Baltimore's big population is packed mostly right inside the city limits. The number of Baltimoreans who live outside the city in the metropolitan area is unusually small. What's this mean to the people who use and buy radio advertising? Just this:

**W-I-T-H covers this highly concentrated market efficiently!** You don't need—you don't have to pay for—a big, powerful, expensive radio station to reach the people of this rich market effectively. W-I-T-H will do the whole job for you—at a fraction of the cost! Overlapping coverage of network stations from their own affiliates limits their effective coverage to just about the area W-I-T-H itself completely serves.

Nielsen proves **W-I-T-H's superiority in the Baltimore market**! The latest Nielsen Coverage Service shows that W-I-T-H leads every other radio and television station in town—regardless of power or network affiliation—in weekly daytime circulation in Baltimore City and Baltimore County. That's only one big fact that came out of this amazing survey. Get the whole story. Let your Forjoe man prove to you that the best buy in Baltimore is W-I-T-H.
She Butters Up
A Large Slice
Of the Midwest

Right next door to housewives in 11 states, Wynn Speece has been “Your Neighbor Lady” on WNAX-570 for 13 years.
The 5 states—Minnesota, the Dakotas, Nebraska and Iowa—in Big Aggie Land aren’t enough for Wynn. Mail comes in from 11—plus Canada: in 10 years she has received 1 ¼ million cards and letters.
Her mail may contain anything from Ma’s favorite recipe to a family problem. Wynn reads select items on the air and asks for listener comment. Result: more mail.
Participating in this manner, housewives feel that they belong to the program. They call themselves “Neighbor Ladies.”

Participating in this manner, housewives feel that they belong to the program. They call themselves “Neighbor Ladies.”

And respond. Over 5,000 loyal listeners from four states came to watch the Neighbor Lady demonstrate at a Cooking School in June. Thirty-five thousand orders for “Your Neighbor Lady” booklets at 25¢ a copy were received. Three times a week Wynn offered $1.79 food mixers, in seven months pulled 4,357 requests by mail order alone. Total sales exceeded $7,790.

Do you have something to sell to housewives? Let Wynn tell her “Neighbor Ladies.” Old friend and confidant to thousands, she will tell them about your product in her own words. Ask the Katz Agency for full details.

WNAX—570
Yankton-Sioux City
CBS
Represented by The Katz Agency

WNAX-570, a Cowles Station, is under the same management as KVTV—Channel 9, Sioux City, the tv station reaching 32 farm-rich counties in Iowa, Nebr. and S. Dak. with 632,000 population, $746 million in ’53 retail sales.
there's a
Meredith* Television Station
in view!

If you're looking for sales results in four of America's important
markets – Kansas City, Missouri; Syracuse, New York; Omaha,
Nebraska; Phoenix, Arizona, contact the
Meredith* TV Station.

Meredith* TV Stations are long on
SHOWMANSHIP, SALESMAINSHP and RESULTS!

Meredith Television Stations

KCMO-TV
KANSAS CITY, MO.
WHEN-TV
SYRACUSE, N. Y.
KPHO-TV
PHOENIX, ARIZ.
WOW-TV
OMAHA, NEBR.

KCMO-TV, WHEN-TV & KPHO-TV represented by The Katz Agency
WOW-TV represented by Blair-TV, Inc.

*Meredith Television Stations Are Affiliated with Better Homes
and Gardens and Farming Magazines

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and July by Broadcasting Publications, Inc., 1225 DeSales St., N.W., Washington 6, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1875.
Covers vast new prosperous territory for your advertising dollar

WGAL-TV PRIMARY MARKET

TV sets ........................................... 554,915
families ........................................... 803,200
effective buying income ................. $4,226,847,000
retail sales .................................. $2,654,371,000

COVERING
York ........................................ Harrisburg
Hanover .................................... Lebanon
Gettysburg ................................. Sunbury
Chambersburg ......................... Lewistown
Frederick .................................. Carlisle
Hagerstown ................................ Lewisburg
Westminster .............................. Shippensburg

Representatives

MEEKER TV, Inc.
New York  Los Angeles  Chicago  San Francisco

Steinman Station
Clair McCollough, President
FCC DOESN'T propose to wait before approving new multiple ownership rule allowing two uhf outlets per entity in addition to five vhf stations. Action can be expected before mid-August. Chairman Potter (R-Mich.) of Senate Communications Subcommittee already has given rule his personal blessing but subcommittee hasn't made up its mind.

** **

IN ANTICIPATION of raising of multiple ownership limit to include two uhf stations in addition to present limit of five stations of both classes, all networks, plus group-owned operations, reportedly are in process of making allocation studies to determine where best they can operate additional uhf stations. Search reportedly centers around markets in top 50 where there are not enough vhf stations to accommodate all networks.

** **

WHEN ten-man tv advertising bureau committee meets Thursday it will face problem of resolving divergent ideas on official name for new project. "TAB" would conflict with outdoor advertisers' Traffic Audit Bureau; "TVAB" involves opposition of NARTB members that bureau's competitive debut in spring; "TB" has obvious clinical objections. One suggestion: "TvB" for "Television Bureau."

** **

THIS WEEK'S FCC meeting (scheduled for Wednesday) may be last full agenda session until after Labor Day. Rose H. Hyde plans to leave this week for month's vacation in his native Idaho, marking his first vacation since he assumed chairman-ship April 18, 1953. Comr. George E. Sterling is back in Washington but proposes to return to his new Peak's Island, Maine, home until about Aug. 15. Meanwhile, Commission is expected to function on limited basis, allowing staff members to get in their vacations, too.

** **

SET manufacturers believe Senate move to allow $7 tax credit on tv sets incorporating uhf band is inadequate. One of largest (outside RETMA fold) contends that tuner which would take in only local and near-fringe would cost about $12 and that full-range good tuner would run $14-$15 net cost to the manufacturer. Figuring 24% times cost on consumer price, it would mean $27 for cheap tuner and up to $33.75 for good one.

** **

DID GOV. Gordon Persons of Alabama discuss with President Eisenhower at session last week his possible appointment to FCC after he finishes gubernatorial term at year-end? There was no answer from any responsible quarter. Most speculation was that he and President discussed Phenix City vice and gambling situation. Gov. Persons, brother of Maj. Gen. Wilton B. Persons, deputy assistant to President, was manager of WSFA Montgomery two decades ago and is being supported for next vacancy on FCC, which comes up next June 30 when Comr. Frieda B. Hennocks's term expires.

** **

AS OF yesterday (Sunday) Clarke A. (Fritz) Snyder wound up as CBS-TV stations relations director. CLOSED CIRCUIT, July 26). He's reportedly negotiating for station management post. CBS-TV Station Relations Vice President Herbert V. Akerberg doesn't contemplate naming successor immediately.

** **

GENERAL TELERADIO Film Division this week will announce sale in some 20 markets of 30 feature films acquired from Bank of America last March. First sale will represent $1 million total. General Teleradio reportedly paid $1.25 million for rights. Films were released theatrically between 1946 and 1949 but not until now to tv.

** **

AFTER APPEARANCE of Comr. Robert E. Lee last Tuesday before National Press Club, as cold and critical an audience as any bureaucrat can face, he was talked up as desirable speaker on public events. He parried questions in give-and-take session following his formal speech with skill that surprised many journalistic veterans. Some of boys began talking up prospect of his appointment to chairmanship, which has been hanging fire since last April, but Comr. Lee has insisted he isn't ever remotely a candidate for that post.

** **

THERE'S GROWING indignation in station ranks (notably non-NBC outlets) over new Gillette "Look Sharp, Be Sharp" recording as full-length rendition. One DJ (on NBC outlet) described it as "the longest commercial in radio for which nobody gets paid."

** **

Radio-tv people deny Red affiliations 54
Court upholds FCC's skywave stand 56
Tv-on-air total goes to 390 59
AFTRA holds national meeting in Detroit 66
ABC-TV schedules 13 weeks of NCAA football 69
High-standard tv from a low budget 78
Animated slides make low-cost commercials 79
KOMO does a public service job in Seattle 80
'Saturday Review' cites six for public interest 87
Saarland is leading Europe in commercial tv 88
Telestatus: tv stations, sets, target dates 99
The management and personnel of WSPA take this opportunity to extend heartiest congratulations to Jane Dalton, director of women's programs and promotion for WSPA for 15 years.

We are very happy ... and extremely proud ... that American Women in Radio and Television acknowledged Miss Dalton's ability, sincerity and charm by electing her their association's president for 1954-56.

We know she will fulfill her new duties as President of AWRT with the same diligence, talent and enthusiasm that has made her so successful an air personality in the Piedmont section of the Carolinas.
President Approves Plan
For Oceanic TV Study

RESOLUTION (SI 96) providing for nine-man commission to study possibilities of transatlantic television was approved Friday by President Eisenhower. Commission will study global communications, with $250,000 appropriation, and report to Congress by Dec. 31 (BWT, July 26).

Membership of commission had not been named as BWT went to press. Group will study ways to use radio-tv in building cooperation and understanding among free nations. Report of House committee said plan to link U. S. with rest of world is engineeringly feasible, referring to NARCOM (North Atlantic Relay Communications System) being studied by engineers. More than 50 nations are developing tv networks, according to report, with tv offering important means of reaching rest of world.

Resolution was passed last year by Senate after Foreign Relations Subcommittee heard report on NARCOM relay plan by William Halstead, president of Unitel Inc., New York (BWT, May 18, 11, 1953).

NARTB Neglecting Radio, Webb Insists to Fellows

NARTB should hold separate radio and tv conventions, abandoning district meetings and instate Sales Managers Executive Committee, Frank V. Webb, vice president and general manager of KFH-AM-FM Wichita, Kan., suggests in letter to NARTB President Harold E. Fellows.

Conceding industry meeting problem is getting out of hand ("Is That Meeting Necessary?"") BWT, July 19) and answering July 22 letter by President Fellows, Mr. Webb said money saved from abandoning district meetings could be used to set up separate radio and tv sales departments in NARTB, contending BAB can't cope with problems handled by former Sales Executive Committee. Among radio subcommittees he proposed are rate card, standard contract, audience measurement, and sales.

Radio and tv conventions could be held same week in separate hotels during transition period toward separate conventions which he claimed should be six months apart. He contended many in industry have mistaken idea that tv "is simply a superior radio signal, coupled with a moving picture," charging some in NARTB "share this obtuse point of view." He cited figures of J. Frank Jarman, WDNC Durham, N. C., new NARTB director for medium stations, showing 1,455 NARTB radio and 256 tv station members.

Stromberg-Carlson Sales Up

NET SALES of Stromberg-Carlson Co., Rochester, for first six months of 1954 reported at $31,928,861, compared with $31,942,184 for same period of 1953. Net earnings for period were listed at $1,177,759 as against $1,071,271 for first six months of 1953, with dividends on 504,183 shares of common stock amounting to $2.26 per share, compared to $2.20 per share in 1953. Net income for period was $1,071,271, compared to $1,071,271.

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Voice Notes Efficiency Up
After Year Under USIA

VOICE of America marked its first anniversary last Saturday under management of U. S. Information Agency and released summary of activities, claiming "we're doing more with fewer people for less money."

Statement noted it had reduced annual budget during year from $22,427,000 to $16,600,000 and its working force at home and abroad from 2,000 to 1,600. It was stated that effectiveness of Voice had been increased by placing into operation transmitters at Munich, in Philippines and Okinawa; increasing number of language programs in "sensitive" areas of Far East from 34 to 38; shifting of emphasis to news and commentaries on news, and increasing broadcasts to communist and satellite areas. Voice, which previously had been under Dept. of State, is in process of moving operations from New York to Washington, with shift expected to be completed by Nov. 1.

Eisenhower Lauds USIA

FREEDOM and tyranny are fighting to capture minds and souls of men, President Eisenhower said Friday in message congratulating U. S. Information Agency on "substantial achievements" during its first year of operation. USIA operates Voice of America broadcasts and other facilities. It celebrated anniversary Friday though not one year old until Sunday. Supporters of liberty must depend "upon efforts such as those in which you and your colleagues are engaged," President said. (See story above.)

Network Flexibility Is Aim
Of New AT&T Pathway

NEW 2,400-mile tv pathway, linking stations in northeastern quarter of country, was to be put into operation yesterday (Sunday), AT&T announced Friday. Four video channels, each way, comprise closed loop arrangement extending from New York to Chicago via Buffalo and back via St. Louis, Pittsburgh and Washington, enabling any station along route to receive programs from any other station in loop or to transmit to other stations with minimum of switching. New facilities are designed to make intercity tv transmission more flexible, AT&T's Long Lines Dept. said.

FIRST TONIGHT • Polaroid Co., Cambridge, Mass. (Polaroid Land camera), is first sponsor to sign for NBC-TV's new Tonight show (Mon.-Fri., 11:30 p.m.-1 a.m. EST), starting Sept. 27 when show premieres (see page 70). Agency: Doyle-Dane-Bernbach, N. Y.

GE TV ON RADIO • General Electric Co., Schenectady, N. Y., through agency, proposed spot radio announcement campaign using more than 100 stations. Schedule to break during first week in October and run for six weeks.

BIG ONES BITING • Several advertisers—among them Congoleum Inc., NBC-Biscuit, Chevrolet, U. S. Tobacco—understood interested in picking up alternate week sponsorship of Big Town, Wednesdays, 10:30-11 p.m., on NBC-TV. Show is sponsored by Lever Brothers on 52-week basis, alternate weeks. NBC-TV expected to announce alternate soon.

ON THE SOAP-BOX • General Motors Corp., Chevrolet Motor Co., Detroit, will sponsor CBS radio's coverage of semi-final and championship races of 17th All-American Soap-Box Derby at Akron Aug. 15, 4-4:15 p.m. EDT. Agency: Campbell-Ewald, Detroit.

ANTIFREEZE SPOTS • National Carbon Co., N. Y. (Prestone), through William Esty Co., N. Y., planning usual fall radio-tv announcement campaign with market list estimated at about same size as last year.

YEAR-ROUND CAMPAIGN • Dolan Corp., N. Y. (anti-arthritic product), through Van Der Linde Co., N. Y., placing 52-week radio spot announcement campaign on over 100 stations. Schedule will be launched in mid-September.

POWER IS CHOICE • Chattanooga Medicine Co., Chattanooga (Black Draught), through Harry B. Cohen Co., N. Y., preparing radio spot announcement campaign using mostly power stations, Sept. 7 through Nov. 29.

OIL SPREADING • Gulf Oil Co., Pittsburgh, through Young & Rubicam, N. Y., planning spot schedule in more than 50 radio markets, starting mid-September for 13 weeks.

Iowa Broadcasters Oppose Langer Bill, Switch to 45s

RESOLUTIONS opposing Langer bill to prohibit hibbit liquor advertising, policy of record-makers to standardize 45 rpm records among broadcast stations, and any curbs or restrictions on radio-tv's access to news coverage adopted Friday by Iowa Broadcasters Assn. at business meeting in Fort Des Moines Hotel, Des Moines.

John Meagher, new NARTB vice president, delivered plea for unity and cooperation among broadcasters in support of association and industry activities. He reviewed NARTB accomplishments in talk.

Ernest C. Sanders, WOC-AM-TV Davenport, elected president, succeeding Ben Sanders, KICD Spencer. Others elected were Walter Teisch, KOEL Oelwein (president of Iowa Tall Corp.-television), vice president, and Baldwin, KSO Des Moines, secretary-treasurer. Earl Williams, KPNF Shenandoah, elected director for three year term.

Aug. 2, 1954 • Page 7
GEORGIANS GET FIRST-HAND FACTS ON CITY AND STATE VIA WAGA-TV

Governor Talmadge and Mayor Hartsfield are both regular guests on WAGA-TV programs, "Capitol Report" and "This is Your Town."

These are more than public service programs—they are public information programs which give first-hand facts on issues concerning the state and city. The response is so great, no Pulse or Hooper or ARB is needed to convince either of these public officials of the vast audiences they reach.

And none will be needed to convince you that WAGA-TV blankets the area. The steady climb of your sales curve will tell the story emphatically.

Let our reps give you the facts on WAGA-TV—the station Georgians look to for facts about city and state.

Represented Nationally by
the KATZ AGENCY, Inc.
Tom Harker, Vice President and National Sales Director,
118 E. 57th Street, New York 22
Bob Wood, Midwest National Sales Manager,
230 N. Michigan Avenue, Chicago
FCC Denies Uhf Protest Against WGAL-TV Power

IN OPINION declaring economic protest of improved facilities granted ch. 8 WGAL-TV Lancaster, Pa., was made too late without justification, FCC Friday denied joint petition for rehearing filed by five uhf stations: ch. 7 WTPA (TV), ch. 27 WCMB-TV and ch. 55 WHP-TV, all Harrisburg, and ch. 49 WTWV-TV and ch. 43 WSBA-TV, both York, Pa.

FCC said matters alleged had been considered in original hearing on WGAL-TV bid. Commission also ruled protest petition was inappropriate vehicle to ask rule-making proceedings to determine whether uhf stations should be allowed power boosts until higher power equipment is available to uhf stations in same area.

WFAA-TV Asks Ten-Fold Temporary Power Boost

APPLICATION for temporary increase in power to 27 kw on ch. 8 and 56.8 kw on ch. 56.5, both Dallas, was made by WFAA-TV Friday. The station will increase power to 27 kw on ch. 8 and 56.8 kw on ch. 56.5 to assist in making up for loss of signal in some areas due to FCC rule changes.

IRISH RADIO

RIGHTS to radio broadcasts of home and away football schedule of Notre Dame U. have been acquired by MBS, which is offering games to affiliates for sale on local cooperative basis, WBT-learned Friday. Mutual will present 10 Notre Dame contests under title of The Game of the Week, starting Sept. 25 and ending Dec. 5. Open date of Oct. 23 will be filled with another attraction.

Autry, Rogers Draft Appeal

ATTCOREES for cowboy stars Gene Autry and Roy Rogers plan appeal to U. S. Supreme Court from California Supreme Court decision allowing Hollywood TV Service to sell their old western movies to tv. California court denied rehearing of case. Actually, court decision was victory for Mr. Autry in that it upheld contract clause prohibiting editing pictures to length practical for tv. Mr. Rogers had no such protection. Hollywood TV reports continued interest in film, but will delay sales decision until Aug. 31 deadline for Supreme Court appeal.

Iowa Daytimer Sold

SALE of KFAD Fairfield, Iowa, by Carl D. Boyer and associates to Alec Chesley, owner of KCOG Centerville, Iowa, for $35,000 announced Friday. KFAD operates on 1570 kc with 250 w, daytime only. KCOG broadcasts on 1400 kc with 100 w. Blackburn-Hamilton handled sale. Application for FCC approval due to be filed soon.

Mighty Mite Speaker

COLUMBIA Records last week introduced the kilometer, phonograph speaker size of candy bar yet capable of relaying frequencies up to 20,000 cycles per inch, to warn that such equipment is actually navigational aid and might be used by pilots for homing. Thus far, there have been only three such requirements in annual conventions. Transcription code clauses covering local rates and conditions also slated for discussion.

Upcoming

Aug. 5: Committee to form plans for all-industry tv sales promotion unit, Mayflower Hotel, Washington.
Aug. 5: NARTB, record manufacturers meet to discuss switchover to 45 rpm discs, N. Y. Athletic Club, New York. For other Upcomings see page 105

at deadline

people

William C. Munro, account executive, Geyer Inc., N. Y., to McCann-Erickson, N. Y., as head of radio-tv section of central research department.

Albin B. Nelson, advertising department, Colgate-Palmolive Co., Jersey City, named assistant media director. He will work with Samuel L. Frey, media director.

James L. Perry and Howard W. Rose, account executives for Fairbanks - Morse; Arthur E. Peterson, Hines Lumber Co., and Joseph H. Caro, Chicago Title & Trust Co. and Club Aluminum, all of which use radio or tv or both, elected vice presidents, Buschen & Co., Chicago.

Castleman D. Chesley, formerly assistant athletic director at U. of Pennsylvania, appointed program coordinator of ABC-TV sports department.

Ira Wollf, copywriter for Dancer-Fitzgerald-Sample, N. Y., joins NBC-TV as sales presentation writer for shows sold under participation sales plan.

John B. Hughes, veteran radio-tv news caster with stations including WOR-TV New York, WPTZ (TV) Philadelphia and KFOX Long Beach, Calif., will launch The News with John, Monday, over DuMont's WARD (TV) New York (Mon.-Fri., 11-11:15 p.m. EDT), starting Aug. 9.

AFTRA Prepares Demands For Pension-Welfare Plan

DETAILS of pension and welfare demands to be made on five major networks by AFTRA discussed at closed committee sessions Friday, with Mediation expected at national convention of union. Committee drafts of demands were to be ready for convention session Saturday (early convention story page 66).

Other proposals included constitutional amendment specifying biennial instead of annual conventions. Transmission code clauses covering local rates and conditions also slated for discussion. Convention committees were named by George Heller, national executive secretary, at Thursday night session.

CAA May Modify Rules On Tall Tower Markings

CIVIL Aeronautics Authority has had second thoughts regarding advisability of placing so-called warning devices on tall tv towers. Policy on antennas for regional offices is in preparation, understood to warn that such equipment is actually navigational aid and might be used by pilots for homing. Thus far, there have been only three or four such requirements in annual conventions. Transcription code clauses covering local rates and conditions also slated for discussion.

Official announcement of policy guidance instructions to regional offices may be announced this week.
Available!

Chills

For the Warm

Evening

Listener

Sunday Thru Friday

10:00-10:30 P.M.

Monday Thru Friday

"Boston Blackie"

Sundays

"Sealed Book"

On

WSAZ

The Katz Agency

National Representatives

5,000 Watts Day

1,000 Watts Night

930 KC
Washington, D.C.
where money is made!

Inside the Bureau of Engraving and outside...everywhere you look they're making money in Washington. We've got the highest major-market family income in the nation here—a lovely green $7,259 per family! That's 40% higher than the national average and considerably higher even than our own record high of last year.

What's inside Treasury you can't take with you...but your share of the treasure outside is here for the asking—when you ask for it over WTOP-TV (Washington's most watched television station). For this Washington Post-CBS Television station delivers more potential customers each week for your sales message than any other television station in the Washington metropolitan area.

SOURCES:
Sales Management, May 1954
(top 25 metropolitan areas); Telepulse, Jan.-June 1954

WTOP-TV
Represented by
CBS
Television Spot Sales
The Country's No. 1 Sport-BOWLING!

(Greatest number of participants, 16,000,000 according to Brunswick-Balke-Collender Co.)

Each film in the series a real thriller! The vast sports-loving public will make this a must. Wonderful close-ups! Sensational follow-thru on the action! Championship Bowling at its best.

A SMASH HIT in Chicago when it was telecast live!

Increased the sets in use 40%. Had on 11.4 ARB at 11:00 to 12:00 midnight Tuesday nights—more viewers than the other three competing stations combined! It was the most talked-about nighttime show in town. Chicago sports pages gave the matches great coverage. Chicago Bowling Alleys gave it enthusiastic merchandising cooperation.

Championship Bowling will get RESULTS... Just read this letter:

DE MET PONTIAC, INC.

June 16, 1954

Walter Schwimmer Productions, Inc.
75 East Wacker Drive
Chicago 1, Illinois

Gentlemen:

Directly as a result of the "Championship Bowling" program, we made thousands of new friends and actually sold over 1553 new automobiles and 3100 used cars. Almost everybody who visits our show rooms mentions the program and tells how much they enjoyed it.

Yours truly,

Walter Schwimmer Productions, Inc.
"CHAMPIONSHIP BOWLING" NOW ON TV!

This is a FIRST-RUN, BRAND-NEW SERIES (made in 1954) of 26 one-hour bowling films featuring Match Elimination Games between the Champions of the Bowling World... for major cash awards. It's got the big element that puts a wallop into a TV sports show—SUSPENSE! All the top stars under our exclusive contract. No show like it on the market!

Exciting! Suspenseful! Terrific!

It's New! It's a Winner! It's a Natural!

This is the first quality sports show ever put on film for TV. Can be programmed in "fringe" time—and will be the rating leader overnight, regardless of what's programmed against it... even the best feature film in the market.

Write, phone or wire for descriptive brochure and prices. Audition reel to stations and agencies on request.

(Frankly, folks, we only have a limited number available on CHAMPIONSHIP BOWLING, so its really a matter of first come, first served.)

WALTER SCHWIMMER PRODUCTIONS, INC.

75 East Wacker Drive, Chicago 1—Franklin 2-4392
I'M JOE FLOYD...

They're the folks who make up the rich four-state money belt, of which Sioux Falls is the hub. They're good spenders—and always have been—simply because they have the wherewithal to spend (way above the national average). They like better things . . . and they look and listen to KELO (TV and Radio) to tell them what those better things are. Want to meet these brand-buying folks over a store counter? KELO will introduce you to them—convincingly!

KELO TV and Radio
Channel 11—Sioux Falls, S. D.
JOE FLOYD, President
NBC (TV) PRIMARY
ABC • CBS • DUMONT
NBC (Radio) Affiliate

RED SKELTON SHOW
Orchestra Leader: David Rose
Executive Producer: Cecil Barker
Co-Producers: A1 Shulman, Jack Stauffacher
Producer and Director: Jack Donahue
Originated live in Hollywood.

RED SKELTON is somebody's idea of how to snap summer TV out of the doldrums. So CBS-TV slipped him into the Wednesday night hour usually occupied by Arthur Godfrey's relaxed Friends program. The result is standard Skeltonia with a variety show twist.

Outstanding angle to the show's format is getting two name stars to appear each week. The first episode featured screen star Tony Curtis and piano player Liberace. On the second were screen star Burt Lancaster and opera singer Anna Maria Alberghetti.

Messrs. Curtis and Lancaster were there to promote motion pictures. In the midst of it all Mr. Skelton suddenly gave way to several minutes of film clips from the latest movie releases of those stars. It was just like the "coming attractions" at the Bijou.

Guests Liberace (accompanied by silent brother George) and Miss Alberghetti were there to play straight parts. In the first instance Liberace kept smiling while Pianotuner

IN REVIEW

GUNSMOKE
Network: CBS Radio
Time: Mon., 6-6:30 p.m. PDT
Producer-Director: Norman Macdonnell
Writer: John Meston
Musical Director: Rex Koury
Station: Full CBS Radio network (205 stations, plus 9 Hawaiian)
Sponsor: Liggett & Myers Tobacco Co. (Chesterfield cigarettes)
Orionation: Hollywood

PROOF that recently-declared burial services for radio drama are somewhat premature can be heard every Monday on CBS Radio's Gunsmoke. Hailed as an "adult western," it lives up to advance billings through intelligent writ-
KWTV’s new tower—soon to be the world’s tallest man-made structure—is rushing skyward toward its 1572-foot destination.

And KWTV’s new studios—soon to be among the largest and best equipped in the Southwest—are also near completion.

Here’s a glimpse at the KWTV picture you’ll have by October 1:

- 1572-foot antenna
- 316,000 watts—video
- 158,000 watts—audio
- Oklahoma’s largest coverage area*—
  - 1,401,400 population;
  - $1,326,048,000 retail sales

More people, more money, more TV homes than any other Oklahoma station!

*100 microvolt area per engineering computations. Population and sales figures—1954 Sales Management Survey of Buying Power.

Oklahoma’s Number 1 television station is heading fast toward new heights of sales-effectiveness. You can buy this coverage now for your fall campaigns. Ask us for the complete story!

FRED L. VANCE
Sales Manager

EDGAR T. BELL
Executive Vice-President

KWTV - CHANNEL 9
OKLAHOMA CITY

REPRESENTED BY AVERY-KNODEL, INC.
you should own such a business!
Radio is good business. Last year radio billed more than $700 million. That's peanuts to what radio billing will be as more and more advertisers discover what it can do for them.

You want low cost coverage? Do you want to place messages where they will do the most good? Do you want a virtual monopoly on the attention of millions-on-the-move? Do you want to reach your customers everywhere?

Then you've got to have radio. No other media can do the job as well.

Do as over 2,300 major advertisers did on WBC stations last year

By using WBC's five 50,000-watters, many enjoyed substantial savings with multiple station discounts. They hit America's big population belt... at least 26,500,000... at a cost as low as 21¢ per thousand.

Crazy? You should be so crazy. Call Eldon Campbell, WBC National Sales Manager, at Plaza 1-2700, New York, or your nearest WBC station. Let them show you why radio is good business for you.

<table>
<thead>
<tr>
<th>Station</th>
<th>Power</th>
<th>Cities</th>
</tr>
</thead>
<tbody>
<tr>
<td>WBZ-WBZA</td>
<td>51,000 watts</td>
<td>Boston and Springfield</td>
</tr>
<tr>
<td>WOWO</td>
<td>50,000 watts</td>
<td>Fort Wayne</td>
</tr>
<tr>
<td>KEX</td>
<td>50,000 watts</td>
<td>Portland, Oregon</td>
</tr>
<tr>
<td>KYW</td>
<td>50,000 watts</td>
<td>Philadelphia</td>
</tr>
<tr>
<td>KDKA</td>
<td>50,000 watts</td>
<td>Pittsburgh</td>
</tr>
</tbody>
</table>

WESTINGHOUSE BROADCASTING COMPANY, INC.

WBZ-WBZA • WBZ-TV, Boston; KYW • WPTZ (TV), Philadelphia; KDKA, Pittsburgh; WOWO, Fort Wayne; KEX, Portland, Oregon

National Representatives: FREE & PETERS, INC.
444 Madison Avenue, New York 22, N.Y.
Geography Lesson

EDITOR:

In former years a standard and very wonderful part of Broadcasting's Yearbook was a large map which showed the cities with am, fm and television stations in the United States and Canada.

With all of the changes in recent years, this map would be more important than ever, even if it were impractical to try publishing a map at this time showing the television stations.

Do you happen to have such a map of fairly recent date which we could purchase, or if not, do you happen to know where we could locate such a map?

Vernon L. Morelock
Vice Pres. & TV-Radio Dir. Winius-Brandon Co., Advertising St. Louis

[EDITOR'S NOTE: Maps of am and fm stations are available at 21 each, quantity discount. A new tv station map will be published at the end of August.]

Broke and Unenlightened

EDITOR:

Congratulations on your editorial, "Is That Meeting Necessary" in the July 19 issue. Certainly all broadcasting meetings are not necessary, and too frequently broadcasters return home broke, tired, confused and no wiser for the experience. On the other hand, many of our meetings are necessary and worthwhile.

Your editorial prompts me to suggest two ways that the number of meetings might be reduced. (1) A check list outlining the conditions which should obtain before it is necessary or advisable to call a meeting. (2) A better and more thorough job of advance planning and preparation by those calling the meeting that would frighten some of us to the point that the meeting would not be scheduled. Of course, those which were scheduled under this plan would have a better chance of being successful and worthwhile.

There's no charge for this little pearl of wisdom, and you might receive the plaudits of the industry if you would develop and expand this idea in Broadcasting & Telecasting.

R. B. Hanna
Manager, WGY-WRGB (TV) General Electric Stations Schenectady

[EDITOR'S NOTE: Comments on this subject by other broadcasters are welcome.]

Things Are Looking Up

EDITOR:

... The [FCC's] letter to the American Civil Liberties Union denying the latter's request for another hearing on the subject of licensee's handling of controversial issues [B&T, July 12] bespeaks the confidence which the FCC holds for the broadcaster's sense of fair play.

The ACLU like many other organizations who lay claim to lofty objectives in the field of "protecting the public interest" sometimes is revealed more as a would-be censor. The militant opposition voiced by James Lawrence Fly in behalf of the ACLU, to any rights of editorial expression by broadcasters is well remembered. It was while Mr. Fly was chairman of the FCC that the ill-starred Mayflower Decision was permitted to become a rule by abductor dictum, that for many years restrained broadcasters from exercising their constitutional rights of free expression.

There is a vast and wholesome difference between the administrative agency of today and the FCC during the tenure of Mr. Fly, Mr. [Clifford] Durr and the other so-called liberals. Their liberality is extended only to those who share their particular viewpoint. Unhappily the ACLU is still more concerned with abridging rather than nurturing freedom.

Rex Howell, Pres.
KFXI-AM-TV
Grand Junction, Colo.

P&G in Canada

EDITOR:

We are at a loss to understand the AT DEADLINE item you printed in your June 28 issue about an alleged "Switch in Canada" by Procter & Gamble.

In the first place, Procter & Gamble of Canada operates out of Toronto, not Cincinnati. Secondly, neither Benton & Bowles nor Compton handles the Cheer and Oxydol accounts. Third, except for one isolated case, no switch from spot to programming took effect on July 1.

J. A. MacDonald
Radio Dept.
The Procter & Gamble Co. of Canada Ltd.

[EDITOR'S NOTE: The item was obtained from a reliable source which B&T had no reason to question, but B&T is glad to publish Mr. MacDonald's letter to clear the record.]

Mr. Chairman

EDITOR:

... May I say that I found the picture and story treatment of the "Songs Across the Sea" presentation ceremony recently held in my office [B&T, July 12] to be both complete and accurate.

On behalf of the officials of KSOO Sioux Falls, S. D., may I express our collective appreciation for your kind cooperation in this entire matter.

Hon. Karl E. Muntt
U. S. Senate
Washington

Long WAVE

EDITOR:

Noticed in the July 5 issue of Broadcasting & Telecasting the box on page 18 titled "Freak TV Signals Are Back."

WAVE-TV has had numerous long distance signal reports and we wonder if any other station can match this list: Wheatland, Wyo.; Portland, Me.; New Brunswick, Canada; Phoenix, Ariz.; Wibledon, N. D.; Laurel, Mont.; Havana, Cuba.

Charles W. Hill, Prom. Mgr.
WAVE-AM-TV Louisville, Ky.

Beer Slogans

EDITOR:

Kindly award the weekly goof award to [your] recent article on beer and baseball in Milwaukee [B&T, July 19]. I doubt very much that Fred Miller could ever prove that Blatz was the beer that made Milwaukee famous. I think rather that Mr. Miller would be more concerned with Schlitz on this score.

Earl K. Straight, Prog. Dir.
WGMA Miami

[EDITOR'S NOTE: Suds got in a copy editor's eye.]

Broadcasting & Telecasting
**NEW! UNI-LEVEL AMPLIFIER**

CALL it a Uni-Level amp or a "station attendant"... either name tells the total potential value to both large and small audio operations. This unit is ideal for controlling level changes encountered between different program sources such as remotes, network, transcriptions, and film projection.

Yes, in any studio, you can count on the BA-9-A to provide higher average output levels. Count on it to save time and effort while performance is greatly improved.

Get all the facts today on this important new audio development. Complete specifications will be on the way to you as soon as we receive the coupon below. Be sure to fill it in now!

**Progress Is Our Most Important Product**

**GENERAL ELECTRIC**

---

**Invest Just $195**
and give your studio
total automatic audio
level control!
Get that man!

He's Jeffrey Jones—a man with a record.

But don't get us wrong. He's a sports-minded sleuth with a clean record of tracking down big audiences in every town he hits:

49.8 in New Orleans, top syndicated film show in town... first in his time period in Philadelphia, beating all the competition month after month!

And he's armed with a new hard-hitting merchandising plan that carries advertising impact right to the point of purchase.

Here are all the clues you need.
To get your man—and top sales results—just ask to see The Files of Jeffrey Jones, a production of...

**CBS TELEVISION FILM SALES**

with offices in New York, Chicago, Los Angeles, Boston, Atlanta, Detroit, St. Louis, Dallas and San Francisco.

Distributor in Canada is S. W. Caldwell Ltd., Toronto
WITH justifiable pride, Richard Buckley will point out that "the essence of WNEW is originality." But the 46-year-old executive who holds the reins of one of the nation's leading independent radio stations will wryly acknowledge "my early business career is about as original as a B movie script—I actually started by selling magazines.

This off-hand reference to Amherst College days when young Mr. Buckley trudged from door to door for the now defunct Delineator magazine, fails to derogate his climb to success as president and general manager of the 50 kw New York outlet. Rather, it enhances a Horatio Alger-type story built around the shrewd and aggressive selling that reflects personal knowhow.

For instance, take the question of radio's future in the light of television. Mr. Buckley isn't reluctant to express amazement that the question can be brought up at this point.

"Every piece of research available," he emphasizes, "indicates that people don't stop listening to a well-managed radio station because they buy a television set." He was once solicited by a publication seeking lengthy comments on radio's future. Mr. Buckley typed one laconic statement: "WNEW was not the only place in which one could invest money."

WNEW staffers say that one of the more frustrating pastimes is to attempt to put their new boss into a specific category. Several, observing his soft-spoken, quiet manner when Mr. Buckley first arrived at the station, were ready to vote him a "man of distinction" label. The conclusion was withheld, however, when a secretary reported him streaking through Westport, Conn., in a high-powered Alfa-Romeo.

WNEW staffers were also quick to learn too that the salesmanship background of Mr. Buckley didn't preclude him from active supervision of the many other facets of the station operation. At Trilling, chief record librarian, vouched for Mr. Buckley's almost encyclopedic knowledge of the popular music that is the station's mainstay, as well as his uncanny recollection of the exact records that are used in any day's programming.

He, himself, best describes his modus operandi at WNEW: "I listen. WNEW has a sound of its own. And when I don't hear it, I call a meeting of the staff responsible for giving WNEW that special sound." And WNEW staffers will attest that their chief isn't looking for yesses at such programming and policy discussions.

Richard Dimes Buckley was born of English parentage in Providence, R. I., where he attended the public schools until his entrance into Amherst.

His rugged six-foot frame allowed him to balance a college program that ranged from classical studies to baseball, football and the thriving extra-curricular business of selling the Buttrick Co.'s Delineator. Mr. Buckley whimsically says "I think my original fascination for radio was based on the comparative ease with which it reached masses as compared to trudging from door to door."

After Amherst, Mr. Buckley went to the Buttrick Co. and right up the ladder to the New York advertising department.

In 1935, he moved into radio and spent three years with William G. Rambeau Co., station representative firm, before joining John Blair & Co. in 1938. It was then Mr. Buckley got his first earful of WNEW, a Blair client. It was love at first listening. In the course of securing for himself the vice presidency and ultimately the presidency of the Blair firm, Mr. Buckley built a dream around WNEW. Each time he told a client of WNEW's know-how, and each time a station client prospered through use of WNEW methods, the dream became more vivid.

This year the dream became a reality. Mr. Buckley headed a group which bought the New York independent [870, April 19]. He took a seat behind a desk at WNEW and, as far as he is concerned, it is home from now on.

Mr. Buckley in 1933 married the former Janice Dannerth in what the couple hoped would be a quiet, simple ceremony. But it turned out to be the gala event of the Venice 1953 social season, since Mr. Buckley and his bride were the first American couple to be married in Venice since World War II. The ceremony was replete with royalty and other dignitaries in attendance.

The presence of the attractive Mrs. Buckley is felt at WNEW through her tasteful innovations in the station's interior decoration. Mr. Buckley's personal audience research sample is completed by 17-year-old Richard D. Buckley Jr. and Martha Ann, 14, children by a previous marriage.

Golf and surf activities supply Mr. Buckley's recreational needs. He points out that since he is doing exactly what he wants to do—at the place he wants to do it—recreation is no problem...

And doing what he wants to do is spelling out more successes for WNEW in terms of excellent local programming. "There is nothing more vital to radio than the well-conceived and well-done local program," Mr. Buckley affirms. "It spells popularity and commercial success. WNEW has epitomized this concept. WNEW will continue to epitomize this concept."

our respects to RICHARD DIMES BUCKLEY

Page 22 • August 2, 1954
987 miles west
of Madison Avenue,
on the Main Line, lies Iowa. Have you ever seen Iowa corn fields in late June? A New Englander, enjoying the experience for the first time, said they looked like green corduroy. We, with a television station to grind, prefer to think of them a short time later, when the green has turned into golden buying power. Iowa’s corn yield, a billion dollars annually, is the highest of all states.

Have you ever heard the cry “sue-ee-e” bring ham-on-the-hoof to feeding troughs? In Iowa hog-calling is a fine art, and its practitioners hang their masterpieces in ever-growing bank accounts. Iowa leads the nation in the production of meat animals and in cash farm income from their sale.

Another sound that breaks the good clean air of Iowa is “here chick, chick, here chick.” It means spending money to most Iowa farmwives. Poultry sums aren’t chicken feed, either. The value of Iowa’s poultry exceeds that of any other state.

But agricultural Iowa is slightly less than half of the story. Industrial Iowa contributes an annual value of manufactured products which exceeds the income ($2.3 billion last year) from farming.

Folks around these parts have been oriented to WMT radio for three decades and WMT-TV doesn’t need a slide rule to measure station loyalty. The high regard which makes Eastern Iowans say “Turn to Channel 2” is beyond statistics.
Boot home a winner on KOA-TV

In Denver Television, your best bet is KOA-TV. Study the ARB dope sheet to see why!

In the June, 1954 ARB, KOA-TV placed first in quarter hour wins - Sunday thru Saturday, 6 p.m. to sign off - going away! KOA-TV topped the field by a full 19% more than the second place station.

QUARTER HOUR WINS
Monday thru Saturday - 6 p.m. to sign off

<table>
<thead>
<tr>
<th>Wins</th>
<th>Pct.</th>
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<tbody>
<tr>
<td>KOA-TV</td>
<td>81.5</td>
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<tr>
<td>Station B</td>
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<tr>
<td>Station C</td>
<td>26.0</td>
</tr>
<tr>
<td>Station D</td>
<td>18.0</td>
</tr>
</tbody>
</table>

And KOA-TV's pure bred ACADEMY THEATRE, by far Denver Television's surest thing, is a typical example of KOA-TV's thoroughbred programming. ACADEMY THEATRE'S average quarter-hour rating of 17 really pays off on each 1-minute ticket. Savemore Drugs of Denver cashed in over $2000.00 in merchandise sales on ONE $79.50 ACADEMY THEATRE spot.

To boot home a winner in Denver, place your money on the nose of the West's best bet... KOA-TV.

Call Petry

KOATV 4
NBC in Denver
These two books constitute a TV station operator's "bible." Together they present 240 pages of descriptive information, system diagrams, tables, data, specifications, prepared on a professional level and designed to serve as a Video buying and planning guide. The two books represent the most complete authoritative and up-to-date presentation of this kind in the Broadcast industry. For your copies, ask your RCA Broadcast Sales Representative, or write Dept. H-22, RCA Engineering Products, Camden, N. J. on your station letterhead. In Canada, write RCA Victor Ltd., Montreal.
IRVING A. ECKHOFF, vice president and general manager of the Hollywood advertising-public relations firm of Roche-Eckhoff & Lee, believes a man should know what he is doing and have fun at it, too.

