY 2 THROUGH JANUARY 8

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 87.

### January 2 Applications . . .

#### ACCEPTED FOR FILING

##### License for CP

WAMI Opp, Ala.—License for CP, as mod., which authorized new AM.  
WARN Ft. Pierce, Fla.—License for CP, as mod., which authorized new AM.  
WRHT Griffin, Ga.—License for CP, as mod., which authorized new AM.  
KCRB Chanute, Kan.—License for CP, as mod., which authorized new AM.

##### AM-1420 kc

WLET Toccoa, Ga.—CP to increase power from 1 to 5 kw.

##### Change Antenna System

KPOA Honolulu — License for CP which authorized changes in ant. system.

##### Change Transmitter Location

WJXN Jackson, Miss.—License for CP, which authorized change in trans. location and change in ant. system.

##### AM-540 kc

KFRM Kansas City, Mo.—CP to change frequency from 550 to 540 kc, increase power from 5 to 10 kw, hours of operation from D to unl.

##### AM-1340 kc

KSID Sidney, Neb.—License for CP which authorized change in frequency and hours of operation.

##### AM-1330 kc

WWPA Williamsport, Pa.—CP to change from 1340 kc, 250 w to 1330 kc, 5 kw and change trans. location.

##### Replace Expired CP

WAGS Bishopville, S. C.—CP to replace expired CP which authorized new AM on 1380 kc, 1 kw-D.

WFMO Fairmont, N. C.—CP to replace expired CP for new AM on 860 kc, 1 kw-D.

##### Renewal of License

Following stations request renewal of license:

WKIC Hazard, Ky.; WEW St. Louis; WTSB Lumberton, N. C.

### January 2 Decisions . . .

#### BY COMMISSION EN BANC

##### Change Facilities

KGAL Lebanon, Ore.—Granted CP

to change facilities from 930 kc, 1 kw-D to 920 kc, 1 kw-U, DA, engineering conditions.

#### Modified CP

WLIN, Merrill, Wis.—By order, modified CP granted Dec. 4, 1952 authorizing WLIN to increase power on 550 kc from 1 to 5 kw and move studio and trans. to Wausau, Wis., by adding condition: "No construction or installation of equipment effected prior to Dec. 4, 1952 shall be utilized by the permittee in constructing the facilities authorized by this permit". Action was taken upon consideration of affidavit of permittee filed Dec. 15, 1952 disclosing certain preliminary steps in the construction of new facilities had been undertaken prior to Dec. 4 and requesting that CP granted that date be conditioned accordingly.

#### License Renewal

Granted renewal of following licenses to General Electric Co. for regular period: WGY and WRGB (TV) Schenectady.

### January 5 Applications . . .

#### ACCEPTED FOR FILING

##### AM-1150 kc

KSJV Sanger, Me.—CP to change from 900 kc to 1150 kc; hours of operation from D to unl.; install DA-N. AMENDED to change name of applicant to John H. Poole tr/as Poole Bestg. Co.

##### AM-1420 kc

KTOE Mankato, Minn.—CP to change from 1 kw-N to 5 kw-N.

##### Replace Expired CP

WAGS Bishopville, S. C.—CP to replace expired CP which authorized new AM, to be operated on 1380 kc, 1 kw-D.

##### Renewal of License

Following stations request renewal of license:

KVRH Salida, Col.; KBIZ Ottumwa, Iowa; KSEK Pittsburg, Kan.; KFAL Fulton, Mo.; WHED Washington, N. C.

#### TENDERED FOR FILING

##### Replace Expired CP

WJWS South Hill, Va.—CP to replace expired CP for new AM on 1370 kc, 1 kw-D.

KREM Spokane, Wash.—CP to increase D power from 1 to 5 kw.

### January 6 Decisions . . .

#### BY BROADCAST BUREAU

##### Granted License

WVOW Logan, W. Va.—Granted license for AM; 1290 kc, 1 kw, 5 kw-LS, DA 2, unl., conditions.

KTKT Tucson, Ariz.—Granted license for AM; 1490 kc, 250 w, unl.; conditions.

WIFM Elkin, N. C.—Granted license for AM; 1540 kc, 250 w-D; conditions.

WLCS Baton Rouge, La.—Granted license covering change in frequency, increase in power, installation of a new trans. and DA-DN, and change in trans. location; 910 kc, 1 kw, DA-1, unl.; condition.

##### Change Antenna System

WJLD Homewood, Ala.—Granted CP to make changes in ant. system by adding TV ant.

##### Modification of CP

WTCW Whitesburg, Ky.—Granted mod. CP for approval of ant., trans. and studio location.

WBOY Tarpon Springs, Fla.—Granted

mod. CP for approval of ant., trans. and studio location; condition.

WPIN St. Petersburg, Fla.—Granted mod. CP to change trans. location a studio location.

KVRV Victorville, Calif.—Granted mod. CP to make changes in trans. equipment, ant. and ground system change trans. and studio location.

WCGA Calhoun, Ga.—Granted mod. CP for approval of ant., trans. location, specify studio location and char. type trans.; conditions.

KREH Oakdale, La.—Granted mod. CP for approval of ant., trans. a studio location.

#### Granted STA

National Bestg. Co., New York.—Granted STA to operate WNBT New York, as experimental television station employing call sign KE2XJV purpose of testing RCA Color Television system; authority valid for per. Jan. 5 and Feb. 28, 1953, inclusive, a operation is limited to maximum 30 minutes daily between 9 a.m. and 1 p.m.

#### Change Name

KSON San Diego, Calif.—Granted mod. license to change name to Fredric Rabell and Dorothy Johns Rabell d/b as KSON Bestrs.

#### Extension of Completion Date

WJIM Lansing, Mich.—Granted m. CP for extension of completion date to 7-6-53; conditions.

KFYO Lubbock, Tex.—Granted m. CP for extension of completion date to 3-1-53; conditions.

#### Granted CP

WBRE - FM Wilkes - Barre, Pa.—Granted CP to make changes in censed station (2.3 kw; ant. height 1,190 ft.; Ch. 253).

WCPO Cincinnati, Ohio.—Granted to change trans. location of AM; inst. new trans. and make changes in a system.

### January 7 Decisions . . .

#### ACTIONS ON MOTIONS

By Hearing Examiner Annie Nea Hunting

Port Arthur College, Smith Radio Co., Port Arthur, Tex.—Ordered that any depositions taken on Dec. 8, 1952 by Smith Radio Co. in Port Arthur v. not be admitted in evidence in proceeding, and that depositions of persons listed in notice served by mail, Smith Radio Co. on Port Arthur College shall not be taken except upon further order of Commission; further ordered that jurisdiction is retained, Commission for purpose of issuing such further orders herein, on Commission's own motion or on motion of any party, as may be necessary a proper after determination is made with respect to consolidating application of Jefferson Amusement Co. hearing herein and after pre-hearing conference is held at which efforts be made to obtain agreement upon convenient time and place for taking by all parties, of such depositions, may be necessary and proper; further ordered that in event application, Jefferson Amusement Co. or any other application is consolidated with proceeding, involving applications TV Ch. 4 Smith Radio Co. shall set upon each additional applicant a copy of aforesaid "Notice to Take Depositions" together with copy of order Dec. 30, 1952.

The Enterprise Co., Beaumont Bestg. Corp., KTRM Inc., Beaumont, Tex.—Overruled opposition and objection The Enterprise Co. and Beaumont Bestg. Corp., of Dec. 31, 1952, to not of intention to take deposition of W. Hobby on Jan. 10, 1953, in Houston, Tex., filed by KTRM Inc. on Dec. 1952, in proceeding involving applications for TV Ch. 6.

By Hearing Examiner Fanney N. Lit Stark Bestg. Corp., Canton, Ohio.—Granted petition to amend application for CP for new TV to show increase ERP; current changes in officers, directors and stockholders; amendment corporate charter; current informat

## SERVICE DIRECTORY

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

1121 Vermont Ave., Wash. 5, D. C.  
STerling 3626

### COMMERCIAL RADIO MONITORING COMPANY

MOBILE FREQUENCY MEASUREMENT  
SERVICE FOR FM & TV

Engineer on duty all night every night

JACKSON 5302

P. O. Box 7037 Kansas City, Mo.

### DAVID & BARBEAU

TELEVISION PROJECT CONSULTANTS

STATION PLANNING and OVER-ALL GUIDANCE

P. O. BOX 996 SCHENECTADY, NEW YORK

### TOWERS •

AM • FM • TV •

Complete Installations

### TOWER SALES & ERECTING CO.

6100 N. E. Columbia Blvd.

Portland 11, Oregon

### Merle V. Watson, Jr.

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.



# CONSULTING RADIO & TELEVISION ENGINEERS

**JANSKY & BAILEY**  
Executive Offices  
National Press Building  
Offices and Laboratories  
1339 Wisconsin Ave., N. W.  
Washington, D. C. ADams 4-2414  
Member AFCCE \*

**JAMES C. McNARY**  
Consulting Engineer  
National Press Bldg., Wash. 4, D. C.  
Telephone District 7-1205  
Member AFCCE \*

—Established 1926—  
**PAUL GODLEY CO.**  
Upper Montclair, N. J. MO. 3-3000  
Laboratories Great Neck, N. J.  
Member AFCCE \*

**GEORGE C. DAVIS**  
501-514 Munsey Bldg. STerling 3-0111  
Washington 4, D. C.  
Member AFCCE \*

**Commercial Radio Equip. Co.**  
Everett L. Dillard, Gen. Mgr.  
INTERNATIONAL BLDG. DI. 7-1319  
WASHINGTON, D. C.  
P. O. BOX 7037 JACKSON 5302  
KANSAS CITY, MO.  
Member AFCCE \*

**A. D. RING & ASSOCIATES**  
26 Years' Experience in Radio  
Engineering  
MUNSEY BLDG. REPUBLIC 7-2347  
WASHINGTON 4, D. C.  
Member AFCCE \*

There is no substitute for experience  
**GILLET & BERGQUIST**  
982 NATL. PRESS BLDG. NA. 8-3373  
WASHINGTON, D. C.  
Member AFCCE \*

**GEORGE E. GAUTNEY**  
CONSULTING RADIO ENGINEER  
1052 Warner Bldg.  
Washington 4, D. C.  
National 8-7757

**Craven, Lohnes & Culver**  
MUNSEY BUILDING DISTRICT 7-8215  
WASHINGTON 4, D. C.  
Member AFCCE \*

**McINTOSH & INGLIS**  
1216 WYATT BLDG  
WASHINGTON, D. C.  
Metropolitan 8-4477  
Member AFCCE \*

**RUSSELL P. MAY**  
1422 F St., N. W. Kellogg Bldg.  
Washington, D. C. REpublic 8-3984  
Member AFCCE \*

**WELDON & CARR**  
Consulting  
Radio & Television  
Engineers  
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**WILLIAM E. BENNS, JR.**  
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230 BANKERS INVESTMENT BLDG.  
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Consulting Radio Engineers  
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Since 1932

  
Member AFCCE \*

to applications pending before Com-  
mission and that it is licensee of  
WCMW Canton, Ohio, etc.  
Hearing Examiner Basil P. Cooper  
Tampa Television Co., Tampa, Fla.—  
granted petition to amend TV applica-  
tion to amend exhibit 3 of application  
in order to show additional business  
interests of L. Maxcy and H. H. Baskin,  
stockholders in applicant corporation.

## January 7 Applications . . .

### ACCEPTED FOR FILING

Install Center Tower  
WOC Davenport, Iowa—CP to install  
new center tower and mount TV ant.  
on top. AMENDED to make changes  
in DA system.  
Application Amended  
WHUN Huntingdon, Pa.—CP to spec-

ify top loading of present ant. system.  
AMENDED to change from 1400 kc,  
250 w-unl. to 960 kc, 500 w-D and  
change type trans.

### Replace Expired CP

WFMO Fairmont, N. C.—CP to re-  
place expired CP which authorized  
new AM on 860 kc, 1 kw-D.  
WJWS South Hill, Va.—CP to replace  
expired CP which authorized new AM

on 1370 kc, 1 kw-D.

