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26th in the
NATION in
AUTOMOTIVE SALES*
$164,125,000.00

BIGGER than...
- PORTLAND, ORE.
- DENVER, COLO.
- FORT WORTH, TEXAS
- PROVIDENCE, R.I.
- OKLAHOMA CITY, OKLA.

*1953 Automotive Sales... Sales Management, 1954

WRATHER - ALVAREZ BROADCASTING, INC.
San Diego 1, California
Represented by EDWARD PETRY & CO., INC.
HORSE and BUGGY PEDDLERS COULD COVER THE FABULOUS GROWING TRI-STATE MARKET...

BUT IT'S CHEAPER AND EASIER TO USE THE ONE MEDIUM...
THE ONE STATION DOMINATING THE MARKET

WICU TV CHANNEL 12 • ERIE, PA.

ABC — NBC — DUMONT

$1,409,148,000 Effective Buying Power.
WICU-TV Raps on the doors of 79% of the Tri-State's 274,600 homes at one time. It reaches 98.6% of Erie County's 68,000 Housewives.

Radio Station WIKK, 5,000 watts now affiliated with NBC

WICU-TV—Erie, Pa.
Edward Petry & Co., Inc.

WIKK-AM—Erie, Pa.
Edward Petry & Co., Inc.

WTOD—Toledo, Ohio
Forjes

WHO—Orlando, Florida
Forjes

WMAC-TV—Massillon, Ohio
Edward Petry & Co., Inc.

The Erie Dispatch—Erie, Pa.
Reynolds-Fitzgerald
Coverage that Counts!

7 major Michigan markets for NBC, CBS and ABC

Now 100,000 watts!
Covers a vast, prosperous territory — a rich target 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**

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**STEINMAN STATION**

Clair McCollough
President

**MEEKER TV, INC.**

New York
Los Angeles
Chicago
San Francisco
JOLTIN’ Bob Jones vs. Powerhouse Harry Plotkin is being talked up as battle of generation now that Senate investigation has given Sept. 1 green light with Jones as chief counsel and Plotkin tapped for minority counsel (see lead story, page 27). Mr. Jones, militant minority when he was Republican member of FCC, and Mr. Plotkin, bellicose assistant general counsel, represented opposing viewpoints in those days. Mr. Jones had been labelled “right-wing” exponent (he denied Drew Pearson charges of “Black Legion” membership) and Mr. Plotkin was branded “leftwinger” with one-time membership in National Lawyers Guild. Senate inquiry isn’t supposed to be partisan, but that’s only on paper. As FCC executives, each had high security clearance.

** ** **

THIS WEEK FCC will be functioning under “Acting Acting” Acting Chairman Robert E. Lee, what with Acting Chairman Rosal Hyde vacationing in Idaho and “Acting” Acting Chairman E. M. Webster at meeting on West Coast of Institute of Radio Engineers. Mr. Lee formally was elected Acting (3) Chairman at FCC meeting Aug. 18 to fill in during absence of his senior colleagues.

** ** **

ADD TO blue-chip stations aligned for new “Quality Radio Group,” cooperative nighttime tape project [BT, Aug. 16]: KVOO Tulsa (30 kw 1-B); WRVA Richmond (50 kw 1-B); KCNO Kansas City (30 kw D, 10 kw N, Class II); WWJ Detroit (5 kw regional). In addition to 17 stations already aligned, dozens others reportedly waiting only formality of board approvals. Organization meeting set for Sept. 2 in Chicago at Palmer House beginning 10 a.m. following NBC-TV and CBS Radio sessions. Frank Fogarty, WOW Omaha (Meredith), named acting vice chairman working with John H. DeWitt, WSM Nashville, acting chairman; William Wagner, WHO Des Moines, acting secretary-treasurer, and Ward L. Quall, WLW Cincinnati, handling legal and financial matters.

** ** **

HERBERT HOOVER Jr., named last week as Under-Secretary of State, has expert technical knowledge of radio and communications generally. His first job—in 1929 while his father was President—was as technical assistant to president of Western Air Express Inc. in charge of radio communications. As youth, Herbert Jr. operated amateur station 6-XH Palo Alto, Calif.

** ** **

BARTER-TYPE offer of films-for-time being circulated to television stations by Thompson-Koch Co., New York, on behalf of Sterling Drug. Offer: Stations to buy Sterling Drug’s 57 *Inspectors Mark Saber* half-hour films “at what you might expect to pay any film distributor for a good half-hour film,” in return for which Thompson-Koch says it will “buy an equal dollar amount of announcements on your station.”

** ** **

FIRST MEETING of newly constituted 12-man board of directors of CBS Radio Affiliates has been called Aug. 31 at Chicago’s Edgewater Beach Hotel, where two-day convention of affiliates starts next day (see story, page 59). Main business: election of chairman and secretary-treasurer. These posts now held, respectively, by Kenyon Brown, KWFT Wichita Falls, who under by-laws cannot stand for re-election, and Hubert Taft Jr., WKRC Cincinnati, who has retired from board. Meanwhile, balloting in progress among board’s nine affiliate-chosen members to elect (or re-elect) three directors-at-large. Current three: George B. Storer, Storer Broadcasting Co.; John F. Parr, WIR Detroit, and John E. Fetzer, WJEF Grand Rapids and WKZO Kalamazoo.

** ** **

CBS HAS already received proposals for its minority interest in WCCO-AM-TV Minneapolis (47%) and WTOP-AM-FM-TV Washington (45%). Present majority stockholders (Ridder family and Washington Post Co.) have first refusal. Identity of outside bidders not disclosed but one understood to be an individual and other corporate entity. Valuation placed on properties reportedly in keeping with high prices recently paid for major stations.

** ** **

REPORTS reaching U. S. tell of fine impression made by Morris S. Novik, radio- tv consultant for American Federation of Labor and other interests, as one of seven U. S. delegates to UNESCO TV Workshop in London last month. He defended American system of private ownership; said labor had no trouble working with broadcasters and bought regular network schedules. His exposition won plaudits of Americans present.

** ** **

SPREADING attacks on tv by pressure groups seeking publicity by inflammatory and undocumented charges tying medium to juvenile delinquency causing concern at NARTB headquarters. While special NARTB information committee publishes reports designed to answer attacks, top-level officers are now going right to source in effort to meet situation. Latest step was interview with Lee B. Wood, executive editor of New York World-Telegram which carried vague “summer slack story” on crime with attacks on radio-tv.

** ** **

the week in brief

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Broadcasting • Telecasting
HERE'S A MOUTHFUL ABOUT RADIO IN ARKANSAS!

Being the one and only 50,000-watt station in Arkansas—and doing a 50,000-watt job in every phase of programming—KTHS is naturally getting such results as have never occurred before in the State.

Witness this letter from George F. Anderson, of Radio Sales and Advertising Agency, Topeka:

"This is your authority to continue the campaign for our client, Kinreco Products, on a TF basis. We truly believe in giving credit where it is due and are happy to say that results have been very pleasing in your area due to our schedule on your station."

KTHS gets interference-free daytime coverage with more than 3¼ million people—primary daytime coverage of more than a million people!

Ask your Branham man for the whole KTHS story.

50,000 Watts . . . CBS Radio

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

Henry Clay, Executive Vice President
B. G. Robertson, General Manager
CBS-TV AFFILIATES IN 81 MARKETS TO BE COLOR-READY BY JAN. 1, 1955

COINCIDENT with its colorcast of Toast of the Town last night (Sun.) to launch its 1954-55 program schedule (also see page 58), CBS-TV is making public today list of 81 markets where network said affiliates will be equipped to carry CBS-TV color programs by Jan. 1, 1955.

In rundown of CBS color plans and accomplishments, announcement also said Toast colorcast came "just 14 years" after August 1940 date when "CBS Television broadcast the world's first color program" over its then experimental New York station.

List of stations that will be carrying CBS-TV color shows "by the first of the year" is:

WOI-TV Ames Des Moines; WAGA-TV Atlanta; KTBC-TV Austin, Tex.; WMAR-TV Baltimore; WNBX-TV Binghamton; WBRC-TV Birmingham; WNBC-TV Boston; WBBM-TV Buffalo; WMT-TV Cedar Rapids; WCIA-TV Champaign; WCHS-TV Charleston, W. Va.; WTVI-TV Charlotte; WBBM-TV Chicago; WTVL-TV Cleveland; WEVE-TV (WTV) Columbus; WNOH-TV Columbus.

KRDL-TV Dallas; WHIO-TV Dayton; KLZ-TV Denver; WBKB-TV Detroit; WSEE-TV Erie; KMTV-TV KCKE-TV (TV) Fresno; KQUT-TV Galveston; WOOD-TV Grand Rapids; WHRV-TV Harrisburg; WEHT-TV (TV) Henderson; KTVH (TV) Hutchinson-Wichita; WFTM (TV) Indianapolis; WITF-TV (TV) Jackson; WNB-TV Milwaukee; WHIC-TV Johnstown; WJZK-TV Kalamazoo; KMBC-TV Kansas City.

WTSK-TV Knoxville; KNXT (TV) Los Angeles; WHAS-TV Louisville; KDUB-TV Lubbock; WLVA-TV Lynchburg; WMAZ-TV Macon; WTVI (TV) Miami; WCAN-TV Milwaukee; WCCO-TV Minneapolis; KNOE-TV Monroe; WLAC-TV Nashville; WKBW-TV New Britain; WHNC-TV New Haven; WCBS-TV New York; WDSU-TV New Orleans; WFTV-TV Norfolk; KWTW (TV) Oklahoma City; KMTV (TV) Omaha; WEEK (TV) Peoria; WCAU-TV Philadelphia; KPHO-TV Phoenix; KATV (TV) Pine Bluff, WGAN-TV Portland, Me.

KOIN-TV Portland, Ore.; WJAR-TV Providence; WWHO-TV Raleigh; WTVR (TV) Richmond; WHEC-TV-WVET-TV Rochester; WHBF-TV Rock Island; WKNX-TV Saginaw; KSL-TV Salt Lake City; KGBS-TV San Antonio; KFMB-TV San Diego; KPIX (TV) San Francisco; WRGB (TV) Schenectady; KVTV (TV) Sioux City; WSBT-TV South Bend; KTTS-TV Springfield, Mo.; KWTV-St. Louis; WHEN (TV) Syracuse; KTNT-TV Tacoma-Seattle; WTHI (TV) Terre Haute; WSPD-TV Toledo; KOTV (TV) Tulsa; WKTU (TV) Utica; WTOP-TV Washington; WKBW-TV Youngstown.

KTVH (TV) Hutchinson-Wichita; WFTM (TV) Indianapolis; WITF-TV (TV) Jackson; WNB-TV Milwaukee; WHIC-TV Johnstown; WJZK-TV Kalamazoo; KMBC-TV Kansas City.

Weed Television Named To Represent WABC-TV

IN major acquisition, Weed Television Corp. last week was appointed national sales representative for WABC-TV New York, ABC's key station. Appointment, effective Sept. 1, is being announced today by John H. Mitchell, vice president and general manager of ch. 7. Contract was signed last week by Robert M. O'Brien, executive vice president of ABC, and Joseph J. Weed, president of representative firm.

Appointment of Weed company splits representative ABC stations among four firms: Edward Petry & Co. represents WABC and also ABC's owned radio and tv stations on West Coast (KABC-AM-TV Los Angeles and KGO-AM-TV San Francisco), and additionally has just been named to represent ABC radio and tv networks on regional basis on West Coast effective Sept. 1 [BT, Aug. 16].

John Blair & Co. (radio) and Blair-Tv (television) represent ABC-owned WLS and WBKB (TV) Chicago and WXYZ-AM-TV Detroit.

NBC-TV, Selznick Discussions

NBC-TV is holding conversations with David O. Selznick, Hollywood producer, regarding network's approaching color spectaculars. Frederick W. Wilf Jr., NBC Hollywood program vice president, confirmed fact that discussions are underway with further meetings to be held in New York between producer and NBC President Sylvester L. Weaver. Mr. Selznick enters tv industry with electric industry's multi-network Light's Diamond Jubilee production, scheduled in October.

-- business briefly

SPREADING SUNSHINE • Sunshine Biscuit Co., Long Island City, N. Y., launching extensive tv spot announcement campaign nationwide Sept. 15, using programs, ID's, and station breaks, plus radio spot announcements in New York, Washington, Dallas, N. Y.

INTO SPACE • Nestle Co., White Plains, N. Y., has signed for alternate-week sponsorship of Space Patrol (ABC Radio, Sat., 10:30-11:00 p.m. EST), starting Oct. 2. Agency: Cecil & Presbrey, N. Y.

SATURATION SPOTS • V. La Rosa & Sons Inc., Brooklyn, N. Y., beginning 26-week radio and tv spot saturation campaign in late September, blanket East Coast areas between Maine and Washington and west to Pittsburgh. Agency: Kleesawetter Assoc., N. Y.

LENThERIC TAKES CHANCE • Lenthéric Inc., N. Y. (men's toiletries), through Cunningham & Walsh, N. Y., has signed as alternate-week sponsor of Chance of a Lifetime (DuMont, Fri., 10:10-11:00 p.m. EDT), starting Sept. 17. Other alternate-week sponsor is P. Lorillard Co., N. Y., through Lenzer & Newell, N. Y.

OIL FIRM BUYS FILM • Ohio Oil Co., Findlay, Ohio, through N. W. Ayer & Son, N. Y., has signed to sponsor Official Films' Secret File, U.S. A. tv filmed series, in 12 midwestern markets, starting first week in September. Market total for series is 48.

REPRESENTATIVE NAMED • Burke Stuart, N. Y., appointed national representative of WATR Waterbury and WNAB Bridgeport, both Conn., effective Sept. 1. Firm also represents WATF-TV Waterbury.

'Medic' Will Be Introduced With Heavy NBC Promotion

NBC-TV's new Medic series, which starts Sept. 30, 9-9:30 p.m. EST, previewed last Friday in closed-circuit telecast witnessed by newsmen, civic leaders, and medical association officials in more than 60 cities. Series will be carried on three Mondays out of four under sponsorship of Dow Chemical Co., Michigan, Mich.