Born in San Rafael, Calif., he graduated from Occidental College, Los Angeles, in 1927 with a BA in economics. His background includes sports writing for the Los Angeles Times, writing Pete Smith M-G-M movie shorts and editing a Los Angeles community newspaper before "drifting" into publicity. In 1939, he established a public relations firm with Frank Roche and gradually assumed the advertising accounts of the firm's clients.

During the war, Mr. Eckhoff was information chief of the Southern California Office of Price Administration and by 1946, "glad to get back to private enterprise," he resumed full activity in the firm. Affable and witty, he handles radio-tv advertising for such Roche-Eckhoff & Lee clients as Sally Shops (women's wear), Rislone oil alloy, Champale malt liquor, Permaglass water heaters, Agua Caliente and Del Mar race tracks, and Caloric gas stoves.

During the war, downtown newspapers reached their advertising peak, he states as a long time resident of Southern California, but since then the trend has been toward radio-tv in this region. At present, "The best advertising dollar is in radio," he states. Peak traffic hours in Southern California, with its millions of motor vehicles, are especially effective in producing radio advertising results, he points out in elaborating on this belief.

Describing himself as a former "slow quarter-miler," Mr. Eckhoff, current president of the Tiger (Occidental) Track Team Alumni Assn., still finds relaxation watching track meets. Also a tireless supporter of the Hollywood Ad Club, he is its vice president for public relations. He recently headed the Advertising Assn. of the West award selection committee for radio-tv commercials [B&T, July 19].

Married in 1927 to the former Mary-Macy Staats, Mr. Eckhoff now enjoys the two grand-children presented him by daughter Mrs. Betty Evans. His other daughter is Barbara, 21, a Stephens College, Mo., graduate.
The signs of Charlotte are signs of a market more important by far than city size indicates. Take wholesaling, for example:

So populous and so rich is the area Charlotte serves that the city's wholesale sales barrel up to a $334,000,000 total—36th among the nation's cities.

Charlotte's wholesale sales are almost triple those of any other Carolina city—surpass Toledo, Rochester and Providence—exceed the individual totals of fifteen sovereign states.

Also wholesalers (of your advertising message) are Charlotte's two great area stations—50,000 watt WBT and top power WBTV, 100,000 watts on Channel 3. Charlotte's wholesalers, with the help of Charlotte's two wholesale advertising media, will do a wonderful job for your product.

* "Merchant Wholesalers" only—Sales Management, 1933

Coverage to Match the Market
Represented Nationally by CBS Radio and Television Spot Sales

WBT-WBTV
CHARLOTTE, N. C.
ZIV-TV's

FUNNY, SUNNY FAMILY SITUATION COMEDY

"MEET CORLISS ARCHER"

STARRING PERT ANN BAKER IN THE HILARIOUS HOME LIFE OF America's favorite family!

BASED ON CHARACTERS CREATED BY HUGH HERBERT

FRESH AS A WINK... TWINKLING WITH LAUGH AFTER LAUGH! EVERY HALF-HOUR PROGRAM A COMPLETE STORY!
THE MAGIC OF YOUTH!

DEAR MR. ADVERTISER,

MILLIONS HAVE APPLAUDED US ON STAGE, RADIO, IN BOOKS AND MAGAZINES.
NOW, WE'RE READY TO SELL FOR YOU IN TV'S MIGHTIEST SELLING FORCE,
FAMILY SITUATION COMEDY. WHEN FAMILIES SEE THEMSELVES AS THE ARCHERS,
YOU'VE GOT THEM BY THE EMOTIONS. BETTER WRITE, WIRE OR PHONE TODAY.

LOVE,

Corliss

NOW READY IN ZIV-COLOR, BRILLIANT, COMPATIBLE

★ BOBBY ELLIS as DEXTER
★ MARY BRIAN as MRS. ARCHER
★ JOHN ELDREDGE as MR. ARCHER

ZIV TELEVISION PROGRAMS, INC.
1329 MADISON ROAD, CINCINNATI, OHIO
NEW YORK
HOLLYWOOD
DON'T "PICK BLIND" IN SHREVEPORT!

KWKH's radio competition consists of three network affiliates, plus one independent. But look at the Hooper-proved dominance of KWKH in Metropolitan Shreveport — morning, afternoon and night!

<table>
<thead>
<tr>
<th>TIME</th>
<th>KWKH</th>
<th>STATION B</th>
<th>STATION C</th>
<th>STATION D</th>
<th>STATION E</th>
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<tr>
<td>MON. thru FRI. 9:00 A.M. - 12:00 Noon</td>
<td>38.1</td>
<td>19.5</td>
<td>6.2</td>
<td>16.0</td>
<td>19.5</td>
</tr>
<tr>
<td>MON. thru FRI. 12:00 Noon - 6:00 P.M.</td>
<td>44.3</td>
<td>21.2</td>
<td>9.2</td>
<td>6.1</td>
<td>19.4</td>
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<tr>
<td>SUN. thru SAT. EVE. 6:00 P.M. - 10:30 P.M.</td>
<td>54.6</td>
<td>11.2</td>
<td>8.5</td>
<td>24.0</td>
<td></td>
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</table>

LOOK AT KWKH'S SAM'S AREA!

50,000-watt KWKH obviously gives you far more than the Metropolitan area. KWKH is heard in 22.3% more daytime homes than all other Shreveport stations combined, and at the lowest cost per-thousand-listeners!

KWKH
50,000 Watts • CBS Radio

A Shreveport Times Station
TEXAS

Representatives
Henry Clay
Fred Watkins

General Manager
Commercial Manager
CONGRESS IN HOMESTRETCH SPURS RADIO-TV ACTIVITY

It's been a busy two years for broadcasting. No major communications legislation has been passed, but three studies are in prospect as adjournment nears: Bricker's on networks, Potter's on uhf, Jenner's on allowing radio-tv during proceedings. Predicted at the FCC: a boost in the multiple ownership limits to five v's, two u's.

A WEARY 83d Congress is nearing adjournment, but it has enough steam left for three post-adjournment studies that could lead to tighter regulation of radio and television.

Aside from the investigations, the 83d left a warning that the 84th Congress may legislate beer and wine advertising off the air unless radio and television advertisers tone down commercials.

Although it passed no important legislation in the radio-tv field, the 83d laid the groundwork for action by its successor, and it intends to dig farther before the 84th Congress convenes. At least three projects, all in the Senate, will continue through the summer and fall:

Bricker on Networks
- On networks. Sen. John W. Bricker (R-Ohio), chairman, Senate Interstate & Foreign Commerce Committee, told B&T last week that a probe will be conducted during the coming recess. It will be in the form of a quiet and methodical staff study with findings reported to the committee in the next Congress.
- On uhf. Action here is at an increased pace:
  1. Sen. Edwin C. Johnson (D-Colo), who retires from the Washington political arena at the end of the year, managed last week to get what he called a "sliver" instead of a "slice" of his proposed 105% Federal excise tax cut for the uhf set maker.
  2. The Potter Subcommittee is on the verge of coming up with an answer on whether or not a voluntary agreement can be reached by manufacturers to produce only all-band receivers.
  3. This same subcommittee also is about to announce the slate of technical experts who will make up the ad hoc committee to lend it advice on what is economically and engineeringly feasible to break the uhf allocation bottleneck. This advisory unit will work through 1954, and come up with its uhf evaluation by the next Congress.

An interim report, summarizing the current economic status of uhf, is under preparation by the subcommittee staff.
- On radio-tv coverage of Congress. A Senate Rules subcommittee, headed by Sen. William E. Jenner (R-Ind.), is holding hearings on committee procedures. Among the top considerations: What part should live radio and tv play? This study is expected to continue at least through the summer (see story page 53).

The Congress in its second session ran the gamut of the radio-tv field. It dug into the status of uhf, license fees and live coverage of communications, and Robert D. L'Heureux, also a professional staff member (business and consumer interests subcommittee).

It is doubtful now whether Sen. Bricker will make any formal statement to the full committee. The chairman of the Commerce Committee holds a powerful position. Members of the committee, for the most part, are aware of the impending staff study. And Sen. Bricker already has both the authority and the funds to start the probe at any time he sees fit. His target date: as soon as Congress adjourns.

Meanwhile, FCC Comr. Robert L. Lee, asked at a Tuesday National Press Club luncheon whether he favored the Bricker bill (S 3456) which would authorize FCC to license and regulate the networks, said he did not favor legislation nor did he think it necessary "at this time." Comr. Lee spoke to the Press Club audience on "Labels, Libels and Equal Time" (see story page 50).

Comr. Lee said FCC has under authority of

As Bricker Sees It

THIS IS the full statement made to B&T last week by Sen. John W. Bricker (R-Ohio), chairman of the Senate Commerce Committee, bringing into focus his plan for a network study:

"At the time I introduced on May 12, 1953, my bill, S 3456, to provide for the regulation of networks, I stated that it was my intention to have the staff of the Senate Interstate & Foreign Commerce Committee investigate the entire problem during the recess of the Congress and report back to the Committee in January of next year.

"That is still my intention. I am not committed to the regulation of radio and television networks. I do not know, pending a study of this problem, whether regulation of the networks is necessary or whether such a step would be in the interests of the general public and the radio and television industry."

Is It Still Jones?

Still conjecture, however, was whether Sen. Bricker would hire an outside person to act as a consultant or as an assistant in this staff study. It is known that Robert F. Jones, Washington attorney, was seriously considered to head the project, and presumably he still is the leading contender should Sen. Bricker decide to hire an outsider.

It was pointed out that the committee believes it has the staff available to conduct a preliminary investigation, whether or not an outside expert is appointed. Two people in particular have been mentioned: Nicholas Zappel, the committee's professional staff member on
the Communications Act 'a reverse English rule' (on chain broadcasting) which permits FCC to have indirect control of networks through their owned and operated stations.

The uhf scene was dominated by a twist to the federal excise reduction on uhf-equipped sets asked by Sen. Johnson.

A doubting Senate Finance Committee grudgingly approved an unusual version of the Senator's original amendment that would eliminate the whole 10% excise.

The committee listened to Sen. Johnson in executive session Monday. When the meeting was over an amendment—only faintly recognizable as that proposed by the Coloradans—was tacked onto House-passed catch-all bill (HR 6440). The committee vote split, but carried.

The amendment adopted would provide a $7 tax exemption on uhf sets which incorporate a "device for receiving uhf signals" sold by manufacturers on or after July 26, 1954.

Sen. Johnson, who fought an uphill battle in committee, commented later that he had asked for a "slice of bread" but had come out with a "silver."

The committee heard Sen. Johnson and also Sen. Charles E. Potter (R-Mich.), chairman of the Senate Communications Subcommittee. Sen. Potter lent his weight to the Johnson argument, which was disputed during the session by an official of the Treasury Dept.

The Treasury spokesman warned that the Johnson amendment would deprive the Government of some $115 million in yearly revenue. The $7 credit was placed at a $50 million loss to the Government.

Bill Has Road to Travel

The bill still has a road to travel in Congress. The Senate must consider the measure and then the House will head for conference.

A puzzled industry, which had looked to the Johnson proposal as a method of aiding uhf by building set circulation, wondered aloud just what effect the "credit" would have on set maker plans.

During the Potter hearing on uhf—which by its very name became a Capitol Hill headline for the broadcast industry during the 83d Congress—witnesses had estimated that the retail price differential between vhf and uhf sets varies from $10 to $28. It is estimated unofficially that the "credit" adopted by the Finance Committee possibly would cut the differential from $10 to $28. Thus, the difference would be greater for the lower priced models, smaller for the higher priced sets.

But the action also doused off the oft-asked question when such "compromises" are struck: What will the manufacturer do about his set production if he is burdened with additional bookkeeping to keep up with his tax "credit"?

It was understood the $7 figure was selected because that was an estimated cost for a uhf tuner.

The committee also adopted an amendment which would seek to define more closely what articles in the manufacture of radio-tv receivers are subject to the excise tax. Receivers made for commercial, for military, for semicommercial, and other services contained some parts which would be subject to the excise tax. Thus, the Government was paying an excise tax on certain equipment for which it was repaid by the manufacturer.

The amendment exempted from the federal excise levy articles used in the manufacture of "non-taxable articles" (certain receiver-transmitters, etc.) and specifies an exemption for "non-entertainment-type" radio and tv-parts other than tubes and cabinets.

The expected FCC action in lifting the five-station limit under common ownership is seen as a direct result of the introduction of Sen. Johnson's bill (S 3350) on multiple ownership. That measure actually plowed the furrow along in both the uhf-multiple ownership and license fee studies two Senators played leading parts: Sen. Johnson, the Senator most knowledgeable in the radio arts, and the newly-appointed Communications Subcommittee chairman, Sen. Potter.

The rise of Sen. Potter in the field of communications in the Senate in the past few months has been a singular development of the 83d Congress.

Sen. Johnson (in the first session of the 83d Congress) also left an imprint in a particular technical phase of the communications field which in the waning days of the Congress was undone by an apparent unknowing House committee.

International Tv

The House Foreign Affairs Committee which for many months had been toying with a resolution bequeathed it by the Senate—and originating from the Senate Foreign Relations Committee—filed a most unusual report on the resolution dealing with international tv [B T, July 26].

At the outset, the Senate committee approved the resolution suggesting a wholesale study of telecommunications with particular emphasis on the use of transatlantic television.

When it got to the floor, Sen. Johnson amended the bill, ripping it from the provisions which would have permitted a study of the projected NARCOM relay system from North America to Europe, supported by William Halstead, president of Unitel Inc., New York, a telecommunications and planning firm.

But the House committee in its report referred to attention to NARCOM by pointing out that linking of North America to Europe was now engineeringly feasible.

As an indication of the House committee confusion—the bill was passed and sent to the White House without further consideration—the date of Dec. 31, 1954, which in 1953 was placed in the resolution to permit a period of study by a specially appointed commission, was retained. This gives the commission—which will be made up of Senators, Congressmen and industry people—less than six months to explore a field which has many ramifications.

Bryson Bill Activity

As Congress churned toward adjournment, the Wolveton Committee Thursday plunged into consideration of HR 1227—the Bryson bill which would bar alcoholic beverage advertising from all media, including radio-tv.

The House group already had held extensive public hearings on the measure. The Senate also had heard testimony on the companion Langer bill (S 3294).

Reportedly a member of the House committee asked that the newspaper provision be stricken from the bill and the measure be applied only to the broadcast media. The committee members, however, thought such a move would be discriminatory. Subsequent moves to report the bill out en toto were beaten down but not before members agreed that unless air commercials on beer or wine are toned down the House committee next year would be more receptive to turning the bill loose on the House floor and most likely to insure passage.
DEBATE over the merits of a single rate card for radio stations versus two sets of rates, one for national advertisers, one for local retailers, was resumed last Wednesday in New York between Emil Mogul, president of his own advertising agency, Emil Mogul Co., and the station representatives, who had begun the argument two weeks ago [B, July 17].

Again, Mr. Mogul spoke for the two rate system, declaring that stations with single rates for all advertisers don't attract retail clients and don't do as good a job for the stations with two rate scales. He argued particularly for the extension of discounts beyond the usual rate card maximums of 312- or in a few cases 624-1/2 per cent, stating that the advertiser who guarantees a station a year-long schedule of 25,000 spots deserves a better rate than the man who buys 65 spots in 13 weeks.

Again, the representatives argued in favor of a single rate card for all advertisers, whether national or local. Robert Eastman of John Blair & Co., chairman of a rate research committee set up in March by Station Representatives Assn. to study this question, read a committee report urging "all stations not already on the single rate to make plans now to get there as quickly as possible.

Again, the session started off fairly calmly and worked up to a crescendo in which emotions seemed about to take control of the situation when time was called for the day and the disputants agreed to postpone further debate to a private meeting without the presence of the advertising newsmen who attended both sessions already held.

Mr. Mogul, who had been host at the earlier luncheon, at the Waldorf-Astoria, and seven members of his staff were guests last week of SRA, at the Biltmore, New York. The first session began with a history of the Mogul agency, given by Mr. Mogul. Last week's meeting started off with a thesis on the policies and practices of a representative organization, delivered by Mr. Eastman.

Argues for Dual-Rate

Then Mr. Mogul took the floor to present his arguments for a dual-rate structure. Like newspapers, which he said "are seven leagues ahead of radio" in this respect, "radio needs a retail rate to do a retail job. You representatives should urge them to establish one, unless you can sell so much business at the national rate they don't need any retail business.

His agency, Mr. Mogul declared, believes in buying at the retail rate it can get for its clients, with maximum discounts in accordance with the volume of business placed, regardless of whether such discounts are shown on the rate cards or not. "Rates should be based on performance," he stressed, and the advertiser who buys more time over a longer period is entitled to a better rate than other clients. "We pass up stations that don't give it," he said, "unless all in a market have the same policy and we have to accept it to get into that market.

Mr. Eastman then reported on the findings of the SRA research committee that "in most instances where 'retail rates' are in effect everyone was either not benefiting or was actually getting hurt," making it clear that by "everyone" he was referring to advertisers and agencies as well as to stations and representatives.

Mr. Eastman reported that the committee had found an estimated 35% of the major U.S. stations to have a single rate; that single rate stations are on the whole doing "a more brisk business than those on the double standard" and that "single rate stations enjoy a higher level of local business because emphasis is more on quality than price."

Mr. Mogul expressed disbelief at that last statement and when Mr. Eastman cited Pittsburgh, Boston, Baltimore and Los Angeles as large and competitive markets "not blighted by dual or triple rate cards for major stations," the agency president declared that in Baltimore an independent station with a dual rate does the best job and in Los Angeles the same thing is true with "an independent licking the pants off the network stations."

Reporting that the SRA committee had found the major advertising agencies overwhelmingly in favor of a single rate, Mr. Eastman concluded:

"With all of the evidence pointing in only one direction, SRA urges all stations not already on the single rate to make plans now to get there as quickly as possible. The SRA recommends that station operators work together to clean up this rate situation in their city and thereby create another single rate market that will help attract more business."

Mr. Mogul then resumed the floor, talking about some of the shortcomings of some representatives calling on his agency's timebuyers "a minority, but a large minority" and urging the representatives to clean out the bad actors who he said are giving all representatives a bad name just as bad acting agencies had done to all advertising. When he returned to his original demands for larger discounts for the larger users of station time, T. P. Flanagan, SRA managing director, who acted as chairman of the meeting, observed that this was not a question of local and national rates but of volume discount and "on that we all agree," and adjourned the meeting.

A CONTRACT calling for one of the largest real estate promotions on radio in Baltimore is agreed to by WITH that city and builders Ralph De Chero and Anthony Sanzo, builders of homes in New York, New Jersey, Ohio, Florida and Maryland. The campaign will promote the sale of 300 higher-priced suburban homes, known as the Valley Crest development. L to r: seated, Mr. Sanzo; Mr. De Chero; Dan Hydrick, WITH account executive; standing, Marshall Hawks, Marshall Hawks Advertising, and Lee Case and Colleen Schwartz, talent on a husband and wife show that is part of the WITH campaign.

Miles' $4 1/2 Million Radio Budget Entirely on NBC

MILES Labs, Elkhart, Ind., will spend its radio budget of more than four and a half million dollars on NBC Radio, effective Sept. 27, when the firm starts sponsorship of a five-day daytime strip in addition to retaining its News of the World and Break the Bank. The firm is cancelling early in September its two radio shows Curtis Massey Show and Hilltop House on CBS Radio.

Miles Labs, through its agency, Geoffrey Wide, Chicago, gave the nod to NBC Radio, when it signed the contract to sponsorship of Just Plain Bill five times weekly, 5-5:15 p.m. on the full NBC network.

Miles Labs is also entering network television in the fall with participations on the Garry Moore Show and Robert Q. Lewis, both on CBS-TV and on Three Steps to Heaven and Concerning Miss Marlowe on NBC-TV.
UPPED TARIFF WON'T SHAKE WATCH ADS

Bulova, Benrus see little effect on advertising; Hamilton, Elgin plan no immediate advertising changes.

A TARIFF increase of 50% on imported watch movements will have little impact on advertising plans of major American watch companies, judging by first reactions to the President's tariff proclamation last week.

The increased tariff, effective July 28, adds from 9 cents to $1.15 to the duty on imported movements of non-jeweled and not over 17-jewel watches. Higher tariffs were recommended May 28 in a report made to the President by the Tariff Commission.

Figures of the American Watch Mfrs. Assn. indicate imports of Swiss movements had increased from 2,131,000 in 1936 to 10,600,000 in 1953. This so-called flood of imports was described as leaving only 18% of the market for American watch manufacturers, with American production off 47% since 1951.

The six major nationally advertised watch companies are Elgin National Watch Co. (100% American-made); Hamilton Watch Co., (100% American produced); Benrus Watch Co., (100% imported); Longines-Wittnauer Watch Co. (100% imported); Gruen Watch Co., (50% American-made and 50% imported) and Bulova Watch Co., (50% American produced and 50% imported).

Benrus' survey of the agency executives on the reaction to the 50% increase on watch tariffs and how it would affect advertising plans for the weeks to come was as follows:

Terry Clyne, senior vice president in charge of radio and television at Biow Co., which handles Bulova: "In our estimation, this (the tariff) will help the sale of nationally advertised watches of the better type because the higher tariff should result in far fewer cut-rate sales of non-brand watches. Our advertising expenditures for Bulova Watch Co. will continue on the same level."

Len Adams, account executive of Benrus Watch Co., at Cecil & Presbury, New York agency, said the increase of 50% tariff on watches all "happened too fast.""We were surprised and it will take us about a month before we know the full reaction," he said, "I don't predict there will be a radical change in advertising. We're firm believers in radio and television..."

A BBDO executive told Biow it was too early to talk about the tariff effect on advertising plans for Hamilton watches, which are produced in America, but he could say that advertising plans already made for the next three months would not be changed.

A spokesman for Elgin National Watch Co. told Biow the tariff increase probably would have little or no impact on the company's advertising program, including radio-tv commitments, for the remainder of the fiscal year through Feb. 28, 1955. He felt the effect will be felt more next year inasmuch as Elgin's advertising plans have been set for the current year.

Elgin National will make its first venture into network TV this fall with alternate sponsorship of an hour segment on ABC-TV, Tues., 9:30 p.m. (EST), shifting with U. S. Steel Co. It will be known as the Elgin TV Hour. Heretofore, Elgin (not to be confused with Elgin-American (maker of compacts), has used only spot TV in certain markets and has been out of network, it was of no importance as noted. The agency is Young & Rubicam, Chicago.

Watch sales may increase in the interim but there is an inventory now on Elgin watches that will have time to be sold. Elgin's advertising budget is based on the percentage of watches sold, well in advance and hinged on a forecast of expected sales.

"Free" Film Promotion Technique Explained

Getting a product, service or company name on the air by inclusion in public service clip is basis of system.

GROWING use of TV film clips, offered free to stations to publicize a client or product, was explained to members of the Hollywood Advertising Club last week in what was termed a new phase of TV publicity.

Calling it a form of specialized public relations, Gene Coon, editorial supervisor, and former member of NBC-TV, Hollywood, told the workings of getting the film on the air.

Publicis-TV prepares, produces and distributes the 45 second to 1/4 minute films locally, regionally and nationally at a basic rate of $250 for one station, plus an additional charge of $9 for each other station using the clip said Mr. Coon. First the firm gets the client's story, then edits out as much of the commercial content as needed to satisfy a news editor, he continued.

A prospective Publicis-TV user has a bargain available in that he can get air time costing (from $300 upward for the firm's basic rate plus additional costs fee, explained Mr. Gardner.

One client, Creole Petroleum Corp. of Louisiana, recently got as high as 60% acceptance for a film clip on oil problems offered to members of the Publicis Syndicate, Mr. Gardner's assistant to Edward J. Flynn, Hollywood publicist representing Creole. The clip, which purported to show how the petroleum industry would be affected if certain legislation before Congress were enacted, featuring news reports on ASOTV interviews with the president of Creole Petroleum on the subject.

William Stewart, former news editor, KNXT (TV) Hollywood (now publicist, CBS-TV that city), presented the other side of the picture. Acceptance of such film depends on length, he said, adding that new editors cannot be expected to trim film, but will run it, if at all, as is. A typical week has brought in TV promotion film from such divergent groups as the Los Angeles City Police and Harbor departments, the Bartlet Institute, Vedco Inc., the National, Pacific Telephone and Telegraph Co., breweries, airlines, steel companies, the Las Vegas Chamber of Commerce and the Miss Universe contest, he observed.

Air-Wick's Film Proposition:

THE Air-Wick people have come up with a series of 28 five-minute dramatic films that television stations can have for $5.02 each—provided, of course, that the series is carried once on Class A time with free commercials.

After that, tv stations are planned to run the films as often as they wish for 99 years, according to a letter sent stations over the signature of Joan Stark, chief timebuyer of William H. Weintraub & Co.

They can even sell the films to other advertisers, according to the letter on behalf of Weintraub's client, Seemann Brothers, which also manufactures Nylaste.

Films run 45 minutes, of which "slightly over one minute" consists of opening and closing commercials. They are to be run on a two-week program. All 28 have been run, the commercials may be removed and the station has 99 years to use the films as it wishes. Miss Stark explains that "print costs are just the charges made by the labs which are approximately $5.02 per program, delivered to you with cans and reels included."

Contracts have been made with over 50 stations, Miss Stark added, located in New York, Chicago, Los Angeles, San Francisco, Washington, D. C., Minneapolis and other markets.

Murdock Named Consultant To MacManus, John & Adams

WILLIAM D. MURDOCK, head of the Washington advertising agency bearing his name, has been retained by MacManus, John & Adams, Bloomfield Hills, Mich., as consultant on food and drug merchandising. Mr. Murdock will continue his Washington accounts, servicing such accounts as People's Drug Stores (Biow, June 21), Bank of Maryland chain, Mrs. Keane's meats, Southern Hotel Supply Co. and the Food Town chain.

At the MacManus, John & Adams agency Mr. Murdock will work on special assignments, particularly merchandising run of nationally advertised food and drug items. Among the agency's accounts are Dow Chemical (Saran-Wrap), Pontiac, Cadillac, Champion spark plugs and the 600-store Kresge chain.

Mr. Murdock entered radio in the early '30s, selling time on WJSV (now WTOP) Washington for the Arthur Godfrey programs. After 12 years he joined WOL there, moving to WOIC (TV) Washington when that station went on the air. He remained with WOIC until the station was sold and calls letters changed to WTOP-TV. In 1950 he formed an advertising agency at the suggestion of People's Drug Stores, operating 154 stores in 37 cities.

IN AN EFFORT to increase the consumption of lamb in Utah, the Producers Livestock Marketing Assn. has signed for 60 spot announcements per week on KTVT (TV) there. The campaign will start Oct. 1 and will emphasize the value of lamb in the basic daily diet. Gale Smith, public relations director of the association's Salt Lake City branch, said this is the first time the organization has gone to such promotional length to sell Utah on lamb. He pointed out the curious facts that while Utah is one of the highest sheep producing states, it consumes only about two pounds per capita per year compared to the national average of four pounds, and a rate of almost 37 pounds per capita in New York City.
GF Spent $62 Million For Ads in Fiscal '54

Figure is $8 million over year before, Mortimer tells General Foods stockholders.

GENERAL FOODS Corp. New York, spent $62 million for advertising in its fiscal 1954 (ended March 31, 1954) or $8 million over the year before, Charles Mortimer, president, told a record turnout of 450 stockholders at the annual meeting last Wednesday.

"Our use of advertising is carefully planned both as to kind and amount," he said. "We study the advantages of various media. When there is a local job to be done we turn to local newspapers and radio. Network radio and television, point-of-sale and outdoor posters—each has its particular uses and advantages. As new advertising techniques are developed which will sell General Foods brands we shall carefully consider them too. For instance, color television may offer us unusual opportunities, because our products and packages are especially suited to color reproductions."

"Because effective advertising is essential to our marketing General Foods is a large advertiser. We spent our advertising dollars for the hard practical purpose of increasing the use of our established brand, introducing new products, and in general insuring growth in fiscal 1954. Our total advertising expenditures were $62 million. This was an increase of $8 million over the year before. You will recall that our net sales increased $82 million. In percentage of sales, advertising was about the same, 7.9% last year and 7.7% in 1953."

Mr. Mortimer also told the stockholders that results of the first quarter of the new fiscal year, which ended on June 30, were very satisfactory. Sales of $195 million were 12.4% greater than in the 1953 period with a net profit of $11.2 million.

Bishop to Sponsor Raye

HAZEL BISHOP Inc., New York, will sponsor Martha Raye, effective Sept. 28, for a full hour one Tuesday each month, 8-9 p.m., during the entire 1954-55 season on NBC-TV. Milton Berle will star in 20 other shows in that time period for the Buick Division of General Motors Corp. and Bob Hope in six for General Foods Corp. Raymond Spector Co., New York, is agency for Hazel Bishop.

McHugh Named V.P. at Campbell-Ewald

Promotion of Phillip L. McHugh to a vice presidency at Campbell-Ewald Co., in charge of the agency's television and radio activities, was announced last week by H. G. Little, president.

Mr. McHugh, who joined Campbell-Ewald several months ago to head the tv-radio department in the Detroit office, has devoted his career to broadcasting. He was with CBS New York as assistant and radio director for 10 years, with four years out for Navy service.

Prior to joining Campbell-Ewald he was director for four years of the tv-radio department of the Tracy-Locke Co., Dallas agency.

Mr. McHugh's headquarters will be in Detroit. Don R. Benkhart will work under his direction in the New York office.

Bernbach, Factor-Breyer Agencies Combine Forces

MERGER of Doyle Dane Bernbach Inc., New York, and Factor-Breyer Inc., Los Angeles, has been announced, effective today (Monday). Officers of the firm, to operate as Doyle Dane Bernbach Inc., are William Bernbach, president; Ned Doyle, Maxwell Dane, Ted H. Factor and Don Breyer, vice presidents.

Radio-tv accounts handled by the agency include Forest Lawn Memorial Park, Polaroid Land Camera, Cole of California, Detecto Scales, Sav-On Drug Stores, Mission Water Heaters, Diced Cream of America and J. N. Ceazan Co. (Los Angeles distributors of Crossley and Bendix products).

P&G Appoints Werner

PROCTOR & GAMBLE Co., Cincinnati, announced the division of its public relations department with the appointment of William G. Werner, who has been manager of the public relations division since 1941, to the newly-created position of director of public and legal services. His responsibilities will include the public relations department and a new legal services department. He has been with P & G since 1911.

Oliver M. Gale, who has been with the company since 1937 and has been associate manager of public relations since 1949, has been named manager of the public relations department.

Standard Names Adv. Chief

Appointment of W. H. Miller as assistant general manager for advertising and sales promotion in its Chicago general office was announced last week by Standard Oil Co. (Ind.).

Wesley L. Land, standard advertising manager, will report to Mr. Miller, who will be in charge of advertising, consumer sales, sales training and other activities.

New Business


RENEWALS

Voice of Prophecy Inc., Glendale, Calif., renewed for sixth year The Voice of Prophecy sermon program ABC Radio (Sun. 9:30-10 a.m., EDT), starting Sept. 15. Agency: Western Adv., L. A.


E. I. Du Pont de Nemours & Co., Wilmington, Del., renews Cavalcade of America, ABC-TV (Tues., 7:30-8 p.m., EST), starting Sept. 28. Agency: BBDO, N. Y.

AGENCY APPOINTMENTS

Michael Bros., N. Y. (furniture chain) names William Warren, Jackson & Delany, same city.

Geneva Gardens Inc., N. Y., (mail order advertiser in gardening field), names Kieswetter, Baker, Hagedorn & Smith, same city.


Calumet Corp., Calif., Utah and N. Y. plant food producers, names Hal Stebbins Inc., L. A., with Mr. Stebbins and Jack Courtney as account executives.

Bisceglia Brothers Wine Co. & Appliance Wholesalers, both Portland, name Richard C. Montgomery & Associates, same city.

Mycalex Corp. of America, N. Y. (glass-bonded mica products), names Gaynor & Co., same city, effective Sept. 1.


General Camera Co., Chicago (photographic mail order house) appoints Al Paul Lefont Co., same city.

Perry Knitting Co., Perry, N. Y., appoints Doyle Dane Bernbach Inc., same city.

State of Oklahoma and the Oklahoma Planning and Resources Board appoints George Anshe Adv., Oklahoma City.


AGENCY SHORTS

McCann-Erickson Inc., merges L. A. and Hollywood offices, with new quarters at 3440 Wilshire Blvd.

J. M. Hickerson Inc., N. Y., has doubled office space at 270 Park Ave.

Leo Burnett Co., Chicago, published booklet of common terms used in broadcast media-advertising agency field.

S. K. Olympius & Staff, Stockton, Calif., opens L. A. branch with Ned K. Rosenblatt, formerly advertising manager, Shepard Tractor & Equipment Co., same city, as vice president in charge, and Mrs. J. C. Holmes, advertising assistant,

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A&A PEOPLE

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

P. E. Allen, vice president in charge of marketing, western div., Tide Water Associated Oil, San Francisco, appointed newly-created vice president for marketing.

Albert D. Van Brunt, account executive, Bu- chanan & Co., N. Y., elected vice president.


Frank Brady elected vice president in charge of all marketing activities, Harry B. Cohen Adv. Co., N. Y.

William McIlvain, Leo Burnett Co., Chicago, elected vice president to head radio-tv operations in New York; George Stege and Edward Thiele, account executives, also elected vice presidents as account supervisors.

Lovick Draper appointed senior account executive and radio-tv director, Bozell & Jacobs Inc., Houston; Edward Cope appointed public relations director.


Don Hildebrant, sales manager, Foster & Kleiser Inc., Phoenix branch, outdoor advertising firm, to Jennings & Thompson Agency, same city, as account executive, effective Aug. 15.


Robert Kunkel, head, farm dept., G. M. Bas ford Co., N. Y., to Leo Burnett Co., Chicago, as account executive.

Edward P. Broome and Richard Geis to Ralph H. Jones Co., Cincinnati, as account executives; Paul Carter, production staff, WLWT (TV) same city, and Jack Gifford, WLV that city, to radio-tv copy and production staff; Richard Perry, producer, DuMont's Paul Dixon Show, to copy department.

John Roth, formerly with Lincoln-Mercury Dealers Assn., to C. L. Miller Co., N. Y., as an account executive.

Donna Quigley, assistant tv director, Cayton Inc., N. Y., elected director of television.

Evelyn C. Douglas to Denham & Co., Detroit, as traffic director.

Charlene Hirst, Products Service Inc., N. Y., to Parker Adv. Inc., same city, as a timebuyer.

Emily Cleary and Mary Rodger appointed media buyers, Tatham-Laird Inc., Chicago.


Ben Grim to Walter S. Chittick, Philadelphia, as art director.

George Huelser, formerly sales service manager, ABC Radio, to radio-tv timebuying staff, Maxon Inc., N. Y.

Judson C. Hubbart, formerly advertising manager, Consolidated Dairy Products, Seattle, Wash., to Frederick E. Baker & Assoc., same city.

Albert V. (Bud) Cole, formerly program director, KNBH (TV) Hollywood, to McCann-Erickson Inc., same city, as supervisor-director of all commercial aspects of coming CBS-TV series for Chrysler Corp.

James N. Manilla, formerly head of film dept., Geyer Adv., N. Y., to tv commercial staff, McCann-Erickson, same city.

Warren Ambrose, tv creative director, Leo Burnett Inc., Chicago, and Winfield Hoskins, tv copy supervisor, Needham, Louis & Brobury, same city, to tv commercial staff, McCann-Erickson, N. Y.

Judy Burks, Paris & Peart, N. Y., to the copy staff, Blaine-Thompson Co., same city.

Dan W. Shields, formerly assistant program manager, WEEU-TV Reading, Pa., to tv film production dept., Boow, N. Y.

Theodore W. Freescott, Scott Paper Co., Chester, Pa., and Roby Harrington, Procter & Gamble, Cincinnati, to plans-retailing dept., N. W. Ayer & Son, Philadelphia.

Eloise Ray Francis, publicity and sales promotion director, Dan River Mills, N. Y., to Bryan Houston Inc., same city, as a fashion coordinator.

Herd Gruber, chief timebuyer, Cecil & Presbrey, N. Y., father of girl, Jill Debra, July 12.

Harold S. Hirsch, executive vice president, womenswear div., White Stag Mfg. Co., Portland, Ore. (sportswear and play clothes), elected president, succeeding Max S. Hirsch, his father, now board chairman; Lawrence L. Rent nett, assistant to president, named vice president and general manager; and Harold Dole naw, assistant womenswear director, named vice president and womenswear director.

Robert W. Barnard, McKesson & Robbins Inc., N. Y., appointed liquor national sales promotion manager.

John A. Ulrich, acting advertising manager, Beech-Nut Packing Co., N. Y., named advertising manager.


Beatrice Mills, advertising dept., Mooresville Mills (textile manufacturers), Mooresville, N. C., promoted to advertising manager.

Robert McDonald, account executive, Erwin, Wasey & Co., N. Y., to Paper-Mate Pens Inc., Culver City, Calif., as assistant to advertising manager.

Don Laufer, tv copy dept., McCann-Erickson Inc., N. Y., and Baker Ostren, assistant to creative director, Campbell-Mithun Inc., Minneapolis, to creative staff, Warwick & Legler Inc., L. A.

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**FILM**

**UPP Plans Expansion In Sales Department**

PLANS to expand its sales department were finalized during recent home office meetings by United Television Programs Inc., Hollywood. With evaluating new sales executive and Minneapolis and Detroit, according to Wyn Nathan, vice president in charge of sales, and will bring the total number to 12 offices. The addition of four new sales executives is to be announced shortly.

Topics discussed at the meetings included the program for special exploitation of Mayor of the Town series in production by Rawlins-Grant, which UTP will distribute regionally and locally. In preparation is a tv trailer and newspaper advertising campaign, budget on which will be determined in each city by population, station coverage and maximum audience potential.

Among those in attendance were Aaron Backwith, vice president, New York; John P. Bohra, vice president, Chicago; and Tom McManus, eastern sales manager. Speakers included Philip N. Krasne, UTP president; Jack J. Gross, board chairman; and Su Savin, executive vice president; and Noël Rubalon, national sales promotion manager; Dale Sheets, assistant national sales manager; Basil Grillo and Charles B. Brown, executive vice president and vice president in charge of sales, respectively. Bing Crosby Enterprises; Roland Reed and Guy V. Thayer, president and executive vice president, respectively, Roland Reed Productions.

**Unity Ty Appoints Four**

ADDITION of four executives to the sales staff of Unity Television Corp., New York, was announced last week by Arche Mayers, general manager, as part of a realignment of Unity's sales department.

New staff members are Harry Stern, southwestern manager; Frank Opra, northwestern district manager; Keith Goldsmith, New England district manager, and Vince Flumano, tv film booker in the West Coast office. In other changes, Jerry Weisfeld has been named western division manager; Noah Jacobs, eastern district manager, and Sid Weiner, national tv film booker in New York.

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**STAGE and screen star Gene Lockhart takes for the starring role in His Honor, Homer Bell, tv series to be produced in New York for NBC Film Division distri- bution by Galahad Productions. With Mr. Lockhart is Carl Stanton, NBC vice president in charge of the Film Division.**

**BROADCASTING • TELECASTING**
Buy WHO and Get Iowa’s Metropolitan Areas...
Plus the Remainder of Iowa!

Take Building Materials Sales, for instance!

3.5% Cedar Rapids
2.6% Tri-Cities
4.4% Des Moines
2.3% Dubuque
3.8% Sioux City
2.6% Waterloo
80.8% Remainder of State

The "Remainder of Iowa" Accounts for these Sales:
(Which You Miss Unless You Cover the Entire State)

- 67.2% Food Stores
- 63.2% Eating and Drinking Places
- 47.9% General Merchandise Stores
- 57.5% Apparel Stores
- 61.4% Home Furnishings Stores
- 61.9% Automotive Dealers
- 74.9% Filling Stations
- 80.8% Building Material Groups
- 62.0% Drugstores

Source: 1954 Consumer Markets

Buy ALL of Iowa—
Plus "Iowa Plus"—with WHO

Des Moines ... 50,000 Watts
Col. B. J. Palmer, President
P. A. Lovett, Resident Manager

FREE & PETERS, INC., National Representatives
Now, more than ever, KOIN-TV is your single best buy in the rich, productive Oregon and Southwest Washington area. Towering 1530 feet above average terrain, the new KOIN-TV antenna is the highest in the Pacific Northwest. Advertisers are guaranteed the finest picture quality possible.

**Tremendous 30-County Coverage**

The giant new tower combined with the KOIN-TV power increase to the maximum 100,000 watts (Channel 6) blankets over 35,000 square miles in the prosperous "heart" of the Pacific Northwest. Now KOIN-TV delivers a consistent picture as far as 150 miles from Portland... reaching 30 Oregon and Southwest Washington counties. More than 185,000 sets are in use right now... and set sales are booming.

**DOMINANT in Portland... in Oregon and Southwest Washington**
Retail Market: $1,944,735,000

Over a million and a half Northwesterners work, play, buy, watch television in the huge KOIN-TV influence area... prosperous people who live in a family of cities whose per capita sales are more than double the national per capita retail sales average! (Actually 208% based on 1952-53 Consumer Markets.) These are people who can, will and do buy the things they want.

Only KOIN-TV Covers This Market

To reach the people with the money to spend... to completely cover this rich, responsive Oregon and Southwest Washington market... you must schedule KOIN-TV. No other station or combination of stations can reach this market. Write, wire, or phone for complete availabilities or contact our national representatives, Avery-Knodel, Inc.

...in the Heart of the Pacific Northwest
Matson Sues for CBS-TV Tardiness in Returning Film

FAILURE of CBS-TV executives to return film footage of King George VI's coronation in time for owner Henry J. Matson to negotiate for its use with other networks is charged in a $10,000 suit filed in Los Angeles Superior Court.

CBS-TV rented the film, which it photographed in 1937, as a possible standby-by-program feature, during preparations for telecasts of Queen Elizabeth's coronation last year, charge Mr. Matson's attorneys, John N. Frolich and Sol D. Seldin. No price was agreed upon at that time, Mr. Matson states, but the network returned the film after the coronation telecast without compensation, he alleges, even though they knew he had offers for its use by other networks.

Further, he charges CBS edited the hour-long film down to 18 minutes with his permission, but refused to make compensation.

Cantor Named Ziv Producer

EDDIE CANTOR has been named executive producer of Ziv Television Programs Inc., according to Maurrice Unger, vice president in charge of West Coast operations. In addition to acting in and producing the upcoming radio-tv Eddie Cantor Theatre for Ziv, Mr. Cantor will take an active role in the planning and production of packages for the firm. He will act chiefly in an advisory capacity on current and proposed film packages, Mr. Unger said.