### Renewal of License

Following stations request renewal  
of license:

KNBC-FM San Francisco; WDEL-  
FM Wilmington, Del.; WQAM-FM Mi-  
ami, Fla.; WBBM-FM Chicago; WFAM  
(FM) Lafayette, Ind.; KSO-FM Des

(Continued on page 87)



# 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

**Wanted:** Experienced, hard-working commercial manager for California medium market station affiliated major network. Ability to sell and direct sales. Excellent opportunity for go-getter. Wholesome community, real living. Box 443S, BROADCASTING • TELECASTING.

**Wanted immediately:** . . . studio manager for city of 12,000 population. Good opportunity for right man. Box 462S, BROADCASTING • TELECASTING.

**Sales Manager** Midwest independent excellent market. Reasonable effort and ability can earn over \$10,000.00 annually. Draw against 15% commission plus percentage growth. Prefer man 35 to 45. Thoroughly experienced with good sales record. Send complete details first letter. Box 494S, BROADCASTING • TELECASTING.

### Salesmen

**A well established** medium sized firm representing radio and television stations seeks a young man, replies in confidence, with New York time buying or representation experience. Give complete details in letter. Box 268S, BROADCASTING • TELECASTING.

**Experienced local salesman** wanted by 5000 watt CBS New England affiliate tops in its field. Salary and commission. Earning power excellent and advancement assured to steady, reliable, persevering man. If applicant is TV-minded will have opportunity in not too distant future. Applications confidential. Send full details to Box 397S, BROADCASTING • TELECASTING.

**Salesman** for local accounts. Salary plus commission. Good market. Texas ABC station. Box 460S, BROADCASTING • TELECASTING.

**Michigan independent** with TV application. Good pay, excellent future. Drawing account \$350.00 to \$600.00 monthly depending on ability. 15% commission. Send complete personal history first letter. Write Box 493S, BROADCASTING • TELECASTING.

**If you can sell on the air**, run an RCA board, and do a little music library work, send your disc (tape), photo, and resume to Bud Pentz, KWBE, Beatrice, Nebraska.

**New station** wants experienced radio time salesman who is friendly, energetic and reliable. Excellent opportunity. Contact manager, WION, Ionia, Michigan.

**Salesman-new station**, excellent field. Commission against draw. Expenses out of town. Opportunity to grow up with new business. Job open now. Phone, wire, write, WPDR, Portage, Wis.

**Program director-announcer**. 5,000 watt NBC affiliate has opening for highly qualified program man who is top-flight announcer in his own right and who has proven executive ability to direct others and assume full responsibility programming a high-class station. Only a man with good education and experience will be considered. Send complete details including past and expected earnings, photo, audition, etc. WSAV, Savannah, Ga.

### Announcers

**Staff announcer**, needed by Southern network affiliate with TV plans. Must be conscientious and versatile. Salary commensurate with ability. Box 364S, BROADCASTING • TELECASTING.

**Sportcaster and a news writer**—progressive Midwestern regional station. Good working conditions. Send complete information. Box 396S, BROADCASTING • TELECASTING.

## Help Wanted (Cont'd)

**Southern full time regional network** affiliate needs good announcer. Excellent working conditions and hours. Apply by letter only. Box 418S, BROADCASTING • TELECASTING.

**Small Michigan independent** needs good announcer. Small friendly city, modest salary. Box 431S, BROADCASTING • TELECASTING.

**Newsreader** plus regular announcing shift. Permanent. Texas location. Tell all. Box 459S, BROADCASTING • TELECASTING.

**Announcer-engineers** wanted. Network station Ozark playground region. Announcing emphasis. Salary commensurate ability and experience. Send picture, audition and details first reply. Write Box 485S, BROADCASTING • TELECASTING.

**Regular staff announcing position** open. George Overton, Radio Station KMUS, Muskogee, Oklahoma.

**Announcer-excellent opportunity** for ambitious young single man. Send tape or disc to KNEM, Nevada, Mo.

**Wanted—announcer-program director** at 250 watt network affiliate. Emphasis on local programming, sales. Contact General Manager, WBRW, Welch, W. Va.

**Wanted:** Qualified announcer at Radio Station WFRP, Savannah, Georgia. Applications should be addressed to Dick Hull.

**Disc jockey-announcer** who is capable of running a good pop record show, plus reading news and straight commercials. Send disc and complete details including salary desired to Marshall Rosen, WNXT, Portsmouth, Ohio.

**Announcer-engineer**, first class ticket. Experience desired but not necessary. \$70.00 to start. Permanent job. Mail qualifications, tape or disc to WSAI, Logansport, Indiana.

**Staff announcer** with year or two's experience for 5000 watt CBS affiliate in 115,000 city. Prefer young man, draft exempt with Midwest background. Write for application and send disc or tape to Personnel Dept., WSBT, South Bend, Indiana.

**Announcer** with first phone, by Mutual affiliate in lake and citrus area, home of Cypress Gardens. Limited experience acceptable if basic qualifications good. WSRH, Winter Haven, Florida.

**WTIP, Charleston, W. Va.**, needs experienced dependable announcer by February first. Good salary. Write immediately to program director.

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

**Wanted—One announcer-engineer** with first class ticket for new kilowatt daytimer in Louisville, Mississippi. Position open about February 1st. Good pay, good future for right man. Air mail audition, photo, full particulars including salary requirement to Box 111, Louisville, Mississippi.

### Technical

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

**Wanted—Engineer**, announcer-engineer at 250 watt East central network affiliate. Announcing experience desirable; not essential. Box 167S, BROADCASTING • TELECASTING.

## Help Wanted (Cont'd)

**Small Michigan independent** small city needs announcer/engineer. Modest salary. Box 432S, BROADCASTING • TELECASTING.

**Wanted engineer-announcer** for 250 full time Mutual affiliate in Florida. \$75.00 for forty hours to start. Good opportunity for right man. Send tape or disc, photo and qualifications in first letter. Box 442S, BROADCASTING • TELECASTING.

**Experienced first-class engineer** with announcing voice. \$78.38 per week of 45 hours. Midwest college town of 30,000. Box 450S, BROADCASTING • TELECASTING.

**Wanted engineer—large Michigan full-timer** needs married 1st phone engineer. TV expected in near future. Average starting wage \$65.00 per week with automatic raises after 6 months and 1 year. Two weeks vacation with pay. Must have car. Full information and references necessary. Write Box 455S, BROADCASTING • TELECASTING.

**First phone operator** for downtown console, transmitter trick, midwest local. Minimum \$73.00 weekly if experienced. Will consider beginner. Box 479S, BROADCASTING • TELECASTING.

**Wanted:** chief engineer for leading Massachusetts AM station. Station holds TV grant and offers exceptional opportunity for right man. Box 491S, BROADCASTING • TELECASTING.

**Wanted—chief engineer** with announcing experience, 250 watt full-time Mutual outlet. Start \$80.00 a week. Excellent living conditions. KTNM, Tucumcari, New Mexico.

**Engineer—regional daytimer**, \$50.00 weekly. Write, phone—Wallace Wurz, Chief, KXGI, Fort Madison, Iowa.

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

**Combination man** or first class operator with limited experience wanted immediately. Beri Morre, WAMI, Opp, Alabama.

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

**First class phone engineer**. No experience required. Car necessary. Transmitter work only. Phone WDBC, Escanaba, Michigan.

**Wanted:** Engineer-announcer daytime station, first class ticket. Permanent. Also commercial man. WEAB, Greer, South Carolina.

**Wanted engineer** with first class license. WGRM, Greenwood, Mississippi.

**Engineer:** 1st phone, 250 watt station with TV application, remote experience desirable. Chief Engineer, WKNY, Kingston, New York.

**Engineer with experience** . . . Would consider a combo man. WCRM, Columbia, Tennessee.

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

**Engineer first phone**, some announcing. Fast growing city. Permanent. Immediate opening. WMDN, Midland, Michigan.

**Wanted immediately**, engineer or combo. Good pay. Wire collect, WNAT, Natchez, Mississippi.

## Help Wanted (Cont'd)

**Experienced engineer**. No announcer. Kilowatt directional and FM. Send complete details and picture with application. Al Scott, WNDB, Daytona Beach, Florida.

**Combination** or engineer, full details in first letter. WRIC, Richlands, Va.

**Transmitter engineer** for 5000 watt recreational AM. Write or wire Ler Kilpatrick, WSAZ, Inc., Huntingtown West Virginia.

**Wanted:** combination engineer-announcer. Looking for first class man to take over chief engineer and pm announcing shift. Announcing must be good, prefer ad lib experience. Excellent town to settle down and be part of community. If you've got what it takes, we will pay. Joe Phillips, WSSS, Starkville, Mississippi, The Home of Mississippi State College.

**Wanted first class engineer**. Radio Station WSSV, Petersburg, Virginia.

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

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

**Transmitter operator** with first class license for NBC affiliate. 5 kw a FM. No announcing. Experience desirable, not necessary. Box 1056, Twin Falls, Idaho.

## Production-Programming, Other

**Copy-writer** experienced. Good position with 1,000-watt Midwest station. Good salary, based on experience, man or young woman who can produce live-wire commercial copy. Send full particulars, photo and sample scripts with first letter. Box 411, BROADCASTING • TELECASTING.

**Top continuity writer**, network affiliate, Great Lakes region. Send complete details first letter. Box 481, BROADCASTING • TELECASTING.

**News man** with good announcing voice to gather, write and edit local news. Some experience or background in this position. Job requires some announcing, newscasting, and use of a recorder. Ability more important than experience. Write Manager, WCCO, Coatesville, Pa.

**Regional 'indie'** needs 'go-getter' good radio market. No TV competition. \$\$\$\$ and chance to advance commensurate with ability. Will not consider less than 3 years experience broadcasting. Must have proven background in sales. Will accept only well prepared resumes for consideration. Write J. Fitzpatrick, General Manager, WLYC, Williamsport, Pennsylvania.

**Good opportunity** for live-wire continuity writer with good knowledge of traffic. Opportunity to assume program director as soon as proven qualifications. 300 Portlock Building, Norfolk, Virginia.

## Television

### Technical

**Wanted—experienced engineer** transmitting and studio equipment. Temporary foreign service assignments. Write giving background data and references. Box 475S, BROADCASTING • TELECASTING.

## Production-Programming, Other

**Television home economist** to specialize in cooking wanted by leading Southern station for permanent position and daily on-camera show. Good salary. State experience and qualifications and include references and picture. Box 464S, BROADCASTING • TELECASTING.

## Situations Wanted

### Managerial

**Manager-program director**. 15 years radio experience, all branches, including 3 years profitable management. Sober, reliable, married. Will produce results with low overhead. Excellent references. Available immediately to take over station. Particularly interested in management new station; build from ground up. Or PD metropolitan independent network. Salary open. Box 344, BROADCASTING • TELECASTING.



## Situations Wanted—(Cont'd)

Don't tolerate break-even operation. Will manage small station for draw against percent of net. Net and independent experience. Married, settled, progressive. Owner-manager successful station. Moving for wife's health. Available immediately. Box 408S, BROADCASTING • TELECASTING.

Commercial, also sales manager, promotion - publicity director, national background, 20 years experience. Talented copy writer, creator of shows. Top references, tee-totaler, employed at kw stations. Prefer Southern or southeastern coast location. Others considered. Box 433S, BROADCASTING • TELECASTING.

The \$3400.00 question. That's what I'm earning right now. The hard way too. Presently general manager of an indie one of the country's fifteen major markets. This station has been profitable since I put it on the air a year and a half ago. I don't have to be guaranteed the \$3400.00 (yearly) but the potential must be there so that I can do that and better. Will also consider buying into a property. Write me now for a happier and more prosperous new year. Box 477S, BROADCASTING • TELECASTING.

Manager—with 20 years of constructive radio background. Not a has been, but man who can get the job done, in sales, programming and administration. If you'll check my background today I'll be working for you tomorrow. Box 478S, BROADCASTING • TELECASTING.

Program manager: Station experience from 250 to 50,000 watt as program manager, manager, announcer, continuity director. Network and agency experience over NBC and ABC—also television production and writing. Will furnish highest references from past and present affiliations. Presently program manager for leading station and regional network. Contact Robert D. Williams, 2128 Lakeshore Drive, Birmingham 9, Alabama.