Stations were told on special one-hour closed-circuit program that NBC-TV will invest $170,000 in first 13 weeks for on-the-air promotion for Medic, which will be carried on one network. Those who took part in closed-circuit telecast were Sylvester L. Weaver Jr., NBC president, who served as host; Dr. Leland I. Doan, president of Dow Chemical Co., and Robert W. Sarnoff, executive vice president of NBC.

83d Congress on Way Home

THE HOUSE adjourned sine die late Friday and Senate was on point of doing same. Left hanging over broadcasters for remainder of year were two complex Congressional issues: (1) Senate Commerce Committee's impending investigation of networks and uhf (page 27) and (2) House Commerce Committee's charge of excess beer and wine commercials (page 42) and its request that radio-tv industry report back by next Jan. 1 what it is doing to "cope with the problem."
We're proud of the results 33 years experience enables us to give to you, our sponsors—and we're proud of the 92% consistent listenership within WSPD's 16 county, billion dollar market.

Let us show you what outstanding results you can get by taking advantage of WSPD's experience and WSPD's loyal listenership. Call your nearest Katz representative or ADams 3175 in Toledo.
KANG-TV Asks Uhf Ch. 66 As Substitute for Rival Vhf

KANG-TV, ch. 36 ABC-DuMont affiliate at Waco, Tex., petitioned FCC Friday for rule-making to substitute ch. 66 for ch. 10 there in order to prevent "second" vhf station in market which would force KANG-TV out of business and destroy value of some $765,000 worth of uhf converters (43,750 units) in hands of public.

KANG-TV charged Bell Pub. Co.'s ch. 6 KCEN-TV Temple, Tex., is in effect "first" Waco vhf outlet, contending it got there by "artifice and subterfuge" but it's too late now to protest. KANG-TV said it can survive against one vhf station, but not two.

KANG TV told Commission Bell Pub. Co. succeeded in getting ch. 6 assignment from Angelo to Temple, filed bid and was granted ch. 5 for Temple, then won moves of transmitter site to 20 miles south of Waco (which became principal city) and studio site to Eddy, Tex., with effective radiated power boost to 100 kw. KCEN-TV then was promptly "gobbled up by NBC and interconnected," Waco uhf outlet charged.

Indicating it's too late to do anything about ch. 6, KANG-TV asked ch. 66 be substituted for ch. 10, in contest between KWTX and Waco Television Co. and waiting decision by FCC examiner after hearing.

Laaphragh Sells WFOX

SALE of WFOX Milwaukee by Charles J. Laaphragh and associates for $100,000 to Business Management Inc., local management service firm, reported Friday with application to be filed with FCC early this week. Business Management is headed by Joseph A. Clark, who has dairy and food product firm interests. Laaphragh group sells WFOX in order to exercise option for part interest in ch. 12 WTVV (TV) Milwaukee. Ch. 12 merger also includes WEMP there and Milwaukee Area Telecasting Corp.

Daytimers Sought

TWO new daytime stations, both for 1 kw on 1310 kc but one for Pine Bluff, Ark., and another for Morehead, Ky., sought in applications filed with FCC Friday.

Pine Bluff Broadcasting Co., Arkansas applicant, is owned by W. L. Kent and John M. McLendon, associated in ownership of WNLA Indianola, Miss. Morehead Broadcasting Co., Kentucky bidder, is equal partnership of W. S. Sampson (business); Robert S. Birdsong, druggist; Claude L. Clayton, local postmaster, and Roy Cornette, retail hardware.

Transfers, Sales Filed

SEVERAL transfer and station sale applications, including one for tv, reported filed with FCC Friday. They are:

KEY-AM-TV Minneapolis—Sale of controlling interest to Minneapolis Tower Co. for $100,000 to acquire financing for construction of ch. 9 tv outlet. Minneapolis Tower is owned 75% by Baker Properties Inc., in turn headed by W. M. Baker.

WTAN Clearwater, Fla.—Sale by Clearwater Radio Broadcasters Inc. for $106,000 to WTAN Inc., new firm composed of William G. and Mary B. Wells, owners WMOA Marietta, Ohio, and H. D. Parker, WTAN manager.

WDIF Delray Beach, Fla.—Sale by Delray Broadcasting Corp. for $60,000 to WSRS Cleveland Heights, Ohio.

St. Louis Applicant Quits

ST. LOUIS ch. 11 hearing lost one applicant Friday when St. Louis Amusement Co. (Fanchon & Marco) walked out on examiner when he refused to defer hearing pending its appeal to Supreme Court from refusal of U. S. Court of Appeals in Washington to dismiss CBS-KMOX St. Louis application (BT, Aug. 16). Examiner ruled applicant in default for refusing to proceed with hearing. Other applicants are St. Louis Telecast Inc., 220 Television Inc., and Broadcast House (KSTM-TV, now defunct). St. Louis Amusement claimed in court that CBS is so highly qualified it is sure to receive grant, yet is prohibited from having another tv station because it now owns limit of five.

ABC-TV Adds Affiliates

AFFILIATION of WTVI (TV) Belleville, Ill.-St. Louis (ch. 54) and KUTV (TV) Salt Lake City (ch. 2) with ABC-TV, raising total number of affiliates to 97, is being announced today (Monday) by Alfred R. Beckman, national director of ABC's stations relations departments. WTVI joined ABC-TV last Tuesday. Station is owned and operated by Signal Hill Telecasting Corp., with John D. Scheuer Jr. as general manager. KUTV, which will become affiliated with ABC-TV on Sept. 7, is owned and operated by Utah Broadcasting & Telecasting Corp., with Frank C. Carman as general manager.

UPCOMING

Aug. 22-24: Georgia Assn. of Broad- casting at Beach & Prince Hotel, St. Simons Island.


For other Upcomings see page 97.

People

HUGH S. HOLE named supervisor of television services in advertising services department of Chrysler Corp., Detroit, and J. L. BEERS appointed to handle department's merchandising and promotion. Mr. Hole served recently as radio and television director of Brooks, Smith, French & Dorrance, Detroit, and previously was with Dancer-Fitzgerald-Sample, N. Y., as director of commercials, and with Benton & Bowles, N. Y., as administrative assistant to radio-television vice president. Mr. Beers has been account executive and assistant to vice president in charge of new business for Young & Rubicam, N. Y. Messrs. Hole and Beers will operate under direction of JOHN R. McCORMICK, manager of Chrysler advertising services, which has responsibility for institutional advertising, including new one-hour weekly series starting on CBS-TV Sept. 30.

GREGORY REESER, NARTB Midwest station relations representative, resigns effective August 25. He had been with NARTB since August 1953, and previously was with RCA Thesaurus and ASCAP.

JERRY DANZIG, most recently associated with Worthington Miners Productions as producer in charge of development projects and formerly with CBS in various posts, signed by Ted Church to head production unit preparing special pre-football season telecast on ABC-TV on Sept. 11, 8-9 p.m. EDT.

JACK MOHLER named assistant sales manager, WOR New York; WILLIAM GORMAN, assistant sales manager, WOR-TV; WILLIAM MCCORMICK, regional sales manager, WOR-AM-TV, covering New York, New Jersey, Connecticut, New Hampshire, Pennsylvania, Maryland, and Delaware, and JOHN MULVYHILL, program sales manager, WOR-TV.

Ted Church to Washington

In CBS News Changes

AS PART of re-integration of CBS radio and television news and public affairs activities (BT, Aug. 16; also see story page 60), Wells (Ted) Church, who has been director of news for CBS Radio, will be transferred to Washing- ton as correspondent for reunited radio and television departments, authorities said Friday. Trans- fer slated to become effective within few weeks. Meanwhile it was learned unofficially Thursday, who has been preparing CBS-TV news and newsmagazine for broadcast, will get expanded role as head of CBS Newsfront operation which includes syndication to other stations as well as filming news events for network use.

NARTB Offers Beer Ad Data; Will Fight McCarthy Ban

NARTB will cooperate with House Interstate & Foreign Commerce Committee in gathering statistical information on amounts of alcoholic beverages consumed in advertising on radio stations, President Harold E. Fellows notified committee Friday (early story page 42). Offer of cooperation was made following report issued by committee on Bryant Bill (HR 1227), in response to letter from Rep. Charles A. Wolkowtern (R-N. J.), chairman of commit- tee. Chairman asked NARTB to gather data and other information indicated in report. In separate letter sent Sen. Arthur V. Wat- kins (R-Utah), chairman of Senate Select Committee to study McCarthy censure charges (S Res 301), Mr. Fellows re-stated NARTB's opposition to committee's ruling that its open hearings will be closed to radio microphones and tv cameras (early story page 50).

August 23, 1954 • Page 9
Executive and Publication Headquarters
Broadcasting • Telecasting Bldg., 1735 DeSales St., N. W., Washington 6, D. C.
Telephone: Metropolitan 8-1022
Sol Taishoff, Editor and Publisher

EDITORIAL

Edwin H. James, Managing Editor; Rufus Crater (New York), J. Frank Beatty, Bruce Robertson, Senior Editors; Fred Fitzgerald, News Editor; David Glickman, Special Projects Editor; Earl B. Abrams, Lawrence Christopher, Associate Editors; Don West, Assistant News Editor; Harold Hopkins, Assistant Editor; Patricia Kiely, Special Issues; Ray Ahearn, Jonah Gillier, Louis Rosenman, Peter Pence, Staff Writers; Kathryn Ann Fisher, Joan Sheehan, Audrey Cappella, Editorial Assistants; Gladys L. Hall, Secretary to the Publisher.

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Duane McKenna, Art and Layout.

CIRCULATION & READERS' SERVICE

John P. Cosgrove, Manager; Elwood M. Sée, Subscription Manager; Robert Deacon, Joel H. Johnston, Sharien Kelley, Jean McConnell, William Phillips.

BUREAUS

NEW YORK

444 Madison Ave., Zone 23, Plaza 5-8355.
EDITORIAL: Rufus Crater, Senior Editor; Florence Small, Agency Editor; David Berlyn, Assistant New York Editor, Rocco Famighetti, Selma Gersten, Barbara Piapler.

BUSINESS: Winfield R. Levi, Sales Manager; Eleanor R. Manning, Sales Service Manager; Kenneth Cowan, Eastern Sales Manager; Dorothy Munster.

CHICAGO

360 N. Michigan Ave., Zone 1, Central 6-4115.
Warren W. Middleton, Midwest Sales Manager; Barbara Kolar.
John Osbon, News Editor.

HOLLYWOOD

Wallace H. Engelhardt, Western Sales Manager; Leo Kovner, Western News Editor; Marjorie Ann Thomas, TV Film Editor.


SUBSCRIPTION INFORMATION

Annual subscription for 52 weekly issues: $7.00. Annual subscription including BROADCASTING Yearbook (53d issue), $9.00, or TELECASTING Yearbook (54th issue), $9.00. Annual subscription to BROADCASTING • TELECASTING, including 52 issues: $11.00. Add $1.00 per year for Canadian and foreign postage. Regular issues: 35¢ per copy; 53d and 54th issues: 50¢ per copy. Air mail service available at postage cost payable in advance. (Postage cost to West Coast $1.60 per year.)

ADDRESS CHANGE: Please send requests to Circulation Dept., Broadcasting • Telecasting, 1735 DeSales St., N.W., Washington 6, D. C. Give both old and new addresses, including postal zone numbers. Post office will not forward issues.

*Reg. U. S. Patent Office

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BROADCASTING • TELECASTING
Better join us for

"Breakfast at the Sheraton!"

Another Channel 10 First!

WJAR-TV
CHANNEL 10
PROVIDENCE, RHODE ISLAND
Represented by WEED TELEVISION

Only daily live remote TV show in New England. Emceed by charming Nancy Dixon and Peter Carew (piano impressions and satire) with 3M's three-piece combo. All Channel 10's talent and celebs visiting Providence will guest. Direct selling to a tested women's audience from the area's leading hostelry, Monday through Friday, 9:00 to 10:00 a.m.

Join us for breakfast, sample your products to 100-plus radiantly responsive guests in the Sheraton-Biltmore Garden Room. Their approbation will register for sure — because 1,120,925 sets in area give us 93% coverage! Availabilities now open — call WEED Television.

NBC Basic • ABC • DuMont — Supplementary
IN REVIEW

BACKGROUND
Network: NBC-TV
Time: Mon., 8:30-9 p.m. EDT (sustaining four weeks only)
Chief Analyst & Commentator: Joseph C. Harsch
Director: John Geetz
Producer: Ted Mills
Managing Editor: Reuven Frank
Film Supervisor: Jean Lemaire
Film Editor: C. S. Goeckis
Continuity: Reuven Frank, Mr. Harsch, Paul Cunningham and Frank Bourgholtzer
Topic Aug. 16: Story of French Premier Pierre Mendes-France

THE BETTER TV news shows appear to tend toward greater perspective of world doings, presenting commentary and background on special events or people. This is what NBC-TV's latest news show, Background, Mondays, 8:30 p.m. EDT, attempts to provide.

The first show, Aug. 16, which treated the rise on the international scene of French Premier Pierre Mendes-France, used the television technique to different advantage. Its weakness is the old fault which plagues many a TV show: Too much crammed into too little time. If this show would try to be a bit more simple in its treatment, the result would be more effective.

The show was packed tightly into its half-hour; film editing was excellent, script writing of high quality, lighting up to par. A rear projection system was used to advantage. Only fault on the technical side remained in the continuity—a smoother program is needed.

For its initial program, NBC-TV was courageous, tackling a tough topic and a complicated country. But the objective of the program is to "explain the headlines in the terms of people who live them." With few technical brush-ups Background will be an effective report of significant world events, tailored to living room viewing.

CAPSULE MYSTERIES
Producer and Distributors: Charles Michelson Inc., New York
Format: Five-minute mystery programs
Writer-Director: Gil Braun
Star: Glen Langan
Estimated Production Costs: $1,900 per program

THOUGH it may seem difficult to fashion a mystery drama that runs less than five minutes, Charles Michelson has accomplished this feat—and there's no mystery about it. There are tightly written episodes that contain all the elements of suspense, romance, intrigue and mystery within the limitations of little more than 3 1/2 minutes.

