KOWH is giving FIVE FOR ONE in OMAHA!

It's phenomenal but true! It takes a spot on each of the other five Omaha-Council Bluffs stations to get your radio message the audience an average spot delivers on KOWH! With an over-all daytime Hooper (May-June) of 46.2%, KOWH is the buy you've dreamed of... where one dollar does the work of nine in covering a plush market!

Want the facts? Talk to H-R Inc., our reps—they're the boys with the hottest story in radio—or call KOWH Manager Virg Sharpe. Get FIVE for ONE on a "sure thing"—KOWH!

FIVE FOR ONE on KOWH!
Stop Kidding Yourself

...there's no pot of gold under the rainbow...

but look what's in ERIE, PA.

- $1,409,148,000 EFFECTIVE BUYING POWER
- 218,500 SETS IN MARKET—274,600 HOMES

79% COVERAGE

- 67,640 SETS IN ERIE COUNTY—68,600 HOMES

98.6% COVERAGE

PROOF POSITIVE: Average Quarter Hour Television Sets-in-use for the week surveyed—Entire Week
35.6, NOON TO MIDNITE—46.7, 6 P.M. TO MIDNITE
19.9, SIGN ON TO 6 P.M.—Pulse, Inc., 2-1-54

WICU-TV Ch. 12 — ONLY V.H.F. in entire area
NBC—ABC—DUMONT

Edward Petry & Co., Inc.
Coverage that Counts!

7 major Michigan markets for NBC, CBS, and ABC

Now 100,000 watts!
Covers vast new prosperous territory for your advertising dollar

WGAL-TV PRIMARY MARKET

<table>
<thead>
<tr>
<th>TV sets</th>
<th>554,915</th>
</tr>
</thead>
<tbody>
<tr>
<td>families</td>
<td>803,200</td>
</tr>
<tr>
<td>effective buying income</td>
<td>$4,226,847,000</td>
</tr>
<tr>
<td>retail sales</td>
<td>$2,654,371,000</td>
</tr>
</tbody>
</table>

COVERING

<table>
<thead>
<tr>
<th>York</th>
<th>Harrisburg</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hanover</td>
<td>Lebanon</td>
</tr>
<tr>
<td>Gettysburg</td>
<td>Sunbury</td>
</tr>
<tr>
<td>Chambersburg</td>
<td>Lewistown</td>
</tr>
<tr>
<td>Frederick</td>
<td>Carlisle</td>
</tr>
<tr>
<td>Hagerstown</td>
<td>Lewisburg</td>
</tr>
<tr>
<td>Westminster</td>
<td>Shippensburg</td>
</tr>
<tr>
<td>Reading</td>
<td>Pottsville</td>
</tr>
<tr>
<td>Shamokin</td>
<td>Coatesville</td>
</tr>
<tr>
<td>Lock Haven</td>
<td>Huntingdon</td>
</tr>
<tr>
<td>Waynesboro</td>
<td></td>
</tr>
</tbody>
</table>

Representatives

MEEKER TV, INC.

New York  Los Angeles  Chicago  San Francisco
CIGARETTE cancer scare is booming hard candy sales as well as cigars and pipe tobaccos. Life Savers (controlled by Edward J. Noble, finance committee chairman of American Broadcasting-Paramount Theatres) enjoyed 35% jump in first two weeks of July and sales were up 16% for first six months, with no additional advertising promotion.

SHORTLY to be announced will be departure of Clarke A. (Fritz) Snyder as CBS-TV station relations director. While no reason given, it’s understood he is severing his connection, which began June 1951, by mutual understanding with Herbert V. Akerman, CBS-TV station relations vice president. Mr. Snyder hasn’t announced plans, but expects to be in TV station management.

THERE ARE new negotiations looking toward release of reasonably current Hollywood films for TV feature film use. Producers, with film in their vaults, are impressed with rapid development of TV-processed syndicated film and are becoming restive less their properties deprecate in value beyond prospect of reasonable return.

**PREVIEW** of new format for all-industry TV advertising bureau will be given four-man advance guard representing NARTB and TVAB, meeting day ahead of Aug. 5 merger session in Washington. Quartet will get first look at project that blends results of TVAB’s swift two-month career and findings of two-year NARTB study. TVAB merger group will have results of questionnaire being sent its supporting stations, asking views on bureau composition and functions (story page 42). Should plan be approved, it still faces NARTB TV action (probably fall in August) plus TVAB Executive Committee vote, with hope that bureau can be staffed and operating in October.

ABC-TV’s National Collegiate Athletic Ass’n, football television schedule for this fall is slated for announcement this week. But as yet coverage hasn’t been sold to national sponsor, and present prospects are that package will be offered on piecemeal, co-op basis.

ABC-TV’s National Collegiate Athletic Ass’n, football television schedule for this fall is slated for announcement this week. But as yet coverage hasn’t been sold to national sponsor, and present prospects are that package will be offered on piecemeal, co-op basis.

IN OFFING is new management at WMAL-AM-FM-TV Washington. Kenneth H. Berkeley, veteran head of stations, reportedly is close to making deal for am property in South, which would fulfill desire to get into his own business. Evening Star Newspaper Co. reportedly has interviewed several prospects in anticipation of Mr. Berkeley’s departure and new appointment might coincide with overall reorganization stemming from recent Booz, Allen & Hamilton survey.

**REVERBERATIONS** of Potter Senate Subcommittee hearings on uhf have changed FCC viewpoints on several fronts. One thing now appears to be certain: FCC will be liberal in granting booster and satellite transmitters for uhf stations in order to broaden coverage to compete more effectively with vhf outlets using maximum power.

**PAINT AND VARNISH** industry, now practically unclassified in business volume in TV network billings, may leapfrog into front position with advent of color. Plans reportedly already in works by top entities in field to take full advantage of medium that is obviously natural for them.

WHO WILL HEAD American delegation to Mexico City conference on North American Regional Broadcast Agreement set for Oct. 28? Best bet is FCC Comr. Robert E. Lee, who has been attending preparatory sessions at State Dept. with FCC Chairman Rosel H. Hyde. Mr. Hyde, who headed last NARBA sessions four years ago, isn’t disposed to take on new foreign assignments in these times.

**COMING:** a count of the nation’s farm TV sets.

**Equitable puts $150,000 into spot radio**

**And Florida Citrus sets $1.6 million for radio-TV**

**Clipp’s film plan meets quick opposition**

**INS adds sound to its facsimile service**

**Nielsen, Pulse rank ‘Lucy’ at top**

**TVAB supporters solicited for ideas**

**SRA’s Flanagan doesn’t want the networks**

**Potter unit comes up with three plans on uhf**

**Network probe awaits committee go-sign**

**Broadcasters to have their day in coverage hearing**

**Lamb wins a delay in his FCC hearing**

**Feud erupts between KWTV (TV), WKY-TV**

**Food merchandising as done by eight CBS ams**

**Television writers strike against three networks**

**‘Non-competitive’ will describe English tv**

**ABC is breaking even—Kintner**

**DuMont has $4 million sales week**

**How Madison Avenue looks at uhf**

**Educational tv: two years later**

**Telestatus: tv stations, sets, target dates**
Some farm-service radio directors try to run a farm department, sitting at their desks.

Not so at KTHS. Marvin Vines, our Farm-Service Director, is out, covering the State, almost as much as he's in the studio!

In the last twelve months, for example, Marvin Vines has:

- Traveled over 30,000 "business miles", all within Arkansas.
- Attended 168 meetings, with a total attendance of 19,000 persons.
- Conducted personal interviews on 127 farms.
- Appeared as a speaker, panelist or moderator on 97 different farm programs.
- Discussed farm problems with 1429 persons on his daily and weekly broadcasts.

**ALL THIS**, plus broadcasting 16 farm programs per week, on KTHS!

Like Marvin Vines, many of our KTHS department heads, entertainers, and other "names" get out and cover the State, regularly. The result—greater listening to KTHS—greater values for you advertisers.

---

**50,000 Watts . . . CBS Radio**

Represented by The Branham Co.
Under Same Management as KWKH, Shreveport

Henry Clay, Executive Vice President
B. G. Robertson, General Manager

KTHS
BROADCASTING FROM LITTLE ROCK, ARKANSAS

Page 6 • July 26, 1954
Hyde Anticipates Mexico's Upcoming Broadcast Demands

DEMANDS expected to be made by Mexico at forthcoming Oct. 28 U. S.-Mexican meeting in Mexico City, pursuant to bilateral agreement on standard broadcasting were outlined Friday morning by FCC Chairman Rosel H. Hyde at informal government-industry conference in Washington at State Department Thursday, July 19.

Past would be outside 1950 North American Regional Broadcasting Agreement, to which Mexico is not signatory, but Chairman Hyde indicated U. S. would hold to 1950 NARBA principles as basis for talks.

Accompanied by Comr. Robert E. Lee and other FCC officials, Chairman Hyde said Mexico probably will ask for following: (1) two more clear channels (590 and 660 kc have been mentioned), (2) elimination of 650-mile rule governing Mexican station locations from U. S. border, (3) elimination of power limitations under present agreement for Mexican regional and local stations (clears have no international power limit), (4) oppose Class I-B status accorded U. S. stations on 1560 kc ( Cuban clear), (5) recognize Mexican Class I-A priority on 540 kc (Canadian clear), (6) continuance of interim "gentlemen's agreement" extending old NARBA, (7) elimination of 25 mv/m overlap rule (would allow more border stations), (8) elimination of RSS rule (method of determining priority), (9) case by case handling of certain international station allocations.

Chairman Hyde indicated U. S. would prefer new agreement to continue without termination date so as to halt problems of continual renegotiation. He was introduced to meeting of industry attorneys and engineers by John S. Cross, assistant chief, State Dept. Telecommunications Policy Staff. Written comments by industry were invited to be sent to Mr. Cross.

AFM, AFTRA Dispute Hearing To Resume in New York Aug. 4

HEARINGS on jurisdictional dispute between American Federation of Musicians and American Federation of Television and Radio Artists involving representation for musicians and other performers and on motion by ABC and other parties for clarification of bargaining units to be resumed in New York Aug. 4, it was reported Friday. Chicago session Friday brought out for first time testimony that AFM had prohibited performer at ABC o&b WBKB (TV) Chicago from joining AFTRA, although allegation was denied.

Sterling C. (Red) Quintin, ABC vice president in charge of WBKB, told B&T Friday there is "no question in my mind but that NLRB will find AFTRA's position untenable."

Radio vs. Mature TV

EFFECTIVENESS of radio in 64 "mature" television areas, which had tv service before FCC was formed, is underlined in latest BAB presentation. Report states that in these markets, radio has penetration of 99% and tv only 81%. Additionally, it is pointed out, number of radio sets sold in these markets in 1953 totaled 6,786,080, compared with 2,803,000 tv sets sold, described as "142% superiority for radio."

at deadline

MINUTE MERGER

CBS-TV and NBC-TV will merge, for few minutes at least, in Washington, D. C., today (Mon.) when they stage joint reception for Ann Sothron, featured in Private Secretary. Program is telecast on NBC-TV in summer and CBS-TV in winter. Miss Sothron is appearing at Casino Royale, Washington night club.

NARTB Asks Record Firms For Meeting on 45 RPM

IN LINE with growing industry criticism of 45 rpm policy of record manufacturers (see story page 44), John F. Meagher, NARTB vice president, has asked major record firms for meeting to reconsider action.

Mr. Meagher told manufacturers NARTB has "an obligation to a substantial segment of our membership to place before you the expressions of their strong feeling on the subject and to explore with you the feasibility of modifying your present policy in line with their suggestions."

NARTB letter voiced hope manufacturers would agree meeting might clear up misunderstandings, pointing out that stations have done much "to stimulate the popularity of records over the years."

37.5 Million Color Sets By 1964—GE Prediction

JOHN T. THOMPSON, manager of distribution sales for tube department of General Electric Co., predicted Saturday there will be 7.5 million color sets on market in 1957 and 37.5 million sets by 1964.

Mr. Thompson said mass-market color set will be one with larger screen and lower price than sets introduced earlier this year. His predictions stemmed from market research by tube department, which he said indicated in 1964 consumers will pay $4.5 billion dollars yearly for pictures and services for home radios, monochrome tv sets and color tv receivers.

Ziv Tv Invades Europe

IN GENERAL EXPANSION of overseas operations, Ziv Television Programs announced Friday it will open offices and agencies in Rome, Paris, Frankfurt, London, and other European cities. Announcement from Edward Stern, president of international division of Ziv, stated that Europe is "fast developing a welcome market for television stations." Mr. Stern left Friday on survey of European markets.

Foley Forms Gothic Films

FORMATION of Gothic Films Inc., N. Y., for the production of industrial films, television commercials and still presentations was announced Friday by George F. Foley, president of George F. Foley Inc., New York tv film production company, and the new firm. Headquarters for Gothic will be located at 157 E. 69th St., with John S. Spixioso as studio manager and Frank Jewell as sales chief.

• BUSINESS BRIEFLY

JOY TO BURNETT • Procter & Gamble, Cincinnati, appoints Leo Burnett Co., Chicago, to handle advertising for Joy (liquid detergent) effective Oct. 1.

SHOEMAKER TO HORAM • Melville Shoe Corp., Thom M. Reczka, New York, has been handled by Anderson & Cairns, N. Y., is expected to name Hewitt, Ogilvy, Benson & Mather, N. Y., as agency.

MAGAZINE CAMPAIGN • Sports Illustrated, sports magazine, N. Y. (Time Inc.), using five-day radio-tv campaign in New York, Chicago, Los Angeles and Philadelphia through Young & Rubicam, N. Y., effective Aug. 7.

JELLO BUYS SPOTS • General Foods, N. Y. (instant jello), placing radio-tv two-week spot announcement campaign to start in August. Young & Rubicam, N. Y., is agency.

NEW AGENCY • Sidney W. Turbin & Assoc. announces opening as new advertising agency with offices at 162 N. Clinton St., Chicago.

SHELL TAKES TO RADIO • Shell Oil Co., N. Y., through J. Walter Thompson Co., N. Y., is contemplating eight-week spot announcement campaign to start July 28 in 12 radio markets.

BIRDSEYE BUYING • Birdseye Food Co., through Young & Rubicam, N. Y., buying radio spot announcements for four weeks, starting Aug. 2 in limited number of major markets.

HEINZ GOES FOR TV • H. J. Heinz Co., N. Y., buying tv spot announcements in 30 markets starting week of Sept. 12 to run for 52 weeks. Maxon Inc., N. Y., is agency.

IN THE FAMILY • RCA, through Kenyon & Eckhardt, has arranged series of participations and one-minute announcements, starting Aug. 2, on WNBC-WNBT (TV) New York, WRC-WNBW (TV) Washington, WTM-WNBK (TV) Cleveland, WMA-WNBQ (TV) Chicago, KNBC San Francisco and KNBH (TV) Los Angeles, all NBC o&o stations. Campaign is on behalf of RCA's products and services.

ABC-TV Adds Two

ADDITION of two stations as affiliates of ABC-TV is being announced today (Mon.) by Alfred R. Beckman, director of ABC's stations relations department. ABC-TV affiliates now total 201.

New affiliates are KHSL-TV Chico, Calif. (ch. 12), which is owned by Golden Empire Broadcasting Co. with M. F. Woodding as general manager, effective June 21; KDAL-TV Duluth (ch. 4), which is owned by Red River Broadcasting Co. with Ozie S. Rasmussen as general manager, effective July 19.

GF Sales Curve Rises

GENERAL FOODS Corp., White Plains, N. Y., reported Friday that net sales in April-June quarter of year were $194,725,282 as compared with $173,169,014 for corresponding period of 1953.

July 26, 1954 • Page 7
We're proud of the results 33 years experience enables us to give to you, our sponsors—and we're proud of the 92% consistent listenership within WSPD's 16 county, billion dollar market.

Let us show you what outstanding results you can get by taking advantage of WSPD's experience and WSPD's loyal listenership. Call your nearest Katz representative or ADams 3175 in Toledo.
CAPITOL PICKUP

FIRST live tv pickup from new $15,000 radio-television studios of Senate Radio & Television Gallery [BWT, Jan. 4] took place Friday when NBC's John Cameron Swayze (Cameo News Caravan) and CBS's Doug Edwards (Doug Edwards and the News) originated regular newscasts from Capitol.

WHNT Bid Retained

Bid of WHNT Huntington, W. Va., for ch. 13 was retained in hearing status by FCC Friday in action which also dismissed competitive applications of WPLR Huntington at latter's request. WPLR is reimbursed about $35,000 for expenses.

Kileno Am Granted

NEW AM station grant at Kileno, Tex., for 350 kw day on 1060 kc, proposed earlier in initial decision, reported by FCC Friday as now final and effective. Permittee is W. A. Lee, W. Stewart and Franklin T. Wilson d/b/a Highlite Broadcasting Co. [BWT, June 8].

Beck Sells KCOG


WBAM, WORZ Bozards Licensed

WBAM Montgomery, Ala., and WORZ Orlando, Fla., both on 940 kc, granted licenses by FCC Friday to cover permits for power boosts. In memorandum opinion, Commission turned down WORZ interference claim from WBAM on ground it is outside rules and policy issue. Interference claim expressed in daytime skywave case (story page 45). WBAM license covers boost from 25 kw to 50 kw daytime, WORZ license covers boost in daytime power from 1 kw to 5 kw operating 1 kw at night.

Block Dies; Services Today

FUNERAL SERVICES for Rudolph Block, 59, Washington, D. C., radio news correspondent for four western states, are scheduled at St. Matthews Cathedral, Washington, today at 11 a.m. Block was a expert in Arlington Cemetery, Mr. Block died of Hodgkin's disease Thursday at Mt. Alto Hospital, Washington, after an illness of several weeks. He represented KOMO Seattle, KGZE Kalispell, Mont., KWHP Cushing, Okla., and KPOA Honolulu.

Tv Out of Michigan Courts

MICHIGAN Supreme Court Friday banned tv cameras from court proceedings. It adopted revised canon of ethics urged by state bar association which recommended state courts prohibit taking of photographs or broadcasts of court sessions. TV cameras included in ban. Only exception is televising of naturalization ceremonies. State bar also is considering proposal for newspaper code covering reporting of investigations, arrests and trials.

UPCOMING


Aug. 5: Committee to form plans for all-industry tv sales promotion, Mayflower Hotel, Washington.

For other Upcomings see page 109.
Executive and Publication Headquarters
Broadcasting • Telecasting Bldg., 1735 DeSales St., N. W., Washington 6, D. C.
Telephone: Metropolitan 8-1022
Sol Taishoff, Editor and Publisher

EDITORIAL
Edwin H. James, Managing Editor; I. Frank Beatty, Earl B. Abrams, Associate Editors; Fred Fitzgerald, Assistant Managing Editor; Lawrence Christopher, Technical Editor; David Glickman, Special Projects Editor; David Berlyn, Harold Hopkins, Don West, Assistant Editors; Patricia Kilny, Special Issues Staff; Ray Ahearn, Jonah Gitlitz, Louis Rosenberg, Editorial Assistants; Kathryn Ann Fisher, Peter Pence, Joan Sheehan; Gladys L. Hall, Secretary to the Publisher.

BUSINESS
Maury Long, Vice President and General Manager; Ed Sellers, Southern Sales Manager; George L. Dust, Advertising Production Manager; Harry Stevens, Classified Advertising Manager; Eleanor Schadi, Fred Reidy, Wilson D. McCarthy, Betty Bowers; B. T. Taishoff, Treasurer; Irving C. Miller, Auditor and Office Manager; Eunice Weston, Assistant Auditor.
Duane McKenna, Art and Layout.

CIRCULATION & READERS' SERVICE
John P. Cosgrove, Manager; Elwood M. Sloc, Subscription Manager; Robert Deacon, Betty Jacobs, Joel H. Johnston, Sharleen Kelley, William Phillips.

BUREAUS
NEW YORK
444 Madison Ave., Zone 22, Plaza 5-8355.
EDITORIAL: Rufus Crater, New York Editor; Bruce Robertson, Senior Associate Editor; Florence Small, Agency Editor; Rocco Famiglietti, Joyce Barker, Selma Gersten.
BUSINESS: Winfield R. Levi, Sales Manager; Eleanor R. Manning, Sales Service Manager; Kenneth Cowan, Eastern Sales Manager; Dorothy Munster.

CHICAGO
360 N. Michigan Ave., Zone 1, Central 5-4115.
Warren W. Middleton, Midwest Sales Manager; Barbara Kolar, John Osborn, News Editor.

HOLLYWOOD
Wallace H. Engelhardt, Western Sales Manager; Leo Kovacs, Western News Editor; Marjorie Ann Thomas, WTV Film Editor.

SUBSCRIPTION INFORMATION
Annual subscription for 52 weekly issues: $7.00. Annual subscription including TELECASTING Yearbook (52nd issue): $9.00. Annual subscription including TELECASTING Yearbook (54th issue): $9.00. Annual subscription to BROADCASTING + TELECASTING, including 54 issues: $11.00. Add $1.00 per year for Canadian and foreign postage.
Regular issues: 25¢ per copy; 52nd and 54th issues: 50¢ per copy. Air mail service available at postage cost payable in advance. (Postage cost to West Coast $1.10 per year.)
ADDRESS CHANGE: Please send requests to Circulation Dept., BROADCASTING • TELECASTING, 1735 DeSales St., N.W., Washington 6, D. C. Give both old and new addresses, including postal zone numbers. Post office will not forward issues.

BROADCASTING® Magazine was founded in 1921 by Broadcasting Publications Inc., using the title: BROADCASTING® — The News Magazine of the Fifth Estate.
Broadcasting Advertising® was acquired in 1922, Broadcast Reporter in 1933 and Telecast® in 1953.
® Reg. U. S. Patent Office
Copyright 1954 by Broadcasting Publications Inc.

Broadcasting • Telecasting
New Telechrome equipment designed to provide test signals for precise checking of video facilities.

This equipment is now in use by major networks, TV stations, and the Bell Telephone System. This type of equipment was recently described by H. Gronberg of NBC before the NARTB Engineering Conference in Chicago. These units are available individually or as an integrated system with 75 ohm or 110 ohm balanced output.

New Telechrome equipment designed to provide test signals for precise checking of video facilities.

This equipment is now in use by major networks, TV stations, and the Bell Telephone System. This type of equipment was recently described by H. Gronberg of NBC before the NARTB Engineering Conference in Chicago. These units are available individually or as an integrated system with 75 ohm or 110 ohm balanced output.

New Telechrome equipment designed to provide test signals for precise checking of video facilities. This equipment is now in use by major networks, TV stations, and the Bell Telephone System. This type of equipment was recently described by H. Gronberg of NBC before the NARTB Engineering Conference in Chicago. These units are available individually or as an integrated system with 75 ohm or 110 ohm balanced output.
NOW high
... "ON-AIR" at WBRE-TV,

New RCA 12.5-kw UHF Amplifier —
added to RCA's "1 KW UHF"—provides
a complete RCA 12.5-kw UHF transmitter for WBRE-TV

Without discarding a single unit of its original RCA UHF equipment, WBRE-TV has boosted power to 224 kw ERP—in just one step. When WBRE-TV installs an RCA High-Gain UHF Antenna, ERP will go up again—to 500 kw.

WBRE-TV's achievement in power boost is another example of the way RCA "Matched Equipment Design" pays off for UHF stations now operating with an RCA "1 KW". It assures peak operational performance throughout the system—and at any power level. It enables you to use your existing RCA equipment as you step up power from 1 kw to 12.5. It protects your investment.

Are YOU one of the many UHF stations now operating an RCA "1 KW"? If you are, you have chosen your basic transmitter wisely. You can add an RCA 12.5-kw amplifier and continue to use your 1 KW as the driver—intact and without modification. Moreover, you can go to color—without spending a dime to convert your transmitter.

Play it safe. Plan your UHF power
increase with an RCA completely matched UHF system all the way—from the 1 KW transmitter to the tower light.

For help, call your RCA Broadcast Sales Representative. In Canada, write RCA Victor Ltd., Montreal.

ASK FOR BULLETIN . . . For complete information on the RCA 12.5-kw UHF Transmitter—call your RCA Broadcast Representative. Ask for the fully illustrated, 12-page brochure describing RCA's Hi-power UHF transmitter.

Conventional, small-size,
RCA 6448 Tetrode used in the RCA 12.5-kw UHF Transmitter.

- It's small, fits into easy-to-handle cavity assembly.
- It's a standard type—can be obtained from your local RCA Tube Distributor.
- One type covers the entire UHF band, 14-83.

RCA PIONEERED AND DEVELOPED COMPATIBLE COLOR TELEVISION

RADIO CORPORATION of AMERICA
ENGINEERING PRODUCTS DIVISION
CAMDEN, N.J.
DO YOU LIKE?

We've Got 'em All!

CBS NBC ABC DUMONT

Yes, for over a year, WAFB-TV has furnished the only TV programming to the rich BATON ROUGE TRADE AREA. This rich petro-chemical market responds to your sales messages over WAFB-TV because the viewers are among the highest paid workers in the country, with ample free time to spend their money as you tell them to. To cover almost a half million potential customers, buy the only TV station in the capital of Louisiana . . .

WAFB-TV
Channel 28
Baton Rouge, La.

TOM E. GIBBENS
Vice President & General Manager.

Represented nationally by
ADAM J. YOUNG, Jr.

IN REVIEW

JACK PAAR, a comedian with extensive experience along that line, has described the sustaining program as the WPA of television. The description applies to a disturbing number of summer shows, sponsored or sustaining, as well. Like the WPA, the summer show makes work for people who might otherwise face the bread line or an even meaner fate, like a nine-to-five job. In making work, these programs seldom make history. Here are a few examples, ranging from promising to inexcusable, now available on the summer air.

* * *

JACK PAAR SHOW

CBS-TV, Saturdays, 9:30-10 p.m.
Sponsor: Prom
Agency: Leo Burnett
Writers: Jack Paar, Larry Markes, Jack Douglas
Producer: Al Span
Director: Peter Birch
Cast: Jack Paar, Pupi Campo, Jose Melis, Betty Clooney, Johnny Desmond.
Production cost: $15,500 a week.

CBS-TV's answer to NBC-TV's Dave Garaway may turn out to be Jack Paar, a young man of casual airs and incipient wit who presided over an unnoticed daytime program before being put on display for the general public at 9:30 Saturday nights.

Mr. Paar's new half-hour nighttime show consists of about the same ingredients as are in Mr. Garaway's productions. (The reference here is to the daytime Garaway as distinguished from the daytime Garaway who plays straight man to a chimpanzee on Today.) In Mr. Paar's show there are singers and such, all of pleasant mien and professional competence, and there is Mr. Paar, sucking on an unlit cigarette, making small jokes and, on his opening appearance, occupying entirely too much time.

Mr. Paar is not a particularly gifted monologist. He has a flair for quick witticisms but not for sustained story-telling. Verdict: Mr. Paar's show has promise, if he will quit hogging the camera too long at a time.

* * *

SUMMER IN THE PARK

DuMont, Wednesdays, 9-10 p.m.
Producer: Roger Gerry
Director: Frank Bunetta
Mistress of ceremonies: Virginia Graham
Production cost: $2,434 per program.

PALSADIES Amusement Park, New Jersey, is a squalid, inland version of Coney Island, an attraction for only the most unresourceful seekers of amusement. Thanks to the miracle of television, viewers along the DuMont network may now waste an hour at Palsadies without stirring from their sofas.

The mistress of ceremonies on this weekly visit to the Palsadies is a massive blond named Virginia Graham, who speaks with the authority of years on the midway. She describes the delights of the Palsadies with the fervor of a Barker beguiling the innocent into the muscle-dancers' tent.

In the intervals between Miss Graham's vigorous commentary, an inferior orchestra plays, sweating customers dance, contestants engage in a watermelon eating match, a handwriting analyst examines a perspiring palm, a line of rumpled beauty queens parade along a runaway. Miss Graham insists that it is wonderful fun. A more objective appraisal: programming by default.

STAGE SHOW

CBS-TV, Saturdays, 8-9 p.m.
Sponsors: Schick shavers, Nestle Co., Nash Motors, Shurfine products
Executive Producer: Jack Paibin
Producer: Stanley Press
Director: Frank Rappenstein
Stars: Tommy and Jimmy Dorsey
Production cost: $67,000 a week.

IN THE emergency of filling the hour which has been vacated for the summer by Jackie Gleason, CBS-TV has enlisted what should be the valuable services of dour Tommy Dorsey brothers, Tommy and Jimmy.

Both are fine musicians, and they have assembled an orchestra which, although not up to the brilliance of the former Tommy Dorsey band, is a cut above most of those in the business today. Unfortunately, the orchestra has been given no more taxing an assignment than playing background music to acrobats.

Instead of emphasizing the high-quality instrumentalism of which this organization is capable, the program features the brothers Dorsey as masters-of-ceremonies, introducing acts which must be rejects from old Ed Sullivan shows. The July 17 Dorsey program featured three gymnasts, comedian Jack Leonard (who keeps getting fatter but no more amusing), singer Tony Bennett and Lynn Roberts, a blond vocalist of remarkable physique and acceptable voice. Of this company only Mr. Bennett and Miss Roberts belong on the show.

It is a heedless waste of talent to hire the Dorseys for a job that could be performed by any pit orchestra at small scale.

* * *

GAMBLE ON LOVE

DuMont, Fridays, 10:30-11 p.m.
Producer: Robert K. Adams
Director: Harry Coyne
Star: Denise Darcel
Production cost: $4,074 per program.

WITH Denise Darcel, the French actress, as a passably decorative but hopelessly unintelligible interrogator, DuMont has introduced a quiz show, Gamble on Love. To qualify for participation, contestants must be couples who are in love or at least claim to be. Miss Darcel's qualifications for her role are more obscure. She lacks the English to engage in spontaneous give-and-take with contestants and is totally at sea in her assignment.

Contestants are asked such questions as this, from the opening show July 16: "In an early American love story one person was named Priscilla and another John Alden. What was the name of the third?" For answering that stumper correctly a couple won several articles of merchandise which were described with admiration and repeated brand identification. The products mentioned on this show were almost full commercials, to the number of a dozen or more.

Love, it is said, conquers all, and indeed it seems to have conquered DuMont's better judgment.

BOOKS


AN INVULABLE guide for the student of the radio-ty field, particularly for those studying the British system of broadcasting.

BROADCASTING • TELECASTING
To a new TV station that’s caught in the middle

If the need for both good shows and low costs has got you coming and going, Studio Telescriptions are your answer to economical, top quality programming.

With the new combined* Studio Telestration Library, you have the country’s leading musical artists featured in hundreds of short, gala production films. This unique library includes a complete programming service—scripts, program ideas, and background material—so that in just minutes you can build a variety of fine shows that will win audiences and sponsors for your station.

Studio Telescriptions are basic to profitable TV operation, yet their cost is only a small monthly fee. Find out today what they can do for you.

*Consisting of Studio Must-Films and Snader Telescriptions

Put scores of top name artists on your regular staff

TERESA BREWER  LES BROWN  TONI ARDEN  BURL IVES  PEGGY LEE

STUDIO FILMS, INC.
380 MADISON AVENUE • NEW YORK 17, N. Y. • OXFORD 7-2590

IN CANADA: ALL-CANADA TELEVISION, 80 RICHMOND ST. WEST, TORONTO, ONT., EMPIRE 6-9236
Use Columbia Pacific Radio and

**REDISCOVER THE WEST!**

Westward bound? Team up with the Columbia Pacific Radio Network. You'll discover CPRN carries the most weight throughout today's $20-billion Pacific Coast market. And there are four sound reasons why:

**RADIO IS EVEN MORE POPULAR ON THE COAST**

than it is nationally. Westerners spend an average of 17.3% more time with radio than the national average.

**CPRN MATCHES POWER TO POPULATION.** Only CPRN has the Balanced Coverage to match the Coast's spread-and-cluster pattern...maximum-power stations where population is spread out (example: the Los Angeles market covers an area the size of Connecticut) and moderate-power stations in areas where population is concentrated in smaller clusters. As a result of this Balanced Coverage, day and night more families listen to CPRN, in total, than listen to any other West Coast network.

**CPRN HAS THE LARGEST SHARE** of the radio audience in the West year after year. And CPRN's audiences are more than 6% larger today than in 1948, before television.

**ADVERTISERS ARE AWARE OF THESE FACTS.**

As a result, CPRN carries more business than any other West Coast network!

Give you a lift to the Coast? Call CBS Radio Spot Sales or... **THE COLUMBIA PACIFIC RADIO NETWORK**
Insurance

EDITOR:
Your article on page 83 of the July 19 issue on Metropolitan's Allan Jackson and the News was of such interest to us that I would appreciate receiving 10 copies for distribution throughout our organization.


Name and Place

EDITOR:
Your story on page 64, July 12 issue, relative to the proposed and recommended sale of WTAC-AM-TV Flint, has given me pause for reflection. Obviously, for a guy who owns and operates an advertising and public relations agency, I am not properly herding the goats in my own back yard. The story, as you printed it, was minutely correct in every respect but one. . . . The name officially bestowed, recorded, registered, and now thoroughly shopworn, is "Jack" not "John." The Parker Advertising Agency is located in Saginaw, Mich., not in Flint. . . .

Jack B. Parker
Parker Advertising Agency
Saginaw, Mich.

Who's Not Who

EDITOR:
Bet you this isn't H. J. M.

Frank Stanton
President, CBS

New York

Outdated

EDITOR:
RE KMO-TV SALE PAGE 9 JULY 12 ISSUE. KOMO-TV SEATTLE IS EXCLUSIVE NBC AFFILIATE FOR WESTERN WASHINGTON. NO NBC SHOWS RUN ON KMO-TV TACOMA SINCE DECEMBER OF LAST YEAR WHEN KOMO-TV WENT ON AIR. PLEASE CHANGE YOUR FILES ACCORDINGLY.

RAY BAKER, COM. MGR.
KOMO-TV SEATTLE, WASH.

Reliable Source

EDITOR:
. . . In my daily "Tv First Nighter" pieces, syndicated by Classic-Features, for the second time in a week I have had occasion to credit, and to thank, WBT as a source of information on tv that I think is of importance not only to the industry but to the general public.

Your editorials, too, are succinct and informative. . . .

Burton Rascoe
New York

Round and Round (Cont.)

EDITOR:
Radio Station WDK is opposed to the proposed plan of the record manufacturers to supply 45 rpm discs for broadcast.

We do not relish the possible jeopardy to future programming by having to substitute the use of records which are almost impossible to cue, difficult to change rapidly and likely to lose trac or throw the head during broadcasts.

If this is an "economy move," then let the record companies cease and desist in mailing hundreds of recordings which never get on the air. The growing influx of pop, polka, hillbilly and race is too much for any station to keep up with. At the same time, duplicate mailings are made to individual DJs which only serve to waterlog a station library.

WDKO recommends fewer records—more selective mailings and definitely 78 rpm for radio broadcast in the pop field.

Willard L. Dougherty, V. P.
WDOK Cleveland

EDITOR:
I have a legitimate gripe . . . on 45 rpm microgroove recordings. It's time the broadcasting industry stood up for itself. In the first place only about 25% of the am stations in the country are equipped to play 45 long plays. In the second place a 45 microgroove recording has about one fifth the life of a 78. The 45 rpm recording has to be handled more delicately. It all adds up to this radio stations all over the country are going to be forced into increasing the budget
WE PRODUCE RESULTS!

WILK-TV has consistently taken top honors as the “PRODUCIN’EST” television station in Northeastern Pennsylvania—the nation's 24th market. Here are just a few sales-packed success stories that PROVE our superiority . . .

LIBBY BRENNAN of WILK-TV, is the ONLY local television personality with a national sponsor. Her community interest program, "LIBBY AT LARGE," is sponsored by the STUDEBAKER CORPORATION. It is the best STUDEBAKER salesman in this entire area. The local dealer reported that following the tenth show, there were 346 walk-ins and 28 actual sales of new STUDEBAKERS as a direct result of "LIBBY AT LARGE."

This type of quality programming and smart salesmanship is synonymous with WILK-TV.

On the twenty-second day of the recent running of "THE ROBE," the PARAMOUNT THEATRE of Wilkes-Barre ran a saturation program exclusively on WILK-TV. The excellent presentation of this program resulted in the theatre's largest gross except its opening in 1938.

Kresge's local store uses WILK-TV's "Buckskin Jim Show" exclusively. The proven kid appeal of this program has been put to use in displaying their toy line. The store reports astounding sales results. Customers from as far as Mt. Carmel and Carbondale have come in . . . and bought . . . as a result of the show.

These are only a FEW of the success stories that prove WILK-TV TOPS in coverage, audience and quality salesmanship. Our tremendous sales power is ready to serve YOU.

1ST IN POWER AND COVERAGE!

Coll or write
AVERY-KNODEL, Inc.

- New York - Chicago - Los Angeles
- San Francisco - Atlanta - Dallas

WILKES-BARRE SCRANTON

Broadcasting - Telecasting
July 26, 1954 - Page 19
like shooting fish in a barrel

"How can you miss?" With coverage that reaches 429,000 families and a phenomenal share of audience, established VHF WTAR-TV not only blankets America's 25th market, but the eastern half of Virginia (including Richmond) and all of northeastern North Carolina. Selling in America's Miracle Market gets to be more of "a snap", every day.

EDITORS:

for their music library whether they like it or not...

It's time the various recording companies realized the fact that radio is the medium that sells their recordings. I have long had the belief that there's nothing wrong with radio, but the people in it, and if this bit of piracy is pushed through and the broadcasting industry takes it sitting down that belief will be justified.

R. B. McGregor, Com. Mgr.,
KBNZ
Lafayette, Colo.

Long Hops

EDITOR:

We received a shipment of records on 45 rpm. We can play 45's OK but the record that got my goat was "Be Sharp—Feel Sharp" a single practically plugging Gillette. It is a beautiful rendition by the Boston Pops orchestra but it will not be played on this station. Too bad, since the other side is a fine semi-heavy also by the Boston Pops orchestra.

Another Muriel deal—Why?

E. D. Scandrett, Gen. Mgr.
WKEI Kewanee, Ill.

Progress Report

EDITOR:

In reference to your comment on freak tv signal reception, I submit the following. With a ch. 2 ten-element Yagi antenna, I receive such as KMIC ch. 2 in Midland, Tex. (1,150 miles), KFEL ch. 2 in Denver (895 miles), KODK ch. 2 in Billings, Mont. (873 miles), nine days out of ten from here in Lafayette, Calif. This sort of reception as you know is quite common during this time of year. The reception from these stations is not always as good as locals, but on several occasions, it has surpassed the signal strength of them. Of course this reception is often supplemented by more distant stations....

I am the president of an organization called the American Ionospheric Propagation Assn. which deals with the subject of long distance tv reception. We publish a monthly bulletin that discusses current topics, and I would be glad to pass along a copy of it to any long distance tv enthusiast.

Robert E. Cooper II, Pres.,
American Ionospheric
Propagation Assn.,
Lafayette, Calif.

RADIO CITY

By Cyl.

To Sell America's Miracle Market

channel 3

NORFOLK

Page 20 • July 26, 1954

OPEN MIKE

EDITOR:

July 16 KCMS-FM [was to] be one year old. Normally this would be of little interest to you, we suppose. However, for an independent fm station to have some degree of success in an am and tv market might be significant.

Our programming is over 60% classical music, eight hours per day. We limit our commercials to the hour and the half-hour, and the music comes first. The classical music is programmed for content rather than time.

At the end of one year we find advertising agencies both in Colorado Springs and Denver placing business with us.... The interest in Hi-Fi has also helped a great deal....

You can walk into any appliance store in Colorado Springs now and find am-fm radios in stock; further the salesmen will tell you about "the Manitou music station."

In our opinion there is a place for fm in markets as small as Colorado Springs if it is directed to a class audience.

C. M. Edmonds
KCMS-FM Manitou Springs,
Colo.
Continuous Motion Unit Perfected For Color Rated Far Above Monochrome Re-designed Projectors

Once again, General Electric Company demonstrates a unique ability to gear its production facilities to the earliest possible broadcaster need. Here, you see color film equipment ready for the nation's first color order and perfected to deliver picture quality that attracts commercial revenue. Engineers at every TV station will want the technical background given in this article for an intelligent recommendation to his station management.

G-E's 16mm Film Scanner is a continuous motion projector with flying spot scanner for light source and a photo-multiplier assembly for conversion of light to electronic signal suitable for broadcast transmission.

THE PROJECTOR

The Projector system was designed by Otto Whittel and produced by Eastman Kodak Co. for General Electric. It has been simplified to a point where jitter and weave are absent. Correct guide and gate design plus precise gearing of the film drive to the compensating mirror drive accomplish this feature. Flicker is reduced to insignificance by the dual mirror position relationship where more than enough light is reflected during any lap. Special masking between the mirrors compensates for this.

Automatic control of film shrinkage is accomplished by utilization of space between spent sets holes to mechanically locate the frame in the gate and to maintain correct focal distance from lens to film. G-E uses an F1.6 projection lens and front surfaced compensating mirrors to assure efficient light transmission. Note, this light is three times the amount in other known systems. There are no other limiting apertures.

THE SCANNER

The Scanner light source is a blank raster swept on the face of a five-inch kinescope. It is rich in all wavelengths of the visible spectrum. The phosphor has extremely short decay time to maintain small spot size with maximum brightness. Actually, a level of less than 2% linear sweep distortion based on vertical height is maintained.

During the development of this projector we were guided by two main objectives. One, devise a near-perfect system for top color quality. Two, make it simple to operate ... easy to maintain. All of this has been done.

MAJOR FEATURES

- High efficiency light transmission system. Two revolving mirrors in a simple system eliminate need for prisms.
- Televised picture free of "jitter," "flicker," and "weave."
- Low maintenance. Two revolving mirrors require a minimum number of moving parts.
- Quiet mechanical operation. No high-speed eccentric or reciprocating parts to become noisy through wear.
- Continuous motion of film reduces sprocket holes and film damage. No fast pull-down claws or intermittent sprocket.
- Optimum picture and audio reproduction from either optical or contact printed film.
- No frame bars - system inherently eliminates frame bars; start or stop on any frame.
- Black-belt equipment. Fits the Slide Scanner and Scanner Channel accurately, with maximum efficiency in light transmission.
- Has own scanner tube, reducing load air time in event of tube failure.
- Only a one-half hour film capacity; accepts 3,000 ft. reel.
- Even film tension regardless of film load or reel diameter.
- Electronic framing of picture.
- No registration problems.
- Handles prints with track and picture emulsion on either front or back of film. Optimum picture reproduction with shrunken film.

Add one or two of these units to the 2" x 2" Slide Scanner and Scanner Pickup for complete film facilities.
THE TERM television pioneer, somewhat loosely tossed around in these days of superlatives, can be applied with utmost honesty to Robert Evart Shelby, who just a few weeks ago was named vice president and chief engineer of the National Broadcasting Co. to cap a 25-year career with the organization.

For how many persons, even veterans in the industry, can claim that as far back as 1931 they were announcing the call letters of a television station?