MPTV Sued for Commissions

A SUIT for over $50,000 in commissions was filed last week in Los Angeles Superior Court against Motion Pictures for Television by Maurice H. Gresham, until recently West Coast sales manager of the MPTV syndication division. The plaintiff, asking 10% commission based on an oral agreement, claims his sales between October 1953 and June 1954 totaled $300,000 and that his division's sales exceeded $500,000.

Princeton, Olmstead Pact

AN AGREEMENT was signed last week by the Princeton Film Center, Princeton, N. J., tv film production and distribution company, and the Olmstead Sound Studios, New York, under which PFC will have "complete access" to all of the Olmstead facilities for the production of tv filmed commercials. According to Gordon Knox, president of PFC, the agreement provided for the turning over by his firm of more than $100,000 worth of film equipment to the almost-completed Olmstead studios.

Marine Footage in New Series

OFFICIALS of Executive Producers, Hollywood, conferred last week in Washington with the U. S. Marine Corps on a planned series of 26 films which would incorporate footage from the Marine files as well as technical advice. The half-hour shows will encompass some of the Marines' history. Representing Executive Producers last week were Col. Paul R. Davison and Bill Karns, USA, Ret., who conferred with the radio-tv branch and division of information, Headquarters USMC.
KLZ-TV...to 316,000 (full power)

We've resorted to the lowest form of humor to announce the highest TV power in the Rocky Mountain West. KLZ-TV now delivers the world's greatest network entertainment and the region's sharpest local presentations with the HIGHEST POWER in the entire area.

Add it up: by any measure you choose, KLZ-TV is Colorado's best TV buy...

Programming: Top CBS network and local programs
Facilities: Finest, most complete in the region
Transmitter: Highest power in the entire area
Viewer Preference: Denver's most popular station by any and every survey made since KLZ-TV began telecasting.

See the KATZ man

NOW EQUIPPED FOR NETWORK COLOR TELEVISION
Writers Claim Support Of BMI Members in Suit

A SUIT of 33 composer-writers against Broadcast Music Inc., charging anti-trust violations by BMI, broadcasters and record subsidiaries, has received secret support of several BMI members, composer Arthur Schwartz maintained at a Beverly Hills meeting last fortnight of Songwriters of America, which is backing the suit against BMI.

Mr. Schwartz, reading a report by attorney John Schulman, representing the plaintiffs, said suit supporters within BMI ranks have contributed money and evidence against their organization. The supporters' identities are being kept anonymous to avoid retaliation, SA executives stated.

However, other support from music publishers has been refused because of BMI and ASCAP affiliation, report continued, adding that trial might start within a year.

Feldman Assumes Direction Of Oxarart Package Firm

WITH the appointment of Frank Oxarart, head of his own Hollywood radio-tv production firm, as sales manager and KFWB, Hollywood July 23, Jack Feldman has assumed active management and Frank Oxarart Jr. has become a shareholder and junior partner in the firm. Mr. Feldman announced the packaging organization would continue to meet present radio-tv commercial commitments.

Meanwhile, Chef Milani, radio-tv personality and former Oxarart client, has opened his own sales, promotion and merchandising offices at KCOP (TV) Hollywood studios, with Freda Aldender, food and appliance promotion specialist, as merchandising coordinator. She will work with KCOP and KMPC Hollywood Milani advertisers in promotion of their products by advertising and store displays, and supermarket personal appearances by the chef.

L.A. BMI Clinic Speakers

ADDITIONAL speakers at a BMI tv program clinic in Los Angeles, Aug. 9-10 [BTW, July 26], are Earl Hanson, ABC Western Division vice president, on "New Dimensions in TV Programming," and George Whitney, KFMB-TV San Diego general manager, on "Effective

TV Programming Unrecognized."

Thomas C. McCray, KNBH (TV) Hollywood general manager, has been put in charge of the luncheon program for both days, with Los Angeles the only city scheduled to have such programs. Television personality set is Jack Webb, star of NBC-AM-TV Dragnet, and a screening of the Warner Bros. feature film version, which is yet to be theatrically released.

BOTV Plans Closed Circuit From Broadway to Theatres

BOX OFFICE Television Inc., New York, announced last week it is negotiating with producers of seven "top" Broadway productions for the rights to conduct a closed-circuit telecast of a production at cost to theatres throughout the country.

William Rosensohn, executive vice president of BOTV, said that current plans are to hold the first telecast in late October or early November. He estimated that actual costs to theatre owners would range between $50 and $75 per seat, with all profits to be retained by the theatre.

BOTV will produce the telecast as an experiment, Mr. Rosensohn added, to demonstrate that a series of such productions would be financially feasible. He estimated that costs of the entire production will run "well over a million dollars."

Schumann Expands TV Services

EDWARD E. SCHUMANN announces his firm has expanded its art work, slides, opinions and film services for television. His company, Edward E. Schumann Assc., 1900 University Ave., Madison 5, Wis., which started two years ago to serve local stations in the area, now serves stations in the state and in Illinois, Iowa, Minnesota and Michigan. According to Mr. Schumann, his staff is organized in any tv station in the country 48-hour service, featuring a new package for tv stations which includes art work and slides. A brochure is being mailed to all stations, he said.

PROGRAM SERVICE SHORTS

Gotham Recording Corp., N. Y., completed 13-week series of 15-minute musical variety radio programs, stressing recruiting, made in cooperation with U. S. Coast Guard. Program available free to stations from Comdr. A. E. Carlson, U. S. Coast Guard, 1300 E St, N.W., Washington, D. C.

Clubtime Productions Inc., syndicated radio package producers, Beverly Hills, Calif., announces plans to open Chicago and New York studios to be used by singers in transcribing disc m.c. programs.

Indiana U. Radio and Television Service has transmitted series of radio programs describing life in Hoosier communities and is available to stations in the state.

Storcast Corp. of America, N. Y., announces "music-biographies," to be placed in grocery stores as high fidelity fm music transmitter, illuminator and section marker.

Looking Over first pictures on KOTV (TV) Tulsa's new UP foosmile equipment, said to be the first of its type in Tulsa, are Dick Campbell (l), station manager, and Cy Tumo, news director.

Credit Study Discloses Lag in Radio, Tv Outputs

TELEVISION set production during the first five months of 1954 was 44% less than 1953 levels and radio set production in the same period was off about 34% from last year, according to a study of the financial statements of 40 manufacturers of tv sets, radio receivers and electronics equipment released last week by the National Credit Office Inc.

It was pointed out by the credit office that the slackening off of tv set production resulted not only from the diminution of color but also from the excess inventory of merchandise built up in 1953 when the industry produced 7,214,000 receivers. During 1954, the study observed, the ratio of inventory to sales has "improved steadily," although it remains "a much more manageable level."

The Credit Office attributed the reduction of

Network Gross up 19% in '54

Combined radio-television figure for first six months of this year near $225 million mark, though radio networks show 10% decline.

GROSS time sales of the national networks during the first half of 1954 aggregated $224,488,242, an increase of 19.4% above the total of $187,743,323 for the same period of 1953, according to data compiled by Publishers Information Bureau. Radio network billings for the six months period of this year were down 10% with a 1954 first half gross of $74,503,773, compared to a gross of $82,774,891 for the first half of 1953. Tv network billings rose 42.9%, however, totalling $149,984,469 in the January-June 1954 period against $104,972,432 for the same period of 1953.

Combined radio-tv network time sales in June grossed $35,245,568, up 15.9% from the combined June 1953 gross of $30,413,568. Radio network time sales were down 18.9% from the previous June, a decline nearly twice the average for the first six months, but the tv networks showed a gain of 42.8% over June of last year.

PDB network-by-network gross time sales tabulation, for June and January-June of this year and last, for both radio and tv networks, follows:

<table>
<thead>
<tr>
<th>NETWORK</th>
<th>RADIO</th>
<th>TELEVISION</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABC</td>
<td>June 1954</td>
<td>$31,107,994</td>
</tr>
<tr>
<td>CBS</td>
<td></td>
<td>4,087,407</td>
</tr>
<tr>
<td>NBC</td>
<td></td>
<td>1,540,430</td>
</tr>
<tr>
<td>Total</td>
<td>June 1954</td>
<td>$36,635,831</td>
</tr>
<tr>
<td>ABC</td>
<td>Jan.-June 1954</td>
<td>$31,233,454</td>
</tr>
<tr>
<td>CBS</td>
<td></td>
<td>11,055,964</td>
</tr>
<tr>
<td>NBC</td>
<td></td>
<td>15,970,718</td>
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<tr>
<td>Total</td>
<td>Jan.-June 1954</td>
<td>$58,256,133</td>
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<table>
<thead>
<tr>
<th>NETWORK</th>
<th>TELEVISION</th>
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</thead>
<tbody>
<tr>
<td>ABC</td>
<td>June 1954</td>
</tr>
<tr>
<td>CBS</td>
<td>June 1954</td>
</tr>
<tr>
<td>NBC</td>
<td>June 1954</td>
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<td>Total</td>
<td>June 1954</td>
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<tr>
<td>ABC</td>
<td>Jan.-June 1954</td>
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<tr>
<td>CBS</td>
<td>Jan.-June 1954</td>
</tr>
<tr>
<td>NBC</td>
<td>Jan.-June 1954</td>
</tr>
<tr>
<td>Total</td>
<td>Jan.-June 1954</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>NETWORK</th>
<th>1953</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABC</td>
<td>$23,417,409</td>
</tr>
<tr>
<td>CBS</td>
<td>6,594,935</td>
</tr>
<tr>
<td>NBC</td>
<td>18,000,233</td>
</tr>
<tr>
<td>Total</td>
<td>$47,972,577</td>
</tr>
</tbody>
</table>

| ABC     | June 1954  | $12,200,029 |
| CBS     | June 1954  | 5,490,321   |
| NBC     | June 1954  | 44,233,751  |
| Total   | June 1954  | $61,924,001 |

<table>
<thead>
<tr>
<th>NETWORK</th>
<th>1953</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABC</td>
<td>$149,984,469</td>
</tr>
<tr>
<td>CBS</td>
<td>$9,876,272</td>
</tr>
<tr>
<td>NBC</td>
<td>64,954,935</td>
</tr>
<tr>
<td>Total</td>
<td>$214,716,636</td>
</tr>
</tbody>
</table>
February 1951, Movie Stars Parade Magazine acclaims Robin Seymour youngest of winning disc jockeys.

Billboard, bible of show biz places Seymour in nations top 10 platter spinners.

Hit Parader, national song sheet rates Robin the Bobbin man 3rd in the entire nation!

Here's your opportunity to drop a real bomb on the Detroit Market! Bobbin with Robin is nationally acclaimed the number 3 disc jock show... your sales message on this top program reaches the tremendous Detroit-Wayne County billion dollar market—and it's a fact, "Almost everyone in Detroit listens to WKMH."

77% of the buying power of Michigan, almost 6 billion dollars yearly, lies within reach of the "Golden Triangle" formed by Detroit, Jackson and Flint. Cut yourself a big slice of this market. It's ready to serve! Come and get it! Look at these figures—radios in nearly 100% of the homes—over 85% of the automobiles. A package buy of these three strategically located Michigan stations offer you maximum coverage at minimum cost.

REPRTSENTED BY HEADLEY-REED

WKMH DEARBORN 5000 WATTS 1000 WATTS — NIGHTS

WKHM JACKSON 1000 WATTS

WKMF FLINT 1000 WATTS
Predicted TV Volume in '56: $1.9 Billion

TELEVISION advertising is growing at a rate eight times as fast as the nation's overall advertising expenditures, according to a set of studies whipped up last week by NBC-TV researchers, who estimated that in 1956—only two years hence—the dollar volume of advertising in network, national spot and local TV will total a little $1.9 billion, roughly 20% of that year's all-media advertising expenditures of $9.7 billion.

Starting with the 1952, the NBC tabulation charts the growth of tv advertising and of radio set production partly to the "lower demand for automobile radio sets, which follows the curtailing buying of new cars." Another factor cited in the study was the diminishing interest of consumers in clock radios.

The study stated that 18 of the forty companies that had conducted their first quarter studies, results showing that sales in this period amounted to a total $789,538,000, as compared with $857,690,000 in the first quarter of 1953. Net profits of $26,874,000 were said to be 81% lower in the first quarter of this year than in the first quarter last year.

The study observed that the first quarter of 1953 was the "best period of that year," and that remaining quarters of 1954 may compare more favorably with 1953 counterparts than did the first quarter of this year.

NCO said the brightest outlook for manufacturers is in the fields of industrial and military electronics. The industrial electronics business in 1953 amounted to $400 million in estimated sales volume, the study stated, adding that on current rate of expansion, volume should be three times that of last year by 1960. Electronics devices for military use continue to be in "heavy demand," the study said, and the future looks bright for their manufacturers.

Daytime Gains Evidenced By Nielsen Radio Ratings

NATION's favorite radio program during the week of June 20-26, or at least the program attracting the largest audience (2,705,000), was Lux Radio Theatre, according to the National Nielsen ratings for that week. Seven daytime serials, however, had a larger audience than the second-highest rated evening radio program. Top Nielsen-rated programs were:

**RANK**

**PROGRAM**

**HOMES REACHED**

1. Lux Radio Theatre (CBS) 2,705
2. Our Miss Brooks (CBS) 2,629
3. Best of Brooklyn (NBC) 2,526
4. People Are Funny (CBS) 2,192
5. My Little Margie (CBS) 2,146
6. On the Line With Consolene (MBS) 2,099
7. Nick Carter (MBS) 2,099
8. Charlie McCarthy Show (NBC) 2,066
9. Dragnet (NBC) 2,009
10. Gene Autry Show (CBS) 1,912

**EVENING, ONCE-A-WEEK (Average for All Programs)**

- Lux Radio Theatre (CBS) 2,705
- Our Miss Brooks (CBS) 2,629
- Best of Brooklyn (NBC) 2,526
- People Are Funny (CBS) 2,192
- My Little Margie (CBS) 2,146
- On the Line With Consolene (MBS) 2,099
- Nick Carter (MBS) 2,099
- Charlie McCarthy Show (NBC) 2,066
- Dragnet (NBC) 2,009
- Gene Autry Show (CBS) 1,912

**EVENING, MULTI-WEEKLY (Average for All Programs)**

- One Man's Family (NBC) 1,633
- News of the World (NBC) 1,473
- Fibber McGee & Molly (NBC) 1,533

**WEEKDAY (Average for All Programs)**

- Young Widower Brown (Teri) (NBC) 2,612
- This Is Nora Drake (Tye, Ayers) (CBS) 2,519
- Stella Dallas (NBC) 2,519
- Roman Video (M.W.F) (CBS) 2,469
- Young Widower Brown (Stewling) (NBC) 2,192
- Background (NBC) 2,192
- This Is Nora Drake (Tye) (CBS) 2,192
- WNBC New York News (CBS) 2,422
- Room of Life (CBS) 2,422
- Our Miss Brooks (CBS) 2,422

**DAY, SUNDAY (Average for All Programs)**

- Shadow, The (MBS) 2,332
- Cacil Brown Commentary (MBS) 1,819

**DAY, SATURDAY Average for All Programs**

- Stars Over Hollywood (CBS) 2,102
- Harry Lee Taylor (NBC) 1,789
- Bill Shadley and the News (CBS) 1,866

Copyright 1954 by A. C. Nielsen Co.

March 7 Daytime Listening

Of the 41,400,000 radio homes (89% of the U. S. total) tuning in during the daytime 6 a.m. to 2 a.m. period of March 7, the average daytime listening amounted to 14 hours and 37 minutes for the week, or better than two hours a day. Among radio-only homes, 93% used daytime radio during the week, averaging 19 hours and 5 minutes.

$1.5 Billion for Premiums

**ABOUT $1.5 Billion will be spent for premiums and sales incentives last year, a new Premium Advertising Assn. of America announced last week, basing this estimate on an appraisal of inteneds in preparation for the New York Premium Show to be held under PAA sponsorship Sept. 20-23 at the Hotel Astor, New York.**

May Radio Shipments Top April's by 22,000

SHIPMENTS of radio receivers from factories to dealers increased from April to May, according to Radio-Electronics-Tv Mfrs. Assn. The May shipments totaled 406,382 radios compared to 384,390 in April. Shipments for the first five months of 1954 totaled 1,775,539 radios. No comparable figures are available for 1953 or prior years.

Radio shipments to dealers do not include auto sets, which as a rule do move through consumer channels. The shipments of radios, excluding auto sets, to dealers by states for the first five months of 1954 follow:

<table>
<thead>
<tr>
<th>State</th>
<th>Ships</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Store</td>
<td>Alfa</td>
<td>19,742</td>
</tr>
<tr>
<td>Az.</td>
<td>5,333</td>
<td>1,259</td>
</tr>
<tr>
<td>Ark.</td>
<td>13,702</td>
<td>N. H.</td>
</tr>
<tr>
<td>Calif.</td>
<td>334,112</td>
<td>88,675</td>
</tr>
<tr>
<td>Colo.</td>
<td>54,288</td>
<td>N. C.</td>
</tr>
<tr>
<td>Conn.</td>
<td>32,673</td>
<td>N. Y.</td>
</tr>
<tr>
<td>Del.</td>
<td>3,714</td>
<td>N. J.</td>
</tr>
<tr>
<td>D. C.</td>
<td>19,092</td>
<td>N. D.</td>
</tr>
<tr>
<td>Fla.</td>
<td>40,747</td>
<td>Ohio</td>
</tr>
<tr>
<td>Ga.</td>
<td>28,547</td>
<td>Okla.</td>
</tr>
<tr>
<td>Idaho</td>
<td>3,580</td>
<td>Ore.</td>
</tr>
<tr>
<td>Ill.</td>
<td>128,330</td>
<td>Pa.</td>
</tr>
<tr>
<td>Ind.</td>
<td>53,260</td>
<td>R. C.</td>
</tr>
<tr>
<td>Iowa</td>
<td>26,428</td>
<td>S. D.</td>
</tr>
<tr>
<td>Ky.</td>
<td>26,248</td>
<td>Tenn.</td>
</tr>
<tr>
<td>La.</td>
<td>22,976</td>
<td>Tex.</td>
</tr>
<tr>
<td>Me.</td>
<td>11,276</td>
<td>Vt.</td>
</tr>
<tr>
<td>Md.</td>
<td>28,827</td>
<td>Va.</td>
</tr>
<tr>
<td>Mass.</td>
<td>82,157</td>
<td>Wash.</td>
</tr>
<tr>
<td>Minn.</td>
<td>27,911</td>
<td>W. Va.</td>
</tr>
<tr>
<td>Miss.</td>
<td>13,161</td>
<td>Wis.</td>
</tr>
<tr>
<td>Mo.</td>
<td>40,083</td>
<td>Wyo.</td>
</tr>
</tbody>
</table>

**GRAND TOTAL 1,775,539**

**Lucky Strike, Chesterfield Lead Advertiset 'Remembrance' Test**

BEST remembered commercials on tv are those for Lucky Strike and Chesterfield, Advertiset Research, New Brunswick, N. J., announced last week in reporting the results of its 64th monthly The Television Audience of Today.

Next best remembered commercials are those for Philip Morris and Schaefer Beer, the company reported.

Lucky Strike and Chesterfield commercials were mentioned by 15% of the respondents in an unaided recall survey of 755 tv homes in June, Advertiset said. It recalled that the best remembered commercials in a 1953 survey were Chesterfield, Philip Morris, Lucky Strike and Ajax.

The Lucky Strike commercial was considered the best liked, the same as last year, Advertiset said. It also said its survey showed that (1) cartoon commercials are liked best, (2) tv viewers prefer commercials showing the product in use instead of being made, and (3) only 17% of its interviewees said they paid the same attention to commercials on radio; half of the respondents said they paid less attention to commercials than to programs, and the remainder said they paid little attention to commercials.

In a breakdown by product category, Advertiset said Lincoln-Mercury commercials were considered the most convincing in the automotive field (it was Chevrolet last year), and Ballantines in the beer category, same as last year.

**BAB Releases Pulse Report On Teen-Age Radio Audience**

**EFFECTIVENESS of radio in reaching the teen-age girl market is described in a new BAB report, "Radio and Teen-Age Girls in Metropolitan Markets," which shortly is to be released to BAB member stations.

The report, incorporating data gathered by The Pulse for BAB among girls between 13 and 17 years old during April in six major metropolitan areas, states that more than nine of every ten girls listen to the radio every week, more than three days a week, and more than 2 hours daily. The report includes details on how many teen-age girls listen to radio, how much they listen, when they listen, and what they hear. It also includes data on radio ownership.

**Asking the Women**

**PLANS have been announced under which 2,500 club women will be questioned each week for their opinions of programs and services rendered by NBC's WBNC-WNBT TV (NY). According to Max E. Buck, director of advertising, marketing and promotion for the stations, arrangements have been made with "Luncheon is Served," a fundraising group serving 25 luncheons weekly to a total of 2,500 women in the New York area, to circulate questionnaires seeking data on programming and services of the stations. Mr. Buck said the interviews will enable the stations to "keep a day-to-day finger on the pulse of the community and obtain immediate reaction to programming changes.**

**Page 44 • August 2, 1954**
INTRODUCING COLLINS SUPERB NEW

550A
500/250 WATT AM BROADCAST TRANSMITTER

THIS is the new high-fidelity Broadcast Transmitter, developed by Collins to provide a 500/250 watt transmitter incorporating the same superior features now found in the widely accepted Collins 300J, 20V, 21E, and 21M transmitters. Available for early delivery, the Collins 550A transmitter features low temperature coefficient crystal control, thermal time delay, arc-over and lightning protective circuit, the use of only seven types of tubes, filtered forced air cooling, and adjustable over-load relay protection for both the final audio and RF stages. The Collins 550A may be energized by simply pressing the “ON” button. The filament, bias, and plate power is then automatically applied in the correct sequence with the proper time delay.

Start on the path to transmitter trouble-free days by writing for Collins 550A technical descriptive bulletin today!
NARTB TO OFFER SUGGESTED PATTERN FOR TV SALES PROMOTION BUREAU

Joint NARTB and TvAB meeting set for next Thursday with Oct. 15 mentioned as target date for implementation of plan.

NARTB will unveil in working form this week its long-range plan for a million-dollar tv sales promotion bureau operating on an industry-wide basis in competition with other advertising and promotion bureaus, who are in the sales bureaus field.

This major advertising void will be filled this autumn—Oct. 15 is mentioned as a tentative target date. A joint NARTB-TvAB committee will act Thursday on the advertising bureau plan following a four-man task force doing a preliminary screening job Wednesday.

The tv advertising project, long-sought and subject to kicking around in a recent intra-industry feud, will start out on a necessarily modest basis but should reach the half-million-dollar stage within a few months, under present planning.

NARTB's blueprint, based on two years of research, will be presented to the merger as a staff study of the association. It consists of several sections, some of which contain optional proposals for committee or NARTB TV Board decision.

Should the merger committee approve the plan, including options, the NARTB TV Board will be next a four-man task force, too, may want to get the views of its executive committee, or even its membership.

Once the plans have cleared the NARTB TV Board, the job of setting up the tv sales bureau will be turned over to an independent organization. The blueprint includes all the legal planning, charter, and other routine.

Winding up the NARTB blueprint is a section that includes ways to implement the bureau plan. It goes into such details as by-laws, scope of officers' duties, dues formulas, membership recruitment, executive structure and operating routines.

Scope of Report
Carefully planned sections of the report list such functions as regular information bulletins to the membership, ways of contacting advertising agencies, competitive problems of the tv medium, roles to be taken by industry segments, public relations activities, publications and research.

Action this week will be taken in two ways.

First, the four-man task force representing NARTB and TvAB will screen the lengthy NARTB blueprint Wednesday. Second, the full 10-man joint committee named at the June 30 NARTB-TvAB merger meeting (B†T, July 5) will meet Thursday. Both sessions will be held in Washington.

Members of the task force are: NARTB—Clair R. McCollough, Steiman Stations, NARTB TV Board chairman, and Campbell Arnaux, WTAR-TV Norfolk, Va., vice chairman. TvAB—Richard A. Moore, KTTV (TV) Los Angeles, TvAB acting chairman, and Roger W. Clipp, WFIL-TV Philadelphia.

Besides these four, the full committee comprises these: NARTB TV Board members—Kenneth Carter, WAAAM (TV) Baltimore; W. D. Reynolds, Jr., KSDV, Dallas, Texas, who was active in promoting the recent NARTB-TvAB merger, and Merle Jones, CBS. TvAB—L. H. Rogers, WSAZ-TV Huntington, W. Va.; George B. Storer Jr., KSTV Station Co., and Henry W. Slavick, WMCT (TV) Memphis.

If the 10-man committee runs into snags, or can't decide on optional proposals, a second meeting may be necessary.

The NARTB TV Board was to have been called for a late August meeting but other meetings, including network affiliate sessions, may interfere. A mail balloting of the board has been considered. If the board meets after Labor Day, some time may be lost in opening offices and working out other details.

A substantial list of candidates for president of the tv bureau is on file at NARTB. This post will parallel that of Bab president. Selection of a president and top staff officers will be handled carefully.

Having completed its job of research and blueprinting, NARTB will step aside as the independent bureau takes up the job of tv sales and advertising promotion just as it did several years ago when Bab was formed.

Swift Action Seen
At the weekend it appeared that NARTB will act swiftly, oblivious of any possible opposition from the TvAB membership. NARTB feels it has a binding merger deal as a result of the June 30 merger meeting and intends to see that its long-range program goes into action in a hurry.

The blueprint to be shown this week will follow the all-industry line agreed upon when NARTB first approved the bureau idea in December, 1952. It is based on extensive studies of bureaus operated by competing media, including radio, newspapers, magazines and outdoor.

As TvAB's acting chairman, Mr. Moore will bring in results of a questionnaire dealing with the membership's ideas of the special types of functions a tv advertising bureau should perform. The questionnaire was sent out over a week ago, Mr. Moore said, to guide TvAB's committee men (B†T, July 26).

If TvAB members plan a major revolt against NARTB's successful effort to carry out its long-range bureau idea, there were no signs apparent at the weekend. Some individual stations maintain their preference for the

original local-national spot motif of TvAB. Station Representatives Asst., which helped finance TvAB, hasn't changed its opposition toward inclusion of networks in the bureau.

While relations were pretty thick between some of TvAB's backers and NARTB, any opposition to the bureau is kept in the background.

The NARTB plan provides for associate members, as tentatively drawn, and this could include representatives. Bab has representatives who hold associate status and John Blair, head of John Blair & Co. and Blair-TV Inc., sits on the Bab board.

The bureau's financing plans include various industry segments, including networks as well as representatives, again following rather closely the Bab pattern. Sra is known to feel Bab promotes local radio actively without giving national spot the attention Sra wants. At the same time, Sra operates a research project and the crusade for Spot Radio.

 Representatives opposed an industry-wide bureau and excluded networks in the TvAB organization days last spring on the ground that tv needs no promotion, as a medium. They felt all advertisers are well aware of tv's sales impact and know of its success.

If any promoting is to be done, they argue, it should be done on behalf of local and national spot since networks are described as well-promoted. They list such firms as H. J. Heinz, Kellogg and International Harvester as sitting on the fence, wondering whether to use video network or spot.

NARTB's detailed review of the whole promotion situation includes a history of media advertising bureaus. In expecting a budget of $400,000 or $500,000 in the early days, NARTB explains that Outdoor Advertising Inc. has a $2,500,000 promotion budget, supported by the circulation data of Traffic Audit Bureau, a non-profit research unit operated in cooperation with Assn. of National Advertisers and American Assn. of Advertising Agencies.

Bureau of Advertising, promotion bureau of American Newspaper Publishers Assn., has a $1,600,000 budget. Bab is around the $700,000 mark and shooting for $800,000, and Magazine Advertising Bureau has a $250,000 promotion fund.

The NARTB blueprint explains how these bureaus operate and how they hit hard at television because the newest medium has left a

BOARD OF DIRECTORS of the Louisiana Assn. of Broadcasters took time out from the quarterly meeting at New Iberia to have an outing at the camp of Jerry Hamm near Delcambre. At the camp (l to r): front row, Mr. Hamm, KANE New Iberia, LAB secretary-treasurer; Willard Cobb, KALB Alexandria, president; Frank Ford, KENT Shreveport, vice president; Robert Earle, WIBR Baton Rouge; second row, Bob Wehrman, WTPS New Orleans; Newton Wray, KTBS Shreveport, LAB past president; John Vath, WWL New Orleans; Ken Whittaker, KRUS Ruston; Eugene Jones, KSLO Opelousas, and Roy Badabie, WBJO Baton Rouge.

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A NEW VHF
WLOS-TV
CHANNEL 13 • Asheville, N.C.

Serving 198,830 TV Families*
in an area of 2,058,000 people**

Covering Four Rich Piedmont States
with
Effective Buying Income of
$2,411,466,000**

170,000 Watts Video—Highest Antenna
in the South—6089 feet above sea level
(FCC Maximum at this elevation above terrain)

* A. C. Nielsen Co. Report U. S. Television Ownership by Counties
as of November 1, 1953
**Sales Management Survey of Buying Power, May 10, 1954

Represented Nationally by
Venard, Rintoul and McConnell, Inc.
New York City, N.Y.

Southeastern Representative
James S. Ayres Company
Atlanta, Ga.
sudden and heavy impact on advertising allotments. NARTB's report shows the need of breaking down the complex held by advertisers who consider TV too rich for their blood and strictly a medium for those with fancy advertising budgets. Ways are pointed out by which this type of thinking can be overcome, including use of record-selling arguments.

Television sales should be promoted on an all-industry basis and sold against its principal competitors, Jack Harris, KPRC-TV Houston, vice president and general manager, has informed. F. Flanagan managing director of SRA and critic of the TVAB-NARTB merger plan (BWT, July 26, 19).

Writing as "one of the people who was a member of this organizing committee of TVAB in the middle and latter stages," Mr. Harris said he did not agree with Mr. Flanagan's criticism of the merger and his stand on behalf of a local-national spot promotion bureau.

Mr. Harris said, "It was clearly stated to me when I joined the organizing group that all policies of the proposed bureau would be set by the permanent board of directors, when elected. It indicated that the original few station managers and owners who started the movement had any fixed policies which would be binding upon the organization when it was set up in permanent fashion.

"For one, I do not subscribe to the idea of the stations financing the kind of organization you outline. In the future TVAB should be constituted as the BAB and should seek to sell television against its principal competitors: Newspapers, magazines, outdoor and other media.

"It seems to me that our representatives are paid handsomely to represent us in the industry struggle for allocation of funds, network or spot, after the funds have been allocated to the stations by the networks. Therefore that the representatives can do this job from existing funds at their disposal, whether through your organization or individually, or both.

"Our station is anxious to become part of an industrywide selling organization, but looks with complete disfavor upon the establishment of an organization which will engage in civil war within the industry.

"Neither network nor the NARTB has presumed to tell us what kind of a selling organization we can set up. And I believe it is equally true that neither a representative nor a representative group should seek to dictate or unduly influence policy. I feel that this is a matter which should be determined by the stations themselves, and not by their agents."

**DISC FIRMS, NARTB SET TALKS ON 45s**

Thursday meeting in New York will air protests by a 'substantial' segment of the broadcast industry that change to 45s for station use would be expensive, undesirable.

RECORD manufacturers and NARTB representatives are scheduled to meet Thursday noon at the New York Athletic Club to discuss broadcast industry protests against the sudden change-over from 78 to 45 rpm pressings for station use. At the weekend several major manufacturers had indicated they would accept an invitation extended by John F. Meagher, NARTB radio vice president. It was believed most of the majors would be represented at the discussion. Mr. Meagher's invitation was extended July 23 (BWT, July 26). He explained "a substantial portion of NARTB's membership had protested the shift to 45s and he contended both parties should discuss the feasibility of modifying the action.

Two possible courses will be proposed by broadcasters, judging by their positions as reflected in protests to BWT and NARTB. First, the manufacturers will be asked flat to reconsider their action and rescind the 45 rpm order. Second, pending their decision on reconsideration, they will be asked to postpone effective date (July 1) of the order.

Such major industry segments as Westinghouse Broadcasting Co. (BWT, July 19) have announced they will not convert equipment to accommodate 45 rpm discs. Those objecting to the new standard disagree that it is costly of existing record turntables, where conversion is possible or feasible: the 45s are difficult to cue with precision and the fine grooves do not hold up under repeated listening. Other objections are that the new turntables will cause the needle to jump out of the fine groove; storage facilities are designed to accommodate larger records, and technically the 45s are not up to professional standards.

Record manufacturers acted separately in announcing the shift to 45s, and the major firms deny they took concerted action in decreeing a July 1 conversion date. Some of the smaller manufacturers continue to supply 78 rpm turntables to stations, but the major units contend that the share of retail sales of records has jumped from 25% 45s a few years ago to 75%.

Many of them believe the time is approaching when the 78 will disappear from store shelves. Supply broadcasting equipment for broadcast turntables are getting far behind in meeting orders, judging by industry checks. They are running a minimum of a month behind in most cases, and in some instances will not catch up to the demand for several months.

Industry opposition to the 45s is not unanimous. Last week Lawrence A. Reilly, general manager of WHYN, Mass., voiced approval of the action on the ground the 45s sound better, take up less room and the repertoire is greater. He said the station also uses 33s extensively.

On the other hand E. F. Cahill, manager of WBCK Battle Creek, Mich., called the manufacturers' action "dictatorial invasion, propagandized as economy." Howard C. Gilreath, general manager of WVOP Vidalia, Ga., called it a "gestapo method of pushing this service on broadcasters." John L. Cole Jr., owner-manager of WHLF South Boston, Va., wrote record companies that WHLF operators "completely despise the 45s in every respect."

**Michigan Broadcasters Meet Sept. 30-Oct. 2**

SALES panels for radio and tv broadcasters will feature the Sept. 30-Oct. 2 meeting of Michigan Assn. of Radio & Television Broadcasters, to be held at St. Clair Inn, St. Clair, Mich. John F. Wismer, WHLS Port Huron, is president. On the TVAB committee is a representation of all the convention committee. All Michigan broadcasters and staffs are invited.

Other panel sessions will cover proposed government regulations, with government and industry specialists taking part, along with those exchanges of ideas on other phases of broadcasting. A business meeting will close the convention, with new officers to be elected.

**SCBA PANELISTS LAUD RADIO'S ADVANTAGES**

Southern California Broadcasters note radio's wide use and advertising dollar value.

CALLING radio "the liveliest corpse," Frank Crane, managing director, Southern California Broadcasters Assn., told Los Angeles Advertising Club members that local station sales have increased twice the dollar volume since 1947, during a panel presentation by SCBA members on "The Effective Use of Radio."

Introducing the panel, Mr. Crane added that Southern California families average three radios a home; that the local listener uses radio approximately three hours daily; that 72% of all automobiles and 95% of new cars have radios.

Robert McAndrews, vice president and commercial manager, John Poole Broadcasting Co. and SCBA president, advised his listeners to throw away their rule books on radio use. Radio has successfully introduced new products, sold during the weekend, advertised for personnel and otherwise broken the textbook maxims, he stated. "There are practically no areas closed to radio advertising," he declared.

Advantages of "vertical" spot buying, using a radio budget to purchase multiple spots during different parts of the day to obtain the total audience, was discussed. Time, tone and audience, were described by Stanley Spero, general sales manager, KMPC Hollywood and chairman, SCBA sales committee. Five minute programs offer the advantages of repetition, longer sales message and the use of merchandising and other promotion, Mr. Spero pointed out.

Discussing comparative costs of radio and tv advertising, Terry Mann, sales manager, KHJ Hollywood and vice chairman, SCBA sales committee, advised his audience that tv costs range from 3 1/2 to 26 times that of similar radio time. The same money will buy a million of Class A radio spots and a 20 second tv spot, he observed. "Radio delivers more families per advertising dollar all through the day, he concluded.

**District 11 Ballots Mailed**

NEW nominating forms to fill a radio directorate on the NARTB board for District 11 (Minn., N. D., S. D.) have been mailed by C. E. Arrney Jr., secretary-treasurer, following failure of at least two persons to receive five ballots in a recent nomination.

The election is being held to provide a successor to the post vacated by John F. Meagher, formerly of KYSM Mankato, Minn. Mr. Meagher has joined NARTB as radio vice president. Nominating forms in the second round must be returned to NARTB headquarters by Aug. 5.

**AAAA Roster Lists 303**

THE 1954 edition of the AAAA's Roster and Organization, issued last week, lists 303 members of member agencies in the trade. This is the largest listing and the largest membership in AAAA history. In addition to listing member agencies both alphabetically and geographically, the Roster reports the officers, directors and national officers of the organization's standards of practice, agency service standards and the qualifications for membership.
...and folks are asking, "What's going to happen next?" We like this excitement, for now the public has developed a new interest in an "old medium," WSLS-RADIO. People are alive in ROANOKE, and our listeners know this. They take part in our broadcast day. They are impressed with our advertisers' good taste! Are you an advertiser on Roanoke's "radio-active" station? If not, call your Avery-Knodel man today.

WSLS RADIO
610 KC, 1,000 WATTS
ROANOKE, VA.
LEE WOULD LIFT 'EQUAL TIME' LAWS, TRUST BROADCASTER'S RESPONSIBILITY

FCC Commissioner tells Washington's National Press Club that broadcasters, like newspapers, should shoulder their own responsibilities, without government directive.

IT'S TIME legal compulsion on broadcasters to provide "equal time" to political and non-political dissenters is lifted, FCC Comr. Robert E. Lee contended in a talk before the National Press Club in Washington last Tuesday.

Noting that stations now far outnumber daily newspapers, whose news and editorial presentations are not reviewed by the government, Comr. Lee contends broadcasters have matured and are more responsive to local needs and civic affairs "than many government officials in Washington."

Speaking on "Labels, Libels and Equal Time," Comr. Lee said, "I know of no completely successful effort to legislate either fairness or equality. Should not the broadcaster, like the press, be permitted to shoulder this responsibility without either legislative or administrative second-guessing or directive?"

Text of the talk was put in the Congressional Record Wednesday by Rep. John Phillips (R-Calif.), a headtable guest.

Reviewing provisions of Sec. 315 of the Communications Act, which requires a station to grant equal time to a legally qualified candidate if time is provided his opponent, Comr. Lee noted the provision is posed for this nation with respect to libel. He recalled court decisions holding station liable for damages in spite of Sec. 315 provision which prevents stations from censoring even libelous statements.

Comr. Lee said a number of states have legislated exemption from libel for stations under such circumstances and expressed the hope other states would pass similar laws to correct the inequity.

Cites Other Problems

Magnitude of broadcasters' headaches on equal time stems even in this bi-election year were pointed out by Comr. Lee. There are 32 U. S. Senators, 435 Congressmen, 35 governors and thousands of state legislators, mayors, councilmen and others campaigning in the fall elections. "Long time on the air," he said. Libel suits already have been filed as the result of political "talkathons" in the primary campaigns, he observed.

"The broadcasters' difficulties are further complicated by the fact that even fringe parties which are usually relegated to brief mention on the obituary page or to oblivion by newspapers are, if they qualify for a place on the ballot, entitled to equal broadcast opportunity with the two major parties," he said. Some of the legally qualified parties whose candidates appeared on the ballots of various states during the 1952 elections, he recalled, were: Republican, Democrat, Prohibition, Progressive, Socialist Labor, Socialist, American Labor, Constitution, Christian Nationalist, Liberal, Independent, Social Worker's American, American First, American Union, Greenback, Four Freedoms and the Poor People's Party.

"The equal time provision of the Communications Act with respect to political candidates was first written into law in the mid-1920's," Comr. Lee pointed out. "The reason was because at that time it was feared that there would always be a limited number of radio stations and it would be possible that only a one-sided presentation would be made. However, that situation has long since ceased to exist. There are hundreds more radio stations today than there are daily newspapers."

Comr. Lee observed that "Congress has not tried to mandate equality of opportunity for space in newspapers. I wonder what the reaction would be if the Post Office Dept. sought authority to examine newspapers to determine whether a candidate was given equal space with the second class mailing privileges newspapers enjoy? I would be the first to condemn it."

"I am a great admirer of the free press we have in this country. I feel that over the course of the years, on the whole, the press has developed a sense of responsibility and a responsiveness to the needs, interests and desires of the people. I suggest that another era of media of communication — broadcasting — has expanded to the point over the last 30 years in both size and stature so that it, too, has reached maturity."

"Have we reason to fear that broadcasters will be unfair or irresponsible? Have we reason to distrust persons whose legal, financial and technical, and in many instances, character qualifications are so closely scrutinized before they enter this business of broadcasting? Whatever misgivings we may have evaporate when we consider that a broadcaster's operation is subject to the critical appraisal of the American listening or viewing public. His work and participation in community life are more responsive to the needs and desires of his neighbors than many government officials in Washington. As a citizen of the community he is certainly conscious of his responsibility toward it. As a businessman in the community he is aware of the necessity of treating all interests fairly."

During the question-and-answer session following his talk, Comr. Lee was asked, "Do you still love Joe?" referring to his personal friendship with Sen. Joseph R. McCarthy (R-Wis.). He answered affirmatively, commenting, "I take friendship very seriously, but I still differ with my friends."

Comr. Lee pointed to wide newspaper holdings in the radio-television field in response to a question whether FCC discriminates on newspaper ownership.

As to educational reservations, he said he is for keeping the reservation on a tv channel as long as "some interest in a community is indicated. But where no interest is displayed, he would consider a request to change such a channel to commercial status."

Comr. Lee said he does not favor "at this time" the Bricker proposals to put FCC in direct control of networks (see related story on page 31) He did not feel that a station would be guilty of censorship if it curbed political talkathons, Comr. Lee told another questioner, indicating the ad lib nature of the program and the station in particular jeopardy as to libel.

In the long range, Comr. Lee envisioned the survival of uhf television. "I don't see anything that could be done now to help isolated cases other than direct government subsidy," he explained. He felt that the greater government control which would occur "may be dangerous."

Specialized radio stations do fill a listening need, Comr. Lee said, citing his preference locally for WGMS Washington, a "good music" outlet.

Asking what can be done about "those terrible commercials" on radio and tv, Comr. Lee replied: "We all have a little knob on the receiver. If that doesn't work, pull out the plug."

INDUSTRY FAVORS POLITICAL RATE RULE

FCC proposal to implement 1952 changes in Sec. 315 of Communications Act (to give candidates the same rates as other advertisers) meets general approval, but there is concern over discount procedures.

IN COMMENTS filed with FCC last week, broadcasters appeared generally in favor of the Commission's proposed rules to implement the 1952 Communications Act. As a result, the FCC is expected to make the changes in the Communications Act so as to prevent stations from charging higher rates to political candidates than to regular advertisers [BET, June 28].

FCC Comr. Robert E. Lee also expounded views about Sec. 315 last week in a speech (story this page).