## Salesmen

Salesman — experienced, aggressive, ready, reliable, strong on promotion; seeks connection in warm climate. Box 467S, BROADCASTING • TELECASTING.

Sales manager—program director-announcer, good news man, 12 years experience. Wants good station with opportunity. South or Southeast preferred. Excellent references. Box 496S, BROADCASTING • TELECASTING.

## Announcers

Announcer. Desires staff position. Veteran. 28. Single. Free to travel. Prefer small community. References, resume, disc on request. Box 384S, BROADCASTING • TELECASTING.

Available March 1st. A-1 morning air salesman. Mature, experienced, versatile, reliable. Can really sell early morning rural or urban audience. Excellent news and commercial delivery. No over yakky yak. Now employed major network station. Prefer North central or Eastern states. Climate change desired. Family man, excellent health. Box 390S, BROADCASTING • TELECASTING.

Announcer, draft exempt. General staff training. Specializing news and sports play-by-play. Prefer New England, New York, New Jersey, Pennsylvania, Maryland. Audition, resume on request. Box 391S, BROADCASTING • TELECASTING.

Billie DJ with national recognition wants change to power station or promotion and talent minded local in large market. Now in South. Box 430S, BROADCASTING • TELECASTING.

Announcer-PD. 10 years, last 3 PD leading independent. 29, family. Kiwanian. Best references. Box 434S, BROADCASTING • TELECASTING.

Do you want a man! DJ-news, now working small market. Veteran, 26, friendly tech. Tape-photo. Box 440S, BROADCASTING • TELECASTING.

Can build you a tailored saleable disc show. Five years solid experience all phases announcing, production, news, top references, veteran. 350 month minimum. Proven air salesman. Geddy 4-4494 Brooklyn. Box 441S, BROADCASTING • TELECASTING.

## Situations Wanted—(Cont'd)

Announcer—5 years combined commercial educational experience. Veteran, college graduate, 25. Prefer Middle-west. Box 444S, BROADCASTING • TELECASTING.

Disc jockey — average hooper rating surpasses all other programs in his area. TV appearance good. Write Box 449S, BROADCASTING • TELECASTING.

Commercial disc jockey. First phone. Also news, sports, etc. Five years experience. Three years present position. Box 451S, BROADCASTING • TELECASTING.

Announcer and/or program director. Eight years experience in large and small markets including one year TV. Know all phases of announcing. Top rating as Western jockey. Box 452S, BROADCASTING • TELECASTING.

Sports announcer: Present station has dropped 90% of sports coverage due to network shows. Top play-by-play. Outstanding references. Box 454S, BROADCASTING • TELECASTING.

Most versatile man in the land experienced announcer, biggest disc jockey show this area, play-by-play, news, MC, degree in radio, married, veteran, 28, employed. Box 457S, BROADCASTING • TELECASTING.

Baseball announcer. Fully experienced in radio. Also college football, basketball. Auditions available. Highest recommendations. Available between now and March 1. Box 461S, BROADCASTING • TELECASTING.

Together—Mr. and Mrs. team. Young. Separately—announcers, disc shows, station operation. Experience in Radio and TV. Box 472S, BROADCASTING • TELECASTING.

All-round experience. Mature voice/delivery. Topflight quality. Employed. Box 463S, BROADCASTING • TELECASTING.

Newscaster, reporter, SDX-NARND member, wire service and newspaper correspondent, journalism degree, currently network affiliate newscaster, 5 years experience. Box 465S, BROADCASTING • TELECASTING.

Staff announcer, Radio-TV experience. Newscasting; DJ; forte; music; station operation. Box 473S, BROADCASTING • TELECASTING.

Announcer, draft exempt, 23 years. 2 years experience AFRS production direction, disc jockey, operate control board. Write. Free to travel. Box 487S, BROADCASTING • TELECASTING.

Morning man six years experience desiring to locate in Florida. Godfreyish style. Can build and hold audience. Reply to Box 488S, BROADCASTING • TELECASTING.

Announcers. Experienced in radio & TV—women's programs, news, music shows, station operation. Box 474S, BROADCASTING • TELECASTING.

Announcer: 28, desires staff position. Clear mature voice. Married, veteran, willing to travel. Disc, photo-particulars on request. Box 497S, BROADCASTING • TELECASTING.

Announcer, DJ, news, board man. Pathfinder graduate. No drinker, smoker, or floater. Florida only. Dick David, 5101 8th Street, Washington, D. C.

Paige pleads position. Announcer-control board operator, some station experience. Single, capable, reliable, desires position New England, Pennsylvania, New Jersey, Maryland. Frank Paige, 311 Melrose Street, Brooklyn 37, New York.

Announcer, news, DJ, continuity... Experience light but particularly strong play-by-play all sports. Interested connection New England or Eastern Seaboard. 30, single, college B. A., conscientious, reliable, available now. References, tape, disc resume promptly. Alan Phillips 318 Snediker Avenue, Brooklyn 7, New York.

Experienced, capable staff announcer—authoritative, intimate style, specializing in news, commercials, and TV with dramatic background. Married, 34, veteran. Southwest and Western states only. Leon Unatin, c/o B. Schwartz, 5200 Arden Drive, Phoenix, Arizona.

## Situation Wanted—(Cont'd)

Announcers thoroughly trained and capable. DJ, News, commercials and copy. Good board men. Pathfinder School of Radio, 737 11th Street, N. W., Washington, D. C.

Five years experience. No glamour boy. Hard worker. Go anywhere. 2214 No. 23rd Street, Phoenix, Arizona.

## Technical

Engineer: first phone, experienced in control and transmitter operation. TV school. Will travel. \$80.00 minimum. Box 436S, BROADCASTING • TELECASTING.

1st class operator—year of experience. Wants permanent position with opportunities. Box 437S, BROADCASTING • TELECASTING.

Available immediately. Draft exempt. 10½ months AM experience, 1st phone. Prefers New York City. Box 439S, BROADCASTING • TELECASTING.

Technical director or chief engineer available on thirty (30) days notice. Best of references from past and present employer. Past experience includes supervision of installation of AM, FM and TV stations for major equipment supplier. Will consider permanent position only. Minimum starting salary \$7500.00 per year. Box 448S, BROADCASTING • TELECASTING.

Engineer pioneer Northwest television station—desires change of residence. Five years chief engineer leading television station. Practical experience in installation operation and maintenance. Full details and qualifications, references and picture, latest airmail—go anywhere. Box 453S, BROADCASTING • TELECASTING.

First class ticket with nine months experience, some announcing. Radio and television graduate. Box 470S, BROADCASTING • TELECASTING.

Chief Engineer: Experienced with directionals, also high frequency, high powered stations. Can build station from C. P. Available first of March. All inquiries answered confidentially. Prefer Southeast. Box 476S, BROADCASTING • TELECASTING.

Engineer: Twenty years broad experience Broadcasting Communications operations and constructions. First phone, first telegraph, ham licenses. Excellent references, all offers considered. Box 484S, BROADCASTING • TELECASTING.

First class, draft exempt. Radio engineer, recent graduate. Some TV broadcasting. Box 498S, BROADCASTING • TELECASTING.

First phone—desires position. No experience. Anywhere in U. S. Leo Miele, 3520 Astoria Blvd., Astoria 3, New York.

Transmitter operator. License plus broadcast experience. Please specify requirements. Lewis Sherlock, Box 891, Denver, Colorado.

## Production-Programming, Others

Experienced local news gatherer, writer, broadcaster. Also sports. Northeast, Midwest. Box 435S, BROADCASTING • TELECASTING.

## Situations Wanted—(Cont'd)

Young woman with experience in news, copy, promotion and sales wants permanent position in news or sales department with progressive station. Prefer West coast, but will accept right job anywhere. Box 458S, BROADCASTING • TELECASTING.

Do you need someone to handle your promotions, good will and special events? Write Box 466S, BROADCASTING • TELECASTING.

News-sports director, 10 years Associated Press experience plus announcing, film and photo experience. Box 468S, BROADCASTING • TELECASTING.

Korea veteran, journalism graduate looking for position with future in metropolitan area. Six years programming and announcing. Tape on request. Box 483S, BROADCASTING • TELECASTING.

Our newsmen with over 10 years experience and a journalism degree behind him is seeking a permanent position at a large clear or regional station or in other phases of radio news operation. In less than two years he has developed an outstanding news department for us and now seeks larger opportunity. He is an excellent executive and organizer, handles mike work well, knows radio news thoroughly. We recommend him highly and invite your inquiries. Box 490S, BROADCASTING • TELECASTING.

## Television

### Technical

Television chief engineer, presently employed, experienced GE, RCA, DuMont. Just finished construction complete RCA TV station. Desire position chief or well-paid maintenance engineer. Top references, sober, single, car. Two weeks notice. Box 447S, BROADCASTING • TELECASTING.

First class engineer. Graduate 66 weeks engineering course, Deforest's Training Inc., Chicago. Details first letter. Les Jordan, Route 3, Box 4C, Marysville, California.

## Production-Programming, Others

Producer-director-writer. Successful presentations demonstrate originality-showmanship. Exceptional commendations. Box 410S, BROADCASTING • TELECASTING.

TV newsmen, ad-lib style, 5 years radio-TV news experience. Midwest, \$150.00. Box 469S, BROADCASTING • TELECASTING.

TV writer-idea-man-producer; executive, and network shows in 12 years AM-TV experience. Age 28, married, college graduate. Excellent references. Box 471S, BROADCASTING • TELECASTING.

Television executive. Five years uninterrupted experience production, writing, direction with major TV outlet. First-hand knowledge all television programming and production. Special emphasis news, public service, special events. Particularly interested program director commercial or educational station agency television chief. Highest references. Box 482S, BROADCASTING • TELECASTING.

# T opnotch SALESMAN—SALES MANAGER FOR RADIO TELEVISION

Outstanding contacts with key station and agency executives. Longtime experience of effective selling: Former sales manager of 50 kw station. Salesman for leading national representative. Television film selling experience.

Box 480S, Broadcasting • Telecasting.



## For Sale

### Stations

Midwest, 1000 W. Indie. Control with 51% for \$21,000. Box 445S, BROADCASTING • TELECASTING.

### Equipment, etc.

Two Dayton Acme TV 16 mm projectors, new, original cost, \$4,000 each, will be sold at good discount. Make offer. Box 382S, BROADCASTING • TELECASTING.

For sale and immediate delivery complete new RCA television equipment, including 5 kw transmitter, master control equipment, dual film projection equipment with dual camera chains, complete studio equipment including dual camera chains, control room equipment and lighting, mobile truck unit with twin camera chains, also complete 16 mm film equipment including processing unit. For detailed information apply. Box 456S, BROADCASTING • TELECASTING.

RCA modulation monitor type 66-A. Less dust cover. 3 Jenson coaxial reproducers, type RD-153. One blonde, 2 walnut finished. All in good condition. All offers considered. W. C. Ward, WBUE, 4421 Southern Avenue, Washington 19, D. C.

Collins 21-A 5 kw AM transmitter completely re-wired and in excellent condition available soon. \$10,000.00 price includes tubes and required spares. WGBF, Evansville, Indiana.

Equipment for sale—W. E. Co. 506 B-2 10 kw FM transmitter; on air 17,000 hours, 3 years. Spare tubes and parts: G. E. Co. BM-1-A freq. and mod. monitor; 1000 ft. 3 in. transmission line and air supply and circulator. 2000 CFM, electrostatic filter, heat coils. A. P. Frye, WMBI Transmitter, R. 1, Elmhurst, Illinois, Phone Elmhurst 180J.

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

AMPEX tape recorders, two demonstrators. A real bargain at \$695.00 each. 18 months to pay on approval of your credit. Radio engineering Company, 908 Kansas Avenue, Topeka, Kansas.

### Wanted to Buy

#### Equipment, etc.

Used serviceable TV cameras and equipment. Send details and asking price. Box 489S, BROADCASTING • TELECASTING.

Interested in any and all equipment for a VHF channel 7-13 television station including 2 to 5 kw transmitter 4 to 6 bay antenna, film, camera and projectors, studio cameras and all other associated equipment. Box 446S, BROADCASTING • TELECASTING.