Actually, that was just one of the many duties of Bob Shelby back in that year when NBC first established its television development laboratory in the Empire State Building and placed him in charge. He recalls: "It was the middle of the Depression and frequently our staff was so small that it became a one-man operation. I'd have to announce the call letters (W2XF for sight; W2XK for sound), operate the film scanner and transmitter, and in my spare time keep the station logs and maintain equipment."

While at the Empire State Building, his group was successful in the first test of inter-city relay equipment for television, sending a relayed signal from New York to Camden, N. J.

From 1935 to 1937 he assisted in the organization of RCA-NBC field tests of all-electronic television and in the design of equipment and facilities for those tests.

From 1937 to 1940 he was supervisor of all NBC experimental operations and development, and in addition made two trips to Europe to study television systems there.

During World War II Mr. Shelby directed NBC's wartime research and development activities for the armed forces, including the development of an airborne television reconnaissance system for the Navy. He also served during this period as technical consultant to the National Defense Research Committee.

Since the war he has been successively and successfully NBC's director of technical development, in which he specialized in the development of system and facilities for commercial television broadcasting; director of television technical operations, in which he was in charge of all technical phases of NBC-TV operations; and director of color TV systems development.

In addition to his many assignments at NBC, Mr. Shelby has devoted much of his time for a number of years to the television standardization work—both in black-and-white and color—of various industry committees, including the National Television System Committee, the Radio Technical Planning Board and the Radio-Electronics-Television Mfrs. Assn.

It is no accident that Bob Shelby went into broadcasting. Born in Austin, Tex., on July 20, 1906, he was one of the earliest amateur radio operators in that part of the country after World War I, and continued his "ham" operations until 1924, when, as a student at the U. of Texas, he found his radio activities took too much time from his studies.

It was a tough decision to make—whether to give up school or quit my ham operations," he remembers. "Influenced no little by a bit of parental prodding, I finally gave up my radio work to concentrate on school work."

In reality, Mr. Shelby did not give up all his radio work, continuing his position as the licensed operator of the university radio station. Pitching into his studies with renewed vigor, he also won top scholastic honors while earning three degrees.

Soon after graduation he was interviewed by a recruiting team from the Radio Corp. of America looking for outstanding prospects from the college campus. He soon was in New York as a student engineer for NBC.

That was July 1, 1929. On June 4, 1945—just four weeks shy of 25 years later—Mr. Shelby was named to his present position of NBC vice president and chief engineer. In his words, "I didn't quite finish my 25-year apprenticeship before making V.P."

Mr. Shelby is a fellow of the Institute of Radio Engineers, chairman of the Institute's Television System Committee and a member of its Standards Committee. He is a fellow of the American Institute of Electrical Engineers and a member of the Society of Motion Picture & Television Engineers. He also is a member of Tau Beta Pi, Phi Beta Kappa, Eta Kappa Nu and Sigma Xi.

Licensed as a professional engineer by the State of New York, he holds several patents in the fields of television and frequency modulation. He is a member of the Board of Editors of the RCA Review, the Board of Technical Advisers of the RCA-Institutes, and the RCA-NBC Liaison Committee.

Mr. Shelby is married to the former Marian Eikel, who, as an assistant in the Spanish department at the U. of Texas, helped him cram two years of that language into one year of intensive study while he was working for his master's degree. The Shelbys live in Teaneck, N. J., and have two daughters, Barbara, 22, who recently was graduated from her father's alma mater, and Jane, 13.

A man completely absorbed in his work, Bob Shelby has little time for hobbies. When he does find the time, he enjoys repairing the house and dabbling in carpentry. However, he says he probably gets his main relaxation from driving his automobile. Whenever possible, he and Mrs. Shelby make his business trips together in the family car.
WHDH announces the completion of its Second Area Survey.

Conducted by Pulse, Inc. just 12 months after the first survey, this report brings to 16,400 the number of personal interviews made during the months of January 1953 and 1954.

Survey Number 1 completed a year ago created industry-wide interest and over 11,000 copies were distributed. Survey Number 2, covering 25 counties of this New England market and embracing 1,440,080 radio families, brings additional qualitative information in the form of "cumulative audiences" and audience composition.

Substantial sampling is a basic requirement of sound research. Too much of today's information on radio and TV is derived from an inadequate base, and upon these questionable data, decisions are made accounting for millions of dollars in advertising revenue.

Survey Number 2 measures the total listening of 8,200 families at home and away from home—and develops new facts on audience turnover and composition.

You may have your personal copy now by calling your John Blair man, or sending your request to Radio Station WHDH, 6 St. James Avenue, Boston 16, Massachusetts.
PROVOCATIVE are the ideas of Harold Dreyfus, vice president of Noel, Lent & Assoc., Hollywood (formerly Time & Space Advertising), who supervises radio-tv advertising of such clients as Anatole Robbins cosmetics; Tippa Typewriter Co. (imported from West Germany); Superior Mortgage Co. and Smoky Joe Foods (canned baked beans), all southern California firms.

Example: his ideas about movies on tv:
The poorer the movie, the more effective the tv advertising message, he explains. "It's hard to overestimate the tenacity of an audience watching a bad picture. If they're going to watch at all, they pay close attention," he elaborates. Though a smaller audience, results have proved greater, especially in direct response advertising, Mr. Dreyfus contends.

Given to quiet, though barbed, comments on current radio-tv practices, he observes, "It's impossible to insult a tv audience, though great attempts have been made."

Mr. Dreyfus was born in New York City, and moved with his family to Los Angeles in 1934 when he was 14. A product of the U. of Chicago liberal arts course, he graduated with an AB in English in 1938. His post-graduation European trip was interrupted by the war, so he returned to the U. S. in 1939 to write plays on a Fallbrook, Calif., ranch.

Following a variety of occupations, including being publisher-editor of a vocational guidance magazine, Los Angeles Times advertising salesman, and simultaneously operating a commercial photography studio and a Beverly Hills couturier shop, Mr. Dreyfus entered the agency field as account executive for Carmona & Allen, Hollywood, in 1951.

He later was an account executive with Walter McCreery & Assoc., Beverly Hills, and account executive and vice president, Smith & Ganz Inc., Hollywood. He joined Noel, Lent & Assoc. in his present position last year.

NARTB and the American watchmakers should cooperate in creating a 63-minute hour to accommodate present double- and triple-spotting practices, Mr. Dreyfus observes dryly, "... which is what the industry is selling. If all stations adhered to the NARTB code, they would be selling only a 61-minute hour."

Mr. Dreyfus recently married the former Jean Waterman. They journey regularly to nearby Tijuana, Mexico, to watch the bull-fights, of which he is very fond. Mr. Dreyfus lists other out-of-office pleasures as reading and "switching channels."
KMTV is the only television station in the Omaha area that packs the knockout wallop you need for bigger sales in the booming Omaha market.

According to the June Rand McNally Business Trend Bulletin, Omaha is one of the country’s “10 best cities,” with business activity 7 per cent above last year (considered to be the Nation’s biggest business year). There’s no recession talk in this two-billion-dollar market, no shut-down plants, no reluctance to buy.

Businessmen report “sales better than ever.” Chamber of Commerce figures show this for the first five months of 1954: building permits up 26.4%, natural gas use up 23.9%, grain receipts up 16.9%. And department store sales, according to FBR, are up 3% for the first four months.

And here’s why KMTV can give you the “one-two” sales punch in the booming Omaha market. Hooper, ARB, and Pulse® all show that KMTV has Omaha’s biggest audience—with 11 of the top 15 weekly shows...the most popular locally-produced and multi-weekly shows...and a commanding popularity lead in total quarter hours.

This popularity is spread throughout the Missouri Valley market, because of KMTV’s low channel 3, maximum power, the flat Nebraska-Iowa terrain.

Like KMTV’s 300-some satisfied national and local advertisers (more than any other TV station in the area) you, too, can benefit from KMTV’s outstanding popularity in the booming Omaha market. Contact KMTV or Petry today.

* Pulse—May 15-21, Hooper—June 1-7, ARB—June 12-18, ’54
...and see why the
Rust Remote Control System is your best buy

First...you'll find that no two Rust systems are exactly alike. They
are not "packaged" units, but engineered systems, specifically designed to
fit your transmitter.

Second...you'll see that the Rust system is complete—you have
nothing else to buy "to fit your equipment". You even get interconnection
diagrams, especially made for your transmitter and monitors.

Third...there are no tubes, so there are no tube failures. There are
no adjustments, so there are no maladjustments. The Rust system functions
as it should...with practically no maintenance.

If you are considering Remote Control, investigate before you buy.
Take a peek behind the panel and you'll choose Rust.

FOR EXAMPLE — Rust offers you Breaker Resetting

The RL-108-11A Linear Actuator, used for resetting manually operated overload breakers, permiits linear movement of any mechanism
to which it is coupled. In many cases it is possible to reset several Helmennand overload breakers simultaneously with one unit. Send
for Brochure showing what you get when you buy the Rust system.

the rust, industrial company, inc.

608 WILLOW STREET, MANCHESTER, N.H.

Hemingway Promotes Communities

OPPORTUNITY to advertise their communities as vacation areas is available free to Don
Lee and Intermountain-Mutual network station
managers during current promotion on the
Frank Hemingway and the News program.
Publicity Director Rodney (Bud) Coulson in-
vited managers to write in 200 words or less
"why you think people in the West should
plan their vacations in or around your com-
munity." Mr. Hemingway started inserting
resultant spot announcements in his twice-
daily, six-day weekly quarter-hour programs
alternately sponsored by Folger's coffee and
White King soap at a rate of one spot a pro-
gram, starting July 19. Network executives
expect at least 80 responses.

$2,000 for Cerebral Palsy

WDOK Cleveland has presented a check for
$2,000 to the Variety Club of Cleveland for
cerebral palsy. The donated money came
through WDOK's Jimmie Fiddler program and
the National Kids Day Foundation, of which
Mr. Fiddler is president. The funds will be
used for the Cerebral Palsy Foundation School
of Cleveland.

Religious Leaders Back Drive

LEADING Protestant, Catholic and Jewish
civic leaders are recording series of 25 one-
minute spot announcements for use in the 1954
Community Chest fall campaign at KFWB
Hollywood studios, with facilities donated by
Harry Maizlich, station president.

"How to Swim" on TV

SWIMMING instruction for tots has been
offered on WNBQ (TV) Chicago's Bob and
Kay program as part of a Red Cross campaign
co-sponsored by the Chicago Park District and
Chicago American. Some 30,000 youngsters
over six years old have taken lessons in 125
pools throughout the city.

Aid to Flood Victims

THE results of appeals on KGKB and KTBB
Tyler, Tex., for aid to Rio Grande flood vic-
tims by the Tyler Junior Chamber of Com-
merce were cited in an article placed in the
Congressional Record July 16 by Sen. Lyndon
B. Johnson (D-Tex.). The story, reprinted from
the Tyler Morning Telegraph, said 60
boxes of flood relief supplies were collected
by Tyler Jaycees after appeals on the two
stations.

Helps Sclerosis Victim

FUNDS enabling a multiple sclerosis victim
to undergo treatment were raised recently through
the help of WCSS Amsterdam, N.Y. When
Garry Dillion of that station learned a man
had not been able to walk for 18 months, he
launched a "Let's give Frank Karp a chance to
walk again" drive. Hour by hour pleas and
reports were aired by the station. At the end
of a week over $5,000 had been raised, more
than enough to send Mr. Karp to the St.
Joseph's Multiple Sclerosis Clinic, Tacoma,
Wash., where recently developed treatments
hold new hope for victims.
**In Out-of-Home Audience**

This is a survey—not just an opinion. PULSE made it—February, 1954—of the huge out-of-home radio audience in Washington, D. C.

WWDC has this big extra bonus audience locked up tight. About one-quarter of this entire listening audience sets its dial to WWDC—and stays there, day and night. WWDC is dominant 77% of the time.

What are your plans for selling the *always-rich* Washington market? You can hardly do without WWDC. Get the whole story about this *sales-producing* station from your John Blair man.

**In Washington, D. C. it’s**

<table>
<thead>
<tr>
<th>Station</th>
<th>Audience Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>WWDC (MBS)</td>
<td>22.5%</td>
</tr>
<tr>
<td>Station “A”</td>
<td>14.6%</td>
</tr>
<tr>
<td>Station “B”</td>
<td>11.2%</td>
</tr>
<tr>
<td>Sta. “C”</td>
<td>8.3%</td>
</tr>
<tr>
<td>“D”</td>
<td>5.7%</td>
</tr>
<tr>
<td>“E”</td>
<td>5.7%</td>
</tr>
<tr>
<td>“F”</td>
<td>4.5%</td>
</tr>
<tr>
<td>“G”</td>
<td>3.9%</td>
</tr>
<tr>
<td>“H”</td>
<td>2.8%</td>
</tr>
<tr>
<td>“I”</td>
<td>2.6%</td>
</tr>
<tr>
<td>“J”</td>
<td>1.8%</td>
</tr>
<tr>
<td>“K”</td>
<td>1.2%</td>
</tr>
<tr>
<td>MISC.</td>
<td>15.2%</td>
</tr>
</tbody>
</table>

*In Out-of-Home Audience*
Announcing the curtain-raiser in NO TALENT COSTS...N

The Revolutionary New World COMET PLAN

Your Opportunity to put this profitable pair to work for you EXCLUSIVELY in your market!

1st Time Together on the Air..... America's No. 1 pin-up and America's No. 1 music-maker

Your Golden Opportunity to put this profitable pair to work for you EXCLUSIVELY in your market!
A FULL HOUR SHOW
(ON COMPLETE OPEN-END TRANSCRIPTION)

FIVE DAYS A WEEK
A NEW SHOW EVERY DAY, 52 WEEKS A YEAR

THE BETTY GRABLE HARRY JAMES SHOW

A Variety-Filled musical treat sparkling with "star-talk" of music, movies and show people.

Never in the history of library service has anyone dared to make an offer like this. Mail Coupon below for full details.

WORLD BROADCASTING SYSTEM, INC.
488 Madison Ave.
New York 22, N.Y.
Rush money-making details of your NEW COMET PLAN.

(YOUR NAME AND TITLE)
Another Reason Why
WPTF is
North Carolina's
Number One
Salesman

Mr. Sportscaster....JIM REID

North Carolinians are the most rabid sport fans in America. Jim Reid is their dish. He's called the shots on the year-round B. C. Sports Review since 1941 and for ten years voiced the play-by-play on the Atlantic Sports Network in the Carolinas and Virginia. His 7:30 a.m. weather summary also rates top flight in those leagues. Jim Reid helps supply the proven punch which makes WPTF the Number One Salesman in North Carolina, the South's Number One State.

North Carolina's
Number 1 Salesman

NBC Affiliate for RALEIGH-DURHAM and Eastern North Carolina

50,000 WATTS 680 KC

FREE & PETERS NATIONAL REPRESENTATIVE

R. H. MASON, General Manager, GUS YOUNGSTEADT, Sales Manager
AUTUMN CENSUS WILL COUNT TELEVISION SETS ON FARMS

Extent of visual medium's growth in Rural America will be shown in mid-decade Census of Agriculture, giving advertisers and agencies an accurate count of farms equipped with tv receiving sets. Radio is not included because government feels state of saturation does not justify expense and results would be of no material value. Only 2.7% of farm homes had tv sets when 1950 census was taken.

TELEVISION's impact on the nation's farm economy and rural culture will be shown this autumn when the U. S. Census Bureau conducts its mid-decade Census of Agriculture.

For the first time since the new visual medium attained national stature, its spread into homes will be measured. The electronic media, radio and tv, are the only media whose circulation is measured and authenticated by the Federal government.

The count of farms having tv receivers will provide the first actual data showing advertisers and agencies, and the business world in general, how rural America has adopted the new sight-sound medium.

Radio sets will not be counted because the Census Bureau feels complete radio saturation has been reached on farms. The bureau says few farm homes lack radio sets and no material gain would come out of a tabulation inasmuch as the farm radio saturation 4½ years ago had reached 92% and now is much greater.

In April 1950 the Census Bureau counted the number of tv sets on farms in connection with its decennial census, but at that time fewer than five million sets had been produced or less than one-sixth the number now in service.

$16 Million from Congress

Backed by an appropriation of $16 million provided by Congress, the farm census plans specify that an enumerator call at each farm to collect a questionnaire that will be mailed in advance. A force of 31,000 enumerators led by 2,200 crew leaders will be required for the project, historically conducted every five years.

The usual business census, taken every five years, authorized by Congress and long regarded as a basic instrument in the American economy, faces a doubtful future because funds have not been granted for its execution (see story page 46).

The Census of Agriculture will yield a vast fund of information about farms including size, mechanical equipment, use of materials, crops produced, inventories, debts and conservation practices. The last farm census was taken in conjunction with the 1950 decennial census, and the results have been of considerable interest to the farmers.

In asking the tv question, the Census Bureau questionnaire puts this simple query in its section on facilities and equipment: "Do you have on this place: . . . (d) television set (yes or no)."

In line with its normal practice, the questions on facilities such as tv sets will be asked on roughly one-fifth of all the 5.4 million farm questionnaires. The tv question will be asked on all large farms, with the 20% sample formula used on other types, totaling about 1.1 million farms.

A 20% nationwide sample is considered accurate by the Census Bureau. A similar sample was used in the 1950 housing study, conducted as part of the decennial enumeration. The radio and tv home figures that came out of the 1950 study were based on this formula.

Tv and the Census

"THE TV broadcasting industry has an important stake in the collection of all the farm information in the Census of Agriculture, aside from its particular interest in the tv set ownership information it will provide," Mr. Burgess was told by Robert W. Burgess, Director of the Census Bureau.

"Television stations regularly devote program time to advancement of public understanding of matters that are presented in the public interest," he said. "The Census Bureau is leaning heavily on them for assistance in conveying to the farmers of the country the urgency of their fullest cooperation. The Bureau is grateful to BROADCASTING and TELECASTING for this opportunity to make an appeal to all tev stations for their assistance in carrying our message to the farmers."

"Accurate and prompt reporting is essential to (1) holding down the cost of the field work required for collecting the information from farmers, (2) insuring greater accuracy in the returns, and (3) expediting the tabulation and publication of the facts about American agriculture."

Assuming around 30% to 40% of farms have television sets, the Census Bureau figures that totals for the nation and the states will not be affected noticeably by the fact that a 20% sample will be used. The variability "is so small as to be of no importance," one census official said.

As to individual county tv ownership figures, the bureau said that accuracy will be within 5% in the case of isolated counties where few sets are owned. Around television centers the possible variation "will be of no serious proportions," it was explained.

The 1950 census showed that with fewer than 5 million tv sets in existence, 2.7% or 154,000 of the nation's farms were equipped with tv. The figure revealed that only one out of each 37 farm dwelling units had a tv set, or one out of each 40 farms. At that time there were 5,625,100 dwellings on 5,382,000 farms.

TELECASTING's impact will now be measured. The figures, when the census is completed, will show the number of farms with tv sets rather than the number of farm dwellings. Since there are roughly 250,000 more farm dwellings than farms, the saturation percentage will not be directly comparable with the 1950 saturation figure of 2.7%. That figure, however, will have limited value for comparative purposes.

With new tv saturation data available as of late 1954, or mid-decade, benchmarks will be established. These figures will be widely used in government and industry, and they can be revised from year to year with considerable accuracy on the basis of samples and estimates.

Radio saturation on farms was first measured by the Census Bureau in 1925. At that time 4.5% of farms were radio equipped. The 1930 decennial census showed 20.8% of farm homes with radio. The next count was made in 1940 when 60.2% of farm dwellings had radio and by 1945 this figure had increased to 72.8% farm radio saturation despite the lack of factory radio set production after early 1942.

The five postwar years saw a spectacular increase in purchase of radios by farmers. An increase of about 27% occurred between 1945 and 1950, when 92% of farm homes were found to have radio. The total U. S. radio saturation was 95.6%.

Since early 1950 about 37 million home radio receivers have been manufactured.Assuming farmers have bought their share of these (there is one farm to about every nine homes), the farm saturation figure conceivably has passed the 95% point and perhaps is even higher.

At that point government and industry statisticians lose interest in a nationwide enumera-

BROADCASTING • TELECASTING

July 26, 1954 • Page 31
tion, taking the position that the findings from a comparison of 1950 and 1954 radio figures would be of no practical value. Recommendations against a radio count in the farm census were made by the Census Bureau's government and industry advisory committees.

On the other hand, advisory committees endorsed a count of TV sets on farms, contending television is a dynamic and growing medium calling for accurate circulation and trend data. The figures were deemed necessary in this inventory and analysis of the nation's agriculture.

Copies of the farm census questionnaire will be mailed to farm operators starting in the late summer, in advance of the actual enumeration starting Oct. 1 and continuing into December. About 120 temporary field offices will be opened. An enumerator will visit each farm to collect the completed questionnaire and aid the farmer in filling out the form.

Date Advanced

Sixteenth in a series of national farm counts begun in 1840, the census has been taken every five years since 1920. Earlier mid-decade censuses were 1830, 1840, 1860, and 1890. This time the bureau is taking advantage of better weather conditions and is reaching farmers at the site of their operations for the 1954 crop year. Advancing of the date was directed by Congress.

The farm census is "the foundation for the entire statistical system covering the nation's agriculture," and provides detailed information available from no other source about farm operations in the 3,000 U.S. counties, according to the Census Bureau.

The bureau listed some of the uses made of farm census data. In the case of advertising, it said that "advertisers of products and services used by farmers and farm families study agricultural statistics for counties and other areas in laying out campaigns designed to reach potential customers."

How It's Used

Other listed uses include: evaluation of factors governing bankers' decisions on credit programs; review of data by marketers to find volume of farm products as basis for decisions on distribution and inventories; measurement of raw material resources by manufacturers, as well as meeting farmers' needs for machinery and supplies. Government uses of the data are extensive and farmers themselves apply census data to their situations. Farm broadcasters use the material in radio and TV programs, and other media employ the data extensively.

Specific questions in the 1954 farm census will provide information about the age and race of farm operators, number and size of farms, tenure, acreage of lands in various uses, crops, livestock, expenditures for selected items (labor hire, machine hire, feed, fertilizers and lime, gasoline and other petroleum fuels and oil), inventory of selected facilities and equipment (television, food freezer, piped running water, tractor, harvesting machines, automobile, fuel oil, crude oil, gas, irrigation, conservation practices, farm value, mortgage debt, and cash rent. Variations of the questionnaire will be used so that inquiries about crops, for instance, will be limited in each area to the crops common in that area. On an average, each farmer will be asked about 100 questions, many of which can be answered by checking "yes" or "no" boxes.

---

**ADVERTISERS & AGENCIES**

**EQUITABLE BUYS SPOT CAMPAIGN**

Insurance company plans about $150,000 in radio spots as part of overall drive to introduce new type of low-cost life insurance.

EQUITABLE Life Assurance Society of the United States, New York, will launch a million-dollar advertising campaign during a three-month period to introduce a new kind of low-cost life insurance policy. Ray Murphy, president of Equitable, and Anderson F. Hewitt, vice president and account executive, Kenyon & Eckhardt, New York, announced last Wednesday at a news conference.

The campaign will use radio spot announcements, daily newspapers, and national magazines.

The radio schedule will be a two-week saturation type of spot announcement campaign with approximately $150,000 of the budget going into the medium. Aug 9 is the starting date for the spots, which will be placed in the morning and during daytime.

The new "living insurance" is low cost in protection which guarantees the insured the right—in later years—to change his policy to limited payment or endowment policy.

New Policy Plan

Mr. Murphy said the society's new adjustable whole life policy is designed for millions of Americans who want more and should have more life insurance on a flexible plan. "Living insurance" is an economy size package available in amounts of $10,000 or more. Because the insured buys this much protection, Equitable passes on important savings in the form of low premiums.

Col. Leslie Shope, advertising manager for Equitable, said "the use of extensive placements in radio, newspapers, farm journals, business magazines and national magazines over a four-month period is part of Equitable's plan to achieve maximum impact for the new insurance outlook."

Among the Equitable executives present at the news conference at Kenyon & Eckhardt, aside from Mr. Murphy and Col. Shope were: Charles W. Dow, senior vice president and director; Alvin B. Dalager, senior vice president in charge of agency affairs; Walter Klem, senior vice president and actuary; Charles R. Cercoran, second vice president and Robert L. Hegg, senior vice president and advisory counsel.

**Fla. Citrus Group Puts $1.6 Million in Radio-Tv**

RADIO and television will get $1,682,500 of the media expenditures planned for the 1954-55 season by Florida Citrus Commission, which has adopted a record budget of $5,580,000 to promote sale of citrus products.

Through J. Walter Thompson Co., the Commission will spend $800,000 in radio, mainly on the Tom Thompson Show (MBS). The tv budget totals $882,500, including Twenty Questions (ABC-TV) and participation on NBC-TV Today.

Other media budgets include $770,000 for newspapers and $773,200 for magazines plus $53,000 for trade papers $42,000 for spot, $1,494,450 for promotions and publicity.

The commission's budget is in final form but it is kept on an elastic basis because funds are raised from a levy of three cents for each box of oranges marketed, six cents for grapefruit and five cents for tangerines. The expected tax collections are based on an anticipated 91 million boxes of oranges, 37 million boxes of grapefruit and 4.5 million boxes of tangerines.

Final media program differs from the preliminary plan in restoration of Today for 13 weeks this summer and early autumn at a cost of $120,000. Some of the commission members and committees had felt Today was not getting results, though the agency is understood to have recommended the series. The majority members, however, voted to reinstate Garoway "because he has proved to be a strong selling force and the other shows haven't yet had time to build their audiences."

The Garoway program was adopted as the commission faced a possible carryover of 2 million cases of grapefruit juice. The Twenty Questions series started last July 6 and it was felt it will not reach full effectiveness for some weeks.

The 1954-55 crop is expected to be about the same as last year. If volume is affected by a hurricane, freeze or other weather conditions, drastic changes might be made in the advertising budget in view of its per-box tax basis. The shipping season begins in late September and runs through June.

**American Meat Institute Shopping for New Agency**

THE American Meat Institute, which spent about $500,000 in overall media advertising the past fiscal year, is now actively shopping for a new advertising agency to handle its account in the wake of the resignation of Leo Burnett Co., Chicago, last month [B&T, June 7].

The institute, it was learned, has opened bids for advertising business for the coming fiscal year with the goal of obtaining the account. AMI's new fiscal year starts Oct. 1. It utilized no network radio or tv last year, while spending $400,000 in consumer advertising.

AMI has been reviewing its whole advertising program. Among the agencies reportedly interested are Simmonds & Simmonds and Christiansen Adv. Agency.
BRIOSCHI AD BUDGET BOOSTED TO $350,000

Drug manufacturer is planning to send Italian-American major league ball players to Italy for a six-week exhibition tour. Extensive radio-tv campaign is planned to support project.

A. BRIOSCHI CO., Fairlawn, N. J., in connection with its 50th anniversary will increase its advertising budget from $175,000 to $350,000 and will sponsor a major league baseball trip to Italy headed by Joe DiMaggio, Mark Brizzolara, vice president of Brioschi (anti-acid used for the relief of stomach disorders) announced last week.

Brioschi currently is spending the bulk of its advertising expenditures in a heavy radio spot campaign in 29 cities and in newspapers. James Ceribelli, sales promotion manager of the company, said that in addition to the $150,000 that will be spent on the baseball trip, an ambitious campaign employing radio, television and newspapers as well as national magazines will be used. "More than $350,000 will be earmarked for this increased campaign to make Brioschi a household word. At the present time Brioschi is spending about $175,000," he said.

A team of major league baseball stars headed by Joe DiMaggio—a squad of some 25 ball players of Italian-American descent—will be taken to Italy, and games between the two American teams will be played in Rome, Turin, Milan, Venice, Genoa, and Naples. Mr. Di-maggio has indicated that such stars as Phil Rizzuto, Yogi Berra, Sal Maglie and others will make the six-week trip. The trip is being made with the full sanction of the U. S. State Dept.

Agency for the Brioschi Co., which has been advertising in radio for the past six years, is Pitanella & Sons, N. Y.

Standard to Sponsor Bears

STANDARD OIL Co. (of Indiana) has signed a contract to sponsor broadcasts of all Chicago Bears National Professional League football games for the second straight year on WGN Chicago and the ninth consecutive season on radio. Jack Brickhouse will describe 12 home and road games, plus two exhibition contests, all on Sundays starting Sept. 12 and ending Dec. 12. The Bears-Standard association on pro broadcasts goes back to 1931.

NETWORK NEW BUSINESS

Anson Inc. (men's jewelry), Providence, R. I., and Jacoby-Bender Inc. (J-B watch attachments), N. Y., to co-sponsor on alternate weeks Stop the Music on 67 ABC-TV stations and 125 CBS Radio stations, effective with return of program in fall.

NETWORK RENEWALS


Allis-Chalmers Mfg. Co., Milwaukee, will begin its tenth year of sponsorship of the National Farm and Home Hour (NBC, Sat., 1-2 p.m., EDT) on a 52-week basis, starting Sept. 4, Agency: Bert L. Gittins Adv., Milwaukee.

American Dairy Assn., Chicago, renews The Bob Hope Show, with program moving from Friday to Thursday, 8:30-9:00 p.m., EST, over full NBC Radio network, starting Oct. 8. Agency: Campbell-Mithun, Minneapolis.

AGENCY APPOINTMENTS

Cameo Curtains, N. Y., names Friend-Reiss-McCone, N. Y., to handle its radio-tv advertising. Company will run at least six participations on Home on NBC-TV effective in September.

Procter & Gamble, Cincinnati, names Leo Burnett Co., Chicago, to handle its advertising for Joy, liquid detergent, effective Oct. 1. Joy is a spot radio and television advertiser, and has been handled by the Biow Co., N. Y.

Good Humor Co. of Calif., L. A., appoints Warwick & Legier Inc., that city. Radio and tv are planned. Hugh McTearan is account executive.


AGENCY SHORTS


Burton Browne Adv., Chicago, opens branch office in New York at 562 Fifth Ave. Telephone is Judson 2-1110. A. D. Adams, who previously headed his own advertising agency, will be in charge, it was reported.

McCaan-Erickson Inc., N. Y., appoints the Ettinger Co., N. Y. and Hollywood, to handle public relations, publicity and promotion on Chrysler Corp. tv show, starting Sept. 30 on CBS-TV.

Warner & Assoc., St. Louis, has changed its name to Warner & Todd Inc.

James Lovick & Co. Ltd., Montreal, has acquired Canadian offices of Anderson & Cairns Inc., New York, which has been in Canada for some time as Anderson, Smith & Cairns Ltd. Personnel of the Montreal office of the U. S. agency have joined James Lovick & Co.

David J. Mahoney Inc., N. Y., advertising firm, opens Hollywood offices at 650 N. Bronson St. Telephone is Hollywood 2-2684. Marvin Young is in charge.

A&I PEOPLE

George J. Abrams elected vice president, Block Drug Co., Jersey City. Mr. Abrams this year was voted "Outstanding Young Advertising Man of the Year" by Assn. of Advertising Men and Women.

Dwight D. Thomas, formerly executive vice president, Gulf Brewing Co., Houston, to Maier Brewing Co., L. A., as vice president in charge of sales.

Carl B. Stetzel, marketing specialist, Standard Oil Co. (N. J.), to become executive vice president, Plough Export Inc., Memphis, Tenn.

Walter Metts, vice president in charge of manufacture, Personal Products Corp., Milltown, N. J. (Modess, Meds, Coets, Johnny Mop, and Yes (tissue), appointed senior vice president of corporation.

John A. Ulrich, director, market research dept., Beech-Nut Packing Co., Canajoharie, N. Y., named advertising manager.

Stephen J. Schmidt, assistant advertising and sales promotion manager, Piel Brothers, brewhery, Brooklyn, promoted to merchandising manager, Harold W. Masterson succeeds Mr. Schmidt.

Lawrence W. Jones, manager, sales administration, Bendix Aviation Corp., N. Y., named automotive products manager, radio communications division.


Oil in All

AS PART of its efforts to underline the contributions of oil in a woman's world, the Oil Industry Information Committee of the American Petroleum Institute has arranged to have its "Magic Suitcase" demonstration placed on various television programs throughout the country. The demonstration consists of showing 35 products from a small suitcase—made directly or indirectly from oil—including fabrics, sun glasses, perfumes, lipstick and eyeliners, among others.

Several appearances on radio and television already have been made by Connie Moon, women's program supervisor of OIG, on KOA-TV and KLZ-TV Denver, and other stations. Miss Moon added that considerable interest has been generated among radio and television stations around the country for "Magic Suitcase" demonstrations on their women's shows.

July 26, 1954 • Page 33
named California consultant to Treasury Dept. Advisory Committee for U. S. Savings Bonds.


Carl F. Tolit, general manager of advertising and publicity, Sherwin-Williams Co. (paints), Cleveland, elected president, Cleveland Advertising Club.


Max Tendrich, director of media, radio and tv, Weiss & Geller Adv., N. Y., elected a vice president of the agency.

Byron A. Bonnheim, vice president, Weiss & Geller, Chicago, to W. B. Doner & Co., same city, as vice president and creative director.


Joseph H. Smith, executive vice president, Anderson & Cairns, N. Y., to Bryan Houston Inc., N. Y., as account supervisor.


Tom Shea named account executive, Stromberger, LaVene, McKenzie, L. A.

Irvin A. Eubanks, sales manager, WKST-AM-TV New Castle, Pa., resigns to devote full time to his advertising agency.


Robert R. Denny named public relations director, Henry J. Kaufman & Assoc., Washington, D. C.

Frank Helton, manager of copy, Lewis & Gilman Inc., Phila., named creative director. Randolph Gilman named associate media director and William J. Kane named assistant account executive, same agency.


Sandra Marks named traffic manager, Tilds & Cantz Adv., Hollywood.


**ADVERTISERS & AGENCIES**

**FILM**

TPA’s Sillerman labels Clipp proposal as ‘fallacious and superfluous.’ Philadelphia broadcaster earlier had suggested a plan based on rate cards to stabilize film buying.

TV FILM charges should be based on a percentage of each station’s card rate, in the opinion of Roger W. Clipp, general manager of WFIL-AM-TV Philadelphia, but his idea brought quick opposition from the film industry. In offering plans last week, Mr. Clipp said the rate structure “would provide an essential industrywide standard that would have a far-reaching effect in stabilizing methods of film buying on the part of the tv stations.” He predicted it would “fly from taking over and would lead to better service for viewers.

Michael M. Sillerman, executive vice president of Television Programs of America, called Mr. Clipp’s proposal “fallacious and superfluous” and pointed out that the producer would charge the same price for an ordinary program as for a lavish high-cost film.

Under present conditions, Mr. Clipp said, tv films are offered stations at prices that range from 50% below to 300% above card rates for the time period in which they are played, with a station paying as much as $1,500 for a film series to be presented in Class B time costing $600, or 200% of the time cost. The card scale would bring production costs in line with other advertising media, he said, citing a 6.9% of space rate average for newspapers, 11.5% for magazines and 14.4% for outdoor. The tv average film cost is 86.2% of time cost and there is no sign that a ceiling has been reached, he added.

Mr. Clipp listed other stations services in connection with films. These including lining up of clients, making salesmen “not only peddlers of time but also peddlers for the peddlers of film.” Referring to rate discrepancies in various cities, he said sliding scales often involve haggling. Program directors often must bypass films because of high price tags, turning to other sources.

“Most stations are now working on rate card No. 8 or 10,” Mr. Sillerman said. “Sliding rates for tv films to conform to each station’s constant changes would hardly bring about the stability Mr. Clipp wants.”

He charged that Mr. Clipp tries to compare advertising space in a publication to an entire television program. Mr. Clipp should either add the editorial costs of the magazine to the advertising space, Mr. Sillerman said, or he should compare the printed cost with the commercial part of the program.

“Finally,” Mr. Sillerman stated, “the successful film syndication companies make about 80% of their sales directly to the advertiser or his agency. With all due respect to Roger Clipp, his plan would create terrible confusion and the fly-by-night companies he wants to eliminate would multiply like rabbits.”

Ziv ‘Three Lives’ Sales Brisk With 91% Renewals

AT LEAST 158 stations will present Ziv Televison Program “I Led Three Lives” starting in the fall, M. J. Rifkin, vice president in charge of sales for Ziv Tv, announced last week.

Mr. Rifkin noted that in 125 (91%) of the current markets in which the series currently is being shown, 32-week renewals at the expiration of present contracts already have been signed for the second year’s programming. New contracts in 33 markets, Mr. Rifkin said, raise to 158 the number of stations that will carry the series in the fall. Listed among the new markets are Duluth, Knoxville, Youngstown-Akron, Lima, Ohio, and Nashville.

It was pointed out by the Ziv Tv spokesman that since the series went on the air last September, sales of the “I Led Three Lives” book by Herbert Philbrick have been extremely successful.
brisk. Starting last November, he said, the book reappeared among the 20 top books listed by the "Saturday Review of Literature" as being in "greatest demand" by patrons of large city libraries. He said the book has continued on the list up to the present, and added that reports from Grosset & Dunlap show that book sales have increased more than 320% since its adaptation to television.

NBC Film Division Arranges
For INS-Telenews Service

NBC Film Division announced last week it is discontinuing the syndication of its 15-minute Daily News Report to local television stations and has completed arrangements with INS to make the INS-Telenews Daily News Service available to clients.

The agreement between NBC Film Division and INS was announced jointly by Carl Stanton, NBC vice president in charge of the division, and Seymour Berksen, general manager of INS. Clients of the Daily News Report numbered about 25, but it was not revealed how many clients would subscribe to INS' service.

In explaining the move, Mr. Stanton said the division's Daily News Report had been produced by the network's news and special events department, and the material had its first use on network news shows. He pointed out that "this tends to make it incompatible with the requirements of many local tv shows." It was reported that the service did not constitute "a money-making operation," though Mr. Stanton did not touch upon this aspect.

MPTV's Fox Tells Court
Of UA-Eagle Lion Negotiations

LOS ANGELES Superior Court suit, involving charges by six independent motion picture companies of premature release of their feature films to tv against five distribution firms, resumed last Monday enough to enable testimony by Matthew Fox, president and board chairman of Motion Pictures for Television, a defendant. Called by Adele Springer, plaintiff's attorney, Mr. Fox revealed that he engineered the deal whereby United Artists took over Eagle Lion Classics, April 11, 1951, in order to get the former firm out of the red. Mr. Fox testified that tv rights were not mentioned in the negotiations with Pathe Industries (now a part of Seaboard Artists). Mr. Fox said, that as MPTV president, he would not accept the MPTV's offer to return them was not accepted by Chesapeake.

Rex until Sept. 7 has been declared, at which time plaintiff Jack Schwartz is expected to take the stand.

FILM SALES


TeeVee Co., Beverly Hills, announces that Tales of Tomorrow, kinescopes of the original live ABC-TV series, are in distribution. KNXT (TV) Hollywood, KOOL-TV Phoenix, KBTV (TV) Denver and WJNO-TV West Palm Beach, Fla., are set to televise the 26-program series. Claiming a new record in TeeVee's sales history, General Manager Marc Frederic revealed a total of 96 audition prints have been sent to agency and station executives upon request.

Tom J. Corradiene & Assoc., Hollywood, has concluded contracts with KVGO (TV) TULARE, Calif., and KMPT (TV) Oklahoma City, each of which includes 247 feature films, 114 western features, 72 cartoons, 65 "Willie Wonderful" quarter-hour puppet films and seven half-hour packages, The Big Game Hunt, Burt Crabbe Show, Buster Keaton Show, My Hero, Terry and the Pirates, Col. March of Scotland Yard and Town and Country Time.


FILM DISTRIBUTION

Standard Television, Beverly Hills, has arranged with National Basketball Assn. to film and syndicate a weekly game of the week, starting Nov. 1. Contract, signed by Bob Berger, Standard vice president and general sales manager, and Maurice Podoloff, NBA president, differs from the recent NBC-TV contract [BTV, July 12], in that Standard TV will exclude the film rights and to a different game of the week.

FILM PRODUCTION

Alexander Film Co., Colorado Springs, Colorado, announces recent tv commercial productions for following organizations: Frigidaire, Dayton, Ohio, six 50-second films and seven 20-second films, through Poette, Cone & Belding; Socoony Vacuum Oil Co., N., sixteen 20-second films; Flexiteel Furniture, Waxahachie, Tex., one 46-second film, four 13-second films and ten 10-second film, through Waxahachie Adv. Agency; Wyler Watch Company, N., three 46-second films and one 20-second film, through The Dow Company; H Bar C Ranchwear, N., five 46-second films and six 13-second films, features proved a headache and that (MPTV's offer) to return them was not accepted by Chesapeake.

Rex until Sept. 7 has been declared, at which time plaintiff Jack Schwartz is expected to take the stand.

FILM SALES


TeeVee Co., Beverly Hills, announces that Tales of Tomorrow, kinescopes of the original live ABC-TV series, are in distribution. KNXT (TV) Hollywood, KOOL-TV Phoenix, KBTV (TV) Denver and WJNO-TV West Palm Beach, Fla., are set to televise the 26-program series. Claiming a new record in TeeVee's sales history, General Manager Marc Frederic revealed a total of 96 audition prints have been sent to agency and station executives upon request.

Tom J. Corradiene & Assoc., Hollywood, has concluded contracts with KVGO (TV) TULARE, Calif., and KMPT (TV) Oklahoma City, each of which includes 247 feature films, 114 western features, 72 cartoons, 65 "Willie Wonderful" quarter-hour puppet films and seven half-hour packages, The Big Game Hunt, Burt Crabbe Show, Buster Keaton Show, My Hero, Terry and the Pirates, Col. March of Scotland Yard and Town and Country Time.


FILM DISTRIBUTION

Standard Television, Beverly Hills, has arranged with National Basketball Assn. to film and syndicate a weekly game of the week, starting Nov. 1. Contract, signed by Bob Berger, Standard vice president and general sales manager, and Maurice Podoloff, NBA president, differs from the recent NBC-TV contract [BTV, July 12], in that Standard TV will exclude the film rights and to a different game of the week.

FILM PRODUCTION


Hardy Burt, producer-director, ABC-TV's Answers for Americans, is now in process of filming the program for about 125 tv stations. To date, four 30-minute shows have been completed with Alfred Kohberg, Victor Lasky, Leon Volkov and Vivien Kellems as guests. The first of these films, which are being made at the Verno Lewis studios, N., will be released July 10-Aug. 2.

Volcano Productions, Hollywood, is shopping NBC-TV's Married Joan series for Joan Davis Enterprises, with 39 films scheduled for next season. Ezra Stone has been set as director.

Kling Studios, Chicago, has announced production of a second series of film tv commercials designed for institutional use by banks. New spots consist of five 60- and 20-second announcements each, according to Fred A. Miles, vice president in charge of firm's motion picture and tv enterprises. Spots will be used on syndicated basis, along same line as others aimed at beer, bread, milk, ice creams and potato chips.