There was concern over rate discount problems, however, as the other details of the FCC's proposed amendments to its radio and tv rules would provide that if a station gave discounted rates to one group of political candidates pooling their resources to purchase blocks of time, a single opposition candidate should be afforded the same discount.

This discount interpretation was opposed by NARTB, whose brief supported the rules in general. NARTB argued the interpretation "goes unnecessarily beyond the Congressional enactment" and is "an attempt to further define 'equal opportunity' and is not related to the FCC's announced purpose of implementing the 1952 amendment to Sec. 315."

'Equal Opportunity' Problem

"In fact," stated NARTB "the 1952 amendment did not directly affect the particular situation with which this interpretative sentence is concerned. Prior to 1952, if a station sold time to a political committee or a group of candidates, it was faced with the identical problem in connection with 'equal opportunity' as it is faced today.

"Broadcasters, political parties and candidates have been living and working with the concept of 'equal opportunity' since its original enactment as a part of the Radio Act of 1927. During this time, it has been customary for political candidates to make group arrangements for broadcast facilities, in many instances, through their party committees. This practice, fairly administered by the networks and individual stations, has been effective in providing 'equal opportunity' to opposing candidates."

"The interpretative sentence proposed by the Commission threatens to disrupt this historic pattern in the purchase and sale of broadcast facilities to qualified candidates. Its application would, in the Committee's view, condemn the administrative and legal problems of the Commission, licensees, candidates and political parties. Since its inclusion is unnecessary as
Two days later he was swamped with 1,072 requests in answer to this single announcement on his eleven o'clock show. There aren't that many squareheads in WPTZ's audience. But people just can't help responding to Jack Pyle, Philadelphia's newest television star. No wonder his nighttime show is sold out through next year.

So we opened up two new slots for Jack Pyle daily Monday through Friday at 12 to 12:15 and 12:45 to 1:00 P.M. The only way we can describe these shows is that they hold your attention like overhearing a conversation at the next table. Maybe Pyle will talk about a fellow he knows who's a lighthouse keeper. Maybe he'll interview somebody, talk about radio or TV, or call his wife. He's built such a tremendous following among women that he's a natural for household products. And the way he handles a live commercial ... well, you know what happened to the shower caps for square heads. It should happen to you. Better call or write WPTZ for details, or get in touch with your Free & Peters "Colonel."

WPTZ
Philadelphia CHANNEL 3
AFFILIATED WITH NBC TELEVISION NETWORK
WESTINGHOUSE BROADCASTING COMPANY, INC.
WPTZ - KYW, Philadelphia; WBZ - WBZA - WBZ-TV, Boston;
KDKA, Pittsburgh; WOWO, Fort Wayne; KEX, Portland
Represented by: Free & Peters, Inc.
KICKOFF AUGUST 16
NEW, POWERFUL "11" IN GREEN BAY PACKERLAND

WMBV-TV
CHANNEL 11

EXCLUSIVE
N B C
FOR GREEN BAY-LAND, FOX RIVER VALLEY
and UPPER MICHIGAN

115,000 Watts To Dominate
This NEW Market!

- Two-thirds of a million T-V hungry viewers are waiting for you to "Come Eleven"
- The ideal complement to your Chicago-Milwaukee coverage, WMBV offers a great new market without overlapping duplication

National Representatives Geo. W. Clark, Inc.
New York - Chicago - Minneapolis - Los Angeles - San Francisco

Radio-TV Park
Marinette, Wisconsin
Green Bay—508 S. Quincy
Whitefish Bay—842 E. Glen Ave.

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far as the 1952 amendment is concerned, and for the reasons above stated, it is submitted that it should be withdrawn."

The FCC discount provision also was questioned by the Washington law firm of Haley, DuPont & Obergo, in behalf of some 60 radio-television interests. The petition said the regulation "might be construed as a directive to broadcasters to make available enough time on enough occasions to bring into play a quantity discount rate."

The FCC, acting under the rule which explicitly provides that the broadcast licensee shall retain absolute discretion to determine the amount of time to be made available for political broadcasts, consistent with the licensee's responsibility to provide balanced programming.

The law firm further urged that FCC adopt the proposed rules "at an early date." It noted "the current election campaigns will undoubtedly precipitate numerous problems with respect to the rates charged for political broadcast time, and we believe that the existence of the regulations proposed by the Commission clearly will result in the rules and uniform resolution of such problems."

KFRE Fresno, Calif., in comments filed by its counsel, Pierson & Ball, held that the Commission's "oversimplification" of what constitutes "national" and "local" rates may lead to confusion and/or unreasonable burden upon broadcasters when politicians claim the preferred rate.

Rate Suggestion

KFRE urged that candidates who appear on ballots in more than one county be charged the "general" or national rate, while those on municipal or single-county tickets receive the "retail" or local rate. The latter applies to advertisers promoting goods or services at a specific local address, such as a retail store, KFRE said, while the national rate applies to general promotion of a brand or product without citing a specific local store.

Harry J. Daly, counsel for 20 stations, commented that if a candidate is to have "an unbridled right over the air he should be required to sit matrity in the forum against any loss because of his remarks or waive his rights under the law so that the station might be permitted to check his talks for libel and slander."

Mr. Daly observed that "the station renders no other service that is comparable to talks by candidates and has nothing with which, really, to compare such services for rates" as required by the rules.

"There is nothing in the Act which says that the rate charged a political candidate should be tied to the rate charged a commercial advertiser under any circumstance," he held. He continued, "The rules should specifically state also, that the station may take charge for the rate it would have to pay to make recordings and for use of recording machines, equipment and studio facilities, etc., although this seems to be implied."

H. V. McMillan, general manager of WINO West Palm Beach, Fla., called for application of the one-time rate to all political shows. He wrote FCC that in view of the extra time and work usually involved in taping or recording as well as live airing of a political broadcast, "we feel very strongly it would be unfair to all involved if we were to handle a political broadcast on the same discount terms enjoyed by a consistent advertiser using the station facilities on a 13 to 52 week contract basis."

F. M. Lindsay Jr., vice president of WSOY Decatur, Ill., said the rules should be applied to broadcasts "for a candidate as well as those "by" the candidate."

Films and Scripts for "Princeton '54" are Accepted for the Voice of America by Jack Poppele (c), director, from Daniel C. Soyer (l) of Princeton's James Forrestal Research Center and Hamilton Shear, WNBC-WNBT (TV) New York general manager. The NBC stations produced the educational series for the school. All nine half-hours are to be telecast worldwide over Voice facilities beginning in the Philippines and England.

Networks, NARTB Set to Champion Radio-TV Side of Coverage Issue

Jenner rules subcommittee will hear the industry representatives Wednesday. At issue: whether radio and TV should be allowed access to committee proceedings.

Four networks and the NARTB Wednesday will place the case for broadcast and telecast coverage of Congressional hearings before the Senate Rules subcommittee, which is seeking ways to overhaul committee procedures.

Up for testimony before the Jenner group will be Ralph Hardy, NARTB government relations vice president; Robert P. Hinkley, B C vice president; Richard Salant, CBS Inc. vice president; James L. Caddigan, DuMont Network programming and production director, and Davidson Taylor, NBC public affairs director.

Sen. William E. Jenner (R-Ind.) heads the Senate Rules group, which since June 28 has been hearing testimony on congressional committee procedures, particularly those of investigatory groups, with an eye to improving their methods of operation.

The radio-television industry's interest before the Jenner group comes after lengthy testimony for and against broadcasting and telecasting of open Congressional hearings. Congressmen and others have presented their views and a number of proposals on the radio-television question have been offered in both Houses.

Chairman Jenner said last week that hearings on various phases of committee procedures will be held through Aug. 10. Most of those giving testimony, by their own initiative or upon questioning by the subcommittee, have given their views on radio-television coverage.

Wednesday's session begins at 10:30 a.m. in the Caucus Room of the Senate Office Building.

Sen. Joseph R. McCarthy (R-Wis.), in testimony before the Jenner group last Tuesday, said he had no objection to televised hearings, but thought no witness should be forced to testify against his will before television cameras.

Sen. McCarthy, who as chairman of the Senate Investigations committee has been a primary target of those who have criticized the way Congressional hearings have been conducted, said he felt those Congressmen who "ham it up" before tv cameras will be "taken care of at the next election."

Among questions from Chairman Jenner and Boris Berkowitz, counsel for the Senate Rules subcommittee, the Wisconsin Republican replied: "I think television has done more to bring to the American people the real picture of what goes on in a hearing than anything else," adding, "It has also kept the smallest percentage of newsmen who formerly wouldn't report things properly in line."

He also explained that he thought the "millions" of wives who watch television "can tell when a man is not telling the truth." Sen McCarthy, referring to the televised Army-McCarthy Senate subcommittee, was "tied up" in New York with other matters, Sen McCarthy explained, and was unable to testify Tuesday as scheduled before the Jenner subcommittee, but will be available at a later date.

J. G. Sourwine, counsel to the Senate Internal Security subcommittee, said in testimony before the Jenner group last Wednesday that he felt no radio, television or film coverage of committee hearings should be allowed. Mr. Sourwine said he recognized the importance of transmitting information to the public through these media, but said such coverage would only help create a circus atmosphere. He made the statement in answer to a question from Judge Robert Morris of the New York City Municipal Court, advisor to the Jenner subcommittee.

Sen. Jenner said he will invite Sen. Karl E. Mundt (R-S.D.), chairman of the recent Army-McCarthy hearings, and Ray Jenkins, counsel to the Senate subcommittee which conducted them, to appear Aug. 10.

Chairman Jenner and other members of the Senate Rules subcommittee are Sen. Frank Carlson (R-Kan.) and Carl Hayden (D-Ariz.).

Reed Bill Amends Stand On 'Conflict of Interest'

A HOUSE bill incorporating the "conflict of interest" request made by former General Herbert Brownell Jr. to Congress has been introduced by Rep. Chauncey W. Reed (R-III.). Mr. Brownell had asked stronger laws to prevent former government employees from acting as representatives for persons or firms in matters on which they previously have worked in behalf of the government (B&T, July 19).

Reed's bill (HR 10000) would amend Sec. 284 of Title 18 of the U. S. Code to eliminate the former two-year period of prohibition, making the term indefinite; would apply to any claim or action involving the government, instead of money and property claims, as formerly, and would increase the penalty for violation to a maximum of $10,000 fine and two years imprisonment, instead of $10,000 and one year, the previous penalty.
INDUSTRY PEOPLE DENY COMMUNIST TIES

People listed in California State Un-American reports appear voluntarily to deny communist associations, disclose errors and recommend methods to protect the innocent.

INDUSTRY PEOPLE, whose names were inserted in California State Un-American Activities Committee reports "through testimony by others," appeared at their own request at hearings conducted last week in Los Angeles by State Sen. Hugh M. Burns (D-Fresno).

Closing the last Monday were writer Jesse L. Lasky Jr., New York theatrical producer Albert Lewis, producer Art Arthur and writers Howard Estabrook and William Kozlenko.

Mr. Lasky testified he was serving in the Pacific Theatre of Operations on Gen. MacArthur's staff at the time he was reported associating with subversive organizations and that he was listed as having belonged to the Communist Party on the ballot.

Proving the Albert Lewis listed was a scientist working on atomic energy and not him, Mr. Lewis declared he was one of the committee's targets.

Mr. Arthur, listed as a member of the editorial committee of Screen Writers Guild's official publication when it was edited by Charles Estabrook, who appeared identified as a communist, stated the record did not also show he was one of the leaders to remove Kahn. He also declared producer-director Albert S. Rogell, now in England, was listed without mention made of the fact he had, together with Cecil B. DeMille, led the fight against communist infiltration in the Screen Directors Guild.

Declaring they were innocently involved in granting licenses to supposed communist fronts, Messrs. Estabrook and Kozlenko denied they had knowingly aided such organizations.

Solution to KGUL-TV Tower Problem Nears

Trouble had erupted when Galveston outlet was stymied by Washington Airspace subcommittee, despite earlier approval of the Fort Worth regional authorities.

SOLUTION to the KGUL-TV Galveston-Washington Airspace subcommittee imbroglio was in view late last week when the Washington committee scheduled another meeting on the 1,200-ft. tower proposal for tomorrow (August 3).

Indications were that the CAA, in conjunction with the ch. 11 station and the Air Transport Association, which was prepared to adjust its opposition to permit the CBS-affiliated Galveston station to construct its tower in the general area originally chosen.

Station came to the Washington Airspace subcommittee hearing with unanimous approval of the Fort Worth regional airspace subcommittee to put its 1,200-ft. above ground tower at a site four miles northwest of Alvin, Tex. Site was chosen under the guidance of the regional subcommittee. It is now operating from a 575-ft. antenna two miles northwest of Alvin.

Strenuous opposition by ATA and APA at the Washington meeting caused the Washington subcommittee to withhold approval of the regional subcommittee's favorable recommendation. Bases of objection were that the proposed tower jeopardized instrument landing approach procedures, holding altitudes, and radar vectoring. What apparently made the problem worse was that the FCC approved the KTLK (TV) ch. 13 1,000-ft. tower in the same vicinity. This would have placed the ILS approach line between the two towers.

Two Lead Opposition


In the course of the meeting, Harold Mott, of the Washington office of the Committee on Communist Fronts, reported that ATA and APA were represented by the law firm of Wells, & Morgan, representing KTLK, attempted to raise questions regarding the economic and competitive situation in the Galveston-Houston area. He was ruled out of order, on the ground that the Airspace subcommittee's only jurisdiction was whether the proposed structure was a hazard to air navigation or not. KTLK began operation in March 1953. It is owned by Paul L. Lee, president; John D. Whelen, v. p.; K. Kirk Johnston and James M. Stewart and associates. KTLK received its ch. 13 grant last February after a merger of three competing stations. Stockholders include John T. Jones Jr. (Houston Chronicle), Roy Hofheinz, mayor of Houston, and others.

In another session last week, the Washington Airspace subcommittee approved a regional recommendation favoring the increase to 750 ft. above ground of the ch. 12 tower of WSIS-TV Winston-Salem, N. C. Transmitter is seven miles east of Winston-Salem, and is now using a 335-ft. tower.

WVOK Asks Commercial Use For Birmingham Educ. Ch. 10

REQUEST that reserved ch. 10 in Birmingham, Ala., be thrown open as a commercial outlet was made last week by WVOK Birmingham.

WVOK pointed out that the Alabama Educational Television Commission had asked that educational ch. 7 be moved from University, Ala., to Munford, Ala., and that this was done last June, following which the AETC was granted that facility [8*T, June 7].

Munford's ch. 7 WEDM (TV) will put a Grade A signal over Birmingham, WVOK stated, and thus fulfill the desire of the Commission for a vhf channel suitable for Birmingham. If ch. 10 is maintained as an educational channel and granted to an educational group, that would mean two vhf educational signals in Birmingham, the petition said.

Since the AETC was established to be the licensee of all Alabama's educational tv stations, this would mean that AETC would be the grantee of both Munford's ch. 7 and Birmingham's ch. 10—thus violating the over-all WVOK said.

WVOK also questioned the motives of WBTC-TV Birmingham (Storer Broadcasting Co.) in offering equipment and facilities to the educational station in Birmingham.

BROADCASTING • TELECASTING

Page 54 • August 2, 1954
A SPECIAL ANNOUNCEMENT

For the first time in its nine-year history, WSM's famous daily farm program, "Noontime Neighbors" is now being offered for sale.

"Noontime Neighbors" (12:30-1:00 p.m. Mon.-Fri.) has been saluted repeatedly in the trade press and elsewhere as the biggest and best noontime farm show in American radio.

Now WSM has decided to take a limited number of Grade A accounts on a highly selective basis — selective because on this show the products will automatically carry the powerful endorsement of WSM's Farm Department, headed by John McDonald, around whom the show is built.

Also featured regularly on "Noontime Neighbors" are Owen Bradley and his band, Announcer Tom Hanserd, and regular Big Name guest stars from the Grand Ole Opry.

Contact Tom Harrison at WSM or any Petry Man for further details.

WSM Nashville
Clear Channel • 50,000 Watts
FCC Upheld in Daytime Skywave Case

Denial of WCKY request for hearing also upheld by U. S. Court of Appeals.

The FCC acted correctly in the Hartford, Conn., daytime skywave case, the U. S. Court of Appeals in Washington ruled last week.

It upheld the Commission in its order requiring KGBT Hartline to operate directionally and its denial of the request of WCKY Cincinnati for a hearing against the KGBT grant for 50 kw non-directional operation daytime.

Case involved the 1953 grant of 50 kw, non-directional daytime operation on 1530 kc to KGBT (formerly owned by Roy Hofheinz, now Houston's mayor). WCKY, the dominant station on that frequency, complained that the non-directional operation caused objectionable daytime skywave interference with its normally protected contours 100 minutes before sunset and for 100 minutes after sunrise.

It demanded a hearing, but the Commission denied that request.

Pending the outcome of its daytime skywave case, the Commission ordered KGBT to operate with a directional antenna during the daytime.

WCKY, however, contended that the Commission's order would not overcome daytime skywave interference. The Commission then held a hearing and concluded that the interference might continue.

The three-man circuit court unanimously held that the oral argument which the Commission had under the direction of WCKY objections fulfilled the requirements for a hearing on the legal question.

Since the Commission modified KGBT's order to operate directionally, the causes of WCKY's complaint and the Commission is considering the Daytime Skywave case, the court said it thought it "sensible and just to let consideration of [WCKY's] problems await decision [Daytime Skywave]."

Claims Ample Notice

The court also said that it considered that KGBT had been given ample notice of the Commission's revision of its grant. It also held that the Commission's refusal to act on KGBT's request for a license was not a denial but a deferral until completion of the Daytime Skywave case.

In a review of the daytime skywave situation, the court called attention to the fact that newly licensed stations have been restricted at night to prevent skywave interference to dominant stations, that in 1947 the Commission froze action on application for daytime stations on clear channel until it decided the daytime skywave situation. The FCC continued, however, to process applicants for full time operations, the court said, because the stations had to accept restrictions for nighttime operation and these restrictions could be put into effect earlier if found necessary to overcome daytime skywave interference.

Because of WCKY's complaint against the KGBT grant, the Commission decided to defer processing of full time applicants for clear channel, the court said. By revising KGBT's construction permit to require directional daytime operation, the Commission was maintaining its position that its rules do not include harm to KGBT, the court said. The Commission also, the court said, has the right to determine what is in the public interest "within wide limits," as determined by the Supreme Court "many times."

The decision was written by Circuit Judge E. Barrett Prettymen, and concurred in by Judges Wilbur K. Miller and Charles Fahy.

Oral argument before the FCC en banc regarding the Commission's proposal to increase protection to Class I clear channel stations by recognizing and restricting daytime skywave was heard last month [B'T, July 19].

Under normal conditions daytime transmission follows the ground, and does not reach great distances. At nighttime, the ionosphere refracts radio signals to great distances from the transmitter. An issue in the daytime skywave case is whether the Commission should recognize the existence of skywave propagation before sunset and after sunrise, and if so, attempt to allocate clear channel stations from these effects.

Anthony Turns in UHFs, Seeks Providence Ch. 12

TURNING in its two uhf permits, one for ch. 28 WTEV-TV New Bedford, Mass., and one for ch. 50 WBOS-TV Boston, E. Anthony & Sons last week filed application with FCC for a new tv station on ch. 12 at Providence, R. I., with transmission points in Pawtucket and Cranston.

FCC last year granted ch. 12 to WPRO Providence and issued a special temporary authority for WPRO-TV to commence operation but the effective dates on both the grant and the STA were stayed pending commission action on these applications and then filed by ch. 16 WNBT (TV) there, now in operation.

The hearing was held before an examiner and an initial decision issued citing facts but no conclusions, concerning a partial appeal to the Commission for oral argument, scheduled Aug. 16, and final decision [B'T, May 3].

E. Anthony & Sons recited extensive technical difficulties with respect to its proposed uhf site at New Bedford as well as inability to acquire network programs. The applicant told the Commission it was surrendering its Boston permit as well as that at New Bedford because its proposed ch. 12 outlet would render Grade A service in Providence and Boston as well as all of Rhode Island and most of Cape Cod and Martha's Vineyard.

E. Anthony & Sons related its efforts during the past 10 years to enter television, beginning with its first postwar bid for ch. 1, deleted by FCC, and its second bid for ch. 8 at New Bedford, reallocated under the Sixth Report and Order, leaving only uhf there. As to its uhf experience the applicant said in part:

"Inasmuch as New Bedford, Mass., is the 160 largest city in the country and is the heart of the important southern portion of Massachusetts, including many communities end Cape Cod, it always has been a big basic economic and population factors are in favor of the location of a television station in that city, provided only that sufficient program service could be obtained or developed. It has always been Anthony's belief that those supporting factors are so strong that program sources would be available at competitive rates; activities and plans have been in line with this belief."

However, numerous contacts, surveys and conferences in recent weeks have forced Anthony reluctantly to the inescapable conclusion that adequate program service would not be obtainable for a uhf station at New Bedford regardless of site, power, coverage, program activities or economics. Anthony asked the FCC to consider a license.

Anthony offered to carry full network programs free of charge, paying a network fee of $600 per month as well as line charges of approximately $8,000 per month, for one year or more but could get no assurance of being allowed to carry the best programs, sponsored or unsponsored, if such a station was competing with uhf stations.

Nor could Anthony secure any network contract on a bonus basis except subject to ninety-day cancellation.

It now seems that network service of a satisfactory or continuing nature could be obtained. Further, an exhaustive study of competitive program production shows that any network would be primarily filmed, show that even if reasonable in quality and price most good film servicing the uhf outlets in New Bedford was obvious that it would be impossible to program the station with local live shows alone.

"Without adequate program sources the problem of conversion would be an insurmountable obstacle in any effort to provide a worthwhile television service in the New Bedford area. Furthermore, Anthony has a history of many years of public service in the New Bedford area, both in the radio and newspaper fields, cannot in clear conscience ask or attempt to persuade the public in that area to convert receivers at considerable expense without at the same time bearing the loss, or at least being allowed to be in a position, to provide a type of program service that would justify such an expenditure on the part of the public."

Independent, WCAN-TV

Upheld in Ch. 5 Bid

The status of Independent Television Inc., as an applicant for Whitefish Bay, Wis., ch. 6 (Milwaukee area) and the right of ch. 25 WCAN-TV Milwaukee to participate in that hearing was upheld by the FCC in denying petitions by WMIL and WISN (Hearst Corp.) both Milwaukee and also applicants for the ch. 6 frequency [B'T, May 31].

WMIL had asked that the Independent application be dismissed because it had been noted as a stockholder, violating Wisconsin law. It also alleged that Independent's application was not filed in good faith and that its validity should be an issue.

The Commission denied the request to dismiss Independent's application, saying that Independent could amend to correct this condition as it offered to do. As to the attack on the validity of the Independent application, the FCC said the merits and purposes attributed to Independent by WMIL were "grounded in speculation" and that the allegations offered no "substantial warranty for special inquiry."

The Hearst petition to eliminate WCAN-TV from the hearing was denied on the ground that the uhf station was a proper party in interest and was entitled to participate in the hearing. FCC commissioner dissented from this ruling. He originally had voted against permitting WCAN-TV to participate in this hearing.

WCAN-TV was assigned to Whitefish Bay, a suburb of Milwaukee, following a lengthy controversy involving the Hearst Corp., WCAN-TV and the Commission. Originally, Hearst asked that the educational reservation on ch. 10 be deleted when the Commission refused to do this, Hearst asked that ch. 6 be allocated to Whitefish Bay. WCAN-TV bitterly opposed this move, and when the Commission granted the allocation, it appealed the decision to the U. S. Supreme Court. This is still pending. At the same time, it asked that it be made a party to the comparative hearing, and this was granted by the Commission. The hearing began May 28, but was adjourned to Aug. 10.
A NEW PHILCO TV RELAY WITH 4000 WATTS ERP!

FOR REMOTE PICKUP AND S-T-L

- Monochrome and full NTSC color
- Multi-band service . . . 5925-7425 mc
- Sound channel meets FCC specifications
- Built-in frequency monitors
- Completely weather-proofed RF heads
- Protective voltage interlocks
- Relay rack and suitcase mounting

Broadcasters! Here is the latest in TV remote pickup and S-T-L equipment . . . a Philco TV relay unit which gives you an ERP* of 4000 watts (using 4' parabola) . . . noise-free transmission and reception . . . and occupies no more space than present monochrome units supplying only one-tenth the power!

Heart of this new Philco Microwave equipment, Model TLR-3, is a reliable klystron—the one used in Philco multi-channel communications equipment—which provides a full watt of transmitter output. Use of interchangeable klystrons permits maximum efficiency in covering frequency ranges between 5925 and 7425 mc. RF units are completely weatherproof and all units are suited to rack mounting in fixed installations. A light weight portable tripod is available for mounting transmitter RF and receiver RF assemblies in the field. Get information on this new Philco TLR-3. Write Philco, Dept. BT today.

* EFFECTIVE RADIATED POWER
Portland Ch. 12 Grant
Made Final by FCC

Hyde and Bartley dissent on issuance of construction permit to Oregon Television Inc.

BECAUSE of allegations of economic injury, ch. 16 WENs (TV) Pittsburgh was granted the right to intervene in the Irwin, Pa. (Pittsburgh), ch. 4 television hearing. This decision was reversed. Mr. Hyde and Mr. Bartley dissent from the decision and order last week. Citing precedent of the Whitefish Bay ch. 6 hearing, in which ch. 25 WCAN-TV Milwaukee was allowed to participate (B&T, May 3, et seq.), FCC denied the WENS petition. WENS will oppose the ch. 4 bids of Allegheny Broadcasting Corp. (KQV Pittsburgh), McKeesport; WCAE Inc. (WCAE Pittsburgh, Wilkinsburg; Matzke Enterprises (WLOA), Braddock; Wespen TV Inc., and Irwin Community TV Co., both Irwin.

KOLN-TV, WTSK-TV
Transfers Approved

FCC last week approved the transfer of two television stations: KOLN-TV Lincoln, Neb., and WTSK-TV Knoxville, Tenn.

The ch. 12 KOLN-TV facilities were transferred from the owners of WMT, Des Moines, to Cyan paper to Birney, J. Dunn, trustee, with eventual operation by the U. of Nebraska.

Mr. Fetzer received FCC approval for the $108,000 purchase of ch. 10 KFOR-TV Lincoln on condition that he dispose of his ch. 12 station (B&T, March 29, Feb. 22). Mr. Fetzer plans to use the call letters KOLN-TV on the ch. 10 facility.

In letters answering the FCC's pre-hearing McFarland letter Mr. Fetzer told the Commission the sale of the ch. 12 KOLN-TV does not involve violation of FCC's duopoly rule. The purpose of first transferring the ch. 12 facility to a trustee, he explained, was to expedite a switch of KOLN-TV to ch. 10 since the university was not prepared to assume direct ownership at this time (B&T, July 26, May 17).

All 17, ch. 26 WTSK-TV was sold to South Central Broadcasting Co., licensee of WIKY-AM-FM Evansville, Ind. Consideration is the assumption of obligations in amount not to exceed $216,000 (B&T, June 21). South Central is a division of John F. Engelbrecht and Vice President George F. Stoltz.

Bill Makes Newspaper Losses
Deductible from TV Profits

A CORPORATION which owns a profitable television station but a newspaper which is in the red, may apply the newspaper's losses against the tv outlet's gains for taxation purposes under the tax revision bill passed by both Houses last week.

This was indicated in an exchange between Reps. Hale Boggs (D-La.) and Daniel A. Reed (R-N.Y.) on the bill (HR 8300).

Rep. Boggs said he had in mind a case where a corporation owning a newspaper intends to start a television station or a motion picture producing company. He asked Rep. Reed whether such a corporation could not be argued against the expected profits in the new operation, under a provision in the bill allowing related businesses in the same owning corporation to carry forward tax losses from its operating loss to its profitable one.

Rep. Reed said he saw nothing to prevent it, provided all are owned by the same corporate entity.

FCC to Give Lomb
List of Charges

ALTHOUGH refusing indefinite postponement of the license renewal hearing on Edward Lamb's WICU TV (Erie, Pa.), FCC last week vowed to supply Mr. Lamb with details on its charges. The FCC said it delayed a ruling on the license renewal of the station in Allegheny County, Pa., because it had to give Mr. Lamb time to respond to its charges. The station has been non-commercial and broadcasting under a construction permit issued by the FCC. The station's attorney, Mr. Lamb said the FCC's delay of the renewal was a combination of delaying his case and the FCC's desire to make sure he had the time and money to answer the FCC's charges. The charges against the station are not known.

A fortnight ago FCC Examiner Herbert Shafman postponed the WICU hearing until Sept. 15 (B&T, Sept. 26). The postponement was sought by Mr. Lamb's counsel, J. Howard McGrath, ex-U. S. Attorney General, to allow the Commission to act on the petition for deferment and bill of particulars.

The Commission said the bill of particulars would be a specification of the allegations of basic character, and that if Mr. Lamb submitted more detailed information it would be considered.
Federal Restriction Bill Faces Revision in Senate

The House-passed bill to get the government out of certain activities competing with private enterprise may be due for a re-working in the Senate. Joseph McCarthy's Senate Government Operations Committee.

Radio and television came up in hearings on the subject in the first part of July by the House Government Operations Committee. An Army Signal Corps radio system in Alaska was among government operations mentioned, as were military taping and filming studios.

The bill (HR 9835), introduced by Rep. Clare E. Hoffman (R-MIch), now is in the Senate committee, where elimination of certain language, said to be not intended by the House group, is being considered.

Under the bill, the Secretary of Commerce would receive complaints about government commercial activities and make suggestions, where appropriate, for turning these activities over to private enterprise.

As now worded, the bill would authorize the President to examine and terminate any business-type operation in government if this would not impair essential activities, with the following exceptions: (1) those in operation by specific Congressional authorization and (2) those in operation on the effective date of the bill. Senators for both the House and Senate committees say the latter exception should apply only to those in operation by Congressional intent.

Initial Decision Grants Uhf Channel to Notre Dame

Initial decision proposing to grant uhf ch. 46 at Notre Dame, Ind., to Michiana Telecasting Corp., owned by Notre Dame U., was issued last week by FCC Hearing Examiner Basil P. Cooper.

The initial decision became matter of routine after the introduction into the record a fortnight ago of an agreement whereby the university buys its competitor, WHOT South Bend, for $140,000, subject to FCC approval (BWT, July 26). The sale is on condition that the Commission make the ch. 46 facility to the university.

WHOT is sold by the Universal Broadcasting Co., owner of WISH-AM-TV Indianapolis, WANE Ft. Wayne and WHBU Anderson, all in Indiana.

Uhf WCOC-TV Suspends

WCOC-TV Meridian, Miss., ch. 30 outlet, advised FCC last week it is suspending operation pending reorganization of its programming facilities. It hopes to complete not later than Sept. 15. WCOC-TV has no network affiliation. It claims 32,500 set circulation. Meridian also is served by ch. 11 WTOP-TV, claiming 44,300 sets and affiliated with all four national networks. WCOC-TV is the 29th post-freeze station to suspend operation.

Channel Changes Proposed

On PETITION by WKOK Sunbury, Pa., FCC last week issued a notice of proposed rule making to substitute ch. 38 for 65 at Sunbury, substitute ch. 74 for 38 at Lewiston, Pa., and add ch. 65 at Shamokin, Pa., the latter without a channel. WIBX indicated it would file for the lower uhf facility. Comments are due Aug. 30.

TVS TOTAL 390 WITH 4 NEW VHFS

FOUR new tv stations, all uhf, were scheduled to begin commercial operations yesterday (Sunday). This would increase to 390 the total number of operating stations.

The stations, bringing local first tv to three cities, are:

WPBN-TV Traverse City, Mich. (ch. 7), NBC; represented by WXYZ Detroit. WJZ-FV-TV Valley City, N. D. (ch. 4), CBS; represented by WDAY. WCBS-TV Charleston, W. Va. (ch. 8), CBS; DuMont; represented by WVEA. WKBW (TV) La Crosse, Wis. (ch. 9), CBS; DuMont; represented by Paul H. Raymer Co.

This gives Traverse City, Valley City and La Crosse their first home video outlets and Charleston its second.

WLAC-TV Old Hickory (Nashville), Tenn. (ch. 5), expects to begin commercial operations Friday affiliated with CBS and represented by The Katz Agency.

Reports from other stations:

WLOS-TV Asheville, N. C. (ch. 13), scheduled to go on the air Aug. 27 with effective radiated power of 169.84 kw. will be affiliated with the DuMont Network.

WINO-TV West Palm Beach, Fla. (ch. 5), second local station but first vhf there, plans to debut Aug. 22.

WBTW (TV) Florence, S. C. (ch. 8), affiliated with CBS. has reported that construction of both tower and studio facilities is proceeding on schedule. Start is set for Sept. 26.

Two U. S. tv stations are expected to put signals into Canada when they begin regular operations. WMVT (TV) Montreal, Vt. (ch. 3), scheduled to begin commercial programming Sept. 15, is located 77 miles from Montreal. It will be affiliated with CBS. WIRI (TV) Bloomigdale (Lake Placid), N. Y. (ch. 5), expects to go on the air Oct. 1, and is located about 65 miles from Montreal. A. A. McDermott, Toronto, is Canadian representative.

KETC (TV) St. Louis, Mo. (ch. 9), educational, has reported that construction of its 600-foot tower started last week. It is expected to be completed in mid-August. Target date for start of operations will be announced after equipment tests.

WTVS (TV) Detroit (ch. 56), educational, plans to begin programming "before the end of the year." A goal of $1,250,000 has been set. With $400,000 having been collected thus far. Studios will be located at the U. of Detroit and Wayne U.

Safety Sign Pays

WCKY Cincinnati has been showing the local police how to do it when it comes to a traffic safety campaign. The plan, which is designed to make people "stop sign" conscious, awards a five dollar bill to the first telephone call received on the Paul Miller Safety Show that correctly identifies the location of the "Stop: It Pays" sign, which is spotted daily at a different site. Winners have been collecting daily for the past year except for two days when it was discovered the sign had been stolen. The police, whose traffic safety division is cooperating in the drive, are convinced that Cincinnati motorists are observing signs more carefully.

Kelly to Take New Post

For Westinghouse in N. Y.

Appointment of John J. (Chick) Kelly to the newly-created post of assistant advertising and sales promotion manager of Westinghouse Broadcasting Co. was announced last week by Chris J. Witting, WBC president. Mr. Kelly has been promotion and publicity manager of WBC's WPTZ (TV) Philadelphia since 1950.

Mr. Kelly will assume his new duties in the company's New York office on or about Sept. 1. He will report to David E. Partridge, advertising and sales promotion manager of the company. Mr. Kelly began with Westinghouse's KYW Philadelphia in 1938, remaining there until 1946 when he joined Carl Byoir & Assoc., New York public relations firm. He joined WPTZ in 1930.

Westinghouse currently operates WPTZ and WBZ-TV Boston, and recently acquired KPIX (TV) San Francisco. In radio, WBC operates KDKA Pittsburgh, WBZ-WBZA Boston-Springfield, WOWO Fort Wayne and KEX Portland and KYW.
Mortenson Leaves Don Lee To Manage KFMB San Diego

ART MORTENSON, national advertising manager for Don Lee Broadcasting System in Hollywood, resigned effective yesterday (Sunday) to join KFMB San Diego as manager, it has been announced by George Whitney, general manager of KFMB AM - TV. Hobby Myers, who has resigned as KFMB manager, will reveal his future plans after an extended vacation, it was said.

Mr. Mortenson's broadcasting career includes service with KLO Ogden, Utah, as announcer and radio sales manager; KOVO Provo, Utah, as program director; KALL Salt Lake City as account executive; CBS Hollywood as merchandising manager, and with Earle C. Anthony Inc., which then owned KFI-TV (now KABC-TV) Hollywood.

F & P Names Exline

FREE & PETERS Inc. has announced appointment of William A. Exline, account executive with KRON-TV San Francisco, as tv sales manager of the firm's San Francisco office. He succeeds Richard C. Rothlin, who transferred to the firm's Chicago office.

Defends Child Shows

SUGGESTION has been made to station clients by Joseph J. Weed, president of Weed Television Corp., station representatives, that "loose and general attacks on children's programs" be countered by acts on the local level. He advocated that plans he laid in the summer months for a fall schedule of local talks by an outstanding program personality of each station to parent-teacher, scout and church groups in which the standards of program acceptability by the station be outlined. Mr. Weed contends that criticisms generally have been made "without documentary specifics," and that children shows have been "tacked on indiscriminately to campaigns against children's comic books and movies."

CBS Radio Spot Sales Stresses Women Audiences

IMPORTANCE of women's radio audiences to advertisers is underlined in a new presentation being released today (Monday) by CBS Radio Spot Sales through its various offices throughout the country.

Titled "Radio's Ladies-in-Waiting," the presentation stresses that only through radio advertising is it possible "to get an advertising message across to so many women so frequently and effectively and yet for so little cost." As an example, it points out that in New York, women's radio programs reach more than one out of every three housewives in a single day. The presentation outlines several examples of successful women's shows in markets represented by CBS Radio Spot Sales and gives reasons why these programs have been successful.

The presentation contains market data and other research material on stations represented by CBS Radio Spot Sales, which include WCBS New York, WEEI Boston, WHBM Chicago, KNX Los Angeles, KCBS San Francisco, KMOX St. Louis, KIRO Seattle, WBT Charlotte, KSL Salt Lake City, WCAU Philadelphia, WTOP Washington, WCCO Minneapolis-St. Paul, and WRVA Richmond.

Wayne Kearl Resigns, KGBM-AM-TV Reorganizes

KGBM-AM-TV Honolulu has been reorganized on the executive level following the resignation of Wayne Kearl, manager of KGBM-TV, C. Richard Evans, vice president of Hawaiian Broadcasting System, has announced.

Mr. Kearl, who plans to return to the mainland for reasons of family health, will remain as a consultant for an interim period to help with reorganization and other problems, Mr. Evans said.

Under new plans all department heads for radio and tv will report directly to Mr. Evans in a move to give additional service to radio listeners and advertisers by emphasizing music and news.


WRC-WNBW (TV) Note Rise In Local, Spot Business

NBC-owned WRC and WNBW (TV) Washington have increased business in both local and national spot advertising for the first six months of 1954 over the same period last year, it was reported last week.

WRC's income from local and national spot for the first half of 1954 was 13.6% over the same period in 1953, with June business 15.4% higher than the corresponding month last year — and higher than any June since 1947.

WNBW's non-network business rose 31.2% for the first six months of 1954 compared with the same period in 1953. For June, WNBW sales were 34.7% higher than the same month last year.

The largest increase for both stations has been in national spot business, Joseph Goodfellow, sales director for the two stations, said. He reported that more than 40 advertisers used the stations for the first time.

Washington now rates as the 10th U. S. market and is second in family income, Mr. Goodfellow pointed out. Annual retail sales run at more than $2 billion—11th highest in the nation, he said.

Byron Taggart Named WTVN General Manager

BYRON TAGGART, in charge of promotion and publicity at WKRC Cincinnati, has been appointed general manager of WTVN Columbus, it was announced last week by Huibert Taft Jr., president, Radio Cincinnati Inc. and Radio Columbus Inc. WTVN was WHKC until its recent purchase by Radio Columbus, subsidiary of Radio Cincinnati, licensee of WVTN-TV Columbus.

Mr. Taggart has been in radio 18 years, joining WFBM Indianapolis in 1936. He later traveled with Lum 'n' Abner's "Pine Ridge Follets" as impersonator and m.c. In 1940 he joined WINN Louisville and in 1942 affiliated with WIBC Indianapolis as play-by-play sportscaster. Mr. Taggart then joined the WKRC staff in 1943, serving there for 11 years.

Sales High on WNBT (TV)

VOLUME of business at WNBT (TV) New York for the first six months of 1954 has reached an all-time high, with a 16% increase in sales over the same period of 1953, it was announced last week by Jay Heitlin, sales manager.

Mr. Heitlin commented that advertisers apparently are realizing "the importance of summer impact," pointing out that fewer clients have taken summer hiatuses and fall starts are beginning early. Among the active advertisers on the station since the beginning of 1954, Mr. Heitlin said, have been Ballantine beer, Benrus watches, Brown & Williamson tobacco, Procter & Gamble, the Chevrolet Dealers of New York and the New York District Ford Dealers.
KNBH (TV) Breaks Ground For Transmitter Tower

KNBH (TV) Hollywood has broken ground for a new transmitter tower on Mt. Wilson. The structure will be 508 feet above ground, 6,170 feet above sea level.

The self-supporting tower's base consists of four footings, each containing 500 cubic feet of concrete and weighing approximately 50,000 pounds. Each footing, which must withstand a pull of 1,800,000 pounds, has eight radiating 25-foot holes, nine inches in diameter, attached to the concrete and extending down into solid granite. Each hole has a two and one-half inch steel rod which, with a special expanding cement, will seal itself to the base, according to General Manager Thomas C. McCray.

A platform will be erected at a 200-foot level, upon which will be mounted a six-foot parabolic reflector for receiving telecasts from the KNBH remote unit. The reflector will be directed by remote control, both as to direction and elevation, from the control room to the transmitter.

The antenna portion, specially built at the RCA plant in Camden, is over 58 feet high and is an RCA three-element superturnstile type.

WSAZ-TV Opens Operations From Charleston Studios

WSAZ-TV Huntington, W. Va., last week began remote operations from a new tv studio in Charleston, W. Va., the state capital, 40 miles from its home city. The pickup from Charleston is made on the station's own three-stage microwave relay system which cost $100,000 to build.

L. H. Rogers, vice president and general manager, said the new studio and relay system would permit the station not only to produce programs but also local commercials. The station will operate a Charleston sales office as well as the studio origin point. Both sales office and studio are in the building occupied by WGTK Charleston.

Power Boost by KEDD (TV) Adds to Coverage Area

INCREASED coverage area is reported by KEDD (TV) Wichita, which has boosted power to 245 kw visual and 132 kw aural, sending a signal to viewers in some 22 Kansas and Oklahoma counties within an 80 mile radius of Wichita. KEDD is on ch. 16.

Reportedly KEDD, which programs NBC-TV and ABC-TV, now has a signal scope extending as far south as Medford, Okla., north to Salina, Kan., east to Eureka, Kan., and west to Pratt, Kan. Power day for the station was July 11. The wattage increase is supplied by KEDD's new GE 12 kw transmitter. Stanley H. Drew, president and general manager, is on the job.

KFMB Switches, Ups Power

KFMB San Diego, following FCC approval, switched to new facilities of 5 kw fulltime on 340 kc, directional, on July 22. The station formerly was on 550 kc with 1 kw. Licensee is Wather-Alvarez Broadcasting Co.

Wells, Parker Buy WTAN

SALE of WTAN Clearwater, Fla., from Brandon Chestnut Jr., Otto Pruitt and associates to William G. Wells and H. D. Parker for $106,000 was announced last week. Application for FCC approval is due to be filed soon.