### Miscellaneous

Wanted—Southern radio stations to advertise hair pomades—commission sales basis. Box 438S, BROADCASTING • TELECASTING.

## Miscellaneous (Cont'd)

Experienced radio broadcaster entering recording field. Need business associates to share profits and responsibilities fifty-fifty. Replies confidential. Box 492S, BROADCASTING • TELECASTING.

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

### Help Wanted

#### Salesmen

**EARN \$10,000 OR MORE in '53**  
Liberal commissions paid by Top Radio ET & TV Film Producer. Exclusive territories granted to "live wires". Write Box 495S, BROADCASTING • TELECASTING.

### Announcers

#### TOP QUALITY STAFF MAN WANTED

Must have experience. Must be dependable and responsible. Good steady position offered, network station, Great Lakes area. Send disc, date available, photo, details and background, salary expected. Box 499S, BROADCASTING • TELECASTING.

Announcer, experienced only, preferably with First Class license, but will consider unlicensed applicants capable of learning control board operation. Good pay guaranteed in accordance with your own ability to fulfill our requirements. Apply by letter only, enclose resume of training and experience, together with a recent photograph. State salary requirements. The position we offer affords pleasant work in a modern, congenial atmosphere. Write to J. Gordon Keyworth, General Manager, Radio Station WMNB, 466 Curran Highway, North Adams, Mass.

### For Sale

#### Equipment, etc.

### WISCONSIN INDEPENDENT

Profitable operation. Single station market, non TV. Netting \$2,000 monthly—even more in June when station becomes debt free. \$80,000. Terms. Box 481S, BROADCASTING • TELECASTING.

### Wanted to Buy

#### Equipment, etc.

#### TV CAMERA CHAIN WANTED

Used "IKE" or Image "ORTH" wanted for school. Condition not important. Write Mr. Kaplan, Pierce School, 52 East 19th Street, New York, N. Y.

## EAST GERMANY

### Berlin Station on Air

DIRECT transmissions from a new television center in East Germany were launched Dec. 21 with a two-hour test program in observance of Soviet Premier Josef Stalin's 73d birthday.

Details of the new TV Center in Berlin were revealed by the Office of the Public Affairs Adviser, Bureau of German Affairs, U. S. Dept. of State.

Transmissions until Dec. 21 had been limited to relay of film and still fare. Live programs emanate from TV studios in Aldershof. According to plans outlined by Hermann Zilles, head of the center, the building will have four studios and a hall with 75 seats for public shows.

### 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

#### EXECUTIVE PLACEMENT SERVICE

We have selected General, Commercial and Program Managers; Chief Engineers, Disc Jockeys and other specialists. Delays are costly; tell us your needs today.

HOWARD S. FRAZIER

TV & Radio Management Consultants  
708 Bond Bldg., Washington 5, D. C.

Station managers advise us of your hard-to-fill personnel openings in radio and TV. Qualified personnel capable of passing ability and aptitude tests make application for positions. Hoot Associates Agency, Inc., 15 East 40th Street, New York 16, New York. Licensed and bonded under state laws.



## CANADA LISTENING

### Sunday P. M. Habits Vary

TWICE yearly survey of Sunday afternoon listening habits in Canada shows that the percentage listening varies with the size of the city. Toronto, second largest city in Canada, shows a very low percentage of sets-in-use, while Halifax, a much smaller city, shows more than a third of the sets in the city are turned on.

The report, prepared in April and December by Elliott-Hayn Ltd. Toronto, used 10 markets for the survey: Halifax, Montreal, English, Montreal-French, Ottawa, Toronto, Hamilton, Winnipeg, Regina, Edmonton and Vancouver. The report is made for each station between noon to 5:30 p.m. and lists sets-in-use, program ratings, and percentage of listeners by half-hour program periods.

It is of interest to note that in western Canada, where American network shows are carried in the late afternoon hours, highest sets-in-use figures and program ratings are shown for American network comedy programs.

### Robert Swan

FUNERAL services were held in Los Angeles last Monday for Robert Wade Swan, 54, an instructor at the Frederick H. Speare Radio & Television School, Hollywood. Mr. Swan died Jan. 1 at Sawtelle Veterans Hospital, that city, following a two months' illness. A pioneer in Los Angeles radio, he was for many years on the KEOX announcing staff and served KHJ chief announcer. He is survived by his wife, Ione, and daughter, Mrs. Arvia Carter.

PHIL DAVIS Musical Enterprises, N. Y., producing TV film soundtrack with instrumental musicians for Newham, Louis & Brorby on behalf of S. C. Johnson & Sons for *The Name of the Game* on ABC-TV. Davis firm also has signed a 13-week contract with Kal, Ehrlich & Merrick, Washington, and the Christian Heurich Brewing Co. for rental of Davis musical trademarks for Old Georgetown beer.

## SOUTHERN TOP NETWORK

**\$70,000.00**

The only station in an excellent medium size Southern market.

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

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

## MIDWEST REGIONAL

**\$75,000.00**

A fulltime regional facility in a booming Midwest market.

## WANTED THREE ENGINEERS

NEW ORLEANS  
BATON ROUGE  
LAKE CHARLES

Chief engineer, Baton Rouge, \$300 per month to start. New Orleans, assistant engineer, \$250 per month to start. Lake Charles, combination engineer-announcer, \$260 per month to start. Yearly bonus, vacation; New Orleans and Baton Rouge are daytime stations, only. Unusual good working conditions. Advancement opportunities available to competent men.

We are also applying for TV stations, and ambitious engineers will be given opportunities in this field as well. Write or phone collect Tulane 6388.

STANLEY RAY  
General Manager  
WBOK, Inc.  
NEW ORLEANS, LA.



## Our Respects To

(Continued from page 48)

cooperation with Geoffrey Wade, Chicago agency.

He set up a television commercial laboratory there, where experimental sound films are produced for testing by the Schwerin Research Corp., New York. The studio is equipped with a 16 mm camera and synchronized tape recorded sound, field lighting and recording power. Technicians and native personnel produce stop-motion, animation and small live-action films. Test results enable the firm to spot "more efficient" commercials.

In 1950, Les Waddington added product supervisor on the new actine to his other duties. He supervised all advertising and promotion in introducing the anti-otopic to the medical profession and to consumers.

Mr. Waddington wandered into radio for the first time when attending Iowa State in Ames. His education was financed by work as musician and between 1933 and '37 he soloed and appeared with the Sax-O-Four on such stations as KFAB Lincoln, WOW Omaha and KOIL Council Bluffs.

He was born Feb. 27, 1913, in Omaha. After studying music and engineering at Municipal U., enrolled at Iowa State, from which he was graduated in 1937 with a bachelor of science degree in mechanical engineering. He majored in aeronautics and industrial management, and earned teaching certificate in education and psychology.

### Joins Instrument Firm

His first job out of college was with the C. G. Conn instrument company in Elkhart, one of the world's largest, where he worked as an experimental acoustical engineer for four years.

His musical and engineering aptitudes led to his early promotion as design engineer in 1941, and chief design engineer in 1945. He remained at this job, designing the company's entire line of instruments, until 1947 when he went to Miles Labs.

Mr. Waddington's merchandising experience with Conn was transferred to Miles, where all radio and TV purchases are merchandised for each salesman, who uses in personal promotion with drugists. The company has more than 10,000 dealers and 500 jobbers in the U.S., and distributes its products throughout the world. Export advertising is handled by Robert H. Otto agency, New York.

Miles currently is networking with Massey on CBS Radio and Mutual, *Hilltop House* on CBS radio, *One Man's Family* and *News of the World*, both on NBC radio, supplemented with national TV spots. Network TV has been dropped, although the company has not decided it.

Miles sponsored its first radio show, *Songs of Home Sweet Home*,

on WLS Chicago in January 1932, adding the famed WLS *National Barn Dance* a year later. Since then it has used these network vehicles successfully: *Lum 'n' Abner*, *Quiz Kids* (AM-TV), *Bob and Ray*, the *Alec Templeton Show*, *Queen for a Day*, *Ladies Fair* and Edwin C. Hill.

Mr. Waddington keeps time free for many family, social and civic activities. His wife is the former Emma Howe. They have two youngsters, James Howe, 11, and Janet Lee, 9. He and his son have launched a long-range boat building project, starting with an eight-foot pram kit boat, and this winter will begin construction of a cabin outboard cruiser designed by Mr. Waddington. They plan to take it on expeditions along the upper Mississippi and on the Lake of the Ozarks.

The family is boat-happy, he says, because they usually spend their vacations with Mrs. Waddington's parents at Saybrook, Conn., on Long Island Sound. Both Jim and Janet are active in Scout work and their father serves on the district committee of the local council.

He is former president of the local Kiwanis Club, for which he directed the Elkhart Music Festival two years; co-producer and director of the Railroad Centennial in 1951, sponsored by the Chamber of Commerce, and a member of the Elkhart Concert Club and Knife and Fork Club.

Mr. Waddington is a registered professional engineer, a member of Alpha Sigma Lambda and Adlante fraternities, the American Federation of Musicians and the Assn. of National Advertisers, in which he has worked on the radio and television, motion picture, magazine and research committees.

### Ralph Judge Elected

RALPH JUDGE, sales manager of H. N. Stovin & Co., Toronto station representative firm, was elected 1953 president of Radio Representatives Assn. at its annual meeting at Toronto Dec. 30. He succeeds Norm Brown, Radio Time Sales Ltd., Toronto. Other officers elected were Alex Bedard, Radio Representatives Ltd., vice-president; Bill Mitchell, All-Canada Radio Facilities Ltd., secretary; Bruce Butler, Joseph Hardy & Co., treasurer, and A. A. McDermott, Radio & Television Sales Inc., publicity director.

BILL COSTELLO, CBS Radio White House correspondent, has been named a member of the six-man 1953 Screening Committee for the foreign study and research fellowship program administered by the Ford Foundation board on overseas training and research. The committee will choose approximately 100 persons for fellowships.



KBIG Avalon signs rival new Dodge-Plymouth used car dealers for show, *Sale of Two Cities*. L to r: Carl Philipp, mgr., Eddie Nelson Inc., Huntington Park; Stu Wilson, KBIG prod. mgr.; Tom Ashbrook, Tom Ashbrook Inc., South Gate; Robert J. McAndrews, KBIG coml. mgr., and Spence Fennell, Fennell Adv.



KENNETH M. COOPER (l), WORC Worcester, Mass., gen. mgr., and Thomas M. Donlin (r), WORC coml. mgr., watch Alfred W. Smith, pres., Worcester County Electric Co., sign for Holy Cross basketball.



BRYCE BENEDICT, sls. rep., KFV Wichita, Kan., looks on with pleasure as Ernest R. Esterline, general manager of the Bell Clothing Co., Wichita, signs to sponsor Edward R. Murrow's newscasts.



PHIL DAVIS (l), for Quality Appliance & TV, buys 450 spots on 10 day saturation drive from Bob Rohrs, acct. exec., WING Dayton, Ohio.



MILT SCOTT (l), M. B. Scott & Assoc., Hollywood agency, and Jack Stafford, acct. exec., KLAC Hollywood, conclude \$56,745 year-long pact for Skycoach Airlines, Burbank.

WISN Milwaukee signs 39-week contract with three International Harvester Corp. dealers for *Frederic W. Ziv's I Was a Communist for the FBI*, beginning Jan. 14. L to r: Ira Kritz, Milwaukee mgr., Int. Harvester Refr.; Harry D. Peck, sta. mgr.; Richard Shireman, sls. mgr.; Mike Meehan, acct. exec., all WISN, and D. C. Elliott, asst. dist. mgr., Int. Harvester.





# HIGHPOINTS IN '52

Jolliffe Lists Top Ten in Radio Electronics, TV

TOP 10 achievements in radio-electronics and television during 1952, as listed last week by Dr. C. B. Jolliffe, vice president and technical director of RCA, were as follows:

1. Extension of TV service through the lifting of the TV station "freeze" and the opening of uhf.

2. Progress in development and application of the transistor, tiny electronic device which performs many of the functions of electron tubes.

3. "Successful field tests of the RCA compatible color television system and tricolor tube, embodying standards recommended by the National Television System Committee. These tests, conducted over NBC facilities, resulted in the refinement of equipment and the acquiring of valuable experience in color TV programming."