RANDOM SHOTS

John Guedel Poductions, Hollywood, leases Filmarit Theatre, same city, for 5-year period, renaming it Art Linkletter Theatre. Formerly used by Filmcraft Productions in filming NBC-TV Grouch Marx Show, house will be used in shooting forthcoming CBS-TV People Are Funny programs.

Syndicate, headed by Matthew Rapf, producer of the first 26 NBC-TV Loretta Young Show films, has negotiated a seven-year contract with ATTENDING a recent party that introduced Ella Raines, star of Janet Dean, Registered Nurse, to the Baltimore press were D. L. (Tony) Provost (i) vice president and general manager, The Hearst Corp., licensee of WBAL-TV there, and F. H. McAdoo Jr., executive vice president of Emerson Drug Co., sponsor of the tv series that appears on WBAL-TV every Saturday evening.
CONTRACT calling for Mayer Brewing Co., Los Angeles, to sponsor Foreign Intrigue on KNBH (TV) Hollywood for 59 weeks from July 9 is signed by (l to r) Edward R. McNelly, president, Enterprise Adv. Agency Inc., Los Angeles; R. J. Westcott, station account executive, and Thomas C. McCray, KNBH general manager.

Fawcett Publications to produce a series of half-hour films based on stories published in True Magazine. Contract includes rights to articles in the past and those to be published in the future.

Screen Gems Inc., Hollywood, has purchased the first story by writer J. A. R. Wylie ever sold to tv. Negotiations were concluded by producer Michel Kraike via telephone with the author who is currently in Salonica, Greece. Titled "And Son," the script will be shot in color for NBC-TV Ford Theatre.

FILM PEOPLE

Louis Huot, formerly independent producer of public relations films, Glendale, Calif., to Five Star Productions, Hollywood, as vice president in charge of client relations. He will also supervise production of tv commercial and industrial films.

Jim Uhl, former New York tv producer and talent scout for Columbia Pictures, to Screen Gems Inc., Hollywood, as casting director.

Harve Foster succeeds Carroll Case as co-producer on CBS-TV Public Defender series filmed by Hal Roach Jr. Productions, Culver City.

Al Silverforde, formerly with RKO Radio Pictures, Hollywood, to accounting dept., California Studios, that city.

Speakers List Set Up For BMI TV Clinics

LIST of speakers for the three BMI tv clinics is virtually complete, Glenn Dobberg, vice president in charge of station relations for a BML, said last week. Carl Haverlin, BML vice president, will speak at all three meetings—Aug. 2-3 at New York's Hotel Biltmore, Aug. 5-6 at the Hotel Sheraton in Chicago, and Aug. 9-10 at the Hotel Sturter in Los Angeles. Robert J. Burton, BMI vice president, in charge of publisher relations, and Mr. Dobberg also will address all the clinics, which will be conducted by local chairmen. Clinic schedules, with speech and subjects, follow:

NEW YORK CLINIC


CHICAGO CLINIC


CLINIC CHAIRMAN: Aug. 5 (morning), Sterling C. Quinlan, WBBM-TV Chicago; Aug. 5 (afternoon), Gayle V. Grubbs, WJBK-TV Detroit; Aug. 6 (morning), Sherman K. Headley, WCCO-TV St. Paul, Minn.; Aug. 6 (afternoon), George Heinemann, WNBQ-TV Chicago.

LOS ANGELES CLINIC


CLINIC CHAIRMAN: John Reynolds, KLTV-Los Angeles, James A. Pearson, KNXT (TV) Los Angeles, John R. West, NBC; Donn B. Tatum, ABC.

O'Brien joins Goldswan

FRANCES O'BRIEN, public relations and sales promotion director, Phil Davis Musical Enterprises Inc., New York, has resigned to join Goldswan Productions Inc. there as public relations director and account executive, as the firm's expansion. Miss O'Brien will handle all of New York accounts.

Goldswan Productions originates and produces musical commercials on radio and tv for many clients, among them Bab-O, Borden's instant coffee, Coca-Cola, Drift, General Tires, Mercury, Pie's beer, RCA Victor and Wesson Oil. The firm has produced music commercials for Ajax, Chase & Sanborn coffee, Chrysler Corp., Halo shampoo, Nescafe, Pepsi-Cola, Rinso and Westinghouse.

Radio Plans for 'Mr. D.A.'

FREDERIC W. ZIV Co. announced last week that Mr. District Attorney will return to radio in the fall as a half-hour, once-a-week show. Ziv has started production in Hollywood on series, starring David Brian, under the supervision of Henry Hayward.
How to relieve traffic and tax headaches at the same time

These two photographs illustrate the cause—and point a way to the cure—of a good many tax and traffic headaches.

The one shows freight on its way to market by rail. The other shows freight moving by highway.

When freight goes to market by rail, the rate charged includes the full cost of the transportation—including the roadway, signaling and safety devices, and taxes paid to the local, state and federal governments. In other words, the user pays his full and just share of all costs involved.

When freight goes to market by truck, the rate charged does not always defray the full share of the cost of the facilities used for private profit. A major portion of the cost of building the highway, maintaining it, installing and maintaining traffic controls and patrolling the road is paid by the private motorist and the general taxpayer.

Naturally, this hidden subsidy makes it possible for the long-haul trucker to charge a lower rate. This, in turn, induces more freight to move by highway—which causes the cost of highway maintenance to be still further increased and traffic lanes to become even more congested.

The railroads serving the busy East feel that if the big long-haul trucks paid their full share of the costs of the nation’s highways, competition between train and truck would soon be on a more equitable basis—to the benefit of taxpayers, private motorists and small truck operators.

In fact, it has been the history of American business that free and equal competition works to the best interests of all involved, providing the highest degree of service at the lowest possible cost...

Eastern Railroad Presidents Conference, 143 Liberty St., New York 6, N. Y.
Introducing...

1. MANAGEMENT: Capable management creates community confidence. Sound operating policies, consistently applied, insure listener respect for the station and its advertisers.

2. FACILITIES: Assigned power and frequency, implemented by first-rate technical equipment and personnel, determine the station's geographical area of influence.

3. PROGRAMMING: Imaginative local programming, adapted to the interests and tastes of the area, and skillfully blended with network programming, builds large and responsive audiences.

4. PUBLIC SERVICE: Energetic devotion to the public welfare... in education, in health and safety, in economic development... creates station stature in its community.

5. MARKET: The importance of a station as a marketing entity is determined by the total area it serves, in terms of number of people, their needs and buying power.
Radio's immense strength is employed most effectively when there is a clear distinction between a great station and just a good station. Great stations invariably give the advertiser far more for his money, not only in size of audience but in prestige and believability.

We represent only 12 stations of the more than 2,500 in operation. But these 12 are great stations. Each one is unquestionably the leader in its area of influence. In aggregate, these 12 stations serve nearly one-fourth of the nation's buying power.

To designate the kind of radio stations we are privileged to represent, we introduce on the opposite page a mark of distinction that states the five elements which make a station great.

To use radio better, may we suggest you ask one of our representatives to give you a run-down on these 12 stations, to tell you how they exemplify these five points that measure greatness. You'll discover facts about today's influence of radio which you may never have guessed . . . facts which give each of these stations its distinguished personality.

THE HENRY I. CHRISTAL CO., INC.
NEW YORK — BOSTON — CHICAGO — DETROIT — SAN FRANCISCO

REPRESENTING

WBAL Baltimore (NBC) The Hearst Corp.
WBEN Buffalo (CBS) Buffalo Evening News
WGAR Cleveland (CBS) Peoples Broadcasting Corp.
WJR Detroit (CBS) The Goodwill Station, Inc.
WTIC Hartford (NBC) Travelers Broadcasting Serv. Corp.
WDAF Kansas City (NBC) Kansas City Star

KFI Los Angeles (NBC) Earle C. Anthony Inc.
WHAS Louisville (CBS) Louisville Courier-Journal & Times
WTMJ Milwaukee (NBC) Milwaukee Journal
WGY Schenectady (NBC) General Electric Company
WSYR Syracuse (NBC) Herald-Journal & Post-Standard
WTAG Worcester (CBS) Worcester Telegram-Gazette
FACTS & FIGURES

NIELSEN, PULSE STILL AGREE: IT’S ‘LUCY’

The Pulse beat strongest for ‘Lucy’ during June.

CBS-TV’s I Love Lucy topped the list of regularly-scheduled once a week tv shows during June, according to the Pulse.

<table>
<thead>
<tr>
<th>Once a Week Shows</th>
<th>June Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. I Love Lucy (CBS)</td>
<td>46.3</td>
</tr>
<tr>
<td>2. Dragnet (NBC)</td>
<td>45.3</td>
</tr>
<tr>
<td>3. You Bet Your Life (NBC)</td>
<td>38.6</td>
</tr>
<tr>
<td>4. Jacky Gleason Show (NBC)</td>
<td>38.2</td>
</tr>
<tr>
<td>5. Ford Theatre (NBC)</td>
<td>32.4</td>
</tr>
<tr>
<td>6. Toast of the Town (CBS)</td>
<td>32.1</td>
</tr>
<tr>
<td>7. Bob Hope Show (NBC)</td>
<td>31.8</td>
</tr>
<tr>
<td>8. Our Miss Brooks (CBS)</td>
<td>31.8</td>
</tr>
<tr>
<td>9. Godfrey and His Friends (CBS)</td>
<td>30.2</td>
</tr>
<tr>
<td>10. Your Show of Shows (NBC)</td>
<td>29.4</td>
</tr>
<tr>
<td>11. This Is Your Life (NBC)</td>
<td>29.0</td>
</tr>
<tr>
<td>12. Tv Playhouse (NBC)</td>
<td>28.9</td>
</tr>
<tr>
<td>13. What’s My Line (CBS)</td>
<td>28.4</td>
</tr>
<tr>
<td>14. Burns &amp; Allen (CBS)</td>
<td>28.2</td>
</tr>
<tr>
<td>15. Fireside Theatre (NBC)</td>
<td>28.2</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Multi-Weekly Shows</th>
<th>June Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Meredith Dody (NBC)</td>
<td>15.4</td>
</tr>
<tr>
<td>2. Perry Como (CBS)</td>
<td>14.8</td>
</tr>
<tr>
<td>3. Comal News (NBC)</td>
<td>14.2</td>
</tr>
<tr>
<td>4. Eddie Fisher (NBC)</td>
<td>13.4</td>
</tr>
<tr>
<td>5. Dinah Shore (NBC)</td>
<td>13.1</td>
</tr>
<tr>
<td>6. Arthur Godfrey (CBS)</td>
<td>12.9</td>
</tr>
<tr>
<td>7. Search for Tomorrow (CBS)</td>
<td>12.0</td>
</tr>
<tr>
<td>8. Golding Light (CBS)</td>
<td>11.3</td>
</tr>
<tr>
<td>10. Love of Life (CBS)</td>
<td>11.1</td>
</tr>
</tbody>
</table>

**ENTERTAINMENT JOBS STEADY, HOLLYWOOD C & C REPORTS**

WHILE Southern California’s entertainment industry—of which film production employs half—has not kept pace with other local industrial employment, neither has it fallen off during the past five years, a preliminary survey report by the business development committee of the Hollywood Chamber of Commerce has reported.

The stable employment picture was credited to steady growth of both broadcasting and legitimate theatre workers by Ernest L. Loen, report chairman. Radio-television broadcasting employees have risen from 3,201 in 1949 to 4,780 last year, the report stated, counting a corresponding drop in motion picture theatre and vaudeville employment.

Another report, also issued by the California Dept. of Industrial Relations for May, revealed average weekly earnings in motion picture studios reached an “all-time” peak of $124.43, rising from $117.54 in April and $107 in May 1953. Greater activity in both tv and theatrical filming was the reason for earnings increase, the report indicated.

**‘54 TV Set Shipments Stand at 2.3 Million**

SHIPTMENTS of television receivers to dealers totaled 2,370,098 in the first five months of 1954 compared to 2,695,856 in the same 1953 period, according to Radio-Electronics-Tv Mfrs. Assn. The May shipments totaled 304,227 compared to 410,012 in April and 243,348 in May 1953. Set shipments to dealers by states during the first five months of 1954 follow:

<table>
<thead>
<tr>
<th>State</th>
<th>Total</th>
<th>State</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Calif.</td>
<td>165,344</td>
<td>N. C.</td>
<td>62,207</td>
</tr>
<tr>
<td>Calo.</td>
<td>99,196</td>
<td>N. D.</td>
<td>15,993</td>
</tr>
<tr>
<td>Del.</td>
<td>32,943</td>
<td>Ohio</td>
<td>11,999</td>
</tr>
<tr>
<td>D. C.</td>
<td>4,833</td>
<td>Oklo</td>
<td>34,304</td>
</tr>
<tr>
<td>Fla.</td>
<td>65,339</td>
<td>Ore</td>
<td>27,440</td>
</tr>
<tr>
<td>Haw.</td>
<td>60,190</td>
<td>Pa</td>
<td>147,991</td>
</tr>
<tr>
<td>Idaho</td>
<td>17,232</td>
<td>S. C.</td>
<td>31,024</td>
</tr>
<tr>
<td>Iowa</td>
<td>94,422</td>
<td>S. D.</td>
<td>7,599</td>
</tr>
<tr>
<td>Ind.</td>
<td>70,961</td>
<td>Tenn.</td>
<td>31,996</td>
</tr>
<tr>
<td>Iowa</td>
<td>52,728</td>
<td>Utah</td>
<td>9,063</td>
</tr>
<tr>
<td>Kan.</td>
<td>37,004</td>
<td>Va</td>
<td>39,924</td>
</tr>
<tr>
<td>Ky</td>
<td>28,211</td>
<td>Wash</td>
<td>39,924</td>
</tr>
<tr>
<td>La</td>
<td>61,965</td>
<td>W. Va.</td>
<td>9,063</td>
</tr>
<tr>
<td>Me.</td>
<td>39,599</td>
<td>Wis</td>
<td>60,913</td>
</tr>
<tr>
<td>Minn.</td>
<td>9,548</td>
<td>Wyo.</td>
<td>3,327</td>
</tr>
<tr>
<td>Miss.</td>
<td>40,088</td>
<td>U. S. TOTAL</td>
<td>2,264,042</td>
</tr>
<tr>
<td>Mont.</td>
<td>22,219</td>
<td>Alaska</td>
<td>1,467</td>
</tr>
<tr>
<td>Neb.</td>
<td>12,011</td>
<td>Hawaii</td>
<td>4,369</td>
</tr>
<tr>
<td>N. M.</td>
<td>4,011</td>
<td>N. N.</td>
<td>11,942</td>
</tr>
</tbody>
</table>

GRAND TOTAL 2,370,098

**UHF SETS NOW TOP 2.5 MILLION**

BETWEEN 2.5 and 3 million U.S. tv sets are now equipped to receive one or more uhf channels, according to projections of a nationwide American Research survey, B&T learned last week.

Last April ARB conducted a diary study among tv set owners in some 5,000 homes, chosen in a sample drawn from all U.S. counties. At that time, 8.3% of the diaries reported reception on one or more uhf channels.

Assuming 30 million to be a rough estimate of total receivers last April, the total then capable of getting uhf signals was about 2.5 million.

James W. Seller, director of ARB, told B&T that the April diary study was "representative of the entire country."
HERE!

Management at WBAL
rich in experience in good broadcasting and offering continuous service to the public, operates "One of America's Great Radio Stations."

Facilities at WBAL
are, in every regard, unexcelled in the radio industry and surpassed by none.

Programming at WBAL
combines the best from NBC with the best of local talent and services presented with skill and imagination to fully serve the huge audience.

Public Service at WBAL
is one of the station's major interests because of the certain knowledge that this is the way to the heart of our communities. This is attested by the numerous national and local awards received by WBAL.

Market at WBAL
sixth largest in America, rich, stable, responsive, includes 4,225,500 people.

By all five measures—and more—WBAL stands proudly with the other stations represented by the Christal Company as "One of America's Great Radio Stations."

NBC affiliate • 50,000 watts
radio Baltimore

Nationally Represented by The Henry I. Christal Co., Inc.
TELEVISION Advertising Bureau (TvAB) delegates to the Aug. 5 Washington meeting, at which plans will be drawn for an all-industry sales promotion bureau, will enter the planning session armed with the collective views of its members and supporters.

Five TvAB delegates and a similar group from NARTB will pool their ideas for an all-industry sales promotion bureau, and will confer under terms of a merger pact entered into June 30 (B+T, July 5). The two groups had been developing separate bureau programs, with TvAB excluding networks as such and NARTB including networks in its project.

Moore Sends Questionnaires

Over the weekend Richard A. Moore, KTTV (TV) Los Angeles, who has spearheaded the TvAB movement, sent out questionnaires to about 120 station members and supporters. In these questionnaires he submitted a long list of questions designed to provide a consensus on ways a tv advertising bureau should operate as well as the goals it should set.

Mr. Moore told B+T he had first drawn up a tentative questionnaire which he had submitted to the five TvAB merger committee men and several other key telecasters. He said he might make several minor changes in wording, following suggestions from those who reviewed the questions.

Station Representatives Assn., active in formation of TvAB, has contended since the June 30 merger discussions that the new project has drawn criticism within TvAB ranks (B+T, July 12) (See story at right).

"The questionnaire is designed to get a good cross-section of the ideas of TvAB's members," Mr. Moore said. "I believe our committee should know their views before the Aug. 5 meeting if a number of broadcasters who have paid dues and showed their support of TvAB."

"These stations joined one type of bureau— a bureau based on promotion of national spot and local television advertising. Now they have the opportunity to look into a new bureau with an all-industry goal and to tell exactly what sort of bureau they want."

"After Aug. 5 we may contact our members again. We may want to ask their views on whatever program is drawn up by the joint committee, and on the disposition to be made of dues that have been collected by TvAB."

Mr. Moore said that member station reaction to the June 30 merger agreement had been "generally favorable." He suggested a more meeting some time in August before a specific set of plans can be submitted by TvAB to its officers and stations, and by NARTB to its tv Board.

We promised the industry democratic action at the Chicago organization meeting in May," Mr. Moore said. "Now we're carrying out that promise."

Members of the Joint committee who will meet Aug. 5 are: TvAB—Mr. Moore; Roger W. Clipp, WVTM (TV) Birmingham; Larry H. Rogers, WBAZ-TV, Huntington, W. Va.; George B. Storer Jr., Storer Broadcasting Co.; B. Johnson, WAGS (TV) Memphis; NARTB—Clair B. McColough, Station Management; Kenneth C. L. Smith (AAAM (TV) Baltimore; Campbell Arnow, WTVK-TV, Norfolk; A. A. Jones, WBUF-TV, Lubbock, Tex.; Merle S. Jones, CBS.

The eight-page TvAB questionnaire is designed "for the guidance of TvAB representatives engaged in the formation of an all-industry advertising bureau," the heading notes. It asks first if the respondent agrees with the decision favoring one advertising bureau.

Citing the "all-industry" aspect of the new project, the questionnaire lists seven types of industries that make up the TvAB: 

1. "should be in" and "should not be in" answers, the question is phrased this way, "Will you indicate any of the following types of organizations which you feel should NOT be eligible for membership in the new bureau?"

The seven types of organizations listed are tv stations, tv networks, tv station sales representatives (including spot sales divisions of networks), tv set manufacturers, tv film distributors, tv film producers and advertising agencies.

Third question covers seven pages and deals with types of functions and the manner in which a sales bureau should be operated. An explanation recalls that TvAB was conceived as "a station service which would engage in aggressive sales promotion on behalf of stations only, namely in the area of national spot and local sales."

"In that connection, it was contemplated it would function in a manner similar to the Newspaper Bureau of Advertising. It was contemplated that this sales effort would be affirmative and not 'anti' network, 'anti' radio or 'anti' any other media. However, the objective of the new bureau will be to promote the sale of television program time and programs to network advertisers, national spot and local advertisers.

"The manner in which this objective can best be carried out for the benefit of all members and with a maximum result in terms of sales, will naturally be the principal subject of the discussions of the joint committee. You can readily see that the decisions reached on this point will be of basic importance and will, in the final analysis, determine what kind of a bureau we will have and how effective it will be."

Getting down to specifics, the questionnaire asks if a "generalized approach is preferred, promoting tv as a medium, or a bureau which will engage in specific promotion of specific types of television such as network, national spot and local?"

Choice Offered

The questionnaire asks if the bureau can promote specific types of tv "without arriving at a situation where it must take a negative or 'anti' approach in favor of one type as against another." Choice is offered between a bureau with three divisions—promoting network, national spot and local—as against a vertical structure run by a managing director.

Choice is asked on a should or should-not basis in regard to institutional advertising in newspapers, magazines, trade publications and other media on behalf of tv as a medium; separate advertisements in such media promoting specific types of tv; case histories for presentation to individual companies on behalf of tv in general; case histories of network, national spot or local success for presentation to specific advertisers and agencies; direct presentation and solicitation of agencies on behalf of tv as a medium; direct presentation on behalf of specific

Keep Networks Out, SRA's Flanagan Insists

JUST as "it has never occurred to magazines and newspaper publishers that they should have an 'all-print' bureau to sell against broadcast ing, it is equally ridiculous to suppose that an 'all-print' bureau could sell against print media," T. F. Flanagan, managing director, Station Representatives Assn., stated in a letter sent to B+T Thursday.

Replying to an editorial [B+T, July 19] which urged the establishment of "an all-television advertising bureau which would sell television of all kinds, as a medium," Mr. Flanagan said bluntly: "SRA does not think it is feasible to establish an 'all-industry' bureau which can efficiently sell all facets of the tv industry against competitive media."

Major points of Mr. Flanagan's argument, condensed from his seven-page letter, were: 

1. To begin with, one spot is just as competitive to network as newspapers are to magazines.

2. Income from advertisers, retained by the networks, finances the network sales, sales promotion, research and publicity operations, all for the purpose of securing network business. The network affiliate stations, from whom this income is withheld, are therefore already contributing that amount toward the sale of network facilities.

3. Although the networks now have adequate income and facilities for the promotion of network business, there is no industry organization for the promotion and sale of national spot business, nor of local.

4. It has long been known that it is impossible to sell radio and television with the same sales force. It therefore logically follows that network and spot cannot be sold with the same sales force, which even the networks admit by their spot sales organizations.

5. There is no problem about the need for and the method of organizing and providing service to stations in return for their dues, for help to them in developing more local retail television volume.

6. There is an overwhelming difficulty in managing an 'all-industry' bureau where you would send out salesmen and promotion material to advertisers and agencies. If you are promoting only television, their immediate question is: which should I use, national spot or network? Is it then left to the individual bureau sales representative to promote his bias or experience? Or is it left to the managing director to make a decision on every advertising problem? How could a managing director possibly manage under such circumstances? There is a tremendous difference from the man out to sell just television and sending him out to sell either network or national spot?"

Taking B+T to task for its editorial reference to an organization "designed primarily to advance the cause of spot to the exclusion of national local sales," Mr. Flanagan said: "the development of national local sales, along with the development of national spot sales, has always been considered a primary function of TvAB since the outset." He attached his letter a copy of SRA's statement at the initial April meeting of tv station executives to discuss a promotion bureau to show that local promotion was given equal importance to national spot promotion even then.
the symbol is NEW

the theme is old to WBEN clients

This five-pointed star insignia is a graphic new way to symbolize the measure of a station's greatness — but WBEN has made these points dramatically known to sponsors during 24 years of quality radio service throughout Western New York and along the great Niagara Frontier!

Yet — these familiar points of performance and service are very worthwhile repeating:

MANAGEMENT: Up-to-date policies based on the 74-year-old tradition of The Buffalo Evening News and implemented by 24 years of experience in radio have won audience and sponsor respect, loyalty and confidence.


PROGRAMMING: CBS Basic Network programs combined with the best locally-produced shows and locally popular personalities . . . WBEN news, farm and home information, sports and music fill every radio listening need and desire.

PUBLIC SERVICE: WBEN aids in community betterment through sponsorship of educational programs like the University of Buffalo Round Table and the High School Forum, and encourages development of outstanding talent through the Voices of Tomorrow Contest.

MARKET: 400,000 families — a trading area of 1,400,000 people, employed in diversified industry and in agricultural production. The WBEN market is America's 12th largest . . . and WBEN has been the leading station in this market for almost a quarter century. (WBEN is preferred by most listeners most of the time.)
use of network, national spot or local tv; soliciting of an advertiser planning a budget increase, with general or specific recommendations; solicitation for national spot where an advertiser and agency have been solicited by a network seeking to have a film program switched to the network; solicitation of an advertiser who has lost his network facility on behalf of spot. Recommendations are asked on proposed dues structure and on the industry segments from which a director of the bureau might be drawn.

Finally, a question is submitted on future course if TVAB members prefer a national spot-local promotion policy and if NARTB refuses to go along. This offers eventualities that include: Continuation of TVAB-NARTB joint effort to set up a unified all-industry or TVAB withdrawal and resumption of the original TVAB plan regardless of NARTB; dissolution of TVAB; secret ballot asking all licensed stations for their preference of an all-industry or station-only bureau.

Industry Improvements Cited by Miller at SCBA

THE GROWTH of a "professional character" among broadcasters, defined as a "recognition of professional obligations," has been lauded by Judge Justin Miller. The former NARTB board chairman who currently is counselor for the Los Angeles law firm of McClean, Salisbury, Patty & McClean, spoke a fortnight ago at the Hollywood meeting of the Southern California Broadcasting Assn.

Change in the FCC's attitude that all advertising is bad, and progress improvement through a response to listener demand rather than to pressure groups are further signs of the industry's growth, he told the SCBA.

Also in his nine years at NARTB Judge Miller noted the change in the attitude of Congress and the press; an improvement in public relations, with broadcasters participating more in community affairs, and better labor relations, especially in lessening of extreme positions such as that taken by American Federation of Musicians President James C. Petrillo.

Judge Miller said that when he took office with the NARTB, he refused to accept the concept that broadcasting was primarily an entertainment medium, like motion pictures. Equally, he refused the concept of broadcasting, though in the public interest, as a public utility subject to stringent government regulations. Both views have been borne out by events, Judge Miller observed, with movies currently fighting censorship moves and the FCC adopting a less restrictive policy toward radio-television.

Looking at the industry's future, Judge Miller admitted some fatalities among broadcasters are inevitable in the intense competition for sales; he said the strongest would survive.

By equal attention to improved news and editorial comment, as suggested by William Paley, CBS board chairman, at the 1954 NARTB convention, and to local wants and needs, the broadcasting industry can look forward to continuing growth, Judge Miller concluded.

Richards Back to Duty

ROBERT K. RICHARDS, NARTB administrative vice president, returns to his office this week following an abdominal operation performed July 6. He has been recuperating at his Washington home and last week handled office correspondence. His resignation from NARTB becomes effective Oct. 1 when he opens a Washington public relations office, continuing to serve NARTB on a consulting basis.

New England Film Directors Organize at Boston Meeting

INFORMAL organizational meeting of tv film directors in the New England area was held July 13 in Boston with William D. Cooper, film director of WJAR-TV Providence, named acting chairman of the new group. Name has not been selected, according to Mr. Cooper, who spearheaded the idea with the ultimate intention of forming a national association of tv film directors to include film room supervisors and film buyers.

Next meeting of the New England film group is scheduled for Sept. 28 at the Hotel Statler, Boston. Interested parties are advised to contact Mr. Cooper.

Aims of the organization are (1) betterment of the industry; (2) establishment of standard film room and inter-station operating procedures; (3) closer relationship between station and film distributing agencies, and (4) creation of a central clearing house for exchange of ideas relating to film.

N. J. Broadcasters Protest Switchover to 45 Rpm Discs

RECORD companies should continue to provide 78 rpm records to broadcast stations, in the opinion of New Jersey Broadcasters Assn. In a protest sent last Wednesday, the association said the shift to 45 rpm records [B+W] June 14 for broadcast use has "resulted in confusion and resentment" and has created "very serious mechanical problems." Everett Rudloff, WILK Asbury Park, president of the New Jersey group, said conversion of present turntables "in cases where practicable is complicated and expensive." His letter on behalf of the association pointed out that some conversions "are utterly useless" and involve dismounting and reassembling of equipment.

Some members have found poor quality in the 45s, Mr. Rudloff continued. He added that the association does not "oppose the use of 45s if and when the equipment manufacturers have devised conversions and gear that will work and the stations have had a reasonable opportunity to plan for their use." He said deep resentment has developed in the state, and regretted that stations were not consulted in advance.

Sweeney Notes Chain Stores Increased Use of Radio

TREND toward increased use of radio for advertising by chain stores and more leeway to local managers on how they use the medium was reported by Kevin Sweeney, BAB president, in a talk last Monday to Virginia and West Virginia member stations in Richmond.

"For many years," Mr. Sweeney said, "major chains had a virtual "no radio" policy. But in the past two years, chain after chain, heeding strong pressure from their managers, have permitted extensive use of radio by local managers.

He recounted BAB's efforts to impress chain stores on the use of radio over the past two years, which included copy clinics for store copy writers and "lessons in buying time" for one chain. He recommended that station managers pay increased attention to local-level management of chains and particular attention to the regional manager.

The Richmond meeting of BAB stations was the 19th in a series of 38 sales clinics.

Public Relations Clinic Set

REGIONAL clinic for public relations, including radio and television, will be held Sept. 24 at the Hotel Statler, according to Ludwig Caminita Jr., president of the Washington Chapter, Public Relations Society of America. Guests are invited from District of Columbia, Virginia, North Carolina, West Virginia, Maryland, Delaware and Pennsylvania. General chairman of the conference will be Richard R. Bennett, vice president of the Washington chapter and Washington public relations director of the National Assn. of Manufacturers.
... how it affects advertising results in Northern Ohio

We believe there is a definite relationship between a radio station’s devotion to the public interest and listener response to advertising. By serving our listeners better, we feel we have created a climate of believability — of listener loyalty — of dependence on WGAR — which makes our advertisers’ messages more effective.

WGAR was the nation’s first station in its class to receive the coveted George Foster Peabody Award for outstanding public service. WGAR, for the past three years, has been selected by a board of impartial judges as Cleveland’s outstanding station for public service activity. WGAR, for seven of the past eight years, has dominated The Cleveland Press radio popularity poll — including first places every year for public service programming.

Does leadership in public service pay off for our advertisers? In the last “Radio Gets Results” competition sponsored by the Broadcast Advertising Bureau, WGAR was the only Northeastern Ohio station to win an award!

There are many other concrete examples of WGAR’s selling power with the adult buying audience. For further evidence of WGAR’s leadership in public service — and advertising results — contact your nearest Christal representative.

WGAR

THE STATION WITH 4½ MILLION FRIENDS IN NORTHERN OHIO

CBS • CLEVELAND • 50,000 WATTS • THE PEOPLES BROADCASTING CORPORATION

REPRESENTED NATIONALLY BY

THE HENRY I. CHRISTAL CO., INC.

NEW YORK • BOSTON • CHICAGO • DETROIT • SAN FRANCISCO
POTTER UNIT NARROWS STAND ON UHF; THREE COURSES OF ACTION OUTLINED

Senate committee recommends: (1) elimination of excise tax on uhf sets; (2) special study of allocations; (3) continued work on solving the uhf dilemma. Action follows a two-hour Tuesday session.

THE POTTER SUBCOMMITTEE's attack on the uhf problem advanced last week after a two-hour session which concluded Tuesday with Senators asking for a triple-threat offensive.

Proposed action can be narrowed down to three steps, as outlined as short-range, inter- and long-range. In order, these are summarized as follows:

1. Short range—The subcommittee reaffirmed a position it took earlier that the 10% Federal excise tax on all-channel receivers be eliminated to pave the way for increased uhf circulation.

2. Interim—The Potter group proposed an advisory committee (ad hoc) be created with members taken from the "outside" to study current allocations with the idea of making modifications where technically feasible.

3. Long range—Continuation of the "record" on uhf relief by the subcommittee staff working on various phases of the above plans, including a proposed agreement among manufacturers to produce only all-channel receivers and consideration of other means of bringing uhf relief, with study of the multiple ownership problem.

Working with the subcommittee on its desire to lift the 10% excise is Sen. Edwin C. John- son (D-Colo.), a member of the Commerce Committee and also the Senate Finance Committee.

Sen. Johnson told B[T] last week that the Finance Committee is being reminded constantly of its desire to whipsaw through the excise relief amendment. He has proposed such action for some time. The current plan is to tack the amendment to a House-passed bill relating to estate taxes. But, as the Senator expresses it, "time is running out." Most likely a final Johnson effort will come this week. If it fails to materialize, the relief must be sought next year.

To Encourage Agreement

At the same time, the Potter group is expected to work quickly to encourage the tv set makers to enter a voluntary agreement to produce all-channel receivers on uhf.

Toward this end, the subcommittee, headed by Sen. Charles E. Potter (R-Mich.), is contacting the Justice Dept. asking for opinion as to whether such an agreement could be made without violating the anti-trust laws.

Senators feel that the all-band receiver is one of the keys to uhf relief because of its importance to uhf circulation in mixed markets.

All of this type of relief appeals to all segments of the radio-television industry. Witnesses who appeared before the Potter Subcommittee during its hearing on uhf, were in unusual agreement that the all-band set was the way to ease a good part of the uhf struggle for existence.

The proposed advisory committee to be appointed by the Potter group to study what can be done about allocations also is an approach which the Senate has given some time. B[T] predicted such an investigation as early as two months ago [B[T], June 28].

Primarily, the advisory committee, which would report its findings to the Potter group before the next Congress convenes in January 1955, would study the economic and technical aspects of proposals placed before the subcommittee in its recent hearings.

The advisory committee, it was reported, would compare to the now historic Condon Committee which four years ago submitted an evaluation of color television standards to the Senate Interstate & Foreign Commerce Committee [B[T], July 17, 1950].

The Condon Committee, made up of eminent engineers, was headed by Dr. Edward U. Con- don, then director of the National Bureau of Standards, and included Newbern Smith, who was the Bureau's radio expert; Stewart L. Bailey, then president of the Institute of Radio Engi- neers; William L. Everitt, U. of Illinois electrical engineering department head, and Donald G. Fink, editor of Electronics magazine.

The ad hoc committee on uhf would take up the various proposals—such as moving all tv to uhf, moving all tv to uhf, making the allocations more flexible—the idea being to have them as to engineering and economic feasibility.

According to Sen. Potter, the subcommittee discussed the question of multiple ownership but no decision was reached. This subject, Sen. Potter said, would require more study by the subcommittee. But, said the Senator, he personally favored the FCC's proposal that the current five tv station limit be increased to seven, with not more than five in the uhf.

Census Funds Again Fall Under House Economy Ax

(Also see Agriculture census story, page 31)

FINANCING for a proposed census of business, manufacturing and mineral industries was listed among the casualties in the House last week on the supplemental appropriations asked by President Eisenhower for a score of federal operations.

The House defeated the $8,430,000 business census proposal 81-28 when Rep. Henry O. Taile (R-Iowa) on Tuesday offered an amendment to reinsert the census appropriation after the House Appropriations Committee had killed it [At Deadline, July 19].

Rep. Cliff Clevenger (R-Ohio), who headed the subcommittee which had jurisdiction over the business census portion, criticized the value of the census in Tuesday's floor debate, saying it is "more often than not" two to three years after the census before figures are available.

"We have tried every way we can think of to energize and wake up the Bureau of the Census, but it seems to have fallen into a moribund state where time seems to be of no interest to them," he said.

Rep. John Taber (R-N. Y.) joined the Ohio Congressman in this criticism.

Rep. Charles S. Gubser (R-Calif.), who made a plea on the floor Monday in behalf of the business census, said he would request the Senate to restore the census funds. Rep. John J. Rooney (D-N. Y.), also speaking for the appropriation and known as an opponent, said now that this item is going to be restored to this bill in the Senate. "...

The nearly $2 billion proposed in the bill (HR 9936) was cut 40% by the House Appropriations Committee. That part of it under Rep. Clevenger's subcommittee was cut 82%, according to Rep. Rooney.

Radio-TV Restrictions Out of Gambling Bill

Bricker amends measure which would have prevented rapid news coverage of horse and dog racing events.

THE SENATE bill to prohibit transmission of gambling information has been stripped of what broadcasters feel were discriminatory passages [CLOSED CIRCUIT, July 12].

These amendments and others apparently clear the way for the bill's approval without opposition in the Senate, providing Senators from states where gambling is legal don't object.

The measure was placed on the Senate cal- endar last week after the new amendment was offered. The outlook was that if it gets past the Senate it will pass the House with no trouble.

The amended bill (S 3532) would remove original requirements that:

- Broadcasters and others handling news information on horse or dog racing events prove the information is not being used to circumvent the measure's provisions.
- Only one broadcast of races be made each day, with a time lapse of one hour after the event before broad-casting it. NARTB had charged this provision discriminated against radio and tv in favor of newspapers and other publications.
- FCC fee tariffs to implement the bill and enforce its provisions.

Positive Language

The amended bill, according to Government Relations Vice President Ralph Hardy of NARTB, also states in positive instead of negative language that the bill's provisions are not meant to prevent transmission of radio or television events which might be defined as gambling information by the bill, providing the information is intended only for news purposes and disseminated in news media.

The amendment was reported from the Senate last week from the Senate Commerce Com- mittee by its chairman, Sen. John W. Bricker (R-Ohio), author of both the original bill and the amendment. It was sponsored by the Justice Dept.

Sen. Bricker offered the amendment after the bill was reworded to the satisfaction of the
Hiding your light under a bushel?

Maybe you are and don’t know it. Check the market covered by your present advertising and compare it with WJR’s. You’ll know then why some of the smartest advertisers—the ones who want to move goods fast—buy spot radio on key stations. That makes for a bright sales picture.

WJR is one of those key stations, smack in the heart of the Great Lakes market—over 13,000,000 Americans and almost 3,000,000 Canadians whose annual retail purchases alone are close to $20 billion. WJR sells those people, day after day. They respect WJR’s integrity and they like the excellent local programming (budgeted at more than $1 million a year) and the fine network fare that WJR provides them night and day. The result—they respect and like the advertisers, too.

That’s what you buy on WJR—key sales-power in a key market. It costs more and it produces more—the measure of WJR as a great radio station. The whole story on WJR is as easy to get as it is to phone your Henry I. Christal representative. Call him.

The Measure of a Great Radio Station

Represented nationally by
The Henry I. Christal Co., Inc.
New York, Boston, Chicago,
Detroit, San Francisco

WJR

Detroit, 50,000 watts
CBS Radio Network.
WJR’s primary coverage area:
more than 16,000,000 customers
Justice Dept., FCC, NARTB, Western Union and telephone companies.
A letter affirming FCC's opinions on the anti-gambling laws, dated in part by Chairman Rosel H. Hyde during the hearing on the measure — was sent to the Senate Commerce Committee. It outlined FCC objections to the Bricker measure as originally offered. The Commerce Committee's main objection was that the bill's licensing provisions would require it to make "police-type" investigations into the activities of those who use communications facilities "which would impose a most onerous burden upon the Commission, one which it is not equipped to discharge."

The FCC also felt that certain language in the bill might be construed as congressional intent that the FCC not exercise its licensing powers to prevent broadcasting of gambling information. FCC said it already holds that regular programs on racing, "even on a delayed basis," might be contrary to the public interest. The FCC letter cited the Commission's actions along these lines "in the past few years," under the Communications Act.

**Notre Dame in Line For Television Grant**

Break with NCAA over tv policy is speculated as the university announces plans to buy WHOT, an applicant for ch. 46 at Notre Dame.

PROSPECT of an initial decision to award tv ch. 46 at Notre Dame, Ind., to Michigan Teletcasting Corp., owned by Notre Dame U., appeared last week as FCC Examiner Basil P. Cooper Wednesday closed the record in the competition for the UHF station. Notre Dame's decision was the only one made this week; WHOT South Bend after introduction of an agreement whereby the school buys WHOT for $140,000, subject to FCC approval. The tv hearing was ordered on comparative issues only.

The radio station purchase set off speculation in sports circles that Notre Dame, with its own potential tv outlet, may break with the National Collegiate Athletic Assn. because of NCAA's restrictions on televising of college football. Under NCAA rules, Notre Dame would be subject to the restrictions even on its own outlet.

WHOT is sold by Universal Broadcasting Co., operator of WISH-AM-TV Indianapolis, WANE Ft. Wayne and WHBU Anderson, Ind. Sale agreement was announced by Rev. Edmund P. Joyce, secretary-treasurer of Michiana and executive vice president of Notre Dame, and C. Bruce McConnell, president of Universal.

One Uhf on Air

South Bend is served by one uhf station already on the air, ch. 34 WSBT-TV, CBS-DuMont outlet, and has no vhf service in the area. WHOT's operations will continue at its present downtown studios for the time being, it was indicated, but it is anticipated that eventually the programs will originate from studios on campus.

"For some time," Rev. Joyce said, "the University of Notre Dame has planned to enter the radio and television field. Through radio and, perhaps, television at a later date, Notre Dame, hopes to make its great resources for education, information and entertainment available to the city of South Bend and the Michiana area."

**GO-AHEAD ON NETWORK INVESTIGATION AWaits MEETING OF BRICKER COMMITTEE**

Senate Commerce group has both authorization and funds to proceed with a study of the radio-tv networks. Committee is expected to convene this week in perhaps its last closed session.

AN EXPECTED call by Sen. John W. Bricker (R-Ohio) for a full-scale investigation of the radio-tv networks [B*T, July 19] loomed closer last week.

Although Sen. Bricker, the Senate's can- noner on the project, avoided tipping his hand on the timing of his proposal, it was understood the word would be out officially once the Senate could meet with his Senate Commerce Committee.

As B*T went to press, such a meeting had not taken place. At one point, Sen. Bricker may have been close. That was Wednesday when the Senate group prepared to meet in closed session.

In the Senate chamber, tired legislators dozed and debated. With only about 10 days left before the desired date for adjournment, GOP Leader William Knowland (R-Calif.) asked committee chairmen to minimize committee sessions and thus permit a turnover of Senators on the floor. Sen. Bricker, complying with the request, canceled the Commerce meeting.

This cancellation was seen as pointing to the future course of action Sen. Bricker may take. Most likely the Senate Commerce group will hold this Wednesday what may be its last closed door session before adjournment.

This reasoning placed the odds in favor of Sen. Bricker springing his proposal before the full committee this week. That is, if the Senator goes through with his plan.

On the Books

While the mechanics for the investigation remain to be worked out, preferably after an official green light is given, the committee's authorization and funds are on the books, it was learned.

According to spokesman, the committee has an estimated $90,95,000 of unspent money on hand. A broad study to probe just about every agency and field under the committee's jurisdiction — and this includes communications was voted the group by the Senate earlier this week. In past years, the renewal of authority has been routine. The appropriation of about $100,000 was coupled with the resolution permitting such investigations.

Thus there are funds available to hire an outside expert, which is understood to be Sen. Bricker's plan. Should the committee wish to employ additional staff members, the un-expended money also would take care of that.

Sen. Bricker, it is understood, has been re- ceptive to the hiring of an attorney who is familiar with both communications and with Congressional procedure. Robert F. Jones, former Republican Congressman and FCC Commissioner, who now is practicing law with Scharfeld, Jones and Baron in Washington, reportedly was to be tapped for the job. Sen. Bricker has neither confirmed nor denied this report. More likely, however, would take care of that.