Mr. Wells, who will be president and 75% owner of WTAN Inc., owns WMOA Marietta, Ohio, and has a one-third interest in WWCO Waterbury, Conn. Mr. Parker, who is the present general manager of the 1340 kc, 250 w, full-time independent, will be vice president and 25% owner.

Sale was arranged through Allen Kander, station broker.

WKMI Celebrates Power Boost

WKMI Kalamazoo, Mich., was host at a civic celebration honoring boosts in the station's daytime power to 5 kw on July 13. Some 5,000 balloons were released over the city, with 1,000 containing merchandise certificates from WKMI sponsors. WKMI now operates on 1360 kc with 5 kw day, 1 kw night, directional day and night.

KPRC-TV Color Signal Received in New Jersey

REPORT of reception of its color bar pattern more than 1,300 miles away was reported last week by KPRC-TV Houston. The signal was picked up for about 19 minutes shortly after noon by RCA color expert R. K. Lockhart at his home in Moores- town, N. J., July 11. In a letter to KPRC-TV Chief Engineer Paul Huhndorff, Mr. Lockhart said:

"Contrary to my expectations, color quality was good with little or no quadrature distortion (including good phase and amplitude relationship between subcarrier and color sidebands). There was some color hold "hunting" immediately following vertical blanking on NBC bars but not on Victor bars (KPRC-TV was transmitting both NBC and RCA Victor type bars at the time). Phase on yellow was very close to that of reception from WNBV (TV) New York on NBC bars, but yellow was greenish on Victor bars. KPRC-TV operates on ch. 2 with 100 kw from a tower 630 ft. above average terrain."
STATIONS

Antenna Rent Issue Stayed
TELEVISION station operators in the New York area were granted a stay of arbitration until Sept. 14 by the Appellate Division of the New York Supreme Court July 22 in an effort by the Empire State Building to raise its rents for antenna sites on the building. The decision, which reverses an earlier verdict by the New York Supreme Court, permits a stay until station operators can argue their plea for determination of whether or not emergency rent laws of the state apply to antenna space as they would to space in the building.

WCEF Names Executives
WCEF Parkersburg, W. Va., established this year and licensed to C. E. Franklin, general manager and chief engineer, has announced its roster of executives: R. A. Sadler, commercial manager; Bob Gabler, program director; Gene Snyder, sales manager; Cliff Miller, news director; Nels Lee, women's director, and Mary Poling, promotion manager. WCEF operates on 1050 kc with 250 w day. Address is P.O. Box 228; telephone: 2-1844.

WABI-TV Goes to 30 Kw
WABI-TV Bangor, Me. (ch. 5), will boost power to 30 kw this Wednesday, it was announced last week by Leon P. Gorman, general manager. He said the move will "greatly increase" the station's Grade A and B coverage areas in eastern Maine.

WISR Completes New Quarters
WISR Butler, Pa., has completed a new building to house its offices and news department in an expansion project which included installation of a modern remote control transmitter, according to Joel W. Rosenblum, president of Butler Broadcasting Co., new licensee. The new structure adjoins the station's production control rooms, record library and studios.

STATION PEOPLE
Bill Jeffery to KXLW St. Louis as general manager.
George Willard, announcing staff, WGSM Huntington, L. I., N. Y., appointed general manager.
Danny Shaver, sports director, WHHH Warren, Ohio, additionally promoted to sales manager.
Richard E. Barrett, continuity and sales promotion, WEOL Elyria, Ohio, promoted to station manager; Douglas H. Lillico promoted to office manager.
Lowell Jack, formerly with KWBG Boone, Iowa, to KMAN Manhattan, Kan., as general manager, succeeding Warren L. Mowder, to KGKF Coffeyville, Kan., as time salesman.
William T. Selander, Crosley Broadcasting Co., Chicago, to WVKO Columbus, Ohio, as sales manager.

John D'Ausitolo, formerly with sales dept., WCBS New York, to WTRI (TV) Albany, N. Y., as national sales manager.
Rollie R. Williams, general manager, KSSO Sioux Falls, S. D., to WCCO Minneapolis-St. Paul, as account executive; Bayliss Corbett, radio free-lancer, Corpus Christi, to news staff.
Len Gumley, formerly sales manager, Television Specialty Corp., N. Y., to WATF Newark, N. J., as account executive.
Mrs. Vanne Munsell, formerly publicity director, WSAI Cincinnati, to Storer Broadcasting Co., N. Y., as assistant to advertising and promotion manager.
Leon E. Kelley, program manager, WRAK Williamsport, Pa., to WEAV Plattsburg, N. Y., as program director.
Jack Hoskins, film director, WICS (TV) Springfield, Ill., appointed new program director, succeeding James Hareson, resigned.
Hank Elliott, WMEX Boston, to WORL same city as news and sports director.
Harrison W. H. Eagles, news and special events director, WKFJ-TV Pittsburgh to WJON-TV Palm Beach, Fla., as news director.
Norman C. Locke, film director, WWOR-TV Worcester, Mass., promoted to production manager, succeeding Richard C. Huntley, to WCAX-TV Burlington, Vt., as program director; Harold Eckman, assistant film director, succeeds Mr. Locke.
Louis G. Jacobs returns to WTVJ (TV) Miami, Fla., as public service director upon U. S. Army release; Jay Wane, news-cameraman, WQAL.

Kuai 900 Kc 1,000 Watts
FULTON, MISSOURI

No. 1 Radio Buy
in New Haven

Merchandising
more guaranteed in-store
food display than any
other New Haven station.

Programs
live wire local plus NBC
affiliation = proven
audience.

Saturation
run of station • day and
night • 20 spots a week
• 1-13-26 week package
• $45—$45—$50 per
week.
—three years cover —
New Haven's ultra-rich
market on

WNHC
radio • ASK KATZ

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Jim Vinall, KICA Clovis, N. M., to WJR Detroit as newscaster; Bates Farrell, WCAR Pontiac, Mich., to station as announcer-disc mc.
Stan Shaw to WICC Bridgeport, Conn., as disc mc.
Gordon Lochwood, announcer-pianist, to KPDN Pampa, Tex., in same capacity.
Linda Campbell, WDFM State College, Pa., rejoins continuity dept., WWSS Pittsburgh.
Merle Harmon, formerly director, Kansas U. Sports Network, to sports staff, KMBC-AM-TV Kansas City, Mo.
Robert Weber, KOOS Coos Bay, Ore., to promotion and advertising dept., KPTV (TV) Portland.
Cynthia Olson, former women's news editor, Miami Beach News Service, to KUAM Agana, Guam, as women's program activities director.
Phil Baldwin to promotion manager, CKDA Victoria, B. C.
Howard Goldberg, formerly writer, WNUR Evanston, Ill., to writing staff, WBBM-TV Chicago.
Leonard Leibfreund, graduate, Crescent Television School, N. Y., and Maurice Dicker, graduate, Pierce Institute, same city, to engineering staff, WHLI Hempstead, L. I., N. Y.
Tom Livezey, WKAP Allentown, Pa., to WAEB same city, conducting Melody Ranch program.
Mrs. Oscar Hendricks to WKBN-TV Youngs-

WRVA Richmond General Manager C. T. Lucy (c) presents service pins to (l to r) Cecil Sheets, engineering staff, and Emma Glinn, public relations, both five years; Lynn Woods, 10 years, and Dan Vest, production, five years. Pins for 15 years service went to three, not shown: James Clark, sales manager; Hardy Sydnor, engineering, and Bob Almond, remote department.
Lancaster, Pa., to station in similar capacity; Leona Softness, to news dept. as film librarian; Adrian Cox to station as receptionist, succeeding Ruth Jones, to public relations department.
Bill Balaban, assistant program manager, WABC-TV New York, assumes new duties supervising all daytime programming.
Mike Kizzlah, newscaster, CBS Radio Hollywood, transfers to KNXT (TV) Hollywood in similar capacity.
Mac Shebeen, announcer and program director, WACA Camden, S. C., to announcing staff, WIS Columbia, S. C.; Jay Mullen, WTMA Charleston, S. C., to staff.

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“SUNRISE”
Hawaii’s first and only morning TV show presents
KINI POPO and “PEACHES” O’ROURKE*
greatest sales power team in Hawaii
6:15 to 9:00 A.M.
Monday–Friday
custom made series
for Hawaii’s early rising audience
YOUR OPPORTUNITY FOR GREATER SALES!
*Legit-tag: “Frances” O’Rourke

Free & Peters: Inc., Nat’l Representatives
CHANNEL 9
Honolulu, Hawaii
CBS Affiliate

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First in Viewing Audience

Place your Kansas television budget with the station that from the very beginning, geared its programming to build loyal viewing habits. Buy this attentive audience on KTVH and derive more impact from repeated sales messages.

**See Your KTVH Sales Representative Today!**

**KTVH HUTCHINSON - WICHITA**

CBS BASIC—DU MONT—ABC REPRESENTED BY H-R TELEVISION, INC.

**CHANNEL 12**

**VISITING** the site of WWIT Canton, N. C., new om station scheduled to begin operation this month, are (l to r): Kermit Edney, vice president; Bruce Morford, Bill Schüll (kneeling), Sam Robinson, directors; Bevo Middleton, president; D. A. Gilmore, treasurer, and Frances Roberson, secretary. Messrs. Edney, Middleton and Gilmore hold similar positions in sister station WHKP Hendersonville. The two Carolina stations, which will be connected by direct lines, will offer special tie-in advantages for advertisers.

town, Ohio, as featured performer, *Home Cooking* program.

Will Jones, released from U. S. Army, rejoins WSYR-TV Syracuse, N. Y., in former capacity of photographer; Maurice Dady and Charles Tooley to am-tv engineering staff.

Hiram Higby, originator and producer, *Brush Creek Follies* program, KMRC Kansas City, Mo., to KANS Wichita, conducting *Hiram Higby Show*.

George Menard to WBBM-TV Chicago handling new farm program.

Ann Gillis, radio, tv and motion picture star, to KDKA Pittsburgh, doing own recorded musical show.

Parket H. Vincent, chief engineer, WHDL-AM-FM Olean, N. Y., to WMTW (TV) Poland, Me., in same capacity.

Richard D. Johnson, tv director, WMAQ and WNBQ-TV Chicago, promoted to production manager, succeeding Alan Beaumont, resigned to serve as director, NBC-TV serial *A Time to Live*.

Bill DeCorrevont, former professional and college grid star, to handle WAIT Chicago broadcasts of upcoming season's Notre Dame and Illinois football games.

Robert Fierman, formerly with NBC-TV, to WRTV (TV) Asbury Park, N. J., for short period as television program consultant before returning to West Coast in fall.

Charles Brink, announcing staff, WHAM Rochester, N. Y., resigns to enter industrial machine business.

Ben Chappel, Virginia Dept. of Agriculture’s Div. of Markets staff member, who broadcasts farm market reports, WRVA Richmond, Va., father of boy, July 26.


John Kluge, owner, WGAY Silver Spring, Md., and Mark Evans, host-m.c., WTOP Washington, D. C., accompanied by six of Mr. Evans’ sponsors, to Belgian Congo on five-week safari.


Edwin K. Wheeler, general manager, WWJ-AM-FM-TV Detroit, appointed to Detroit-Tomorrow Committee, civic group planning that city’s future.


George Heinemann, program director, WMAQ and WNBQ (TV) Chicago, presented the 1954 award for distinguished service, Illinois Div. of American Cancer Society, for service as radio-tv chairman, annual fund drive.

Austin Heywood, assistant press information director, KNXT (TV) Hollywood, spoke to public relations institute of California’s Hospital Assn., on “How Hospitals Can Use Radio and TV Most Effectively,” in Riverside, Calif., July 23.
Fredon Fowler, director, network film programs, ABC-TV, discussed "TV Programming" last week in his lecture series for students of communications course, Pace College, N. Y.

Larry Finley, host-announcer, KFWB and KNXT (TV) Hollywood, and owner, packaging-production firm, that city, father of boy, Gene, July 23.

Frank Valenti, sports director, KGMB-AM-TV Honolulu, father of boy, Mario Anthony, July 21.

Dave McElhatton, KCBS San Francisco, father of boy, Terrence Michael, July 20.

Bill Holm, general manager, WLPO La Salle, Ill., father of boy, July 16.


J. S. Sinclair, director of public relations, WJAR-TV Providence, R. I., father of girl, Jodie Carol.

NEW director of engineering at WHEN-TV Syracuse, N. Y., is Frank Spain (I), formerly the station's chief engineer, who now will handle development, design, construction and installation of new equipment. Here Mr. Spain goes over blueprints with Donald F. Longham, who has moved up from chief engineer of WHEN-AM to become director of technical operations for the tv outlet.

Harold Smith Dies; Figured In Famed Revocation Case

HAROLD E. SMITH, 62, one of the principals in the famous WOKO revocation case in the early post war years, died July 23 in Albany, N. Y., after a long illness. Mr. Smith, operated radio stations in Newburgh, Poughkeepsie and Peekskill, all New York, before taking over the operation of WOKO in Albany in the mid-30's.

The WOKO case was based on charges of misrepresentation of ownership and involved the late former Federal Radio Commissioner Sam Pickard. The Supreme Court upheld the FCC's right to revoke WOKO's license in 1947. The station was owned by the Gov. Dongan Broadcasting Corp. (Jim Healey).

Harold Smith Dies; Figured In Famed Revocation Case

STATION SHORTS

WAVE-TV Louisville, Ky., telecast first color network tv program (The Marriage on NBC-TV) in Kentucky and southern Indiana July 29, according to the station.

WILS-TV Lansing, Mich., announces it has first United States facsimile photo machine in Michigan.

WNAM-TV Neenah, Wis., has affiliated with ABC-TV, carrying kinescopes since July 12 and to be interconnected by AT&T within the next 45 days, the station reports.

KSL-TV Salt Lake City announces purchase of new $80,000 remote telecasting unit.

WABI-TV Bangor, Me., will increase power to 30 kw Aug. 4, according to the station.

KTAL (TV) Hollywood, with six new advertisers, has brought time sales up to 10% over spring months, station reports.

WGVL (TV) Easton, Pa., (ch. 57), received word from RCA Communications Frequency Measuring Laboratory that station's signal established a distance record for uhf signals.

WTII-TV Terre Haute, Ind., hooked into AT&T nationwide tv facilities network to receive live program service, AT&T announces.

KDKA Pittsburgh will take over Carole & Company program Sept. 6, which moves from WWSW same city.

THE 5,000th consecutive broadcast of the Malco News over KGFL Roswell, N. M., is the occasion for the program participation of Malco Refineries President Robert O. Anderson (I), shown with KGFL Manager Jud Roberts. The special newcast, which originated in Mr. Anderson's office, featured news events as reported on the first broadcast of June 1, 1938.

REPRESENTATIVE APPOINTMENTS

WCBM Baltimore appoints George W. Clark Inc., N. Y.

CKGR Galt, Ont., 250 kw station on 1110 kc expected to start operations this autumn, appoints H. N. Stovin & Co., Toronto.

GATES RADIO COMPANY - Quincy, Illinois, U.S.A.

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HELLER CITES AFTRA NEEDS AT DETROIT

Four-day union convention opened in Motor City Thursday with secretary's report.

RADIO and television artists affiliated with the American Federation of Labor heard their national executive secretary declare that lack of a welfare and pension plan leaves "an impressive gap" in their contracts with the industry.

Opening the four-day convention of the American Federation of Television and Radio Artists, George Heller of New York told some 150 delegates that the gap exists "regardless of the improvements we make in our basic floor—all of the rates and conditions and rules and regulations applying to performance."

"Our members continue to need medical and surgical treatment, hospital, life insurance, death benefits and pensions for their retirement in old age," Mr. Heller told the convention.

No specific demands were spelled out by AFTRA leaders in advance of closed sessions of the national executive board and local representatives.

But in an interview, Mr. Heller declared that 80% of the union's claimed 15,000 members make less than $2,000 a year from radio and tv work.

Most of the members, he said, supplement their incomes by working in night clubs, theaters and other odd jobs.

"There are a few fortunate members who have regular shows and earn $700 to $800 a week," he said, "but the idea that most radio and tv artists spend their time lolling around in privately-owned swimming pools couldn't be farther from the truth."

Varied Membership

The union draws the bulk of its membership from radio and tv actors, but also represents singers, announcers, dancers, sportscasters, disc jockeys and other industry workers.

Mr. Heller said the average actor receives from $200 to $250 for rehearsals and appearances on a half-hour tv show.

"And as a rule," he said, "the work is very irregular. You run the risk of getting typed or becoming too familiar to the audience. An actor who works on ten half-hour shows a year is lucky."

Reviewing the union's accomplishments, Mr. Heller told the convention: "It is interesting to note that where we have members who are willing to take the strongest action—strike if necessary—the interval between our completion of organization and recognition is relatively short, despite all problems. Whereas with less militant memberships we invariably become bogged down in Taft-Hartley complications, and the time lag runs as much as a year due to the procrastinating devices so easily available to employers nowadays."

One of the "outstanding examples" of "AFTRA ingenuity," he said, "is our cherished kinescope clause."

He said in the past year it has brought to members in the form of re-use fees the "sizable" total of $17,956 paid to 402 members.

'Unique Control'

These, he said, "are payments made because of AFTRA's unique control over kinescope reuse, and AFTRA members are indeed fortunate in having a union that does not permit their services to be used for little or nothing."

Mr. Heller reviewed various network disputes in the past year, noting one in Chicago at the local ABC-TV outlet WBKB (TV), where, he said, "musicians were appearing on tv programs performing their own songs. Clearly within AFTRA's jurisdiction."

The dispute currently is before the NLRB at the network's petition, and Mr. Heller said:

"Sometimes, as with ABC, we are forced into the National Labor Relations Board. But with the change in personnel of the board and the drastic change in attitude and approach which this board is now taking, having reversed many long established policies, we must avoid using this governmental agency as much as possible."

Mr. Heller reported that the union's number of paid-up members this year totalled 10,710, compared to 8,626 a year ago.

He said the membership is now in 33 locals and nine chapters in the U.S. and Hawaii. Of 101 contracts negotiated last year, he said, 15 represented first contracts—13 covering television, one for a radio and tv operation, and one for radio only. All, he said, brought "substantial improvements in pay, fees or conditions."

In addition to formulating new demands on the nation's five big radio and tv networks (the union's two-year contracts expire Nov. 15), delegates were to consider a constitutional amendment providing for biennial instead of annual AFTRA conventions. Economy reasons were cited.

Let Us Solve Your 45 RPM Disc Storage Problems

with

7" (Seven Inch) DISCABINETS

All metal Sectional Discabinets with our complete Cataloging System in the most EFFICIENT, PRACTICAL and ECONOMICAL method in Filing. Protecting Recordings and Transcriptions. Also made for 10", 12" and 16" discs. Immediate delivery on all size cabinets.

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Let Us Solve Your Tape Recording Reel Storage Problems

with

All metal Sectional and Double Door Tape Recording Reel Cabinets for 5", 7", 10" and 16" reels.

Write for Brochure and Prices

WALLACH & ASSOCIATES

1522 Hillcrest Road, Cleveland 18, Ohio

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UP Stands Firm

UNITED PRESS reported last week it has rejected a request by the American Newspaper Guild (CIO) to employ Theodore, Polymath, for work. He is charged from his post as tv script writer in the Boston bureau in April 1953, after refusing to tell the House Us-American Activities Committee whether he was or ever had been a Communist.

Wage-Hour Regulations Unaffected by NLRB

FEDERAL wage-hour regulations still apply to broadcast stations despite the recent rule of National Labor Relations Board dropping jurisdiction over stations grossing less than $200,000 a year. The NLRB rule applies only to provisions of the Taft-Hartley Act and collective bargaining.

Asked by B&T if the NLRB ruling would have any affect on wage-hour procedure for stations, Charles H. Tower, NARTB Employee Relations Dept. manager, said: "The NLRB rule has nothing to do with application of the Wage-Hour Law. The NLRB administers only the Taft-Hartley Act and its decisions have no bearing on the Fair Labor Standards Act, under which the wage-hour rules are issued."

"As far as broadcasters are concerned, no matter what their gross revenue may be they are covered by wage-hour rules now just as they were before the new NLRB policy was announced."

"Some broadcasters have raised a hope that the NLRB action might set a favorable precedent for a similar wage-hour ruling. This is extremely unlikely because of entirely different conceptions of jurisdiction which are found in the two acts."

"The Wage-Hour Law has two significant parts which are of practical importance to broadcasters. One is the minimum wage section; the other, the overtime pay provision."

"The minimum wage requirement set up in the act is that all employees subject to the law must get 75 cents an hour or more. The overtime rule states in effect that time-and-one-half must be paid for hours worked in excess of 40 in any given work week."

"At the present time all commercial broadcasting stations are regarded by the wage-hour administrator as subject to the Wage-Hour Law. However, not all the people employed by stations are covered. Bonafide administrative, professional, supervisory and outside sales employees are excluded from the coverage of the act in the broadcasting industry as they are in other industries. The official wage-hour rules set forth the standards for the application of these definitions."

Stagehands, Networks Negotiating in L.A.

STAGEHANDS from IATSE Local 33, Los Angeles, last week were considering counter-proposals from NBC-TV, CBS-TV and ABC-TV in negotiations for a two-year contract to cover Hollywood network operations.

Union negotiators, headed by local president

BROADCASTING • TELECASTING
Carl G. Cooper and King Mansfield, proposed a 10% across-the-board wage increase and improved working conditions during an initial meeting last fortnight. Network representatives, Oscar Turner, assistant to director of public relations, NBC-TV Hollywood; Eugene Purver, director of public relations, CBS-TV there, and Cliff Anderson, director of public relations, ABC-TV there, made an announced counter-offer which was under consideration by union membership last week.

The contract between the networks and stagehands expired yesterday (Sunday).

**TWA, NETWORKS STILL AT ODDS**

STRIKE by members of the independent Television Writers of America against NBC-TV, CBS-TV and ABC-TV enters its 13th day today (Monday) with no prospects for a settlement in sight and both sides maintaining a "sit-tight" policy.

Spokesman for the union and the networks told B*TV last Thursday they had no plans for further negotiation, though the TWA official said he expected a "significant development" to emerge this week. The union struck against the networks on July 21, seeking a new wage scale and union shop clause in the contract for free-lance script writers (B*TV, July 26).

One sidelight to the dispute is that TWA's one-year certification by NLRB is scheduled to be reviewed, starting today (Monday). At the same time, the Author's League has had an appeal before the NLRB since last May, claiming it now has majority support among free-lance tv script writers.

On the West Coast, a meeting of the Hollywood AFL TV and Film Union last week recommended against issuance of a federal charter to TWA. In effect, this kills any chance AFL national headquarters will issue such a charter.

Union representatives, assembled by AFL organizer Tom Randall, said the TWA affiliation, requested on the eve of strike, would force them to support a strike without prior consultation. They also objected to the "ideological background" of several TWA executives, including Joan La Cour, western region executive secretary who invoked the Fifth Amendment at a House Un-American Activities hearing at Los Angeles last year, in face of a strong AFL anti-communist policy.

**RCA Reinstates Writers After Arbitration Decision**

THREE MEMBERS of the Radio Writers Guild have been reinstated in script writing jobs with RCA Thesaurus as a result of a decision by the American Arbitration Assn. holding RCA and NBC in violation of a 1953 union agreement in the radio field, it was announced last week by RWG.

Last February, the writers—Geraldine Merkin, Thomas Langan and Frances Rickett—were dismissed by RCA through NBC, to which they reported, and an arrangement was substituted whereby the trio could furnish scripts to RCA Thesaurus on a free-lance rather than a staff basis. RWG protested this change, claiming it was in violation of the 1953 contract covering staff writers at NBC and noting it had reduced the weekly salaries of the writers. The dispute was placed before the American Arbitration Assn. April 20 and a decision was rendered July 14.

**MILESTONES**

- **ANN HUBERT**, women's editor, WAVE Louisville, Ky., has celebrated her seventh anniversary with the station.
- **WENT Gloversville, N. Y.**, marked its 10th anniversary last month, and commemorated the occasion with a special broadcast and a party for area youngsters born in July 1944, the station's birth-month.
- **GLENN MILLER**, national sales manager, WCPO-AM-TV Cincinnati, celebrated his 10th anniversary with the station July 20.

GOLD RECORD of the 5,000th Judy & Jane program, sponsored in various markets by Folger coffee, is presented to the advertiser's agency by United Film & Recording Studios, program packager. At the luncheon celebration in Chicago were (l to r) Linton Bagley, advertising manager of J. A. Folger & Co.; Egmont Sonderling of United; Howard A. Jones, Grant Adv., and W. C. Hutchins, United. The serial first was aired in 1932 on CBS after origination by Joseph S. Atha of Folger and Irene Wicker (The Singing Lady). Folger has been only sponsor.
Ford Reports $10 Million In Educ. Radio-Tv Grants

Most ($9 million in the last three years) went to the visual medium, the Foundation reports to a House committee.

The Ford Foundation in the last three years has made grants totaling $9 million for the establishment of educational tv, and has put out more than $1 million for recorded educational radio programs.

This was reported last fortnight by H. Rowan Gaither Jr., Foundation president, in a statement to the House Committee Investigating Tax Exempt Foundations.

Mr. Gaither said that of the $119 million committed in the last three years (to Dec. 31, 1953), $22.4 million went to the Fund for Adult Education. This fund made the $9 million grants to bulbark educational tv—through matching funds to community groups for the establishment of city educational tv stations; to the Joint Committee on Educational tv, to the National Citizens Committee for Educational tv, and to the TV & Radio Educational Center at Ann Arbor, Mich.

Through its tv-Radio Workshop, the Foundation itself supported the production of Omnibus, a 90-minute tv program "designed to demonstrate that commercial television may serve as a cultural and educational medium and still attract a large audience," Mr. Gaither said.

Although figures were not given in Mr. Gaither's report, it is understood that the Fund for Adult Education has contributed more than $200,000 to ICETD, more than $600,000 to NCCET and $3 million for the Ann Arbor Center (B*T, July 26).

Electronics Scholarships

NEED for research and development engineers, presently limiting expansion in electronic field, was cited by West Coast Electric Mfrs. Assn. as reason for its establishing 12 annual scholarships, valued at $7,400. Students of 11 western colleges and universities who entered electronics will be eligible, according to WCEMA fund trustees.

Deans of California Polytechnic Institute, UCLA, U. of California, Oregon State College, San Diego State College, U. of Southern California, U. of Santa Clara, San Jose State College, Stanford U. and U. of Washington will have sole responsibility for selecting students to receive the scholarships.

REMA Service School Guide

STANDARD training course procedure for schools and other groups desiring to organize courses in tv servicing, or improving courses for advanced tv service technicians, has been published by Radio-Electronics-Television Mfrs. Assn. Titled "Instruction's Booklet for Advanced Television Service Techniques," the booklet is one of three publications in the industry-approved radio and tv service program operated through school and industry groups.

Alaska U. Radio Study

NATIONAL SCIENCE FOUNDATION has reported a $20,000 grant to the U. of Alaska for "Ionospheric Research Using Both Radio Waves of Extra Terrestrial Origin and from Controlled Transmitters," under the direction of C. T. Elvey, director, Geophysical Institute. The grant is for two years, and was one of the 176 made last week by the government-underwritten foundation.

Offers Guide

EDUCATIONAL Television Committee of the National Social Welfare Assembly has prepared a guide for a two-day institute to assist local and welfare organizations in working more effectively with television stations in planning and coordinating programs. Among subjects suggested for study in the guide for the two day meeting are: operation of tv stations, audience potential and interest, procedures for setting up good agency-stations relations, uses of slides and other visual aids.

EDUCATION PEOPLE

E. Fleley Carter, vice president and technical director, Sylvia Electric Products Inc., N. Y., to Stanford (Calif.) Research Institute Oct. 1 as manager of research operations, retaining Sylvia association by assisting in contracts with Dept. of Defense and consulting on major research and development contracts.

Charles F. Prindle '54, executive vice president and general manager, Pasadena Community Playhouse Assn., Pasadena, Calif., died July 25.

EDUCATION SHORTS

Iowa U. completing radio recording room for radio journalism students' use at State University of Iowa Communications Center.

A SUM of $4,000 has been raised by Spanish language radio stations in Texas for the aid of Rio Grande flood victims. Raoul A. Cortez (r), president of KCOR San Antonio, presents the contributions to Edward Neill (l), executive secretary, San Antonio American Red cross chapter, and R. W. Carney, executive vice president of the West Side State Bank there.

Farm Safety Promotion

PROMOTION of National Farm Safety Week in Kansas was aired recently by WIBW-AM-TV Topeka. Ben Ludy, station general manager and a member of the State Committee for Farm Safety, believing that others would profit from the experience of those who lived to tell about their farm accidents, had first-hand reports taped by Wilbur Levering, WIBW associate farm director, and five Kansans who had experienced mishaps. Recordings were made from the tapes and distributed without charge by WIBW to over 40 radio stations in the state, according to the station. These people pointed out how their accidents probably could have been prevented, urging caution and the use of preventive measures in an effort to save more lives.

KEX Aids Japanese Am

KEX Portland, Ore., following a request by JOKR Tokyo, has sent the Japanese station taped examples of successful U. S. radio commercials. JOKR is making a study of American methods in an attempt to develop its commercial messages. Until post-war years, Japanese radio was solely noncommercial. A government-controlled company held a monopoly. The Tokyo station has advised KEX that the material submitted has contributed greatly to its progress.
ABC-TV, NCAA RELEASE 13-WEEK GRID PLAN

Card runs from Sept. 18 through Dec. 4. Network plans complete sports series.

THE SCHEDULE of 1954 National Collegiate Athletic Assn. football games to be presented this fall over ABC-TV was announced jointly last week by Harvey Casill, director of athletics at the U. of Washington and chairman of the NCAA television committee, and Robert H. O'Brien, executive vice president of ABC.

The 13-week schedule will offer 15 games of colleges throughout the country. The schedule follows:


Mr. O'Brien reported that the series has not been sold, but said there is “strong support” for a national sponsor. He added that ABC-TV is giving consideration to regional sponsorship but expressed the view that the series will be sold as a national package.

In reply to a question at the New York news conference, Mr. O'Brien said that ABC-TV had been awarded the rights to the NCAA-TV games for a price understood to be the same as paid by NBC-TV last year. He pointed out that cost to an advertiser may be “slightly higher” this year because more TV outlets are expected to be available to carry the series.

Other Sports Coverage

It was announced at the news conference that in addition to the football games, ABC-TV will also telecast a special 26-week schedule covering other outstanding collegiate sports events, starting on Dec. 11. This coverage, according to Mr. O'Brien, will include such attractions as the NCAA indoor track meet, the Drake and Penn Relays, the Skyline Rodeo, the Collegiate crew race at Lake Onondago in Syracuse, N.Y., as well as wrestling, gymnastics and college basketball games.

Asa Bushnell, NCAA tv program director, said that the bid to telecast the football games was granted to ABC-TV because it had offered, in addition to a financial proposal similar to other networks, an all-around plan for college sports development. He added:

"Football is exciting and football is big, but all collegiate sports have certain important things in common—they teach young men discipline, teamwork, and sportsmanship. That is why we are delighted that other fine collegiate sports, in addition to football, will be included in the special winter and spring series that...

Robert M. Weitman, (l) ABC vice president in charge of programming, Asa Bushnell (c), tv program director of the NCAA, and Robert H. O'Brien, ABC executive vice president, confer at the news conference announcing the coming season's schedule of 15 NCAA football games and 26 additional weeks of college sports events over ABC-TV.

ABC-TV will bring to the American living room...

At a simultaneous news luncheon in Chicago, James Stirton, director of the tv network, ABC Central Div., described the NCAA-ABC football package as a $4 million deal. He said ABC-TV would entertain the possibility of two or four advertisers on a national scale, or sponsors who would be willing to come in on a regional basis. It would cost national advertisers perhaps $900,000 each. He stressed that ABC-TV will not offer the package on a co-op basis as previously reported because of NCAA restrictions on sponsorship.

Kenneth (Tug) Wilson, Big 10 commissioner, expressed favor with the schedule announced jointly by ABC-TV and NCAA. He acknowledged that the Western Conference still favors its own regional plan, but felt the 1954 slate offers televiewers better football than last year's and will prove acceptable.

Remote Tricks

DESCRIBED as another "television first," an artist-packager was to make a pilot film of a new panel show via DuMont Television Network's closed-circuit operation last Saturday. In order to use the special effects generator at DuMont's Tele-Centre and still preserve the authentic setting he wanted for his program, artist Clifford Saber arranged with DuMont to run three lines between the Tele-Centre and his Greenwich Village apartment. The show, Past the Line, was to be telecast from Mr. Saber's apartment while split-screen and wipe effects were to be relayed through the generator several miles away.

Do You Know This Man?

He is Frank S. Barc, Jr., general manager, KRUX, Phoenix, Ariz. He says—

"Coming from Sales into Management it is very easy to recommend to the Sales Department the many, many advantages of the SESAC Library and the many, many sales ideas that I have put to practical use while in Sales. Something old, something new, something blue, but nothing borrowed. That's SESAC."

The SESAC Library is lowest in cost for a complete Program Service

SESAC, INC.

475 Fifth Avenue

New York 17, N. Y.

August 2, 1954 • Page 69
ABC REVAMPS HOLLYWOOD STAFF

AMOS BARON, manager of KABC Hollywood, ABC key am station, has been named general manager of KABC-TV succeeding Frank King, resigned. John Hansen, sales manager of KGO San Francisco, joins KABC in management post. Jim Beach, program director of ABC-TV Hollywood, also has resigned along with John Asher, KABC-TV sales promotion manager.

Kenneth B. Craig, former director of CBS Radio business affairs in Hollywood, was named to succeed Mr. Beach in ABC-TV program post. Mr. Asher joins CBS Radio in Hollywood as sales promotion manager.

Future plans of Mr. King and Mr. Beach were not announced as of last Friday.

All-Day Religious Clinic Scheduled Today by NBC-TV

NBC-TV will stage an all-day clinic in New York today (Monday) for 60 Protestant ministers participating in a two-week religious radio and television conference, which began last Monday and continues through Friday.

The morning session of NBC-TV’s clinic, devoted to technical aspects of broadcasting, will meet at RCA Institutes. The afternoon session will be held in the Johnny Victor Theatre and will be devoted to talks by NBC radio and television personnel. Speakers will include Edward Stanley, manager of public service programs; Doris Ann, supervisor of religious programs, NBC-TV; Marilyn Kaemper, supervisor of religious programs, NBC Radio, and Martin Hoade, director of NBC-TV’s Frontier of Faith program.

The workshop is sponsored by the Union Theological Seminary, the National Council of the Churches of Christ in the U. S. A., the Protestant Council of the City of New York and the World Committee for Christian Broadcasting.

Bingham Has Close Call

WADE BINGHAM, Far East bureau manager for CBS-TV Newsfilm, was reported as having had a "narrow escape" from death in Indo-China a fortnight ago when a land mine on the Haiphong-Hanoi road exploded 15 yards in front of the vehicle in which he was riding, destroying two French military trucks and killing one of the French drivers.

Shawhan Named to Head NBC Hollywood Press

APPOINTMENT of Ralph (Casey) Shawhan, city editor of the Los Angeles Mirror for the past six years, as director of press and publicity for NBC Hollywood, effective Aug. 23, was announced last week by Sydney H. Eiges, NBC vice president for press and publicity. Leslie Raddatz continues as manager of the department.

Mr. Shawhan, who started his newspaper career in Los Angeles in 1925, and spent five years with 20th Century-Fox as a publicist, will be in charge of an expanded publicity operation for network programs originating on the West Coast.

Cy Howard Plans Own Firm

WHEN his current contract with CBS-TV expires Aug. 21, Cy Howard, producer-writer-director, plans to form his own free-lance production firm in Hollywood, he revealed last fortnight. However, Mr. Howard will continue to produce a new filmed format of CBS-TV’s My Friend Irma, to be called My Wife Irma, as well as That’s My Boy for the network on a free-lance basis.

The reported reason for Mr. Howard’s move was refusal of CBS-TV executives to allow outside independent assignments.

The new firm, to be activated shortly, will be called Cy Howard Productions.

WMTW (TV) to CBS-TV

WMTW (TV) Mt. Washington, N.H., will join CBS-TV as a primary affiliate effective Aug. 15, it was announced last week by Herbert V. Akerberg, CBS-TV vice president in charge of station relations. The ch. 8 WMTW, with studios located in Poland, Me., is owned and operated by Mt. Washington TV Inc., with John H. Norton Jr. as station manager.

Hutton on First ‘Spectacular’

BETTY HUTTON has been signed to star in “Satin and Spurs,” an original musical comedy, which will be presented as the first of NBC-TV’s 90-minute, Sunday color “Spectaculars” on Sept. 12, 7:30-9 p.m., EDT. Max Liebman will produce 26 of the 39 Sunday productions, including “Satin and Spurs,” and of which all but six will be in color.

Sothern in NBC-TV Color

ANN SOTHERN has been selected to star in the first of Max Liebman’s Saturday night series of 90-minute color productions and will appear in the leading role in Moss Hart’s “Lady in the Dark” on NBC-TV, Sept. 25, 9-10:30 p.m., EDT. The series, which will be sponsored by the Oldsmobile Division of the General Motors Corp., will consist of one such production each month on Saturday night.
MBS REFUSES TIME TO PUBLISHER GORE

Wisconsin editor, given time to answer Fulton Lewis Jr. earlier in McCarthy dispute, is turned down at second request.

LEROY GORE, editor of the country weekly Sauk City-Frairie (Wis.) Star, was party to an equal time dispute of his own gain last week.

Mr. Gore founded the "Joe Must Go" club in Wisconsin which sought the recall of Sen. Joseph R. McCarthy. In April, Mr. Gore asked for and received time on Fulton Lewis Jr.'s MBS show to answer what the editor said was criticism made by the commentator [B&T, April 19].

A similar request by Mr. Gore last week brought a refusal from MBS. An MBS spokesman said: "After reviewing the text of Fulton Lewis Jr.'s program we feel they [remarks] constitute legitimate comment and we believe there is no justification to Mr. Gore's request for equal time."

The new incident involved Mr. Lewis' July 23 broadcast which questioned Mr. Gore's motives in refusing to disclose the names of citizens who signed petitions for the recall of the Wisconsin Republican.

In Sauk City, Mr. Gore was quoted as saying Mr. Lewis' broadcast was "a malicious fabrication." The editor said he would confer with the FCC in Washington and had turned over the matter to his attorneys.

Meanwhile, Derek C. McIntyre, vice president and general manager, KLIX Twin Falls, Idaho, and MBS affiliate, reported that Mr. Gore had accepted a station offer of time to announce his program. Mr. Lewis Jr. also said he wired Thomas F. O'Neill, MBS president, that he was "very disturbed" at the equivalent time refusal.

"Lewis has been attacking this man repeatedly and many of your listeners feel this does not constitute 'legitimate comment' but rather vicious and malicious attacks. Common decency aside from FCC regulations dictates the necessity of your reversing your decision," Mr. McIntyre said in his protest to Mr. O'Neill.

Mr. McIntyre said he understood that other MBS affiliates which carry the Fulton Lewis Jr. commentary also would be offered the taped reply used by KLIX.

Geismar Named Assistant To Bergmann at DuMont

RICHARD I. GEISMAR, for the past year business manager of the programming and production department of the DuMont Television Network, has been appointed administrative assistant to Ted Bergmann, managing director of the network, effective Aug. 1.

Mr. Geismar started with DuMont in the summer of 1948 when he was attending Rensselaer Polytechnic Institute.

He later studied at the Harvard Graduate School of Business Administration. After graduation, he served as assistant to the president of the network, full time to the budget director, becoming account manager in the sales department a year later.

During the anti-communist campaign of 1952, Mr. Geismar served DuMont as station and client liaison man. Since his appointment in July 1953 as assistant to James L. Caddigan, director of programming and production of the network, he has worked closely with agency executives, packagers and producers. As the department's business manager, he has handled the administrative end of the non-creative side of program operations.

Louis J. Arnold, most recently assistant to Mr. Geismar, succeeds him as the network's business manager. Mr. Arnold was television traffic supervisor of BBD0 before joining DuMont.

Henry J. Opperman, a supervising producer at DuMont, has been promoted to the newly-created post of manager of program procurement. He has served the network since 1952, starting as an account executive with DuMont's WABD (TV) New York, and serving later as manager of the account managers group for the network sales department.

Claydawn Morgan Dies; Publicist, NBC Executive

SERVICES were held in New York Wednesday for Claydawn Tilden Morgan, 60, long-time assistant to the president of NBC and a noted publicist, who died Monday after an illness of many months.

Mr. Morgan entered public relations after World War II, when he served overseas as a second lieutenant of Infantry. He joined the publicity department of the French Line, where he remained as director of promotion and advertising until 1936 when he resigned to join NBC. 

His success in publicizing the maiden voyage of the Normandie built interest to such a pitch that newspapers got out extra editions as the ship neared its mooring in New York.

Mr. Morgan stayed at NBC until 1949, when he organized his own public relations firm. He subsequently handled public relations for Air France, French national air line. In 1940 he was named a Chevalier of the Legion of Honor for his services.

His wife, Ellen, died last January. He is survived by his mother, Mrs. Frank Bangham.

ABC-TV 'Smilin' Ed' Dies; Show to Continue on Film

FUNERAL SERVICES for James Edwin McConnell, 62, entertainer and host of Smilin' Ed's Gang over ABC-TV, were held last Wednesday in Corona Del Mar, Calif. Mr. McConnell died of a heart attack while on vacation July 24.

It was reported by ABC-TV that many of his shows filmed in advance for the new fall series will permit it to continue for a "considerable period of time" in the program, which will return to the air Aug. 21, will be presented on Saturday, 10:30-11 a.m. EDT. It will be sponsored by the Brown Shoe Co., St. Louis (Buster Brown shoes) through Leo Burnett Co., Chicago.

Hilton to CBS

ROBERT HILTON, since 1946 head of his own advertising agency, Robert Hilton Co., has been appointed assistant manager of sales development of CBS Radio Spot Sales, effective today (Monday). Before forming his agency, Mr. Hilton served with William Von Zehle Co., J. W. Pepper Co., BBD0 and The Brooklyn Eagle.
PATENT FOR 'G-LINE'

Operators of uhf outlets among those who may find advantages in surface wave transmission line invention.

BROADCASTERS and viewers will both benefit from the superior transmission qualities claimed for a surface wave transmission line for which a patent was issued Tuesday to George J. E. Goubau, of the Coles Signal Lab, U. S. Signal Corps, at Fort Monmouth, N. J., and assigned to Surface Conduction Inc., New York, which is handling the civilian uses of the invention.