No episode seems hurried. The foul play occurs near the beginning of each program and details are filled in as star Glen Langan, playing the inspector, questions each suspect. In each episode there is a tell-tale clue by which viewers can detect the culprit.

The series is designed as filler material during open program times and as block programming. Mr. Michelson has managed to produce a low-budget filmed series of high quality because of his method of pre-production planning [B & T, Feb. 8, 1954]. He has 30 episodes of Capsule Mysteries available for showing and already has signed to place the series in two markets. Long a producer and distributor of transcribed radio programs, Mr. Michelson appears to have come up with an attractive package in his first and modest TV filmed venture.

IN "THE PULSE OF GREENSBORO" REPORT

Previous opinions now proven facts in this survey

Bob Poole is established as the top radio personality in Greensboro. "Poole's Paradise" is the favorite locally produced early morning show by a wide margin.

In popularity, WBIG is a 2 to 1 favorite when its rating is compared to the combined average of all Greensboro competition.

We will never be satisfied with less than the No. 1 spot.

Contact Hollingbery...get the revealing facts from "The Pulse of Greensboro" report.

GREENSBORO, N.C.
WBIG
In 29th Year of Broadcasting
CBS AFFILIATE 5000 WATTS

Page 12 • August 23, 1954
IN UTAH WHEN YOU BUY THE

BIG 2

THE DIFFERENCE IS
POWER PLUS
SHOWMANSHIP
AND THAT'S KUTV
CHANNEL 2

You get the audience you buy ... and KUTV's audience gets the full impact of programming planned to entertain, powered to sell.
Your George P. Hollingbery representative will give you the full story.

Buy the Big 2 in Utah

KU2TV

ABC IN SALT LAKE CITY

Full power from atop 8600 foot Pix Peak.

...on the air Sept. 7

August 23, 1954 • Page 13
MOST HIGH-POWER TV STATIONS

Over 100 RCA High-Power TV Transmitter Equipments Already Delivered

Not by towns—not by cities—not by states—but across the entire country as a whole—most high-power TV stations are using RCA equipment. Today, more than 70 are “on-air” and operating at the maximum power permitted by the FCC. Almost every week more Television stations are going to high power—with RCA equipment.
Why this sweeping acceptance across the nation?

'SATURATION' COVERAGE. RCA High-Power TV transmitters—operated in combination with RCA antennas—deliver high ERP at low operating cost.

SUPERIOR PERFORMANCE. RCA High-Power TV transmitters deliver superior picture quality—have plenty of reserve power for color operation. They are conservatively rated—operate with remarkable stability day in and day out.

ALL AIR-COOLED. ALL VHF High-Power TV transmitters currently being delivered are air-cooled—a feature that saves substantially on equipment installation and maintenance. RCA TV transmitters use conventional, inexpensive tubes that every station man is familiar with.

RCA SERVICE. RCA High-Power TV transmitters are backed by a nationally-famous broadcast engineering service organization—plus 'round-the-clock service on all replacement parts for RCA equipment.

COMPLETE MATCHED SYSTEMS. RCA supplies High-Power TV transmitters—and everything else needed by a high-power plant; antennas, towers, dummy loads, monitors, measurement equipment. And note this fact: RCA TV systems are matched throughout. No time wasted on critical adjustments of mismatched components. Peak performance is assured now and in the future.

RCA Pioneered and Developed Compatible Color Television
BBC Plaque Fund

EDITOR:

Your recent editorial [Aug. 2] on Richard Strout's piece about BBC's Studio B-24 certainly hit a nostalgic note with me.

When I left for Europe right after the invasion as the first radio correspondent to be accredited to an independent organization, Paul White, then CBS News Director, told me to look up Ed Murrow. He said Ed could help me get an overseas channel to broadcast from London to West Virginia. When I reached London Ed Murrow was out of town (it later developed he was off on one of his frequent bombing missions) and the British Post Office had never heard of the West Virginia Network. I was told that Frank McColl of BBC might be able to help me. I phoned him and he and George Wheeler invited me to dinner that night to discuss my situation.

Frank made the necessary pleas and representations for me the next day and the name of the West Virginia Network was added to the typewritten schedule of the three American networks using BBC and Post Office facilities which was posted in the control room for the studio.

Each time I did a broadcast I had to patiently explain to the BBC censor what the West Virginia Network was. I thought John Kennedy, my boss, would blow his top when he saw the bills but instead he cabled me to step up the schedule.

Yes, Strout's piece brought back many memories. It made me think of the time Dick Hottelet and I were doing a show on CBS when a flying bomb crossed the channel and went right over the building so low we were both sure this was IT. It also made me recall the time I was doing a show out of that studio when a bomb hit in the immediate vicinity of the building and shattered all the glass around us.

It likewise made me think of the many times I came out of that studio at midnight in a blackout to find no taxis around and had to walk to my room on the other side of town scared stiff. But nevertheless, I always had a warm feeling when I entered the building and I always hated to leave it.

 Somehow I felt secure within it and I shall never forget the helpfulness of the BBC people who worked there. As an American I made demands which I probably would have resented had the situation been reversed, but the British, much as we griped about them, tried to be as helpful as they could under the circumstances.

I agree with you that a plaque should be placed on the wall of that studio and I enclose my check to start a fund which I hope will encourage others to contribute. If you will act as treasurer I should be happy to head up the project and am sending copies of this letter to the head of the five networks as well as a few others in the event they are interested.

Howard L. Chernoff
WTAP (TV) Parkersburg, W. Va.

[EDITOR'S NOTE: Mr. Chernoff's contribution (which B-T has matched) activates the editorial proposal that American broadcasters should follow the example of other non-Britons who made use of BBC facilities for wartime broadcasts to their homelands and have subsequently presented the BBC with plaques of thanks. He accepts the invitation to act as treasurer and asks other broadcasters to make their checks payable to B-T BBC Funds.]

Selling Power

EDITOR:

KFXJ-AM-TV sponsored the local appearance of Matt Cvetic—the FBI undercover agent whose story is the basis for the program I Was a Communist for the FBI. Tickets for a lecture were made available at the stores of the firm sponsoring the radio show. A sell-out of the Lincoln Park Ball Park brought a capacity crowd in spite of the fact that the local newspaper refused to publicize the event due to an anti-radio policy. Radio and tv spots, plus a simulcast by Mr. Cvetic the night before the lecture, did the trick!

Perhaps it is more than mere coincidence that the local appliance dealers and home furnishing stores have asked KFXJ to sponsor this year's Modern Home Exposition—a role which traditionally has been given to the local press!

Rex Howell
Pres. & Gen. Mgr.,
KFXJ-AM-TV
Grand Junction, Colo.

Peak Picking Problems

EDITOR:

The boys out on the plains have to build thousand-foot towers. Our problem is "which" of our 2-, 3-, 4-, 5-, or 6,000 foot towers to go on.

Enclosed is a picture of Lloyd Scott, one of our engineers, with the test equipment on his back and an antenna which he is holding inside the Continental Divide at 8,250 ft. above sea level. This happens to be only about 2,500 ft. high above our city.

Outside of Butte we have to travel a matter of 26 miles before we get to the next town.

G-Line Horn Design

EDITOR:

In your report on the G-Line [Aug. 2], there appears to be some misunderstanding concerning the accuracy required in the manufacture of the launching and receiving horns which connect the wire to a source of power and to the load respectively.

While it is quite clear from your report that launching and receiving horns are of wave...
Swan Boat now sails the air waves over WBZ-TV!

Swan boating in the Public Gardens is quite a Boston tradition, you know. A nice one, too. And now Boston's WBZ-TV has captured the enchanting atmosphere of this century-old tradition and given it a modern touch. The result is the delightful daily live TV show, "Swan Boat."

Five mornings a week, "Swan Boat" provides the same relaxed gaiety and whimsy of these famous summertime cruises... in an hour of music, news and lighthearted fun.

What a show it is! Visual presentations of current hit songs... a special newscast to the New England housewife ... daily vignettes of a growing baby girl ... "Husband's Haven" ... a colorful Bostonian "character" in a series of fanciful New England situations ... tips by a popular women's commentator ... guest celebrities.

And since "Swan Boat" is tuned to the tastes of New Englanders, it will play a happy tune on your cash register, too.

You can find out about choice seats on Swan Boat by calling Herb Masse, WBZ-TV Sales Manager, at ALgonquin 4-5670... or Eldon Campbell, WBC National Sales Manager, at FPlaza 1-2700, New York.
here's real magic...

the kind advertisers want to see when it comes to sales. . . And while sensational, there's no trick to the sales results you get through WTAR-TV. This established VHF station has just what it takes plus the know how . . . maximum facilities, topnotch network and local programming, an audience of 325,000 homes and dominance of an area that covers the eastern half of Virginia (including Richmond) and all of northeastern North Carolina.

open mike

length dimension (frequently half a wave length has been found sufficient), it is somewhat contradictory to read that at a frequency of hundred megacycles, accuracy required in the manufacture of the horns would be of the order of 1/000 inch.
A short calculation shows that a diameter of 1 inch corresponds to 12,000 megacycles, while a diameter of 100 inches would correspond to a frequency of 120 megacycles. Consequently, at 12,000 megacycles a deviation by 1/000 inch would correspond to a frequency change of 12 megacycles, which may be significant. However, at 120 megacycles, a deviation by 1/000 inch would correspond to a frequency change of only .012 megacycles which obviously is insignificant.

Since most of our television applications are in the vhf and uhf ranges, the permissible manufacturing tolerances are much higher than 1/000 inch which simplifies mass production of horns.

Thus it may well be said that at least for television transmission the G-Line is quite independent from manufacturers' accuracy.

Dr. Theodore Hafner
Surface Conduction Inc.,
New York

Useful and Helpful

EDITOR:
A note to once again express my interest and enthusiasm for the special Feature Film Section. It is a useful and most helpful unit of information which is excellent for continuous ready reference.

Also, someone had a fine idea when they included the Comparative Network TV Show-sheet in the Film Section release. I have made a special point of keeping these ever since Broadcasting • Telecasting began publishing them, and I find it very handy to keep them in this form. Thanks again for a most appreciated service.

Vincent Rowe

Valuable, Too

EDITOR:
. . . Broadcasting • Telecasting is far too valuable to us to miss a single copy, so this letter is just to let you know . . .

George LaRay, Prod. Mgr.,
Tri-State 16 M.M. Productions,
Pittsburgh

Godfrey Discovered

EDITOR:
To our colleague Arthur Hull Hayes out there in San Francisco, who is credited (according to B&T) with "discovering" Arthur Godfrey, greetings and congratulations on joining the club.

Mr. Hayes is in good company. Others who "discovered" Mr. Godfrey include 63.5% of all advertising men in Washington, D. C.; 43.99% of all cab drivers; 99.99% of all public relations men; and roughly 100% of all former radio employees who have left Washington. . .

Here at WTOP, where Mr. Godfrey spent so many years, we claim nothing. We just keep the score.

Cody Pfanziehl, Dir. of Prom.,
WTOP-AM-TV Washington,
D. C.
Put scores of top name musical stars to work for you

RALPH FLANAGAN  PEGGY LEE
NAT "KING" COLE  JUNE VALLI
LES BROWN  SUNNY GALE

To a TV sponsor who's going in circles

If rising production costs have got you in a spin, Studio Telecriptions offer you the miracle selling power of top name musical artists at an unbelievably low cost.

Throughout the country, stations in leading markets now offer programs built with Studio Telecriptions . . . the country's leading talent performing America's favorite music in hundreds of sparkling production numbers.

Check your markets for Studio Telecription programs and spot availabilities. Find out today how these high audience shows can help you get the most from your advertising dollars.
IN his recently-announced post of vice president in charge of television and radio for the Campbell-Ewald Co., Detroit, Philip Lincoln McHugh is a constant cross-country commuter between the Motor City, Hollywood and New York.

But Mr. McHugh does not find the pace at all back-breaking. He has survived a 16-year career in broadcasting that started with the campus station at the U. of Notre Dame in South Bend in 1936, and extended to such far-flung locales as New York, Dallas, Nashville and various foreign sites during World War II duties.

During these years in radio and television, Mr. McHugh acquired a wealth of background and experience in production and direction of programs that stands him in good stead in coping with his present formidable duties.

Mr. McHugh was born in Denver on Nov. 15, 1917. He moved to Westchester County in New York when he was two years old. His parents, Mr. and Mrs. Philip M. McHugh, currently reside in La Feria, Tex.

Following his graduation from Iona Prep in New Rochelle, N. Y., he went to Notre Dame in 1936. There he received his basic training in broadcasting at the campus studios of WSBT.

Until 1938 Mr. McHugh wrote, directed and announced several programs a week over the station.

After completing two years at Notre Dame and an adult education course in radio at New York U., Mr. McHugh joined CBS in New York in 1938 as an apprentice. He spent three months in research and new program ideas before he was promoted to the post of associate director on the CBS staff.

From 1939 through 1941, Mr. McHugh had the opportunity to acquire a well-rounded background as a director, acting in this capacity for a score of CBS sustaining shows, including the Jack Leonard Show, and the Gay Nineties Revue. He also was associated with the Columbia Workshop productions and the CBS year-end documentary, Twelve Crowded Months, which he helped write in 1939.

At the outbreak of the war in Europe, Mr. McHugh was assigned the job of network operations liaison between the network operations department and the news department, and directed the European news roundups, both morning and evening, which were titled World Today. During this period he was assigned as associate director and CBS representative on several commercial programs, including Arthur Godfrey and Hi! Mr. McHugh.

In September 1941, Mr. McHugh left CBS on leave of absence to accept a commission in the U. S. Navy. Until his release from active duty in October 1945, he compiled an enviable service record, both of the on- and off-shore type. He is credited with having made the first combat recordings of the war aboard the USS Zircon at the site of the sinking of the USS Jacob Jones while serving as a public relations officer. From 1942 to 1945 Mr. McHugh was a naval combat officer in Atlantic waters. Returning to CBS after the war, Mr. McHugh directed such shows as Bouquets for You, The Janette Davis Program, Cinderella Inc., Let's Dance, America and Robert Q. Lewis. He also assisted in developing Sing It Again.