Sen. Bricker is understood, it is seen as the fact that he is familiar with both communications facilities and with Congressional procedure. Robert F. Jones, former Republican Congressman and FCC Commissioner, who now is practicing law with Scharfeld, Jones and Baron in Washington, reportedly was to be tapped for the job. Sen. Bricker has neither confirmed nor denied this report. More likely, however, would take care of that.
WTIC...By Every Measurement
A GREAT RADIO STATION

WTIC has earned the loyalty and confidence of its listeners by placing public welfare above all other considerations. Not only in times of emergency and disaster but every day the public welfare is our concern.

Connecticut, the center of the great WTIC market, ranks first in the U.S. in per family income. WTIC dominates this prosperous Southern New England Market...

Total Number of Families 794,700
* Effective Buying Income $4,763,631,000
* Total Retail Sales 3,265,380,000
* Total Food Sales 864,958,000

* Copr. 1954, Sales Management Survey of Buying Power; further reproduction not licensed.

REPRESENTED NATIONALLY BY
THE HENRY I. CHRISTAL CO., INC.
NEW YORK BOSTON CHICAGO DETROIT SAN FRANCISCO

July 26, 1954 • Page 49
Bill Proposes Study
Of Transatlantic Tv

THE POSSIBILITIES of a transatlantic television system, among other things, would be looked into by a nine-man commission proposed under a Senate-approved resolution passed by the House and sent to the President last week.

The joint resolution (SJR 96) calls for a Commission on International Telecommunications which would study global communications potentials and report to Congress by Dec. 31. Under a $250,000 appropriation, the group would include two Senators named by Vice President Nixon, two House members named by Speaker Joseph W. Martin (R-Mass.) and five other persons named by President Eisenhower, including at least one each from the telecommunications industry and the educational field.

Purpose of the group's study would be to encourage development and use of radio-tv in fostering cooperation and mutual understanding among free nations of the world, according to a House report accompanying the measure.

The House report said it is now believed economically feasible to link the U. S. with the rest of the world by television as it has been by shortwave and cable, referring to NARCOT (North Atlantic Relay Communications System) presently being considered by technicians. The report added that more than 50 nations now are developing tv networks, and that tv's impact overseas could become greater than that of the radio-only Voice of America.

The resolution had been passed last year by the Senate after a Foreign Relations subcommittee headed by Sen. Bourke B. Hickenlooper (R-Iowa) at a hearing in New York heard the projected NARCOT relay system from North America to Europe described by William Halstead, president of United Inc., New York, a telecommunications and planning firm [B&t, May 18, 11, 1953].

It was passed by the Senate last year [B&T, July 27, 1953] and reported to the House by the House Appropriations Committee, but not before Sen. Edwin C. Johnson (D-Colo.) had stripped away implied powers which would have authorized the Telecommunications Commission to investigate tv not only overseas but also domestically [Closed Circuits, Aug. 3, 1953]. The Johnson move was in the form of an amendment which was accepted by the Senate just before the resolution was approved.

House Acts to Investigate
Radio-Tv Campaign Funds

THE House last week adopted a resolution providing for a special committee to investigate, among other things, the amounts contributed by individuals and organizations to purchase radio and television time on behalf of candidates for the House during this year's election campaigns.

The resolution (H Res 439), introduced by Rep. C. W. (Runt) Bishop (R-III.), calls for a five-man House group to look into House candidates' campaign expenditures. Rep. Bishop, who introduced the proposal last Feb. 9, presumably will head the special group.

A second resolution (H Res 631) introduced July 14 by Rep. Bishop would provide $25,000 for the group's work. Amounts pledged to similar special committees before elections in the four past congresses have ranged from $25,000 to $40,000.

INDUSTRY TO PRESENT ITS CASE
IN RADIO-TV COVERAGE CONTROVERSY

Senate rules group studying congressional hearing procedures will hear from radio-tv representatives next week.

BROADCASTERS will have their chance at bat next week before the Senate Rules subcommittee now holding hearings on committee procedures.

The subcommittee has scheduled Aug. 4 for radio-tv industry testimony on whether radio and television should be admitted to open congressional hearings.

The Rules group, headed by Sen. William E. Jenner (R-Ind.), has been seeking ways and means to overhaul congressional committee procedures, particularly those of investigating groups. Some congressional testimony already has been heard, pro and con, on the radio-tv question [B&T, July 19, 12, 5].


The changes allow witnesses to veto in advance their appearances before microphones or tv and motion picture cameras, but not after the hearing starts.

The modified rules also allow a majority of a subcommittee to decide whether hearings should be broadcast or telecast instead of the unanimous vote formerly required. The rule requiring a majority vote on radio-tv coverage of full committee hearings remains unchanged.

Among hearings expected to be affected by the new rules are those planned by Rep. George H. Bender (R-Ohio), whose special subcommittee is investigating alleged labor racketeering. Previously, one vote killed televising of the hearings. Rep. Bender, running for the Senate seat left vacant by Sen. Thomas A. Burke (D-Ohio), plans to hold hearings in several Ohio cities, but has set no dates.

Radio and television representatives scheduled to testify before the Jenner group Aug. 4 include Ralph Hardy, NARTB vice president for government relations; Robert P. Hinklely, ABC vice president; Davidson Taylor (tentative), NBC director of public affairs; Richard Salant, CBS Inc. vice president, and a representative from the Radio-TV Correspondents Assn.

Rep. George Meader (R-Mich.), added his voice last Tuesday to those in favor of broadcast and televised hearings. He appeared before the subcommittee and also spoke on the subject on the House floor.

Proposing changes in S Res 253, Rep. Meader said he not only felt television is a "great boon" in the governmental system, but believed witnesses should have no say-so about whether they are to be televised. The committee itself should exercise this decision at its own discretion, he said. S Res 253, offered by Sen. Prescott Bush (R-Conn.), would give witnesses the privilege of refusing radio-tv coverage at Senate committee hearings.

All Should Be Admitted

Referring to television coverage, the Michigan Congressman said, "If hearings are public, then recognized media should have reasonable opportunity to observe and report what is a matter of public interest."

"Television is here to stay and will not long be held back, even by a Senate rule," he declared. He said he "cannot accept the view that tv is a form of punishment," and that if a witness is embarrassed by telecasting equipment, he should be equally or more embarrassed by the presence of committee members.

"Television and broadcasting are far less susceptible to distortion than second hand accounts," he said in an apparent reference to newspaper reporters.

Rep. Meader said he had recommended to Rep. R. Walter Riehman (R-N. Y.), chairman of a House Military Operations Subcommittee, that the rules of the parent Government

Page 50 • July 26, 1954
You get the biggest PLUS MARKET only when you buy

KFI...
The Pacific Coast's Only
Clear Channel Station—

50,000 Watts - 640 Kilocycles
Serving 285 Counties in Western America
With KFI

the Best in Radio

32 Years of Uninterrupted Service Completing 11,776 Days on the Air

Measure of a Great Radio Station
Tv Veterans to Testify

TWO of the main causes of all the furor about congressional committee procedures—Sen. Joseph R. McCarthy (R-Wis.), chairman, and Roy M. Cohn, recently resigned chief counsel of the Senate Permanent Investigations Subcommittee—take it upon themselves to stir the boiling point of cameras and microphones. This was Monday, which was made by that committee Thursday allowing a subcommittee majority to control radio-tv coverage of hearings.

Rep. Meader's letter was placed both in the record of the committee hearing and that of the House. Government Operations Committee Chairman Clare E. Hoffman (R-Mich.), during discussion on the House floor, said he agreed with his Michigan colleague that television will expose the "ham" as well as promote good qualities, so that "in the end," radio-tv gives an "accurate picture of just exactly what is going on."

Rep. Kenneth B. Keating (R-N.Y.), in testimony Wednesday before the Jenner Senate subcommittee, said he felt witnesses should not be required against their will to testify in front of cameras and microphones. Rep. Keating is chairman of a special House Judiciary Subcommittee investigating the Justice Dept.

The subject of televising and broadcasting all congressional activities was discussed July 18 by three Washington, D.C., attorneys in a forum program on WWDC Washington, under auspices of the Junior Bar Conference of the D.C. Bar Assn.

John B. Hoffer, of the law firm of Miller & Schroeder said broadcasters and telecasters are not asking Congress to stage "a dramatic presentation," but are asking only to be admitted on the same basis as other media "to promote an informed citizenry and give the public a true picture of Congress at work."

He said costs would preclude extensive coverage unless sponsorship is permitted, adding his belief that the integrity and responsibility of broadcasters could be depended on in controlling the commercial content of such programs and that the dignity of proceedings would not be affected.

John E. Hartshorn, of Cummings, Stanley, Truitt & Cross, took the opposing view. He said the melodramatic atmosphere some feel has been present at televised proceedings in the past may be strong enough to weigh against the admitted interest and widened attention gained by television. He said he opposed commercial sponsorship.

Attorney Robert J. Annis, who was moderator, explained the problem is not limited to investigating committee hearings but includes the entire legislative process.

Lamb Hearing Postponed By FCC Examiner

Case is delayed until Sept. 15 as the Senate Interstate & Foreign Commerce Committee indicates Ohio broadcaster is entitled to a "bill of particulars" on FCC charges.

THE SENATE Interstate & Foreign Commerce Committee stepped into the fringes of the Edward Lamb controversy before the FCC last week and sent the Commission a letter which indicated that members of the Senate group are "unanimous" in feeling Mr. Lamb is entitled to a "bill of particulars" on the FCC charges [Closed Circuit, July 19, S]. The FCC case, originally set for July 28, was postponed to Sept. 15, at the request of Mr. Lamb's counsel.

Lamb appealed the Senate Committee to protest the confirmation of Comr. John C. Doerfer for another term on the FCC on the ground Mr. Doerfer was the "key" to Mr. Lamb's problems. Mr. Doerfer denied the allegations and was unanimously confirmed [B&T, July 5].

Signed by Chairman John W. Bricker, the Senate committee letter noted Mr. Lamb testified he did not expect the Commission to grant him a bill of particulars in advance of the WICU hearing originally scheduled to begin this Wednesday. The letter continued:

"This Committee does not hear appeals from the FCC nor does it try, in advance, to tell it what to do. Nevertheless, the Committee members are unanimous in feeling that counsel for WICU is entitled to receive reasonably in advance of July 28, the equivalent of a 'bill of particulars,' specifying the charges to be presented and outlining the testimony which will be called.

"The Committee anticipates that the Commission's action in this matter will be negative.

FCC Examiner Herbert Sharpman, designated by the Committee to preside over the WICU renewal hearing, on Tuesday granted postponement of the case until Sept. 15. The delay will permit handling of preliminary arguments, as well as allow time for FCC to consider issuance of a bill of particulars as a result of the Bricker letter.

A few days earlier, the U. S. Court of Appeals in Washington turned down Mr. Lamb in his request that the temporary stay against the Commission holding a hearing on the communist charge be continued until a court decision on his appeal. Mr. Lamb appealed from Federal Judge Edward A. Tamm's denial of his request for an injunction to prohibit the FCC from holding its hearing [B&T, July 19, June 21]. Judge Tamm, however, issued a temporary stay against the FCC until Mr. Lamb "performs his appeal of diligence" which he two weeks ago when he filed the required papers in the Appeals Court.

Kennedy Bill Would Exempt Radio-Tv From Lobbying Act

THE FEDERAL Lobbying Act would be rewritten with radio-tv exempted from its provisions in the same manner that newspapers and other publications are free from registration penalties under a bill (S 3775) introduced by Sen. John F. Kennedy (D-Mass.).

Sen. Kennedy offered his measure last Monday.

The Lobbying Act as written now is not specific about radio-tv although there is little chance that radio-tv operators would be held to be "lobbying" because of opinion on Congressional measures expressed on the air.

The section proposed by Sen. Kennedy: Registration would not apply to "a newspaper, a regularly published periodical or a radio or television station (including an owner, editor, publisher or employee thereof) which in the ordinary course of business publishes, broadcasts or telecasts news items, editorials or other comments, or paid advertisements, which urge the passage or defeat of any legislation, if it, its owner, publisher, editor or employee, engages in any activities in connection with the passage or defeat of such legislation other than appearing before a committee of either House of Congress or any joint committee thereof . . . ."

The bill was referred to the Senate Judiciary Committee.

Ellsworth on Coverage

RADIO AND TV ought not be permitted to cover sessions of Congress. They should be welcome at committee hearings if individual committee chairman beckon, but a witness should not be subjected to camera and microphone if he objects. This is what Rep. Harris Ellsworth (R-Ore.) told B&T after taking an independent look at committee procedures. Rep. Ellsworth, a member of the House Rules Committee, returned about two weeks ago from a trip to England and West Germany. While in England, he visited the Parliament, primarily with an eye to how investigations are conducted there. Asked by B&T to comment how the British feel about radio-tv access to legislative proceedings, the Congressman noted broadcasts of chamber or committee proceedings in Britain "just are not done." Rep. Ellsworth, who is publisher with interests in KNRK Roseburg, KFLW Klamath Falls and KYJC Medford, all in Oregon.
In Kentucky and Southern Indiana it's...

WHAS
Louisville, Kentucky

VICTOR A. SHOLIS, Director
NEIL CLINE, Station Manager
Associated with the Courier-Journal and Louisville Times.

Represented nationally by

The Henry I. Christal Co., Inc.
New York • Boston • Chicago • Detroit • San Francisco

Measure of a Great Radio Station
FCC Anti-Red Rule Draws Mixed Comment

Measure will bar from licenses communists or those 'not of good moral character.'

MIXED reaction was evidenced last week in the handful of comments filed on FCC's notices on proposed rule making to make eligible for commercial and amateur operator licenses anyone who is a communist or "not of good moral character." [B&T, June 21, 14).

The proposals represent an effort by the Commission to tighten communication security in cooperation with Sen. Alexander Wiley (R-Wis.), chairman of the Senate Foreign Relations Committee and its subcommittee on espionage, sabotage and subversion.

Invoking modification of Parts 12 and 13 of the Commission rules, the proposed changes would make ineligible to hold a license "any person who is a member of the Communist Party or any organization which has been required to register under amendments to the Communist-front organization under provisions of the Internal Security Act of 1950, or any organization which advocates or teaches the overthrow of the U.S. Government or the government of any political subdivision thereof by force or violence." FCC also would license only those of "good moral character" and would not license any person convicted of a felony.

Support for the proposals was indicated by National Assn. of Broadcast Engineers & Technicians (CIO), Cecil E. Smith, manager-chief engineer of KUOA Siloam Springs, Ark., RCA Communications Inc., Lake Carriers Assn., American Merchant Marine Institute and a number of amateurs and "ham" clubs. Other amateurs, however, questioned the proposals in part or in whole.

Frieen's Committee on National Legislation (Quaker group) urged FCC not to adopt the rules without a full scale hearing as the rules may constitute a "stringent and unnecessary curb on the freedom of expression."

Conference of American Unions noted extensive security provisions already are in force by other agencies covering seamen and urged withdrawal of the proposals or an order for public hearing.

American Communication Assn. attacked the proposals as applying for the first time a "political test" to the 800,000 persons who hold licenses. ACA contended "serious questions of statutory and constitutional authority are raised."

American Civil Liberties Union pointed out the "loathly oath" would not deter espionage agents from using radio facilities and "the minimal contributions the oath would make to domestic security justifies the encroachments on civil liberties."

The risks to civil liberties are so great, ACLU said, that the proposals should not be adopted.

Pacific Foundation, operator of KPFA (FM) Berkeley, contended the proposals violate the Communications Act's ban on FCC's power to censor or interfere with freedom in radio.

Pointing to the fact that in America "the right to control one's own business and prop-

Hearing Rights Safeguarded by Appellate Court

IN the only two cases which have been decided by the U. S. Court of Appeals in the last 18 months involving the right of the FCC to deny petitions or protests against a hearing — the Commission has had its knuckles rapped.

The appellate court ruled in both the Zenith and Camden, Ark., cases that the Commission must give protesters a hearing if there is any possible chance they might be hurt — or, the court implied, the FCC must give much more serious consideration to the reasons for turning down such requests than it has in the past.

In the Zenith case — involving ch. 2 in Chi-

cago — the FCC dismissed that company's application on the ground it had not participated in the allocation proceeding or in the renewal and transfer hearings regarding the then WBKB (TV) on ch. 4. Zenith appealed to the court, based its case on the law which forbids the Commission to deny an application without a hearing.

The court held that Zenith was right. Zenith is now engaged in a hearing with CBS (whose WBBM-TV is operating on ch. 2 in Chicago) for that frequency. The court refused to give Zenith a stay against WBBM-TV's move from ch. 4 to ch. 2, but permitted CBS to move its Chicago tv outlet to the lower channel tem-

torarily pending the outcome of the Zenith litigation.

In the Camden, Ark., case, the Commission had granted the sale of KPMN in that city and denied the protest of the station also operating in that city. KAMD appealed, and the court in a decision two weeks ago said it was obvious that both stations were competitive and that KAMD had claimed economic injury which "was sufficient to identify it as a party in interest."

A hearing on KAMD's protest is required, the court said.

IN the only other case, which has moved through the court, the Commission itself backed out of extending its position in turning down a protest. WVET-TV in West Palm Beach, Fla. (the agency's

station) has challenged the grant of WGRD to WTVM (TV). After the Commission denied its protest, WGRD appealed and asked for a stay. The stay was denied, but thereafter, after the Justice Department refused to accept the Commission's reasoning that WGRD was not a party in interest, the Commission asked the court to remand the case for a hearing.

In seeking a stay order from the court, appellants must convince the judges that they will suffer real harm if the action they are contesting is allowed to go into effect immediately, that the public will not suffer if a stay is granted, and that there is a reasonable probability that they will win their case.

Although the granting of a stay does not indicate the outcome of the final decision on a case, it does mean there may be some merit to it. Therefore, the court's actions in requests for stays might be considered a straw in the wind.

In the St. Louis ch. 11 case, KSTM-TV, an existing uhf station on ch. 36 in that market, applied for that vhf wavelength. The Commission refused to accept the application on the ground that it could not file for a new facility in the same city in which it held a grant. The court granted the request for a stay, but gave the FCC alternatives which permitted the ch. 11

hearing to commence with one of the issues the right of KSTV-TV to have its application accepted.

In the Spartanburg, S. C., case, the Commis-

sion granted WSPA-TV on ch. 7 there the right to move its transmitter location to a site nearer Greenville, S. C. The first authorization was temporary. This was protested by uhf stations WMYT and WTVI in Greenville. The court granted the stay. The Commission then granted the Spartanburg station a permanent modification of its CP to locate its transmitter near Greenville. Again the uhf stations protested, and again the court granted the stay.

On the other hand, and just to ensure that nobody gets any idea that any and all requests for stays will be granted, the court has denied stays to (1) ch. 54 WTVI (TV) Belle-

teville, Ill. (St. Louis) whose application to change ch. 4 was refused by the Commission on the ground that it was filed after the 30-day "umbrella" provision; (2) to uhf WCN-TV Milli-

ton, Wash., against the Commission's grant of ch. 6 to Whitefish Bay, Wis.; (3) to KOA Den-

ver which is battling the FCC's grant of frequency change and power boost to KOAT Albu-

querque, and (4) to WSAW of the special study group which sought an impounding of profits of share time tv stations WHEC-TV and WVET-TV in that city.

The 30-day rule is an FCC regulation which prohibits the filing of a competing application less than 30 days before the hearing begins. It is designed to serve as a cutoff date so that applicants can go to hearing with certain knowl-

dge of who their competitors are. This "umbrella" was extended to 60 days in the Commis-

sion's hearing procedural rules, issued two weeks ago [B&T, July 19].
For 32 years WGY has been The Radio Voice of the Great Northeast, daily serving 878,130 radio families in 53 counties of Eastern New York and Western New England.

Represented Nationally by
THE HENRY I. CHRISTAL CO., INC.

NEW YORK • BOSTON • CHICAGO • DETROIT • SAN FRANCISCO
SCHARFELD QUESTIONS HEARING METHODS

New procedures of FCC doubted by chairman of ABA committee on communications.

GRAVE doubts that the FCC's new hearing procedures [B 87, July 19] will work out satisfactorily were expressed last week by Arthur W. Scharfeld, chairman of the Committee on Communications, Administrative Law Section, American Bar Association.

In a last minute supplement to his 31-page yearly report, Mr. Scharfeld, senior member of the Washington law firm of Scharfeld, Jones & Baron, termed certain factors in the new hearing methods "a retreat to a position further back than that taken prior to the establishment of the points of reliance system." He said that the new rules do not meet the full requirements of Sec. 309 of the Communications Act or the aim of the President's Conference on Administrative Procedure.

The FCC's new hearing procedures call for a written affirmative case and eliminate the "points of reliance" requirement which has caused a lot of contention.

In discussing the new written presentation for direct examination, Mr. Scharfeld called attention to the Commission's qualification that oral examination will be permitted to "explain" the direct testimony. This, Mr. Scharfeld contended, is a loophole which will cause contests on what is an "explanation" as against its "amplification." The Commission specifically ruled out oral "amplification" of written presentations.

Written presentations, Mr. Scharfeld said, resulted in the loss of the credibility factor and the appearance and presentation judgments possible only with personal testimony.

It could result, he said, in "canned" testimony and the substitution of literary talent for knowledge of the principals.

Mr. Scharfeld also felt that the lack of a requirement for specification and particularization in advance of hearings will permit surprise testimony with consequent unfairness as well as delays.

The bulk of Mr. Scharfeld's report is a discussion of Commission actions during the past year, with significant emphasis on purported inconsistencies.

The Commission has gone too far in permitting competing media to become "parties in interest" in protest cases, Mr. Scharfeld said. He also said the Commission has been inconsistent in granting standing as a protestant to one party who did not meet the requirements of spelling out the facts and charges relied on with specificity, yet denying it to another party which did meet that criterion. Mr. Scharfeld also questioned the legality of oral argument on protests rather than full "evidentiary" hearings. Maybe the Commission is seeking to minimize the impact of a protest on the early establishment of tv service, Mr. Scharfeld suggested, and then added: "To minimize, however, is also to nullify; what Congress gave, the Commission taketh away."

EDUCATIONAL TV GRANTED AT TULSA

The 32nd noncommercial educational tv grant was issued by the FCC last week to Oklahoma Educational tv Authority for vhf ch. 11 at Tulsa. This is the second noncommercial educational grant in as many weeks.

The new tv station will operate with effective radiated power of 75.9 kw visual and 45.7 kw aural with antenna height above average terrain of 1,270 ft. The application disclosed that the grantee proposes to lease its transmitter site from vhf ch. 6 KOTV (TV) Tulsa.

Foundation Quiz Under New Attack

A SPECIAL House Committee which has ground to a stop in its investigations of tax-exempt foundations ran into new criticism that the special group itself be investigated.

Rep. Jacob K. Javits (R-N.Y.) last week proposed that the House Rules Committee investigate the special group headed by Rep. Carroll Reece (R-Tenn.) Rep. Reece has charged the Ford Foundation, which finances the TV-Radio Workshop, of appropriating $15 million "to investigate" the investigating powers of Congress. Mr. Reece's committee also had been considering taking testimony from the H. L. Hunt-financed Facts Forum, producer of several radio-tv shows [B 87, June 7, May 31, 17]. The committee ended its public hearings after a series of stormy sessions.

If Rep. Javits' proposal is approved, it would call on the Rules Committee to recommend probing the Reece Committee.

Meanwhile, a proposal by Sen. Pat McCarran (D-Nev.) affecting foundations was killed last week by a Senate and House joint conference committee.

Sen. McCarran's amendment adopted July 1 as an amendment to the omnibus tax reform bill, would have ended the tax-free status of foundations which contributed to "subversive" organizations of their members.

Foundations had argued that inadvertent violations of this ban could not have been avoided.

Paul G. Hoffman, board chairman of the Fund for the Republic, fought to set up as a separate operation by the Ford Foundation and against which Rep. Reece's remarks were directed, last week denied the charges saying the Fund is completely independent of the Ford Foundation.

Ex-Sen. Moody Dies; Was Radio-Tv Moderator

FORMER radio-tv forum moderator and ex-U. S. Senator Blair Moody, Michigan Democrat, died last Wednesday at University Hospital, Ann Arbor, Mich. He was 52. Mr. Moody, who was to resume his campaign for the Democratic senatorial nomination, planned to run against Sen. Homer E. Ferguson (R-Mich.) in November. Only a few hours before his death, Mr. Moody's campaign headquarters had issued a statement reporting he was recuperating from an attack of virus pneumonia.

Before being appointed in 1951 to the Senate by Gov. G. Mennen Williams, to fill the unexpired term of the late Sen. Arthur H. Vandenberg, Mr. Moody moderated for six years a radio-tv program, Meet Your Congress. He was Washington correspondent for the Detroit News for 18 years before entering the Senate. He was defeated in 1952 for election to the Senate in his own right by Charles E. Potter (R-Mich.), then a House member and currently chairman of the Senate Communications Subcommittee. Mr. Moody held a 10% minority interest in Independent TV Inc., applicant for a tv ch. 6 outlet at Whitefish Bay, Wis. He also was 14% stockholder in Independent Newspapers Co. and 10% in Leader Newspapers Inc.

Fetzer Answers FCC On Lincoln Transfer

TRANSFER of ch. 12 facilities of KOLN-TV Lincoln, Neb., from John E. Fetzer interests to a trustee, with eventual operation by the U. of Nebraska, does not involve violation of FCC's duopoly rule, the Commission has been informed in letters answering FCC's McFarland letter indicating a hearing on the bid may be necessary [B 87, May 31].

Mr. Fetzer, whose purchase of ch. 10 KFOR-TV Lincoln was approved by FCC upon disposition of the ch. 12 facilities, told the Commission the purpose of first transferring the ch. 12 facilities to a trustee was to expedite a switch of KOLN-TV to ch. 10 since the university was not prepared to assume direct ownership at this time.

He indicated that although his firm will provide for operation of the transmitter and supply studio facilities and other services, actual programming functions and responsibility will be assumed by the trustee in cooperation with the U. of Nebraska. Mr. Fetzer said he would not permit himself to be put in any position to influence policy or programming.

His explanation was affirmed by the trustee, Byron J. Dunn, a local banker, and by C. Hardin, chancellor of the school. Mr. Hardin wrote FCC that the school's board of regents has approved appointment of a television committee to consult and cooperate with Mr. Dunn in program operation of the station, providing student and faculty services as well as other school facilities.
One of a Series about

What Makes WSYR a GREAT RADIO STATION

Elliott Gove
Timekeeper

Deacon Doubleday
RFD Farm Show

Jim Deline
and His Gang

Fred Hillegas
News Editor

Popular Local Personalities

Bill Martin
Sports

Carl Zimmerman
News Reporter

Robert Nelson
News Commentator

Rod Swift
News Reporter

Represented Nationally by

THE HENRY I. CHRISTAL CO., INC.

NEW YORK — BOSTON — CHICAGO — DETROIT — SAN FRANCISCO

WSYR
570 KC

NBC Affiliate in Rich Central New York
House Unit Hits Air Force
On RCA Radio Contract

THE Air Force last week came under fire from a House subcommittee which charged it with contracting for RCA with some $14 million in radio equipment which the congressmen said has proved unsatisfactory.

In a House Military Operations subcommittee report released by Rep. R. Walter Riehman (R-N. Y.) the charge was criticized sharply for ordering in large quantities long-range sending and receiving sets (transceivers) for aircraft, before the equipment had been "completely developed or tested."

The report was approved by the full House Government Operations Committee.

The subcommittee said the Air Force in December 1950 ordered 307 of the transceivers from RCA, later increasing the contract to 3,900 sets for an estimated $54 million. A second contract for 1,843 sets plus test equipment at a cost of $38 million was awarded in April 1953, despite serious and obvious defects in the sets, the report said. The latter contract was cancelled three weeks ago.

Some 790 sets had been delivered by last June 30, the report said. The subcommittee charged "concealing" the Air Force's use of an unproven model and said at times during the Korean crisis numerous aircraft were without long-range equipment. The Air Force now is using substitute equipment, the report said.

RCA officials in New York declined comment except to refer to a section of the subcommittee report which said "there was no evidence reflecting upon RCA's integrity or upon its good faith in its effort to solve these difficult engineering problems."

Commission Approves Sales Of Five Station Properties
SALES of WHAR Claraghs, W. Va.; WKYR Keyser, W. Va.; KLIL Estherville, Iowa; WKAi Macomb, Ill., and WHYN-AM-FM-TV Springfield, Mass., received FCC approval last week.

WHAR and WKYR were purchased by Robert K. Richards, NABT administratice vice president, and Walter Patterson, former general manager of WKHM Jackson, Mich. Each will be one-half owner of the stations. Selling price of the WHAR facility was $90,000, while WKYR exchanged hands for $45,000 [5BT, May 24].

Mr. Richards is planning to start a public relations practice in Washington Oct. 1.

In another two-station sale approved last week, WKAi and KLIL were sold to Dr. Edward Schons and William E. Schons. WKAi was sold by the Macomb Broadcasting Co. for $22,028. Consideration for the KLIL facility was $19,000. Messrs. Edward and William E. Schons, associated in the ownership of WDUZ Green Bay, Wis., and WMAW Menominee, Mich., make the purchase as 50% owners each.

In Springfield, 50% interest in WHYN-AM-FM-TV was sold to Republican Television Inc. for $250,000. Republican TV Inc. is owned by employee pension funds of the Springfield Daily News, Republican and Union. Remaining WHYN principals own the Holyoke Transcript and North Adams (Mass.) Transcript [5BT, March 8].

GOVERNMENT PEOPLE

Bob F. Allison, director of newsreel dept., KTTV (TV) Hollywood, on leave of absence to head television production for Republican National Committee in Washington.

George E. Sterling, FCC Commissioner, vacationing at Maine home through end of month.

KWTV (TV) CHARGES ′FOUL′ IN ROW WITH OKLAHOMA CITY RIVAL WKY-TV

KWTV says its competitor violated lack of ethics. WKY-TV says the charges are naive and unfounded.

AN INTRA-VHF controversy developed last week as an aftermath of the Senate vhf inquiry [5BT, June 7, et seq] when Edgar T. Bell, general manager of KWTV (TV) Oklahoma City, complained that WKY-TV there had unfairly used information supplied, on request, to the joint vhf industry committee that took part in the Potter hearing.

Mr. Bell notified members of the vhf committee that he felt a "complete lack of ethics and a violation of confidence" existed in the use of KWTV's information by WKY-TV.

In reply, Hoyt Andres, assistant station manager of WKY-TV, told 5BT the Bell charges were "naive and unfounded" and that the information was a matter of public record.

Two members of the informal vhf committee—Paul R. Bartlett, KFRE Fresno, Calif., a tv applicant, and Hugh Halff, WOAI-TV San Antonio—criticized competitive use of the KWTV data in reply to 5BT requests for comment.

Mr. Bell's July 17 letter to members of the vhf group said the incident pointed up "reductance of individual stations to cooperate in industry projects." He enclosed photographs of wires and correspondence relative to the Senate hearings.

He recalled that a May 28 telegram from the vhf group sought data about set circulation, program resources, economic support and financial matters. Pierson & Bell, Washington attorneys, represented the vhf group. The KWTV letter, he continued, outlined difficulties at the station first went on the air, including the set adjustment problem in a market that had only one station for several years.

At this point Mr. Bell charged competitively using this material. "The first incidence," he wrote, "a copy of a memorandum ′To All Katz Associates,' signed by John Haberlan of WKY-TV, is the result of your request to me, and my permission of information requested for the overall good of the industry. Aside from the fact that the portion of my letter which is quoted is taken out of context, it is my opinion Mr. Haberlan's letter displays a complete lack of ethics and a violation of confidence."

"We understand, of course, that anything introduced in a hearing such as this is public property. We are quite concerned, however, about the propriety of an industry committee asking information of an industry nature from stations and then allowing a member of the committee to use portions of such information for competitive purposes. Especially is this true, when the information referred to existed during the first 30 to 60 days of our operation and is not of a current nature. . . ."

KWTV Complaint

Mr. Bell's complaint included a photostat of a letter "To All Katz Sales Associates" under the WKY-TV letterhead and dated June 21. After observing that P. A. Sugg of WKY-TV had just returned from the Potter hearings, the letter over Mr. Haberlan's signature said:

"We suggest you use the following factual excerpts from Edgar T. Bell's letter on all competitive problems:

KWTV found with the operation of ch. 4, during the four years prior to our ch. 9, made a problem for many viewers in our Class B and fringe areas. These people had all installed low-band ch. 4 antennas. We will meet this situation again when we start operation from our 1,572-foot tower. In other words, thousands of television set owners have found for the best reception in the outlying areas, that the installation of a ch. 9, or high-band antenna, or high-band installation of an all-service antenna, is advisable for the best reception."

The photostat of the WKY-TV letter included this sentence: "Here is a frank statement, with pertinent confession underlined, from the general manager of KWTV that says they're presently encountering antenna problems in their Class B area. . . ."

Mr. Andres' statement to 5BT of the WKY-TV position follows:

"Mr. Bell's implication that Mr. Sugg made unethical use of his station's data is both naive and unfounded. In the first place, as the original telegram states, was informant and unorganized. Mr. Sugg had no more stature or responsibility in this group than did Mr. Bell or any other station operators.

"The telegram paragraph requested information with respect to set circulation, program resources, economic support and a statement on money risked and losses incurred. Mr. Bell's statement went beyond this and included admission of difficulties in respect to low-band and high-band antennas. . . . It seems curious that he (Mr. Bell) should expect to submit to a Senate subcommittee information which promptly became public record available to..."
MANAGEMENT

WTAG was Central New England's first radio station. Through 30 years of successful operation, it has maintained its "first" position.

Managerial responsibilities today include direction of a staff of 60 people—with active participation not only in its own field, but in the local affairs of civic, social and business groups.

WTAG is associated with the Worcester Telegram and The Evening Gazette; it is a Basic CBS affiliate.

PUBLIC SERVICE

WTAG is unsurpassed in the areas of public service which are of proven value to Central New Englanders.

Over 6,000 station breaks and nearly 400 hours of community promotion are provided annually by WTAG.

A full-time Community Service Director plans and produces material covering worthy subjects and is available for liaison work in community projects.

MARKET

Diversification and stability through industrial expansion, agricultural prominence, cultural and social activity make Central New England a prosperous area.

Worcester, third largest New England city, is the focal point of this 19th U.S. industrial area, with consistently high retail sales—now $1,087,396,296.

The facilities of a WTAG market research analyst are at your service.

Only WTAG represents the fullest potential in the self-contained, responsive market that is Central New England.

PROGRAMMING

Central New England's population of 1,029,110 is unusually diversified in its living and work habits. They like programs with local flavor, and WTAG provides them, with nearly half of its weekly 122 broadcast hours locally produced.

To personalize these programs, WTAG has men and women specialists of long-established popularity in women's affairs, sports, classical and popular music, agriculture, cooking, civic affairs, children's interests.

Four experienced newsmen devote full time to news coverage, with access to material from the AP and 200 correspondents of the Worcester Telegram and The Evening Gazette.

A program publicity director rounds out WTAG's excellent program facilities.

FACILITIES

With power—5,000 watts—and frequency—580 kilocycles, WTAG has the right combination for blanketing the Central New England area. It has separate FM and AM transmitting stations in ideal locations.

A modern, completely equipped mobile unit provides on-the-spot production.

Its main office is in the central business section of Worcester, with three studios, and facilities for tape recording and transcribing. WTAG is technically self-sufficient, with an auxiliary transmitter and standby generators.
the trade press, the tv industry and public at large, and yet have this information at the same time remain a guarded competitive secret.

"Mr. Bell has made extensive use of data which WKY-TV submitted to the FCC. Since such information is likewise a matter of public record WKY-TV has not attempted to imply unethical behavior on Mr. Bell's part because of his conversion of public records to competitive use.

"The copy of Mr. Bell's letter was obtained in Washington through the same channels available to the press and public at large. To imply that Mr. Sugg used an informal industry group to obtain material of a competitive nature which was not at the same time available to any other person merely for the asking is an attempt on Mr. Bell's part to make amends for a carelessly prepared statement. In the many instances of industry-wide cooperation in the solution of common problems no one has ever proposed that a 'cease-fire' agreement on competition be a qualification for participation. There is no justification for the contention that the public at large should have an opportunity to read of Mr. Bell's competitive disadvantages in this market while WKY-TV should be compelled to look the other way. WKY-TV likewise submitted a statement to the Potter committee with the full knowledge that it would become a matter of public record, and available to Mr. Bell. With such practical knowledge, our statement confined itself to matters useful in the overall industry consideration. Had we specifically outlined data useful to Mr. Bell in a competitive situation we would have expected prompt and extensive use of it by him."

Members of the vhf committee were asked by B&T for their comments on the charges by Mr. Bell. Two comments had been received at press time. Mr. Bartlett said, "I believe WKY-TV action highly improper and completely unconscionable." Mr. Half said, "Roy Cohn resigned—how about John Haberlan?"

**NEW HOME** of 33-year-old WNOX Knoxville will be this famous East Tennessee landmark, the former Whittle Springs Hotel, which the station purchased last February. The main building, with 60,000 sq. ft. of floor space, will house all WNOX studios and offices. It will be occupied as soon as remodeling is completed. A new 1,200-seat, 13,500 sq. ft. studio-auditorium will adjoin the main building. Six acres also will provide a recreation area, parking facilities, and a small model farm.

**WQXR to Revise Rates, Primarily on Spots, Breaks**

INTRODUCTION of a new rate card by WQXR New York, effective Sept. 1, has been announced by Norman S. McGee, vice president in charge of sales. He said the new rates apply to spot announcements and station breaks, both daytime and evening, and that announcements on Sunday afternoon hereafter will be at the evening rate, rather than the daytime cost.

New rates will provide for increase on one-time spot announcements by 10% at night and 20% daytime; station breaks, average of 15% at night and 18% daytime. Advertisers now using the station and others who sign up before Sept. 1 will be protected at the old rates to Aug. 31, 1955, as long as the advertising is continuous. Mr. McGee noted that no change has been made in rates for program periods, and none is contemplated until WQXR is operating with 50 kw early in 1955.

**NEW YORK**

(Hotel Biltmore)

Monday & Tuesday

AUGUST 2 & 3

**CHICAGO**

(Hotel Sheraton)

Thursday & Friday

AUGUST 5 & 6

**LOS ANGELES**

(Hotel Statler)

Monday & Tuesday

AUGUST 9 & 10

The BMI TV CLINICS are open to managers and personnel of all BMI-licensed stations. THERE IS NO REGISTRATION FEE—but please enroll your staff in advance. Allied industry personnel invited to attend.

Every Important Phase of TV Will Be Thoroughly Covered

**BRASS TACKS OF LOCAL PRODUCTION**

**FILM BUYING AND PROGRAMMING**

**PUBLIC SERVICE AND ALLIED SUBJECTS**

**LOW-COST LOCAL PROGRAMMING**

(Plus discussions, open forums and bull sessions)

Sixteen prominent TV men will participate in each Clinic as speakers and Clinic Chairmen.

**BROADCAST MUSIC, Inc.**

589 FIFTH AVENUE, NEW YORK 17, N. Y.

NEW YORK • CHICAGO • HOLLYWOOD • TORONTO • MONTREAL
KNX NEWS IS GOOD NEWS IN LOS ANGELES!

Twelve of the thirteen top-rated daytime Los Angeles radio programs (according to Pulse) are KNX programs!

Six of the twelve are KNX news programs!

Five of the six are KNX locally produced news programs!

And these five quarter-hour local KNX news strips command an average rating of 5.6... deliver an average of 238,670 in-and-out-of-home listeners per quarter-hour every day!

For details about top-rated news programs on the most listened-to station in Southern California, call KNX or CBS Radio Spot Sales.

CBS OWNED • LOS ANGELES • 50,000 WATTS KNX

Sources on request
CBS STATIONS OFFER ‘SUPERMARKETING’

A large-scale spot merchandising plan is offered food advertisers by eight radio outlets.

SUPERMARKETING, a plan of radio advertising backed up by point-of-purchase displays in cooperating retail grocery stores, is being offered food advertisers by eight major-market CBS stations (all represented by CBS Radio Spot Sales). Six stations are immediately available under the Supermarketing plan—KCBS San Francisco, KMOX St. Louis, WBBM Chicago, WBT Charlotte, WCBS New York and WEEI Boston. The other two—KNX Los Angeles and WMBR Jacksonville—will be included by the end of August.

The plan, as described in a CBS Radio Spot Sales brochure, works like this: “Once during each 13-week cycle on the air a Supermarketing advertiser is eligible for one full week’s special display in all participating stores. The types of display vary according to the store. Some stores contribute free space in handbills and tie-in newspaper advertising.”

To qualify for this service, each advertiser must spend a stipulated weekly minimum with the station concerned and must spend this sum to advertise a single product. “A soap manufacturer spending $750 for a detergent and $750 for a shampoo could not combine its expenditures to qualify either product for Supermarketing,” the brochure explains. Only exceptions would be products so closely allied as not to have individual advertising budgets, such as macaroni and spaghetti or ginger ale and club soda. Even those exceptions must be cleared by the station in advance.

Advertisers participating in Supermarketing may use programs, announcements or station breaks and in any combination the sponsors desire. Step-by-step description of how the plan operates is given as follows:

1. As soon as client interest in Supermarketing is expressed, the station’s merchandising department conducts a thorough check of each chain to determine product acceptability and the approximate extent of co-operation to be expected.

2. When the order is placed, a ‘plans’ meeting is held with the client and agency to discuss: (a) in-store displays (b) point-of-sale promotion material (c) client preference for dates of in-store promotions (d) newspaper and handbill support from chains (e) use of station personal appearances for sales meetings and in-store personal appearances (f) development of station brochure for clients’ sales force.

3. A meeting is scheduled with the clients’ sales force, or broker, or sales representatives to acquaint them fully with the mechanics of Supermarketing and to discuss any pertinent sales problems. Also determined at this meeting is exactly which salesman will contact each chain with the station merchandising manager, to map out all the details involved.

4. The station then contacts the chains and schedules the in-store promotions as per client’s preference, and confirms these dates to the client, client’s sales force, and agency.

5. An in-person call on the chain is made by the client’s sales representative and the sta-

First Contract for WLOS-TV Asheville, N.C., which plans to commence operation in early September, is negotiated by Bennett W. Bost (seated) of the Bost Bokery and Bradley H. Roberts, commercial manager of the ch. 13 permittee. The Bost show will be the Cisco Kid film series.

Different Station Plans

Participation in Supermarketing on KCBS San Francisco calls for a minimum expenditure of $525 per week (after all normal discounts) for a minimum of 13 consecutive weeks. This qualifies the advertiser for one week’s promotion in 100 Purity and 30 Louis stores and two week’s promotion in 146 Safeway stores, plus a full-page ad for the advertised product for each of the 13 weeks on order books sent weekly to 2,235 independent stores by four major wholesale grocers.