4. Extension of electronics and television for such industrial and defense uses as metal detection, radio heating, electronic metering.

5. Coming into wide use of microwave communications systems in this country and abroad.

6. Improved sound recording techniques, new phonograph record players and introduction of "EP" (extended play) 45-rpm records.

7. Emergence of theatre television, providing large-screen viewers of top sporting events and musical production in nearly 100 locations from coast-to-coast.

8. Introduction of the portable TV camera-transmitter—the "walkie-

lookie"—by RCA to facilitate coverage of news events. Its debut was at the national political conventions in Chicago.

9. Opening of RCA's first trans-Pacific TEX radio teleprinter exchange service, between San Francisco and Honolulu, emphasizing "the importance of this direct two-way communications system in commerce and government."

10. New and greatly improved radar installations for maritime and aviation uses.

## RAND ADVERTISING

### Debt Settlement Attempted

COUNSEL for Joseph Warner, president of Rand Adv. Agency, New York, reported last week he is attempting to work out a settlement for some 125 creditors which have claims estimated at \$35,000 against the agency.

Benjamin Cohen, New York attorney representing Mr. Warner, said the agency has gone out of business and that Mr. Warner has no personal assets. According to Mr. Cohen, most of the debts are to radio stations and representative firms for radio time bought by the agency. He reported that he had held a creditors' meeting at his office Dec. 31, at which he had explained Mr. Warner's financial status and had offered his services to firms interested in a settlement. Accounts that the Rand agency handled included Staminal and the Perfume Sales Co., both New York.

## HALPIN REPORTS

### Multiple TV Set Trend

TREND to two-television homes was reported by D. D. Halpin, general manager of the receiver division of Allen B. DuMont Labs., at the opening of the winter furniture shows in Chicago's Merchandise and Furniture Marts last week.

Mr. Halpin said the television trend is similar to that of radio, which expanded set usage into other rooms than the living room in the 1930s, and he estimated two to three million of the 22 million sets now in use are in multiple-set homes. Only 2% of families buying new receivers are turning in old sets, he said.

Television has caused a boom in living room furniture sales, said W. E. S. Griswold Jr., president of W & J Sloane Co., New York City. Thomas I. Levitt, president of Boutell Bros., Minneapolis, and new president of the National Retail Furniture Assn. said few furniture stores carry TV sets because the markup is not enough to make a profit.

Among exhibitors of radio and TV sets was Raytheon Television and Radio Corp., which showed its entire line and introduced three 21-inch video models with equipment for phonograph installation.

## Carr Appointed

THOMAS S. CARR, veteran broadcaster and public relations advisor, last week was appointed executive secretary to Maryland Gov. Theodore McKeldin. The post pays \$6,000 a year. From May 1947 to Aug. 1951, Mr. Carr served as administrative assistant and vice president-station manager of WANN Annapolis, Md. Since 1951 he has been in the public relations field.

## Morton's Promise

A PROMISE that the Voice of America will supply truth to clear away the Communist "fog of fraud and distortion" was given by VOA Director Alfred H. Morton in a New Year's Day message to overseas listeners. Mr. Morton, TV consultant and former network executive who assumed the VOA post last fall, said the U. S. State Dept. shortwave radio arm would "continue to bring you the truth as free men see it" and extended friendly greetings on behalf of the American people.



TWO SONS of Irving E. Rogers (2d from r), president and treasurer of H. Dreth & Rogers Co. (WLAW-AM-FM Boston), have been elected to executive posts with the Lawrence (Mass.) Eagle-Tribune, published by their father [B•T, Jan. 5]. L to r: Irving E. Rogers Jr., assistant business manager, at Allen B. Rogers, assistant treasurer of the Eagle-Tribune; Mr. Rogers Sr., another son, Alexander H. (II). Latter passed up radio-newspaper field organize and direct a construction firm. WLAW was founded on Dec. 1, 1937, by Alexander H. Rogers, the boys' grandfather.

## NPA CHANGES

### Electronics Div. Split

APPOINTMENT of Donald S. Parris as acting director of the Electronics Division of the National Production Authority was announced last Thursday by H. B. McCoy, NPA acting administrator.

Mr. Parris, who has been serving as deputy assistant in the division, succeeds Richards W. Cotton, who returned to Philco Corp. effective last Saturday. Mr. Cotton, who is assistant to the president of Philco, will retain his post as chairman of the Electronics Production Board.

At the same time, NPA's Electronics Division underwent a realignment first revealed last month [B•T, Dec. 15, 1952].

The Electronics Division last Monday was divided into two branches—Production, comprising equipment and component sections, and Program & Requirements, covering CMP (the Controlled Materials Plan) and expediting functions.

Mr. Parris, a veteran of Commerce Dept. and NPA operations and an electronics specialist, also will serve as acting chief of Program & Requirements. R. D. Parker of NPA, formerly with Western Electric, heads up Production. Section includes J. Bernard Joseph, a specialist in broadcast equipment. Lee Golder, chief of the radio-TV section and formerly with Magnovox, has resigned.

## WEISS TO ADDRESS

### Chicago TV Council

PSYCHOLOGICAL sales for agency clients will be discussed by Edward H. Weiss, president of Weiss & Geller, Chicago, at the next luncheon meeting of the Chicago Television Council Jan. 21 at the Sheraton Hotel.

Mr. Weiss will discuss the Toni Co. in particular since his agency recently took over the bulk of the Toni billing after resignation of the account by Foote, Cone & Belding, also Chicago. Council President George Heinemann, program director of WNBQ (TV) Chicago, has designated the meeting "Boss' Day," asking council members to "bring your boss if you aren't one."

## GAMES BY METER

### May Shape Baseball on TV

BELIEF that major league baseball will move in the direction of metered television in 1953 was voiced last week by Walter O'Malley, president of the Brooklyn Dodgers.

Mr. O'Malley said he thought "this year will see baseball make important progress in the solution of what most of us call the television mystery." He predicted that "before long" fans will pay a fee to see a major league game on TV.

## CHICAGO TO PROB

### Television Program Content

TELEVISION program content scheduled to get a going-over by the Chicago City Council, with industry representatives, educators and the public testifying at hearings to be called by a Council Subcommittee on Television.

The subcommittee, organized last Thursday after a meeting of the judiciary committee, is headed by Alderman Patrick P. Patrone. It will work with six other aldermen, one of whom is John J. Hoellen, who introduced a resolution late last month which started the video investigation.

Hearings of an informal nature are expected to begin next week, Alderman Patrone said. Leaders of all segments of the industry from stations to companies may be called.

Alderman Hoellen, in his resolution noted a "shocking increase in teen-age crime" in Chicago in the past year, and the existence of a connection between the showing of crime films [on TV] and the "shocking increase" in teen-age crime.

At the council committee hearing Thursday, Police Chief Timothy O'Connor testified that, in his opinion, there could be a very close relationship between the incidence of crime by youngsters in Chicago and the television shows aired there.

GOLD medal has been awarded WJAR-TV Providence, R. I., for election night coverage in annual 1952 TV Guide reader poll completed December.



# FCC Actions

(Continued from page 81)

Moines, Iowa; WPAD-FM Paducah, Ky.; KALB-FM Alexandria, La.; WWJ-FM Detroit, Mich.; WMBH-FM Joplin, Mo.; WMIN-FM St. Paul; WMBO-FM Auburn, N. Y.; WQXR-FM New York; WNBC-FM New York; WHPE-FM High Point, N. C.; KGPO (FM) Grants Pass, Ore.; WDOF-FM Chattanooga, Tenn.; WJAR-FM Norfolk, Va.; WDEJ-FM Roanoke, Va.; WKWK-FM Wheeling, W. Va.; WWCF (FM) Greenville, Wis.; WCHI (FM) Chicago Hgts., Ill.; WDBQ-FM Dubuque, Iowa; KWRE Warren, Mo.

**Extension of Completion Date**  
WAUG-FM Augusta, Ga.—Mod. CP which authorized new FM for extension of completion date.

**License for CP**  
WRGA-FM Rome, Ga.—License for P. as mod., which authorized new M.

**Change Antenna Type**  
WXHR (FM) Cambridge, Mass.—CP to change type trans. to Collins, 37M-4, sec.; ERP to 6.89 kw and overall ht. height.

WBRE-FM Wilkes-Barre, Pa.—CP to change type ant. to Collins 37M-3, 3 sec.; change trans. location to 4.5 mi. E. of Wilkes-Barre; change ERP to 3 kw; increase overall ant. height.

WLVA-FM—CP to change type ant. GE Type BY-2-A, 2 bay circular.

## January 8 Decisions . . .

### BY COMMISSION EN BANC

#### Renewal of License

Following stations granted renewal licenses for regular period:

KATY San Luis Obispo, Calif.; KAVL Lancaster, Calif.; KCKN Kansas City, Kan.; KCMJ Palm Springs, Calif.; DKD Clinton, Mo.; KDMO Carthage, Mo.; KPGT Fremont, Neb.; KFIR North End, Ore.; KFRM Kansas City, Mo.; FSB Joplin, Mo.; KIHJ Hood River, Ore.; KOLE Port Arthur, Tex.; KREI Farmington, Mo.; KRES St. Joseph, Mo.; KWFC Hot Springs, Ark.; KWKC bilene, Tex.; KWSM Mt. Shasta, Calif.; KXLW Clayton, Mo.; WAML Laurel, Miss.; WEMP Milwaukee, Wis.; TEXL Royal Oak, Mich.; WFHR Wisconsin Rapids, Wis.; WGNI Wilmington, N. C.; WLBC Muncie, Ind.; WSOY ecatur, Ill.; WTVS Marianna, Fla.; USJ Lockport, N. Y.; KSD St. Louis, Mo.; KVOX Moorehead, Minn.; WAIR inston-Salem, N. C.; WBAC Cleve-land, Tenn.; WCBI Columbus, Miss.; CTA Andalusia, Ala.; WDBQ Dubu-que, Iowa; WENT Gloversville, N. Y.; EVE Eveleth, Minn.; WFAU Augusta, Me.; WFBG Altoona, Pa.; WGWC elma, Ala.; WHAR Clarksburg, W. Va.; HAT Philadelphia, Pa.; WIRY Platts-berg, N. Y.; WJOI Florence, Ala.; KRM Columbia, Tenn.; WLAV Grand Rapids, Mich.; WWPB Palm Beach, Fla.; KGBX Springfield, Mo.; KICK pringfield, Mo.; KMMO Marshall, Mo.; APA Raymond, Wash.; KATO Reno, Nev.; KBUR Burlington, Iowa; KCOM oux City, Iowa; KGFV Kearney, Neb.; KGLO Mason City, Iowa; KIBH eward, Alaska; KIHJ Hugo, Okla.; IJV Huron, S. D.; KIST Santa Bara-ra, Calif.; KJFJ Webster City, Iowa; LWT Lebanon, Mo.; KOCY Oklahoma ty, Okla.; KPRK Livingston, Mont.; RBA Lufkin, Tex.; KRJF Miles City, Mont.; KRMD Shreveport, La.; KROC ochester, Minn.; KROS Clinton, Iowa; RUX Glendale, Ariz.; KSET El Paso, Tex.; KSTT Davenport, Iowa; KSWM plin, Mo.; KTTR Rolla, Mo.; KUIN rants Pass, Ore.; KWNW Wenatchee, ash.; KWWL Waterloo, Iowa; KXEO exico, Mo.; KXOK St. Louis, Mo.; ABM Houlton, Me.; WALL Middle-own, N. Y.; WATG Ashland, Ohio; WGE Atlanta, Ga.; WBRE Wilkes-are, Pa.; WBRK Pittsfield, Mass.; WCM Ashland, Ky.; WFB Sylacauga, la.; WGAA Cedartown, Ga.; WHHM emphis, Tenn.; WHAN Charleston, C.; WJRI Lenoir, N. C.; WKGK noxville, Tenn.; WLDY Ladysmith, is.; WMO Auburn, N. Y.; KAND orsicana, Tex.; KFYO Lubbock, Tex.; FMO Cape Girardeau, Mo.; KNMC oberly, Mo.; KSCJ Sioux City, Iowa; TXL San Angelo, Tex.; KVIC Vic-toria, Tex.; KWTO Springfield, Mo.; XGI Fort Madison, Iowa; WGRV reenville, Tenn.; WKEY Covington, a.; WMON Montgomery, W. Va.; RAW Reading, Pa.; WWPB Williams-ort, Pa.; WCBW Chicago, Ill.; WKYW ouisville, Ky.; KULE Ephrata, Wash.; WEEK Peoria, Ill.; WGTL Kannapolis, C.; KING-TV Seattle, Wash.; KSD-TV St. Louis, Mo.; WMBR-TV Jack-sonville, Fla.; WTVJ Miami, Fla.; VER Albuquerque, N. M.; WKOW adison, Wis.