As explained to B&T by Theodore Hafner, patent attorney and physicist, who represents Surface Conduction, the invention, called the "G-Line" for its inventor [B&T, Dec. 1, 1952], transmits energy on the surface of a single wire instead of inside a wire or between two wires as is usually done. This new method of transmission, he said, transmits energy with much less loss than either wires or coaxial cables, particularly in the uhf region.

Broadcasters, particularly operators of uhf tv stations, Mr. Hafner said, will find the "G-Line" of great value for use as a transmission line connecting the transmitter to the antenna. That's very important, he pointed out, as power lost here cannot later be regained. Of the two methods used now, he noted that coaxial cables reach only to frequencies of 200-300 mc and that wave guides, while very efficient, are also very expensive, costing about $30 a foot. With mass production, he said, it is expected that "G-Line" can be produced at 20% of this price ($6 a foot or less.

"G-Line" is also being used, Mr. Hafner said, for lead-in wires from receiving antennas to tv sets, particularly for fringe area uhf reception. David Bogen & Co., manufacturers of uhf converters and other equipment, has been licensed to use "G-Line" in this area.

The new transmission line will also be valuable in the community antenna system field, he stated, where it can be used to connect the mountainous antenna with the sets in the valley. The coaxial cable now in use is expensive both to install and to maintain, he said. Closed circuit connections between stations or theatres or for subscription tv are other potential uses of "G-Line," he said.

Perhaps the most important use of "G-Line," Mr. Hafner said, will be for long distance tv program transmission, supplementing the coaxial cable and microwave relay circuits now used for this purpose. Under mass production, "G-Line" could be installed for 10-15 cents a foot, or $300 to $750 a mile, he said, about the same for a 30-mile stretch as a radio relay line spanning that distance. But he emphasized that while a microwave radio relay link can transmit only one channel, "G-Line" is able to transmit 20 or 30 channels, or 10 to 20 tv programs at the same time.

Secret of the ability of the "G-Line" to transmit energy with an extremely low power loss in comparison to other methods, Mr. Hafner said, is in the use of horns to focus the field of energy to a limited space surrounding the single line, rather than to radiate energy as horns are normally used. The dimensions of the horns, as well as the thickness of the insulating material—polyethylene—around the line are gauged with great exactness to the wavelength of the signal being transmitted. This is a feat of delicate engineering, he said, as at frequencies of hundreds of megacycles a variation of a thousandth of an inch would alter the frequency being transmitted.

"G-Lines" cannot be stretched between towers as overhead wires or cables are, Mr. Hafner said, but must be suspended by nylon strings. Tests have demonstrated, however, that these strings are so impervious to weather and wind that they are an asset rather than a handicap, he explained. The "G-Line" itself, he said, is not affected by rain, but it is by ice, so de-icing elements would be needed for long distance transmission across cold areas.

Westinghouse Reports Record for Six Months

HIGHEST six-month sales and earnings in the history of Westinghouse Electric Corp. were reported last week by Quivym A. Price, president, for the first half of 1954. Net sales billed were listed at $811,709,000, as compared with $780,489,000 for the first six months of 1953, and net income at $45,359,000, as against $33,660,000 for 1953.

It was noted by Mr. Price that net sales billed were 4% higher than those of 1953 and net income 27% over last year. He said that the higher volume of sales billed and more efficient use of plant facilities were significant factors in the improved earnings for the first half of the year. He indicated that continued high volume of sales during the second half is expected to result in an all-time sales record for the year.

Earnings per share in the first half of 1954 were reported at $2.75 on 16,117,026 shares of common stock, compared with $2.19 on 15,870,271 common shares outstanding a year ago, representing an increase of 25.6%. Earnings per dollar of sales for the first six months of the year, Mr. Price noted, were 5.6 cents, as against 4.6 cents for the same period a year ago.

Provision for estimated federal taxes on income was said to amount to $54,300,000 in the first six months of 1954 and to $59,755,000 a year ago. Taxes per share of common stock during the first half of 1954 were $3.37.

In the second quarter of 1954, both net sales billed and earnings were reported as "slightly ahead" of the same period in 1953, with net sales of $405,172,000, as against $308,263,000 last year, and net income of $19,073,000, as against $18,802,000 last year.

Long-Life Batteries Claimed by Ohmart Corp.

OHMART Corp., Cincinnati, last week demonstrated a new three-electrode battery which the company claims will result in self-powered radio receivers, signal control devices and similar devices that can operate for long periods of time—as much as 25 years—without attention.

The demonstration was held in New York under the auspices of Creative Frontiers Inc., a non-profit membership corporation serving as a clearing house for the release of scientific news during the early stages of scientific endeavors. The organization plans to incorporate the story of new scientific developments into a tv series entitled "Creative Frontiers." The new atomic battery embodies a control element—the third electrode—which is said to make possible the varying of output current of the atomic battery. It was announced that the battery, which measures only 1/4 inch in diameter by 3 inches long, will be put on the market this fall.

Columbia, B&H Plan Recorders

COLUMBIA RECORDS Inc. and Bell & Howell Co. have joined together in a cooperative program to develop and market a line of tape recording equipment consisting of a table model and a portable one, it was announced jointly last week by James B. Conkling, president of Columbia Records, and Charles H. Parcy, president of Bell & Howell. Bell & Howell's DC division will manufacture and Columbia Records will sell the new line of tape recorders through authorized Columbia distributors in the music field.
Houston-Fearless Announces New TV Camera Cradle Head

DEVELOPMENT of a new cradle head which makes tilting and panning of tv cameras easier and smoother was announced last week by Houston-Fearless Corp. The degree of tilt ranges from 38 degrees down to 30 degrees up. Adjustable tilt drag is provided.

When the camera is tilted in either direction, the cradle rotates around a constant center of gravity, maintaining absolute balance at all times. The head "... rides on four phenollite-covered ball bearings mounted in the base, resulting in... smooth... silent movement." In panning, a vertical load is carried by two precision ball bearings in the case of the head, the announcement said.

Two models of the cradle head are available: one for standard monochrome. the other for RCA color tv cameras.

RCA VOLUME HITS ALL-TIME RECORD

ALL-TIME record volume of sales of RCA products and services was reached during first half of 1954, with gross of $444,369,000, a gain of 5% over the $410,686,000 previous peak reached in the first six months of 1953, Brig. Gen. David Sarnoff, RCA board chairman, announced Thursday.

Earnings before taxes also hit a new high of $39,603,000 for the first six months of this year. Net profit after taxes for the period was $19,268,000, up 6% from the first half of 1953, when the net was $18,185,000. After payment of dividends on preferred stock, earnings on the common stock were $1.25 a share, compared with $1.18 a share for the first half of 1953.

Second-quarter RCA sales also reached a new high of $217,760,000, up 7% from the $202,679,000 gross for the like period of last year. Common share earnings for the quarter amounted to 60 cents, compared with 57 cents for the same quarter of 1953.

Radio Corporation of America and domestic subsidiaries consolidated statement of income

For the quarter ended June 30, 1954

Product and services sold $217,760,000 $202,679,000

Cost of products and services sold and other operating costs 198,457,000 184,526,000

Profit before federal taxes on income 19,133,000 18,185,000

Federal taxes on income 9,931,000 9,461,000

Net profit for the quarter 9,202,000 8,993,000

Preferred dividends 796,000 788,000

Balance for common stock earnings per share on common $8,406,000 $8,205,000

For the six months ended June 30

Product and services sold $444,369,000 $410,686,000

Cost of products and services sold and other operating costs 404,766,000 371,877,000

Profit before federal taxes on income 39,603,000 38,809,000

Federal taxes on income 20,350,000 20,624,000

Net profit for the six months 19,253,000 18,185,000

Preferred dividends 1,576,000 1,576,000

Balance for common stock earnings per share on common $17,677,000 $16,609,000

Sales Upswing Predicted For Tape Recorder Field

SALES of tape recorders will rise from $15 million to $100 million in a few years, with an average price of $200 and projected production of 500,000 units at the same average in 1957 and 275,000 at a price of $275 last year. Hallicrafters has entered the tape recorder field because of its rapid growth, Mr. Graver added.

RCA Reports Vicksburg UHF Booster Successful

SUCCESSFUL operation of a tv booster station, which produced a Grade A signal in a UHF station's shadow area, was announced by RCA last week.

The experimental booster was operated in Vicksburg, Miss., 37 miles from ch. 25 WJTV (TV) Jackson, Miss., and "shadowed" from the Jackson transmitter by a range of hills [BT, April 26].

Not only were the Vicksburg area signals boosted to Grade A proportions, RCA reported, but there was little interference between the direct transmission from WJTV and that from the booster. The experimental booster used horizontally polarized transmissions, same as that used by the "mother" station. The experiment also included the use of vertical polarization.

The booster station was located on a bluff overlooking the historic Mississippi River community. It received direct signals from WJTV, amplified them to 10 w and fed them into a highly directionalized antenna which hiked them to 1 kw for broadcast.

Dr. George H. Brown, David Sarnoff Re-
search Center, Princeton, N. J., developed the equipment. He also supervised the Vicksburg tests. A detailed report of measurements of picture quality, and other factors is being prepared for submission to the FCC, T. A. Smith, RCA Engineering Products vice president and general manager, said.

**Westinghouse V. P. Predicts Color Boom**

COLOR tv sales will boom “in a couple of years,” parrelling recent black-and-white set sales, predicted John M. McElvane, vice president and general manager of consumer products, Westinghouse Electric Corp., to radio-tv and appliance dealers at a Western Summer Market dinner-meeting in San Francisco last week.

Commenting on the future market, he pointed to estimates that the U. S. population will rise 21 million by 1963. “Market is people,” he continued. ‘Ten years from now, we will have 6 billion more families. That’s like adding 25 cities the size of San Francisco, St. Louis or Washington.”

**MANUFACTURING SHORTS**


Newcomb Audio Products Co., Hollywood, introduces the Compact 10, a complete single 10 watt amplifier, pre-amplifier and control unit weighing only nine pounds, for high-fidelity systems.

Califone Corp., Hollywood, Calif., announces new 1955 line of 15 portable phonographs, transcription players and sound systems, with a new emphasis on high fidelity in all models. Further information, including an eight-page catalog is available from the company, 1041 N. Sycamore Ave., Hollywood 38.

Audio Devices Inc., N. Y., announces type EP Audiotape, recording tape manufactured “with extra precision to meet the most exacting requirements in new fields of science and engineering.” Details and prices are in Bulletin #117, which may be obtained from the company at 444 Madison Ave., New York 22.

Westinghouse Electric Corp., Pittsburgh, Pa., has announced it will build a multi-million-dollar sound laboratory and test center for transformers at its transformer div. plant, Sharon, Pa. Project is due to be ready by early next year.

Ballantine Labs, Boonton, N. J., announces Model 620 high-voltage multiplier, described as allowing measurement of terrestial potentials up to 60 kilovolts peak with all types of Balantine voltmeters and with many other makes also, and serving as a potential divider with most CRO’s for display of high potential waveforms.

Hoffman Radio Corp., L. A., announces profits for first six months of 1954 have risen 17% to $818,683 from $697,320 for like 1953 period. Dividends for 1954 half-year rose to $1.15, compared to previous period’s 98 cents. However, Hoffman executives disclosed tv set sales have declined somewhat during past fiscal year, with added income derived from increased government work and expiration of excess profits tax.

First public demonstration of the new Berlant Broadcast Recorder was held at the studios of Gotham Recording Corp., N. Y. Produced by Berlant Assoc., L. A., and marketed in the eastern area by Fisher Radio Corp., N. Y., new device is designed for use by radio stations, recording studios, churches and schools.

Hetherington Inc., Sharon Hill, Pa., announces new holding coil switch that performs functions of a relay plus two conventional switches. Designated Hetherington A1200 series holding coil switch, unit has built-in solenoid which holds the switch on contact until the solenoid circuit is externally interrupted, according to the company.

Clarke Instruments, div. of NEMS Inc., Silver Spring, Md., announces model TR-1 tv broadcast receiver for use in direct pickup and recording of tv signals. Receiver response extends to 4 mc and is adaptable to color reception without modification, according to the company. Additional information may be obtained from the company at 919 Jesup-Blair Dr. Telephone is Juniper 5-8300.

**MANUFACTURING PEOPLE**

Neal F. Harmon, sales manager, two-way radio equipment, General Electric Co., Syracuse, N. Y., appointed southwestern regional manager for communication equipment, headquartered in Dallas; James D. Hehn, sales manager, special accounts, appointed sales manager for mobile communication equipment and special accounts; Wells R. Chaplin, district sales manager in St. Louis, radio-television equipment, named to similar post in New York; Robert E. Lauterbach, district sales representative in Atlanta, succeeds Mr. Chaplin.

William W. Wexler, director, marketing research programs, Raytheon Mfg. Co., Waltham, Mass., appointed advertising and sales promotion manager, equipment sales division.

Robert G. Scott, manager of sales engineering, Cathode-Ray Tube Div., Allen E. DuMont Labs., named assistant sales manager; Thomas C. Flynn, formerly with publicity staff, David O. Alber Assoc., named public relations representatives; J. E. Baker and Lawrence H. Arnold to Mobile Communications Dept., as sales and service representatives.


Richard A. Humphrey, active for past eight years in research on synthetic mica, appointed chief of research and development, Mycalex Corp. of America, Clifton, N. J., plant; A. E. Caselno, director of market research, Crosley and Bendix home appliance div., Sharp Mfg. Co., N. Y., appointed director of marketing.


E. R. Sliger, vice president’s market research staff, Westinghouse Electronic Tube Div., Pittsburgh, appointed newly-created assistant general sales manager of division.

Charles J. Merchand, Walter J. Brauer & Assoc., Cleveland (manufacturers' representatives), to Wallace's Teleaides, Jamaica Plain, Mass., as sales manager.

Andrew H. Bergeson, U. S. Navy (retired), to Stromberg-Carlson Co., Rochester, N. Y., as consulting engineer.


S. S. Stevens, engineer in charge, antenna research and development lab, Douglas Aircraft, Long Beach, Calif., to Tuberhagen Assoc., L. A., electronic representatives, as consulting engineer.
Planning fall schedules? Remember...
The Southwest listens to WOAI!

If you want real coverage in the Southwest, use the truly effective, economical method...
WOAI! With this one advertising "buy" you get radio coverage throughout the Southwest...coverage that no combination of media can give you nearly as economically.
WOAI's 50,000 watt clear channel signal blankets the entire Southwest. And WOAI's combination of local and NBC programs are by far the most popular in its listening area.
For that fall schedule you're planning, get the lowest cost radio coverage of the Southwest by placing your advertising on...

WOAI

"The most powerful advertising influence in the great Southwest"
1200 on every dial
50,000 watts clear channel
San Antonio, Texas
NBC Affiliate
represented by Edward Petry & Co., Inc.
NOW, for the first time 117 episodes of FOREIGN INTRIGUE, available direct from the producer to you for local and regional sponsorship. The outstanding adventure series in the television film field FOREIGN INTRIGUE is shot on location in Europe for unparalleled authenticity.

Seen throughout the country for the past three seasons FOREIGN INTRIGUE is a pre-sold product. It stands alone, acclaimed by both trade and general press — and loyally supported by the viewing public—as the pre-eminent TV film show of its type.

In addition to the 117 available FOREIGN INTRIGUE episodes, there is an entirely new group of films now before the cameras in Europe which will unveil a dramatically revamped format.

Prices for groups of 26, 39 and 52 films can be had upon request.

For more detailed information, contact:

WILLIAM MORRIS AGENCY, INC.

1740 Broadway
New York City, N. Y.
JUdson 6-5100

919 No. Michigan
Chicago, Ill.
WHitehall 3-1744

202 No. Canon Drive
Beverly Hills, Calif.
CREstview 1-6161
Top 10 of WGN’s 75,000

There are some 75,000 transcriptions in the music library at WGN Chicago. Each week the station enlists the services of its listeners to pick the favorite 10 of those records.

It’s all part of Your Big 10 on WGN, a program idea which seems to have caught on in the Chicago area. A sort of Midwest Hit Parade, it reaches into downstate Illinois, the surrounding midwest states and all other points covered by the station’s clear channel signal.

The idea is credited to Saxie Dowell, a disc jockey who formerly was with the Hal Kemp band for 15 years. The top 10 are played on Mr. Dowell’s 9:05-10 p.m. show each Monday.

All Disc M.C.’s Participate

The other 11 WGN disc m.c.’s participate in the weekly survey through their own shows. They are Bill Albert, George Bauer, Buddy Black, Dick Coughlan, Howard Dorsey, Bill Evans, Jack Fuller, Jim Lounsberry, Jim Mills, Fred Reynolds and Ernie Simon. Altogether they receive anywhere from 700 to 1,000 listener votes each week.

WGN sent out a form letter to selected listeners to launch the drive, asking them to serve on a special committee. This course was designed to prevent fan clubs from sending in large blocs of votes for favorite performers.

A release on each week’s record choices is mailed out to over 300 persons, including record companies, music publishers and promotion experts, as well as the trade press and newspapers. WGN has printed some 500 counter or window displays, half for local distribution, half for downstate Illinois.

No Tie-In with Record Stores

There is no tie-in with record stores, but Bruce Dennis, WGN program director, feels it is to their advantage to feature the record choices as played by the station. He adds:

“The selections picked by our listeners usually run about three or four weeks ahead of the Hit Parade. We like to feel, furthermore, that our Big 10 is really closer to what people want here in the Midwest.”

The “Big 10” idea has been lauded by BMI’s Vice President Robert J. Burton and others interested “in the welfare of the music industry.” He wrote Mr. Dennis:

“It is indeed refreshing to see programs where listeners pick music on the basis of their choice instead of the usual run-of-the-mill program where a disc jockey or other person connected with the selection of music relies almost exclusively on trade paper charts which, even if accurate, can only reflect the opinion of a very small-sized group of professionals.”

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High tv standards on a low budget. Page 78.

Animation with slides. Page 79.

LOCAL, LIVE and INEXPENSIVE

HOW THE SMALL-BUDGET STATION CAN KEEP TV STANDARDS HIGH

By Dan Shields

THE PROBLEM: bringing good live television out of a small budget. This is the puzzle which today confronts an increasing number of stations across the country, stations with limited equipment, personnel and capital. More often than not the solution falls to the producer.

Until recently, Dan Shields was assistant program manager for WEEU-TV Reading, Pa. He now is with the TV film production department of the Biow Co., New York. While with WEEU-TV (and before that, WFMY-TV Greensboro, N. C.) Mr. Shields ran head-on into many of these problems. Here are some of his ideas on tackling them:

ALMOST every format for a television show is wrapped around an idea or conglomeration of ideas. In developing an idea for our small station programming, the program or production manager, the talent, and the producer must keep several very important concepts in mind. First, keep it simple. Simplicity is the key word in television. Careful development of a single important idea is far more desirable than making one program try to put across six or seven ideas. Strangely enough, it is sometimes easier to make a television show complex than it is to simplify it. All suggestions and ideas that are extraneous to the central theme should be mercilessly pruned. In the end result they will only complicate the production and confuse the viewer. The subject matter should be considered in relation to the time of the show, the expected audience, the adjacent programs, and the possible special appeal because of timeliness. For both professionals and non-professionals working on television, a rule of thumb is to sell one idea and to sell it well.

At this point we will assume that we have agreed upon a single good idea for the proposed program and that we have embellished and added only where necessary to further this central theme. It will be found that the program will divide itself into several natural parts or segments. To tie one segment to the next and to change or establish a mood, transitions are needed. They are an important part of a performance, and many times they can either make a program stand out or label it amateurish. If they are poor or missing, the pace will be dropped completely and the program must struggle to pick up the thread of interest and continuity again.

Often the commercials are used to divide one segment from another, which is perfectly acceptable. However, the nature of the material in the commercial and in the program immediately before and after the commercial must be kept in harmony. Juxtaposition of two incompatible elements can detract seriously from a production. A large network production comes to mind wherein an outstanding reporting job showing starvation and disease rampant in some blighted area was followed by a sales job for foods.

Transitions are best when they too are simple. They can be photographs, film clips, miniatures, artwork symbols on slides or flipcards, or one or two individuals with dialogue. This can be placed very effectively in limbo. A musical bridge added to some visual cliche will add polish and movement to a transition. Both the open and the close are in a sense transitions—changing from the previous program to something new and usually different. The beginning is important in that it sets the mood for the whole show and hopes to hold the channel-changer back. The close should leave the viewer with the thought, "well done," coupled with a desire to see next week's epic. Time spent on these two important transitions is well worth the effort.

At this point in the life of our hypothetical program, we can draw up the format. There are generally two types of formats: one is the program structure which remains unchanged from show to show, and the other is the format of the particular show that is filling out the skeleton for this performance. In the budget-minded station with a tight schedule, generally the only format that will be written down is the standard weekly schedule. This will contain information as to the music and booth used for open and close, together with video instructions, the titles and their sequence, and will have notations as to which standard procedures shall be adhered to during the body of the show. This format will indicate the approximate length of each of the various segments of the show, where the commercials should be placed, and, if necessary, the various getout times for the segments. For instance, the format will tell the producer that all the acts of an amateur talent show must be concluded by twenty minutes into a show.

Once the format for his particular show has been determined, it is up to the producer to line up all the segments in his mind and to decide how much time to allot to each. It is at this time that all talent with specific acts, such as musical numbers, are timed with a stopwatch. This dry run will feature a producer-talent conference with all participating talent present. It is difficult to play a part in a production without knowing the total picture.

After the program is thus outlined and...
the times blocked out, the producer can select the sets, scenery, props, and, if any, incidental music. In a large operation this would mean further conferences with musical directors and art directors. In our local operation this will mean pulling his own records, hammering together his own sets, and begging or borrowing whatever props are needed.

The first studio rehearsal will most likely be a dry run, i.e., there will be no hot mikes or cameras. However, the cameramen should be included here if at all possible. They will be the people concerned with lensing the show, and they can forestall later complications by their presence and input. With the talent and the cameramen, the producer then blocks the action of the segments and the transitions. Lighting is considered, and the audio man called in to determine mike placement, boom swing, and similar audio problems. All major bugs should be ironed out at this stage, such as boom shadow, getting cameras crossed or cornered, the time necessary for talent to get from one set to another. At the conclusion of this rehearsal, the crew should know pretty well what to expect during the whole show.

The "hot camera" rehearsal divides itself naturally into three parts. First, the producer runs through the individual segments on camera. Then he should have a camera rehearsal of the transitions. Finally, these will be put together and a full dress rehearsal run through, putting emphasis upon overall pace and timing. Ideally, this session should be the day of the show, usually a few hours or immediately before air time.

The above sequence of events is, in relation to larger operations, simple enough for any fairly elaborate production. However, it is realized that there will be many instances where it will be unnecessary or impossible for the producer to enjoy the luxury of the situation as outlined. For practical reasons, the show must go on with a very minimum of pre-air-time work. This puts the burden heavily upon the crew and the talent to take best advantage of what time there is for preparation for the show and the familiarity of a weekly format.

The talent, cameramen, and audio man, as well as the producer, must be able to think two or three jumps ahead of the show, be able to act and react with lightning speed, and above all, keep a cool, almost objective, approach to the whole proceeding. For such limited preparation, the following steps are the most important and should never be glossed over or left out, even if the people concerned just make mental notes.

First, the program should be outlined in the producer's mind and the segments blocked for time. He will, of course, decide upon the set if it is not a standard backdrop. Prior to air time, he should discuss the action with the talent and cameramen. Remember, camera movement is as integral a part of the action as movement of the talent and both should be worked out together. Camera movement is taken here to mean not only dollying and trucking, but also panning, tilting, and lens changes. At the same time, the producer should be working out in his mind the

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LOW-COST COMMERCIALS

PULL ONE LEVER on the projector and the screen shows a girl in the still transparencies starting to strut. Pull another and she starts to swing her hands. Move your hand back and forth over aperture of glass on the device and the picture becomes one of an atomic-like explosion.

These effects of almost complete animation are produced from stills projected on a device called the H-R Cellomatic, which its proud and youthful inventors claim can fulfill the same purposes as tv film and live commercials at approximately half the cost.

Four years ago Tom Howell and Milt Rogin worked as commercial artists at the same advertising agency and learned they had a mutual interest: a fascination for television. In bull-sessions together, they tossed around ideas on the application of commercial art to the medium. Out of these discussions came the decision to form their own art studio devoted full-time to television, namely Howell-Rogin Studios, New York.

The deeper they became immersed in television commercial art, the more they became convinced that a method should be devised to provide animation for commercials and other programming more cheaply then by standard techniques. Although neither Mr. Howell nor Mr. Rogin had any previous background in mechanics or optics, they spent hours upon hours studying technical data on these subjects. Three years ago they turned over their plans for a device to a projection manufacturing company in New York. Together with engineers and technicians there, they worked out the principles for the first machine, called the H-R Animator. The current improved model is protected by forty-odd patents held by Messrs. Howell and Rogin.

The Cellomatic is a portable unit resembling a kitchen range and weighing under 300 pounds. It has its own self-contained screen and projector and an installed optical effects system, and can project blown-up pictures up to six-by-eight feet.

Because the Cellomatic projects the required picture on its own screen, only a single television camera is required to pick up the picture. Its inventors contend that in this phase of tv operation alone advertisers can effect a substantial savings.

"You can imagine the value of this machine," Mr. Howell explains, "when you consider that it produces effects which heretofore required a battery of telecameras, such as wipes, superimpositions, round and square iris, vertical and horizontal crawl, instantaneous cuts and lap dissolves." Mr. Rogin contends Cellomatic provides "the closest thing to complete animation ever invented!"

The present model, Mr. Rogin adds, represents considerable improvement over the Animator introduced three years ago and still is "by no means the last word." Machines now under construction embody 14 new improvements.

The machine is color-corrected for color television and was used on the first color telecast of NBC-TV's Camel News Caravan. Mr. Howell notes that NBC-TV executives credited it with having solved "difficult color problems."

Messrs. Howell and Rogin have come up with an impressive list of clients. Currently, NBC-TV has exclusive rights to the machine for special events, current events and news programs, but otherwise it is available for rental by all tv networks and advertising agencies.

Among the television programs that have used Cellomatic for animation, Mr. Howell reports, are NBC-TV's Judge for Yourself, Two for the Money, Show of Shows and Goodyear Playhouse; CBS-TV's Beat the Clock, Omnibus, Man Behind the Badge and Tommy Dorsey Show, and DuMont's Chance of a Lifetime.

The machine currently is available for rental only in the New York metropolitan area. The cost is $85 for weekday use, $100 for Sunday, including the services of a trained operator. Howell-Rogin is geared to provide art service, including typography, at additional cost, but a client with his own facilities for art work still may lease the machine.

Messrs. Howell and Rogin have seen their enterprise grow from a two-by-four office set up with borrowed money to a firm employing 19 and occupying a suite of seven offices. They currently own six Cellomatic projectors. Others under construction will raise the total to 11 by October. They ardently believe that their brain-child will have a revolutionary effect on the film animation field, and they see widespread application for it in a host of enterprises.

"For a couple of Rube Goldberg characters we can't complain," Mr. Howell comments. "And don't forget—our machine works!"
RADIO FILLS JOBS

KOMO's 'Jobfinder' is winning public service laurels for filling Washington civil service job openings.

A TWO-WAY public service radio program—one which both informs listeners of jobs to be had and provides prospects for job vacancies in two civil service organizations in the state of Washington—is enjoying a prolonged success in Seattle.

The weekly Jobfinder was conceived and put into action some nine months ago by Reg Miller, KOMO public service manager, with the cooperation of Fred Patterson, KOMO program director.

Mr. Miller, whose experience also includes several years as a newspaper and announcer on KJR Seattle, became public service manager of KOMO in May 1953. One of the first things he noticed were the "run-of-the-mill" announcements listing job vacancies in the Seattle Civil Service Commission, the Washington State Personnel Board and the U. S. Civil Service Commission.

From his experience as a newspaperman, Mr. Miller knew most of the announcements went into the waste basket, largely because, as he puts it, they were not suitable for spot announcements and could not be rewritten for newscasts without being made into feature stories. Besides, he says, there were plenty of other worthy organizations that needed what free time KOMO had to spare.

Worried about KOMO's inability to help these groups, Mr. Miller soon hit upon an idea which he thought would perform this service and at the same time provide the station with a public service show both interesting and informative. He suggested to the city and state groups that KOMO would furnish an announcer to write and voice scripts and give air time for the proposed Jobfinder program, provided the civil service groups would pay a reasonable talent fee for the announcer's extra time.

The two organizations also agreed that KOMO could air, as they came in, various announcements from the Washington State Employment Service and other governmental agencies regarding employment.

Mr. Miller also realized that the program would have to be a public relations job. The public seemed reticent to apply for city and state jobs for several reasons: lack of knowledge of the job itself, or how to apply; fear that changing politics might endanger job security; fear of taking examinations, and misconceptions that wages were too low and that to have a city or state job was to admit failure in getting anything better.

Requirements for Jobfinder were that it (1) inform the public on job openings and the type of job and (2) point out the advantages of civil service work, such as good working conditions, fair wages, retirement and better security than most other types of employment.

The Jobfinder program, written and announced by Merrill Ash, KOMO newsman, not only carries information about civil service jobs, but also has been used to show an interview with someone working as a fireman, transit operator, clerk-typist, etc., or someone in an administrative position who can talk about the job offerings with first-hand knowledge.

The program is producing results. The city and state both report a steady flow of applications from people who mention "the show" and ask about civil service job vacancies on Jobfinder. Some 450 applicants answered an announcement for a typist's position and some hard-to-find jobs have been filled through the program, says Mr. Miller. The U. of Washington has indicated the program is attracting interest on that campus. Responses have come from KOMO over Washington and Oregon and from California, Nevada and Canada.

Spot announcements on city and state jobs also are being telecast on affiliated KOMO-TV.

KOMO has received letters of appreciation from the Seattle Civil Service Commission, the Washington State Personnel Board and the Puget Sound Chapter, American Assn. of Social Workers. The U. S. Civil Service Commission also has indicated an interest in the program, and will be welcome if it can find a way to participate, says Mr. Miller.

Roy A. Palm, secretary of the Seattle Civil Service Commission, has reported to Mr. Miller that the KOMO Jobfinder program has given the city a higher level of employe and has given the public a much clearer conception of the variety and importance of the work done by the various city departments.

LOCAL, LIVE and INEXPENSIVE

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sequence of camera shots. Actual camera rehearsal may be non-existent, but if there is any, first consideration should be given to the all-important transitions, and any drastic or unusual movements. Standard cut and dried sequences can usually be handled without previous rehearsal if necessary by a competent crew. Finally, thought must be given to mike placement for each sequence. More than once a producer who has forgotten "the other half" of tv has been caught with a sequence starting out with no mike—and a ruined show.

At this point in our discussion, a word about camera work is appropriate. As in all television production discussed here, simplicity is again the keyword. Both the cameraman and the producer should keep in mind the total picture presented when lining up shots or planning camera movement. Since many individual shots are not set up ahead of time, the cameraman must be able to follow the meaning of the show and pick his shots accordingly. He must always be looking for a new or better camera angle. All camera changes and camera movement should have some motivation, otherwise they become meaningless. This is perhaps the greatest fault of local station personnel. Fascinated with the equipment and its possibilities, and eager to do a job, the crew frequently overproduces camera work and switching. Meaningless camera movements are made too frequently. Slight imperfections in a dolly or truck do not look too noticeable on the cameraman's seven-inch monitor, but they become very prominent on the viewer's 21-inch set. In like manner, the relatively new producer will sometimes cut back and forth at a pace incongruous to that of the show and with little meaning or advantage to the viewer. Camerawork that becomes obvious has detracted from the content of the show and is therefore without purpose—a detriment. At its best, camerawork is subservient to the subject being viewed—not a showcase for a hot cameraman. On a one-camera show, the cameraman, of course, has the live production in his own hands. The producer merely switches in and out of whatever slides and film are called for and watches timing. He will also advise his creative interpretation of the camerawork as it is happening; watching a monitor in the control room is a different subjective reaction to the show from working the camera(s).

By air time, the television show should be completely mapped out in the mind of everyone connected with the show. This is an obvious fact, but one that is amazingly overlooked at times. While the show is on the air, the producer is the originator of all cues, timing, and talent or camera movement . . . either directly or through the floor manager. If there is no floor manager, floor jobs are usually assigned to each cameraman or the boom operator. The producer during the show should not have to explain in detail what to do—just when to do it.

His commands should be clear, concise and non-emotional. As in the Army, commands over the order wire could be the two parts always—the command of prepara—
Cities Service aims its big guns...

Acres of casing are mobilized in readiness at a well site. Last year an average of $1\frac{2}{3}$ producing wells were drilled every day by

CITIES SERVICE

A Growth Company
tion first, followed by the command of execution. Even when the producer himself does the job — such as switching — he should give all commands as if he were telling others. Only then will the members of the crew know exactly what is going on, and better teamwork will result. In giving commands to others, the producer will always give the man time to prepare for the action desired. This time lag will depend upon what is wanted, how ready it is, as well as the ability of the man doing the job. The wise producer, in lining up his camera shots, will always have a cover shot ready, or immediately available if that cannot be achieved. This can always save him if something unexpected turns up. A person speaking will not be able to save it, even if unplanned audio or video adlib from both human and non-human subjects — all can be lost entirely if a cover is not almost immediately ready to catch any and all action.

The producer, working three shots ahead whenever possible, anticipates the action. When he is on camera one, for instance, he is planning the next shot for camera one, having already set up the next shot for camera two. When this is not possible, the producer must then depend upon the ability of his studio crew to get what is needed without being told.

Live television in the small market is a different species from the network show. The crew is a small group of men working together on a great variety of shows. Whereas large market television production is highly specialized and categorized, small stations operate best with personnel having wide interests and many talents.

Time and manpower are always short, and careful planning in the idea stages of a program series can avoid later headaches. Keeping everything as simple as possible helps cut down the possibility of error and usually results in a better show.

There always will be the problem of the client who sees an elaborate production on network and demands a similar job from the overworked local station, and the public service groups who cannot recognize the requirements of the medium. But patience, ingenuity, and a long, hard educational job can help convince the worst offenders. The viewer, after all, is looking for entertainment, and if he can be given a good idea wrapped in a clean format and production and handled by relaxed talent with a sense of showmanship, he will be entertained.

Pulpritude on WPEN

WPEN Philadelphia reports a "history-making" 80-hour introduction and promotion of the local run-off of the Miss Universe contest, the first time, the station claims, a promotion of this type was planned, announced and conducted in less than 100 hours. The actual judging of the contest was conducted on the air and interested listeners to enter the studios were so large that the station had to supply street amplification for the overflow. Sponsors of the Miss Eastern Pennsylvania division of the contest pressed the station, stating it would have been impossible for them to have conducted it without WPEN's cooperation.

WPEN-TV JIGSAW PUZZLE

A TELEVISION jigsaw puzzle has been launched with considerable success over WPEN-TV Cincinnati, that station reports. The contest, "Who's it? What's it?" consists of a scrambled picture each weekday, which is flashed on the screen some five times a day at unscheduled times, and viewers are asked to provide identification. Over 2,400 entries were received in the first week's contest and incomplete tabulations for the second week indicate an even greater number of entries. Thirty prizes weekly are awarded to jigsaw puzzle winners, who send in their five identifications at the end of the week. WPEN-TV says that in addition to providing summer fare, the program acquaints viewers with local and network personalities (thus far used for scrambled pictures) and gives the family a chance to enjoy a quiz by participating in it themselves.

INTEREST RISE BROADCAST

SURPRISE announcement of a bank interest income from 2½ to 3% was made on the 11 p.m. news over WGAR Cleveland. C. W. Grove, president of the Second Federal Savings & Loan Assn. in that city, handles the closing commercial on the bank sponsored program and immediately following his announcement, according to WGAR, most of the city's savings and loan associations followed suit with interest rises. It also is claimed that for three days following the WGAR announcement, Second Federal set a record for new deposits.

TV LISTINGS TIE-UP

WPEN Philadelphia, in a bid to catch the tv viewers who are among the late-stay-uppers, has contracted with the Philadelphia Inquirer to close out the tv program listings in that paper every day with small boxes which promote the station's new all night program format. After the listing of the last tv show, readers are advised to tune in to 520 "the long night thru." The new program format starts at 10 p.m. and according to WPEN, it has attracted large studio crowds until 5 a.m.

WLWT (TV) MONKEY BUSINESS

WLWT (TV) Cincinnati began a recent promotion contest by announcing that a "world traveler" was to soon visit that station's studios. For a week, viewer suspense was built up by "telegrams" from "Mr. X" from the African West Coast, Rome, London, Newfoundland and New York City. Finally, on July 12 the weary, wayward wanderer arrived in a long, black limousine, complete with motorcycle escort — straight from the Cincinnati Zoo. The VIP was a trained two-year-old chimpanzee, coming to make his tv debut on the Walter Phillips Show. At the same time WLWT announced its "Name the Chimp" contest. People are asked to submit names for the chimp and the person sending in the best suggestion is to be awarded the chimpanzee. Over 100 additional prizes will be awarded.

"BUSINESS AIDS BULLETINS"

WCUE Akron, Ohio, reports an enthusiastic response to its special monthly promotional bulletins sent to advertisers and prospects. "Business AIDS Bulletin" are prepared by the J. K. Lasser organization and distributed by the Benjamin Agency, New York, and contain helpful information on business and personal taxes. Over 400 copies have been distributed by the station in the Akron area. "Business AIDS Bulletins" is similar to a news letter and at the same time offers WCUE an opportunity to make a subtle sales pitch to advertisers in a front page box. Stations contract with the Benjamin Agency on a territorial basis for exclusive distribution; they provide the agency with about 75 words of rough copy for advertising purposes. A great deal of favorable comment from those receiving the reports is claimed by WCUE.

WARL 'LAWN PARTY'

HILLBILLY fans in the Washington, D.C., area now have their own version of Grand Ole Op'y with WARL Arlington, Va., conducting during the summer months a two-and-one-half hour hillbilly frolic every Saturday night. The Lawn Party, as the shindig is known, is held on an acre of ground behind the station's studios and is broadcast during its entirety. The whole affair is free, including refreshments which are products of, and supplied by, WARL advertisers. According to the station, Lawn Party attracts people from six states and the District of Columbia.

JACK SWENSON, news director, KFRA-AM-TV Bismarck, N.D., interviews Mr. and Mrs. Earl F. Tucker as the stations conducted their first simulcast to bring the state's primary election coverage to viewers and listeners. Mr. Tucker is president of Universal Motors, Bismarck Ford dealer, which sponsored the simulcast until it ended at 2 a.m. when a definite trend in voting was established.

"MONEY NUMBERS" EXTENDED

WOV New York reported last week that it has extended its "Musical Money Numbers" promotion to its early morning Wake Up New York Show (Mon.-Sat., 6:30-8:30 a.m. EDT). Listeners may participate in this feature by sending in requests for musical numbers. In an unannounced intervals on both the early-morning and late-evening broadcasts, some of the requests will become "Musical Money Numbers." The standard prize is from $1 to $99.99, but occasionally the top figure is doubled and tripled. It was pointed out by a station spokesman that payoff checks to winners are accompanied by a letter urging the purchase of WOV- advertised products.

WMTV (TV) 'KICKLESS COKE'

WMTV (TV) Poland, Me., is sending to advertisers and agencies a Coca-Cola bottle with a card attached stating every "won't get 'high' on this . . . but you get well over a mile high on Mt. Washington TV— the station that covers
Only STEEL can do so many jobs so well

Hung by the Heels. This new diagnostic X-ray machine makes it possible to hang a patient by the heels while a fluid that is opaque to X-rays is injected into her spine, and travels slowly down toward her head as the doctor fluorescentes her spine in the search for a possible tumor. The support for the huge geared ring on which the X-ray table is mounted, as well as most of the sheet steel panels used on this unit, is made from USS Steel.

Modern Guillotine. Cutting loose a guided missile from the launching sled, or severing the cables and tubing between various elements of a multi-stage missile, presents a number of problems. But this explosive driven chopper, which can be actuated by remote control, and makes a clean, fast parting of wires and cables, helps solve some of them. The case-hardened steel knife blade in the device is of USS Steel.

Ever See a Skew Bascule Bridge? This is one, crossing at a 45° angle over Miami Canal in Miami, Florida, at S.E. 4th Avenue. Like its mate, built at N.E. 30th Street, it is floored with I-Beam-Lok Open Steel Flooring, made by U. S. Steel. The use of this flooring saved 272 tons of deadweight! This bridge recently received the A.I.S.C. award for the most beautiful bridge of its class.

Root Raised in a Hurry. 260 tons of USS Structural Steel went up in just 25 days for the roof of this new Municipal Civic Auditorium in Corpus Christi, Tex. “Lamella” construction was used—a kind of on-the-bias system with diamond-shaped areas between intersecting members. Only steel can do so many jobs so well.

This trade-mark is your guide to quality steel

United States Steel

For further information on any product mentioned in this advertisement, write United States Steel, 555 William Penn Place, Pittsburgh 30, Pa.

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most of Maine, New Hampshire and Vermont. "The station also claims it costs 54% less than the combined cost of the three TV stations giving the next best coverage.

**CBS FILM 'TOUGH GUY'**

"I'm Jeff Jones. I shoot at . . . Audiences . . . Clients . . . Results . . . And I get 'em! That comes straight from the tough guy's mouth in CBS Television Film Sales Inc.'s promotion piece designed to sell its 39 half-hour mystery series *Files of Jeffrey Jones.* The gimmick is a 7" x 5" folding card with an outline of Jeff Jones on the front, which stands open while he "smokes" and "shoots." miniature "cigarettes" are inserted into mouth and gun holes in the card and Jeff puffs white clouds of smoke while telling you about himself and where to get in touch with a CBS Television Film Sales Inc. office for the "full story."

**NBC-TV 'DREAM RACE' COVERAGE**

- **AS PART of its exclusive telecast in the United States of the Roger Bannister-Jack Landy "Dream Race" at the Empire Games in Vancouver, B. C., Aug. 7, NBC-TV will present a full-hour program originating in New York and Vancouver at 5-6 p.m., EDT, featuring outstanding personalities in American sports. Messrs. Bannister and Landy both have run the mile in less than four minutes.**

**WSJS-TV 'RICH MARKET'**

WSJS-TV Winston-Salem, N. C., is sending to advertisers and agencies a brochure titled "North Carolina's Golden Triangle ... Pivot for more than a million people with more than 11/2 billion dollars to spend!" The triangle is the station's home city, Greensboro and High Point in Forsyth and Guilford counties and the people and money are in WSJS-TV's claimed 24-county coverage area. Detailed information and statistics about WSJS-TV's market are contained in the gold and black illustrated folder. The station is currently working to increase ERP to a maximum 316 kw and is now equipped to transmit network color programs.