At KMOX St. Louis, expenditure of not less than $750 a week (after all normal discounts) for a 13-week period qualifies the advertiser for one week’s promotion in 30 Food Center, 106 A&P and 164 Kroger stores.

At WBBM Chicago, a minimum expenditure of $1,250 a week (after all normal discounts) for not less than 13 consecutive weeks qualifies the advertiser for one week’s promotion in 300 A&P, 260 National Tea, 170 Jewel Tea and 120 Kroger stores.

At WBT Charlotte, three Supermarketing plans are available: firm 13-week order of at least $350 a week after all discounts except that consecutive weeks discount entitles the advertiser to a merchandising display in 34 Colonial or 61 Dixie Home stores. Expenditure of $400 a week under the same conditions gives the advertiser merchandise displays in 77 A&P stores or a combination of 34 Colonial and 61 Dixie Home stores. For $450 a week he can have displays in all 172 A&P, Colonial, and Dixie Home stores. (A&P will not accept displays for coffee, tea, gelatin desserts, fresh bakery goods or mayonnaise; Colonial will not accept coffee or bread displays.)

At WCBS New York, an expenditure of not less than $1,500 a week for not less than 13 consecutive weeks, or $19,500 during a shorter
Everyone has something he does best...

... and chances are that the person who specializes in a single skill will do it far better than the one with divided interests. We can't speak for others— but, in our case, exclusive attention to the rendering of quality television representation attracts quality TV stations such as the leaders shown below. There is, we suggest, a potentially profitable thought for others in this continuing success.

Harrington, Righter and Parsons, Inc.
New York
Chicago
San Francisco

... and television—the only medium we serve...

| WAAM       | Baltimore |
| WBEN-TV    | Buffalo  |
| WFMY-TV    | Greensboro |
| WDGF-TV    | Kansas City |
| WHAS-TV    | Louisville |
| WTMJ-TV    | Milwaukee |
| WMTW       | Mt. Washington |
period, qualifies the advertiser for one week's promotion in ‘684 A&P, 5 Big Dollar, 57 Dairies Crystal, 10 Diamond K, 61 Dilbert’s 56 Food Fair, 133 Gristede’s, 13 Hills, 27 King Kulen, 57 Peter Reeves, 185 Saffeny, and 20 Shopwell stores. For a $900-a-week minimum for 13 weeks, or $11,700 for a shorter time, the advertiser gets all those stores except A&P and Safeway. Expenditure figures for both plants are after all normal discounts.

At WEEI Boston an expenditure of at least $400 a week for a period of at least 13 weeks qualifies the advertiser to one week’s promotion in 195 A&P and a minimum of 20 of the 68 Stop & Shop stores in the area.

HOFFMAN JOINS KLZ-AM-TV DENVER

APPOINTMENT of Phil Hoffman as station manager of KLZ-AM-TV Denver was announced last week by President and General Manager Hugh B. Terry. Mr. Hoffman already has assumed his new duties. He moves to Denver as Mr. Terry’s No. 1 executive from Albuquerque, N. M., where he was vice president of KOAT-TV. He retains a financial interest in that station.

Mr. Hoffman formerly was vice president of Cowles Broadcasting Co. stations and manager of KECA-TV (now KABC-TV) the ABC outlet in Los Angeles.

WWKO Ashland Plans Start

NEW Ashland, Ky., standard daytime station WWKO will go on the air Aug. 1. Ernest Sparkman, assistant manager, announced last week. States Broadcasting System, processor of the 1420 kc, 5 kw facility, is headed by Charles F. Trivette, former Kentucky senator and applicant for a new am station at Mt. Sterling, Ky.

Covington Criticizes Lack Of Radio-TV in Film on Ads

A LETTER critical of the lack of emphasis given radio-tv in “The Magic Key,” a film on general advertising produced by the U. S. Chamber of Commerce, has been sent to the Chamber by J. Robert Covington, vice president of Jefferson Standard Broadcasting Co., licensee of WBT-WBTV (TV) Charlotte, N. C.

In the letter which was addressed to Paul Good, Chamber director of education, Mr. Covington said, “While numbers of ads from newspapers and magazines are given throughout the film, we never hear a radio commercial or see and hear a television commercial.”

He went on to say that the only thing “the film contains about radio and television is one quick glimpse of a radio set in a living room (where someone . . . is reading a magazine) plus some split-second shots of one television show being photographed and momentary glimpses of the letters, ABC, NBC and CBS.”

Mr. Covington first saw the film at a showing before the Charlotte Advertising Club. He has had earlier, on behalf of the station, to pay one-fourth of the cost of a print.

The remaining cost is to be picked up by the Charlotte News, Observer and the local Chamber of Commerce.

Mr. Covington added, “I do not believe that the story of modern advertising can be told without a more complete representation of radio and television.”

TIAM INC. takes over operation of KLZ-AM-TV Denver as final details of the $3.5 million sale [B&T, June 28] are concluded by (l to r) Weston C. Pullen Jr. of Time Inc.; Harry Huffman, former KLZ-AM-TV board chairman and stockholder; Charles Stillman, Time Inc. executive vice president and treasurer; James A. Linen, Time Inc. vice president and publisher of Time magazine, and Hugh B. Terry, who remains KLZ-AM-TV president and general manager.

GORDON RETURNS AS WNOE GEN. MGR.

BENTON PASCHALL, for the past two years vice president and general manager of WNOE New Orleans, has announced his resignation effective Sept. 1 to return to the broadcasting business in Los Angeles. He will be succeeded by James E. Gordon, who returns to a post he left two years ago. Mr. Gordon has been partner and general manager of WIMR New Orleans independent.

Mr. Paschall formerly was vice president of Liberty Broadcasting System in Los Angeles and prior to that was in the station representation field.

WPTZ (TV) Card No. 10 Boosts Rate Structure

WPTZ (TV) Philadelphia will issue rate card No. 10, effective Aug. 1, with a Class AA hour rate of $2,500, it has been announced by Alexander W. Dannenbaum Jr., commercial manager.

The new WPTZ rate structure advances program rates in classes AA, A and B time. Announcement rates are increased in classes AA, A, B and C. There is no increase for class D programs, or for class D announcements.

Under provision of rate card No. 9, current advertisers who place orders before Aug. 1 will receive the benefits of that rate card until Feb. 1, 1955.
YOU MIGHT CLEAR 15' 7 3/4" *—

BUT . . . YOU NEED WKZO-TV TO GO OVER IN WESTERN MICHIGAN!

WKZO-TV, Channel 3, is the Official Basic CBS Television Outlet for Kalamazoo-Grand Rapids—serves more than 406,922 television homes in 29 Western Michigan and Northern Indiana counties. This is a far larger television market than you'll find in and around many cities two and three times as big!

January '54 Hoopers, left, credit WKZO-TV with 63.2% more evening viewers than the next Western Michigan station — 158.1% more morning viewers — 466.6% more afternoon viewers!

(100,000 WATTS—CHANNEL 3)

The Feltzer Stations

WKZO—KALAMAZOO
WKZO-TV—GRAND RAPIDS-KALAMAZOO
WJEF—GRAND RAPIDS
WJEF-FM—GRAND RAPIDS-KALAMAZOO
KOLN—LINCOLN, NEBRASKA
KOLN-TV—LINCOLN, NEBRASKA
Associated with
WBBM—PEORIA, ILLINOIS

WKZO-TV

OFFICIAL BASIC CBS FOR WESTERN MICHIGAN
Avery-Knodel, Inc., Exclusive National Representatives

* Cornelius Warmerdam of the San Francisco Olympic Club set this world's record on May 23, 1942.

---

**Table:**

<table>
<thead>
<tr>
<th></th>
<th>MON-FRI:</th>
<th>MON-FRI:</th>
<th>SUN-SAT:</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>7 a.m.-</td>
<td>12 noon-</td>
<td>6 p.m.-</td>
</tr>
<tr>
<td></td>
<td>12 noon-</td>
<td>5 p.m.</td>
<td>midnight</td>
</tr>
<tr>
<td>WKZO-TV</td>
<td>80%†</td>
<td>88%</td>
<td>62%</td>
</tr>
<tr>
<td>B</td>
<td>31%†</td>
<td>18%</td>
<td>38%</td>
</tr>
</tbody>
</table>

† Adjusted to compensate for the fact that neither station was on the air all hours.

NOTE: Sampling was distributed approximately 75% in Grand Rapids area, 25% in Kalamazoo area.
Summer Sales Up In WBC Campaign

IN AN effort to prove a “summer hiatus” for selling does not exist in the radio-television station industry, Westinghouse Broadcasting Co. is conducting a summer sales campaign at its seven stations to increase business over the summer of 1953.

A preliminary report indicates the promotional campaign is succeeding. During June, local sales at KYW Philadelphia were up 82.8% over June 1953; KDKA Pittsburgh, up 74%; WBZ Boston, up 25.2%; WOWO Fort Wayne, up 5.2%; WBZ-TV Boston, up 29.2%; WPTZ-TV Philadelphia, equal to 1953 (station is said to be “pretty well sold out as it was last summer”).

To stimulate interest in its campaign, WBC is conducting a sales contest, with winners to be determined by local time sales recorded at the seven WBC stations during June, July, and August. There will be a prize for the top salesman at each station. Automobiles will be awarded at WPTZ (TV), WBZ, KYW and KDKA; $500 worth of clothes and $500 worth of sports goods at WOWO, and a $500 home freezer at KEX Portland, Ore.

WHAS-TV Raises Rates

WHAS-TV Louisville, Ky., will increase its base hourly rate from $700 to $850, effective Aug. 15, according to Neil Cline, station manager. The new rate card, No. 7, will increase the Class A one-time announcement from $140 to $170. However, this will not change participation rates in the station’s Good Living homemakers program, now at $80, or the 6:30 p.m. news, now $200.

Los Angeles Stations Ban ‘Commercial’ Discs

AT LEAST three Los Angeles area radio stations have banned the new Allied Records “Keep Cool” by the King Sisters and Alvino Rey Orchestra, which has been distributed nationally to disc m.c.’s as a musical number. Stations complain that the record, an expansion of the “Keep Cool with Super Coola” singing jingle theme, is “definitely” a commercial as it contains that line, repeated several times, in the lyric.

Additionally KFWB Hollywood disc m.c.’s have banned a new Cadence record, “Me Gotta Have You,” by Julius LaRosa and Archie Blevor Orchestra, for references to Halo shampoo, Adler shoes and Burma-Share.

Station executives object that unlike others of the singing commercial type (i.e., many versions of NBC Dragnet theme; RCA Victor “Muriel,” by Freddie Martin Orchestra, from Muriel Cigars singing jingle; and RCA Victor “Be Sharp March,” by Boston Pop Orchestra, from Gillette Razor theme), use of advertising names in lyrics makes these records “direct plugs” subject to appropriate rates for commercial spot announcements.

KFYR-TV Bismarck Tower Underway

THE NEW 503-foot transmitter tower of KFYR-TV Bismarck, N. D., has been completed, with installation of a 167-foot, 12-bay antenna to begin at once for operation by late August, F. E. Fitzsimonds, executive vice president, has announced.

Mr. Fitzsimonds said the ch. 5 station, after the changeover, will operate on its maximum strength of 100 kw and the service area will be more than doubled. He said KFYR-TV will operate an interim transmitter during the move of its transmitter from the top of the State Capitol Building to its new site 11 miles east of Bismarck.

Robinson Resigns from WSUN

MAJ. GEORGE D. ROBINSON, for the last five years manager of city-owned WSUN-AM-TV St. Petersburg, Fla., has resigned effective Aug. 1, according to City Manager Ross E. Wisdom. A 16-year WSUN veteran, Maj. Robinson announced that he will continue his regular radio-television Major Robinson and the News broadcast. Maj. Robinson gave as reasons for his resignation “duplicity” on the part of two station employees, lack of help from the city manager and “outside interference.” A successor has not yet been named.

WASHINGTON (AP) — Westinghouse Broadcasting Co. is conducting a summer sales campaign at its seven stations to increase business over the summer of 1953. A preliminary report indicates the promotional campaign is succeeding. During June, local sales at KYW Philadelphia were up 82.8% over June 1953; KDKA Pittsburgh, up 74%; WBZ Boston, up 25.2%; WOWO Fort Wayne, up 5.2%; WBZ-TV Boston, up 29.2%; WPTZ-TV Philadelphia, equal to 1953 (station is said to be “pretty well sold out as it was last summer”).

To stimulate interest in its campaign, WBC is conducting a sales contest, with winners to be determined by local time sales recorded at the seven WBC stations during June, July, and August. There will be a prize for the top salesman at each station. Automobiles will be awarded at WPTZ (TV), WBZ, KYW and KDKA; $500 worth of clothes and $500 worth of sports goods at WOWO, and a $500 home freezer at KEX Portland, Ore.

WHAS-TV Louisville, Ky., will increase its base hourly rate from $700 to $850, effective Aug. 15, according to Neil Cline, station manager. The new rate card, No. 7, will increase the Class A one-time announcement from $140 to $170. However, this will not change participation rates in the station’s Good Living homemakers program, now at $80, or the 6:30 p.m. news, now $200.

AT LEAST three Los Angeles area radio stations have banned the new Allied Records “Keep Cool” by the King Sisters and Alvino Rey Orchestra, which has been distributed nationally to disc m.c.’s as a musical number. Stations complain that the record, an expansion of the “Keep Cool with Super Coola” singing jingle theme, is “definitely” a commercial as it contains that line, repeated several times, in the lyric.

Additionally KFWB Hollywood disc m.c.’s have banned a new Cadence record, “Me Gotta Have You,” by Julius LaRosa and Archie Blevor Orchestra, for references to Halo shampoo, Adler shoes and Burma-Share.

Station executives object that unlike others of the singing commercial type (i.e., many versions of NBC Dragnet theme; RCA Victor “Muriel,” by Freddie Martin Orchestra, from Muriel Cigars singing jingle; and RCA Victor “Be Sharp March,” by Boston Pop Orchestra, from Gillette Razor theme), use of advertising names in lyrics makes these records “direct plugs” subject to appropriate rates for commercial spot announcements.

THE NEW 503-foot transmitter tower of KFYR-TV Bismarck, N. D., has been completed, with installation of a 167-foot, 12-bay antenna to begin at once for operation by late August, F. E. Fitzsimonds, executive vice president, has announced.

Mr. Fitzsimonds said the ch. 5 station, after the changeover, will operate on its maximum strength of 100 kw and the service area will be more than doubled. He said KFYR-TV will operate an interim transmitter during the move of its transmitter from the top of the State Capitol Building to its new site 11 miles east of Bismarck.

MAJ. GEORGE D. ROBINSON, for the last five years manager of city-owned WSUN-AM-TV St. Petersburg, Fla., has resigned effective Aug. 1, according to City Manager Ross E. Wisdom. A 16-year WSUN veteran, Maj. Robinson announced that he will continue his regular radio-television Major Robinson and the News broadcast. Maj. Robinson gave as reasons for his resignation “duplicity” on the part of two station employees, lack of help from the city manager and “outside interference.” A successor has not yet been named.
PROUDLY CREATED TO
Outperform!

Mitchell CAMERAS

The matchless technical perfection which a Mitchell camera brings to a film can insure the investment as can no other single element of production.

For over 25 years constant research and engineering by Mitchell has continued to produce, year after year, the most advanced and only truly professional motion picture camera. It is traditional of Mitchell cameras that in addition to filming the world's greatest films, they are to be found wherever new and exacting techniques of filming are being successfully used.

Mitchell cameras are today dependably serving such varied fields as Television, Business and Industry, Education, Government, the Armed Services, and major Motion Picture Studios.

Mitchell cameras are created, not mass produced—the same supreme custom workmanship and smooth, positive operation is found in each Mitchell camera, 16 mm or 35 mm. Available to give Mitchell Cameras almost limitless capabilities, are the finest of professional accessories.

Mitchell Camera CORPORATION
666 West Harvard Street • Glendale 4, Calif. • Cable Address: MITCAMCO

85% of the professional motion pictures shown throughout the world are filmed with a Mitchell
Kyle, Others, Purchase WRNY-AM-FM for $70,000

SALE of WRNY-AM-FM Rochester, N. Y., for approximately $70,000 by Stanley J. Bach-
man and brothers to a group of upstate New Yorkers comprising principals of WABY Al-
bany, N. Y., was announced last week. Ap-
plication for FCC approval will be filed soon.
The station, which began operating in 1947, broadcasts on 680 kc with 250 w, daytime only.
The fm station went on the air in 1948, radiates 7.4 kw on 97.9 mc.

New owners will be David A., Kyle, Monti-
cello, N. Y., businessman and president of WABY, 14%; Laurence Sovik, Syracuse, N. Y.,
attorney, 20%; Dr. Donald Corgill, physician; McKinney, Tex., 26%; Mrs. Harriet Kyle,
mother of David A., 14%; George Kaufman, Rochester, N. Y., businessman, 14%, and Ed-
ward Trudeau and Toni Brady, WABY execu-
tives, 6% each. Mr. Kyle also has an interest in
WNDR Syracuse.
Mr. Bachman and his associates will retain
their 50% interest in WRNY-TV Rochester,
permitted of ch. 27 there.

New WRTI (TV) Studios To Be Completed in Fall

COMPLETION of $150,000 new studios of
WRTI (TV) was announced last week. In Ap-
fall, the station reported last week following
FCC approval for switch in designation of
the main studio location from Schenectady
(B&T, July 12). The ch. 35 outlet began oper-
ations in late February from its transmitter site
outside Troy, N. Y.
New studios are being constructed in the
former Veterans Administration building at
Albany. One studio will be 50x50 ft., another
16x25 ft., equipped with a complete kitchen
and permanent sets for sports, news and
weather shows. Other facilities include film
lab, dressing rooms, 16 offices, storage and
engineering facilities. The new site is central
to WRTI's market area of Albany, Schenec-
tady and Troy, according to Richard B.
Wheeler, manager.

WWTV (TV) Sets Tower Plans

THE 1,282-foot tower planned by WWTV
(TV) Cadillac, Mich., and delayed last fall by
procurement difficulties, will be constructed
this summer and fall, with completion expected
about Dec. 1, the station has announced.
WWTV's power also will be increased from
94.3 to 104 kw as part of the ch. 13 station's
$200,000 expansion program. WWTV then
will serve 41 Michigan counties with 1,286,600
population and 389,261 homes, 226,145 already
equipped with tv receivers, the announcement
day. The tower will be constructed by Truscon
Steel Division of Republic Steel Corp.

KSD-TV to Drop CBS Shows

KSD-TV St. Louis, an NBC-TV primary affili-
ate since 1948, is dropping CBS-TV programs
that the station has carried the past five years.
According to the station, the action follows an
interim primary affiliation July 8 with CBS
by KWK-TV St. Louis. KSD-TV will con-
tinue to program CBS-TV Mon.-Fri. daytime
shows until Sept. 24, and certain Saturday,
Sunday and evening live programs from CBS
until the current 13-week cycles are ended.
Periods which the programs occupied on
KSD-TV will be reassigned to local, national
and other network advertisers, the station
said.

WHGR Houghton Lake Starts

THE opening of 1-kw WHGR Houghton Lake,
Mich., on June 30 received an enthusiastic
welcome, according to the station's principals,
Gordon A. Sparks, who also is manager of
WEXL-WOMC (FM) Royal Oak, Mich.,
and his brother, Garnet C. Sparks, who is chief
engineer of WEXL-WOMC. The brothers
theorized that the new station was doubly
welcome because of the remote location of
most cottages and homes in the area and the
difficulty of tuning in distant stations.

WMVT (TV) to CBS-TV

ADDITION of WMVT (TV) Burlington, Vt.,
as a primary affiliate of CBS-TV, effective Sept.
1, was announced last week by Herbert V.
Akerberg, CBS-TV vice president in charge of
station relations. WMVT, on ch. 3, is owned
and operated by WCAAX Broadcasting Corp.,
with Stuart T. Martin as general manager.

REPRESENTATIVE APPOINTMENTS

WNOW-TV York, Pa., appoints Forjeo Tv as
national representative.
WELY New Haven, Conn., appoints R. C.
Foster, Boston, as New England representa-
tive.
WTVP (TV) Decatur, Ill., appoints The Bolling
Co., N. Y., as national representative.
WTV (TV) Ft. Lauderdale, Fla., appoints The
Bolling Co., N. Y., as national representative.
KCRI Cedar Rapids, Iowa, appoints Gill-Perna
Inc., N. Y., as national representative.

The best way
to sell the
KANSAS FARM
MARKET

use the
KANSAS FARM STATION
WIBW
CBS RADIO
in Topeka
Ben Ludy, Gen. Mgr., WIBW, WIBW-TV, KCXN

PRINCIPALS in the sale of WJBF Augusta, Ga. [B&T, July 5], were (1 to r): William T.
Stubblefield, Blackburn-Hamilton Co., media broker; J. B. Fuqua, president of WJBF,
and of WJBF-TV, which he retains; T. J. Snowden Jr., present manager of WCPS Tar-
boro, N. C., and one of the new stockholders; V. E. Fountain, president of Media Inc.,
the purchasing group; Carl Sanders, attorney for Mr. Fuqua; Vinson Bridgers and
Frank Meadows, attorney and accountant, Media Inc.
They live on the Pacific Coast... they listen to

DON LEE RADIO*

*Don Lee IS Pacific Coast Radio
...the only network designed to serve at the local level. Strong local stations in 45 important Pacific Coast markets make Don Lee the BIG network with the local flavor... the nation's greatest regional network.

Mutual
DON LEE RADIO

Don Lee Broadcasting System,
Hollywood 38, California,
Represented nationally by
H-R Representatives, Inc.
DON NEWCOMBE, Brooklyn Dodgers pitcher, signs to do a weekly sports show, the Don Newcombe Show, on WNJR Newark, N. J. (Wednesdays, 6:45 p.m.). Approving the agreement are (l to r): seated, Mr. Newcombe; his guest, Roy Campanella, Dodger catcher; standing, Albert R. Lanphere, WNJR general manager; C. M. Confi, assistant manager; Cy Eisenberg and Bob Rawson, both of the Sherman Lawrence Advertising agency, and Robert Rosenberg, president, Union T. V. Stores, sponsor. WNJR, owned by the Rollins Broadcasting Co., programs fulltime for the Negro market.

WKNX (TV) Hollywood starts weekly one-hour telecasts of test color bar patterns on Saturday mornings, before station's regular sign-on time.

STATION PEOPLE

S. W. McCreedy, general manager, Eugene Television Inc., Eugene, Ore., licensee, KVAL-TV there, elected a vice president. Harvey S. Benson elected assistant secretary.

John M. Baldwin, vice president, Intermountain Broadcasting & TV Corp., licensee, KDYL and KTVT (TV) Salt Lake City, named overall director of engineering operations. Allen Gunderson, chief engineer, KTVT, named radio-tv director of engineering.

CAUTION: Don't sell this NEWCOMBE story. Newcombe has been traded to the Dodger farm club, to make room for Roy Campanella, who was signed by the New York Giants.

The article by Nelson King, WCKY Cincinnati disc jockey, deals with hillbilly music and WSM's Grand Ole Opry program.

Formal inauguration of new KFAC (FM) Los Angeles transmitter on Mt. Wilson was marked by direct broadcast of opening concert of 1954 Hollywood Bowl season July 15. With aim of giving high fidelity fans truer music reception, station says its new transmitter expands fm coverage from 720 square miles to 8,300 square miles.

KTVT (TV) named Kenneth V. Stores, producer, to do a Negro show (Wednesdays, 6:45 p.m.).

MR. GUNDERSON

MR. BALDWIN

Operation "Sell"
No Fancy Gimmicks
No New Programs
No Blue Sky
Just Listeners
All Year Round

WKNX adds two office suites to Hollywood headquarters at 6540 Sunset Blvd., to house expanding sales and promotion department.

WSM Nashville, Tenn., calls attention to June issue of Good Housekeeping with article written by Nelson King, WCKY Cincinnati disc jockey. The article deals with hillbilly music and WSM's Grand Ole Opry program.

STATIONS

THE LATEST WCKY STORY

OPERATION "SELL"
No Fancy Gimmicks
No New Programs
No Blue Sky
JUST LISTENERS
ALL YEAR ROUND

Page 70 • July 26, 1954

Broadcasting • Telecasting
Big Footsteps

RICHARD GODFREY, son of CBS' Arthur Godfrey, has decided to follow in his father's footsteps. This was revealed by Vice President Arthur Hull Hayes of KCBS San Francisco, who announced that the younger Godfrey has decided to join the KCBS staff as an apprentice. Mr. Hayes is credited with "discovering" the elder Godfrey when Mr. Hayes was manager of WABC (now WCBS) in New York some years ago.

Felix J. Didier appointed account executive, WINO Dayton, Ohio.

Al Racco, sales service representative, KLAC Hollywood, named account executive.

Carter S. Knight, formerly with WTAG Worcester, Mass., to sales staff, Mt. Washington Tel Inc., Boston, licensee, WMTW (TV) Poland, Me.

Joe Wallace, publicity dept., WBAP Fort Worth, Tex., promoted to director of publicity, promotion and merchandising, WBAP-AM-FM-TV.

John L. Edwards, radio and tv program director, ABC Western Div., to KCCC-TV Sacramento, Calif., as director of programs and production.

Rosemary Garrett, Kkop (TV) Hollywood publicity-promotion staff, promoted to assistant publicity director.

Stuart A. Lindman, news director, WMJN-TV St. Paul-Minneapolis, additionally named program director.

James Harelson, program manager, WICS (TV) Springfield, III., to WSAU-TV Wauwat, Wis., in same capacity.

T. C. Kenney, chief engineer, KDKA Pittsburgh, to sister station WBZ-TV Boston, for a month's observation of tv operation.

John Raleigh, commentator, KYW Philadelphia, appointed news director.

Starr Yealland, KOA Denver, to KLZ-AM-TV same city, as sports and special projects director.

Richard H. Roffman, New York public relations counsel, appointed a co-producer of "Treasureama" (WOR-TV New York, Mon.-Fri., 2-2:30 p.m. EDT), with responsibility for creating panel discussion ideas and acquiring guest panelists.


Alvin G. Pack, program operations director, KDYL Salt Lake City, to sales dept., sister station KTVT (TV) same city; Des Barker, formerly program director, KLIX Twin Falls, Ida., replaces Mr. Pack.

Brandon Chase, "Your Eso Reporter," WDSL-TV New Orleans, named associate news director.

Charlie Butcher to sales staff, WQBF Evansville, Ind.

Warren Spencer, chief engineer, WJNO Palm Beach, Fla., named transmitter supervisor, WJNO-TV; John Schuman, engineer, NBC, N.Y., named studio supervisor; Robert O. Gil-
THE TAVERNS CLUB of Chicago was the scene of a recent "wedding luncheon" of WGN-TV, Tribune television station, and Prudential Insurance Co. of America. Admiring a model of the new Prudential Bldg. slated for completion in early 1956, and of the proposed 925-ft. antenna for WGN-TV [het June 14, 7] are (1 to r): J. Howard Wood, Chicago Tribune business manager; Charles B. Loing, vice president, Prudential Insurance Co.; James E. Rutherford, Prudential vice president who will be in charge of the $40 million Mid-America Home Office Bldg. at Randolph & Michigan; Frank P. Schreiber, manager and treasurer of WGN Inc. (WGN-AM-TV); S. W. Toole, vice president of Prudential's Newark office, and Carl J. Meyers, director of engineering, WGN Inc. The luncheon was held to announce plans for new transmitter-antenna facilities and WGN-TV color equipment. The Tribune television outlet also has announced it will increase power from its present 120 kw to 316 kw once construction work is completed.

N.H, father of boy, Robert Jr.

Representative People
Albert Larson, New York sales staff, Paul H. Raymer Co., to tv sales staff, Avery-Knodel Inc., N.Y.
Joseph Dowling, formerly with ABC, to research dept., Headley-Red, N.Y.

Affiliation Fireworks
AS a climax to its month-long CBS-TV affiliation promotion, Storer's WBRC-TV Birmingham staged "the largest and most elaborate fireworks display ever seen in Alabama" on July 5. J. Robert Kerns, vice president and managing director of the station, reported last week that "thousands of people" viewed the pyrotechnical display, and said that "WBRC-TV will be happy to make this traditional display a part of all future Birmingham Fourth of July celebrations." The event marked a month-long promotional effort by the station on the shift of affiliation from NBC-TV to CBS-TV, which took effect on July 4.

Carole Marie Ruzge, 16-year-old Farmingdale, L.I., high school senior, presented first annual $500 Elias I. Godovsky-WHIL Hempstead, L.I. Memorial Brotherhood scholarship by WHIL President and General Manager Paul Godovsky for winning a Brotherhood essay contest conducted by the station.


Joe Hyder, d.j., WADK Newport, R.I., was the recipient of a three-foot trophy for being the most popular disc jockey in Rhode Island and southeastern Massachusetts.

Fred Rickey, CBS-TV producer of Omnibys this past season, has received the first annual TV award of the Speech-Theatre Dept., Long Island U. for "advancing the standards of television."

F. Louise Hall, Grit Pub. Co., Williamsport, Pa., received $250 award for winning symbol in Advertising Federation of America's two-year search for idea to symbolize integrity in advertising. Winning design will not be presented officially to advertisers and associations until fall.

Alice Roberts, WOR New York script writer, presented with the Medaille de la Reconnaissance Francaise from the French Government in recognition of "outstanding work in furthering French-American relations."

WNA-TV Boston received citation from Marine Corps for its cooperation in helping with recruiting in First Naval District.

KPX (TV) San Francisco awarded a Marine Corps citation at Treasure Island luncheon for station staff in appreciation of support given the Marine Corps.

Arthur Godfrey, CBS-AM-TV star, awarded a special citation by National Assn. of Music Merchants for..."untiring devotion to the cause of music and goodwill among people..." at 1954 Music Industry Trade Show-Convention in Chicago.

Min Lwin, since April studying various FCC operations under scholarship from the government of Burma, was presented a certificate of merit last week by FCC Chairman Rosel Hyde for completion of the study project. He is the first person from Burma to observe Commission functions. Mr. Lwin will spend the next three months at Geneva with International Telecommunications Union.

"Gosh, even the Dean thinks I'm a genius ever since I started spotting my spot campaign on WWPA!"

Williamsport, Pa.
— A Great Pennsylvania Market!
TWA ON STRIKE AT THREE NETWORKS

Picketing begins in Hollywood as dispute on wage scales and union shop clause reaches stalemate. Union and networks also disagree on what effect strike will have on latter's operations.

MEMBERS of the independent Television Writers of America (TWA) strike Wednesday against NBC-TV, CBS-TV and ABC-TV in a dispute centering on a new wage scale and a union shop clause in the contract for free-lance script writers.

Pickets were installed in front of the networks' Hollywood studios, but no such action was taken up to Friday in other cities. It was explained in New York by a TWA spokesman that the Hollywood move had been pre-arranged but no such plans had been made in Gotham.

The strike came after efforts Monday in New York by the U.S. Mediation Service failed to resolve the wage issue. TWA had reduced its demands from $715 for a half-hour script to $600 and the networks had increased their original offer of $425 to $450. Mediation then broke off without any further talks on such matters as a wage scale for other types of scripts or on other conditions in the proposed contract [B&T, July 19].

Spokesmen for both the union and the networks said they were amenable to re-negotiating the issues, but up to Friday, no sessions had been scheduled.

Point of View

TWA predicted that the network's schedule would be disrupted over the weekend because the union expected support from other television unions. The feeling among the networks was reported to be that the strike action would have "little effect" at the present time.

Lewis S. Frost, NBC Pacific Coast public relations director, and Donn Tatum, ABC-TV director of West Coast operations, both claimed network employees were not involved in the free-lance writer dispute and said picket lines were being crossed. They said operations were not being curtailed at the present. CBS-TV in Hollywood refused comment.

One sideline to the dispute is that TWA's one-year certification by NLRB is scheduled to be reviewed Aug. 2. At the same time the Author's League, since last May, has had an appeal before NLRB, claiming it does not have majority support among free-lance TV script writers. It was reported last week that the Authors League and the Radio Writers Guild planned a reorganization in structure to form one new organization for radio, television and screen writers.

TWA also announced last week that it has applied for an AFL charter.

TWA's picket lines in Hollywood largely appeared ineffectual because of no discernable support from other radio-television unions.

Officials of the striking union said some 50 members joined in the picketing Wednesday but the force soon was reduced to two pickets stationed at each location. Union members were stationed at artists' entrances at all network TV structures, at rehearsal halls and theaters. It was reported by the union that individual performers and teamster members were observing picket lines.

Balks at Retakes

SCREEN Actors Guild has been asked by Screen Gems Inc., Hollywood, to take action against actor Steve Cochran, who refused to report for retakes on "Trip Around the Corner," recent film shot for NBC-TV Ford Theatre.

Charging the actor with disregard of studio problems, Screen Gems claims he was "guilty of a breach of his contractual obligations to do the retakes when he refused to report to re-shoot a few scenes which were damaged in the process of development in the laboratory."
'Optimistic' Radio Future Described to NYU Workshop

FUTURE outlook for radio was described as "optimistic" by Gustav Margraf, vice president in charge of talent negotiations for NBC, in a talk last week before a session of New York U.'s 19th annual summer Workshop in Radio and Television.

Mr. Margraf voiced the belief that following "the initial rush to television, there will be a trend back to radio, because radio still serves a definite purpose." He pointed out that advertisers currently are more selective in radio advertising, aiming at special groups in certain areas, rather than at nationwide audiences.

He said, also, that one problem certain to arise with the launching of large-scale color television in the fall will be whether motion picture rights to dramatic productions will apply to telecasting. He said it has not been determined whether those rights cover telecasting, which he described as "essentially a live technique."

Rahall Scholarship

THE Deem F. Rahall Scholarship, established by brothers Joe, Sam and Farris Rahall in honor of a family member who was killed in a plane crash, has been awarded to Harry Meadows, a senior at Woodrow Wilson high school, Beckley, W. Va. The Rahall brothers, affiliated with W.KAP Allentown, WNAB Norris-town, both Pa.; WFEA Manchester, N. H., and WWNR Beckley, W. Va., also have established a Deem F. Rahall Memorial Scholarship at Alpha Theta chapter at the U. of West Virginia.

$7,000 Grants-in-Aid

THE National Assn. of Educational Broadcasters and the Educational Television & Radio Center have announced that grants-in-aid up to $7,000 each are being offered to educational institutions and school systems "to help educational broadcasters to help themselves." The grants-in-aid are designed to make possible the development of programs which otherwise could not be produced.

KTHE (TV) Cuts Staff, Reduces Hours of Operation

EDUCATIONAL station KTKE (TV) Los Angeles has cut its staff from 26 to 10 and has reduced its schedule to two hours, five days a week [BST, July 12], it has been announced by the U. of Southern California, which took over direction of the noncommercial ch. 28 station last month from Capt. Allan Hancock, former KTKE supporter [BST, June 14].

EDUCATION PEOPLE

E. Finley Carter, vice president and technical director, Sylvania Electric Products Inc., N. Y., to Stanford Inst., Palo Alto, Calif., as manager of research operations, effective Oct. 1. Mr. Carter will retain association with Sylvania as consultant on major research and development contracts and assisting in contacts with Dept. of Defense.

Charles A. Steigmann, New York U. professor and long-time critic of U. S. commercial broadcasting, elected board chairman, New York Civil Liberties Union.

James T. Veeser named first full-time extension tv specialist, Cornell U., Ithaca, N. Y.

EDUCATION SHORTS

National Academy of Broadcasting, Washington, D. C., announces regular term on Aug. 1 to take care of late enrollees among veterans of Korean War whose benefits will run out Aug. 20.

Plans 27 Radio-Tv Courses

NEW YORK U.'s Division of General Education will present 27 courses in radio and television during the fall semester. Included in the curriculum will be three new courses—"Color Television," "Staging The Television Show" and "Music for Radio and Television."

The color tv course will deal with technical, operational, program and production aspects and will consider comparisons with black-and-white television. Instructors will be Reid R. Davis, supervisor of technical operations in color, NBC; Sidney Davidson, video engineer, NBC; Jack L. Smith, scenic designer for color, NBC, and Max Miller, associate director of color, NBC.

---

INTERNATIONAL

Non-Competitive Network Shaping Up for English Tv

WHEN commercial tv gets underway in England it will consist of a national network rather than competing stations, judging by the views of Government leaders debating the subject in the House of Lords.

Earl de la Warr, Postmaster General, indicated the network would be allocated between two or more contractors, each of from one to three stations, with grants for the use of the facilities for a specified number of days per week. This is the opposite of the American version of tv, with its intensive competition.

Advertisers will attain national coverage, the government believes, with provision also to be made for local advertising during regional programs. It is felt that effort can be concentrated on fewer programs backed by the revenue of the whole network. The government spokesmen in the House of Lords showed little interest in the statement that seven or eight programs can be tuned in New York. Opposition speakers said tv would follow the pattern of the government radio monopoly, the British Broadcasting Corp.

CBC, Radio-Tv Union Sign Bargaining Pact

THE FIRST collective agreement between the Canadian Broadcasting Corp. and the Assn. of Radio & Television Employees of Canada has been signed at Ottawa, covering more than 1,300 office and studio workers of the CBC across Canada. The contract takes effect Aug. 1, and will give employees a 6% pay increase retroactive to Feb. 1. The agreement was signed by J. A. Ouimet, CBC general manager, and E. W. Vibes, executive secretary of the association. Overtime will be paid at the basic rate for work performed beyond the number of basic hours in any work month. National service station production personnel will receive time-and-a-half for overtime, computed on the same basis. Union dues will be deducted at source from all association members and from all new employees as a form of modified union security.

Butler Dies in Crash

JOSEPH L. BUTLER, 53, founder and owner of VOCM St. John's, Nfd., was killed July 19 in a crash of a light plane at Torbay, Nfd., as he was taking off for St. John's.

Mr. Butler began his radio career with the Marconi Co. as a wireless operator at Makkovik, Labrador, in 1919. In 1930 he became a radio instructor with RCA at Boston, and in 1932 returned to St. John's and a partnership in VOCM. Three years later he bought controlling interest.

CFPA-TV Plans Fall Start

CFPA-TV Port Arthur, Ont., expects to be on the air early in the fall. The ch. 2 station will be housed in a former Firehall building, now being renovated, according to CANADA President Ralph Parker. The building is located at the highest point in Port Arthur. The station will have a tower height of 250 feet with transmitter power of 5.1 kw video. Advertising rates start from $150 an hour Class A time. All-Canda Television, Toronto, is exclusive representative.
GE broadcast sales manager at St. Louis, will have new headquarters at the company's offices at 570 Lexington Ave., New York. He will direct sales in the metropolitan area.

Mr. Lauterbach, previously with GE in Atlanta, succeeds Mr. Chapin in the St. Louis post, according to Mr. Wild, and will be located at 4227 Lindell Blvd. in the Mound City. Mr. Lauterbach's district covers Nebraska, Kansas, Missouri and the southern halves of Illinois and Indiana.

GE Earnings for First Half
Are 24% Ahead of '53 Period

EARNINGS of General Electric Co. in the first six months of 1954 were reported last week to have increased 24% over last year despite a 7% decline in sales.

It was pointed out by Ralph J. Cordiger, president, in a report to stockholders that net profit rose to a record $93,860,000 for the six-month period, with the expiration of excess profit taxes contributing materially to the sharp increase in earnings. Provision for federal taxes and renegotiation, the report said, amounted to $114 ½ million as compared with $195 million for the first six months of 1953.

Earnings for the second quarter of this year were said to have declined to $45,827,000 from the first quarter net of $48,029,000, but were higher than the $41,568,000 profit of the second quarter of 1953.

Sales for the first half totaled $1,447,597,000 as compared with $1,560,448,000 a year ago. Percentage of sales going to earnings, after taxes, was said to amount to 6.5% as against 4.8% last year.

Hi-Fi Color

COLOR has found its way into the high fidelity field. That's the word from the International Sight & Sound Exposition Inc. in Chicago.

An instrument called the "electronic frequency color indicator" will be demonstrated to the public by the exposition management during the 1954 high fidelity show at the Palmer House in Chicago Sept. 30-Oct. 2. It was developed by Revere Camera Co. there and will be utilized to present its line of tape recorders.

The instrument is designed to show, in all colors of the rainbow, just what high frequency sound reproduction looks like. The indicator flashes bands of vivid color on a screen as notes of various frequencies are sounded. With the aid of the instrument, it is claimed, it is possible to listen to musical passages and see, in color, how music is constructed in terms of basic frequencies.

Any electrical signal—such as that from a recorder, radio or phonograph—can be fed to the indicator. The signal of each channel operates electronic switches which turn on and off banks of 20 small 120-volt colored lights. If three frequencies of different cycles are fed at the same time, filters would separate them and cycles each would light up the blue, green and yellow banks, according to Revere.
ARNETT ELECTED DUMONT VICE PRES.

KEETON ARNETT has been elected vice president, administration, of Allen B. DuMont Laboratories Inc. by the board of directors, it was announced last Wednesday by Dr. Allen B. DuMont, president.

Mr. Arnett has served as general assistant to the president since 1951. Prior to then he was senior vice president of the Fred Eldeman Organization, public relations counsel in New York City.

Capehart-Farnsworth Color

A NEW color TV receiver with a 15-inch tri-color "shadow mask" tube, providing 88½ square inches of picture area, is being shipped by Capehart-Farnsworth Corp., Fort Wayne, Ind., to selected distributors, the company announced Tuesday. The set represents initial production of the Capehart "True Color TV" on a commercial basis. It was developed in conjunction with International Telephone & Telegraph Corp., C-F parent firm. In addition to standard controls of a monochrome receiver, whose transmissions it receives, it has a "chroma" or color control which may be adjusted for color reception, a spokesman said.

Audio Devices, AF Pact

AWARDING of an Air Force contract to Audio Devices Inc., New York, amounting to $220,000, was reported last week by Bryce Haynes, vice president of the company. The contract provides for supplying 15 million feet of three-inch magnetic recording tape to the Air Force. Mr. Haynes said it is one of the largest single contracts for recording tape ever awarded by any branch of the government.

The tape is to be delivered over a period of about one year.

MANUFACTURING SHORTS

Grinnan Fixture & Plywood Co., Minerva, Ohio, announces that over 300 stations have been supplied with its storage cabinets for records, tape, transcriptions and film. Company says it is also able to design and build special consoles and any other special fine cabinet work a station may require. Further information may be obtained from the company at R.D. 3, Minerva.

Hedin Tele-Technical Corp., Livingston, N. J., offers sensitive relay designed primarily for use in electronic chassis, claimed by them to have sufficient height but little adjacent space.

Technical Appliance Corp., Sherburne, N. Y. (Taco antennas and antenna equipment), making new antenna comprising twelve open bow tie driven elements plus large screen reflector, is on request written on company letterheads.