# fcc roundup

New Grants, Transfers, Changes, Applications



## box score

SUMMARY THROUGH JANUARY 7

	On Air	Licensed	CPs	Appls. Pending	In Hearing
AM Stations	2,375	2,358	163	251	164
FM Stations	626	583	57	9	5
TV Stations	126	98	189	1,009*	242

\* Filed since April 14, of which 186 have been granted.

FOR TELEVISION GRANTS AND APPLICATIONS see page 56.

## Non-Docket Actions . . .

### TRANSFER GRANTS

WIRA Fort Pierce, Fla.—Indian River Bestg. Co. Granted transfer of control from Douglas Silver and O. L. Peacock to Chanticleer Bestg. Co. for \$62,450. Transferee is licensee of WCTC-AM-FM New Brunswick, N. J. Granted Jan. 8.

WJR-AM-FM Detroit, Mich.—WJR: The Goodwill Station Inc. Granted relinquishment of de jure control by Mrs. Frances S. Richards, individually and as Executrix of Estate of George A. Richards, deceased, to C. Russell Feldman and L. R. Jackson, Trustees for George A. Richards Life Insurance Trust, et al., through sale of 12,740 shares of stock (2.4%) for \$9,125 per share, or \$116,252.50 cash, payment to be made by Trustees from funds of Life Insurance Trust. Before transfer Mrs. Richards had 24.91% of stock as individual and 26.12% as Executrix of Estate; after transfer she has 22.45% of stock as individual and 26.12% as Executrix of Estate. Messrs. Feldman and Jackson had 5.81% of stock; after transfer they have 8.27% of stock together. Granted Jan. 8.

KHBR Hillsboro, Tex.—Hill County Bestg. Co. Granted assignment of license from partnership consisting of R. W. Calvert, W. N. Furey and Ross Bohannon, to Ross Bohannon, tr/as Hill County Bestg. Co. because Mr. Bohannon has contributed \$22,629 and the two partners \$6,100 each to the partnership, the interests of the two assigned partners are being sold to Mr. Bohannon for \$20. Granted Jan. 8.

## New Applications . . .

### AM APPLICATION

Haines City, Fla.—KWK Inc., 540 kc, 10 kw daytime DA; two tower array, each tower 350 ft. above ground, located 6.4 mi. WNW of Haines City, Fla. Estimated construction cost \$116,815, first year operating cost \$184,000, revenue \$191,000. Applicant is licensee of KWK St. Louis, Mo. Filed Jan. 7, 1953.

### TRANSFER REQUEST

WMBD Peoria, Ill.—Peoria Bestg. Co. Assignment of license to WMBD Inc. through sale of 510 shares of stock for \$441.17 per share, or total of \$225,000. Principals in assignee include President Charles C. Caley (66.67%), now 25% owner of WMBD, and vice president and general manager of station, and John E. Fetzer (33.33%), president and 52% owner of WKZO-AM-TV Kalamazoo, Mich., and WJEF-AM-FM Grand Rapids, Mich. Assignors include Carl P. Slane, who will sell 86 shares of stock for \$37,941.08, Frances P. Slane, who will sell 212 shares of stock for \$93,529.46, and Elizabeth P. Talbott, who will sell 212 shares of stock for \$93,529.46. Assignee is applicant for new TV station in Peoria, contingent on FCC approval of this assignment first [See TV APPLICATIONS, pg. 58]. Filed Jan. 8.

## GE Renewals

REGULAR renewal of license has been granted by the FCC to General Electric Co. stations WGY and WRGB (TV) Schenectady, following several years of operation on temporary extensions of license. Renewal action had been delayed, as in the case of certain other radio and TV outlets, while the FCC reviewed its policy concerning firms which have been involved in anti-trust proceedings.

## LONG MICROWAVE

### GE Presents to Pipeline Firm

FORMAL presentation of what is said to be the world's longest private microwave radio system was made last week by GE to Transcontinental Gas Pipe Line Corp. in Washington.

Presentation took the form of a master key given by GE's Dr. W. R. G. Baker to Transcontinental's President Claude A. Williams.

The 1,840-mile pipeline microwave communication system, established with 59 links between Falfurrias, Tex., and Newark, N. J., operates at 2 mc and contains the equivalent of 12 telephone channels. Entire system was built by GE and operational tests were completed last month. It now is operating with seven of the 12 channels, providing radio-telephone facilities for operation and maintenance of the pipeline.

Additional voice communications may be added later by utilization of the five unused channels. Possibility also exists that the unused channels may be employed for carrying signals to control motors, to read meters, open and close valves and perform similar tasks.

## Kudner 1952 Billings

KUDNER AGENCY Inc.'s broadcast billings amounted to an estimated \$15 million in 1952, placing it in a three-way tie for 11th place among agencies in that respect, Lennen & Newell and Ted Bates Inc. also having billed at the \$15 million level in radio and television [B•T, Jan. 5]. The Kudner billings—estimated at approximately \$10.2 million in television and \$4.8 million in radio—were omitted inadvertently from BROADCASTING • TELECASTING's Jan. 5 listing of leading radio-TV agencies.

## Monarch's New Buy

MONARCH Wine Co., Brooklyn (Manischewitz wine), will sponsor I Am the Law film series on DuMont's owned stations—WABD (TV) New York, WTTG (TV) Washington and WDTV (TV) Pittsburgh—on Monday, 8-8:30 p.m. EST for 26 weeks starting Feb. 16. Agency is Donahue & Coe, New York.

# WKOW RENEWED

Atlass Group Withdraws

FCC last Wednesday removed from hearing and granted renewal of license to WKOW Madison, Wis., after the Monona Broadcasting Co., licensee, had taken action Nov. 10, 1952, to terminate its business relationship with Atlass Amusement Co.

Question of whether WKOW had acquired CBS affiliation by hiring Atlass Amusement Co. as management consultant had been implied by FCC on May 15, 1951, when the Commission set aside its April 15, 1951, grant of license renewal to WKOW and placed the station on temporary license.

The Commission on Nov. 7, 1951, designated for hearing WKOW's application for renewal of license and on Sept. 25, 1952, denied WKOW's petition of March 28, 1952, asking that its application for renewal without hearing be reconsidered.

The FCC had asked for information on why WKOW cancelled its affiliation contract with MBS early in 1950 and affiliated with CBS in May 1950. H. Leslie Atlass Sr. is CBS Central Division vice president and general manager of CBS-owned WBBM Chicago, and also owns 19% of WIND Chicago. His son, H. Leslie Atlass Jr., is president and with his sister and brother, owner of Atlass Amusement Co., and is program director of WIND. Ralph Atlass, brother of H. Leslie Atlass, is vice president and general manager of WIND, controls WLOL Minneapolis, and KIOA Des Moines. He also is a director of WMCA New York.

In a second petition for reconsideration on Dec. 1, 1952, WKOW informed the FCC that the station and Atlass Amusement Co. had terminated their business relationships. The petition stated that WKOW had purchased from Atlass Amusement Co. principals "all of the stock held by them" in WKOW. In the petition, WKOW said it "has not in the past relinquished to Atlass Amusement Co. any of its rights or responsibilities relating to control" of WKOW and that "there is no possibility" that Atlass "will enjoy any semblance of control . . . in the future."

## FM Saturation

BECAUSE of FM saturation in Washington, FCC last week proposed to remove Class B Channel 238 from Baltimore and add it to Washington. Unique action would allow suburban WBUS (FM) Bradbury Heights, Md., to change from Class A to Class B operation. All 10 usable Class B channels are in use in Washington while Baltimore is using only 4 of the 11 allocated to it. The 11th Class B channel allocated to the Capital cannot be used by WBUS because of interference to WUST-FM Bethesda, Md., the other Class A station in the Washington metropolitan area.



# New Grantees Commencement Target Dates

(Continued from page 57)