Mr. McHugh's plunge into the agency side of the business came in February 1950 when he joined the Tracy-Locke Agency, Dallas, as radio-television director. In that capacity, he produced Light Crust Doughboys (with Hank Thompson) and the Welcome Neighbor show. Additionally, he was entrusted with the responsibility for supervising the seven-state southwestern radio-television campaigns for the Borden Co., Mrs. Baird's bread, Imperial sugar, Comet rice, Maryland Club coffee, Haggar slacks, Ireland's chili, King candy and Budweiser. It was during Mr. McHugh's tenure there that Tracy-Locke had the distinction of becoming the first agency in the Southwest to use and develop station ID announcements.

Mr. McHugh remained with Tracy-Locke until early this year when he went to Detroit to assume the post of head of the tv-radio department of Campbell-Ewald. He was elevated to vice president on Aug. 1 [BST, Aug. 2].

Through Mr. McHugh and his staff, Campbell-Ewald places the CBS-TV news show with Bob Trout and Allan Jackson, the Dinah Shore Show, and also places tv on local basis for the Chevrolet Dealers (except in New York), General Motors and Radio Mfg. Co. It was reported recently that the agency had signed for Treasury Men In Action for the Chevrolet Dealers. Mr. McHugh maintains his offices in the General Motors Bldg. in Detroit, though his busy schedule often takes him to New York and the West Coast. In the New York office of the agency, Don R. Benkhart works under Mr. McHugh's direction.

One pleasant interlude to Mr. McHugh's service in the Navy during World War II was an acquaintance with another naval officer, Ensign Alice (Sunny) Martens. They were married on March 18, 1943, in New York, in a ceremony that was hailed as the first wedding of naval officers during the war. They live with their daughter, Cynthia, in a farmhouse in Birmingham, outside of Detroit.

Mr. McHugh is an aviation enthusiast and holds a private pilot license. His other hobbies are horseback riding and breeding and showing German shepherds.

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Florida’s Newest VHF Station

WJNO-TV

100,000 WATTS

CHANNEL 5 – NBC PRIMARY AFFILIATE

NOW ON THE AIR!

serving . . . MIAMI and the PALM BEACHES

In AN 11-COUNTY AREA

POPULATION 932,465
FAMILIES 301,065
RETAIL SALES $1,213,246,000
EFF. BUYING INCOME $1,571,731,000
ALL MARKET DATA TAKEN FROM SALES MANAGEMENT, 1954

when it’s southern florida you want . . . take 5

LOWEST COST PER THOUSAND FAMILIES IN THE SOUTH

Represented by

MEEKER TV, Incorporated

New York  Chicago  Los Angeles  San Francisco

REGIONAL REPRESENTATIVE  JAMES S. AYRES --- ATLANTA, GEORGIA
mighty moving experience

7:30-7:45 Morgan Beatty and News of the World
   Sponsor: Miles Laboratories Inc.

7:45-8:00 One Man's Family

7:30-8:00 People Are Funny
   Sponsor: The Gillette Co.; The Toni Co.
   Division & Mars Incorporated

8:30-9:00 Dragnet
   Sponsor: Liggett & Myers Tobacco Co., Inc.

Moving to NBC; Premiere Oct. 5...
Speaking of moving ... the big surge is to NBC radio ... where listeners are moved to laugh, to cry, to buy. Programs and sponsors are switching. More and more listeners are switching. It's all part of the new excitement on NBC this Fall!

Take Tuesday night ... a great new day for radio. Two long-famous shows, Lux Radio Theatre and People Are Funny, are moving to NBC and bringing their fans with them. Other programs have been juxtaposed ... to make Tuesday night one solid can't-leave-it-for-a-minute mass of entertainment.

Side by side, the seven programs below, guarantee audiences in the millions at a cost in pennies, for every Tuesday night advertiser. If you move fast, there are still one or two opportunities for you to join this great NBC evening. We suggest that you call your NBC representative now.

No wonder the big Tuesday night shift is to NBC Radio

*a service of Radio Corporation of America*

Moving to NBC: Premiere Sept. 14...
9:00 - 10:00 Lux Radio Theatre
Sponsor: Lever Bros. Company

10:00 - 10:15 Fiber McGee & Molly**

10:15 - 10:30 The Great Gildersleeve

*Sponsored on other nights by The Gillette Co., The Toni Co. Division, and Radio Corporation of America.

IN RADIO!

NOW

FIRST

IN TV!

in Wichita Falls

Texas!

CBS AND DuMONT
TELEVISION NETWORKS

George Stanton

on all accounts

DURING his score of years in the advertising field, George Stanton has bought and sold a list of prominent accounts which reads like a veritable Who's Who of blue chip advertisers.

Mr. Stanton recently was appointed media director in the Chicago office of Dancer-Fitzgerald-Sample, thus marking his return to agency circles after a stint in station representative pursuits.

Among the accounts he has serviced, large and small, are such names as Standard Oil Co. (of Indiana), Pillsbury Mills, Procter & Gamble, Swift & Co., Morton Salt, Parker Pen, Milk Foundation and the National Dairy Council.

George Francis Stanton got his first fling at agency work in the early '30s as a sort of apprentice at J. Walter Thompson Co., with experience in research and other phases. A native of Chicago (born Oct. 3, 1910), George attended Bryn Mawr grammar school, Bowen High, Crane Junior College, the U. of Illinois and U. of Chicago.

He majored in advertising-journalism.

Mr. Stanton received much of his grounding in 1935-40 at the old Blackett-Sample-Hummert, handling merchandising and consumer research for three and a half years and serving as assistant space buyer for 18 months.

In the first post, he worked on consumer surveys, setting up and maintaining check groups of grocery and drug sales for sales and premium tests. He also conducted original taste tests on Cheerios, Kix and Ovaltine.

In 1940 Mr. Stanton moved to McCann-Erickson, working in media for six years and account chores for five. He directed the purchase of all media for midwest accounts. Later, as account executive and supervisor, he had overall charge of the day-to-day operation of the Standard Oil account.

After 11 years with the agency, Mr. Stanton transferred to the representative field, taking over as midwest television sales manager for Free & Peters Inc. There he worked with three salesmen on national spot sales for 17 stations, and sold a list of agencies and accounts.

In his new post, Mr. Stanton is responsible for such accounts as Cory Corp., Ekco Products and the newly-acquired Pfaff Sewing Machine account, all of which have bought broadcast media at one time or another.

Mr. Stanton married the former Mildred Johnson. They live with their two children—George, 16, and Richard, 11—in suburban Flossmoor. Hobbies: golf and woodworking.
ON THE AIR
NEW, POWERFUL "11" IN GREEN BAY PACKERLAND

WMBV-TV
CHANNEL 11

EXCLUSIVE NBC
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.
It's tobacco auction time in North Carolina! Those cash registers are really ringing. And this is only one reason why North Carolina rates more firsts in recognized market surveys than any other Southern state.

Selling this big, buying market is no mystery. More North Carolinians listen to WPTF than to any other station.
JONES TO HEAD TV PROBE; PLOTKIN MINORITY COUNSEL

Conservative Republican and liberal Democrat will be key figures in the Bricker investigation of television, set to begin Sept. 1. When Jones was FCC Commissioner and Plotkin FCC assistant general counsel, they had sharp differences which probably won’t be settled by joint service for the Senate.

ANY DOUBTS about a full-scale Senate investigation of networks, their regulation by the FCC, their commentators and the overall tv allocations picture were dispelled last Thursday with the appointment of former FCC Comr. Robert P. Jones to head the inquiry, and the imminent naming of Harry Plotkin, former FCC assistant general counsel, as a special staff member to represent the Democratic minority of the Senate Interstate and Foreign Commerce Committee.

While Mr. Jones’ appointment had been predicted for more than a month (B&T, July 5), the selection of Mr. Plotkin had developed as a possibility only in the last few days. Chairman John W. Bricker (R-Ohio) announced Mr. Jones’ appointment, effective Sept. 1. Mr. Plotkin, who was generally on the opposite side when both he and Mr. Jones were on the FCC, was tentatively offered the minority post by Sen. Edwin C. Johnson (D-Colo.), ranking minority member, and he is understood to have stated he would accept.

Counter Move

The third member of the investigatory group will be Nicholas Zapple, communications expert of the committee, who will be coordinator. Sen. Johnson had stated that if Mr. Jones were named, the minority would seek counsel to “offset” the former Ohio Congressman.

Mr. Plotkin himself was a controversial figure, exercising influence on FCC policies extending beyond the normal sphere of an assistant general counsel. Like Mr. Jones, he is now in private law practice in Washington.

Mr. Jones is a regular Republican and was identified with the Taft wing. Mr. Plotkin is a New Deal Democrat.

While details as to the manner in which the committee staff will function have not been evolved, and probably won’t be until after Labor Day, it is probable that preliminary studies will go forward both in New York (at headquarters of the national networks) and in Washington (FCC). The staff will have power to subpoena records and witnesses, and it is possible that executive sessions will be held for the taking of depositions and preliminary testimony.

The investigation stems from a bill introduced early this year by Sen. Bricker. The proposed legislation relates to network regulation only, but the scope of the inquiry now encompasses the whole television allocations structure, FCC administration and related matters. In effect, the full committee proposes to take over the activity of the Potter Communications Subcommittee which had conducted a two-month inquiry into the plight of uhf.

With Mr. Jones on the committee staff it is logically supposed that he will seek to have the investigation extend to the entire television patent-licensing structure. This was one of his projects while on the FCC, but it was dropped as not properly within the Commission’s jurisdiction. Then it popped up in the Dept. of Justice in anti-trust actions but was subsequently dismissed.

Although never formally mentioned by Sen. Bricker or committee staff members, it is considered a certainty that the role of radio commentators and analysts in influencing public opinion will play a part in the committee’s inquiry. Sen. Bricker is still smarting from the “opposition” of certain commentators to his proposed constitutional amendment on treaty-making. And Mr. Jones, while on the FCC, on occasions battled with Drew Pearson, who had charged him with being identified with an extreme right wing group in Ohio—a charge that became an issue in Mr. Jones’ confirmation hearing before the Senate.

Network policies on station affiliations—notably uhf’s—also is seen as a major issue. Networks are not now licensed by the FCC. The present network-monopoly regulations deal with stations “affiliated with networks,” rather than the networks as entities. Stations owned and operated by the networks, however, are subject to regulation on the same footing as independent licensees.

In almost every Congress since the advent of radio, there has been some discussion of how to regulate the networks without invading the forbidden field of censorship. Since the war and the flowering of television, the Hill sentiment has become more pronounced, hitting a high in the McCarthy-Ed Murrow controversy which terminated in CBS giving the Wisconsin Senator Mr. Murrow’s “See It Now” time, and picking up the $7,500 tab on film cost.

Sen. Bricker, likewise, privately has been critical of Mr. Murrow’s commentaries, but the network has backed Mr. Murrow. Because Mr. Murrow sits on the CBS board there has been some Congressional criticism that his views are those of the network’s ownership.

At week’s end, Mr. Plotkin was returning from a vacation trip to New Hampshire’s White Mountains. His appointment was expected as soon as he conferred with Sen. Bricker.

Sen. Bricker also said that the investigation would be undertaken by the three-man staff during the remaining months of this year. They are to report their recommendations to the full committee early in January when Congress returned, he said. At that time, Sen. Bricker said, he would hold a full hearing on the subject of licensing radio and tv networks and reopen the uhf-vhf aspects recently aired before Sen. Charles E. Potter (R-Mich.) and his subcommittee (B&T, May 24 et seq.).

A bill ($3 456) to bring radio and tv networks under FCC jurisdiction was introduced by Sen Bricker last May (B&T, May 17).

Mr. Jones, who is also a former Congressman from Ohio’s Fourth District (1939-47) was considered a particular foe of networks during his five years (1947-52) on the FCC. He also
THE GIGANTIC COLOR SHOW: NEW STAGE IN TV EVOLUTION

The coming season looms as the costliest yet for television network advertisers. NBC-TV's 'spectaculars' and CBS-TV's 'extravaganzas' may usher in a new type of network operation. Some of the shows will cost $300,000 each.

THE ADVENT of color and the emergence of the 'spectaculars' or 'extravaganzas' type of network tv programming make it obvious that advertising budgets in the 1954-55 season will be the biggest in broadcasting history.

To some observers, the 'uhf'-for ultra-high finance-productions in themselves could lead eventually to a type of network operation bearing little resemblance to the way the business is now conducted [Closed Circuit, Aug. 18].

Not all agree that the super-super program will revolutionize networking. They do agree that it is leading to revolutionary costs, some of them ranging up to around $300,000 per show (for time and talent).

"With that sort of money at stake," one network official observed, "you can't afford to have a flop."

NBC-TV has scheduled three series of spectacular type shows; CBS-TV, two. Somewhat paradoxically, in view of the amounts of money involved, all five series have long since been sold out.

Every Fourth Week

Each of NBC-TV's will be presented every fourth week: the first will start Sept. 12, produced by Max Liebman and scheduled 7:30-9 p.m. Monday evenings. Another Max Liebman production will start Sept. 25 and will be presented 9-10:30 p.m. every fourth Saturday; the third series, produced by Leland Hayward will open up Oct. 18 and appear in the 8-9:30 p.m. spot every fourth Monday. The kickoff programs in each series will star Betty Hutton, Ann Sothern, and Ginger Rogers, respectively. Sunbeam Corp. and Hazel Bishop Inc. will sponsor the first 10 programs in the Sunday night series while Reynolds Metal Co. picks up the last three; Oldsmobile division of General Motors will sponsor the Saturday night spectaculars, and Ford Motor Co. and RCA those on Monday evenings.