Sylvania Electric Products' new ceramic "stacked" tube, described as a "revolutionary" electronic tube capable of "unprecedented mass production," is shown here during a demonstration at which the tube functioned normally at temperatures of more than 1,000°. At the briefing session for Armed Services, industry, engineering colleges and the press were (l to r): H. Ward Zimmer, president, and Don G. Mitchell, board chairman, both Sylvania; Vice Admiral John Gingrich, chief of Naval Material, and Capt. Rawson Bennett of the Navy's Bureau of Ships, which has signed a development contract with Sylvania.

RCA Tube Div., Camden, N. J., has inaugurated pro rata warranty policy providing one-year protection from installation date on all RCA black-and-white TV picture tubes purchased for replacement service in home receivers.

Polytechnic Research and Development Co., Brooklyn, N. Y., announces establishment of new sales office to accommodate its midwestern accounts at 1 South Northwest Highway, Park Ridge, Ill. Kenneth W. Meyers is in charge of the office.


West Coast Electronics Manufacturers Assn. has issued sixth edition of product list and membership roster to member-firms and to mailing list of eastern manufacturers. Brochure lists all products made by 164 member-companies, with personnel and manufacturing facilities of each company. Copies are available on request written on company letterheads to Don Larson, general manager, WCEMA, 339 S. Robertson Blvd., Beverly Hills, Calif.

MANUFACTURING PEOPLE

Arthur L. B. Richardson, general counsel, Sylvania Electric Products Inc., N. Y., additionally elected secretary, succeeding John S. Learoyd, retired; William R. Sears, field representative, lighting div., appointed Pacific Coast manager, sales promotion and publicity. Carroll L. Hastie appointed as assistant secretary of sales administration, electronic products sales division.

Leon Podolsky, technical assistant to president, Sprague Electric Co., North Adams, Mass., appointed chairman, ad hoc group to review all military electronic component part specifications and determine what revisions are required in military component specifications to insure meeting existing equipment requirements for high reliability operation.


Jerry Kirshbaum, sales manager, Precision Apparatus Co., N. Y., elected president, eastern div., Sales Managers' Club.

AVAILABLE IMMEDIATELY

TELEVISION TRANSMITTER

RCA-TT5A Transmitter, Channel 7-13, perfect condition.

Also console, diplexer, dummy load, RCA six (6) bay antenna and tower.

Make offer for lot or part. Terms can be arranged.

Bremer Broadcasting Corp.

1020 Broad Street

Newark, 2, New Jersey
ABC AT BREAK-EVEN POINT—KINTNER; NETWORK’S FALL TV LINEUP CITED

President of ABC says network has taken strong competitive position with CBS and NBC both in amount of business, clearances.

AFTER years of loss operations, ABC is reaching the break-even point and, according to President Robert E. Kintner, is taking its place as a major competitor of CBS- TV and NBC.

Mr. Kintner expanded on his views in an interview with Broadcasting.

In addition to the renewals and new contracts, he said, ABC-TV for this fall—as contrasted to its earlier position—is getting station clearances in markets representing 85-90% of all TV homes.

He emphasized his view that ABC, since its merger with United Paramount Theatres in February 1953, has now reached a point where advertisers and agencies feel that it is a true competitor of NBC.

As part of this upsurge, Mr. Kintner himself has conducted presentations for some 82 advertisers during the past few months.

Mr. Kintner has said the network is running on a five-year plan. This is the amount of time he estimates it will take ABC to catch up to CBS and NBC on all fronts.

Mr. Kintner pointed out that the added financing which has resulted from the merger has permitted his network to become a stronger competitor for talent, programming, advertisers and the audience and he noted also that "the audience is the one which benefits most from the fact that there are three strong networks with equal programming strength. This means, of course, their choice is widened. For the industry, there is substantial good stemming from the fact that ABC has increased its competitive strength because it means there are more avenues on which to present diverse, new programming. The advertiser, naturally, is interested in the growth of our network's new competitive stature now offers him a choice of three strong networks for its advertising message and the additional important aspect that three strong networks broaden the audience interest in television as a whole. Thus, there is benefit to the industry, to talent, to advertisers, but most of all to the audience—they are the ones who simply cannot lose," Mr. Kintner stated.

The fall schedule shows renewal by approximately 85% of last season's advertisers, plus about a half-dozen additions from the ranks of previous ABC-TV sponsors, plus at least eight new advertisers added this year.

In anticipation of its sponsorship lists, ABC-TV plans to extend its hours of programming. Breakfast Club is to be expanded to the West Coast in the fall, according to current plans; a series of soap operas is in preparation to the schedule following Breakfast Club, and in an early-morning show to compete with NBC-TV's Today and CBS-TV's Morning Show also is contemplated, to originate in Washington.

Outlets for Sheen Program May Be Reduced Next Fall

ERWIN, WASEY & Co. New York, advertising agency for Admiral Corp., Chicago, is taking under consideration for the next ten days the number of stations carrying its Bishop Fulton J. Sheen show on DuMont.

As of last season the show had been carried on 179 stations. Due to duplication and other problems, an executive of the agency told Broadcasting, in addition to the network's Burbank and New York studios, there will be some cutback but the number of stations involved could not be determined until the first week in August.

Meanwhile, in Swampscott, Mass., Bishop Sheen announced last week that Admiral may cut him down from 179 stations to 63 stations when the program resumes in November.

Paar in for Cronkite

JACK PAAR, comedian, will replace Walter Cronkite as master of ceremonies on CBS-TV's Morning Show (Mon.-Fri., 7-9 a.m. EDT), starting Aug. 16. The move is said to reflect a change in plans by CBS-TV under which the program, which started as a news and information series last March, is becoming primarily an entertainment show.

Cable to Alaska Planned; Would Carry Radio Networks

DIRECT TRANSMISSION of network radio programs to stations in Alaska for simultaneous broadcast will be made possible by submarine cables which AT&T proposes to construct between Port Angeles, Wash., and Ketchikan, Alaska. Programs are now recorded and shipped to Alaska for delayed broadcast, according to a radio network spokesman in New York.

Plans for the U. S.-Alaska cable, filed Monday with the FCC, say that the job will take about two years to complete, will cost about $14 million, will add 36 message circuits to the 13 radio and land-line circuits now used for phone service in the U. S. and Alaska, and will be suitable for radio program transmission. The bandwidth is too small for TV use, however. The system will comprise two cables, laid several miles apart, one for north-bound, one for south-bound, transmission, equipped with built-in repeaters spaced at about 40-mile intervals.

NBC Says Burbank Freeway Won't Curtail Color Plans

CONSTRUCTION of the new $3.6 million NBC-TV color studios in Burbank will not be curtailed even if a proposed freeway route, which would cut through NBC property, is approved by the California State Highway Commission, John K. West, NBC vice president for the Pacific division, said last week.

Despite an earlier statement by attorney Max Eddy Utt, representing NBC before a highway commission hearing July 14, that the "considerable" curtailment of studio building would be caused by the freeway route, Mr. West said that only 1.2 acres on a far corner of the NBC property is involved in the proposed route.
DUMontserrat Signs $4 Million in Week

Thirteen new clients take contracts during the busiest sales week in the network's history.

SIGNING in one week of 13 new clients to contracts for business amounting to more than $4 million in gross time sales (not including program and production costs) was announced last week by Gerry Martin, director of network sales for the DuMont Television Network.

Included in the new contracts, Mr. Martin said, are an hour-long show, a quarter-hour dramatic program, a two-hour extravaganza, two football games to be carried on "the largest live networks ever to present such events," several series of regional football contests among national football league teams, and a specially filmed sports series.

"Never has there been so much interest in DuMont's programs on the part of agencies and advertisers," Mr. Martin commented, "and never in the history of the network have so many orders been received in a single week."

Consolidated Cosmetics Inc., Chicago, has bought a live dramatic program, They Stand and Accused, which will make its premiere in the second week in September on a day and time to be announced shortly. Frank E. Duggan Advertising, Chicago, is the agency for Consolidated (Lanolin Plus and other beauty aids).

The Tuesday, 9:30 p.m. EST period on DTN has been sold to an as yet unannounced sponsor.

Vitamin Signed

Signed as participating sponsors for The Paul Dixon Show (Mon.-Fri., 3:30-4 p.m. EST) are Vitamin Corp. of America (Calimeter weight control) and Metro-Goldwyn-Mayer. VCA, through BBDO, has ordered five-minute participations on 20 stations on Monday, Wednesday and Friday for 13 weeks, starting Aug. 2. M-G-M, through Donahue & Co, has purchased one 15-minute program on the same week for two weeks early in August on a specially-expanded network of more than 40 stations.

As part of a four-network order, DuMont will present a two-hour Lights Diamond Jubilee tv show the more than 40 stations on Oct. 24, 9-11 p.m. EST, under the sponsorship of America's electrical industries. The order was negotiated through N. W. Ayer & Son, New York (see story, this page).

Walter H. Johnson Candy Co., Chicago, has signed a contract covering 30 weeks to present Captain Video (Thurs., 7-7:15 p.m. EST) on 80 DuMont stations, starting Oct. 7. The agency is Franklin Bruck Adv., New York.

According to Mr. Martin, DuMont has cleansed the largest networks ever hooked up for football games—each of 160 stations—and has signed nine of the 12 National Football League teams. It currently is signing sponsorships on a regional basis.

The first to use this coast-to-coast network, he said, will be Miller Brewing Co., Milwaukee (High Life beer), which is co-sponsoring the College All-Star Game on Aug. 20 starting at 9:30 p.m. EST. Associated with Miller in sponsorship of the game in 30 northeastern markets only is the Atlantic Refining Co. The agency for Miller is Mathisson and Assoc., Milwaukee, and for Atlantic, N. W. Ayer & Son.

Chrysler Corp., Plymouth Div., Detroit, has signed to sponsor over 160 stations the Thanksgiving Day game between the Detroit Lions and the Green Bay Packers, starting at 12 noon EST. N. W. Ayer & Son is the agency.

DuMont also has signed sponsors for a football feature, The Greatest Football Plays of the Week, consisting of three or four minute highlights of NFL games. The series is expected to be carried on more than 100 DuMont affiliates and is being sold on a regional basis. Sponsors already signed are Hamm Brewing Co., St. Paul, through Campbell-Mithun, Minneapolis, and Drewrys Ltd. of U. S. A. Inc., South Bend, through MacFarland, Aveyard & Co., Chicago. Hamm Brewery has ordered 20 stations in the West Coast-Rocky Mountain area and in Kansas City and Chicago. Drewrys Ltd. will sponsor the game on 12 midwestern stations. Both contracts take effect Sept. 30 and will continue for 13 weeks of the football season.

Color by DuMont

OPENING of DuMont's color theatre at the network's Tel-Centre, 205 E. 67th St., New York, was announced last week by Ted Bergmann, managing director. He said facilities of the theatre are being made available to sponsors and agencies for the purpose of conducting research in color television. Mr. Bergmann said sponsors and agencies may use the facilities to check on their color films, their trade marks and other identifying items, as well as to present slides over the DuMont multi-scanner, which currently is being put into service on several stations nationally.

DTN Adds 57 Sunday Games To Fall Professional Schedule

SCHEDULE of 57 professional football games to be telecast Sunday afternoon, Sept. 26 through Dec. 12, was announced last week by the DuMont Television Network.

Added to Saturday night contests, previously announced, the All-Star Game on Aug. 13 and the Thanksgiving Day game between the Detroit Lions and Green Bay Packers, the new schedule makes a total of 70 National Football League contests to be presented over DuMont on weekends. This compares with a total of 58 such games on DuMont last season.

To handle the schedule, DuMont will televise this year as many as four or five games each Sunday afternoon, setting up regional networks.

Color by DuMont

OPENING of DuMont's color theatre at the network's Tel-Centre, 205 E. 67th St., New York, was announced last week by Ted Bergmann, managing director. He said facilities of the theatre are being made available to sponsors and agencies for the purpose of conducting research in color television. Mr. Bergmann said sponsors and agencies may use the facilities to check on their color films, their trade marks and other identifying items, as well as to present slides over the DuMont multi-scanner, which currently is being put into service on several stations nationally.

DTN Adds 57 Sunday Games To Fall Professional Schedule

SCHEDULE of 57 professional football games to be telecast Sunday afternoon, Sept. 26 through Dec. 12, was announced last week by the DuMont Television Network.

Added to Saturday night contests, previously announced, the All-Star Game on Aug. 13 and the Thanksgiving Day game between the Detroit Lions and Green Bay Packers, the new schedule makes a total of 70 National Football League contests to be presented over DuMont on weekends. This compares with a total of 58 such games on DuMont last season.

To handle the schedule, DuMont will televise this year as many as four or five games each Sunday afternoon, setting up regional networks.

Color by DuMont

OPENING of DuMont's color theatre at the network's Tel-Centre, 205 E. 67th St., New York, was announced last week by Ted Bergmann, managing director. He said facilities of the theatre are being made available to sponsors and agencies for the purpose of conducting research in color television. Mr. Bergmann said sponsors and agencies may use the facilities to check on their color films, their trade marks and other identifying items, as well as to present slides over the DuMont multi-scanner, which currently is being put into service on several stations nationally.

DTN Adds 57 Sunday Games To Fall Professional Schedule

SCHEDULE of 57 professional football games to be telecast Sunday afternoon, Sept. 26 through Dec. 12, was announced last week by the DuMont Television Network.

Added to Saturday night contests, previously announced, the All-Star Game on Aug. 13 and the Thanksgiving Day game between the Detroit Lions and Green Bay Packers, the new schedule makes a total of 70 National Football League contests to be presented over DuMont on weekends. This compares with a total of 58 such games on DuMont last season.

To handle the schedule, DuMont will televise this year as many as four or five games each Sunday afternoon, setting up regional networks.

Color by DuMont

OPENING of DuMont's color theatre at the network's Tel-Centre, 205 E. 67th St., New York, was announced last week by Ted Bergmann, managing director. He said facilities of the theatre are being made available to sponsors and agencies for the purpose of conducting research in color television. Mr. Bergmann said sponsors and agencies may use the facilities to check on their color films, their trade marks and other identifying items, as well as to present slides over the DuMont multi-scanner, which currently is being put into service on several stations nationally.

DTN Adds 57 Sunday Games To Fall Professional Schedule

SCHEDULE of 57 professional football games to be telecast Sunday afternoon, Sept. 26 through Dec. 12, was announced last week by the DuMont Television Network.

Added to Saturday night contests, previously announced, the All-Star Game on Aug. 13 and the Thanksgiving Day game between the Detroit Lions and Green Bay Packers, the new schedule makes a total of 70 National Football League contests to be presented over DuMont on weekends. This compares with a total of 58 such games on DuMont last season.

To handle the schedule, DuMont will televise this year as many as four or five games each Sunday afternoon, setting up regional networks.

Color by DuMont

OPENING of DuMont's color theatre at the network's Tel-Centre, 205 E. 67th St., New York, was announced last week by Ted Bergmann, managing director. He said facilities of the theatre are being made available to sponsors and agencies for the purpose of conducting research in color television. Mr. Bergmann said sponsors and agencies may use the facilities to check on their color films, their trade marks and other identifying items, as well as to present slides over the DuMont multi-scanner, which currently is being put into service on several stations nationally.
YOU ONLY NEED 2 STATIONS TO COVER HALF OF TEXAS

KMAC
HOWARD W. DAVIS, Owner
SAN ANTONIO, TEXAS
5000 WATTS
ON 630

KLBS
HOWARD W. DAVIS, Pres.
GLENN DOUGLAS, Mgr.
HOUSTON, TEXAS
5000 WATTS
ON 610

Ask the Walker Representation Co., Inc.
Use America's only "3-state one station TV network" and save — in just 27 weeks of a weekly hour program — the cost of a $10,000 world cruise on the Cunard luxury liner, Caronia.

Average time costs run 54% less than the combined costs of the three TV stations giving next best coverage.

**TRIPLE COVERAGE**

WMTW on top of more-than-a-mile high Mt. Washington covers most of the three states of Maine, New Hampshire, and Vermont — a market with over $11½ billion retail sales. On the air in August.

**REACHES MORE**

Covers virtually all the families local TV stations do and reaches thousands of families they cannot reach. TV homes: 219,461 as of April 30 — RETMA.

**Mt. Washington TV**

**WMTW**

John H. Norton, Jr., Vice Pres. and General Manager

REPRESENTED NATIONALLY BY HARRINGTON, RIGHTER & PARSONS, Inc.
IS MADISON AVENUE SELLING UHF SHORT?

by Jim Luce

EVEN though the New York office of the J. Walter ThompsonCo. is located several blocks east on Lexington Avenue, I suspect we are among those being charged by uhf stations that “Madison Avenue is against uhf.” If the stations are referring to time-buyers, I would like to make one thing clear immediately. No media buyer working for a large advertising agency can afford to indulge in prejudices for or against anything or anybody. The buyer at all times must be able to explain why the best possible purchase was made. No account representative or advertising manager will hear that the buyer was “for” or “against” something without a complete explanation involving comparisons of circulation, costs, estimated audience reached or to be reached, etc.

In addition, uhf is located in many markets of great importance to the national advertiser where there either has been no television to date or a single vhf station, and agencies need television very badly in these places. They are extremely anxious that uhf be successful.

Certainly an analysis of business placed on uhf stations by our New York office (I do not have complete up-to-date information on our other offices) does not indicate that we or our clients are against it. Following is the use of uhf on some typical network programs:

<table>
<thead>
<tr>
<th>Program</th>
<th>No. of Uhf Stations</th>
<th>Program</th>
<th>No. of Uhf Stations</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>40</td>
<td>2#</td>
<td>8</td>
</tr>
<tr>
<td>2#</td>
<td>7</td>
<td>11</td>
<td>8</td>
</tr>
<tr>
<td>4</td>
<td>16</td>
<td>9</td>
<td>10</td>
</tr>
<tr>
<td>5</td>
<td>1*</td>
<td>1*</td>
<td>1</td>
</tr>
</tbody>
</table>

* Participation in network programs where line-up is controlled by network.

Of the above, only three are “must buy” network stations; the rest are optional buys. The breakdown of 25 stations used by one of our clients for a half-hour film program shows 11 are uhf and 14 vhf. Another spot advertiser who uses local live daytime programs in 17 markets has uhf in three of these. Our largest announcement advertiser who uses primarily only the very top markets has used uhf in four of the top 16.

How then does one explain the charge that agencies are against uhf? The primary reason I believe is that few uhf operators were around in 1948-1949 when the vhf stations were first going after national spot advertising. These stations met considerable resistance at the start and the common remark then was “come back and see us when television has 50% penetration of all homes.” Subsequently, some of these agencies and advertisers had cause to regret they did not place more faith in the development of television as an advertising medium. The fact remains, however, these early vhf stations had to wait for national spot revenue while they developed programming and worked with distributors to push set sales. Also, in those years the number of spot and network users was considerably smaller than today. Perhaps another explanation is that the majority of early vhf stations were better able to sustain a period of low financial return due to ownership by successful newspapers, radio stations or theatre interests.

Stations Hurt Themselves

I honestly believe that the most harm done uhf has been by individual stations themselves. Too many uhf stations rushed on the air without proper engineering facilities. They knew a signal problem existed which could be considerably corrected if they delayed their on-air date. The result was that when the first people in the area converted they could not get a satisfactory signal. The word got around fast.

I personally know of one market where a station rushed on the air and went out and sold time based on a map which had no relation to actual signal strength. When confronted with this fact the station finally admitted this was the case but made a sell on the fact that they covered 80 to 90% of the city. This station has since built proper facilities but I believe it may have done irreparable damage to uhf in that city. Unfortunately, the network station relation departments have not been too careful in checking into this prior to granting affiliation. Therefore, it is not wise for a buyer to assume because a station has a major network affiliation it is a good buy.

Another factor which uhf stations tend to overlook is that the advertising approach differs depending upon the product being sold. For example, I have heard that one agency which places drug business almost exclusively will use no uhf. This may be a very defensible position. A drug product depends almost entirely on advertising as its entire sales effort. It has no strong local dealerships which can give it a favorable position in a market. It is competing with products of a similar nature which in all probability contain the same ingredients and are just as good. Therefore, a drug product cannot afford to support a new station for a period of time while it is getting established. And few uhf stations during their first year can compare on a cost-per-thousand basis with the competing vhf. On the other hand, an advertiser with an outstanding product and dealer outlets that have a stake in the future of a community might well afford to bid for a franchise on a new station.

Considering the welter of completely unsubstantiated claims, it is a wonder to me that as much business has been placed on uhf stations as has been the case. Most stations make a very sincere attempt to try to determine exact set count and projected rate of conversion but too many times these are far in excess of what exists.

It is very disturbing to have completely contradictory stories presented by stations. It means either the stations are actually misled as to their position in the market or one party or possibly even both are not telling the truth. There are too many instances today of the latter situation. What the agencies have had to do is to subscribe at considerable expense to one or more of the services which survey conversion from vhf to uhf. The stations complain bitterly about these services but until such time as they can agree among themselves on a uniform method of periodically measuring conversion and share of audience, they will continue to be judged on the basis of these surveys.

There are three general uhf situations and these are as follows:

1. Uhf first on the air in a new market which has had no television service to date.
2. Uhf coming on the air either in a market which already has a vhf

(Continued on page 88)
THE BATTLE for educational tv (ETV it's called in pedagogic circles) began in 1948 when the FCC imposed its freeze on new tv station grants. Coupled with the technicalities of spacing, the opening of uhf and the establishment of color tv was the sleeper—reservations for educational tv.

This had the whole-hearted support of educators and the backing, highly emotion-charged at times, of FCC Comr. Frieda B. Hennock.

In its 1952 final report, the Commission agreed to the concept of reservations. It reserved 242 channels, now grown to 251—one of which 83 are vhf frequencies and 168 uhf. About 60% of the uhf channels are in intermixed markets, with 20% in uhf-only markets.

It is now two years plus since that decision was made, and it is time enough to ask: How fares educational tv?

Depending on to whom you are talking, the answer is fine—or disappointing.

The bare bones statistics show only seven educational stations putting out a signal, 25 in various stages of building—although even here some are falter (New York's seven, Connecticut's three for example)—and 47 in the status of applicants.

Only 77 channels have been requested by educational applicants.

The picture is bleak in another direction. Of the seven stations operating, only three are vhf; the others are uhf with all the unhappy problems upper band stations have in promoting set conversion and audience.

The three v's are KUHT (TV) Houston, WQED (TV) Pittsburgh, and KQED (TV) San Francisco. Counted as on the air, but fighting the uphill battle yet, are these u's: KTUE (TV) Los Angeles, WKAR-TV East Lansing, Mich., WHA-TV Madison, Wis., and WCET (TV) Cincinnati.

WKAR-TV is slightly off-beat; it operates on a commercial uhf channel; but it is pure—it sells no time.

Educators who are close to the tv picture will admit disappointment but not defeat. They recall their repeated warning that the educational groups cannot be expected to move as quickly as commercial interests. They maintain they are heartened by the continuing ferment among prospective backers of educational stations.

It is a difficult thing to oppose educational tv. Nominally, everyone is for it, just as everyone is in favor of dogs and children. Opposing something like educational tv is like arraying oneself on the side of the imps of hell against the hosts of heaven. Yet, it is good sometimes, to strike a balance sheet on the best-intentioned endeavors—if only to clarify things.

That is what FCC Comr. Robert E. Lee did in mid-June in a speech to the Maryland-D. C. Broadcasters Assn.

Have the educational tv reservations been in the public interest, the Commission's newest member asked. Are they an opening wedge for government ownership? Is there enough financial support to continue to keep the channels on ice? Can the educational budget, already strained under the need for additional teachers and more construction, stand the blue chip construction costs and heavy operating drain of educational tv station ownership? What about the possibility of political exploitation?

$100 Million Bill

If all educational channels were spoken for, Mr. Lee said, it would mean a capital expenditure of more than $100 million for construction and first year's operating costs.

At the rate educational tv is moving, Mr. Lee said, it will take 50 years before the full allotment of channels is used. In the two years past, only 20% of the reservations have been asked for; 80% are still unsought.

Mr. Lee's remarks did not go unheeded. They drew an immediate reply from Robert R. Mullen, executive director of the National Citizens Committee for Educational Television, which is the "professional" agitator of community ETV groups.

First, Mr. Mullen denied that educational tv is an attack on the traditional American system of broadcasting. He named these high business leaders who are members of NCCET: Marion B. Folsom, undersecretary of the Treasury; Edward L. Ryerson, former chairman, Inland Steel Co.; Leland Hazard, vice president, Pittsburgh Plate Glass Co.; Paul G. Hoffman, chairman of the board, Studebaker Corp.; James D. Zellerbach, president, Crown Zellerbach Corp.

It isn't likely, he continued, that these men would lend themselves to a movement whose ultimate objective is to subvert the present system of American broadcasting.

In only two of the cities with one million or more population has there been no activity for educational tv, Mr. Mullen added. These are Milwaukee and Minneapolis. In every other such metropolis, educational stations are either on the air, in the process of construction, or an application has been filed, he pointed out.

In lesser communities, and in the cities where uhf channels are the reserved frequencies, the educational tv activity has been on a par with commercial activity, Mr. Mullen said. He counted $15 million in assets already raised by the educational tv forces.

Concern about financing has no basis in fact, Mr. Mullen said. Of the first 30 educational stations due to begin operating, 34 are community-financed, eight are tied in with a university or college and eight are state-owned.

Ralph Steele, executive director of the Joint Committee on Educational Television, the group which guides the educators in applying, building and putting stations on the air, puts it another way.

"Educational tv, right now, is like an iceberg—the largest part of its activity is below the surface," he says.

He then leans back and reels off cities, states, organizations, financial plans, status of groups, and other information which make today's educational television activity sound like the early days of commercial television when broadcasters were busy with study, financing arrangements and preparations for applications.

Both the NCCET and JCET are the promoters of community activity—the former for citizens' groups, the latter for the educators. Of the two, JCET came into being first in 1950 to sell educational tv to the FCC. It is the voice of seven educational organizations: American Council on Education, Assn. for Education by Radio-Tv, Assn. of Land-Grant Colleges and Universities, National Assn. of Educational Broadcasters,
The Seven on the Air

Here, in the chronological order in which they began telecasting, are capsule descriptions of the seven non-commercial, educational TV stations that have reached the stage of actual operation. Only three of them have been telecasting more than six months. Of those three, two are uft, one of them competing for audience in a market containing seven vhf commercial stations. The veteran educational vhf is sort of half a body—since one of its two owners has not yet joined the operation. Of the seven on the air, four are u's and three are v's.

KUHT (TV) Houston: licensed to the U. of Houston and the Houston Independent School District, began operating May 25, 1953, on ch. 8. It runs five days a week, 128 hours a month, of which 91% is live. It is estimated that it cost $350,000 to build and $110,000 per year to operate.

KUHT offers by far the longest list of telecourses of any educational station. These include landscaping, Spanish, music, home economics, children's literature, English, sciences, business, psychology, family management, music, photography, economics, world literature.

KUHT has being having its problems. Although licensed to both the U. of Houston and the Houston school authority, the latter has yet to join forces in the operation of the station. At issue, apparently, is the $165 per hour that the station is set for serving the school system with programs.

KTHE (TV) Los Angeles: licensed to the Allan Hancock Foundation of the U. of Southern California, began operating Nov. 29, 1953, on ch. 28. It was running seven days a week, 64 hours a month, of which 65% was live. In recent weeks, with the resignation of Capt. Hancock from the university's board, and the withdrawal of his personal interest in the station, KTHE has gone on a five-day-a-week, 40-hour-a-month schedule. It has also reduced its staff from 26 to 10. The station is built on a quoted cost of $175,000 and runs at an estimated $250,000 a year budget.

Courses offered are Spanish, natural sciences, fiction writing, driver education and motion picture photography.

WKAR-TV East Lansing, Mich.: licensed to the Michigan State College, began operating Jan. 15, 1954, on ch. 60. It runs seven days a week, 152 hours a month, of which 80% is live. Station is said to have cost $500,000 to build and runs at an annual budget of $350,000.

Its telecourses are dramatic literature, salesmanship, driver education, political science and various literature and fine arts subjects.

WQED (TV) Pittsburgh: licensed to the Metropolitan Pittsburgh Educa-
tional Television Station, began operating April 1, 1954, on ch. 13. It runs five days a week, 68% hours a month, comprises 94% live. Station is said to have spent $275,000 for construction, has a $250,000 per year operating budget. Staff is comprised of 27 paid employees and 100 volunteers and students.

Among the courses offered over this community-owned station are marriage, German, sciences, arts.

WBA-TV Madison: licensed to the Wisconsin State Radio-TV Council, began operating May 3, 1954, on ch. 21. It operates six days a week, with 54 hours a month, of which 69% is live. Its construction is said to have cost $175,000, of which $75,000 came from the state and $100,000 from the Fund for Adult Education. It is offering courses in German, American politics, Spanish, music and Shakespeare. Lester H. B. McCarthy, executive director of the Radio-TV Council, reported that more than 200 people signed up and paid for supplementary material for these courses.

KOED (TV) San Francisco: licensed to Bay Area Educational Television Assn., began operating June 10, 1954, on ch. 9. It only programs for one hour on Mondays and Thursdays, from 7 to 8 p.m. Construction of this station is estimated to have cost $242,000, and its operating budget is set for $125,000 yearly. All its programs are kinescopes from the Educational TV and Radio Center, Ann Arbor, Mich.

WCET (TV) Cincinnati: licensed to the Greater Cincinnati Television Educational Foundation, began test telecasting June 29, 1954, on ch. 48. It began program broadcasts July 19, 1954, and expects to reach regular operations in September. As of now, WCET operates five days a week, putting out about 60 hours of programming a month, 60% live.

Most of its programming is either local children's or public service telecasts, plus some of the kinescopes from the Educational Television and Radio Center at Ann Arbor. There are no telecourses as such yet.

Ann Arbor Center

There is one other national organization in the field of educational TV which should be identified. This is the Educational Television and Radio Center at Ann Arbor, Mich., which began operating in 1953.

The Center is headed by Dr. H. K. Newburn, former U. of Oregon president, Robert B. Hudson, former U. of Illinois broadcasting director and adult education specialist, is program coordinator.

The Center's purpose is to act as a clearing house for the exchange of programs among educational TV stations. It underwrites program ideas. It is building up a background of programs from diverse sources, national and international. It is making grants to institutions and others for the production of new program ideas. It is screening available films, commercial and otherwise, for possible use on educational TV. It is also doing research on the needs for educational TV programming, the establishment of a script exchange and the formation of a film library of stock materials.

The Ann Arbor Center is responsible for the kinescoping of the famous course on Shakespeare by Dr. Frank C. Baxter, of the U. of Southern California, first popularized over KNXT (TV) Los Angeles, a commercial station. A series on child psychology is being produced by the U. of Michigan under a grant from the Center. Others in the
work is a series on atomic energy, foreign art films, great ideas (Mortimer J. Adler), drama series, UN report.

All of this national activity takes finances. No discussion of educational tv is complete without identifying the place of the Ford Foundation in financing this movement.

Thus far, educational tv has virtually subsisted on the largesse of the Ford Foundation's Fund for Adult Education. FAE, as it is more commonly known among recipients, has granted $600,000 since 1950. It has given NCCET more than $600,000. The Ann Arbor Center became possible only when FAE gave $3 million.

FAE also plays a key part in station financing. It offers to match, on a one for two basis, funds raised by citizens' groups. For every $200,000 raised among the people of a community, FAE gives $100,000—up to a maximum of $150,000. This is a pretty good goal to shoot at and many communities have striven mightily for that assistance.

In a more modest way, Emerson Radio & Phonograph Co., New York, has also pressured financial assistance to educational tv stations. It established a $100,000 fund, to be split equally among the first ten educational tv stations to begin operating.

Personal foundations have played a major part in the financing of individual educational tv stations. In Pittsburgh, for example, the beginnings of WQED came from the Mellon Trust Fund. In Los Angeles, KTHE was until recently underwritten by the Allan Hancock Foundation. "Seed" money in many another city has been provided by a single contributor.

By and large, the basic financial strength for educational tv has come from large numbers of individuals, on a one or two dollar contribution level. In Denver, the citizens group raised $58,000 in this way toward its goal of $250,000. In Chicago, $800,000 was raised.

In St. Louis, nearly $1 million was raised—including $500,000 from department store owner Arthur Baer, the Ford Foundation, and the value of the properties offered by two local universities. In that city half of the $300,000 annual operating budget was arranged for by an agreement with 20 school districts to pay $1 per pupil per year for in-school programming. In addition to large contributions from corporations and labor unions, $100,000 was raised in a door-to-door campaign.

In North Carolina, the U. of North Carolina has $1 million earmarked for a transmitter on a mountain peak near Chapel Hill. Studios are being built in Chapel Hill, Raleigh and Greensboro. When WUNC-TV goes into operation this fall with maximum 100 kw power, its 4 channel will cover at least one-third of the state.

In New Orleans, a non-profit citizens group was organized last fall with $15,000 raised to underwrite a professional survey of educational tv potentials. The survey determined it could be done—figuring $70,000 a year from school boards at 50 cents per pupil, and donations of funds or facilities from colleges, libraries and other cultural groups. In physical assets, the New Orleans group counts $100,000 in gifts from commercial and educational sources.

One of the early hopes of educational tv protagonists was that states would appropriate the necessary funds to build and operate stations.

It has not worked out that way. Only two states have come through with appropriations. Alabama voted $500,000 to establish a state authority on educational tv. The State Building Commission allocated $262,000 for building facilities. FAE put in its $100,000. Alabama plans two transmitters, at Mt. Cheeha and at Birmingham. It also plans studios at these two locations and at Auburn.

In Oklahoma, a state educational tv authority has been established with $600,000 allocated for two years. These funds come from the Public Building Fund (income from oil wells on the State Capitol grounds) and can be used for capital construction only. Operations money to run the two planned stations (Oklahoma City and Tulsa) must come from other than tax money, the state decided.

In other states, legislatures have turned thumbs down.

In New York, after the state refused to take the responsibility for the seven construction permits granted to the Board of Regents, the formation of citizens' groups to take over the CPs was approved.

In New Hampshire, a Governor's commission recommended that non-profit, citizens' groups take over.

In New Jersey, the state spent $100,000 on a two-year-pilot run with a station at New Brunswick. This ended last month when the governor and legislature refused additional monies. Gov. Robert B. Meyner said, "A 20-inch screen should never be allowed to come between teacher and pupils during school hours."

In Connecticut, a state commission recommended the expenditure of $300,000 on a two-year experiment over commercial stations. The commission rejected a proposal that the state spend $1.5 million to build the three stations already granted in the state.

In Wisconsin, the state legislature created a radio-tv council to be licensee of a state-owned network. But the assumption of this responsibility cannot be exercised unless the voters decide by referendum in November. However, the state did lay out $75,000 to be used for a pilot station at Madison.

Of course, tax monies are involved when state and city colleges and universities join in sponsoring a community educational tv endeavor. So are the payments from school districts, which offer a growing increment for educational tv stations. In such cases, the station contracts to supply a certain number of in-school and out-of-school programs for children, and the school district pays for this by quota (50 cents, $1 per pupil).

In other ways, states have contributed

<table>
<thead>
<tr>
<th>SEVEN DAYS OF EDUCATIONAL TELEVISION FARE</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>SUNDAY</strong></td>
</tr>
<tr>
<td>7:00 pm Brazilian Tapestry F ST INF</td>
</tr>
<tr>
<td>7:30 An Idea Takes F ST INF</td>
</tr>
<tr>
<td>8:00 People, Places, Politics C-K U AE INF</td>
</tr>
<tr>
<td>8:15</td>
</tr>
<tr>
<td>8:30</td>
</tr>
<tr>
<td>8:45</td>
</tr>
<tr>
<td>9:00</td>
</tr>
<tr>
<td><strong>MONDAY</strong></td>
</tr>
<tr>
<td>7:00 pm</td>
</tr>
<tr>
<td>7:30</td>
</tr>
<tr>
<td>8:00</td>
</tr>
<tr>
<td>8:15</td>
</tr>
<tr>
<td>8:30</td>
</tr>
<tr>
<td>8:45</td>
</tr>
<tr>
<td>9:00</td>
</tr>
<tr>
<td><strong>TUESDAY</strong></td>
</tr>
<tr>
<td>7:00 pm</td>
</tr>
<tr>
<td>7:30</td>
</tr>
<tr>
<td>8:00</td>
</tr>
<tr>
<td>8:15</td>
</tr>
<tr>
<td>8:30</td>
</tr>
<tr>
<td>8:45</td>
</tr>
<tr>
<td>9:00</td>
</tr>
<tr>
<td><strong>WEDNESDAY</strong></td>
</tr>
<tr>
<td>7:00 pm</td>
</tr>
<tr>
<td>7:30</td>
</tr>
<tr>
<td>8:00</td>
</tr>
<tr>
<td>8:15</td>
</tr>
<tr>
<td>8:30</td>
</tr>
<tr>
<td>8:45</td>
</tr>
<tr>
<td>9:00</td>
</tr>
<tr>
<td><strong>THURSDAY</strong></td>
</tr>
<tr>
<td>7:00 pm</td>
</tr>
<tr>
<td>7:30</td>
</tr>
<tr>
<td>8:00</td>
</tr>
<tr>
<td>8:15</td>
</tr>
<tr>
<td>8:30</td>
</tr>
<tr>
<td>8:45</td>
</tr>
<tr>
<td>9:00</td>
</tr>
<tr>
<td><strong>FRIDAY</strong></td>
</tr>
<tr>
<td>7:00 pm</td>
</tr>
<tr>
<td>7:30</td>
</tr>
<tr>
<td>8:00</td>
</tr>
<tr>
<td>8:15</td>
</tr>
<tr>
<td>8:30</td>
</tr>
<tr>
<td>8:45</td>
</tr>
<tr>
<td>9:00</td>
</tr>
<tr>
<td><strong>SATURDAY</strong></td>
</tr>
<tr>
<td>7:00 pm</td>
</tr>
<tr>
<td>7:30</td>
</tr>
<tr>
<td>8:00</td>
</tr>
<tr>
<td>8:15</td>
</tr>
<tr>
<td>8:30</td>
</tr>
<tr>
<td>8:45</td>
</tr>
<tr>
<td>9:00</td>
</tr>
</tbody>
</table>
The budget is set, the client has okayed the general plan, now the pressure is on to draw up space schedules; compare stations, the hour is late, but the agency men work on, work with Standard Rate, and if you have a Service-Ad near your listing...

you are there

For the full story on the values 1,161 media get from their Service-Ads, see Standard Rate's own Service-Ad in the front of any edition of SRDS; or call a Standard Rate Service-Salesman.

N. Y. C.—Murray Hill 9-6520 • CHI.—Kolleycourt 5-2400 • L. A.—Dunkirk 2-8576

Note: Six years of continuous research among buyers and users of space and time has revealed that one of the most welcome uses of Service-Ads comes at those times account executives or media men are working nights or weekends, planning new campaigns or adjusting current ones.
financially to educational tv. For example, early in July the Louisiana legislature appropriated $260,000 for the establishment of a tv center at Louisiana State U. This will work on production, technical, and other aspects of tv operations. It will also study the question of state-owned, on-the-air facilities.

Of course, educational stations can raise assets in other ways. In Pittsburgh, WQED (TV) counts more than 70,000 members, who subscribe $2 a year for its bally, monthly program brochure. Incidentally, the program pamphlet contains advertising.

In Birmingham, the Storer-owned WBRC-TV has given the local educational group physical facilities estimated to be worth $200,000.

In Memphis, the educational group has a promise of $160,000 worth of equipment from WMCT (TV), the local Scripps-Howard station. The Detroit group already has an fm transmitter used by the now defunct WCIO-FM.

In San Francisco, KQED (TV) has gear contributed by KPIX (TV) and KRON-TV.

In Tulsa, the state has signed a lease to put its antenna on the same tower as KOTV (TV)—at a nominal fee.

There have been other less publicized gifts from commercial sources. It is not surprising in some instances to find that the existing commercial uhf stations are helping educational tv—mostly also uhf. This is termed enlightened self-interest by some of the more cynical observers who note that the occupation of a valuable uhf channel by a non-commercial station reduces competition.

Economy Factors

In building a station, educational tv's can be much more economical than commercial outlets. In many instances, facilities are part of the contributions by local educational and cultural institutions (buildings, land, etc.). Also to be counted are gifts of equipment from commercial interests (transmitters, antennas, camera chains, etc.). And operating charges can be kept well below the level of commercial operation through various means, not the least of which is the use of school faculty members and students in programming, production and technical operation. Many educational stations use, or plan to use, "volunteers." These can be used in a variety of ways (secretarial, mailings, etc.) to contribute to keeping operating expenses down.

There is another factor which permits a low rate of operating expenses. This is that educational tv stations need not operate the long hours required for commercial stations. In the case of most educational stations on the air, two hours per day is not uncommon.

It has long been an FCC policy that the efficient use of a broadcast frequency means the quantitative usage of a channel. Educators counter the suggestion that short hours mean an inefficient use of a public resource. Raymond H. Wittcoff, NCCET chairman, expressed the NCCET's attitude in a quip in the July 17 Saturday Review: "It would be financially and educationally sound for the non-commercial stations to adopt a policy of being dark in those hours when they cannot be bright."

Mr. Wittcoff had a similar response to those who pointed out low levels of public interest to educational tv. "In evaluating the size of the audience," he said in the same article, "it will be more significant to make comparisons with the small numbers who ordinarily would be exposed to educational offerings if there were not television rather than with the huge audiences watching the commercial stations."

Undeniably, audiences of educational offerings are embarrassingly small.

Item: KUHT Houston runs about a 0.2 to 0.4 rating in American Research Bureau reports. Its highest rating was a 3.6—and that came during its telecast of a U. of Houston basketball game (not especially an educational offering).

Item: KTHE Los Angeles claims a 20,000 uhf set conversion figure. American Research Bureau says that the number of uhf sets are so low in Los Angeles that they are statistically un-countable.

Ironically, the much-touted course in Shakespeare, now being shown via kines on television outlets, received a 3.4 rating by ARB on the Saturday mornings it was carried in late 1953 and early 1954 over the facilities of CBS's KNXT (TV) Los Angeles. This was a highly respectable rating, since competing commercial stations were at the same time earning ratings of 1.8, 1.2, 2.7 and 5.8.

On KNXT, the Shakespeare course enrolls 332 for credit, 886 as auditors, and had an estimated 400,000 viewers. More than 300 persons showed up for a final examination.

This much is clear. Educational tv is far from the levels it should be in two years. Stations operating on uhf channels, where the audience is ready made, have viewership that trails far behind the audiences of commercial stations. Some trail so far behind, they are research non-entities (their ratings are lumped as "others").

Where the educational tv outlets are operating on uhf bands, they are suffering from the same anemia that commercial uhf operators are; little if any conversions.

Finances are still a major educational television problem. Even those stations already operating have money concerns. For example, KUHT in Houston reported in its year end statement that its No. 1 problem is "outside financial help." Manager John Schwarzwalder said in that report:

"Providing a program service for only 40 hours a week is an uneconomical use of more than $300,000 worth of equipment." Broadcasters who have made formal requests to the FCC for changes in the educational reservations have met uniform defeat. In New Orleans, in Milwaukee and in Minot, N. D., commercial broadcasters had such petitions denied by the FCC.