Call	City and State	Ch.	Granted	Commencement	Network	Rep.
KROD-TV	El Paso, Tex.	4	July 31	Dec. 14‡	CBS, DuMont	Taylor
KTSM-TV	El Paso, Tex.	9	Aug. 14	Jan. 4‡	NBC	Hollingbery
WSEE-TV	Fall River, Mass.	46	Sept. 14	May	.....	.....
Ozark TV	Festus, Mo.	14	Dec. 31	July 1	.....	.....
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	.....	.....
KGUL-TV	Galveston, Tex.	11	Nov. 20	March 1	.....	.....
KTVR (TV)	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
Harrisburg Bcstrs.	Harrisburg, Pa.	71	Dec. 31	Unknown	.....	.....
WAZL-TV	Hazleton, Pa.	63	Dec. 18	Unknown	.....	Meeker
WEHT (TV)	Henderson, Ky.	50	Nov. 20	Unknown	.....	.....
WHYN-TV	Helyoke, 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	Forjee
KUHT (TV)	Houston, Tex.	*8	Aug. 21	Unknown	.....	.....
KNUZ-TV	Houston, Tex.	39	Jan. 8	March	.....	Forjee
Uhf TV Co.,	Houston, Tex.	23	Jan. 8	Unknown	.....	.....
Hutchinson TV Inc.,	Hutchinson, Kan.	12	Jan. 8	Unknown	.....	.....
WHCU-TV	Ithaca, N. Y.	23	Jan. 8	Nov. 15	.....	.....
U. of N. Y.,	Ithaca, N. Y.	*14	Jan. 8	Unknown	.....	.....
WIBM-TV	Jackson, Mich.	48	Nov. 20	Unknown	.....	.....
WJTV (TV)	Jackson, Miss.	25	Sept. 11	Jan. 15	CBS, ABC, NBC, DuMont	Katz
WARD-TV	Johnstown, Pa.	56	Nov. 20	Unknown	.....	Weed
WKMI-TV	Kalamazoo, Mich.	36	Nov. 26	Unknown	.....	.....
WFAM-TV	Lafayette, Ind.	59	Dec. 23	May 1	.....	Rambeau
KTAG (TV)	Lake Charles, La.	25	Dec. 18	April-June	.....	Adam Young
WONN-TV	Lakeland, Fla.	16	Dec. 31	Unknown	.....	.....
KSWO-TV	Lawton, Okla.	7	Dec. 4	April	.....	Taylor
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	Feb. 1	.....	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	Sept. 1	.....	.....
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
WLVA-TV	Lynchburg, Va.	13	Nov. 13	Feb. 15	.....	Hollingbery
WWOD-TV	Lynchburg, Va.	16	Nov. 6	Unknown	.....	.....
WKOW-TV	Madison, Wis.	27	Jan. 8	July	.....	Headley-Reed
KSAC-TV	Manhattan, Kan.	*8	July 24	Unknown	.....	.....
WMAC (TV)	Massillon, Ohio	23	Sept. 4	April 1	.....	.....
WCOC-TV	Meridian, Miss.	30	Dec. 23	Unknown	.....	.....
WALA-TV	Mobile, Ala.	10	Nov. 26	Jan. 4‡	CBS, ABC, NBC, DuMont, CBS	Headley-Reed
WKAB-TV	Mobile, Ala.	48	Aug. 7	Dec. 30‡	.....	Forjee
KNOE-TV	Monroe, La.	8	Dec. 4	April 1	.....	H-R Reps.
KFAZ (TV)	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	.....	.....
WTVM (TV)	Muskegon, Mich.	35	Dec. 23	Unknown	.....	.....
WNAM-TV	Neeah, Wis.	42	Dec. 23	Late Summer	.....	Clarke
WNBH-TV	New Bedford, Mass.	28	July 11	Unknown	.....	Walker
WKNB-TV	New Britain, Conn.	30	July 11	Jan. 31	.....	Bolling
WTLV (TV)	New Brunswick, N. J.	*19	Dec. 4	Unknown	.....	.....
WKST-TV	New Castle, Pa.	45	Sept. 4	February	.....	.....
WNLC-TV	New London, Conn.	26	Dec. 31	July	.....	Meeker
WGTV (TV)	New York City	*25	Aug. 14	Unknown	.....	.....
WOSH-TV	Oshkosh, Wis.	48	Nov. 26	April 15	.....	.....
WPFA (TV)	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	.....	.....
WTVQ (TV)	Pittsburgh, Pa.	47	Dec. 23	Unknown	.....	Headley-Reed
WENS (TV)	Pittsburgh, Pa.	16	Dec. 23	February	.....	.....
WKJF-TV	Pittsburgh, Pa.	53	Jan. 8	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
KZTV (TV)	Reno, Nev.	8	Dec. 23	March	.....	.....
WEEU-TV	Reading, Pa.	33	Sept. 4	May 15	.....	Headley-Reed
WHUM-TV	Reading, Pa.	61	Sept. 4	Jan. 15	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
WROH (TV)	Rochester, N. Y.	*21	July 24	Unknown	.....	.....
WTVO (TV)	Rockford, Ill.	39	Sept. 11	Unknown	.....	.....
WKNX-TV	Saginaw, Mich.	57	Oct. 2	March	.....	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	.....	Hollingbery
WKAQ-TV	San Juan, P. R.	2	July 24	1954	.....	Inter-America
KEYT (TV)	Santa Barbara, Calif.	3	Nov. 13	May	CBS, NBC	.....
WGBI-TV	Scranton, Pa.	22	Aug. 14	April	CBS	Blair-TV Inc.
WTUV (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. 22‡	.....	Raymer
KHQ-TV	Spokane, Wash.	6	July 11	Dec. 22‡	NBC, ABC	Katz
KXLY-TV	Spokane, Wash.	4	July 11	Jan. 15	CBS, DuMont	Walker, Pac. NW Bcstrs.
WWLP (TV)	Springfield, Mass.	61	July 11	February	.....	Hollingbery
KTTS-TV	Springfield, Mo.	10	Oct. 9	April	.....	.....
Springfield TV Inc.,	Springfield, Mo.	3	Jan. 8	July	.....	.....
KSTN-TV	Stockton, Calif.	36	Jan. 8	Unknown	.....	.....
WHTV (TV)	Syracuse, N. Y.	*43	Sept. 18	Unknown	.....	.....
KMO-TV	Tacoma, Wash.	13	Dec. 10	May 1	.....	Branham
KTNT-TV	Tacoma, Wash.	11	Dec. 10	.....	.....	Weed
KCNA-TV	Tucson, Ariz.	9	Dec. 18	Unknown	.....	.....
KOPO-TV	Tucson, Ariz.	13	Nov. 13	Feb. 1	.....	.....
KVOA-TV	Tucson, Ariz.	4	Nov. 13	Feb. 1	NBC	Raymer
KANG-TV	Waco, Tex.	34	Nov. 13	June 1	.....	.....
WHHH-TV	Warren, Ohio	67	Nov. 6	Unknown	.....	.....
WATR-TV	Waterbury, Conn.	53	Oct. 30	March 1	.....	Rambeau
WWNY-TV	Watertown, N. Y.	48	Dec. 23	Unknown	.....	.....
WIRK-TV	West Palm Beach, Fla.	21	Dec. 18	Unknown	.....	.....
KFDX-TV	Wichita Falls, Tex.	3	Dec. 18	March 18	.....	.....
KTVW (TV)	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	March	.....	.....
KIT-TV	Yakima, Wash.	23	Dec. 4	August	.....	.....
WNOW-TV	York, Pa.	49	July 11	April	DuMont	.....
WSBA-TV	York, Pa.	43	July 11	Dec. 22‡	ABC	Radio-TV Rep
WFML-TV	Youngstown, Ohio	73	July 11	Early 1953	NBC	Headley-Reed
WKBN-TV	Youngstown, Ohio	27	July 11	January	CBS, DuMont, ABC	Raymer
WUTV (TV)	Youngstown, Ohio	21	Sept. 25	Unknown	.....	.....
WHIZ-TV	Zanesville, Ohio	50	Dec. 10	April 1	.....	.....

‡ On the air, operating commercially.

\* Educational permittee.



SALES executives of WONS Hartford, Conn., meet with five used car dealer to discuss plans for new phone-quizz show. L to r: Seated, Arthur Mossberg Arthur Motor Sales (Studebaker); Cy Kaplan, WONS sales manager; Jo Wiley, Manchester Motor Sales (Oldsmobile); Martin Sayet, Fitzgerald Motor (Ford); standing, James Cannon, Packard-Windsor (Packard); Harold LaBier, Fitzgerald Motors; Phil Zoppi, WONS sales representative; Herber Jester, W Hart Buick (Buick). Dealers have banded together to bolster used car sales Program, Auto Tune Derby, is aired Monday through Friday at 6:30 p.m.



# WDAF Placed on Grid by Justice

(Continued from page 23)

Co. management referred to the broadcast aspects:

The Government seeks to have the Star divest itself of both its radio and television stations although Congress has repeatedly refused to pass legislation conferring such powers. The Star went on the air for the first time in 1922, among the first five radio stations in the U. S., long before there was even a station in New York for instance. We pioneered in this field because we felt it was an opportunity to serve our community. We took a financial beating for years. We were one of the first five stations that constituted the original NBC network, being the westernmost outpost at the time. The Government on radio complains of a rate practice prevailing in years only 1933 to 1937, long since abandoned. Not until now—two weeks before the end of the Truman Administration has any governmental agency challenged our conduct of radio.

The Government seeks to have the Star divest itself of its television station, WDAF-TV. The same opportunity was open to any other applicants to go into the television field when we did. The facts are losses when being suffered by television were so terrific, everyone hesitated to take the risk. The Star believed Kansas City was entitled to television service and chose to pioneer this new service as it had in radio, and expected to take terrific losses. Fortunately, it turned out the other way. Goodness knows, the outgoing Administration certainly wouldn't have given the Star any preference or favors on a license if there had been anybody else ready to take the risk.

Mr. Roberts added that "our business practices, covering nearly three-quarters of a century, have been an open book, still are, and conform to the law and good morals."

The publishing executive thus reiterated his comments of last week when the possibility of anti-trust action first was raised. At that time the firm was ordered to produce all corporate records and contracts of the Star and WDAF-AM-TV since Jan. 1, 1926.

## Combination Rates

Mr. Roberts told BROADCASTING • TELECASTING then that no practice of combination rates between any of the two newspapers and radio-TV properties was involved. He noted that 173 U. S. newspapers use the practice whereby advertisers buy space in two newspapers under common ownership.

The original subpoena called for all contracts signed by the publishing firm, including those of WDAF-AM-TV; pacts for news services and features, and all advertising contracts for the past 26 years.

Sec. 313 of the Communications Act on which the government based its revocation request reads as follows:

... Whenever in any suit, action, or proceeding, civil or criminal, brought under the provision of any of said laws or in any proceedings brought to enforce or to review findings and orders of the Federal Trade Commission or

other governmental agency in respect of any matters as to which said Commission or other governmental agency is by law authorized to act, any licensee shall be found guilty of the violation of the provisions of such laws or any of them, the court, in addition to the penalties imposed by said laws, may adjudge, order and/or decree that the license of such licensee shall, as of the date the decree or judgment becomes finally effective or as of such other date as the said decree shall fix, be revoked and that all rights under such license shall thereupon cease: PROVIDED, HOWEVER, That such licensee shall have the same right of appeal or review as is provided by law in respect of other decrees and judgments of said court.

Prior to enactment of the McFarland amendment to the Communications Act last year, broadcasters were placed in so-called "double-jeopardy," with the FCC authorized *per se* to revoke licenses of broadcasters previously convicted in court of anti-trust violations.

## McGranery Comment

Commenting on the anti-trust action, Atty. Gen. McGranery described it as "another in the Anti-Trust Division's series of cases to restore to businessmen the right to advertise freely in media of their own choosing." He cited the Supreme Court-AP case, observing that "freedom to keep others from publishing is not guaranteed by the Constitution."

Newell A. Clapp, Acting Assistant Attorney General of the division, stated: "Advertising plays an important role in our free enterprise system and is essential to the success of competing newspapers and broadcasting stations. It is vital that advertising channels not be closed by private combinations."

The indictment further alleged that the defendants "refuse and threaten to refuse to accept advertising, or discriminate as to space, location or arrangements of advertising if the advertiser uses competing media, or a larger ad in competing media"; that the company's rate structure for local display advertising provides for tie-in sales which exclude advertisers from using other media; that national and classified advertisers are required to buy ads in both the Star and Times; that subscribers are forced to pay for delivery of the Times, the Star and the Sunday Star in "forced combination"; and that news carriers are required to refrain from delivering competing media.

The Star Co. also publishes the Weekly Star Farmer. Until last July the company was the only publisher of daily newspapers of general circulation. At that time the Kansas City News-Press Co. began publication of a daily tabloid-sized paper.

With respect to advertising rates, The Star Co. said:

The basic theory underlying both the indictment and the civil complaint of the Government is that the Star has attempted to create a monopoly in this territory. Anybody with the slightest knowledge of business knows that the greatest factor in forcing consolidations and the involuntary discontinu-

ance of newspapers, which is all very regrettable, is the Government itself. The tax burden has become so terrific only the strongest papers can stand up under it. Newspapers have had to increase both subscription and advertising rates in a mad race to keep up with costs. As rates go up, advertisers necessarily concentrate their spending in the papers that do the best job for them. All the anti-trust suits in the world will not stop this trend unless the Government itself can get taxes down. This trend is eliminating newspaper competition. Almost as big a factor has been the tremendous increase in newsprint prices, equipment costs and labor costs. Those are the major factors that are creating situations which the Government seems to be complaining of.

WDAF took the air in 1922 and WDAF-TV in 1949. The television outlet, now described as a valuable adjunct profitwise to the newspaper properties, formally opened a \$1.5 million plant last June. WDAF-TV is the city's only video outlet. The four radio stations besides WDAF are KCKN KCMO KMBC and WHB.

The Supreme Court's ruling is likely to pass judgment on common newspaper practice of combination unit rates for advertising. In the Times Picayune Co. case, the court upheld a complaint filed by the New Orleans Item.

Observers noted that in the Kansas City case, there were no "competing media" there before July, despite references in the indictment. It was also pointed up that the subpoena action was launched a month earlier. Nub of the charges was seen as the "special discounts" provision covering The Star Co.'s three newspapers.

## Political Implications

With the source of the complaint undisclosed, there was speculation that the anti-trust suit was politically inspired, as contended by the publishing firm itself. The anti-trust case will be one of nearly 150 to fall in the hands of the Eisenhower administration this month.

In the New Orleans dispute, the court held that the Times Picayune Co. attempted to "monopolize" a segment of the afternoon newspaper general and classified advertising field represented by advertisers who could not buy space in the firm's Evening States and the rival Item.

The radio properties of the Times-Picayune Co. (WTPS-AM-FM) were not directly involved, however, as are the broadcast properties in the Kansas City fracas. Only other recent case touching on radio-TV stations was that of the Lorain (Ohio) Journal and Mansfield (Ohio) Journal which were convicted of violating anti-trust laws. They were cited for advertising practices tending to "destroy" WEOL Elyria by refusing to sell space to advertisers who bought time on the station [B•T, Dec. 17, Oct. 22, 1, 1951].

## Libel Bills

(Continued from page 38)

candidate or not, should be permitted to defame an innocent man or his family. That's the crux of this matter.

"Personally, I don't think the Horan amendment is legal. You can't absolve radio or TV stations from the consequences of defamation. No court would uphold that point of view.

"Radio or TV stations are an instrumentality, just as newspapers are. Do you know of anyone who would exempt newspapers from liability for libel?"

Reiterating that his greatest interest is in protecting innocent victims of defamation, Mr. O'Hara also suggested a situation where a penniless, irresponsible candidate might impugn the reputation of his opponent yet go scot-free because he has no assets.