CBS-TV's plans call for a "twixt week" consisting of (1) once-a-month musical and variety extravaganzas to be called Shower of Stars, plus 2 dramatic shows in the intervening weeks, and an every-fourth-Wednesday series of dramatic plays and musical comedies under the title of Best of Broadway. Chrysler Corp. will sponsor the twin series, to start Sept. 30 in the Thursday 8-9:30 p.m. EDT period, while Westinghouse Electric Corp. will underwrite the series scheduled at 10-11 p.m. every Wednesday.

In addition to these NBC-TV and CBS-TV regular series—all of which are slated for presentation in color with the possible exception of Chrysler's three-a-month dramatic programs—there is upcoming the electrical industry's Light's Diamond Jubilee program on Oct. 24. This is a two-hour production to be carried on all four national tv networks (as compared with General Foods' 90-minute, four-network anniversary program last March and Ford Motor Co.'s two-hour, two-network anniversary observance the preceding June).

Another big-budget one-time production on the horizon is a two-hour performance of "Macbeth," starring Maurice Evans and tentatively set for NBC-TV presentation under Hallmark greeting cards' sponsorship in November.

The NBC and CBS television networks are key exponents of the big production principle, though neither expects to expand its roster of spectacular-type productions—for the current season, at any rate.

ABC officials disavow any intention of getting into the high-high-cost production race, and DuMont authorities similarly indicate they will stick to the more conventional formulas.

One top executive at ABC said flatly he felt spectacular-type programs give television the flavor of motion picture theatre operation. "It's like looking at the sign on a moving picture house and deciding from that whether you want to go in," he said, contending that that, like radio, fares best through week-in, week-out good programming that will draw viewers to their sets regularly without need for splashy promotion and lush expenditures.

Exponents of the spectacular, on the other hand, maintain with equal vigor that it is a type of programming that will strengthen ratings not only for that particular show but also for the shows around it, and that, among other benefits, it has a great merchandising potential and, through the publicity such big shows naturally attract, both in the trade and among viewers, will serve as effective added advertising for both the networks and stations as well as the sponsored products.

In reply to the latter claim, an opponent took
TIME BUYING ON THE INSTALLMENT PLAN

RESULTS of an experimental “pay-as-you-go” installment plan for radio and television advertisers were outlined at a news conference in New York last week by Leon P. Gorman, general manager of WABI-AM-TV Bangor, Me., and described as creator of the radio concept.

Mr. Gorman, who voiced the belief that this represented the first attempt to adapt the installment technique to the radio and tv sales field, reported that over the past six months eight advertisers are participating in the plan on his stations, six of whom are new accounts and the other two old clients who have increased their expenditures. Billings for the eight advertisers amounted to more than $14,000, Mr. Gorman said, but he stressed that advertisers were hand-picked for the experiment, and no attempt was made to make the plan available to large groups of advertisers.

Starting today (Monday), the plan will be extended to any interested advertiser and the stations will launch a vigorous sales campaign, according to Mr. Gorman. He expressed the belief that the installment technique will appeal particularly to those businesses which have used little or no radio and television advertising, as well as those who have been using the media on a seasonal basis. He explained that the latter category of sponsors might be persuaded to increase their budgets if they are given the opportunity to spread their payments over an extended period. He described the plan this way:

WABI-AM-TV have to them $100,000 at the Merchants National Bank of Bangor. When the advertiser approaches an advertiser, they can offer him a 12-month campaign. The advertiser can choose his own campaign on a regularly-scheduled basis, seasonal or spot saturation. He signs a regular radio or tv standard loan form from the bank and is given a payment book. He pays a stipulated amount monthly to the bank and is credited with the equivalent in time on either radio or tv or both at the stations, to be used at his discretion. The loan is deposited and discounted in the station account, and the station pays the interest rate for the loan.

Mr. Gorman said he felt the plan would aid the large as well as smaller advertisers, pointing out that the former are enabled to increase the amount of time without straining their budget because they can be assured of radio and tv campaigns “when they want them, where they want them and how they want them.” He added that the “pay-as-you-go-plan” should draw more advertisers into radio and tv, because “like other installment plans, it puts advertising within the reach of everyone.”

Gillettesue Two

For ‘Be Sharp March’

GILLETTE SAFETY Razor Co. filed suit last week in Los Angeles Superior Court against Mahlon Merrick, composer of Gillette’s “Be Sharp” radio-tv musical theme, stating Mr. Merrick did not have the right to use the composition without Gillette’s permission. The suit asks $500,000 damages, but the primary purpose of it is to prevent its over-popularization with attendant parody versions such as featured use of NBC Radio’s and NBC-TV’s Dragnet theme, stated Leon Kaplan, Gillette attorney.

Co-defendant with Mr. Merrick is David M. Gordon, owner of Marlene Music Co. and Gordon Music Co. Mr. Gordon claims he received the right to publish sheet music from the composer and that he set recording dates for Gillette’s “Be Sharp March.” Mr. Merrick denies this, stating he merely gave Mr. Gordon the right to collect certain ASCAP royalties for him. However, both are named as defendants, although Mr. Kaplan says that an agreement has been reached with Mr. Merrick. The suit does not include RCA Victor, who recently produced a “Be Sharp” version for use by the Boston Pops Orchestra. An arrangement is being worked out with RCA, Mr. Kaplan states.

Bailey to Cohen As V. P.

ARTHUR A. BAILEY, former president of Ward Wheelock Co., Philadelphia, has joined Harry B. Cohen Adv., New York, as vice president and member of its account management group. The Philadelphia agency, of which Mr. Bailey had been president for about three years, announced last spring that it would cease operations as a result of its loss of the Campbell Soup Co. account [BT, April 5].

Piel Bros., Atlantic

To Sponsor Eagles’ Games

PLANS were announced last week by Piel Bros., Brooklyn, to co-sponsor all 18 games of the Philadelphia Eagles professional football schedule over 16 radio stations, with six of the contests to be simulcast over seven television stations. Co-sponsor is Atlantic Refining Co., Philadelphia.

Piel Bros. already is sponsoring a news show, spot announcements, a half-hour weekly television show, Adventures of the Falcon, over WPTZ (TV) Philadelphia.

Tareyton Campaign Launched

AMERICAN TOBACCO Co., New York, has launched four-week spot campaigns on radio and television to coincide with the introduction of the filter tip Herb Tareyton cigarettes in various parts of the country, starting in New York and New England yesterday (Sunday); New York, Sept. 7 and on later dates elsewhere. Television commercials on the new product will be used on The American Tobacco Theatre (NBC-TV, Mon., 9:30-10:30 p.m. EDT) and Private Secretary (NBC-TV, Sat., 10:30-11:30 a.m. EDT). Agency is BBDO, New York.

Citrus Test in Erie

FLORIDA CITRUS COMMISSION, in cooperation with the U. S. Dept. of Agriculture, is conducting an intensive four-week market test of frozen grapefruit sections in the Erie, Pa., area. Radio and television on the local WICU (TV) and WERC will play an important role in the survey, which is designed to evaluate the effectiveness of the promotion campaign and to measure consumer acceptance of the product.
EACH GAME of the 1954 World Series, to be broadcast exclusively by MBS [B&T, Aug. 18], will be preceded and followed on the network by a 15-minute warm-up and round-up program sponsored by Allstate Insurance Co. on behalf of its more than 2,000 agents in the U. S. and Canada. L to r: Virgil Reiter, Mutual midwest operations sales manager; Dave Ellis, Allstate vice president in charge of sales; H. E. Christiansen, president, Christiansen Advertising Agency, and A. E. Spottke, Allstate vice president in charge of public and industry relations.

SPOT NEW BUSINESS

Halogene Corp. (arthritic remedy), Newark, N. J., launching 26-week radio spot saturation campaign in dozen markets in East, South and Midwest, including New York, Cincinnati, Atlanta and Birmingham. Agency: Radio Adv. Corp. of America, Jersey City, N. J.


NETWORK NEW BUSINESS

Beltone Hearing Aid Co., Chicago, to sponsor alternate Tuesday programs of Gabriel Heatter's news show (MBS, Mon.-Fri., 7:30-7:45 p.m. EDT), starting Sept. 21. Agency: Olian & Bronner, Chicago.

General Foods Corp. (Jell-O), N. Y., to sponsor Mon.-Wed.-Fri., portions of Breakfast Club (ABC Radio, Mon.-Fri., 9-10 a.m. EDT), starting Sept. 20 and ending Oct. 1. Agency: Young & Rubicam, N. Y.

American Home Products Corp., N. Y., and Carter Products Inc., same city, to sponsor Name That Tune (CBS-TV, Thurs., 10:30-11 p.m. EDT) on alternate weeks starting Sept. 2.

Quality Goods Mfrs. Inc. (Anson Inc., Providence, men's jewelry and Jacoby-Bender Inc., N. Y., watchbands) sign as third participating sponsor, Stop the Music (CBS Radio, Tues., 8:30-9:30 p.m. EDT).

Calgon Inc. (water softener), Pittsburgh, signs for sponsorship of 10-minute commentary by Galen Drake on CBS Radio (Sat., 10:45-10:55 a.m. EDT), effective Sept. 11. Agency: Ketchem, MacLeod & Grove, same city.

Block Drug Co. (Minipoo Dry Shampoo, Pos- lam Ointment and Alkaid), Jersey City, N. J., to sponsor five-minute across-the-board strip It Happens Every Day (MBS Mon-Fri.), starting early October. Agency: Emil Mogul Co., N. Y.

Tube Div., General Electric Co., Schenectady, N. Y., plans participations on Today (NBC-TV, Mon.-Fri., 7-9 a.m. EDT) starting in September. Agency: Maxon Inc., N. Y.


SPOT RENEWALS

Bowman Biscuit Co., Denver, renews Liberace Show for 26 weeks in 12 markets, announces real films Co., N. Y. LaClide Gas Co., St. Louis, renews program for 39 weeks in that city. Agencies: Ball & Davidson, St. Louis (Bowman), and D'Arcy, St. Louis (LaClide).

NETWORK RENEWALS

Shelly Oil Co., Kansas City, Mo., renews Alex Dreier news program on 30 NBC stations (Mon.-Fri., 7-7:15 a.m. CDT) and This Furrin Business, same network and stations, (Sat., 7-7:15 a.m. CDT), each for 52 weeks effective Aug. 30. Agency: Henri, Hurst & McDonald, Chicago.

Dr. Thomas Wyatt renews Wings of Healing, institutional program of hymns and sermons, featuring himself, on ABC Radio (Sun., 2:30-3 p.m. EDT) for 52 weeks effective Aug. 22. Agency: Century Adv., Portland, Ore.

A&A PEOPLE

Joseph M. Waters, vice president in charge of sales and advertising, Clinton Foods Inc., Auburndale, Fla., additionally appointed executive vice president, Snow Crop division.

Edward L. Segrist, manager, Kansas City branch, Bozell & Jacobs, to Rogers & Smith, Potts-Turnbull, same city, as vice president and account executive.

Marvin Corwin, vice president and account supervisor, Benton & Bowles, N. Y., to Doyle Dane Bernbach, N. Y., as head of plans and television departments.

John O'Donoghue, advertising manager, Indian Head Mills Inc., N. Y., promoted to director of advertising and public relations; John H. Thomas Jr. succeeds Mr. O'Donoghue.

W. W. McMillen, Cincinnati district manager, Maxwell House div., General Foods Corp., N. Y., promoted to eastern regional sales manager.


Gerry Colson, Zellerbach Paper Co., San Francisco, promoted to assistant advertising manager.


Claude E. Davis, account executive, and Dorothy E. Montague, assistant account executive, production coordinator and media planner, Galen E. Broyles Co., Denver, appointed vice president and assistant treasurer, respectively.

Al Cirillo, formerly sports promotion director, Jacob Ruppert Brewery, N. Y., appointed vice president in charge of tv and public relations, Mahoney & Howard Inc., same city.

John C. Henry, promotion and publicity director, KXOK St. Louis, to Warner & Todd Inc., same city, as account executive.

Paul G. Conroy, Al Paul Lefton, N. Y., to Maxon Inc., Syracuse, as an account executive.

Arthur Bindrim, account executive, Paris & Pearl, N. Y., to commercial div., Blaine-Thompson Co., same city, as merchandising and account executive.


John F. McKay, copy chief, Anderson & Cairns Inc., N. Y., promoted to creative director and head of creative plans board.

Raymond R. Rehmann, BBDO, N. Y., transfers to Hollywood office as publicity director.

S. B. Hayward, radio-tv director, James Lovick & Co., Montreal, transfers to Toronto office in same capacity.


Republic Planning $3 Million Expansion

FINAL THIRD of its $3 million expansion program has been announced for Republic Studios by President Herbert J. Yates. The new facilities, including office buildings, technical equipment, cutting and projection rooms, are needed to handle the upsurge of motion picture and tv film production in addition to Republic's own increased filming schedule for 1954-55, he reported. Four sound stages, completed last year as part of the three-year program, bring the lot's total to 19.

An office building and a street are being constructed for Republic Productions, which has recently signed a five-year lease with Republic. At the present time Revue has six series before the cameras, Adventures of Kit Carson, City Detective, CBS-TV's Ray Milland Show and General Electric Television Theatre, ABC-TV's Pepsi-Cola Playhouse and an anthology series for Heinz Soups.

Studio City Television Productions, a Republic subsidiary, has just completed 26 films in Stories of the Century. Preparing to shoot an additional group for the series, it also has That's Hollywood on the upcoming schedule. Guild Films, which has just finished 26 Joe Palooka pictures for RKO, is taking a brief hiatus before starting the next 26 films.

Values of Syndication, Film Extolled by Savin

AT A MEETING in Hollywood last week of the Motion Picture Industry Controllers, Lee Savin, a film executive vice president of United Television Programs, declared "Film as a medium and syndication as a vehicle are the only places where tv programming can expand." A tv film gives an advertiser the highest ratio of sales per tv dollar. And, he added, "syndication gives every sponsor, local, regional or national, an opportunity to get his share of the 66.7% of impulse purchases that occur in mass purchasing outlets. Getting a good share of this percentage of impulse sales can be controlled through proper use of tv on a market by market basis."