But the attitude of commercial broadcasters has mellowed over the past two years. In 1952-53, the Illinois Broadcasters Assn.

**The MADISON SQ. GARDEN Show**

**26 FILMED SHOWS OF THE BEST IN CURRENT SPORTS EVENTS DIRECT FROM THE SPORTS CAPITAL OF THE WORLD**

Agents in Principal Cities

STEVENS PICTURES for TV

Atlanta, Ga. Minneapolis, Minn.

Dallas, Tex. Richmond, Va.

RUSSELL-BARRY ASSOC.

Chicago, Ill.

GROWN PICT. INT'L.

Hollywood, Calif.

TELEPIX MOVIES Ltd.

Toronto, Canede

MIERRINAK HOLZT

Portland, Ore.

GEORGE BRENGEL

Cincinnati, Ohio
NOW! the new **Gray telop III**

Eliminates extra manpower requirements

opaque and transparency projector

REMOTE OR LOCAL CONTROL
CHECK THESE NEW FEATURES

- Completely automatic... utilizing features contained in the now famous Telop and Telojector... Slides change by push button control.
- Sequence of up to 50 slides can be handled at one loading... additional pre-loaded slide holders easily inserted in unit.
- Remote control of lapse dissolves... superposition of two slides... and slide changes.
- Shutter type dimming permits fades without variation of color temperature... opaque copy cooled by heat filters and adequate blowers... assembly movable on base which permits easy focus of image.

SCREEN OUT HIGH PRODUCTION COSTS FOR LOCAL SPONSORS

Telop III by the elimination of extra manpower assures the production and projection of low-cost commercials that local sponsors can afford. It can be used with any TV camera including the new Vidicon camera. Telop III projects on single optical axis opaque cards, photographs, art work, transparent 31/4" x 4" glass slides, strip material, and 2" x 2" transparencies when Telojector is used with optical channel provided. Telop III eliminates costly film strips and expensive live talent.

WRITE FOR: Illustrated bulletin describing Telop III specifications. Your request will receive prompt response.

[Image of telop III with text: Telop III...interior view of automatic slide holder which accommodates 4" x 5" opaque slides...One lens...no registration problem...no keystoning.]

GRAY RESEARCH

AND DEVELOPMENT CO., Inc., Hilliard St., Manchester, Conn.

Division of the GRAY MANUFACTURING COMPANY

Originators of the Gray Telephant Fax Station and the Gray Audograph and Phonotodograph.

Broadcasting • Telecasting

July 26, 1954 • Page 87
was hell-bent for putting the blocks to educational tv in that state. it sponsored a bill to prohibit the use of tax money for educational tv by the u. of illinois. this passed the illinois lower house, but failed in the senate. this year, the iba committee approved educational tv, but qualified its assert in only one respect—that any use of state money for educational tv be approved by the legislature first.

maybe commercial broadcasters are recalling the more than 150 educational stations once extant in the early days of standard broadcasting, all whittened to a sparse 30.

maybe they recall the sky-high hopes and promises for educational fm, which numbers only 117 stations on the air throughout the nation.

maybe they figure educational tv will take the same course. at the most, from the looks of things today, educational tv isn't going very far, very fast.

is madison avenue selling uhf short?

(continued from page 81) station or has received coverage from a distant uhf

3. several uhf stations coming on the air at the same time under one or both the above two conditions.

situation number one generally revolves around a purely market consideration and i think if these stations feel madison avenue is against them the reason is because they think that with so much competition the projected revenue from sales will not justify their high costs. many advertisers necessarily cannot hope to reach 100% of total u.s. sets. also, a number of new stations, both uhf and vhf, are located in markets in which local media have never received much national advertising.

it is in case number two where the so-called classic situations have developed. in certain cases uhf station call letters and cities are indelibly imprinted in the minds of timebuyers and i honestly feel most agencies have spent a disproportionate amount of time trying to fairly evaluate these stations.

some of the most bitter instances involve point three where there are two uhf stations in the same television market. rather than agreeing to promote uhf, these stations generally make their bid for national spot business by bringing along coverage maps which show that the competitor has used combination networks in an area that with television costs so high, most advertisers necessarily cannot hope to reach 100% of total u.s. sets. also, a number of new stations, both uhf and vhf, are located in markets in which local media have never received much national advertising.

it is in case number two where the so-called classic situations have developed. in certain cases uhf station call letters and cities are indelibly imprinted in the minds of timebuyers and i honestly feel most agencies have spent a disproportionate amount of time trying to fairly evaluate these stations.

some of the most bitter instances involve point three where there are two uhf stations in the same television market. rather than agreeing to promote uhf, these stations generally make their bid for national spot business by bringing along coverage maps which show that the competitor has used combination networks in an area that with television costs so high, most advertisers necessarily cannot hope to reach 100% of total u.s. sets. also, a number of new stations, both uhf and vhf, are located in markets in which local media have never received much national advertising.
How to Get THROUGH to an Important Audience!

When Leo Durocher decides to have a "talk" with an umpire whose vision and wisdom he questions, he sticks his amplifier right under the nose of his target's "receiver." He gets through. He has a strong, clear signal and while he may sometimes lose the rhubarb, he struts back to the bench certain—sure that his message was heard . . . by the guy who could do something about it. So it is with KEYSTONE BROADCASTING's seven hundred and forty-five HOMETOWN and RURAL radio stations. The signals are good and strong and with no costly watts spilling and splashing around the wide-open spaces. KBS puts your message on the target and the target is more than 50 million families you can reach quicker, cheaper and better than any other way we know. And if you want a test run on KBS, give us your line-up and we'll build you a network to your specifications. You'll find KEYSTONE audiences will bat "clean-up" for you inning after inning.

WRITE, WIRE OR PHONE FOR COMPLETE MARKET INFORMATION AND RATES

ChicagO New York Los Angeles San Francisco
111 West Washington St. 580 Fifth Avenue 1330 Wilshire Blvd. 37 Post Street
State 2-6300 Plaza 7-1400 Doheny 3-2910 Sutter 1-7440

TAKE YOUR CHOICE
A handful of stations or the network . . .
6 minute or a full hour . . . It's up to you, your needs.

MORE FOR YOUR DOLLAR
No premium cost for individualized programming. Network coverage for less than "spot" cost for some stations.

ONE ORDER DOES THE JOB
All bookkeeping and details are done by KEYSTONE, yet the best time and place are chosen for you.
<table>
<thead>
<tr>
<th>DAY</th>
<th>SUNDAY</th>
<th>MONDAY - FRIDAY</th>
<th>SATURDAY</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>ABC</td>
<td>MBS</td>
<td>ABC</td>
</tr>
<tr>
<td>6:00 AM</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>6:15</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>6:30</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>6:45</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>7:00</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>7:15</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>7:30</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>7:45</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>8:00</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>8:15</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>8:30</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>8:45</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>9:00</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>9:15</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>9:30</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>9:45</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>10:00</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>10:15</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>10:30</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>10:45</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>11:00</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>11:15</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>11:30</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>11:45</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>12:00</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>12:15 PM</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>12:30</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>12:45</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1:00</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1:15</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**COMPARATIVE NETWORK AM BROADCASTS** © 1954 by Broadcasting Publications Inc.
<table>
<thead>
<tr>
<th>Day</th>
<th>Time</th>
<th>Show/Program</th>
<th>Network</th>
<th>Time</th>
<th>Show/Program</th>
<th>Network</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>ESDAY</strong></td>
<td><strong>6:00 PM</strong></td>
<td><strong>Lenten The Road</strong></td>
<td><strong>The</strong></td>
<td><strong>6:00 PM</strong></td>
<td><strong>The</strong></td>
<td><strong>Children's</strong></td>
</tr>
<tr>
<td><strong>THURSDAY</strong></td>
<td><strong>6:00 PM</strong></td>
<td><strong>Nightmare Kid</strong></td>
<td><strong>CBS</strong></td>
<td><strong>6:00 PM</strong></td>
<td><strong>That's All</strong></td>
<td><strong>NBC</strong></td>
</tr>
<tr>
<td><strong>FRIDAY</strong></td>
<td><strong>6:00 PM</strong></td>
<td><strong>Fibber McGee</strong></td>
<td><strong>CBS</strong></td>
<td><strong>6:00 PM</strong></td>
<td><strong>Buddy and Ours</strong></td>
<td><strong>NBC</strong></td>
</tr>
<tr>
<td><strong>SATURDAY</strong></td>
<td><strong>6:00 PM</strong></td>
<td><strong>The Golden Gate</strong></td>
<td><strong>CBS</strong></td>
<td><strong>6:00 PM</strong></td>
<td><strong>The American Dream</strong></td>
<td><strong>NBC</strong></td>
</tr>
<tr>
<td><strong>MONDAY</strong></td>
<td><strong>6:00 PM</strong></td>
<td><strong>The Golden Hour</strong></td>
<td><strong>CBS</strong></td>
<td><strong>6:00 PM</strong></td>
<td><strong>The Three Stooges</strong></td>
<td><strong>NBC</strong></td>
</tr>
<tr>
<td><strong>TUESDAY</strong></td>
<td><strong>6:00 PM</strong></td>
<td><strong>The Golden Hour</strong></td>
<td><strong>CBS</strong></td>
<td><strong>6:00 PM</strong></td>
<td><strong>The Three Stooges</strong></td>
<td><strong>NBC</strong></td>
</tr>
<tr>
<td><strong>WEDNESDAY</strong></td>
<td><strong>6:00 PM</strong></td>
<td><strong>The Golden Hour</strong></td>
<td><strong>CBS</strong></td>
<td><strong>6:00 PM</strong></td>
<td><strong>The Three Stooges</strong></td>
<td><strong>NBC</strong></td>
</tr>
<tr>
<td><strong>THURSDAY</strong></td>
<td><strong>6:00 PM</strong></td>
<td><strong>The Golden Hour</strong></td>
<td><strong>CBS</strong></td>
<td><strong>6:00 PM</strong></td>
<td><strong>The Three Stooges</strong></td>
<td><strong>NBC</strong></td>
</tr>
<tr>
<td><strong>FRIDAY</strong></td>
<td><strong>6:00 PM</strong></td>
<td><strong>The Golden Hour</strong></td>
<td><strong>CBS</strong></td>
<td><strong>6:00 PM</strong></td>
<td><strong>The Three Stooges</strong></td>
<td><strong>NBC</strong></td>
</tr>
<tr>
<td><strong>SATURDAY</strong></td>
<td><strong>6:00 PM</strong></td>
<td><strong>The Golden Hour</strong></td>
<td><strong>CBS</strong></td>
<td><strong>6:00 PM</strong></td>
<td><strong>The Three Stooges</strong></td>
<td><strong>NBC</strong></td>
</tr>
<tr>
<td><strong>MONDAY</strong></td>
<td><strong>6:00 PM</strong></td>
<td><strong>The Golden Hour</strong></td>
<td><strong>CBS</strong></td>
<td><strong>6:00 PM</strong></td>
<td><strong>The Three Stooges</strong></td>
<td><strong>NBC</strong></td>
</tr>
<tr>
<td><strong>TUESDAY</strong></td>
<td><strong>6:00 PM</strong></td>
<td><strong>The Golden Hour</strong></td>
<td><strong>CBS</strong></td>
<td><strong>6:00 PM</strong></td>
<td><strong>The Three Stooges</strong></td>
<td><strong>NBC</strong></td>
</tr>
<tr>
<td><strong>WEDNESDAY</strong></td>
<td><strong>6:00 PM</strong></td>
<td><strong>The Golden Hour</strong></td>
<td><strong>CBS</strong></td>
<td><strong>6:00 PM</strong></td>
<td><strong>The Three Stooges</strong></td>
<td><strong>NBC</strong></td>
</tr>
<tr>
<td><strong>THURSDAY</strong></td>
<td><strong>6:00 PM</strong></td>
<td><strong>The Golden Hour</strong></td>
<td><strong>CBS</strong></td>
<td><strong>6:00 PM</strong></td>
<td><strong>The Three Stooges</strong></td>
<td><strong>NBC</strong></td>
</tr>
<tr>
<td><strong>FRIDAY</strong></td>
<td><strong>6:00 PM</strong></td>
<td><strong>The Golden Hour</strong></td>
<td><strong>CBS</strong></td>
<td><strong>6:00 PM</strong></td>
<td><strong>The Three Stooges</strong></td>
<td><strong>NBC</strong></td>
</tr>
<tr>
<td><strong>SATURDAY</strong></td>
<td><strong>6:00 PM</strong></td>
<td><strong>The Golden Hour</strong></td>
<td><strong>CBS</strong></td>
<td><strong>6:00 PM</strong></td>
<td><strong>The Three Stooges</strong></td>
<td><strong>NBC</strong></td>
</tr>
</tbody>
</table>
results are achieved on an equilateral triangle arrangement with the tv set at one angle and a radio set at the other; the viewer forms the third angle. if desired, an fm receiver may be placed in the middle of the triangle leg between the tv set and radio. the result, according to mr. leonard, "is natural hearing—an entirely new quality of sound, much as if the hearer were listening in the presence of the orchestra under natural conditions."

waam (tv) films explosion
waam (tv) baltimore reports it originated for the abc-tv network "the first sound-on-film interviews with participants and eyewitnesses to the chestertown (md.) fireworks plant explosion which claimed 11 lives." waam claims its newsmen and cameraman were on the scene less than three hours after the first beat and a hundred feet of film were shot. waam edited the complete footage the following day for a special report from chestertown program.

wfil (tv) claims 'beat'
wfil (tv) philadelphia chartered a plane to fly its newscast cameraman harold hodgeman to chestertown, md., for on-the-spot films of the fireworks-munitions plant explosion, scoring a beat on even network news films, according to that station. jack hyland, wfil publicity director, reported that mr. hodgeman's films were developed at the station and telecast on the 6:45 p.m. rca victor television news reel showing the station a 45-minute beat on the network news shows and a several-hour lead over other local stations.

Exciting new effect!
The rotator lens

for tv and film cameras

now you can make your subjects walk on water, beach and sock it in the boat’s eye, or rotate the scene 360° with this new addition to the camart optical fx unit. present owners need only the rotator lens.

price: $150.00

Camart optical fx unit

create from 2 to 7 identical images in rotation, from a single object. unit is complete with four stops for revolving housing, and base assembly.

price: $119.75

Additional effects prisms available. special adapters for tv cameras. send for descriptive literature.

For the record

Station authorizations, applications

(As compiled by B • T)

July 15 through July 21

Includes data on changes in existing stations, operations, hearing cases, rules & standards changes and routine roundup.

Abbreviations:


FCC commercial station authorizations

As of June 30, 1954

<table>
<thead>
<tr>
<th>AM</th>
<th>FM</th>
<th>TV</th>
</tr>
</thead>
<tbody>
<tr>
<td>Licensed (all on air)</td>
<td>552</td>
<td>59</td>
</tr>
<tr>
<td>Cps on air</td>
<td>148</td>
<td>24</td>
</tr>
<tr>
<td>Cps not on air</td>
<td>114</td>
<td>16</td>
</tr>
<tr>
<td>Total on air</td>
<td>2,588</td>
<td>555</td>
</tr>
<tr>
<td>Total authorized</td>
<td>2,497</td>
<td>569</td>
</tr>
<tr>
<td>Applications</td>
<td>684</td>
<td>91</td>
</tr>
<tr>
<td>New station requests</td>
<td>156</td>
<td>5</td>
</tr>
<tr>
<td>Facilities and constructio requests</td>
<td>722</td>
<td>104</td>
</tr>
<tr>
<td>Total applications pending</td>
<td>146</td>
<td>7</td>
</tr>
<tr>
<td>Licenses deleted in June</td>
<td>2</td>
<td>0</td>
</tr>
</tbody>
</table>

# Does not include noncommercial educational fm and tv stations.
# Authorized to operate commercially.

am and fm summary through July 21

on applicant

licensed

Pend

Hear

am

5,287

3,372

144

144

329

fm

558

533

42

8

4

Applications

Birmingham, al—Alabama educational tv commission (wedm (tv) munford), noncommercial educational vhf ch. 1 (168-204 mcr); efip 270 kw visual, 457 kw audio; antenna height above average terrain 1,700 ft., above ground 1,103 ft. giving station a 45-minute beat on the network news shows and a several-hour lead over other local stations.

price: $150.00

Camart optical fx unit

create from 2 to 7 identical images in rotation, from a single object. unit is complete with four stops for revolving housing, and base assembly.

price: $119.75

additional effects prisms available. special adapters for tv cameras. send for descriptive literature.

actions of FCC

new tv stations...

grant

tulsa, okla.—okla. educational tv authority granted noncommercial educational vhf ch. 11 (168-204 mcr); efip 760 kw visual, 457 kw audio; antenna height above average terrain 120 ft., above ground 1,133 ft. giving station a 45-minute beat on the network news shows and a several-hour lead over other local stations. present owners need only the rotator lens.

price: $150.00

Exciting new effect!
The rotator lens

for tv and film cameras

now you can make your subjects walk on water, beach and sock it in the boat’s eye, or rotate the scene 360° with this new addition to the camart optical fx unit. present owners need only the rotator lens.

price: $150.00

Camart optical fx unit

create from 2 to 7 identical images in rotation, from a single object. unit is complete with four stops for revolving housing, and base assembly.

price: $119.75

additional effects prisms available. special adapters for tv cameras. send for descriptive literature.

for the record

Station authorizations, Applications

(As compiled by B • T)

July 15 through July 21

Includes data on changes in existing stations, operations, hearing cases, rules & standards changes and routine roundup.

Abbreviations:


FCC Commercial Station Authorizations

As of June 30, 1954

<table>
<thead>
<tr>
<th>AM</th>
<th>FM</th>
<th>TV</th>
</tr>
</thead>
<tbody>
<tr>
<td>Licensed (all on air)</td>
<td>552</td>
<td>59</td>
</tr>
<tr>
<td>Cps on air</td>
<td>148</td>
<td>24</td>
</tr>
<tr>
<td>Cps not on air</td>
<td>114</td>
<td>16</td>
</tr>
<tr>
<td>Total on air</td>
<td>2,588</td>
<td>555</td>
</tr>
<tr>
<td>Total authorized</td>
<td>2,497</td>
<td>569</td>
</tr>
<tr>
<td>Applications</td>
<td>684</td>
<td>91</td>
</tr>
<tr>
<td>New station requests</td>
<td>156</td>
<td>5</td>
</tr>
<tr>
<td>Facilities and constructio requests</td>
<td>722</td>
<td>104</td>
</tr>
<tr>
<td>Total applications pending</td>
<td>146</td>
<td>7</td>
</tr>
<tr>
<td>Licenses deleted in June</td>
<td>2</td>
<td>0</td>
</tr>
</tbody>
</table>

# Does not include noncommercial educational fm and tv stations.
# Authorized to operate commercially.

Am and Fm Summary through July 21

<table>
<thead>
<tr>
<th>AM</th>
<th>FM</th>
<th>TV</th>
</tr>
</thead>
<tbody>
<tr>
<td>Licensed Cps</td>
<td>5,287</td>
<td>3,372</td>
</tr>
<tr>
<td>Pending Hearing</td>
<td>144</td>
<td>329</td>
</tr>
</tbody>
</table>

Applications

Birmingham, al—Alabama educational tv commission (wedm (tv) munford), noncommercial educational vhf ch. 11 (168-204 mcr); efip 270 kw visual, 457 kw audio; antenna height above average terrain 120 ft., above ground 1,133 ft. giving station a 45-minute beat on the network news shows and a several-hour lead over other local stations.

price: $150.00

Camart optical fx unit

create from 2 to 7 identical images in rotation, from a single object. unit is complete with four stops for revolving housing, and base assembly.

price: $119.75

additional effects prisms available. special adapters for tv cameras. send for descriptive literature.
APPLICATIONS AMENDED

The Balles, Oreg.—Radio Mid-Columbia Inc. amends bid for new station on 1540 kc 500 w unlimited, directional to specify 1400 kc 230 w. Filed July 15.

APPLICATION DISMISSED


Existing Am Stations...

APPLICATIONS

Walsh Albany, Ga.—Herald Pub. Co. granted mod. of license to change studio location to 0.5 mile of Albany, near intersection of Goodwin & Steward Sts. Granted July 14; announced July 20.

WWAM Warsaw, Ind.—Kosciuskos Bostg. Corp. granted CP to change from 1220 kc 256 w to 1400 kc 500 w and move studio and transmitter to Gothen, Ind. Granted July 21.

WRZE York, Pa.—White Rose Bostg. Co. granted extension of STA to operate from 6 p.m. to 11:30 p.m. for the period ending Sept. 20. Granted July 14; announced July 20.

APPLICATIONS

WWBB Jasper, Ala.—Bankhead Bostg. Co. seeks CP to change from 1240 kc 256 w unlimited to 1300 kc 1 kw. Denied.

WSLM Salem, Ind.—Don H. Martin seeks CP to change from 250 w to 1 kw on 1220 kc. Filed July 15.

KXTL Ft. Worth, Tex.—P. I. Worth Bostg. Co. seeks CP to increase daytime power from 1 kw to 1.5 kw on 1260 kc. Filed July 15.
Here is a new "golden market" of 1,466,618 negroes 37% of the population of the South and one tenth of the entire negro population of America! And it can't be reached except with WDIA, the first of only 50,000 watts to broadcast exclusively to the rich negro market.

**TOP GATEWAY AND PULSE RATED STATION IN THE MEMPHIS MARKET!**

**WDIA—MEMPHIS, TENN.**

REPRESENTED BY

JOHN E. PEARSON CO.,
DORA-CLAYTON AGENCY, SOUTHEAST

Page 94 • July 26, 1954
July 19 Applications

ACCEPTED FOR FILING

Modification of CP

WANA Anniston, Ala., Edwin H. Estes and C. L. Long as assignees of Columbia Broadcasting System Inc.—Modification of CP (BP-6868) as refiled and mod. which authorized new standard broadcast station for extension of completion date (BPMP-5083).

Renewal of License

KBYR Anchorage, Alaska, Jack H. White receiver—To change applicant name to Radio Ancho-

se (BP-6846).

WBUX Doylestown, Pa., Charles M. Meredith—

(BPMP-5083).

WREL, Lexington, Va., Rockbridge Bcstg. Corp. —

(BPMP-5083).

WRIC Richmond, Va., Clinic Valley Bcstg. Corp. —

(BPMP-5083).

WYVW Logan, W. Va., Logan Bcstg. Corp. —

(BPMP-5083).


WRON Ronconerthe, W. Va., Blake Bcstg. Corp. —

(BPMP-5083).

Remote Control

WCONS Washington, D. C., The Good Music Station—

(BPMP-5083).

WGST Atlanta, Ga., Board of Regents, Univer-

sity System of Ga.—(BPMP-5083).

The Georgia Institute of Technology—(BPMP-5083).

WRG Dondal, Ga., James Q. Honey and Ken-

neth H. Flyn d/t b/o as Whitfield Bcstg. Corp.—

(BPMP-5083).

WANN Annapolis, Md., Annapolis Bcstg. Corp.—

(BPMP-5083).

KLRG Redwood Falls, Minn., harry willard

Linder—(BPMP-5083).

WFOR Hattiesburg, Miss., Forrest Bcstg. Corp.—

(BPMP-5083).

WAHL Winston-Salem, N. C., Radio Winston-

Salern, Inc.—(BPMP-5083).

KMUS Muskogee, Okla., The Eastern Oklahoma

Bcstg. Corp.—(BPMP-5083).

WTMA Charleston, S. C., The Atlantic Coast

Bcstg. Corp. of Charleston—(BPMP-5083).

KBWD Brownwood, Tex., Brown County Bcstg. Corp.—

(BPMP-5083).

KSIX Corpus Christi, Tex., Corpus Christi

Bcstg. Corp.—(BPMP-5083).

KERC Eastland, Tex., Trici-Cities Bcstg. Co. of

Eastland County—(BPMP-5083).

KWEG Seguin, Tex., Seguin Bcstg. Corp.—

(BPMP-5083).

WPFR Wisconsin Rapids, Wis., William F. Huff-

man Radio Electronics Inc.—(BPMP-5083).

Modification of CP

WJLW-TV Baltimore, Md., Johnston Bcstg. Co. —

Modification of CP (BPCT-1335) as mod., which authorized new tv station for change cor-

porate name to Wilkins Broadcast Inc. (BPMP-

2284).

WENS (TV) Pittsburgh, Pa., Telecasting Inc. —

Modification of CP (BPCT-1336) as mod., which authorized new tv station for extension of

completion date from 8-10-54 (BPMP-2282).

KFBB-TV Great Falls, Mont., Buttrey Broad-

cast Inc.—Modification of CP to change corpo-

rate name to Wilkins Broadcast Inc. (BPMP-

2284).

July 20 Decisions

BROADCAST ACTIONS

The Commission, by the Broadcast Bureau, took the following actions on the dates shown:

Actions of July 16

Remote Control

The following stations were granted authority to operate transmitters by remote control:


wood, Tex.; KERC Eastland, Tex.; KLRG Red-

wood Falls, Minn.; KMUS Muskogee, Okla.; KKSIX Corpus Christi, Tex.; KWEG Seguin, Tex.; WANN Annapolis, Md.; WGST Richmond, Va.; WBKZ-TV Battle Creek, Mich., to 12-13-54: WCDG-TV Greenbriar, Tenn., to 3-5-54: WCAN-TV Cumber- dle, Md., to 1-12-55: WCVN-TV Mil-

waukee, Wis., to 12-13-54: WAPA-TV San Fran-


Actions of July 15

Graded License

WOH Columbia, S. C., Frank A. Michalak—

Graded license for am broadcast station; 1470

K. 1 kw, D (BPMP-5396).

WIBY Belleville, Ill., Belleville Bcstg. Co. —

Graded license covering change in frequency, power, and change type transmitter; 1260 Kc, 1

kw, D (BPMP-3337).

KOYE Lander, Wyo., Edward F. Breece—

Graded license covering change in frequency, power, change transmitter; install DA, N. only, and for changes in antenna system (BPMP-5396).

Modification of CP

The following were granted Mod. of CP’s for extension of completion dates as shown:

WBCB-TV Battle Creek, Mich., to 12-13-54: WCDG-TV Greenbriar, Tenn., to 3-5-54: WCAN-

TV Cumberdle, Md., to 1-12-55: WCVN-TV Mil-

waukee, Wis., to 12-13-54: WAPA-TV San Fran-


Actions of July 14

Graded License

KNED McAlester, Okla., Pittsburg County Bcstg.

Co.—Graded license covering change in hours of operation from D to U, using power of 200 w and 1 kw D, and installation of DA for night use only; condition (BPMP-5396).

Granted CP

WSAU Wausau, Wis., Wisconsin Valley Tele-

vision Corp.—Graded CP to replace existing fm autotune transmitter with new atc am to atop the tower (increase height) (BPMP-3334).

Modification of CP

The following were granted Mod. of CP’s for extension of completion dates as shown:

KOMO (FM) Seattle, Wash., to 10-11-54: KXLA Los Angeles, Calif., to 11-8-54.

Actions of July 13

Modification of CP

The following were granted Mod. of CP’s for extension of completion dates as shown:

WPSA-TV Pensacola, Fla., to 2-2-55: WROM-


Actions of July 12

Graded License

WELL-AM FM Columbus, Ga., Columbus Bcstg. Co. —

Graded license for fm broadcast station; ch.

227 (90.3 mc.) 46 kw, K (BPML-862).

KNX-FM Los Angeles, Calif., Columbia Bcstg. System Inc.—Graded license for fm broadcast sta-

tion; ch. 226 (95.1 mc.) 67 kw, U (BPML-860).

July 26, 1954 • Page 95
Page 96 • July 26, 1954

FOR THE RECORD

Modification of CP
KYOK Houston, Tex., Texas Breits, Inc.—Mod. of CP to change name to KYOK Inc. (BRM-1961).

KRGG Springfield, Ore., W. Gordon Allen—Granted Mod. of CP for approval of antenna, transmitter location, specify studio location, and change type transmitter (BMP-942).

KMPC Los Angeles, Calif., KABC, The Station of the Stars—Granted request for mod. of and extension of authority to modulate KMPC's transmitter with audio tones between 20 and 15 cycles with approximately 25% modulation in order to test a Civil Defense alerting unit for the city of Los Angeles, to 8-15-54.

July 20 Applications

ACCEPTED FOR FILING

Renewal of License
WMMN Fallmont, W. Va., Peoples Breits Corp. — (BR-749).

License for CP
WXYZ-FM Detroit, Mich., WXIX Inc.—License to cover CP (BRP-1986) which authorized changes in licensed station (BLR-986).

WFMF-FM High Point, N. C., Radio Station WRAL—License to cover CP (BRP-1943) which authorized changes in licensed station (BLR-943).

Remote Control
WHRM-FM Boston, Mass., Forrest Breits Corp.—Application for remote control operation from 362 Hemphill St., High Point, Miss. (BCRH-96).

Renewal of License
WMZ-FM (FM) Allentown, Pa., Penn-Allen Breits Corp.— (BRM-744).

Remote Control

WYMT-FM Charleston, W. Va., The Atlantic Coast Breits Corp. of Charleston—Application for remote control operation of 138 Church St. (BRCH-97).


WAIR-FM Winston-Salem, N. C., Radio Winston-Salem Inc.—Application to change remote control point to South Stratford Road Extention, Winston-Salem, N. C. (BRH-96).

Modification of CP
WMFL (TV) Miami, Fla., Miami-Biscayne Television Corp.—Mod. of CP (BPCT-1618) which authorized new tv station for extension of completion date to 1-9-55 (BMPCT-2287).

WCHU-TV Detroit, Mich., Woodward Breits Co.—Mod. of CP (BPCT-1588) which authorized new tv station for extension of completion date from 7-18-54 (BMPCT-2289).

WIFE (TV) Dayton, Ohio, Skyland Breits Corp.—Mod. of CP (BPCT-984) as mod., which authorized new tv station for extension of completion date to 8-4-55 (BMPCT-2286).

WPTR-TV Alhany, N. Y., Patroon Breits Co.—Mod. of CP (BPCT-85) as mod., which authorized new tv station for extension of completion date to 1-1-55 (BMPCT-2288).

WCBF-TV Rochester, N. Y., Star Breits Co.—Mod. of CP (BPCT-1689) as mod., which authorized new tv station for extension of completion date to 2-10-55 (BMPCT-2298).

License for CP
WHGR Houghton Lake, Mich., Sparks Breits Co.—License to cover CP (BR-1912) which authorized new standard broadcast station (BL-3887).

WTAD Tahor City, N. C., Tahor City Breits Co.—License to cover CP (BR-1912) which authorized new standard broadcast station (BL-3856).

KNOX Grand Forks, N. D., Community Radio Breits Corp.—License to cover CP (BP-7945) as mod., which authorized change frequency, increase power, install new transmitter and DA for night use and change transmitter and studio locations (BL-5364).

WPDQ S. Pittsburg, Tenn., Eston P. Govan, Jr., et/Marion County Breits Service—License to cover CP (BP-8692) as mod., which authorized new standard broadcast station (BL-3966).

Renewal of License
WANN Annapolis, Md., Annapolis Breits Corp.—(BR-1415).

WAVI, Annapolis, Md., The Chesapeake Radio Breits Corp.—(BR-1461).

WSA Havre de Grace, Md., The Chesapeake Breits Corp.—(BR-2035).

WPGC Morningside, Md., Harry Hayman—(BR-2956).

WARL Arlington County, Va., Northern Virginia Breits Corp.—(BR-1962).


WVHA Harrisonburg, Va., Shenandoah Valley Breits Corp.—(BR-1108).

WNYA Martinsville, Va., Martinsville Breits Co.—(BR-1108).

WQNG Newport News, Va., Hampton Roads Breits Corp.—(BR-382).

WJMA Orange, Va., James Madison Breits Corp.—(BR-382).

WPVU Pulaski, Va., Southwestern Breits Corp.—(BR-1287).


WKYO Bluefield, W. Va., WKOY Inc.—(BR-2111).

WRLK Clarksburg, W. Va., Ohio Valley Breits Corp.—(BR-1223).

WLPB Huntington, W. Va., Huntington Breits Corp.—(BR-1414).

WJICT Matewan, W. Va., Three States Breits Co.—(BR-3078).


WAKR Morgantown, W. Va., West Virginia Radio Corp.—(BR-2011).

WPAR Parkersburg, W. Va., Ohio Valley Breits Corp.—(BR-888).

WILL Wheeling, W. Va., Wheeling Breits Co.—(BR-2460).

Modification of CP
WTHI-TV Terre Haute, Ind., Wabash Valley Breits Corp.—Mod. of CP (BPCT-1657) as mod., which authorized new tv station for extension of completion date to 12-1-54 (BMPCT-2296).

KTAS-TV Lake Charles, La., KTAG TV Inc.—Mod. of CP (BPCT-1686) as mod., which authorized new tv station for extension of completion date to 11-1-55 (BMPCT-2290).

WPAG-TV Ann Arbor, Mich., Washtenaw Breits Corp.—Mod. of CP (BPCT-1765) as mod., which authorized replacement of CP for new tv station for extension of completion date to 2-11-55 (BMPCT-2294).

WKAL-TV East Lansing, Mich., Michigan State Board of Agriculture—Mod. of CP (BPCT-1235) as mod., which authorized new tv station for extension of completion date 2-15-55 (BMPCT-2297).

WTVY-TV Jackson, Miss., Mississippi Publishers Corp.—Mod. of CP (BPCT-3193) as mod., which authorized new tv station for extension of completion date to 1-3-55 (BMPCT-2292).

WXLW-TV Kearney, Neb., Bi-States Co.—Mod. of CP (BPCT-1649) as mod., which authorized new tv station for extension of completion date 2-16-54 (BMPCT-2299).

WRNY-TV Rochester, N. Y., Genesee Valley Television Corp.—Mod. of CP (BPCT-1387) as mod., which authorized new tv station for extension of completion date to 1-1-55 (BMPCT-2292).

WLOB-TV Asheville, N. C., Skyway Breits Co.—Mod. of CP (BPCT-822) as mod., which authorized new tv station for extension of completion date 2-9-55 (BMPCT-2293).

WLWC TV Columbus, Ohio, Cyclopedia Breits Corp.—Replacement of CP (BPCT-2296) as mod., which authorized changes in facilities of existing tv station for extension of completion date to 10-12-54 (BMPCT-2295).

KTQV (TV) Oklahoma City, Okla., Republic Television and Radio Corp.—Mod. of CP (BPCT-828) as mod., which authorized new tv station for extension of completion date from 8-11-54 (BMPCT-2290).

July 21 Decisions

ACtIONS ON MOTIONS

By Hearing Examiner Thomas H. Donahue

On petition of 220 Television Inc., the further hearing in re ch. 11 in St. Louis, Mo. (Dockets 8609 et al.), which was extended from Aug. 2 to Aug. 16, and the time for filing those exhibits for which dates have been specified, was extended for a two-week period.

By Hearing Examiner Herbert Sharman

Granted motion of Tennessee Television Inc., Knoxville, Tenn., for extension of time from July 26 to Aug. 2, in which to file proposed findings in re proceeding for ch. 16 (Dockets 10364 et al.), with counter-findings, if any, due fifteen days thereafter.

By Hearing Examiner Hasting P. Cooper

Granted joint petition of South Bend Breits Corp. of South Bend, Ind., and Michiana Telecasting Corp., Notre Dame, Ind., applicants for ch. 46. to advance further hearing now scheduled for Aug. 6 to July 21 (Dockets 10349-35).

By Hearing Examiner J. D. Bond

Issued a memorandum opinion and order which shall govern the further hearing in proceeding re applications Times-Wayte Corp. and Radio Roanoke Inc. for ch. 7 in Roanoke, Va. (Dockets 10509-55).

(Continued on page 101)

BROADCASTING • TELECASTING
These Engineers... 

ARE AMONG THE FOREMOST IN THE FIELD

QUALIFIED ENGINEERING

is of paramount importance in getting your station (AM, TV or FM) on the air and keeping it there

SPOT YOUR FIRM'S NAME HERE, TO BE SEEN BY 75,956* READERS

among them, the decision-making station owners and managers, chief engineers and technicians—applicants for am, fm, tv and facsimile facilities.

* 1953 A&B Projected Readership Survey
CLASSIFIED ADVERTISEMENTS

Payable in advance. Checks and money orders only.

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

Situations Wanted: 30c per word—$4.00 minimum • Help Wanted 25c per word—$3.00 minimum.

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

No charge for blind box number. Send box replies to: BROADCASTING & TELECASTING, 1730 N. W. Washington, 6, D. C.

Applicants: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward resistances separately). All transcriptions, photos, etc., are subject to use by broadcasters, to the extent of our financial and legal rights.

Help Wanted—(Cont'd)

Help Wanted—(Cont'd)

Manager

Manager, Young, active, must have had previous experience in broadcasting engineering and sales management small station. Contact Frank Koehler, Box 1586, B-T.

Manager wanted for daytime station in one of ten largest metropolitan markets. Must have previous sales manager experience. Fine chance for advancement. Box 986D, B-T.

Probable midwest daytimer wants manager willing to invest at least $5,000 for sizable stock purchase. First qualification is ability to sell. All confidential. Box 12E, B-T.

Are you interested in taking over complete general management of a successful work-am radio station on the market of more than 600,000? If you have the broadcasting desire—am radio—Local news, etc.—experience, why not consider this opportunity. WKNK, 61E, B-T.

Salesman—5 figure financial opportunity and excellent future for real producer. Salary, liberal commission and travel expenses. Box 586E, B-T.

Salesman wanted, network station. Prefer- ence given man who can announce. Must be good copywriter, good reader, dependable. Sales-commissions arrangement. Furnish complete data, photo, references. Box 986E, B-T.

Salesmen

Time salesman, Salary plus commission. Good market. ABC network. Texas. Box 966D, B-T.

Time salesman wanted. Combined radio-tele- vision operation. Guarantee and commission. Send complete experience resume to Box 4E, B-T. Here is opportunity for permanent position.


Know-how salesman needed for Texas know-how independent. Familiar man preferred. Special training course given. Salary and commission, Contact Manager. Radio Station KCFC, Cuero, Texas.

Experienced radio salesman wanted. Prefer Fred Parkes. KXDR, minimum 1,000 watts. Southeast Mutual station, friendly town of 5,000. Prefer licensed. Good pay and free time. Salary, background, references and salary expected. Contact Dave Button, Manager, KSVP, Artesia, N. M.

Salesman at once, man or woman, 25%, commission, 2000 watt, day and night. WXNK, Muske- gin, Michigan.

Radio time salesman wanted by WROV, Roanoke, Virginia. We have an opportunity for an intelligent, experienced salesman and sales manager. This opportunity occurs as a result of one of our salesman enter- taining business elsewhere. Salary, 25%, commission, 1000 watts Mutual, commission. Contact Frank Koehler, WROV, Roanoke, Virginia.

Announcers

Lit, combo engineers, announcers and salesmen that can sell. Ohio. Box 786D, B-T.

Interested in good live Hillbilly disc jockey, one who is ad-libbing genius, has full work knowledge of Hillbilly and pop music and records. Station in good market for this type of work. Box 986D, B-T.

Want dependable staff announcer. Send resume. ABC network. Texas. Box 976D, B-T.

Traffic—continuity girl experienced for mid- west. Give complete background experience. Box 122E, B-T.

Program director with experience. Give complete details, references and recent snapshot. Box 179E, B-T.

Heme economist, preferably in early forties for originating radio network station in eastern met- ropolitan area. Must be well educated, have all details on qualitative to Box 386E, B-T.

Experienced Negro programmer and music announce- ing. Southeastern station. Replies to Box 586E, B-T.

Television

Help Wanted

Manager

TV salesman needed. VHF station in isolated agri- cultural market with competitive rates. Requires man for TV and sales background to head up sales department, deal in small or medium market radio experience will be considered. If you know a man, drop him out from under rocks, write in detail to Frank C. McIntyre, KLIX-TV, Twin Falls, Idaho.

Salesmen

TV salesman wanted. Excellent opportunity with maximum exposure. KUAC, Pittsburgh, Pennsylvania. Texas regional station for experienced settled salesman with executive ability to represent his station. Top position has been probably employed and has been at same station for some time. No opportunity expected for recent see-there. Salary and commission. Permanent em- ployment. Box 1326E, B-T. Call Burton Bishop, KCEC-TV, Temple, Texas.

Technical

Engineer with sales or announcing ability. Salary open. Good opportunity for right man with advertising background. WTVI, Lexington, Virginia. Send photo and tape. Box 986E, B-T.

Staff announcer wanted. Good voice. Permanent. No drif ters. Send tapes and letters to WJPPB, Greenville, Mississippi.

Combination announcer-first class engineer need- ed immediately. Write or phone Charles Rutledge. Manager, WPTK, Lexington Park, Md. Starting salary $75.


Production-Programming, Others

Traffic—experienced only. furnishes references and salary expected. Box 192E, B-T.

Southeastern VHF TV station needs young, energetic, well educated, with wit and good business sense, capable of assuming duties of the sales manager. Also breakfast in the audience-program promotion. Prefer television or radio background. Contact Manager. Box 986E, B-T. Salary and expected, along with photograph. Box 19E, B-T.

Photographer-writers. Two young men, prob- ably single, at least free to travel continuously throughout U. S. A known national or- ganization that produces community TV shows of excellent quality. Write for complete details. Box 118E, B-T.

Situations Wanted

Manager

Manager highly successful in producing profit- seeks location in Florida, Texas, Arizona or California for daughter's health. Will manage, lease or invest in radio or sell tv. Waiting to be sold on your location and will in turn sell you on my ability to produce results. Send resume, are you answering ads, answer this one if you believe in it.

General manager—am-tv, thorough experience. Professional career broadcaster with top record sales, programming, management and station progress. Married, civic leader, best references. Box 398E, B-T.

Would like to lease your station. 19 years ex- perience all phases management. Top independent manager of top independent in one of nation's largest markets. Interested in purchase or lease. All responses answered promptly. Contact Manager, Box 396E, B-T. salesman with managerial experience. Production director in midwest. Will come for interview. Box 386E, B-T.
**Salesmen**

$1,000 to $2,000 new business monthly. Top salesman will get it for you. Commission basis. Write or wire, BUSINESS, 312 Wilmington, San Antonio, Texas.

**Announcers**

Sportscaster, 7 years experience, outstanding play-by-play football, basketball, baseball. Excellent voice, reliable, secure. Desires college or pro games. Box 723D, B-T.

Announcer-completing 3rd major course, college graduate. Experience light, strong news, sports-play-by-play, 300 watt station. Car, draft exempt. Box 236, B-T.

Versatile announcer, thoroughly trained in all phases of radio and tv broadcasting. Can do play-by-play of all major sports. Good classics. Box 506, B-T.

Droll, imaginative, literate DJ, newscaster. Limited experience. Tape, resume. Box 518, B-T.

Arthur Geoffrey! No! But as good and more humility. Four years experience, morning man, copious production, job. Your next "personality." Box 322, B-T.