Rep. Horan takes the position that since the law forbids censorship of political candidates' speeches, then Congress which passed that law ought to take the broadcasters off the hook by exempting them from damages. Last week he planned to confer with Ralph W. Hardy, director of NARTB's Government Relations Department, then resubmit his bill. NARTB has supported his bill.

Among other bills proposed in the first week of the new Congress:

Rep. Joseph R. Bryson (D-S.C.) reintroduced HR 1227 which would ban advertising of alcoholic beverages on radio or TV.

Rep. Carroll D. Kearns (R-Pa.) recommended a fine of \$100 and/or 30 days in jail as penalty for using the U. S. flag for advertising purposes (HR 139). Rep. Eugene J. Keough (D-N. Y.) recommended registration of trade marks using words, "White House," be prohibited (HR 72).

A number of bills to repeal the 20% tax on motion picture theatre admissions was introduced. Among them were HR 188 by Rep. Victor Wickerham (D-Okla.), and HR 6 by Rep. John D. Dingell (D-Mich.).

Rep. Kearns also introduced H Res 26 which calls for a continuance of the Gathings Select Committee investigating pornographic books and magazines.

Other bills included several calling for a new Commission on the Organization of the Executive Department.

## RULES CHANGES

Proposed by FCC

NUMEROUS changes, mostly editorial and corrective, were proposed by FCC last week with respect to portions of the Commission's rules and standards for AM, FM and TV.

In the AM rule changes, Sec. 26, the sunrise-and-sunset table, would be deleted and FCC would prescribe the time of operation in the individual station's license in accordance with a standardized procedure proposed in Sec. 3.79.

Another proposal affecting FM and TV rules, the Commission would amend its rules to provide a more specific and uniform method for computing the height of an antenna above average terrain. The proposed method is based on eight evenly-spaced radials starting with true North and would expressly specify the method for treating radials which extend over large bodies of water or foreign territory.





# at deadline

## SPURIOUS EMISSION PROBLEM IS STUDIED

COOPERATION of radio-TV manufacturers on solving spurious emissions interference problem urged Friday by Dr. W. R. G. Baker, vice president of General Electric Co. and director of RTMA Engineering Dept., at industry-wide conference in New York. He termed problem real and serious and warned against potential government inspection if not solved.

Glen McDaniel, RTMA general counsel, said FCC has power to regulate spurious emissions. If courts rule otherwise, Commission would be given authority through legislation, he said. RTMA President A. D. Plamondon Jr. said interference from transmitters and receivers limits additional radio-TV channels and that suppression would aid business.

Dr. Baker called meeting after FCC asked JTAC to study problem. He pledged RTMA support and announced formation of three task forces: on receivers, headed by Kenneth Chittick, RCA; on transmitters, by James Keister, GE, and one by D. G. Fink, Philco Corp. to coordinate JTAC-IRE-FCC work.

## WSTV FILES COMPLAINT

REQUEST that FCC take action to force Storer Broadcasting Co. to elect which of two pending TV applications it intends to pursue was made Friday by WSTV Steubenville, Ohio, applicant for Ch. 9 there. Request was in form of motion for Commission to take prompt action on petition filed last July. Basis for WSTV petition is fact that Storer owns four TV stations (WJBK-TV Detroit, WSPD-TV Toledo, WAGA-TV Atlanta and KEYL (TV) San Antonio) and under FCC rules is limited to total of five. Therefore WSTV avers Storer should not be permitted to have two TV applications on file—for Steubenville-Wheeling market and for Miami.

## KIMBALL BACK AT GT

DAN A. KIMBALL, Secretary of Navy who steps down Jan. 21, has been re-elected vice president and director of General Tire & Rubber Co., positions he gave up when he accepted post of Assistant Secretary of Navy in 1949. Mr. Kimball also was director of MBS, but whether he will return to that post will not be determined until April meeting of network. General Tire, which owns majority stock of MBS, also owns and operates Yankee and Don Lee networks, as well as New England and West Coast stations and WOR-AM-FM-TV New York.

## AGRONSKY HEADS GALLERY

MARTIN AGRONSKY, ABC commentator, was elected president and chairman of executive committee of Congressional Radio-TV Galleries at meeting Friday in Washington. He succeeds Hollis Seavey, MBS. Others elected were Richard Harkness, NBC, vice president and vice chairman; Bill Costello, CBS, secretary, and Joseph F. McCaffrey, MBS, treasurer. Members of executive committee include above and Julian Goodman, NBC-TV; George J. Marder, UP Radio, and Ann Corrick, Crosley.

Meeting set Feb. 7 for annual Radio Correspondents Assn. dinner, also agreed to submit change of name to Radio & Television Correspondents Assn. to membership vote.

## TRUMAN NAMES MERRILL

PRESIDENT TRUMAN submitted Friday to Senate name of Comr. Eugene H. Merrill, Utah Democrat, for remaining two years of term of former Comr. Robert F. Jones. (See early story page 73.) Nomination, one of two score, is considered formality since Senate not likely to confirm any of President Truman's nominees. Mr. Merrill was given recess appointment last October following resignation of GOP Comr. Jones.

## LEBHAR HAS HOPES FOR TV

BERTRAM LEBHAR Jr., director of WMGM New York and nearing completion of negotiations for purchase of station and its FM affiliate from Loew's Inc. for \$2 million (earlier story page 27), intends to apply for TV channel immediately if deal goes through, it was learned Friday. (New York City government and WNEW New York already have filed for Ch. 31, only one available in city, and WOV and WHOM New York have announced they will file jointly.)

It also was reported that, although Mr. Lebar is offering advertisers and others investors several plans for investment in new corporation—and reportedly is getting favorable reaction—he would retain full operating control. With WMGM (formerly WHN) for 14 years as director of sales and director of station, he has built it into sports specialist which, over past six years, has had gross billings exceeding \$2 million per year.

## ANOTHER 540

ANOTHER request for newly-opened 540 kc channel filed with FCC last week when KFBM San Diego submitted application for frequency with 5 kw fulltime, DA-1, for San Diego. Earlier in week KWK St. Louis filed for same frequency, 10 kw daytime, DA, for Haines City, Fla. (see application, page 87). KFMB, now on 550 kc with 1 kw fulltime, DA-1, expects change to 540 kc will cost \$41,500; estimates annual operating cost after change as \$205,000, revenue as \$220,000.

## KARM SALE

SALE of 50% interest in KARM Fresno, Calif., by sole-owner Hattie Harm for \$60,000 to General Manager Clyde Coombs was disclosed in application filed with FCC Friday. FCC earlier granted sale of KROY Sacramento by Mrs. Harm and Mr. Coombs for \$425,000 to C. L. McCarthy, manager KGO San Francisco, and associates [B•T, Dec. 29, 1952].

## GONE ARE THE CALLS . . .

LAST "TV" call letter assignment possible in W call series was made by FCC Friday to Gallaher, Berry & Woodyard, Pittsburgh uhf Ch. 47 grantee. It is WTVQ (TV). And according to Edwin P. McVey, FCC's call letter expert, TV combinations in K call series "are going fast." Mr. McVey is assignment clerk in Application Control Section, Authorization Analysis Division, Safety & Special Radio Services Bureau.

## PEOPLE . . .

JACK W. SMOCK, vice president, Foote, Cone & Belding, N. Y., to Los Angeles office of Young & Rubicam as vice president and manager of that office, effective March 1. At that time, E. E. SMITH, present L. A. manager of Y&R, returns to New York office.

A. V. B. GEOGHEGAN, vice president in charge of media relations of Young & Rubicam, New York, named co-chairman of plans board and will serve in that capacity with Louis N. Brockway, executive vice president of agency. In his position on board, he replaces C. L. Whittier, who retired from agency as of first of year.

APPOINTMENT of ABC sportscaster BOB FINNEGAN as assistant to JOHN T. MADIGAN, ABC-TV director of news, special events and sports, is being announced today (Monday). Mr. Madigan also announced appointments of JOHN DUNN as managing editor of ABC-TV's *All-Star News* program; MARY LAING, as acting supervisor of ABC's WJZ-TV New York newsroom, and CLAIRE B. WIRTH, as administrative assistant in department. All appointments take effect immediately.

RODGER S. HARRISON, Sterling Silver-Smiths Guild of America, to J. M. Mathes Inc., N. Y., as account executive.

DOROTHY KENNEDY, McCann-Erickson, N. Y., to copy department of Sullivan, Stauffer, Colwell & Bayles, that city.

MARVIN POTTS, art director at Foote, Cone & Belding, Chicago, elected vice president.

## TV APPLICATIONS

TOTAL new and amended television station applications rose to 13 Friday (earlier applications, page 58), with late Friday evening filing of request for uhf Ch. 33 in Miami. Applicant, new to radio-TV, headed by New York home builder Sherwood R. Gordon. His attorney: Florida ex-senator Claude Pepper. Other application filed last week from KOWL Santa Monica, Calif., seeking uhf Ch. 52 (assigned to Corona, Calif.).

### NEW APPLICATIONS

Santa Monica, Calif.—KOWL Inc. (KOWL), uhf Ch. 52, ERP 107 kw visual, 57.8 kw aural; antenna height above average terrain 2,910 ft., above ground 190 ft. Estimated construction cost \$206,660, first year operating cost \$225,000, revenue \$260,000. P. O. address: Pico Blvd. at the Ocean, Santa Monica. Studio location to be in Corona; transmitter atop Mt. Wilson. RCA equipment. Sole stockholder in applicant: Arthur H. Croghan, who has 5.6% interest in WJBK Detroit. City priority status (for Corona, Calif.): Gr. B-1, No. 139.

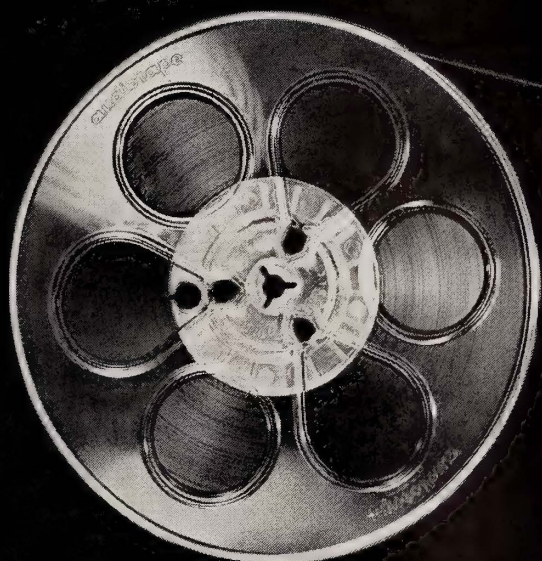
Miami, Fla.—Television Corporation of Greater Miami, uhf Ch. 33, ERP 20.78 kw visual, 10.39 kw aural; antenna height above average terrain 407 ft., above ground 424 ft. Estimated construction cost \$218,472, first year operating cost \$235,000, revenue \$220,000. P. O. address: 37 N. E. 1st Ave., Miami. Studio and transmitter location 500 Biscayne Blvd. RCA equipment. Principals include Sherwood R. Gordon (70%), Shadow Lawn Homes Inc. (builders and developers), New York City, and Dorna Cleaners & Launderers Inc., West Hempstead, N. Y.; Edna W. Gordon (20%), wife of Mr. Gordon, and Louis A. Wildman (10%), Wilbar Photo Engraving Co. and Higwill Matrix Co., both New York. City priority status: Gr. B-4, No. 194.

## LOUIS HAUSMAN NAMED

LOUIS HAUSMAN, CBS Radio administrative vice president, named to 16-man planning committee for 10th anniversary Brand Names Day conference to be held April 15 at Waldorf-Astoria, New York. He will supervise entertainment plans in cooperation with Lester Gottlieb, CBS vice president in charge of network programs.



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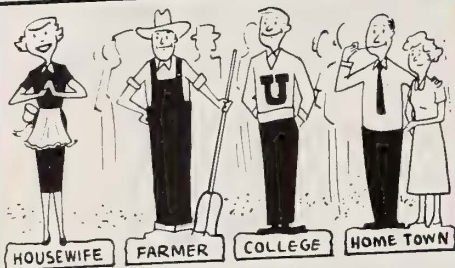
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