**CONEY ISLAND RECORD**

NEW ATTENDANCE record for a weekday night at Coney Island was set during WCBS New York's "Fireworks Night" July 20, according to the station. More than 600,000 people were on hand to greet station personalities, including Jack Sterling, Lanny Ross, Herman Hickman and John Henry Faulk, who made personal appearances around the island. A promotional campaign on behalf of the event was carried out by WCBS and the Coney Island Chamber of Commerce, who were co-sponsors along with the F. & M. Brewing Co., Brooklyn.

**WFBR IS HOST TO ESSO**

WFBR Baltimore's *Studio A*—scene of the station's daily audience participation show, *Club 1300*—was used recently by Esso Standard Oil Co., when that company transported more than 500 employees from its Baltimore, Washington and Inland Waterway districts there for a special meeting. Arranged through the cooperation of Robert B. Jones Jr., vice president and general manager of the station, and C. A. Newland, Baltimore division manager of Standard Oil, the meeting was designed primarily to educate Esso employees on the selling points of their products. Movies, sound effects and spotlights highlighted the "Total Selling Power" theme and the program was climaxd by the appearance of Jim Boles, radio and tv actor, in the guise of Diogenes seeking an "honest answer to advertising claims."

**KUAM AGANA'S 'PICTORIAL'**

KUAM Agana, Guam, the first commercial broadcasting venture in an area of over three million square miles (bounded by the Philippine, Hawaiian, Aleutian and Australian islands) has started publication of *KUAM Pictorial,* a bi-monthly magazine designed to promote the station. The magazine, prepared by station owner-operator Harry Egel, with the assistance of Berkeley, Calif., publisher Bern Porter, gives pictorial feature coverage to civilian, military and local governmental activities on Guam, as well as acquainting readers of KUAM's role in the island's economy.

**GOMEZ ON WKNB-TV SHOW**

VERNON "LEFTY" GOMEZ, former baseball star, has launched his own television show over WKNB-TV (ch. 2) New Britain, Conn., according to Peter B. Kenney, station general manager. Mr. Gomez is sports director of the station. On his *Lefty Gomez Show* the former Yankee star interviews sports personalities, spins human interest yarns about sports greats, analyzes scores and other developments in athletics. Sponsored by Country Club Malt
Just about everything . . .
. . . and anything . . . you need to know about television is contained in the TELECASTING Yearbook and Marketbook. Its 500 pages, fully indexed, contain tv business data available in no other single source.

1954-55 TELECASTING Yearbook and Marketbook will be published in August. The cost is $5.00 per copy. Or you may receive this 500-page volume and 52 weekly issues of BROADCASTING • TELECASTING for only $9.00.


**Radio Proves Its Potency in Pierce Promotions**

"Radio remains a potent merchandising medium which is far from being on its last legs," asserted Eugene MacArthur, account executive of Harold Cabot & Co., Boston, agency for S. S. Pierce Co., Boston grocer and importer, as a result of the latter's two radio promotions.

S. S. Pierce sponsors the Charles Ashley quarter-hour new show three times weekly at 7:30 p.m. on WEEI, Boston. For six shows during the weeks of June 7 and 14 a test offer was made of a free copy of the firm's house organ, The Epicure, and a "surprise." The response to the offer was over 3,000 requests for The Epicure and the "surprise," which turned out to be a coupon good for a one-pound tin of S. S. Pierce Red Label Coffee ($1.33) with every purchase of $5 or more of S. S. Pierce brand foods in the company's eight retail stores. Several hundred coupons already have been redeemed. Requests came from places as far from Boston as Maryland and Canada, as well as every section in New England. The number of requests is considered exceptional for a one-station promotion in this area, Mr. MacArthur said.

The other promotion was handled during the week of June 21, when three broadcasts advertised four-pound pre-cooked chickens in tins for $1.62. Sales tripled during the week compared with a similar week last year when the chickens were on sale without any radio promotion.

Sales of 1,250 tins were directly traceable at retail to the radio promotion. This amount meant that the radio time cost was less than 20% of gross additional sales and less than 10% of overall gross sales.

In addition, although the promotion was aimed only at consumers, many of the over 700 dealers in New England who carry S. S. Pierce brands ordered the tinned chicken in quantity, asking for the "radio chicken."

As a result of the success of the two promotions, S. S. Pierce will extend its use of radio in the future, Mr. MacArthur said. Every week, a radio "leader," similar to the chicken, will be offered. Dealers will be notified two weeks in advance of what the radio special will be and what price the radio commercials will quote. Pierce will provide point-of-sale aids so that dealers can tie in directly the radio promotion with in-store displays.

---

**Liquor, the show has already produced a phenomenal amount of fan mail," said Mr. Kenney.**

**HOLE-IN-ONE AWARDS**

WXYZ-AM-TV Detroit, Mich., in the interest of golf in that area, plans to publicize all hole-in-one made in a regulation round of golf on a regulation course since July 1 of this year. A sterling silver belt buckle will be awarded by the station to every man or woman who makes an "ace," complete with the person's name, the name of the club and date of the score engraved on it. All resident golfers in the station coverage area will be eligible to receive the buckle. The pro or manager of each club will confirm all hole-in-one made on his course by submitting an attested card signed by members of the party.

**GOP MEETING BROADCAST**

LIVE broadcast of county Republican Committee endorsement meeting, which was styled after state and national conventions, was carried by WALK, Middletown, N. Y., a "first" that station claims, in Orange County. The event ran three hours with WALK's mikes picking up all the speeches and the endorsement balloting. During routine portions of the meeting, newsroom manned the highlights, interviewed candidates and invited other reporters to participate in the broadcast, which lasted until midnight. The station reports favorable comments from listeners most of whom follow the program from beginning until end.

**NO CANE NECESSARY**

ANY PERSON in the Trenton, N. J., area needing rest or relaxation may join the "Sittin', Starin' and Rockin' Club" of disc m.c. Wes Hopkins of WTTM that city. The only requisite is a rocking chair. If you don't happen to have one, Mr. Hopkins advises a visit to grandmother and if you luck there you might try WTTM, where a drive for them is being conducted. Mr. Hopkins believes that in these days of hustle and bustle people don't take enough time for relaxation. So every morning during the club portion of his program a period of silence is observed. Claiming club membership of over 1,300, Mr. Hopkins explains, "... what better way is there to relax than to just sit, stare and rock in an old-fashioned rocking chair?"

**CJON USES TELEPHONE BOOK**

CJON St. John's, Nfld., lists its principal newscasts and a calendar on the back pages of St. John's and nearby telephone books. Station reports the calendar keeps people turning to the telephone book thus seeing the station's advertising.

**'ZOO PARADE' IN PRINT**

NBC-TV's Zoo Parade has been adapted to print as a weekly newspaper column being offered by Newspaper Features Syndicate Inc., Chicago. Marlin Perkins, conductor of the zoological series, writes the feature, now appearing in 12 major metropolitan papers. The newspaper adaptation consists of a column of copy plus a line drawing. Some papers add elaborate layouts and photos from the Sunday tv series.

**WNYC JOURNALISM STUDY**

WNYC-AM-FM New York featured leading American critics and journalists among the participants in its Press Perspective series, a detailed examination of American journalism, broadcast in a number of special programs during the week of July 25. A 30th anniversary jubilee event, the series is the sixth of ten "festivals" scheduled for 1954 in celebration of the station's founding in 1924. The purpose of the programs, defined by Seymour N. Siegel, director of radio communications for New York City, was to examine the "vital aspect of our democratic heritage" and "the history, function, influence and role of the press" with critical objectivity.

**WTRF-TV BRINGS CLOWN**

MORE than 6,000 persons crowded into the streets of Wheeling, W. Va., recently to see Clarabel, the clown featured on NBC-TV's Howdy Doody, present free shows there. Clarabel appeared through the cooperation of WTRF-TV that city and the Retail Merchants
Six shows named by 'Sat. Review'

Public interests awards go to broadcast programs along with citations to others in advertising and allied fields.

Six radio and television shows last week were selected by the Saturday Review in announcing its Second Annual Distinction of Advertiser in the Public Interest. In all, 26 major corporations and industry associations were honored.

The radio and television programs selected, networks, sponsors, and citations, follow:

**SEE IT NOW, CBS-TV, Aluminum Co. of America.**

(For responsible journalism with fine institutional commercials. The sponsor has scrupulously maintained the high prestige and public relations value of its many months. The result of the station's recent campaigns has increased 94% for the aluminum company, and landing would be an all-expense paid weekend trip for two to New York City.)


(For distinguished presentation of fine animation by fine artists.)

**50TH ANNIVERSARY SHOW, CBS-TV, NBC-TV, Ford Motor Co.**

(For superb taste in presenting light, entertaining Americans on a national scale with no overt commercialism.)

**DING DONG SCHOLL, NBC-TV, General Mills**

(For genuinely motivated and socially constructive pre-school age show.)

The following programs were runners-up:

**VOICE OF FIRESTONE, NBC, NBC-TV, Firestone Tire and Rubber Co. (now ABC, ABC-TV).**

(For faithfully adhering to the standard of making available to the public, at a choice evening hour, the finest musical artists in a repertory, from the light classics; and especially for galantry above and beyond the call of a sponsor's duty, in maintaining this standard even at the cost of its place effect many years on the NBC program schedule, and a resultant shift to the ABC schedule.)

**THEATRE GUILD OF THE AIR, ABC-TV, United States Steel.**

(For consistent production excellence with high-level commercial.)

**HAMLET, AMahl AND THE NIGHT VISIT ORG AND CARTWRIGHTS, NBC-TV.**

(For giving all involved—producers and players an opportunity to create serious and impressive works, original or classic—for honorable successes and for honorable mistakes.)

**JAMES W. LUCAS, general manager, on behalf of KTAG-TV Lake Charles, La., accepts a citation of the Lake Charles Assn. of Commerce from J. Walker Owens, general manager of the association, for contributions to Lake Charles and southwest Louisiana during its seven and one-half months of operation.**

**PROFESSIONAL SERVICES**

**Meyers Forms Research Firm**

PERRY MEYERS, research director of Allied Stores Corp., for the past nine years, has resigned to form his own research firm, Perry Meyers Inc., with headquarters at 7 Park Ave., New York. The organization will specialize in the analysis of changes in the consumer market of retailing, manufacturing and merchandising. A member of the New York Economic Council and the Textile Analysts Group, Mr. Meyers is a consultant to Fortune magazine on its "Changing American Market" series and chairman of the subcommittee on planning of regional shopping centers of the National Retail Dry Goods Assn. Committed to the development of Dynamic Retailing in the Modern Economy. He has been retained as economic consultant by the American Retail Federation.

**PROFESSIONAL SERVICES PEOPLE**


Madelyn Tuttle, producer, KOCO (TV) Hollywood, to staff, Gardner & Ross, Beverly Hills publicity and public relations firm.


Julian Olenick, partner, Stempel-Olenick Agency, Beverly Hills, and Irving Kumin, owner of another Beverly Hills talent agency, form Kumin-Olenick Agency for representation of television talent, with offices at 355 N. Canon Dr. Telephone is Crestview 4-5221.


Arthur J. (Mickey) Freeman, publicist, Foladare, Greer and Bock, Hollywood publicity and public relations firm, father of boy, Brendan Michael.

Mrs. Benito Gaguine, wife of the Washington radio-tv lawyer, injured last fortnight when her car went out of control and struck a parked car and tree. Mr. Gaguine is a member of Fly, Shuebruk, Blume & Gaguine.

Josef Israels, Ruder & Finn, N. Y., public relations firm, died July 17.

**PROFESSIONAL SERVICES**


A. A. Schechter Assoc., New York public relations firm, moves to 17 E. 48th St. Telephone is Plaza 9-3420.
SAARLAND PIONEERS COMMERCIAL TV

European region's video will be counterpart of U. S. system.

SAARLAND, the small independent region between West Germany and France, is on its way to become Europe's first area with fullscale commercial television [B&T, June 21].

Saarland television was launched early this year by Saarlaendische Fernseh A. G. and has since been operated under the name SAARLAND of Telesaar.

Telesaar has a weekly schedule of 16 hours, including 10 to 11 hours of feature films. Total weekly operation costs are from $23,800 to $28,270, and only small revenue is coming in yet from spot advertisements. This is due to the small power of the provisional transmitter which covers only the area of the town of Saarbruecken.

However, a second much more powerful transmitter will be constructed shortly. It will be at the Felsberg Mountain near Saarlouis, and according to the Stockholm European Frequency Plan the station will have a power of 100 kw.

The power of 100 kw will make Telesaar the only international commercial television station in Europe. It will reach well into France, West Germany and Luxembourg besides covering all of the Saarland.

A major stumbling block yet to be overcome by Telesaar is the different technical television systems used in France and Germany. While West Germany has adopted the 615-line system, France is using 819 lines.

Technically speaking, the problem of the two different systems can be solved by a simple adapter which actually is in use in some cases in the Saarland where both French and German stations can be received.

Up to now Telesaar has used the 819-line system but it is very likely that the company will do something about its 615-line audience in West Germany when the 100 kw station starts operations.

Telesaar has been seeking close connections to a television station project in Monte Carlo, Monaco. Monaco is the smallest independent European country, and there are plans to set up another continental commercial television station there soon. Close cooperation of the two stations has been promoted by Television Europenne, Paris, France, a private company which is active in various fields of commercial television.

Shareholders of Telesaar are a group of 15 French, Belgian and American businessmen. The company is capitalized at about $43,000, and there are close connections to Radio Reklame G.m.b.H., a Saarland advertising agency which has sole radio advertising rights at the Saar radio stations, and the Saarlaendische Rundfunkverwaltung which is a semi-official body running the Saar radio stations.

Canadian Viewing Report Shows U.S. Shows on Top

AMERICAN network and film shows, with local and network sports, ranked most popular with television viewers in the first week of July in most parts of Canada, according to the Teleratings report of Elliott-Haynes CANADA Ltd., Toronto.

In the Toronto-Niagara district, where three stations now compete for the most densely saturated tv set audience in Canada (about half the sets in the country), WBEN-TV Buffalo still maintained the largest percentage of the audience. Top shows seen by Canadians on the Buffalo station were *Top Plays of 1934* rating 57.1, *Truth or Consequences* 54.6, *Kraft Theatre* 51.8, *Premier Theatre* 49.9 and *Summer Playhouse* 48.3.

On CBCL (TV) Toronto, the top shows were *Toast of the Town* 34.5, *Four Star Playhouse* 27.9, *Times Square Playhouse* 24.9, *Ladies Fastball* 24.3 (Canadian) and *Our Miss Brooks* 23.9. On CFCH-TV Hamilton, the top shows were *House of Chills* 44.3, *Feature Film* 13.6, *Charlie Chan Theatre* 12.2, *Inner Sanctum* 11 and *Kraft Theatre* 10.9.

In Montreal, with both English and French stations, top programs on CBMT (TV) (English) were *Four Star Playhouse* 81.4, *Toast of the Town* 79.9, *Life with Elizabeth* 73.3, *Duffy's Tavern* 73 and *Feature Film* 70.5.

At CBUT (TV) Vancouver, the top shows were *Swimming Triads* (Canadian) 43.9, *Our Miss Brooks* 39.3, *Living* 39.1 (Canadian), *Jackie Gleason Show* 37.9 and *Stock Car Races* 37.7 (Canadian).

Independent CFCM-TV on Air

CFCM-TV Quebec, ch. 4, went on the air July 22, the first independent tv station in Quebec province and the first in the province outside Montreal.

The station will have both English and French language programs. Jos. A. Hardy & Co., Montreal, is exclusive Canadian representative.

MOHAMAD REZA ATEFI (c), director of the Tehran Air Forces radio station, examines the inside of a tv camera at WBTW (TV) Charlotte, N. C. Explaining the camera's operation are Frank Bateman (l), WBT-WBTV engineer, and Thomas G. Collahan, WBT audio-video supervisor.

The State Dept. arranged Mr. Atefi's tour through the station.

British Unions Threaten

A THREAT to retaliate if Hollywood unions stop American film companies from producing U. S. tv programs in Britain has been made by four British labor unions, representing all segments of that country's film making. The British unions are concerned with reports that the Film Council of the AFL was insisting that American productions in Britain be returned to the U. S. The statement pointed out that with the advent of British commercial tv, it was likely that even more American tv films would be used in Britain than in the past. However, it declared that "counter-measures" would be taken if the "restrictionist attitude" of the Hollywood council is maintained.

CJBR-TV Sets First Rates

CJBR-TV Rimouski, Que., ch. 3, scheduled to go on the air late this summer, has issued its first rate card with Class A time starting at $200 an hour. The station will have RCA equipment and a total of 1,257 ft. above sea level. Andre Lecomte, manager of CJBR Rimouski, will also be manager of CJBR-TV, with Francois Raymond as program director. The station will be represented in Canada by Horace N. Stovin Ltd., Toronto, and in the U. S. by Adam Young Inc., New York.

RESULTS?

THAT'S US

CHNS

HALIFAX

NOVA SCOTIA

Mortimes Busiet Station

5000 WATTS—NOW!

Interested? Ask

JOS. WEED & CO.

350 Madison Ave., New York

Broadcasting • Telecasting
Elliott-Haynes Taking
Canadian T.V Set Count

A SURVEY is being made this summer throughout most of Canada by Elliott-Haynes, Ltd., Toronto, to determine the number of TV homes in each area. Audience measurements are being made at Montreal for both English and French language groups (present estimate for the 75-mile Montreal area—166,000 sets), at Ottawa (38,500 sets are estimated with a 50-mile radius), at Toronto (180,000 tv homes), in the Hamilton-Niagara area (present estimate, 96,500 sets), in the Kitchener-Waterloo area (an estimated 22,500 sets), in London, Ont., and five surrounding counties (an estimated 27,000 sets), in Windsor, Ont. (opposite Detroit) and the three counties (81,200 tv homes) and Vander- couver (estimated 29,400 tv homes). Surveys also are to be made at St. John, Winnipeg and Sudbury. The complete report on tv homes in Canada will be ready in September.

Six Agencies Join CARTB

SIX MORE advertising agencies have been encouraged by the Canadian Assn. of Radio & Television Broadcasters, Ottawa, bringing the total to 59 Canadian and U.S. agencies. Latest agencies to be ad- mitted are Nattal & Maloney Ltd., Montreal; S. W. Caldwell Ltd., Toronto; Garry J. Carter of Canada Ltd., Toronto; Ardield Advertising Agency, Toronto; Dominion Broad- casting Co., Toronto, and Whitehall Broadcast- ing Co., Montreal.

Canadian Code in Prospect

PLANS ARE UNDERWAY to set up an indus- try advertising code committee to pass on continuity which station managers feel exaggerates claims or is in bad taste. The CANADA advertising standards code committee of the Canadian Assn. of Radio & Television Broadcasters, under chairmanship of J. A. Hammond, CCFP Montreal, is now canvassing CARTB members on the establishment of the code committee.

BBC Looks, Likes

AS PART of a two-week tour of American television facilities, a group of executive inspectors DuMont Network's New York Tele-Centre and reported "great interest" in the new features of the building. Executives revealed later that the proposed studio control room layout for BBC's new tv studios in White City, London, would be patterned after the Tele-Centre's split arrangement.

The BBC group included R. H. Howell, chief of building construction and maintain- ance; H. W. Baker, supervising engi- neer of the BBC's television studios; S. W. Watson, head of television design engineering; R. H. Mannons, head of television planning and installation, and Reginald Patrick, chief engineer for BBC's New York office. Guiding the group through the Tele-Centre were Rod- ney D. Chipp, DuMont's director of engineering; Harry C. Millholand, man-ager of technical operations, and John Morrissey, international division, Allen B. DuMont Labs.

FOR THE RECORD

Station Authorizations, Applications
(As Compiled by B • T)

July 22 through July 28

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

<table>
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<th>FCC Commercial Station Authorizations</th>
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<td>As of June 30, 1954*</td>
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<th>License (all on air)</th>
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<td>CPs deleted in June</td>
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* Does not include noncommercial educational fm and tv stations.

† Authorized to operate commercially.

‡ * * *

Am and Fm Summary through July 28

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APPLICATIONS OF FCC

New Stations...

GRANTS

Portland, Ore.—Oregon Television Inc. granted vhf ch. 12 (290-310 mc); ERP 316 kw visual, 158 kw audio; antenna height above average terrain 1,014 ft., above ground 280 ft. Estimated con- struction cost $413,579, first year operating cost $250,000, revenue $175,000. Post office address: 1060 Loyalty Blvd., Portland. Studio location: Block 8, Holladay's Addition. Transmitter loca- tion: 4,854 S. W. 19th St. Geographic coordinates 45° 39' 14" W. Lat., 122° 41' 40" W. Long. Transmitter DuMont, antenna RCA. Legal counsel M. R. Barnes, Washington. Consulting engineer John Mullaney, Washington. Principals include President Henry A. White (15.1%), former execu- tive vice president and general manager of Com- mercial Iron Works, founder and 50% holding firm; Vice President-Treasurer Stephen Eberly.

In the Detroit Area, CKLW-TV with its 325,000 watt power penetrates a population grand total area of 5,416,375 in which 82.7% of all families own TV sets. Of these 1,305,520 TV families 88.2% are covered by CKLW-TV channel 9, or a grand total coverage of 1,151,554 TV families.

CKLW-TV

Guardian Bldg. • Detroit
Adan J. Young, Sr. Inc. • J. E. Campau National Rep. • President

Broadcasting • Telecasting
August 2, 1954 • Page 9
APPLICATION

PROVIDENCE, R. I.—E. Anthony & Soins Inc., vhf ch. 12 (204-210 mc); ERP 318 kw visual, 138 kw audio; antenna height above average terrain 850 ft., above ground 877 ft. Estimated construction cost $500,000, year operating cost $30,600, revenue $1,000,000. Post-office address 55 Pleasant St., New Bedford, Mass. Location to be determined. Transmitter location in New Bedford town on the intersection of Williams and Wellington Sts., at St. Babin Ave. and Jetties Rd., on a 71’ 69” 46” W. Long. Transmitter and antenna RCA. Legal counsel—L. Burke Furniture Co., representative—Eugene Construction Corp. Consulting engineer Commercial Radio Equipment Co., Watertown, Mass. Principals include Presi- dent William J. Wallace (46%), Vice President Howard B. Baker (35%), general manager and 9% stockholder of WJRH Atlantic, Tex.; Secretary-Treasurer Lewis O. Bellert (20%), owner of KGKL San Angelo, secretary-treasurer and 45% stockholder KPFL Paris, Tex.; Granted July 27.

New Am Stations

Ripley, Tenn.—Earl W. Daly tr/s Western Tenn. Radio Service granted 1360 kc 250 w daytime. Post office address 1547 Maplewood, Memphis, Tenn. Estimated construction cost $24,000, first year operating cost $4,600, revenue $18,000. Murphy is president of grocery hotel business. Tenant.

APPLICATION

WAGA-TV Atlanta, Ga.—Storer Bstg. Co. seeks to become a party to agreement to change call letters to Bratstiff Rd. near Emory Rd.; antenna height above average terrain 1,015 ft. Filed July 27.

CALL LETTERS ASSIGNED

WTYY (TV) Dothan, Ala.—Ala.-Fla-Ga Televisi- on Co., Inc. Granted July 27.


WTVN (TV) Columbus, Ohio—WTVN Inc., ch. 6. Changed from WTNN (TV).

New Am Stations

APPLICATION

Clifton, Ariz.—Henry Chester Darwin d/b/a Darwin Bstg. Co. 1340 kc, 250 w unlimited. Post office address 17—1340 kc, 250 w unlimited. Murphy is president of grocery hotel business. Tenant.

Estimated construction cost $4,610, first year operating cost $8,000, revenue $17,000. Murphy is president of grocery hotel business. Tenant.

APPLICATION

KATV (TV) Pine Bluff, Ark.—Central South Sales Co. Granted mod. of CP for ch. 7 to change ERP to 170 kw visual and 88.1 kw. Granted July 27.

KHSV-TV Chico, Calif.—Golden Empire Bstg. Co. Granted mod. of CP to increase daytime ERP to 23 kw visual, 15 kw. Granted July 27.

KALV (TV) Alexandria, La.—Alexandria Bstg. Co. Granted mod. of CP to increase daytime ERP to 24 kw visual, 18 kw. Granted July 27.

KCHS (TV) Auraria, Colo.—Auraria Bstg. Inc., Granted mod. of CP to increase daytime ERP to 30 kw visual, 23 kw. Granted July 27.

KETV (TV) Omaha, Neb.—Elmer V. Dunk, Trustee, Granted mod. of CP to change nighttime ERP to 25 kw visual, 20 kw audio. Granted July 27.


KZFR (TV) Payson, Ariz.—Frazier Bstg. Corp. Granted mod. of CP to change nighttime ERP to 0 kw visual, 0 kw audio. Granted July 27.

APPLICATION

CP—construction permit. DA—directional an- tenna. ER—effective radiated power. STL— studio-transmitter link. synch.—synchronous amplifier. vhf—very high frequency. uhf—ultra high frequency. antennae. aug.—aerials. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. d—day. n—night. LS—local mas- ter. mod.—modulation. EN—engineer. Tr.—transmitter. un.—unlimited hours. kc—kilocycles. SSA—special service authorization. STA—special temporary authorization. (525)—pursuant to pending docket numbers given in parentheses.)
APPLICATIONS

KCBS, KEDO-FM Ontario, Calif.—The Daily Report Co. seeks voluntary assignment of license to identical stockholders and James Quay House who purchased stock from Mrs. Jerene Appling for $9,854. Mr. Quay is managing editor of The Daily Report.Filed July 23.

WDIB, Augusta, Ga.—Georgia-Carolina Corp. (Greater Eerie of Atlanta) seeks assignement of license for uhf ch. 26 facility to South Central Corp. (Lundt & Harben). Filed July 23.

KMDQ-FM, Scott, Kan.—KMDQ-FM, Inc. seeks voluntary assignment of license to John J. Daly, d/b/a as Carthage Co. for James Tohm. Filed July 23.

WKEF-TV, Knoxville, Tenn.—Television Service of Knoxville, Inc., seeks assignement of license for uhf ch. 26 facility to South Central Corp. (Lundt & Harben). Filed July 23.


WTKV-Knoxville, Tenn.—Television Service of Knoxville, Inc., seeks assignement of license for uhf ch. 26 facility to South Central Corp. (Lundt & Harben). Filed July 23.


WBTK-TV, Knoxville, Tenn.—Television Service of Knoxville, Inc., seeks assignement of license for uhf ch. 26 facility to South Central Corp. (Lundt & Harben). Filed July 23.


APPLICATIONS

KCOJ, KEDO-FM Ontario, Calif.—The Daily Report Co. seeks voluntary assignment of license to identical stockholders and James Quay House who purchased stock from Mrs. Jerene Appling for $9,854. Mr. Quay is managing editor of The Daily Report. Filed July 23.

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WBTK-TV, Knoxville, Tenn.—Television Service of Knoxville, Inc., seeks assignement of license for uhf ch. 26 facility to South Central Corp. (Lundt & Harben). Filed July 23.

to Wilkins Broadcast Inc. (BML-1594).

KBBO McAllen, Tex., Frontier Broad. Co.—Mod. of license to change name of licensee to Valley Bestg. Co. (BML-1595).

Permit to construct new station of CP

KBTV Sacramento, Calif., John H. Poole Trusts John Poole Bestg. Co.—Mod. of CP (BFTC-1001) as mod. which authorized new tv station for extension of completion date to 5-1-55 (BFTC-2208).

WNLIC-TV New London, Conn., The Thames Bestg. Corp.—Mod. of CP (BFTC-1254) as mod. which authorized new tv station for extension of completion date to May 15 1955 (BFTC-2621).

WCTY (TV) Thomasville, Ga., E. D. Rivers Sr.—Mod. of CP (BFTC-1254) which authorized new tv station for extension of completion date to 2-5-55 (BFTC-2308).

WWTG-TV Columbia, S. C., The Portland Telecasting Corp.—Mod. of CP (BFTC-1254) as mod. which authorized new tv station for extension of completion date to 11-15-54 (BFTC-3111).

License for CP

WHOU-TV Dayton, Ohio, Miami Valley Bestg. Corp.—License to cover CP (BFTC-1254) as mod. which authorized changes in existing tv station. Transmitter location specified as JFM Germantown St., Dayton (BFTC-2205).

Modification of CP

WCMY-TV Harrisburg, Pa., Rossmoyne Corp.—Mod. of CP (BFTC-1254) as mod. which authorized new tv station for extension of completion date to 11-1-54 (BFTC-2515).

KBGS-TV San Antonio, Tex., San Antonio Bestg. Co.—Mod. of CP (BFTC-1254) as mod. which authorized new tv station for extension of completion date to 2-19-55 (BFTC-2667).

July 26 Applications

ACCEPTED FOR FILING

Modification of CP

WMEN Tallahassee, Fla., WMEN Inc.—Mod. of CP (BML-1596) as mod. which authorized new standard broadcast station for extension of completion date (BML-2556).

KLOQ Seattle, Wash., W. Gordon Allen—Mod. of CP (BML-1596) as mod. which authorized new standard broadcast station for extension of completion date (BML-5694).

Remote Control

WCCL Cleveland, Miss., Voice of the Delta—(BML-495).


Renewal of License

WPWA Chester, Pa., Lou Polier—(BR-1810).

WBUF Buffalo, Pa., Charles M. Meredith—(BR-2056).

WQOL Roanoke, Va., Radio Roanoke Inc.—(BR-1002).


Application Returned

KBSS Springfield, La., Springfield Bestg. Co.—License to cover CP (BML-1596) as mod. which authorized new standard broadcast station.

Modification of CP

KIVA (TV) Yuma, Ariz., Valley Telecasting Corp.—Mod. of CP (BML-1596) as mod. which authorized new tv station for extension of completion date to 12-25-54 (BFTC-2318).

WLLI-TV New Haven, Conn., Connecticut Radio Foundation Inc.—Mod. of CP (BFTC-1012) as mod. which authorized new tv station for extension of completion date to 2-5-55 (BFTC-2310).

WTVQ (TV) Rockford, Ill., Winnabego Telecasting Corp.—Mod. of CP (BFTC-1012) as mod. which authorized new tv station for extension of completion date to 2-5-55 (BFTC-2310).

WYXJ (TV) Sioux City, Ia., WYXJ Inc.—Mod. of CP (BFTC-1012) as mod. which authorized new tv station for extension of completion date to 2-5-55 (BFTC-2310).

WYXJ-TV Sioux City, Ia., WYXJ Inc.—Mod. of CP (BFTC-1012) as mod. which authorized new tv station for extension of completion date to 2-5-55 (BFTC-2310).

WYXJ-TV Sioux City, Ia., WYXJ Inc.—Mod. of CP (BFTC-1012) as mod. which authorized new tv station for extension of completion date to 2-5-55 (BFTC-2310).

July 26 Decisions

ACTIONS ON MOTIONS

By Commissioner Frieda B. Heimhock

WPMF Coudersepat, Pa., Farm and Home Bestg. Co.—Grant of petition for extension of license covering changes in studio and transmitter facilities specified in (Action of 7-26).

May 24 Decisions

MOTIONS

We have a multitude of buyers for radio and television stations.

Competitive conditions change. Tax advantages are often overlooked.

We invite station owners who might consider exploring the possibilities of disposing of their properties to communicate with us.

R. C. CRISLER & CO

Radio — Television Station Brokers

Union Trust Bldg.,
Cincinnati 2, Ohio
Dunbar 7775

NEGOTIATIONS — FINANCING — EVALUATIONS

Page 92 • August 2, 1954

July 27 Decisions

BROADCAST ACTIONS

The Commission, by the Broadcast Bureau, took the following actions on the dates shown:

Action Date

Grant Authorized

WTLI-TV Milwaukee, Wis., The Journal Co. (The Milwaukee Journal)—Grant of license for extension of completion date of existing tv station (BLCT-158).

Authorized to the following stations to operate transmitters by remote control: WYHNI Rochester, N. Y.; WCMD-TV New York City.

Modification of CP

The following stations were granted extension of completion dates as indicated: WVKX San Juan, P. R.; WYNY Yuma, Ariz.; WCTV (TV) Thomasville, Ga.; to W2-TVMX-CEDC-TV New York City, and W2-TVMX-KCTS (TV) Seattle, Wash., to 2-23-55.

Action Date

Grant Authorized

WJFL-AM Biloxi, Miss., Illinois Bestg. Co.—Grant of license covering changes in fm station (BL-676).

WYXJ (AM) Benetkamaj, N. Y., WYXJ Inc.—Grant of license covering changes in fm station (BL-676).

Remote Control

The following stations were granted authority to operate transmitters by remote control: WMOI-FM Bristol, Tenn.; WRDC American, Ga.; WMUW Greenville, S. C.; WMFS-AM Atlanta, N. M.; WMFS Chattanooga, Tenn.; Woki Jackson, Miss.; WDCY Lebanon, Pa.; WP4A York, Pa.; WKOQ Hopkinsville, Ky.; KJCK Junction City, Kans.; WRPS Monte Vista, Colo.; KREX Rapid City, S. D.

Modification of CP

The following stations were granted extension of completion dates as follows:

WYXJ (TV) Asbury Park, N. J., to 1-30-55; WERG-TV Cleveland, Ohio, to 2-17-55; WWJ-TV Detroit, Mich., to 2-5-55 (BR-2307); WCVU Fairlawn, Fla., to 2-3-55; KTAG-TV Lake Charles, La., to 2-21-55; WKBX-CEDC-TV Portland, Maine, to 2-10-55; WIPJ-TV Harrisburg, Pa., to 2-19-55; WNLIC-TV New London, Conn., to 2-15-55; KBGS-TV San Antonio, Tex., to 2-15-55; KBTV Sacramento, Calif., to 2-15-55.

Actions of July 21

Grant Authorized

WDQN DuQuoin, Ill., Ava Bestg. Co.—Grant of license covering changes in radio and transmitter locations (BL-5256).

Remote Control

KEKK San Antonio, Tex., Leal Bestg. Co.—Grant authority to operate transmitter by remote control.

Modification of CP

The following were granted extension of completion dates as shown:

KFSD-TV San Diego, Calif. to 2-18-55; KHOI-TV Santa Maria, Calif., to 2-18-55; KTVF Anchorage, Alaska, to 2-18-55; KTTT-TV Tacoma, Wash., to 2-18-55; WWBJ-TV Altoona, Pa., to 2-17-55; WWTW Hollywood, Fla., to 2-17-55, and WJTV Jackson, Miss., to 2-12-55.

Actions of July 20

Grant Authorized

WHIT Hartman, Tenn., The Hartman Bestg. Co.—Grant of license covering changes in antenna system (BL-5254), also granted license for new transmitter (BL-5254).

KLAN (AM) Anchorage, Alaska, Northern Light Bestg. Corp.—Grant of license for am broadcast station; 1450 kc, 250 w. S.E. (BR-326).

KBGB Brownsville, Tex., Brownsville Bestg. Co.—Grant of license covering changes in nighttime directional antenna.

Remote Control

The following were granted authority to operate transmitters by remote control:

KXCY Mt. Gilead, Ohio; WALB Albany, Ga.; WCLL-FM Corning, N. Y.

Modification of CP

The following were granted extension of completion dates as shown:

WLWC (TV) Columbus, Ohio, to 2-12-55; WNYT-TV Rochester, N. Y. to 2-1-55; WKAR-TV East Lansing, Mich.; to 2-1-55; WNTP-TV Thousand Oaks, Calif., to 2-1-55; WTHI-AM Terra Haute, Ind., to 2-1-55; WKRN Nashville, Tenn., to 2-1-55; WLOS-TV Asheville, N. C., to 2-1-55; WCBS-TV Rochester, N. Y., to 2-10-55.

Actions of July 18

Grant Authorized

WJBZ Deland, Fla., John B. Stetson, Inc.—Grant of license covering increase in height of am antenna (BL-5255).

WYVA Newton, W. Va., Blanton Radio Co.—Grant of license covering changes in facilities and in (Continued on page 97)

BROADCASTING • TELECASTING
CLASSIFIED ADVERTISEMENTS

Payable in advance. Checks and money orders only.

Deadline: Until expended. Monday preceding publication date. Display—Tuesday preceding publication date.

Situations Wanted 20¢ per word—$2.00 minimum • Help Wanted 25¢ per word—$3.00 minimum.

All other classifications 30¢ per word—$4.00 minimum • Display ads 15¢ per inch. No charge for blind box number. Send box replies to

BROADCASTING • TELECASTING, 1755 DeSales St. N. W., Washington 6, D. C.

Announcements: if transmissions or bulk packages submitted, $1.00 charge for mailing (Forward announcements separately, please. All transmissions, photos, etc., sent to box numbers are at sender's own risk. BROADCASTING • TELECASTING expressly repudiates any liability or responsibility for their custody or return.

Help Wanted

Managerial


Need top-notch local sales manager. Established 1,000 watt Mutual station. NBC-ABC-DiMont tv. Midwest. Real opportunity for experienced, hard hitting energetic person. Send complete resume of background, experience, availability and salary desired. Box 1326, B-T.

Midwest radio-television operation needs director of sales. Must have experience, 5,000 watt Mutual, 100,000 watt NBC-ABC-DiMont in Chicago, Illinois. Send complete information Box 1416, B-T.

Salesmen

Excellent financial, lifetime opportunity for hardworking, ambitious young people. Salaries for Boston, Detroit, Chicago and Pittsburgh areas. Travel expenses, sales commission. Send complete resume and picture. Box 8550, B-T.

Need top-notch local sales manager. Established 1,000 watt Mutual station. NBC-ABC-DiMont tv. Midwest. Real opportunity for experienced, hard hitting energetic person. Send complete resume of background, experience, availability and salary desired. Box 1326, B-T.

Radio salesman for established 1 kw station in southern California. Young, energetic and enthusiastic. Must be right person. Send your qualifications, references, family status and salary expectations. Box 1516, B-T.

Salesman at once, man or woman, 35% commission, 5000 watt, day and night. WKNK, Muskegon, Michigan.

Some announcing, Commission and salary. WLRP, New Albany, Indiana.

Announcers

Jct, combo engineers, announcers and salesmen that can sell. Ohio. Box 785D, B-T.

Combo-announcer-engineer: (1st class license) First class announcer, Midwest independent, network engineer, responsible for working on station during State general information on background and experience. Send tape, Box 1801, B-L.

Western Pennsylvania, network affiliate needs experienced announcer, capable of handling phone requests during nighttime DJ, personality show. Must have ability to write and deliver local news. Box 1947, B-T.

Announcer, first phone for combination opera- tion with one of the south's fastest growing multiple ownership operations. Top salary for right qualified personality—talented woman and full particulars with first letter. Box 1865, B-T.

5,000 w station located in Florida needs two personalities. DJ's must have two or more years experience and hillbilly, two first class engineers. Send complete details and tapes first letter. Box 2018, B-T.

Announcer and combo needed. 100 watt fulltime Mutual station in Gulf Coast. Excellent opportunity for outstanding announcer. Send photo and tape to KIOX, Bay City, Texas.

Announcer for network station. Contact Dr. F. F. Cerniglia, KLC, Manhattan, Kansas.

One play-by-play, three announcers, one continuity writer by station expanding staff for am-television operation. Must be well acquainted with television. Ken Gilmore, KPLC, Lake Charles, La.

Wanted by Sept. 1, combination sportscaster—salesman. Send audition and data to KFPG, Wilmington, North Carolina.

Help Wanted—(Cont'd)

Experienced capable announcer, well educated, able type, who wishes to work in sales, perman- ence, or network or network program position. Excellent all-around radio background, available, willing to move. Must have good voice, must announce, and obtain airtime. Send complete resume to Box 586, B-T.

Remove announcements, temporarily. No answer will be given. Box 591, B-T.

One experienced announces, capable of operating phone, answering for entire station during scheduled shifts. Must be thoroughly experienced in background and program work. Send complete resume to Box 601, B-T.

Salesman—Comb—2500 watt CBS station. Sale- man will handle all sales promotion, set up show. Must have had experience on station. Excellent location. Write Box 605, B-T.

WANTED: Combo engineer—announcer for new Independent station. Must have good voice and good television background. Must be versed in all phases of Combination operation. Must be willing to work hard and long hours. Send complete background to Box 608, B-T.

Experienced announcer—network announcer—combination, located in large city. Immediate opening. Must be energetic, have good TV background. Send complete resume and tapes to Box 612, B-T.

Experienced radio sales manager wanted. Ideal location. First class Mutual station. Send complete resume to Box 614, B-T.

Assistant Program Director—salesman—ANNOUNCER—HELP WANTED—Advertising—(Cont'd)

Program director with experience. Give complete details, references and recent snapshot. Box 978, B-T.

Help Wanted—(Cont'd)

Girl wanted to handle traffic. Must have experience in am or tv. Excellent opportunity for ver- satile girl. Pay schedule Pennsylvania's NW new unit station. Box 135E, B-T.

If you're old-fashioned enough to believe in loyalty to your employer, but still young enough that you can look forward to your first experience in a large organization, you may be the man I'm seeking. The reason you would leave your present job is that there is no opportunity for advancement there. You have had at least two years experience and you have proven programming ability. You're promotion minded, hard working, well educated, and knowledgeable of other classifications of small station operations. Fact is you're probably living in some small town in the south or perhaps out west. You're also an old-time network, and you're educated, can also like people and they like you. If this sounds like you, it's a real opening. We have an old, established 1000 w CBS affiliated in the Middle West. Here's your chance to work with train announcers and announce at least 20 hours a week of top rated CBS programming. Also remote- tes sports and public service; mix, sales pro- gramming, Underwoods, but not completely sales programs, and be available for public ances in the interest of the station. If you know you can meet these requirements and can see yourself becoming an integral part of a community as well as a station then give me particulars in first letter. Write Box 2005, B-T.

Nebraska new editor. Gather, write, broadcast. Local news, general news. Must have new experience. Write for application forms and details. Box 900, B-T.

Wanted yesterday: Miss America's. IQ of 200, madly in love with daybook makeup and copy- writing. Part time or full time. Must be available at midnight. If you offer 50% of this era's wages, try, write or call. Box 901, B-T.

Commercial copywriter, male or female. Put our- experience helpful but intelligence and imagination more valuable. WTVB, Coldwater, Michigan.

Television Help Wanted

Managerial

Salesmen

Experienced, excellent opportunity for bustling salesman in new television market. Must be a good hometown type. Five per week to owner's risk. Box 905, B-T.

Wanted—Salesmen. Send background and personal qualifications. Approximately 2500 station in large city. Box 908, B-T.

Technical

One kHz evening in eastern Pennsylvania needs good combination staff announcer. Must have experience. Also good potential. Opportunity to advance to chief engineer! Salary open. Send reply to Box 906, B-T.