Versatile, experienced sportscaster, staff, board, DJ, copywriter, currently employed, married. Solvent. Box 637, B-T.


Versatile announcer, major market background. Experienced sale, interested in long-term connection, early morning man and/or newscaster. Box 662, B-T.

Ex-major league, Texas League ballplayer interested in sports director’s position. Box 676, B-T.

Stop looking! I’ve got it. Send for tape—then Judge! Box 568, B-T.


Graduate of broadcasting school, have sales experience. Will consider play-by-play, announcing experience. Will relocate. Box 718, B-T.

Versatile, experienced announcer with a penchant for hard work desires position in aggressive, progressive station. Good references. Box 862, B-T.

Announcer—young, versatile, exempt, DJ preferred, 3rd phone. Limited experience. Box 918, B-T.

Announcer-newscaster. Eight years radio-news experience. College graduate. Versatile. Box 958, B-T.

Announcer—light, experienced, commercial voice. Do any job, large board, tape. Box 1056, B-T.

Announcer—experienced—news, DJ work. Heavy on commercials. Third class ticket. Have done board work. Tape available. Box 1068, B-T.

Top-sportscaster experienced: 2½ years play-by-play top scoring events. Major league baseball, college football and basketball, lights, national hockey. Interviewed everyone who is anyone in sports. Want top sports conscious area. Tape, particulars on request. Box 1066, B-T.

Top DJ, news, staff announcer. SKT graduate. Formerly AFIRS staff and traffic manager. Building records. Desires job you, veteran, married. Box 1148, B-T.

Experienced announcer-sportscaster. Versatile in all phases. College grad, draft exempt. Presents with CBS affiliate. Top references. Box 1198, B-T.

Staff announcer—strongest on rural disc farm, disc programs. Limited experience. Preferably south-east. Roy Bone, 5435 South Yale, Chicago, Illinois. Phone Englewood 4-2880.

Announcer-station DJ, personality, news, sports, commercials, light experience—strong potential—single, veteran, air base. Very dependable, tape. Box 354, 65th Street, Brooklyn 3, N. Y. Evergreen 5-4256.

Light experience—need job—try me. Ray Cascione, 85 Hillside Avenue, Mt. Vernon, N. Y.

Announcer—light experience. School graduate. Good looks, strong voice. Donald Ferris, 2253 Ridge Avenue, Evanston, Ill. Phone, University 4-5504.

Staff announcer, some experience. Ed Hickey, 321 42nd Street, New York City, N. Y.


Announcer, experienced all phases, versatile, fine voice, excellent references. Write-wire, Dick Martin, 38-11 Crescent Street, Astoria 2, New York.

Announcer—good voice, 3rd phone, board experience. Great opportunities more important than starting salary. John Murphy, General Delivery, Manila, Iowa.


Staff announcer, strong news, hot platters, smooth commercials, seeks permanent smaller community connection. Excellent light-future-bright. Veteran, single, travel, tape, resume.

Bob Terry, 1615 Main Street, Waterbury, Connecticut, Plaza 5-6427.


Engineer, 1st phone, 6 years experience all phases am-fm. Good looks. Currently employed. Seek permanent employment with well established station. Will travel. Box 262, B-T.

Chief engineer—am-tv, Colorado, Montana, Idaho. Desires position, 32 years experience. Presently tv supervisor, details on request. Box 353, B-T.

Chief engineer, am, 20 years experience, competent, dependable, wishes relocate Ohio or W. Pa. Box 722, B-T.

Chief engineer regional directional desires change. Consider any job offering challenge and opportunity. Box 802, B-T.

Engineer, experienced am xmtx control, recorders, tv xmtx, switcher, maintenance, camera, microphone, currently employed. Permanent only. Box 1006, B-T.

Available—15 years experience all phases broadcast, am-fm-tv. Transmitter, recording, control and engineering remote (Presidential, sports and name bands). E. P. Bryan, Sr., 4206 Fourth Street, S. E., Washington, D. C.

Top long phone experience, television requirement repair, graduate school, educational experience, capable transmitter operator, daytime station. Berlin, 220 West Prospect Ave., Pittsburgh 5, Pa.

First long phone experience, commercial. Is telegraph, amateur, some experience. Technique, available, single, distinctive voice. Desires to break into broadcast in low or medium key. Fred Hartmann, 444 Devon Street, Arlington, N. J.

First phone, no experience. 21st year EE. Formerly professional photographer. Prefer Rocky Mountain or Pacific Coast. Consider everyone. William Shimer, 1597 Ninth Street, Boulder, Colorado.

**Production-Programming, Others**

Program-sports director: Hype your profits economically. Stable programming, production, play-by-play sports. 1 year; $100 plus talent. Box 812D, B-T.

Program-director-news director. 35, mature, family, college graduate, entirely other. Excellent background station administration and operation. Desires change. Presently employed in mid-west. Resume; tape, phone on request. Available 1, 2 week notice. Box 801D, B-T.

Farm director, university agricultural school, radio, tv, ad agency experience. Desires position in sales, music programming. Air time, woman’s shows or other. Write Box 852, B-T.

Exceptionally good newsmen-announcer. Excellent record. Proven rating. Box 103, B-T.

Young woman, college graduate, radio, tv, ad agency experience. Desires position in sales, music programming. Air time, woman’s shows or other. Write Box 852, B-T.

Trained and experienced in public relations and promotion, methodical and creative, 26, education: BS and MSJ. Will relocate. Will part-time in N. Y. or L. I. Resume by return mail, special delivery. Write Box 816, 1339 West Street, New York City, N. Y.

Newsmen, mature, experienced, either radio or tv, prefers Midwest, can arrange personal interview. Box 825, B-T.

3 years experience as an announcer, now desires program director’s position. Aggressive but not offensive. Box 855, B-T.

Experienced copywriter, employed, seeks better opportunity. Copy that sells. Capable. Reliable. Box 856, B-T.

Employed newscaster desires west coast position. Seattle, Tacoma preferred. 4 years experience, sober, ex-GI. Tapes etc. Upon request. Box 858, B-T.

Mature, sales conscious air personality with newsmen director experience, seeking small station B.D. College graduate, stable, family. Currently CBS-am-tv outlet. Box 111, B-T.

**Television**

### **Situations Wanted**

#### Managerial


### **Situations Wanted**

#### Salesmen

Salesman, strong knowledge tv production, programming in addition years experience, best reference, seeking permanent connection with stable tv or radio station. No hurry if you are in the construction stage let’s have a chat. Box 778, B-T.

Do you need a good man experienced in selling, copywriting, directing, programming, live camera operation and photography? Excellent references. Write Box 895, B-T. Immediately.

### **Announcers**

Announcer, four years radio, one year uhf. Please, no appearance, good commercial delivery. Box 895, B-T.

Currently staff announcer, Chicago; anxious to enter tv in smaller community; 25, single veteran; any location. Box 1023, B-T.

### **Technical**

Experienced television transmitter engineer wishes to relocate. Family man, presently employed. Good references. Available August 10, Box 898D, B-T.

### **Production-Programming, Others**

Newsmen: 6½ years radio. Authoritative, commercial background. Desires position in major market—5 kw up. Box 841D, B-T.

(Continued on next page)
Television

Sioutions Wanted

YOUNG MAN WANTS TV SALES, NATIONAL OR LOCAL. EXCELLENT EXPERIENCE IN MAJOR MARKETS OUTSTANDING CONTACTS IN NATIONAL FIELD. FINEST REFERENCES POSSIBLE DESIRE OPPORTUNITY FOR ADVANCEMENT AND FUTURE INVESTMENT. AVAILABLE FOR PERSONAL INTERVIEW.

Box 21E B-T

FOR LEASE
ONE SALESMAN—EXECUTIVE
33, married, one child, available September 1 for TV sales with large market TV station, with large regional network, national rep. or top flight film company. Top references. Record—6 years as sales manager and general manager in radio—10 years in TV—most successful record in smaller market broadcasting field. No ownership desired. Employment by contract. Benefits on bonus set-up required. Details through Box 76E, B-T

TOP FLIGHT PRODUCTION TEAM
Young two-man team covering live TV writing, directing, setting and art, also film shooting, editing, and scoring, seek change to Western or coastal VHF station. Currently working and producing three highest rated comedy, musical and news shows on top power Southeastern station. A shirt-sleeve working team which can do every phase of the job themselves. Combined background of 25 years in motion pictures, radio and television. Taking contract with top pay and talent.

Box 35E, B-T

TELEVISION INDUSTRY
N. Y. TECH. (Crescent School) GRADUATE WILL RELOCATE Practical Training as CAMERAMAN FLOORBOOM AUDIO OPERATOR VIDEO TECHNICIAN SALARY NEGOCIABLE ANNOUNCER-COMBO MAN PROGRAM DIRECTOR INQUIRE BOX 109E, B-T

NEXT 10 YEARS’ RADIO’S GREATEST! CALIFORNIA BROADCASTERS ATTENTION

Young (30) successful executive presently employed 50,000 watt station desires West Coast position which requires:

- Character
- Diversified radio background
- Initiative
- Supervisory experience

Salary secondary to opportunity. Present and past employers as references. Will give present employer 1 month notice. Can report to you in mid-September. Upcoming vacation permits personal interview, my expense. All replies in confidence. Box 93E, B-T

For Sale

Stations

Modern 250 watt station. 100% Collins equipment, located in modern building on station-owned site in Southern California town of 15,000. Box 962D, B-T

Network radio station in fine southern market. Can be had on reasonable terms by man with transmission ability. Needs resident owner. Box 963B, B-T

Southern California. Single station town. Full-time independent. $20,000 cash or $60,000 with third down. Box 116E, B-T


Florida. $80,000 makes down payment on radio station. Fully equipped, 300 to 400 miles East Coast. Balance of $70,000 on suitable terms. May Brothers, Eugene, Oregon. Buy also radio brokers since 1914. Radio brokers since “day before yesterday.”

Equipment Etc.

300 ft. Blaw-Knox H-40 heavy duty tv. tower. In storage, never erected. Box 994D, B-T

$41A G.E. two channel audio console. In storage, never used. Box 995D, B-T

Gates 960 transmitter—excel lent condition—4 years old—immediate delivery. Best offer. Box 548, B-T

One 26H Presto disc cutter, used very little. One D cutting head outside and inside out feed line. One 300 amp. head, mounted in standard floor cabinet, less amortisseur. Box 962B, B-T

Three (3) 78/33 rpm Presto 64-4 turntables complete with pickering, 2.5 mil diamond single needle stylus, 11 inch arms, and equalizers. One (1) Presto TY-10 tape playback unit. One (1) Allen dwell tube for complete assembly with 300 ohm Audax H-3 cutting head. Price: $1,500.00. You pay for freight and shipping via railway express. Box 116E, B-T

27V type 300 Winchower transmitter, A-3 FL, beam and side lights, on ground in 30 sections; less insulators. Includes one for CW. Cost $7,500—yours $2,500. WDIA, Memphis, Tenn.

Truson 286 triangular self-supporting, non-insulated type, D-30 tower, dismantled. Best reason for sale: Producing two-pythonic lines in 20 sections. All or part. $30 per section. Chief Engineer, WFL, 402, Memphis, Tenn. One 2 speed KT converts Presto 10-A turntables for instant selection of 33-4578 rpm. Prepaid or C.O.D. $11.50. Lee Electronics, Wilmington, N. C.
EQUIPMENT FOR SALE
10kw Federal FM Transmitter—300', 30' Andrew 400 co-ax. RCA RAE-14A AM-FM 3-oscull—Collins 3 channel console complete—200 2-speed console turntables with V/L Arms. Mics. audio racks and patching equipment—Harvey & National FM receivers. Box 484-D, B.T.

FOR SALE
The following items of television equipment, all in first class condition are offered for sale with immediate delivery:

—300' Blaw Knox LT Tower
—149' Stainless Twin Tower with 2 10 kw piston transmitters.
—RCA TFJ-3AM superturnstile.
—Federal FTJ-815 2000Mc microwave relay (receiver and transmitter) W/ 6 ft. dishes.
—Raytheon TRTC 2000 mc microwave 60 kw transmitter (receiver and controller) 1—6 ft., 1—8 ft. dish.
—RCA TT-5A-8A switcher with console housing.
—RCA TT-SA TV transmitter in excellent condition with S/H Filter, Di-plexer, RF load and wattmeter, with operating set and FCC spare tubes, crystals for channel 6.
—400 feet 3/8" steatite insulated transmission line used but in good condition.
—RCA 715B Oscilloscope.

Available is new 130 foot base of higher tower and 160,000 watt transmitter. Call or write Charles Brady, Director of Engineering, WJTM-TV, Lansing, Michigan.

CAMERAS AND CREWS

FOR SALE
GENERAL ELECTRIC TT-6-6, 5kw, HIGH CHANNEL TRANSMITTER AND TV-58-H 12 BAY ANTENNA. This equipment presently in use will be available early Fall. Reason for selling, duplication of equipment required for relocation of transmitting plant. Box 493D, B.T.

BROADCASTING
(Continued from page 96)

By Hearing Examiner John B. Poindexter
Huntington, W. Va., Greater Huntington Radio Corp.—Huntington Bestg. Corp.—Postponed from July 19 to July 23 the hearing in re applications for ch. 13 (Docket 10863-10865).

By Hearing Examiner John B. Poindexter
Central City, Ky., Central City-Greenville Bestg. Corp.; Mulhenberg Bestg. Corp.—Ordered that the dates now fixed for the exchange of exhibits between the parties in proceeding re am CP's, and for taking of testimony, be postponed until further order, pending action on motion of Mulhenberg for review of the Order mop from the application (Dockets 10864-11068).

TV AND AM BROADCAST ACTIONS
278 New Clear Channel Grant Licenses
By memorandum, stipulation and order, granted licenses to cover CP's for WJAF Montgomery, Ala.; KJER Florence, Fla. (740 kc, 5 kw, D.) (BEL 5169 and 5225).

Renewal of License
The following stations were granted renewal of licenses for the regular period:


FOR SALE
10 kw Federal FM Transmitter—300', 30' Andrew 400 co-ax. RCA RAE-14A AM-FM 3-oscull—Collins 3 channel console complete—200 2-speed console turntables with V/L Arms. Mics. audio racks and patching equipment—Harvey & National FM receivers. Box 484-D, B.T.

EQUIPMENT FOR SALE
10 kw Federal FM Transmitter—300', 30' Andrew 400 co-ax. RCA RAE-14A AM-FM 3-oscull—Collins 3 channel console complete—200 2-speed console turntables with V/L Arms. Mics. audio racks and patching equipment—Harvey & National FM receivers. Box 484-D, B.T.

FOR SALE
The following items of television equipment, all in first class condition are offered for sale with immediate delivery:

—300' Blaw Knox LT Tower
—149' Stainless Twin Tower with 2 10 kw piston transmitters.
—RCA TFJ-3AM superturnstile.
—Federal FTJ-815 2000Mc microwave relay (receiver and transmitter) W/ 6 ft. dishes.
—Raytheon TRTC 2000 mc microwave 60 kw transmitter (receiver and controller) 1—6 ft., 1—8 ft. dish.
—RCA TT-5A-8A switcher with console housing.
—RCA TT-SA TV transmitter in excellent condition with S/H Filter, Di-plexer, RF load and wattmeter, with operating set and FCC spare tubes, crystals for channel 6.
—400 feet 3/8" steatite insulated transmission line used but in good condition.
—RCA 715B Oscilloscope.

Available is new 130 foot base of higher tower and 160,000 watt transmitter. Call or write Charles Brady, Director of Engineering, WJTM-TV, Lansing, Michigan.

CAMERAS AND CREWS

Miscellaneous

SOUTHWESTERN INDEPENDENT $75,000.00
Full time operation in a fairly large and very attractive market. Fixed assets are far above the average and future profit possibilities are excellent.

Appraisals • Negotiations • Financing
BLACKBURN - HAMILTON COMPANY
NEW YORK TIMES BROADCASTING  •  TELECASTING

WASHINGTON, D. C.
WASHINGTON Bldg.
Sterling 2-4314-E

CHICAGO
TRIBUNE TOWER
Delaware 7-2736-E

SAN FRANCISCO
235 Montgomery St.
Embarcadero 2-5672
THIS WORLD'S YOUR APPLE!

Just one from the bushel of bonus areas you blanket with WHIO-TV. All in addition to the 415,355 TV families in the primary coverage area, dominated by the World's Tallest TV Tower—1104 feet, delivering the equivalent of 316,000 watts at 1,000 feet above average terrain.

This powerful testimony proves that WHIO-TV's new tower reaches out—over 80 miles from Dayton—to grasp this ripe, rich market! A bread sponsor “discovered the new world” the easy way... opened up the Lima Territory using Kenny Roberts, made a big hit with only 3 spots per week! These many bonus markets plus WHIO-TV's big, regular service area add up to plus reasons why you should buy WHIO-TV! For more facts, contact George C. Hollingbery representatives today.

ONE OF AMERICA'S GREATEST AREA STATIONS

WHIO-TV
CBS • ABC • Dumont

Channel 7
DAYTON, OHIO
TELESTATUS

Tv Stations on the Air With Market Set Count
And Reports of Grantees' Target Dates

Editor's note: This directory is weekly status report of (1) stations that are operating as commercial and educational outlets and (2) grantees. Triangle (△) indicates stations now on air with regular programming. Each is listed in the city where it is located. VHF or UHF, report respective set estimates of their coverage areas. Where estimates differ among stations in same city, separate figures are shown for each. Set estimates are from the station. Further queries about them should be directed to that source. Stations in italics are grantees, not yet operating.

ALABAMA

Birmingham—
△ WBMT (13) ABC, NBC, DuMont: Blais; 260,000
△ WBRM-TV (9) CBS: Relaxation, 245,000
Decatur—
△ WMSL-TV (23) Walker
DOTHAN—
△ WCPO-Go To Inc. (9) 7/25/54-12/31/54
Mobile—
△ WAMA-TV (10) ABC, CBS, NBC: Headley-Reed; 72,000
△ WAPM (46) CBS, DuMont; Forjoe; 74,000
The Mobile To Corp. (5) Initial Decision 2/21/54
Montgomery—
△ WCBO-TV (20) ABC, CBS, NBC, DuMont: Raynor; 32,000
△ WPFA-TV (12) NBC: Headley-Reed; 3/25/54-7/21/54
Murfrees—
△ WEMD (97) 6/25/54-Unknown
Selma—
△ WSAL (8) 2/24/54-Unknown

ARIZONA

Mesa (Phoenix)—
△ KVAR (12) NBC: Avery-Kindel; 18,084
Phoenix—
△ KOOL-TV (18) ABC: Hollingbery; 94,250
△ KPHO-TV (5) CBS, DuMont; Katz; 58,160
Josef's To Co. (3) 6/20/54-Unknown
Tucson—
△ KOOP-TV (5) ABC, DuMont; Forjoe; 28,001
△ KVOA (4) ABC, NBC: Rayner; 28,031
Yuma—
△ KFVA (11) NBC, DuMont; Grant; 18,048

ARKANSAS

El Dorado—
△ KRBR (10) 7/24/54-Unknown
Fort Smith—
△ KFRA-TV (22) ABC, NBC, NBC: DuMont; Pearson; 229,776
KNSC-TV (5) Rambeau; 6/3/54-1/1/55
Hot Springs—
△ KYTV (4) 1/20/54-Unknown
Little Rock—
△ KARK (4) NBC, DuMont: Petry; 65,001
△ KVAT (5) Pine Bluff
△ KFY (23) 10/20/53-Unknown
Pine Bluff—
△ KAVT (7) ABC, CBS: Avery-Kindel; 74,365
Texarkana—
△ KXCM-TV See Texarkana, Tex.

CALIFORNIA

Bakersfield—
△ KBAC-TV (29) ABC, DuMont; Forjoe; 65,000
△ KERO-TV (10) CBS, NBC: Avery-Kindel; 128,305
Berkeley (San Francisco)—
△ KQED (9)
Chico—
△ KISL-TV (12) ABC, CBS, NBC, DuMont: Avery-Kindel; 43,220
Corona—
△ KCOA (62), 9/16/53-Unknown
El Centro—
△ KWIC-TV (16) 2/10/54-Unknown
Eureka—
△ KKEV-TV (5) ABC, CBS, NBC, DuMont: Blair; 10,000
Fresno—
△ KFHR-TV Fresno (53). See footnote (4)
△ KTFO-TV (47) ABC, NBC: Brumham; 122,554
△ KMJ-TV (24) CBS, NBC: Rayner; 100,444
Los Angeles—
△ KABC-TV (2) 7/10/52-Unknown
△ KABC-TV (7) ABC; Petry; 1,891,810
△ KCOP (13) Katz; 1,851,810
△ KLII-TV (9) DuMont; H-R; 1,851,810
△ KNBH (4) NBC: Spot: 1; 1,851,810
△ KNX (12) CBS: Spot: 1; 1,851,810
△ KNX (25) CBS: Spot: 1; 1,851,810
△ KFMB (60) H-R, 1,851,810
△ KTTV (11) Blair; 1,851,810
△ KTTV (56) Blair; 1,851,810
△ KTWU (28)

Modesto—
△ KTRB-TV (4) 7/21/54-Unknown
Monterey—
△ KMBV-TV (8) ABC, CBS, NBC, DuMont: Hollingbery; 355,224
Sacramento—
△ KBTV (48) 6/20/54-Unknown
△ KCNC-TV (4) ABC, CBS, NBC, DuMont: Weid; 120,500
△ KCRA Inc. (3) 6/23/54-Unknown
McCleary Rents Co. (10), Initial Decision 11/28/53
Salinas—
△ KSMB-TV (8) ABC, CBS, NBC, DuMont: Hollingbery; 492,571

BROADCASTING • TELECASTING

FOR THE RECORD

June 26, 1954

NEW STARTERS

The following tv stations are the newest to have started regular programming:

KDKO-TV Sedalia, Mo. (ch. 6), July 15.
△ WCET (TV) Cincinnati (ch. 48), July 19 (educational).

San Diego—
△ KPME (6) ABC, CBS, DuMont; Petry; 245,167
△ KPIS (16) NBC, Kate; 245,167
△ KUSI (21) 7/25/54-Unknown
San Francisco—
△ KATV (20) 7/21/54-Unknown (granted 11/14/53)
△ KGTV (1) ABC; Petry; 798,180
△ KPSE (5) 8/24/54-Unknown (educational)
△ KRON-TV (4) NBC, Free & Peters; 798,180
△ KSAN (32) McGilvra; 1,350,900
San Jose—
△ KQX (11) 6/15/54-Unknown
San Luis Obispo—
△ KVBC-TV (6) DuMont; Grant; 67,786
Santa Barbara—
△ KSB (3) ABC, CBS, NBC, DuMont: Hollingbery; 453,900
Stockton—
△ KTVU (20) NBC; Hollingbery; 110,000
△ KOVR (13) Blair; 7/11/54-9/15/54
Tulare—
△ KVGG (27) DuMont; Forjoe; 180,000

COLORADO

Colorado Springs—
△ KTV (11) ABC, CBS, DuMont: Hollingbery; 525,225
△ KRLD-TV (13) NBC; McGilvra; 59,960
Denver—
△ KJTV (9) ABC; Free & Peters; 220,770
△ KRFK (2) DuMont; Blais; 227,802
△ KGLZ (11) CBS; Katz; 284,779
△ KROA (4) NBC; Petry; 287,802
△ KZMA-TV (10) Grand Junction—
△ KJKX (5) NBC, DuMont: Holman; 3,000
Pueblo—
△ KCHC (3) NBC, Avery-Kindel; 44,340
△ KDZA-TV (3). See footnote (4)

CONNECTICUT

Bridgeport—
△ WGBB (71) 1/29/53-Unknown
△ WICC-TV (43) ABC, DuMont; Young; 72,240
Hartford—
△ WCHB (75) 1/29/53-Unknown
△ WCTR-TV (18) H-R; 10/21/54-11/15/54
New Britain—
△ WCBN (30) CBS; Bolling; 176,068
New Haven—
△ WELT-TV (18) H-R; 6/1/54-Unknown
△ WNHC-TV (4) ABC, CBS, NBC, DuMont; Katz; 120,383
New London—
△ WNLC (26) 12/31/52-Unknown
 Norwich—
△ WCN (42) 1/29/53-Unknown
Stamford—
△ WVT (37) 7/27/53-Unknown
Waterbury—
△ WATR (53) ABC, DuMont; Stuart; 140,000

DELAWARE

Dover—
△ WHRN (40) 7/11/53-Unknown
Willington—
△ WDEL-TV (12) NBC, DuMont; Meeker; 220,843
△ WLTM-TV (38) 7/10/54-11/15/54-Unknown

DISTRICT OF COLUMBIA

Washington—
△ WTTG (5) ABC, DuMont; Katz; 598,600
△ WBNW (4) NBC, Spot: 5; 654,000
△ WTTG (4) NBC, Spot: 5; 600,000
△ WTTG (3) DuMont; Blais; 612,700
△ WOOR-TV (50) 2/24/54-Unknown

Directory information is in following order: call letters, channel or network affiliation, national representative market set count for operating stations; date of grant and commencement target date for grantees.
KALAMAZOO
• WKZO-TV (3) ABC, CBS, NBC, DuM; Averey-Knodel; 402,792
Lansing—
• WLS-TV (54) Venard; 51,000
• WJIM-TV (6) ABC, CBS, NBC, DuM; H-R: 266,000
Marquette—
• WAGE-TV (4) 4/17/54-Oct. 54
Muskegon—
• WTVY (33), 12/23/53-Unknown
Saginaw (Bay City, Midland)—
• WKXV-TV (57) ABC, CBS; Gill-Perma; 100,000
WSBN-TV (31), 10/26/53-Unknown
Traverse City—
• WPBN-TV (7) NBC; Holman; 11/13-3/19-54
MINNESOTA
Austin—
• KNMT (6) ABC, DuM; Pearson; 52,869
Duluth (Superior, Wis.)—
• KDAL-TV (3) ABC, Averey-Knodel; 56,500
• WDSM-TV (6). See Superior, Wis.
WPFT (38) See footnote (d)
Bismarck—
• KFTR (10), 1/15/54-Unknown
Minneapolis (St. Paul)—
• KALC-TV (4) CBS, Free & Peters; 467,200
• WTCN-TV (11) ABC, DuM; Blair; 454,803
Family Broadcasting Corp. (9) 9/20/54-Unknown
Rochester—
• KROC-TV (10) NBC, Meeker; 70,000
St. Paul (Minneapolis)—
• KSTE-TV (6) ABC, Free & Peters; 467,200
• WMIM-TV (11) ABC, DuM; Blair; 460,100
MISSISSIPPI
Biloxi—
• Radio Assoc. Inc. (13) Initial Decision 7/1/54
Jackson—
• WPBF (26) DuM; Kats; 50,224
• WLBT (3) NBC; Hollenberg; 87,000
• WKBV (12) ABC; Webb; 68,450
Meridian—
• WOCO-TV (30) 32,500
• WPTV (11) ABC, CBS, NBC, DuM; Headley-Reed; 44,300
MISSOURI
Cape Girardeau—
• KPVE-TV (12) CBS; Pearson; 10/14/53-Unknown
• KGMO-TV (18), 4/15/53-Unknown
Clayton—
• FPEO-TV (30), 2/15/53-Unknown
Columbia—
• KCOM-TV (5) ABC, CBS, NBC, DuM; H-R: 9,592
Festus—
• KACY (14) See footnote (d)
Hannibal (Quincy, Ill.)—
• KQRA-TV (7) CBS, DuM; Weid; 115,000
• WISW-TV (10) See Quincy, Ill.
Jefferson City—
• KRGC (12), 6/15/54-Unknown
Joplin—
• KWSW-TV (13) CBS; Venard; 7/30/53-11/15/54
Kansas City—
• KCMO-TV (9) ABC, DuM; Kats; 402,792
• KMBC-TV (5) CBS; Free & Peters; 402,792
• WDAF-TV (4) NBC; Harrison, Righter & Parsons; 402,796
Kirksville—
• KTVF (9) 12/15/53-8/15/54
St. Joseph—
• KFSG-TV (1) CBS, DuM; Headley-Reed; 104,735
St. Louis—
• KACY (14) See Festus
• KFTC (9), 6/15/54-July '54
• KBSJ (5) ABC, CBS, NBC; NBC Spot Sis; 350,000
• KSTL-TV (20) ABC; H-R: 215,000
• WMTL (44), 2/12/53-Unknown
• WTVY (34) See Belleville, III.
• KWIR-TV (4) CBS; Katz
Sedalia—
• KDRO-TV (6) Pearson
Springfield—
• KTTV (10) CBS, DuM; Weid; 48,450
• KYTV (3) ABC, CBS, NBC; Hollenberg; 60,000
MONTANA
Billings—
• KOOL-TV (5) ABC, CBS, NBC, DuM; Headley-Reed; 15,000
Butte—
• KOPR-TV (4) CBS, ABC; Hollenberg; 7,000
• KXLF-TV (6). No estimate given.
Great Falls—
• KPBB-TV (5) CBS, ABC, DuM; Headley-Reed; 7,000
Missoula—
• KGOV-TV (13) CBS; Gill-Perma

KEDD WICHITA, KANSAS
101,292 SETS
Now Saturating Wichita's Billion Dollar Market With Kansas' Highest Power!

Represented by
Edward Petry & Co., Inc.
July 26, 1954 • Page 105
KOLN-TV TOWERS 1000 FEET ABOVE LINCOLN-LAND
NEBRASKA'S OTHER BIG MARKET!

The map below shows Lincoln-Land—34 double-cream counties of Central and Southeastern Nebraska—577,600 people with a buying income of $761,124,000 ($473,681,000 of which came from farming in 1952, and that's over one-third of Nebraska's total farm income!). Actually, the KOLN-TV tower is 75 miles from Omaha; Lincoln is 58 miles. With our 1000-foot tower and 316,000 watts on Channel 10, effective June 1st, KOLN-TV is reaching over 100,000 families who are unduplicated by any other television station.

Ask Avery-Knode all about KOLN-TV, in America's EIGHTH farm state!

CHANNEL 10
316,000 WATTS

ABC • CBS • DUMONT

Avery-Knode, Inc.
Exclusive National Representatives
HAWAII
Honolulu—
➤ KMGM-TV (9) CBS; Free & Peters; 57,000
➤ KNOM (11) NBC; NBC Spot Sta; 58,000
➤ KULA-TV (4) ABC; Headley-Reed; 58,000

PUERTO RICO
San Juan—
➤ WAPA-TV (4) ABC, NBC, DuM; Caribbean Networks
➤ WKAQ-TV (2) CBS; Inter-American; 30,000

CANADA
Hampton—
➤ CHICH-TV (10)
Kitchenet—
➤ COCO-TV (13) ABC, CBS, NBC, DuM; Hardy; Weed; 50,000
London—
➤ CFFL-TV (10) CBS; 35,000
Montreal—
➤ CBFT (2) 201,433
➤ CBMT (6) 201,433
Ottawa—
➤ CBOT (4) 10,100
St. John, N. B.—
➤ CHSJ-TV (4) CBS
Sudbury—
➤ CKSO-TV (5) ABC, CBS, NBC, DuM; All-Canada; Weed; 7,822
➤ CKCO

UPCOMING
AUGUST
Aug. 5: Committee to form plans for all-industry TV sales promotion, Mayflower Hotel, Washington.
Aug. 9 (week of): International Alliance of Theatrical Stage Employees, Netherlands Plaza Hotel, Cincinnati.
Aug. 22-24: Georgia Assn. of Broadcasters, King & Prince Hotel, St. Simons Island.
Aug. 27-29: Dixie Audio Festival, Henry Grady Hotel, Atlanta, Ga.

SPECIAL LISTINGS
BAR Clinics
July 29: Cleveland, Ohio.
July 30: Detroit, Mich.
Aug. 6: Milwaukee, Wis.
Aug. 10: Chicago, Ill.
Aug. 12: Los Angeles, Calif.
Aug. 15: Portland, Ore.
Aug. 17: Seattle, Wash.
Aug. 19: Montana.
Aug. 20: Boise, Idaho.
Aug. 23: Salt Lake City, Utah.
Aug. 24: Denver, Colo.
Aug. 26: Albuquerque, N. M.
Aug. 27: Wichita, Kan.
Aug. 30: St. Louis, Mo.
Aug. 31: Indianapolis, Ind.

BMI Clinics
Aug. 3-4: Hotel Bilmore, New York.
Aug. 4-6: Hotel Sheraton, Chicago.
Aug. 9-10: Hotel Statler, Los Angeles.

NARTB District Meetings
Sept. 5-10: NARTB Dist. 1, Somerset Hotel, Boston.
Sept. 13-14: NARTB Dist. 2, Lake Placid Inn, Lake Placid, N. Y.
Sept. 16-17: NARTB Dist. 3, William Penn Hotel, Pittsburgh.
Sept. 28-29: NARTB Dist. 4, Cavalier Hotel, Virginia Beach, Va.
Sept. 23-24: NARTB Dist. 5, Daytona Plaza, Daytona Beach, Fla.
Sept. 27-28: NARTB Dist. 6, Lafayette Hotel, Little Rock, Ark.
Sept. 30-Oct. 1: NARTB Dist. 7, Kentucky Hotel, Louisville.
Oct. 4-5: NARTB Dist. 8, Sheraton-Cadillac Hotel, Detroit.
Oct. 7-8: NARTB Dist. 10, Fontenelle Hotel, Omaha.
Oct. 11-12: NARTB Dist. 9, Lake Lawn Hotel, Lake Delavan, Wis.
Oct. 18-19: NARTB Dist. 17, Davenport Hotel, Spokane.
Oct. 25-26: NARTB Dist. 18, Camelback Inn, Phoenix, Ariz.
Nov. 4-5: NARTB Dist. 12, Jones Marie Hotel, Ponce City, Okla.
Nov. 9-10: NARTB Dist. 13, Rice Hotel, Houston.

SPECIAL LISTINGS
BAR Clinics
July 29: Cleveland, Ohio.
July 30: Detroit, Mich.
Aug. 6: Milwaukee, Wis.
Aug. 10: Chicago, Ill.
Aug. 12: Los Angeles, Calif.
Aug. 15: Portland, Ore.
Aug. 17: Seattle, Wash.
Aug. 19: Montana.
Aug. 20: Boise, Idaho.
Aug. 23: Salt Lake City, Utah.
Aug. 24: Denver, Colo.
Aug. 26: Albuquerque, N. M.
Aug. 27: Wichita, Kan.
Aug. 30: St. Louis, Mo.
Aug. 31: Indianapolis, Ind.

BMI Clinics
Aug. 3-4: Hotel Bilmore, New York.
Aug. 4-6: Hotel Sheraton, Chicago.
Aug. 9-10: Hotel Statler, Los Angeles.

NARTB District Meetings
Sept. 5-10: NARTB Dist. 1, Somerset Hotel, Boston.
Sept. 13-14: NARTB Dist. 2, Lake Placid Inn, Lake Placid, N. Y.
Sept. 16-17: NARTB Dist. 3, William Penn Hotel, Pittsburgh.
Sept. 28-29: NARTB Dist. 4, Cavalier Hotel, Virginia Beach, Va.
Sept. 23-24: NARTB Dist. 5, Daytona Plaza, Daytona Beach, Fla.
Sept. 27-28: NARTB Dist. 6, Lafayette Hotel, Little Rock, Ark.
Sept. 30-Oct. 1: NARTB Dist. 7, Kentucky Hotel, Louisville.
Oct. 4-5: NARTB Dist. 8, Sheraton-Cadillac Hotel, Detroit.
Oct. 7-8: NARTB Dist. 10, Fontenelle Hotel, Omaha.
Oct. 11-12: NARTB Dist. 9, Lake Lawn Hotel, Lake Delavan, Wis.
Oct. 18-19: NARTB Dist. 17, Davenport Hotel, Spokane.
Oct. 25-26: NARTB Dist. 18, Camelback Inn, Phoenix, Ariz.
Nov. 4-5: NARTB Dist. 12, Jones Marie Hotel, Ponce City, Okla.
Nov. 9-10: NARTB Dist. 13, Rice Hotel, Houston.
Hazardous Talkathons

NO POLITICAL campaign season in recent years has passed without at least some difficulties arising because of the inconsistencies of the laws and rules governing political broadcasting. To judge by a recent incident in Nashville, a new technique of broadcast campaigning contains even more perilous conditions than have prevailed in the past.

In a 26½-hour talkathon on several Nashville radio and television stations, Rep. Pat Sutton (D-Tenn.) made remarks which Edward Lamb, broadcaster-publisher, considers libelous. Mr. Lamb has filed suit against Mr. Sutton and the stations for a total of $1.5 million damages.

Whether Rep. Sutton's comments about Mr. Lamb were libelous is an issue to be determined by the courts, but certainly they were embarrassing to the stations which carried his talkathon. It is to the involvement of the stations that we address ourselves.

The broadcaster runs many risks in airing any speech by a political candidate. Federal law says a station may not edit as much as a comma out of a candidate's speech, but the law does nothing to relieve the broadcaster of joint liability in case the candidate is sued for libel.

In a talkathon these risks are multiplied in proportion to the length of time the candidate is on the air and to the heat of his commentary. The talkathon is, by nature, a prolonged and unrehearsed discussion by a politician running for office and hence not entirely dispassionate about topics and personalities connected with his campaign. In such circumstances, it is almost impossible to avoid the passing of at least intertempere and possibly actionable remarks.

In view of its obvious hazards, it is questionable that the talkathon, however persuasive a device for political advancement, is desirable programming.

This being a campaign year, the number of politicians hoping to use the talkathon is bound to be large. Stations must decide now whether the grave perils of the talkathon are worth the revenue.

Bricker, Jones & Politics

OUT OF the Senate Communications Subcommittee frying pan and into the full Interstate Commerce Committee fire—that's the dilemma facing broadcasters (and the FCC) on the controversy provoked by the economic worries of uhf stations.

Chairman Bricker of the full committee is now ram-rodding approval of his bill (S 3456) to investigate and license the networks, hoping to get action before Congress quits, to enable his committee to function during the recess.

We can conceive of no more ill-timed, unnecessary or unpopular project. We can think of no move that would do greater violence to the well-being of broadcasting, because such an investigation inevitably will go beyond whether or not networks should be licensed. It would become a full-scale inquisition into all broadcasting—radio as well as tv—and the FCC. It would become a sounding board for anti-broadcasting forces.

Beyond that, it would be the height of political stupidity for the Administration to condone this in a campaign year.

What motivates Chairman Bricker is conjectural, because the Ohio Republican is an inscrutable, ambitious man. His plan to name former Comr. Robert F. Jones as chief counsel (disclosed by this newsworthy last week) raises serious question, because Mr. Jones himself is a highly controversial figure. He demonstrated this is his outbursts ten days ago in urging for restricted-time stations before the Commission in the daytime, skywave case. He alluded to clear channel stations as "sultans of squat," and as "pashas" who aspire to become "maharajahs."

Mr. Jones, during his servitude on the FCC, was strictly an "anti" member. On virtually all major issues he was in the minority. He opposed the FCC's Sixth Report on television which constituted the final allocations report. With that background, there's ample justification for the opposition being expressed to his appointment because, obviously, he has already made up his mind that there's little, if anything, right about the tv allocations, which must become the crux of any investigation.

The Potter Communications Subcommittee, which had labored through thousands of pages of testimony, emerged last week with a well-reasoned, practical approach to the uhf problems. It wants an all-out effort to eliminate the 10% excise tax on all-channel receivers, to enable uhf stations to build circulation. It proposes an ad hoc committee to investigate and bring forth plans to adjust allocations where these are feasible, just as order was brought out of chaos by such a committee in the color situation last year.

Chairman Potter wants the multiple ownership limit raised to seven, with two of them uhf's.

This plan isn't calculated to make everybody happy. No workable plan could. But it's first things first. A hard look at government occupancy of uhf spectrum space that might be converted for tv, expanding the existing band, could logically fall within the purview of the ad hoc committee. "De-intermixture" would be on its agenda.

Certainly that covers the immediate ground. Then why the Bricker bill, which could only make a political football of the business of broadcasting? It would further befuddle and confuse a situation that seems headed toward reasonable and amicable if not optimum solution. And it could only mean further government interference with the business of broadcasting.

If the networks have been high-handed, the licensees have only themselves to blame. Congress can't negotiate private contracts. If the networks have been illegal, then the complaints should go to the FCC or to the Department of Justice. The FCC repeatedly has asked for funds with which to re-examine the chain-monopoly regulations. If there's investigating to be done, it should be by the FCC experts, and not by otherwise pre-occupied Senators who are susceptible to political stresses.

If uhf is the root of the problem, certainly the solution doesn't repose in Congress. Congress can't legislate advertisers into buying time. The logical answer would be to find an adequate amount of additional uhf space to accommodate uhf stations in mixed markets, giving them priority. The government-reservation study and a reappraisal of educational reservations may yield more space than is now generally supposed available.

We hope members of the full Senate Committee will be brought to realize how utterly illogical and wasteful a full-scale Bricker investigation would be. We hope it will see the wisdom of the Potter Subcommittee approach.

And we hope that the administration and its senatorial leadership will recognize that to follow the Bricker plan is to out-do almost anything the New Deal-Fair Deal ever perpetrated in the direction of government interference with private enterprise. As we recall it, one of the sturdiest planks in the Eisenhower platform was a minimum of interference with private business.
Vice President, Walter Hagen Golf, Division of Wilson Sporting Goods Company, says:

"To me, the most significant characteristic of the Grand Rapids area— is growth. That characteristic was evident when we established our business here in 1939. It is just as evident today in every economic direction. WOOD-TV is the natural outcome of this sound, area development... and will be a potent factor in its continuance."

WOODland-TV is big territory!

In growth — Walter Hagen Golf is a typical Grand Rapids industry. Production has increased to approximately half a million clubs a year. In golf — it's unique. Walter Hagen equipment is sold only by golf professionals. It's made by golfers, too! But that's not surprising in WOODland-TV... an area famous for fine courses.

In summer, WOODlanders share the fairways with millions of tourists — who spend an estimated $200,000,000* in Western Michigan annually. Retail sales skyrocket — in the primary Grand Rapids area; in Muskegon, Battle Creek, Lansing and Kalamazoo.

And this rich market is all yours, with WOOD-TV — first station in the country to deliver 316,000 watts from a tower 1000' above average terrain. For top coverage of Western Michigan — select WOOD-TV — Grand Rapids' only television station!

*U.S. Department of Commerce
You must buy KFMB-TV ... to reach all of San Diego County

KFMB-TV  CBS
SAN DIEGO, California ...

still FIRST in
America's Fastest Growing
Billion-Dollar-Market!

21st in the NATION
in Dwelling-units, 1954*

Bigger than...

- Houston
- Atlanta
- Hartford
- Denver
- Columbus

First in...
Day-time,
Night-time,
All-the-time
Ratings

WRATHER - ALVAREZ BROADCASTING, INC.
San Diego 1, California
Represented by EDWARD PETRY & CO., INC.