Explaining the trend of national sponsors to spot their markets and time periods on the increase, he said, after the sale of the tv film series is concluded, the job of service is only beginning. "We must continue to give service and more service, promotion-wise, merchandising-wise and product-wise," he added, "so that we can complete the important job, that of selling the sponsors' products."

'Sanctum' Becomes Eighth NBC Film in 100 Markets

INDUSTRY-WIDE record was claimed last week by the NBC Film Div. in announcing that, with the sale of Inner Sanctum in its 100th market, the division currently has eight tv film series running in 100 markets or more.

Carl Stanton, vice president in charge of the division, said this is the largest number of series sold in 100 or more markets by a single syndicator. Other properties sold in more than 100 markets, he added, are Dangerous Assignment (171); Badge 714 (166); the hour-long Hopalong Cassidy (146); Paragon Playhouse (134); Captured (118); Victory at Sea (111), and the half-hour Hopalong Cassidy (106).

"In sharp contrast to the current wave of price cutting and short-term deals, which threaten the foundations of the film syndication business," Mr. Stanton declared, "this record substantiates our original premise that advertisers and stations pay for value received: top quality programs distributed by an established syndicator, who also provides the many services required to build local audiences and product sales."

Stars Will Gain Ownership Through Synd. Tv—Krasne

INCREASED USE of syndicated tv as a vehicle for stars to secure stock ownership in a film business was predicted by Philip N. Krasne, president of United Television Programs, when he addressed the monthly luncheon meeting of an informal gathering of motion picture and tv accountants in Hollywood last week. The banks, he pointed out, now appreciate the soundness of such ventures.

"A pattern exists where an independent tv operation, properly established with a sound property and a star can borrow money based on the distributor's guarantee of ultimate grosses," he declared. A convincing factor, he added, is that distributors now make firm contracts with stations for 52 weeks and that such contracts are almost 100% collectable.

Citing UPN's Lone Wolf series as an example, Mr. Krasne revealed a corporate set-up, which worked out with star Louis Hayward. They obtained a commitment from the Chemical Bank & Trust Co. of between $750,000 and $1 million for production, with Mr. Hayward and Gross-Krasne Inc. supplying the balance. Before they drew on the bank loan for the second group of 13 films, he said, "UPN already had contracts in existence to cover the total bank loan. Thus when the production unit called on the bank for finances for the third group of 13 films, the bank in effect was only factoring already existing firm contracts."

Lone Wolf is sold in nearly 100 markets, he concluded, and "is just reaching the prime of its distribution."

'Three Lives' Sales Hit 178; 97% Renew

TOTAL sales of Ziv Television Programs' I Led Three Lives have reached the 178 mark, with 97% or 133 of the markets carrying the program. The program renewed for second year, it was announced last week by M. J. Rifkin, vice president in charge of sales for Ziv Tv.

Among the large renewal orders achieved during the past week, Mr. Rifkin said, was a nine-station purchase by Pfeiffer Brewing Co., Detroit, through Maxon Inc., Detroit. Markets bought by Pfeiffer are Detroit, Toledo, and seven cities in outer Michigan, Ohio and Indiana.

One sidelight to the program cited last week by Ziv Tv, is "a sky-rocketing demand for the services of Herbert A. Philbrick as a lecturer." It is reported that Mr. Philbrick, who is the former FBI counterpussy upon whose experiences the series is based, is booked for more than 20 speaking engagements from Sept. 21 through Nov. 18.

PRODUCTION of Television Programs of America Inc.'s new film series, Captain Gallant of the Foreign Legion, is worked out by Milton A. Gordon (r), TPA president, and Buster Crabbe, star of the program. The series is being filmed on location at Foreign Legion headquarters at Sidi bel Abbes, North Africa.

Ziv's 'Corliss Archer' Sold to 70 Advertisers

TOTAL SALES on the new Ziv Television Program show, Meet Corliss Archer, have reached 79, it was reported last week by M. J. Rifkin, vice president in charge of sales.

Most recent sales, he said, were to Nash Coffee for Sioux Falls and Fargo, S. D.; Oscar Mayer Meat Packers for Madison and Davenport, Iowa; Kroger's Stores for Cincinnati and Peerless; Renuzit Home Products Co. for Baltimore; Peter Hand Brewing Co. for Chicago, and Safeway Stores, for Washington and Harrisonburg, Va.

Natl. Biscuit, Harvester To Sponsor 'Halls of Ivy'

JOIN'T tv sponsorship of Halls of Ivy by the National Biscuit Co. and International Harvester Co. is final and the program will make its debut on CBS-TV Oct. 19, it was announced last week [AT DEADLINE, Aug 19].

The program, a television Programs of America (TPA) series, will fill the Tuesday 8:30-9 p.m. EST period on the network and will star Ronald Colman and his wife, Benita Hume. Both starred in the radio version.

McCann-Erickson, New York, is the agency for National Biscuit, and Leo Burnett Co., Chicago, for International Harvester.

Syndication Firm Set Up For 'Mr. & Mrs. North'

A NEW firm, Advertisers' Television Program Service Inc., to syndicate the half-hour Mr. & Mrs. North tv film series was announced last week. The 57-episode comedy-mystery films star Barbara Britton and Richard Denning and are produced by John W. Loveton.

Maurie H. Gresham, formerly with Motion Pictures for Television, is vice president of the new distributing company which will head-
WATCHING THE preparation of the first commercial use of RCA's 3-Vidicon multiplex color film projector as it made its debut on My Favorite Story over WNBT (TV) New York Aug. 16 are (1 to r): Hamilton Shea, general manager, WNBT-WNBT New York; Jim Beall, program developer, BBDO; M. J. Rifkin, vice president in charge of sales, Ziv TV Programs Inc., and Stan Parlon, NBC color film consultant. Also used for the first time Aug. 16 was 35mm color film on a regularly-scheduled program. Ziv's motion picture "The Empty Holster" was chosen as the film. Schoefer beer was the sponsor and BBDO its agency.

quarter at 9100 Sunset Blvd., Hollywood. Charles C. Allup is western sales manager. Mr. Gresham said plans call for offices in New York and in the South. KTTV (TV) Los Angeles already has signed for the series, he said.

FILM SALES


CBS-TV Film Sales, N. Y., reports Amos 'n' Andy tv film series sold to WLBC-TV Muncie, Ind., KVDO-TV Corpus Christi, Tex., WCBS-TV New York and KSWS-TV Rosewell, N. M.

TeeVee Co., Beverly Hills, Calif., announces sale of This is Charles Langan to WKAR-TV East Lansing, Mich., WHA-TV Madison, Wis., KUHT (TV) Houston, KQED (TV) Berkeley, Calif., KTVE (TV) Los Angeles and WCET (TV) Cincinnati, all educational stations.

FILM DISTRIBUTION

Guild Films Co., N. Y., announces distribution in late September of 26 half-hour Conrad Nagel Theater film series produced by Andre Luotto Productions, same city. Series includes adaptations of stories by leading contemporary writers and outstanding past authors.

Atlas Television Corp., N. Y., announces Hollywood to Broadway, tv film series featuring scenes from current motion pictures, ready for distribution with plans to distribute in markets where the motion pictures are being released.


FILM PRODUCTION

Screen Gems Inc., Hollywood, filming in color "Magic Formula" for NBC-TV Ford Theatre, with Claudette Colbert making tv film debut; Michel Kralke and Fred F. Sears are producer and director, respectively, of film based on original script by Marianne Mosner. Recently completed by Screen Gems for Ford Theatre were "Summer Memory," with James Barton, and "The Road Ahead," with Rory Calhoun, both actors making tv film debuts.

RANDOM SHOTS

Cine-Tel Associate Productions established in New York with John P. Ward as president, for production of industrial, public relations and sales training films, tv packaging and tv film distribution.

Telecine Recording Studios Inc., Park Ridge, Ill., changes corporate name to Telecine Film Studio Inc. to encompass film operation.

FILM PEOPLE

William Veneman, formerly national sales manager, KABC-TV Los Angeles, to sales staff, Television Programs of America, N. Y., as account executive with headquarters in San Francisco.

Mickey Dubin, formerly vice president in charge of sales and client relations, Robert Lawrence Productions Inc., N. Y., to MCA TV-Ltd., same city, in sales capacity.

Milton A. Gordon, president, Television Programs of America, N. Y., to speak on "Motion Picture and Television Programming Financing" as part of panel on "Secured Commercial Financing" at annual convention of Commercial Finance Industry Oct. 11-12 in New York.
Iowa has six Metropolitan Areas which, all combined, do 32.8% of the State's Retail Sales, as shown at the right.

Quite a number of radio stations can give you high Hoopers etc., in ONE Metropolitan Area. WHO gives you high coverage in virtually ALL the State's Metropolitan Areas, plus practically all the REMAINDER of Iowa, too!

At 9 a.m., WHO gives you 74,526 Actual Listening Homes for only $47.50 (15.7 LISTENING HOMES per PENNY!)

According to the authoritative 1953 Iowa Radio-Television Audience Survey, 74,526 homes all over Iowa are actually tuned to WHO at 9 a.m., every average weekday. Figuring time costs at our 1-minute, 26-time rate, WHO gives you 15.7 actual listening homes, per penny!

That's the result of ALL-STATE programming, ALL-STATE Public Service, ALL-STATE thinking, here at WHO. Ask Free & Peters for all details!

FREE & PETERS, INC., National Representatives
to “Carroll” about!

Now... Minute Commercials—coast-to-coast—
in peak morning time for as low as $1,300 a message

Listeners this fall are going to have a lot to carol about when “Story Time,” starring gifted actress Madeleine Carroll, will be presented 5 days a week from 10:35 to 11:00 AM over Mutual, the network for Radio-PLUS.

This is dramatic news for millions of housewives, but even more so for advertisers throughout the nation.

Why so dramatic? Simple: You see, the Madeleine Carroll show brings to daytime radio the successful, proven formula—top-flight dramatic shows plus low-cost flexible purchases—that has made Mutual’s evening Multi-Message Plan the most popular, most widely sold participation plan in network radio.

And now here’s a brief run-down on Mutual’s new daytime Multi-Message Plan...

THE TIME: Monday through Friday, 10:35 to 11:00 AM. A time deliberately selected to reach millions of housewives and help them make up their minds while they’re making up their marketing lists—and timed when TV competition is at a minimum!

THE PLACE: “Story Time” has been carefully placed in a solid commercial program block—preceded and followed by full-network commercials. It will be heard over the more than 500-station Mutual Network—over 300 located in markets that TV and other media sparsely penetrate.

THE GIRL: Madeleine Carroll... star of radio, television, films, and theatre... doubles as storyteller and leading actress in “Story Time.”

It’s a listener-winning combination. Last year when Miss Carroll and her talented cast were presented in the evening, ratings jumped 20%.

THE OPPORTUNITY: Never before have national advertisers been offered morning participations on Mutual. Never before, on any network, have they been offered participations in a name-star dramatic vehicle...in a longer than fifteen-minute show...in such early morning time. Priced as low as $1,300 a participation, for time and talent, Mutual’s morning Multi-Message Plan has been designed to duplicate the proven success of the evening participation formula.

Because we can only accommodate one product of a kind, you’d better hurry—if you want to “Carroll” with us!

MUTUAL Broadcasting System

THE RADIO NETWORK FOR ALL AMERICA— A SERVICE OF GENERAL TELE RADIO, INC.
Depends on Box Office

THE TILL at the box office will be the determining factor on whether symphony concerts will be common fare on theatre screens using closed circuit television. The opening performance of the New York Philharmonic Symphony Oct. 7 will be fed to some 22 theatres with more expected by Dor's Theatre Television in the future. Dor's president, Edmund Dorfman, said local promotion will accompany the telecast performance. Symphonic performances from Boston and Philadelphia, for which Dor, a New York firm, holds an option for a number of years, will be included should the initial telecast prove profitable. Dor is asking for a straight 45% of the box office. Conductor and soloists receive $1,000 extra each for the closed circuit performance and musicians get an extra $38.50 each. The National Federation of Music Clubs is giving official recognition to the premiere telecast as a "sponsor."

23 Theatres to Carry Fight, More in Prospect, TNT Says

TWENTY-THREE theatres had accepted terms as of last week for closed circuit telecast of the Rocky Marciano-Ezzard Charles heavyweight championship bout to be held Sept. 15 at Yankee Stadium, with expectations that the total number of theatres will be higher than 70, according to Theatre Network Television Inc.

TNT's total was announced only a few days after negotiations for the telecast was begun. The first Marciano-Charles fight, shown in 61 theatres last June 17, broke all records in the closed circuit field, TNT asserted.

For the fight telecast, TNT is asking theatres for 50% of box office receipts.

At the same time, a spokesman for national theatres in Hollywood said TNT canceled $200,000 worth of orders for equipment which reportedly was to have been used to televise the fight in 16 cities. TNT would neither confirm nor deny the reported West Coast cancelation.

LONG-TERM $91,000 contract for use of Clubtime Productions Inc., Hollywood, format of voice tracks by recording stars to introduce their numbers is formalized by Larry Buskett (!), now Clubtime executive vice president and previously general sales manager, KLAC Hollywood, and his former boss, M. W. Hall, KLAC president and general manager.

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TVB SALES PROMOTION PLAN RATIFIED; JOINT GROUP PLANS SEPT. 2 MEETING

NARTB's TV Board and TVAB both approve merger plan in mail ballots. Formal debut of all-industry advertising bureau will be in charge of temporary board meeting scheduled in Chicago. Membership and dues structure to be reviewed when permanent board is formed.

TELEVISION's all-industry sales promotion project (Television Bureau of Advertising Inc.) has been ratified by its two sponsoring groups—NARTB Television Board and Television Advertising Bureau. NARTB's TV Board members approved the merged promotion bureau in a mail ballot, according to Clair R. McCollough, Steinman Stations, who is TV Board chairman. Friday was deadline day for the referendum.

TVAB's Executive Committee also approved the project in a similar ballot, according to a telegram sent Mr. McCollough by Richard A. Moore, KTV (TV) Los Angeles, TVAB committee chairman. TVAB thus winds up its short but exciting career.