First class licensed engineer for am-fm trans- mission and broadcast. Possibility local, possibility to tv future. Permanent position open immediately. Box 908, B-T.

Transmitter engineer, no announcer. $500.00 for 44 hours. 1000 watts, fulltime, eastern seaboard. Send full particulars and photograph in first letter. Box 912, B-T.

Engineer, with 1st class license, for 1,000 watt educational radio station. Write Edward J. Black, KUED, Verona, Pennsylvania, for details.

Chief engineer, 200 watt independent: New equip- ment, light maintenance, 30 hour announcer shift. Give background, phone, tape and salary re- quirements. WDER, Lake City, Florida.

Production-Programming, Others

Local newsmen: Station which recognizes local news as most valuable asset. Seeks new man who must have solid reporting back- ground and good voice. Must be financially sound independent. Box 726D, B-T.

Experienced newscaster in big market. Experi- ence in gathering news as well as in broadcasting desirable—Local news stressed. Box 1465, B-T.

Traffic or continuity girl experienced for mid- west. Give complete background experience. Box 909, B-T.

Program director with experience. Give complete details, references and recent snapshot. Box 978, B-T.

Production-Programming, Others

Southern states tv station needs young, ener- getic person with writing ability to handle the audience-program. Send letter then get in touch. Prefer television or radio background. Furnish complete details and salary. Box 1112, B-T.

Telephotographer-writers. Two young men, prob- ably single, at least free to travel continuously throughout U. S. E. Coast to Coast traffic organizational that produces community TV network in midwest. Write for information. Box 910, B-T.

Write for complete details. Box 1115, B-T.

Newman and farm reporter combination. Must be sickle type with farm background. Send resume and picture to Box 135E, B-T.

Help Wanted: Salesman, real opportunity and executive producer for NBC-ABC-DiMont tv station located in midwest. Box 1122, B-T.

WANTED: NEW YORK CITY TELEVISION PRODUCER. Experience in major market, in sales, promotion, advertising, or executive capacity. Stable broadcast history covering 15 years. Must have working knowledge of television background. Must be completely acquainted with sales problems. Right for station manager, manager or top assistant. Finest references and full endorsement of present company. Box 9115, B-T.

Situations Wanted

Managerial

Good right hand! Now station manager leading station in up and coming network. Must have a solid background in program, promotion, sales. Know networks, sports, syndicated personalities. Stable broadcast history covering 18 years. Must have well rounded knowledge. Right for station manager, manager or top assistant. Finest references and full endorsement of present company. Box 9116, B-T.
Situations Wanted—(Cont’d)

Sales-promotion manager—with ideas to sell. Presently employed 250 indies. Station has showy, steady increase since my arrival. Verification of this available from present employer for larger market. 26 years old, married. Box 1432, B-T.

Hard selling assistant manager, sober family man, wants to move. 38 years old, 2 children, an northern Califor- nia. Eight year radio managerial, sales, writing, Box 1532, B-T.

I’ve delivered! 13 years as sales manager-station manager with three major market stations. Nine years one city. Now employed manager am also sales manager am and tv, top eastern market. Thorough practical experience every phase of the station. Graduate business administration. Has two children. Change not im- perative. Contemplating move, personal reason. Box 1532, B-T.

I can prove that your organizational need will be fulfilled, be it sales, administration or program- ming. A much experienced, valuable man, ag- greement available. Give self a greater radio-television opportunity. Write Box 1532, B-T.

General manager thoroughly experienced major market station manager, now employed in the south, desires change. Have designed two yf and yh stations. Have been salesman, sales manager and general manager. Excellent New York agency contacts. Box 1532, B-T.

Outstanding northern Wisconsin radio administration. Six years all phases, college, grad. desires by personal reason. Box 1532, B-T.

Excellent background of sound, profitable man- agement. With the desire to move to a large all-sports market. Mature, aggressive. Will invest from salary. F. O. Box 5631, Dallas, Texas.

Announcers

Sportscaster, 7 years experience, outstanding play-by-play football, basketball, baseball. Excel- lent voice, reliable, accurate. Desire college or pro games. Box 723D, B-T.

Step looking! I’ve got it. Send for tape—then judge! Box 988, B-T.


Announcer, light experience, good DJ, news, sports, board. Third class restricted license. Disc, tape. Box 1503, B-T.

Announcer, experienced, seeking permanent position with good station. Will travel. Box 1432, B-T.

Top announcer—11 years experience. Now em- ployed, desire change. Age 53, married, will send tape by return mail. Two weeks available. Box 1424, B-T.


Announcer—some experience—commercials, control board. Strong preference for sports—station staff. Single, veteran, travel, resume and tape. Box 1523, B-T.

Top sports announcer, can handle complete sports job. Has also staff work. Five years radio and televi- sion, looking for position in either or both. Box 1566, B-T.


Announcer staff. One year experience, travel, veterans preferred. Box 1503, B-T.


Rock-n-sock rhythm blues jockey. Sell top market. Personal interview. Box 1606, B-T.

Situations Wanted—(Cont’d)


Announcer. Experienced both network and in- dependent, some TV. College grad., married. Presently employed. Box 1722, B-T.

Staff-sports announcer. Four years play-by-play, station. Looking for good opportunity for fall season. Presently employed 6 kw independent. Tape and resume on request. Box 1802, B-T.

Announcer, light experience, good DJ, news, sports, board. Disc, tape. Box 1813, B-T.

Announcer—1st phone, disc news, sports—5 years, family, permanent, northeast preferred. Box 1827, B-T.

Program director. 7 years experience, first phone, fair on engineering, 30, married, seeking ad- vancement in midwest. Box 1828, B-T.

Experienced sportscaster, play-by-play, special events, newswriter. Top references, veteran, married, reliable. Will travel. Box 1829, B-T.

Cincinnati and Miami stations power packed sports commentator, sports director. Age 30. Box 1859, B-T.

Experienced sports announcer. All sports play- by-play, radio and television. Prefer college color or high school play-by-play. Box 1859, B-T.


Am-tv announcer-sportscaster, 6 years experience radio, 2 years experience in special events. Play-by-play, staff, married, 28, Journalism grad. Write Box 1860, B-T.

Negro DJ, tape, references. Jimmy Byrd, 107 Princeton, Hempstead, N. Y.

Announcer, school training—experience light. Walter Dickman, Metuchen, N. J.


Announcer—versatile, young, limited experience, 3rd phone. Prefer DJ. Concerned hard work- ing, Frank Miller, 1465 Wisconsin, Detroit 36, Michigan.

Available immediately

TELEVISION TRANSMITTER

RCA-XTS3 Transmitter, Channel 7-13, perfect condition
Also console, diplexer, dummy load, RCA six (6) bay anten- na and tower.

Make offer for lot or part. Terms can be arranged.

Bremer Broadcasting Corp.
1020 Broad Street
Newark 2, New Jersey

Available immediately
Television

Situations Wanted—(Cont’d)

Television production—young man, 24, single, graduated from university having outstanding radio and television experience. Desires position with college level ambitions. Box 192E, B-T.

For Sale

Stations

Network radio station in fine southern market. Can be had on reasonable terms by man with management ability. Needs resident owner. Box 966, B-T.

Carolyn daytime kilowatt, two station market in 50-100,000 population category. $15,000 down payment required, current cash will pay balance on reasonable terms. Paul H. Chapman, 84 Peachtree, Atlanta, Georgia.


Radio and television stations bought and sold Theatre Exchange, Licensed Brokers, Portland, Oregon.

Equipment Etc.

300 ft. Blaw-Knox H-40 heavy duty tv tower. In storage, never erected. Box 844D, B-T.

RCIA G.K. two channel audio console. In storage, never used. Box 855D, B-T.

Get on air economically. RCA 250 watt transmitter. A well considered. Ideal for Conel red. Box 1425, B-T.

7 Blaw Knox type CN 227 self-supporting, insulated towers. May be erected non-insulated. Available in sections for easy field erection. Contact John M. Sherman, WCCO-TV, 50 South Eighth Street, Minneapolis, Minnesota.

3 speed kit converts Presto 10-A turntables for instant selection of 33-1/3, 45 rpm. Presold or C.O.D., $17.50. Lee Electronics, Wilmington, N. C.

1 kw Raytheon am transmitter 5 years old, all motorized, no tubing, good condition. Operated September 1954. Make offer, WINA, Charlottesville, Virginia.

Your third hand—Modello Workbench, 48 x 24 x 28. Knocked down, completely equipped; only $11.95 delivered; Riomelait, Paistia, Florida.

Wanted to Buy

Stations

Experienced broadcaster wants all or part of established or new small station, southwest. Box 945, B-T.

Small station, reasonably priced. Or, part of small station as active partner. Box 1906, B-T.

Equipment, etc.

Wanted, used 5 or 10 kw fm broadcasting transmitter. Prefer equipment which operated near 100 mc. Give price and full details on reliability, tube life, etc. Box 1156, B-T.

Channel 12 used Skw transmitter and 12 bay antennas. Cameras, synch generator, power supplies, etc. Box 1374, B-T.

Wanted used broadcasting transmitter, 250 or 500 watts. Write Chief Engineer, KSOW, or 604 Council Bluffs, Iowa.

Write Chief Engineer, KSOW, or 604 Council Bluffs, Iowa.

Wanted... All equipment for new channel 7 station including 5 or 10 kw transmitter and associated equipment, 500 foot tower, 12 section antenna, film and studio cameras and master control panel. TVL and remote link. What have you? Dixie Network, Jackson, Tennessee.

Wanted—1 WE or RCA reactance tube type fm microphone and gain control. Output frequency unimportant. Address price and availability to Walter Druz, Zenith Radio Corporation, Chicago.

Instructon


Production-Programming, Others

Five years experience tv transmitter installation, operation, maintenance; also microwave and some studio work. Box 147E, B-T.

Five years experience in tv transmitter installation, operation, maintenance; also microwave and some studio work. Box 147E, B-T.

Technical

Situations Wanted

Managerial

Experienced first phone operator. 15 years all phases am-fm, part time as chief. Age 32, married, family, good habits, capable. Completely reliable. Desire position of employment as transmitter operator with tv or well established am. Box 945D, B-T.

Ambitious, reliable and thoroughly trained in all tv studio operation. Desires opportunity in technical department as cameraman. Available November 1. Write Box 194T.

Five years experience tv transmitter installation, operation, maintenance; also microwave and some studio work. Box 147E, B-T.

Tv studio tech, and broadcasting tech, school graduate. Seeks future, studio or station. Box 182E, B-T.

Attention tv-am grantees or established "live wire" stations: 1st class engineer, 13 years solid background. Entire network and network control, control room, directional arrays, 4 tv operations, maintenance and installation experience. Desires position at supervisory or executive level. If you desire a person with technical "know-how" plain hard work and have a salary to match, let's get together. John B. Ledbetter, KCCK, 90 N. 8th, Kansas City, Kansas. Phone D 4306 or NI 2646.

Production-Programming, Others

Five years experience radio production, programming, and management. B. A., Graduated B. S. course. Seeks opportunity tv production and/or programming work. Desires hard working, top references. Box 184K, B-T.

Television film director-buyer-supervisor. Ten years California film experience color. Ten years employment in bought, leased, purchased equipment, placed film dept. in operation. Practical experience in installation, operation, maintenance, training. Home office or field work. Top references. Box 1872, B-T.

Help Wanted

ENGINEERS WITH MODEST CAPITL WANTED A profitable, growing concern operating on the West Coast can use two experienced engineers. This is a chance for you to secure your future. Only men with excellent references and experience should apply. TV experience desirable, but not essential. Box 101E, B-T.

Television

Announcer

Announcer . . . for Major Midwest Market. Must have one specific specialty and must have basic knowledge. Send complete background to Box 162E, B-T.

HELP WANTED

TV ENGINEERS

Television engineering personnel needed for top power regional VHF station in Southeast. First phone required. Application should include experience, salary required and availability. Write Box 174E, B-T.

Situations Wanted

Managerial

GENERAL MANAGER STATION MANAGER Live wire team combining super-salesmanship-promotion, sales administra- tion, programming and intelligent personnel management. Native Southerner prefer South. Box 165E, B-T.

ATTORNEY-ENGINEER


SPORTS-PROGRAM-PROMOTION

Sports play-by-play with outstanding record—major colleges and semi-pro. Seven years experience includes five as PA. Know sales and promotion. Present earnings good—but seek more aggressive operation in larger market. All and/or TV. College. Married. Available September. Box 173E, B-T.
Radio Station and Newspaper Appraisals

Tax, estate and many other personal problems create the need for an independent appraisal. Extensive experience and a national organization enable Blackburn-Hamilton Company to make accurate, authoritative appraisals in minimum time.

Appraisals • Negotiations • Financing

BLACKBURN - HAMILTON COMPANY

RADIO-NEWSPAPER BROKERS

WASHINGTO,N, D.C.
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CHICAGO

SAN FRANCISCO

221 Montgomery St.

7953 Broadway, Washington 9, D. C.

127-129 Dearborn St.

235 Montgomery St.

Advertising - Telecasting

For Sale

FOR SALE

The following items of television equipment, all in first class condition, are offered for sale with immediate delivery:

1-300 WBL, Ex. top Tower
1-149 Stainless Twin Tower with 2 10'x14' passive reflectors.
1-CP 90 R, Amplifier. 
1-Federal FTI-27A 2000Mc microwave relay (receiver and transmitter) w/ 5 ft. dishes.
1-Raytheon RTRC 2000 Mc microwave relay (receiver and transmitter) 1-6 ft. to 1-8 ft. dish.
1- RCA TCC-8A switcher with console housing.
1- RCA TT-SA TV transmitter in excellent condition. Includes 95.5, B. Fitter. Di- plexer, RF load and wattmeter, with operating set and FCC spare tubes, crystals for channel 5. 400 feet 3/8" steeltube insulated trans- mission line used but in good condition.
1- RCA 7135 Oscilloscope. Available due to purchase of higher tower and 100,000 watt transmitter. Call or write Charles Foxly, Director of En- gineering, WJIM-TV, Lansing, Michigan.

For Sale

WANTED

On long term lease VHF Television Station. By financially responsible, experienced operator. Replies held in strictest confidence.

Box 176E, B-T

Production-Programming, Others

TELEVISION INDUSTRY

N. Y. TECH. (Crescent School)

GRADUATE

WILL RELOCATE

Practical Training as

CAMERAMAN

FLOORMAN

AUDIO OPERATOR

VIDEO TECHNICIAN

SCRIPT WRITER

ANNOUNCER-COMBO MAN

PROGRAM DIRECTOR

INQUIRY 109E, B-T

For Resumes

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FOR THE RECORD

Radio Station and Newspaper Appraisals

Tax, estate and many other personal problems create the need for an independent appraisal. Extensive experience and a national organization enable Blackburn-Hamilton Company to make accurate, authoritative appraisals in minimum time.

Apraisals • Negotiations • Financing

BLACKBURN - HAMILTON COMPANY

RADIO-NEWSPAPER BROKERS

WASHINGTON, D.C.

CHICAGO

SAN FRANCISCO

221 Montgomery St.

235 Montgomery St.

235 Montgomery St.

August 2, 1954 • Page 97
Bonus from Mt. Washington TV

$30,000 Summer Home in Maine

Use America's only "3-state one station TV network" and save — in 23 weeks of a 5 per week 1/4 hour show — the complete cost of a $30,000 summer home on the Maine coast.

Average time costs run 54% less than the combined costs of the three TV stations giving next best coverage.

OUT-PULLS THEM ALL
Covers virtually all the families local TV stations do and reaches thousands of families they cannot reach — serves a one and a half billion dollar market — retail sales comparable to Richmond, Omaha, Akron, and Syracuse combined. On the air in August.

MT. WASHINGTON TV

WMTW

John H. Norton, Jr., Vice Pres. and General Manager

REPRESENTED NATIONALLY BY HARRINGTON, RIGHTER & PARSONS, Inc.
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 licensed. Stations, vhf or uhf, report respective set estimates of their coverage areas. Figure differences are shown for each as claimed. Set estimates are from the station. Further queries about them should be directed to that source. Total U. S. sets in use is unduplicated B-C estimate. Stations in italics are grantees, not yet operating.

ALABAMA
*BWAB (15) NBC, ABC, DuM; Blair: 260,000
*BWRC-TV (6) CBS; Katz: 246,800
*WLTV-TV (46) 12/10/52-Unknown

Decatur-
*WMST-TV (22) Walker
Douglas:
*WTVY (5) 7/15/52-12/31/54

Macon-
*WALX-TV (10) ABC, CBS, NBC; Headley-Reed: 72,800
*WABD-TV (48) CBS, DuM; Forjoe: 74,000
*The Mobile To Corp. (12) Initial Decision 2/12/54

Montgomery-
*WCOV-TV (20) ABC, CBS, NBC, DuM; Rayburn: 95,800
*WSFA-TV (12) NBC; Headley-Reed: 2/3/54-8/17/54

Munford-
*WEADN (71) 6/3/54-Unknown
Selma-
*WALA (3) 2/6/54-Unknown

ARIZONA
Mesa (Phoenix)-
*KYAV (12) ABC, DuM; Avery-Knodel: 38,350
Phoenix-
*KOOL-TV (10) ABC, Hollingsby: 80,200
*KPHO-TV (5) CBS, DuM, Katz: 80,800
*Antenna To Co. (3) 6/10/54-Unknown
Tucson-
*KOPI-TV (19) CBS, DuM; Forjoe: 28,021
*KVOA-TV (4) ABC, NBC; Rayburn: 26,031
Yuma-
*KIVA (11) NBC, DuM; Grant: 18,848

ARKANSAS
El Dorado-
*KBRL (45) 7/8/54-Unknown
Fort Smith-
*KPSA-TV (22) ABC, NBC, DuM; Pearson: 19,600
*KNAC-TV (1) Rambo; 6/3/54-1/1/55
Hot Springs-
*KVTV (9) 7/10/54-Unknown
Little Rock-
*KABF (4) ABC, DuM; Petry: 65,091
*KATV (1) (See Pine Bluff)
*KTUT (67) ABC, NBC; Unknown
Pine Bluff-
*KATP (1) ABC; Avery-Knodel: 74,365
Texarkana-
*KCOM-TV See Texarkana, Tex.

CALIFORNIA
Bakersfield-
*KBAK-TV (10) ABC, DuM; Forjoe: 65,000
*KERO-TV (10) CBS, NBC; Avery-Knodel: 28,285
Berkeley (San Francisco)-
*Kqed (9)
Chico-
*KHSL-TV (12) ABC, CBS, NBC, DuM; Avery-Knodel: 48,230
Corona-
*KOCA (32), 8/18/53-Unknown
El Centro-
*KPIC-TV (18) 7/10/54-Unknown
Eureka-
*KXIE-TV (3) ABC, CBS, NBC, DuM; Blair: 14,600
Fresno-
*KHSB-TV Fresno (33): See footnote (d)
*KXOU (47) ABC, CBS; Bakersfield: 128,354
*KMJS-TV (26) CBS, NBC; Rayburn: 100,444
Los Angeles-
*KBIC-TV (22) 7/10/54-Unknown
*KABC-TV (7) ABC, DuM; Petry: 1,861,132
*KCOP (15) Katz: 1,861,132
*KTAI (9) DuM; K; R: 1,861,132
*KNBC (4) NBC; NBC Spot Slm: 1,861,132
*KFWX (5) CBS; CBS Spot Slm: 1,861,132
*KTAI (5) DuM; K; R: 1,861,132
*KTVI (11) Blair: 1,861,132
*KTTV (7) Blair: 1,861,132

Modesto-
*KTRK (14) 2/11/54-Unknown
Monterey-
*KMRY-TV (8) ABC, CBS, NBC, DuM; Hollingsby: 385,234
Sacramento-
*KABC-TV (48) 6/28/53-Unknown
*KCCG-TV (40) ABC, CBS, NBC, DuM; Reed: 108,500
KCOA Inc. (3) Initial Decision 6/3/51
 McClatchy Brst Co. (19), Initial Decision 11/6/55

Broadcasting • Telecasting

FOR THE RECORD

August 2, 1954 • Page 99

SLOTTED — RING
TV-broadcast Antenna
FOR CHANNELS 7 THROUGH 13

12" diam. mast 16½" diam. mast

The Type 1040 slotted ring transmitting antenna bay shown above mounts on a pole and handles 20 kilowatts with a power gain of approximately four. Additional bays give additional gain and capacity. VSWR is 1.10 or less. Antenna is of rugged construction, has few seals, is de-iced. Write for bulletin B-654.

ANTENNA SYSTEMS—COMPONENTS
AIR NAVIGATION AIDS—INSTRUMENTS

FLORIDA
Clearwater-
*WPST (32) 12/5/53-Unknown
Daytona Beach-
*WJFFS-TV (3) 7/8/54-1/1/55

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating station; date of grant and commencement target date for grantees.

For more information, please visit the source website.
FOR THE RECORD

Fort Lauderdale—
  ▶ WFTL-TV (22) NBC, DuMont, 148,000
  ▶ WTVJ (13) ABC, DuMont, 107,200 (also Miami)

Fort Myers—
  ▶ WINK-TV (11) ABC, 6,000

Jacksonville—
  ▶ WJAX-TV (6) ABC, NBC, DuMont, 23,000
  ▶ WMBR-TV (4) ABC, CBS, NBC, DuMont, CBS
  Spot Sls.: 31,000
  WGBS-TV (30) Stars National, 8/12/53-March 55.

Miami—
  ▶ WTVJ (17) See Fort Lauderdale
  ▶ WFTL-TV (22) Stars National, 1/12/53-2/20/54
  ▶ WFTL-TV (22), 1/12/53-2/20/54
  ▶ WTVJ (4) ABC, CBS, NBC, DuMont; Free & Peters, 246,300
  ▶ WTMJ (56), 1/12/53-Unknown

Orlando—
  ▶ WDAB-TV (6) CBS, ABC, NBC, DuMont; Blair & Panam City City
  ▶ WJJD (7) ABC, NBC, Hollering; 10,250
  ▶ WEAR-TV (3) ABC, Hollering; 64,000
  ▶ WADD (10) CBS, DuMont; Young, 36,775
  ▶ WSKY (51), 1/12/53-Unknown

Pensacola—
  ▶ WTVJ (10) ABC, NBC, DuMont, CBS; Weeden, 1,000
  ▶ WTVJ (11) ABC, NBC, DuMont, CBS; Weeden, 1,000

St. Petersburg—
  ▶ WSUN-TV (38) ABC, CBS, NBC, DuMont, Weeden, 1,000
  ▶ WSB (785), 1/12/53-Unknown

Tampa—
  ▶ Tampa Times Co. (13), Initial Decision 11/5/52
  ▶ WFLA-TV (8) Baird; Initial Decision 1/13/53

West Palm Beach—
  ▶ WSKY (12) Walker; 2/18/54-Nov. 54
  ▶ WKRC-TV (51) ABC, DuMont; 31,665
  ▶ WNOH-TV (7) ABC, DuMont; Initial 11/4/53-2/15/54
  (grand Sta June 39)

FOR THE RECORD

KEOKUK—

Covers the prosperous
Keokuk, Iowa
Hannibal, Missouri
Quincy, Illinois
Area
There are
129,405
Families Unduplicated
by service
from any station outside
KHQA-TV's
Class B Contour

NOW 117,776

TELEVISION HOMES
In KHQA-TV's
100 mv/m CONTOUR
Exclusive CBS and
DuMont Television Outlet
For Keokuk-Hannibal-Quincy
Area
You need
KHQA-TV—Channel 7
to cover this market
Represented by
WEED TELEVISION
Chicago, New York, Detroit,
Atlanta, Boston, Hollywood,
San Francisco

Tower
886 Feet above Average Terrain
12 Bay RCA Antenna
36.5 KW ERP Now
36.5 KW ERP CP

For availability write:
WALTER J. ROSCHTLD
National Sales Manager

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DECATUR—
  ▶ WTVP (17) ABC, DuMont; Bolling, 87,000

EVANTON—
  ▶ WFLD (32), 8/12/53-Unknown

HARRISBURG—
  ▶ WISC-TV (22) ABC; Walker, 30,000

JOLIET—
  ▶ WJOL-TV (48) Holman; 8/21/53-Unknown

PEORIA—
  ▶ WEEK-TV (43) ABC, CBS, NBC, DuMont; Headly-Reed; 125,418
  ▶ WTVI-TV (19) ABC, DuMont; Petry, 120,000

QUINCY (Hannibal, Mo.)—
  ▶ KHQA-TV (7) (See Hannibal, Mo.)
  ▶ WJOL-TV (10) ABC, NBC; Avery-Knodel, 114,000

ROCKFORD—
  ▶ WFRF (13) ABC, CBS, H & R; 201,262
  ▶ WTVG (30) NBC, DuMont, Weeden, 94,600

Rock Island (Davenport, Moline)—
  ▶ WDKW (49) ABC, CBS, NBC, DuMont; Avery-Knodel; 284,811

INDIANA

Bloomington—
  ▶ WTVI (4) ABC, CBS, NBC, DuMont; Meezer, 348,204 (also Indianapolis)
  ▶ Elkhart—
  ▶ WSJV (22) ABC, NBC, DuMont; H & R; 118,000

Evansville—
  ▶ WKEQ (32) ABC, NBC, DuMont; Venard, 88,000
  ▶ WHY (80) See Henderson, Ky.

Fort Wayne—
  ▶ WKGK-TV (33) ABC, CBS, NBC, DuMont; Raymond, 152,418
  ▶ Anthony Wagna Hertz Co. (98), Initial Decision 10/17/53

Indianapolis—
  ▶ WPBF-TV (10) ABC, CBS, NBC, DuMont; Raymond, 152,418
  ▶ WISH-TV (8) CBS; Bolling

LaPorte—
  ▶ WFM-L-V (59) DuMont; Rambeau, 50,670

Muncie—
  ▶ WLID-TV (46) ABC, NBC, DuMont, Holman, Walker, 71,900

Notre Dame (South Bend)—
  ▶ Michiana Telecasting Corp. (46) Initial Decision 7/27/54

Princeton—
  ▶ WRAY-TV (52) See footnote (4)

South Bend—
  ▶ WBST-TV (34) CBS, DuMont, Raymer, 116,785

Terre Haute—
  ▶ WTH-TV (19) CBS, DuMont; Bolling

Waterloo (Fort Wayne)—
  ▶ WNT (15) 4/5/53-11/9/54

IOWA

Ames—
  ▶ WOL-TV (5) ABC, CBS, NBC, DuMont; Weeden, 140,000

Cedar Rapids—
  ▶ KCHK-TV (9) ABC, DuMont, Venard, 116,444
  ▶ WMST-TV (12) CBS, DuMont; Kats, 254,800

Davenport (Moline, Rock Island)—
  ▶ WOC-TV (6) NBC; Free & Peters; 264,811

Des Moines—
  ▶ KTV (17) ABC; Hollering, 76,000
  ▶ WHO-TV (13) NBC; Free & Peters, 230,000

Fort Dodge—
  ▶ KQTV (32) Pearson, 45,100

Mason City—
  ▶ KGLO-TV (3) CBS, DuMont, 2,912

Shakopee—
  ▶ KCTV (36), 10/20/53-Unknown

Flanagan—
  ▶ KVTV (9) ABC, CBS, NBC, DuMont; Kats; 113,254
  ▶ KVTV (14) NBC; Hollering, 1/24/53-10/15/54

Waterloo—
  ▶ KWVL-TV (7) NBC; DuMont; Headly-Reed, 106,280

KANSAS

Great Bend—
  ▶ KCKT (3) 3/5/54-Unknown

Hutchinson—
  ▶ KTVE (12) ABC, CBS, DuMont; H & R; 137,874

Manhattan—
  ▶ KAGM (40), 7/14/53-Unknown

Pittsburg—
  ▶ KAGM (10) ABC, NBC, DuMont; Kats; 66,678

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.

Broadcasting * Telecasting
The Greatest Draw In Wichita!

“BAR-16” Ranch with “Cheyenne”

Cheyenne, popular local personality combines top western movies with his own special brand of yarn-spinning to give “Bar 16” a double-barreled pull!

See PETY For Regional and National Participations!

“Bar 16” station “A”

Mon. - 24.9
Tues. - 15.7
Wed. - 25.4
Thur. - 21.6
Fri. - 24.9

Source: ARB, April ’54.

Bar 16” had a cumulative rating of 48.6 for the week April 8 thru April 14.

Plus Value......
OREGON

Eugene—
> KVAL-TV (13) ABC, NBC, DuM; Hollingbery; 24,700
Medford—
> KHNS-TV (5) ABC, CBS, NBC, DuM; Blair; 22,000
Portland—
> KBOI-TV (6) ABC, CBS, NBC, DuM; Jordan; 185,583
> KPTV (12) ABC, NBC, DuM; NBC Spot Sls.; 177,546

Oregon TV Inc. (12) ABC; Hollingbery; 7/22-54-Unknown
North Pacific TV Inc. (8) Initial Decision 8/18/54

Salem—
> KSLM-TV (2), 9/30/54-Unknown

Pennsylvania

Allentown—
> WMZS-TV (67) ABC, NBC; Jordan; 7/16/53-Summer 54
> WQCB (19) Weed; 8/5/53-Unknown

Altoona—
> WFBM-TV (10) ABC, CBS, NBC, DuM; H-R; 4,549

Bethlehem—
> WLEV-TV (51) NBC; Meeker, 7,402

Chambersburg—
> WCHA-TV (46) See Footnote (4)

Easton—
> WGLV (87) ABC, DuM; Headley-Reed; 75,410

Erie—
> WJCU (12) ABC, NBC, DuM; Petry; 208,500
> WSEE (25) CBS, NBC; Jordan; 26,209
> WLEO-TV (66) 11/21/53-Unknown

Harrisburg—
> WCMP-TV (37) Cooks; 7/24/53-8/15/54
> WHP-TV (16) CBS; Bolling; 160,459
> WPTA (71) NBC; Headley-Reed; 106,423

Hazelton—
> WZAX-TV (63) ABC, DuM; 12/11/53-Unknown

Johnstown—
> WJED-TV (54) Weed
> WJAC-TV (6) CBS, NBC, DuM; Katz; 77,694

Lancaster—
> WJAL-TV (8) CBS, NBC, DuM; Meeker; 354,014
> WWLA (81) Vonder; 5/7/53-Fall 54

Lebanon—
> WBLR-TV (15) Burn-Smith; 151,200

New Castle—
> WKLY-TV (68) DuM; Everett-McKinnon; 139,078

Philadelphia—
> WCAU-TV (11) CBS; CBS Spot Sls.; 1,953,213
> WPTZ-TV (4) ABC, DuM; Katz; 1,673,100
> WIBG-TV (20) 11/15/53-Unknown
> WPTZ (3) ABC; Free & Peters; 1,780,046

Pittsburgh—
> WJBV (7) ABC, CBS, NBC, DuM; DuM Spot Sls.; 1,219,510
> WECS (16) ABC, CBS; Petry; 307,149
> WCMZ-TV (33) See Footnote (6)
> WJED (12) WPTV (47) Headley-Reed; 12/11/53-Unknown

Reading—
> WKEU-TV (33) ABC, NBC; Headley-Reed; 14,268
> WHUM (81) CBS, NBC; H-R; 74,209

Scranton—
> WJZM-TV (15) ABC; Hollingbery; 160,000
> WJGI-TV (25) CBS; Blair; 105,000
> WITV (77) Everett-McKinnon; 159,424

Sharon—
> WSHP (39) 1/27/54-Unknown

Wilkes-Barre—
> WNBW-TV (77) NBC; Headley-Reed; 103,000
> WILK-TV (34) ABC; DuM, Avery-Knodel; 175,000

Williamsport—
> WRAE-TV (97) Everett-McKinnon; 11/13-12/ Summer ’54

York—
> WNEW (48) DuM; Forjoe; 97,400
> WNEA (43) ABC; Young; 85,000

Rhode Island

Providence—
> WJAR-TV (10) ABC, NBC, DuM; Weed; 1,120,850
> WPML (15) ABC, CBS, DuM; Rayner; 34,100
> WPWO-TV (18) Blair; 9/2/53-Unknown (granted STA Sept. 23)

South Carolina

Alkn—
> WAKN-TV (14) 10/21/53-Unknown

Anderson—
> WAUM-TV (40) CBS; Headley-Reed; 46,700

Camden—
> WACA-TV (15) 8/3/53-Unknown

Charleston—
> WRGB-TV (5) ABC, CBS; Free & Peters; 115,048
> WUSN-TV (2) NBC, DuM; H-R; 3/25/54-9/1/54

Columbia—
> WCBB-TV (25) ABC; Headley-Reed; 56,800
> WIS-TV (10) ABC; Free & Peters; 107,450
> WNOX-TV (67) CBS, DuM; Raymer; 94,061

Florence—
> WBTW (8) CBS; 11/25-9/26/54

Greenville—
> WFRH-TV (4) CBS; Weed; 277,882
> WGVY (20) ABC, DuM; E-R; 75,800

Spartanburg—
> WSPA-TV (7) CBS; Hollingbery; 11/28-53-Pall ’54

South Dakota

Rapid City—
> KTLV (7) 8/25-Unknown

Sioux Falls—
> KELO-TV (11) ABC, CBS, NBC, DuM; Raymer; 79,172

Tennessee

Chattanooga—
> WATE-TV (12) ABC, CBS, NBC, DuM; Branh- ham; 90,000

Mountain City TV Inc. (3) Initial Decision 7/13/54

Jackson—
> WDIX-TV (7) Burn-Smith; 12/2/53-Aug. ’54

Johnson City—
> WJHL-TV (11) ABC, CBS, NBC, DuM; Pear- son; 68,917

Knoxville—
> WATE (6) ABC, NBC; Avery-Knodel; 81,296
> WTVS (28) CBS, DuM; Pearson; 77,200

Memphis—
> WHBQ-TV (15) CBS; Blair; 285,777
> WMCT (5) ABC, NBC; Branhm; 285,777

Nashville—
> WSM-TV (8) CBS; Hollingbery; 151,810
> WSM-TV (4) NBC, DuM; Petry; 101,810

Old Hickory (Nashville)—
> WLAC-TV (5) CBS; Katz; 5/5-53-6/54 (Timeout STA July 6)

TEXAS

Aiken—
> KHBC-TV (8) ABC, NBC, DuM; Pearson; 54,803

Amarillo—
> KFNA-TV (10) ABC, CBS, NBC; Branhm; 51,831
> KGNC-TV (4) NBC, DuM; Katz; 51,831

Austin—
> KTWX-TV (4) ABC, CBS, NBC, DuM; Raymer; 90,681

Beaumont—
> KEMT (51) ABC, NBC, DuM; Forjoe; 28,108

Big Spring—
> KYYW-TV (8) Initial Decision 7/12/53

Corpus Christi—
> KXIO-TV (22) NBC; Young; 13,950

KTLG (42) 12/2/53-Unknown

Gulf Coast Station, Co. (4) Initial Decision 6/17/54

Dallas—
> KDFT (23) 11/15/53-Unknown
> KLDP-TV (29) 2/12/53-Unknown
> KLBB (38) ABC, NBC; Petry; 388,000

El Paso—
> KROD-TV (4) ABC, CBS, DuM; Branhm; 33,094
> KTSM-TV (8) NBC; Hollingbery; 41,289

El Paso—
> KELP-TV (13) Forjoe; 3/18-54-Sept. ‘54

Fort Worth—
> KMVP (5) ABC, NBC; Free & Peters; 378,200

Galveston—
> KGUI-TV (11) ABC, CBS, DuM; CBS Spot Sls.; 250,000

Directory information is in following order: call letters, channel, network affiliation, national representa- tive; market set count for operating stations; date of grant and commencement date for grantees.
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. 26: Joint meeting, Los Angeles-San Francisco chapters, West Coast Electronics Mfrs. Assn., Statler Hotel, Los Angeles.
Aug. 27-28: Dixie Audio Festival, Henry Grady Hotel, Atlanta, Ga.

SEPTEMBER
Sept. 1: Deadline for entries in 1953-54 public interest awards for exceptional service to farm safety, National Safety Council.
Sept. 13-14: British Columbia Assn. of Radio & TV Broadcasters, Harrison Hot Springs, B. C.
Sept. 19-21: Seventh district, Advertising Federation of America, Biltmore Hotel, Atlanta, Ga.


OCTOBER
Oct. 11-12: Assn. of Independent Metropolitan Stations, French Lick Springs, Ind.
Oct. 15-16: Ohio State U. advertising conference, Columbus.
Oct. 28: Standard band broadcasting conference between U. S. and Mexico, Mexico City.

NOVEMBER
Nov. 8-10: Assn. of National Advertisers, Hotel Plaza, New York.
Nov. 10-13: Sigma Delta Chi, Columbus, Ohio.
Nov. 14: Indiana Radio-TV Newsmen, fall meeting at WIRE studios, Indianapolis.
Nov. 18: Country Music Disc Jockeys Assn., general membership meeting, Nashville, Tenn.

SPECIAL LISTINGS
BAB Clinics
Aug. 9: Milwaukee, Wis.
Aug. 10: Chicago, Ill.
Aug. 12: Los Angeles, Calif.
Aug. 15: Portland, Ore.
Aug. 17: Seattle, Wash.
Aug. 20: 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. 5-6: Hotel Sheraton, Chicago.
Aug. 9-10: Hotel Statler, Los Angeles.

NARTB District Meetings
Sept. 9-10: NARTB Dist. 1, Somerset Hotel, Boston.
FCC Should Adopt Anti-Red Rule

IN THIS era of atomic fever, we still find those who shout "civil liberties" whenever Government seeks to tighten security in the vital field of communications.

The dissenters are at it again on the proposed FCC rule to make ineligible for commercial or amateur operator licenses anyone who is a communist, or communist front, or anyone who isn't of good moral character. This proposed rule is in keeping with the judgment of the Senate Foreign Relations subcommittee on espionage, sabotage and subversion.

We're not unmindful of the obvious truism that committees of Congress may be prone to exaggerate the extent of red infiltration. But we begin on the premise that, in communications, even one communist is one too many.

Those who protest derisively about new security rules as constituting a curb on freedom of expression seem to ignore the requirements in the law and the FCC regulations on the character of the licensees themselves. No one having communist connections could conceivably get an FCC license for any kind of operation, if that fact were known. One who is not of good "moral character" could not qualify as a licensee either.

The station licensee, of necessity, delegates authority in the technical operation of his station. The responsibility of the man at the transmitter is the concern of ownership and management. It is within his control to activate or inactivate the transmitter. His is a key position "when the whirlwinds blow," to use the highly descriptive phrase uttered by Comr. John C. Doerfer at the recent hearing on his confirmation for a new term on the FCC.

Four years ago FBI Director Hoover warned that the communists had as their primary objective the control of communication facilities in a national emergency. As early as 1946, he said, the party was given a special directive to penetrate the radio field, and their schools offered training courses in radio writing, acting and directing. In 1950, the CIO expelled a number of unions because of pro-communist leanings, including one in communications which then had many licensed radio operators in its membership.

The proposed FCC rule should be adopted. Even with its adoption, broadcasters should continue to screen carefully all those people who have access to microphone, camera or transmitter.

Bare Spot on the BBC Wall

TEN YEARS have gone since those grim days of broadcasts direct from London, when Big Ben's chimes were as well known on Main Street as on Piccadilly. Ed Murrow's "This is London," or Raymond Swing's authoritative commentaries were awaited eagerly by a hundred million Americans. And, likely as not, their word pictures became the headlined newspaper stories of the next day.

One of the many newsmen who had broadcast from BBC's underground studio B-24 in Broadcasting House was Richard L. Strout, the Christian Science Monitor's veteran reporter. Mr. Strout has just revisited London, and in a nostalgic report titled "BBC—Rendezvous With Memory," tells of his return to that underground studio, whence came the BBC's 9 O'Clock News, the U. S. broadcasts, and other transmissions to people the world over, theoretically out of range of Hitler's night bombers.

"French and Dutch Governments-in-exile broadcast here," Mr. Strout reported in the Monitor "and their leaders have now sent plaques and sentimental gifts to BBC, hung on the entrance walls, as judgment of the Senate Foreign Relations subcommittee." The judgment of the Senate Foreign Relations subcommittee on espionage, sabotage and subversion.

"Don't tell me people don't still listen to radio!"

Off Their Records

IN THE normal pattern of American business it is considered good policy to consult affected parties when a major change in techniques or specifications is contemplated. Unfortunately the nation's major phonograph record manufacturers neglected this important step when they decided abruptly to stop supplying broadcasters with 78 rpm pressings, shifting to 45 rpm discs.

Injury has been done to the relations of broadcasters and recording companies—innocent things might easily have been averted. Obviously there is a common benefit in the submission of records to stations and their performance. Manufacturers get what they need most—performance and merchandising, without which few records can attain wide distribution. Stations get program material and can satisfy the public appetite for hit numbers as well as serious selections.

A sensible suggestion has come from NARTB. John F. Meagher, new radio vice president, asked record manufacturers to meet with him and the suggestion was accepted. The manufacturers will enter the meeting room Thursday with the realization they committed what is privately conceded to have been a public relations blunder.

There is some private fear that the record companies agreed to meet with NARTB more in the hope of salvaging industry goodwill than of rescinding the sudden shift of standards. They appear at this time to be more concerned with a swing in public preference for the small 45s than with the ability or willingness of stations to meet high technical and cueing standards. They cling to the belief that the 78 is disappearing and they like the economy of the 45s as against the more costly 78 pressings.

While some stations have approved the change, a considerable segment of the broadcasting industry is not equipped to play 45s and the companies supplying conversion facilities are a month and more behind orders. Another segment refuses to convert because of purported inferior technical qualities of the fine grooves, from a broadcast standpoint, and plans to get along with present libraries augmented by 78s from smaller manufacturers and over-the-counter purchase of desired records.

The record makers know they acted unwisely and with haste. They know, too, that radio silence would cripple their business.

The answer is simple. They have been offered a chance to reconsider an ill-conceived action. If they want their records performed, all they need do is supply stations with a usable and durable product, suitable for professional performance.

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As you read this page, work proceeds day and night on the new KMBC-TV tower and RCA transmitter installation in Kansas City. These new facilities make Channel 9 the undisputed BIG TOP TV station in the Heart of America. The predicted 0.1 mv/m coverage map, prepared by A. Earl Cullum, Jr., consulting engineer, shows how KMBC-TV increases the Kansas City television market by thousands of additional TV homes.

**BIGgest power **

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With its tall tower and full power, KMBC-TV brings an entirely new value to television advertising in the Heart of America. No other Kansas City station gives you the unbeatable advantage of mass coverage plus the audience-holding programming of CBS-TV... the nation's leading network... combined with KMBC-TV's own great local shows.

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John T. Schilling, Vice President and General Manager

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