With ratification of the new TV project by the directing boards of the two founders, formal steps can now be taken to set up the independent advertising bureau organization during the autumn timebuying season. Messrs. McCollough and Moore were co-chairmen of the 10-man group that drew up the TVB merger format.

The 10-man group, acting as a temporary board, will meet in Chicago after the NBC-CBS affiliate meetings starting next week. The organization meeting will be held Sept. 2 in the Blackstone Hotel.

Mr. McCollough said ratification of the merger plan removes formal obstacles to creation of TVB. He will meet Monday in New York with Thad Brown, NARTB TV vice president and counsel, to work out charter details with attorneys. A Delaware corporation will be formed. Basic details, including by-laws and line of authority, have been worked out. The charter is being handled by the law firm of Paul, Weiss, Rifkind, Wharton & Garrison.

NARTB has withdrawn from TVB now that its TV Board has ratified the merger, except for routine financial and operational matters. A new concept of an independent TV sales bureau was developed quickly and a membership-organization meeting was held May 24 during the NARTB Chicago convention. At that time over 100 stations indicated interest in TVB.

NARTB continued with its long-range promotion plan, insisting that an advertising bureau could not be set up unless all facets of the medium were included. TVAB, on the other hand, considered network-owned stations as its primary interest. Merger efforts developed after the NARTB TV Board decided at its June meeting to go ahead with its promotion plans despite TVB, emphasizing that it also would continue work on an independent TV set census and circulation project.

The merger move led to a June 30 meeting of NARTB and TVAB representatives in Washington. They agreed to merge their plans and then ratified the whole project at the Aug. 5 meeting.

AAAA Sets Dates For Regional Meets

ADVANCE information on dates and places of fall regional conventions was announced last week by the American Assn. of Advertising Agencies.

First of the season will be the AAAA Pacific region annual meeting held for member agencies west of the Rockies Sept. 26-29 at the Hotel Del Coronado, Coronado, Calif. Ross H. Baker of Ryder & Ingram Ltd., Oakland, Calif., who is chairman of the Pacific region, is in charge of program plans.


The Eastern annual convention AAAA New York, New England and Atlantic councils will be held Nov. 22-24 at the Roosevelt Hotel, New York, with Donald K. Clifford, of Doherty, Clifford, Steers & Shepley, chairman, New York council, in charge.

The East Central region convention for Michigan, Ohio and Pittsburgh members will be held in Detroit in late October. Exact day and location are still to be announced.

Sweeney Advises Stations: Treat Sales Staffs Well

RE-EVALUATE your sales organizations, station managers were advised by Kevin Sweeney, president, Broadcast Advertising Bureau, saying there are not enough salesmen to cover the territory, that these salesmen are properly trained and equipped with sales ammunition, and that they are properly compensated for their work.

Mr. Sweeney spoke at a luncheon meeting of the Southern California Broadcasters Assn., held in conjunction with BAB'S Los Angeles Clinic
Of All TV Stations in the Fabulous Puget Sound Area

Only KTNT-TV

CHANNEL 11

COVERS ALL FIVE IN ITS "A" CONTOUR

SEATTLE: Seattle is now the 17th city in the United States and is the largest city in Washington. It is located 7 miles across Puget Sound to the east and north of KTNT-TV's new 316,000 watt transmitter site. Seattle residents constitute approximately one third of KTNT-TV's market population.

TACOMA: Home city of license of KTNT-TV, Tacoma is located 12 miles south and east of KTNT-TV's new transmitter. It is the dominant industrial area of Pierce County which is the second most populous county in the state.

BREMERTON: Bremerton, famous naval base of the Pacific Northwest, lies west of Seattle across Puget Sound. It is located in Kitsap County, the same county in which the new KTNT-TV transmitter site is located.

OLYMPIA: Capital of the state, this famous early Washington settlement lies at the southern end of Puget Sound. Its beautiful government buildings are a tourist attraction for the thousands who visit the Puget Sound country each year.

EVERETT: The northernmost city of "Middle Puget Sound", Everett is one of the centers of pulp and paper production in the Pacific Northwest. It has steady industrial payrolls for its people.

KTNT-TV

CHANNEL 11 • NOW 316,000 WATTS

Antenna Height 1000 Ft. Above Sea Level

For the SEATTLE - TACOMA - PUGET SOUND AREA

"A" Contour Population Over 1,200,000

CONTACT WEED TELEVISION
LAWYERS BACKTRACK ON RADIO-TV BAN, WOULD GIVE WITNESS RIGHT TO REFUSE

American Bar Assn. convention gives an inch in its opposition to broadcast media coverage of hearings. An earlier recommendation had asked that mikes and cameras be barred entirely.

RECOGNIZING that Congressional committee investigations currently are being both broadcast and televised—and that, perhaps, radio-tv might well be granted semi-equal access to news at public hearings—the American Bar Assn. last week backtracked, at least for the record, in its opposition to broadcast media in a grudging concession that radio and television may well be around a long time on Capitol Hill.

After heated debate, the ABA's house of delegates approved a recommendation that, when and if Congress adopts a uniform code of procedure for such probes, it should grant any witness the right of refusal to testify in the presence of tv cameras and radio microphones, providing the witness makes his desires known to the committee sufficiently beforehand.

A Senate rules subcommittee had been studying the controversy, having already accepted testimony from top industry leaders [B&T, Aug. 9].

In so doing, the ABA rejected, at least officially, its long-standing proposition that no investigation should be either broadcast or telecast. The reason: The ABA suddenly discerned, it would seem, that it was out of step with the temper of the times, and had settled for a reservation. The recommendation was approved earlier by the bar association's board of governors.

After having received a distinct shot in the arm from Judge Harold R. Medina, U. S. Court of Appeals, New York, who contended that it is "practically impossible" to "ascertain the truth" in a courtroom in the presence of radio and/or television (see separate story), the ABA policy group watered down its earlier ban proposal, which was based on a report submitted by Whitney North Seymour and his committee on "Individual Rights as Affected by National Security" [B&T, Aug. 16].

Judge Medina was talking about radio and tv in the nation's courtrooms, however, and there is an appreciable difference between judicial and legislative committees, ABA acknowledged in effect. Even so, ABA's controversial Canon 35, prohibiting broadcasts or telecasts or other pictures of such hearings, is likely to remain on the books for some time (see separate story).

No effort was made to alter its provisions at the 77th annual meeting of ABA at Chicago's Conrad Hilton, Blackstone, Congress and Sheraton hotels last week.

What the board of governors and house of delegates approved at last week's conclave was merely the reservation contained in the Seymour report:

"If Congress does not adopt the earlier recommendation of the association barring such broadcasts entirely, the witness should at least have the right to testify without television or radio broadcasting, providing he notifies the committee of his desires a reasonable time prior to the hearing. He should be permitted to make this decision in advance, not under public scrutiny, and no prejudice should be allowed to attach to his decision."

A proposal that a witness in a congressional probe be permitted to make his request for refusal "under public scrutiny" and "at any time" was beaten down after considerable debate that threatened to disrupt the delegates' proceedings.

The governors reportedly asked for quick approval of recommendations, relating to broadcast media and other matters, without delving into the separation between committee conclusions and actual recommendations. As a consequence, but not for lack of time, the Seymour committee's report, plumping for an outright ban on radio-tv coverage in committee sessions, was not voted upon.

Some lawyers openly harangued and exhibited defiance over the committee's proposed code for Hill inquiries, claiming it was "unrealistic." Total of 224 members comprising city and state bar groups makes up the house of delegates.

Other amendments adopted in the form of Hardy vs Halley

RALPH W. HARDY, vice president of NARTB, will uphold radio's viewpoint in debate with Rudolph Halley, who served as legal counsel to Kefauver Crime Committee, on "Is Radio-Tv Exclusive From Government Hearings Justified?" over ABC's Town Meeting of the Air program on Aug. 24, 9-9:30 p.m. (EDT).

Hardy, who is president of the Hollywood Broadcasters Assn., has been critical of federal TV-crime coverage, while Halley, a California radio broadcaster,media lawyer, and Southern California Broadcasters Assn. president, expressed the viewpoint that "Freedom of Access to the Press and Public Hearing by the Courtrooms" was a "Legitimate Right" of the public.
Everyone has something he does best... and chances are that the person who specializes in a single skill will do it far better than the one with divided interests. We can't speak for others—but, in our case, exclusive attention to the rendering of quality television representation attracts quality TV stations such as the leaders shown below. There is, we suggest, a potentially profitable thought for others in this continuing success.

Harrington, Righter and Parsons, Inc.

New York
Chicago
San Francisco

WAAM Baltimore
WBEN-TV Buffalo
WFMY-TV Greensboro
WDAF-TV Kansas City
WHAS-TV Louisville
WTMJ-TV Milwaukee
WMTW Mt. Washington

television—the only medium we serve
radio and television broadcasting can report court proceedings "without impairing, in any way, the essential dignity and decorum of the courtroom" and both media have already done so "convincingly," Judge Justin Miller told the American Bar Assn. last week.

The former Washington school board chairman spoke on a panel discussing "Court Room Publicity and Amendments to Canon 35" at a session of ABA's Judicial Administration Section Monday.

ABA's Canon 35, which drew heavy fire from communications representatives, reads as follows:

"Proceedings in court should be conducted with fitting dignity and decorum. The taking of photographs in the court room, during sessions of the court or recesses between sessions, and the broadcasting or televising of court proceedings are calculated to detract from the essential dignity of the proceedings, distract the witness in giving his testimony, degrade the court, and create misconceptions with respect thereto in the mind of the public and should not be permitted."


ABA's house of delegates also acted on a committee resolution that Congress adopt a uniform code for its probes barring radio-tv coverage (see separate story page 38).

To support his position that radio-tv can be utilized to report court proceedings without interference, Judge Miller noted that WKY-TV Oklahoma City recently televised a criminal trial. Local Judge F. V. Van Meter praised the judges, Van Meter later praised the station and P. A. Sugg, its manager, saying that his "experience demonstrated that under proper restrictive measures the court proceedings are not interfered with and that on the other hand, the public is given a much truer portrayal of these proceedings than can be obtained in any other manner."

Mr. Jones asserted that lawyers, of any group, are the least qualified to determine what the public should know or to presume public opinion. He advocated televised sessions of the U. S. Supreme Court to inform the public about their goings-on.

Louis Waldman, president of the Brooklyn Bar Assn., defended Canon 35, claiming that radio-tv-press have no "constitutional right to intrude themselves into the solemn proceedings in a court room."

Mr. Waldman was backed up by George H. Boldt, federal district judge, Tacoma, Wash., who held that broadcasting and telecasting involve confusion and divide the attention of witnesses, thus setting up a psychological barrier.

Newspapers put stories of trials in better perspective, he claimed.

BAB Selects Three Panels For Radio Salesman Contest

Three boards of judges were named Thursday by BAB to pick the top radio salesman in the country each month as part of the bureau's "best radio salesman of the month" contest. The judges, made up of seven-man adviser, advertising agency and trade press panels, also will select the second and third place winners. Each board will serve on an alternating basis.

Deadline Sept. 10

Deadline for the first monthly competition is Sept. 10. Recommendations must be based on time sales made in August. All radio salesmen at BAB's more than 850 member radio stations are eligible, selections being made on (1) imagination used in making the sale, (2) obstacles overcome in completing it and (3) time volume involved. Any number of nominations can be made by the station or sales manager, according to BAB. They should be sent to BAB, 270 Park Ave., New York 17.

Winners will be presented with silver trophies, runners-up with bronze lapel pins.

Judges named were:


Beer Radio-Tv Advertising Near High in West—Rosston

With influx of at least six major midwest and eastern beers in the western market, beer advertising, including radio-tv, is reaching an "all-time peak," John W. Rosston, assistant sales office manager, Lucky Lager Brewing Co., San Francisco, told members of that city's Junior Advertising Club at its August meeting.

Approximately half of the nation's beer is produced by the top 15 of the nation's 333 brewers, Mr. Rosston pointed out.

Baudino Heads Copyright Unit

JOSEPH E. BAUDINO, vice president and general manager of Westinghouse Broadcasting Co., has been named chairman of the NARTB Copyright Committee, and several other committee-appointed by President Harold E. Huber. Other members of the committee are J. J. Bernard, WGR-TV Buffalo; Edward Breen, KVFD Fort Dodge, Iowa; F. E. Fitzsimonds, KFYR Bismarck, N. D.; and Donald G. Graham, KOMO Seattle; Martin L. Leich, WGBF Evansville, Ind.; Joseph A. McDonald, NBC; C. Wallace Martin, WMSC Columbia, S. C.; A. J. Mosby, KGVO Missoula, Mont., and Karl O. Wyler, KTSN El Paso, Texas.
You're Welcome In Over 5 Million Homes Every Day When You Buy The Meredith Radio Stations

The 5,732,000 people living within the range of Meredith Radio Stations have a total of $6,652,959,000 to spend, according to Sales Management. You can effectively reach and sell these people with the Meredith Radio Station in Omaha, Phoenix, Syracuse, and Kansas City. These stations have a combined total of 87 years of on-the-air service to their listeners... naturally, they're old friends and welcome visitors in over 5 million homes every day.

Meredith Radio Stations

KCMO, WHEN and KPHO represented by The Katz Agency -- WOW represented by John Blair & Co.

*Meredith Radio Stations Are Affiliated with BetterHomes and Gardens Magazines
BROADCASTERS REBUKED ON BEER-WINE; MUST REPORT IN JAN. ON REMEDIES

Statement issued by House Commerce Committee is in lieu of reporting out controversial Bryson Bill. Several committee members said to be in disagreement on an earlier proposed statement.

RADIO and television broadcasters, left groggy from the strong medicine doled out this year by proponents of the Bryson bill on liquor advertising, last week were told the industry's efforts at self-regulation "in this highly sensitive field" have been less than satisfactory.

The House Commerce Committee last week submitted the following report to the House as a basis for further consideration of pending legislation. The committee feels that it is incumbent upon the radio and television industries, in their own enlightened interest, to give serious consideration to the widespread complaints with reference to the use of liquor advertising on over their media and to take immediate steps to stop such advertising.

The Committee, therefore, feels justified in requesting that the radio and television industries submit to this Committee by January 1, 1955, a report as to the steps already taken, and proposals to be taken, to cope with this problem. We expect the wholehearted cooperation of all concerned in arriving at a satisfactory solution to these vital issues.

CENSUS OF U. S. BUSINESS READY

Census Bureau will send questionnaires out the first three months of 1953. Radio-tv stations and networks are not included.

SOME 3.5 million establishments would be surveyed by the U. S. Census Bureau in a business census for which $8.43 million was approved by the Senate and House last week.

The funds were included in the supplemental appropriations bill (HR 9936) for fiscal 1955, which went to the White House. House conferees and their respective chambers agreed to restore the business census funds slashed from the bill earlier by the House. The Senate had amended the bill to restore the funds after the House cut them.

The bill, expected to be signed by the President, represents a delayed triumph for the radio-television industry, which was among those groups that in May, through the United States Chamber of Commerce, sought legislation to prohibit advertising on radio-television of alcoholic beverages.

For the 1955 census (of calendar 1954 business figures) will be spent on surveying business, manufacturers and mining. The bill implements Public Law 411 (HR 8487) signed in June 1954.

Difference in the original $9.4 million figure and the $8.43 million current one arises largely from the decision to postpone an originally planned census of the transportation industry so the Census Bureau first can make a study of how to survey that field.

According to a Census Bureau spokesman, questionnaires will go out during the first three months of 1955 to retailers, wholesalers, service trades, manufacturers and mining. The census will be completed by July, 1955.

Preliminary results will be published within six to eight months after mailing of the questionnaires is completed, the Census Bureau said. The results will furnish such information as the number of business establishments and payroll figures, and the "value added by manufacturer" (difference between f.o.b. price...
Our Afternoon Star Salesman
BILL RILEY

and he's another reason why
KRNT-CBS
DES MOINES
Is Your Basic Buy In Iowa!

Hooper Score: KRNT—61 Firsts out of 67 Periods

Our Man Riley...

Ears perk up... our switchboard lights up... when Bill Riley hits the air every afternoon. Yes — Something wonderful happens when he's running the show, because Bill makes things happen.

Popular records — wisely selected — are the backbone of the show, to be sure, but Bill Riley loads his hour-and-a-half with the extras that set it apart, make it sing, give it the sizzle that captures listeners and cops sales, that make it the only show of its kind in this healthy market.

For years KRNT's Bill has been one of Iowa's favorite Personalities, but only recently he became KRNT's great afternoon super-salesman. Bill has many, many sales successes behind him. He's adding to that outstanding record every day. He'll move merchandise for you, too... he's got the big, responsive audience to do it.

Don't waste time, time-shopping. You can buy KRNT with complete confidence. Your Katz man has the whole scoop on the fabulous Bill Riley story. Give him a call.
of a product and the cost of raw materials and supplies).

Totals will be broken down into state, city and county figures.

The census is expected to bring up to date information on growth, sales and expanded output of the U. S. business economy. The last census of business was made in 1948, manufacturers in 1947 and mining in 1949.

The Census Bureau said the study will cover the manufacture and sale of electronic equipment, but will not include radio-television stations and networks, since this would duplicate work already being done by the FCC.

The new census is planned four years later (in 1959) instead of the usual five years, since Public Law 671 provides that the census be made once every five years during the years ending in "0" and "5" for the respective preceding calendar years. The census was thrown off the track by the House action last year.

Publication of final figures probably will take two years, according to a Census Bureau spokesman, who explained that the delay is caused by businesses who are slow to return the completed questionnaires.

This delay was the target of criticism in the House, where the supplementary appropriations bill (H.R. 726, July 26).

Unexpended funds will be carried over until the census is completed by 1956, but the Census Bureau said an additional, "much smaller than the $6.43 million figure," will be needed to carry the study through to completion.

Technical Advisor Sought To Direct Lebanese Radio

The INTERNATIONAL Telecommunication Union has advised Department of State of a United Nations technical assistance project requiring an expert on technical equipment for broadcasting studios to work for the Lebanese government. The job is expected to begin about the end of September and last for approximately three months.

Duties of the person selected will be to help the Lebanese government set up modern broadcasting studios designed on sites, plan studios and equipment. Television also will be a consideration in the planning.

A tax-free pay scale for experts in all fields has been drawn up ranging from $700 to $1,000 per month for work of established international reputation and authority. The scale is flexible and may vary in cases of highly specialized work. Certain subsistence and travel allowances also are paid.

Any American citizen who feels he can qualify should send his name and a brief summary of his professional background to Mr. Francis Colt de Wolff, Chief, Telecommunications Policy Staff, Department of State, Washington, D. C., before September 1.

Radio-TV Bills Fail in Senate

Three measures affecting the broadcast industry were passed over by the Senate last week on a call of the calendar, virtually assuring their demise: They were:

Sen. John W. Bricker's bill (S 3542) on broadcasting of gambling information and Sen. Edwin C. Johnson's measure (S 1396), introduced last year, to restore baseball's Rule 1 (d) on coverage of games.

The third bill (S 521) skipped over by the Senate would require ports of foreign nations to identify themselves and their cargoes in broadcasts and published articles [BWT, Aug. 9]. All had been passed over the week before.

REMA ADVISES USE OF SATELLITES

In recommendation to FCC, the association says Commission rules should be changed to allow use of 'satellite' and 'special services' tv stations.

FCC should revise its rules to permit use of satellite stations that would fill weak and blind spots in normal tv service areas, looking toward a truly nationwide service, the Commission was told last week by Radio-Electronics-Television Mfrs. Association.

Spotty and cramped station coverage areas can be supplied with good signals at low cost by use of low-power satellite transmitters, according to an interim report filed by the RETMA Committee on Satellite & Special Service TV Broadcast Stations. The two types of stations were recommended by the committee at an Aug. 3 meeting [BWT, Aug. 9]. They are satellite stations and special services tv stations.

Ben Adler, head of Adler Communications Labs and chairman of RETMA committee, submitted the report. The two types of stations proposed by RETMA follow:

A Satellite Station is one transmitting, unattended by an operator, on the same tv channel as the main or controlling station upon which the secondary stations depend for technical and identification material. In general, these stations would be tailored to a specific location where it is not economically or technically feasible to provide service without interference. It may be set up for time-clock unattended operation.

A Special Services tv station would be licensed by the FCC on a normally allocated tv channel, but will certain rules and regulations permitting a favorable economic operation. The committee believes that this type of station, after a period of operation and audience buildup under relaxed rules and regulations, may take on its own individual expression and meet the FCC's technical requirements for tv broadcasting stations. When this degree of independence is reached, the committee recommends that the special services designation should be removed.

Drops Definition

The RETMA committee has abandoned the booster station term, which had applied to stations picking up a control station and retransmitting low power on the same frequency in an area receiving an unsatisfactory signal.

A satellite station would use power as low as 10 kw.

Among experiments in the satellite field [BWT, Aug. 16, 9] are those of RCA at Vicksburg, Miss.; WSM-TV Nashville; General Electric Co.; Sylvania Electric Products at Emmetsburg, Pa., and the Adler firm. In addition, Craven, Lohnes & Culver, engineering consultant firm, has prepared a lengthy report on power limitations and operating requirements.

The Adler firm says equipment is available for improved tv coverage of isolated communities within the franchised area of the uhf station operator, permitting service in shadowed terrain. The transmitter (UST-10) consists of a high-gain receiving antenna with line-of-sight in the direction of the originating station, an amplifying system operating on the same frequency and a relatively low-gain retransmitting antenna located at the appropriate downlink position.

Reporting on its experiments, the firm says each low-signal area offers a different shadow fill-in problem and the satellite must be tailored to each situation. Feedback must be avoided between antennas in addition to selection of a suitable pattern for the retransmitting antenna, it is explained.

Specifications include: gain, 75 db nominal; power output, 10 w nominal into 50 ohm load; sensitivity, 1 mv/mv field for rated output; bandwidth, better than 7 mc on any channel 470-950 mc; tubes, 2C39A conventional lighthouse type; receiving antenna system stacked co-linear array, minimum gain of 22 db; retransmitting antenna, corner reflector, nominal gain of 11 db; polarization, horizontal; power requirements, 110 w amplifier input; minimum recommended power service, 10 amps, 115 v ac, 60 cycles; effective radiated power, 50 w minimum, based on corner reflector antenna, 100 feet of RG-17U transmission line, operating at 800 mc; maintenance, routine weekly check of voltages and adjustments recommended.

Benefits provided by the ACL satellite, according to the firm, are as follows: Economical equipment and installation and operating costs. Strong tv signals are provided over areas to be served so that the private set owner need not incur any extraordinary costs for normal reception. The satellite is owned and controlled by the station operator. The satellite is fully compatible with all present station and viewer installations. It operates on the same channel as the originating station without interference. It may be set up for time-clock unattended operation. No signal is radiated unless the controlling station is on the air.

The ACL package includes complete field survey, installation, test and adjustment.

REMA's satellite studies were started last spring at the suggestion of FCC Commissioner George E. Sterling. Work of 15 manufacturers of tv transmitting and receiving products, along with that of station operators and consultants, is being collated. The committee feels its final report will serve to formulate the basis of rule-making proceedings looking toward the early commercial operation of tv stations designed to improve television coverage within the U. S. consistent with the economics of obtaining extended coverage in both vhf and uhf, particularly in the uhf band.

No need for relaxation in transmission standards will be required for either type of station, the Adler committee feels.

Another Adler experimental satellite is being built at Waterbury, Conn., to operate on ch. 53 as a booster for WATR-TV Waterbury.

Saltonstall Lauds Bernays For Informational Plan

EDWARD L. BERNAWS, New York public relations counsel who differs from his colleagues in the cause of noncommercial educational television and who this year released results of two polls which he claimed were indications that most tv commercials are disliked by viewers, is off on a new project, it was revealed last week.

Sen. Leverett Saltonstall (R-Mass.) brought Mr. Bernays' newest efforts to light when he extended congratulations on the Senate floor to the National Committee for an Adequate Overseas U. S. Information Program, of which Mr. Bernays is chairman.

The committee, according to Mr. Bernays, will keep the public informed on the importance
engaged in broadcast operations their records of actual performance are logically the best and most realistic criteria with which to evaluate the degree of reliance which can be placed upon their proposals for future and continuing factors as local residence, participation in community affairs and interest which would have little or no comparative significance. However, when one considers such competition in the field of broadcasting and can therefore offer no record of performance with the measures of proposals, it must, as stated by KPF, rely in large part upon the background and activities of the principals for this purpose, which would necessarily include such important factors as local residence, roots in the community, familiarity with local conditions, civic activities and participation in community affairs. Moreover, where such a newcomer, as in the instant proceeding, has established no record of performance in the broadcast field it becomes especially important to determine the extent to which its owners and principals would personally participate in the management and operation of the proposed station in order that this Commission may be presented with some proof that they may evaluate the degree of personal responsibility which they are willing to assume for the proposed service and, based thereon, the quality, reliability and efficiency of such proposal in the light of their character, background and experience. In fact if local residence, participation in community affairs, and integration of ownership with management were eliminated as areas of comparison in competence in the operation of a new applicant for broadcast facilities and the license is in existence in any one of these areas it is difficult to see how the former would ever be able to compete with an owner who would do all the things he was urged by KPF to be accepted and rigidly applied to in that regard. Such a standard would mean that it would almost inevitably result in denials of application for broadcast facilities of fair and equitable comparison with those of the competing group which would have always claim the advantage of prior broadcast experience and service and experience, even in instances where such newcomer may have superior qualifications to those of its competitor who may have actual broadcast experience and operation of only mediocre quality. An additional and important standard of comparison for performance and application of the formula advanced by KPF is the continued demand and interest in a competitive marketplace for broadcast facilities to be in conflict with licensees of existing stations at such a time when the industry is in a period of discouraging newcomers from attempting to seek such licenses and the development of such a meager and indeed the very purpose of our long established policy, discussed in detail in our ex parte, encouraging competition in the fields of radio and television broadcasting through diversification of the media of mass communications. Although we did state, in a recent decision, FCC v. WJBF, a Goodwill Station Inc. (Docket No. 19300, et al., 9 RR P. 101) that when the record of an applicant for broadcast facilities is such as to make a broadcast station available, such factors as local residence, participation in community affairs and integration of ownership with management become less predominant because such a standard is based upon the premise that where no such record is shown, we did not mean that such a standard was not to be applied in this proceeding. Such factors are not entitled to great weight as a basis for determining the value of an applicant, but as already pointed out, an economically qualified newcomer in the field of television broadcasting is in competition with the owners of existing standard broadcast services, and it cannot possibly be in the public interest to be superior in character and offer greater degree of effectuation than those of its competitors.

FCC Approves Transfer Of WJBF to Media Inc.

SALE of WJBF Augusta, Ga., for $125,000 by J. B. Fuqua to a new company, Media Inc., headed by V. E. Fountain, North Carolina broadcaster and attorney, was among a number of transfers receiving FCC approval last week. Mr. Fountain is president of WCPS Tarboro and part owner of WOXF Oxford, both in North Carolina. The purchaser, Media Inc., in addition to Mr. Fountain, consists of J. T. Snowden Jr., manager of WCPS, Frank Mark, Rocky Mount attorney, and Vinson Bridges and Marvin Horton, Tarboro attorneys (B&T, July 19).

Other transfers receiving FCC approval were: KZIP Amarillo, Tex.; WPTX Lexington, N.H.; LLS Kinston, Min.; N. C.; WZOR Hollywood, Fla.; WNNP Evanston, Ill.; KFWF Grangerville, Idaho; KDMO Carthage, KRMQ Monett, both Mo., and KDMO Ft. Scott, Kan. (For details see For The Record).
TOWERS MUST BE VISIBLE, GROUP URGES

Special AGA committee submits report on marking and lighting standards for radio-tower structures, following lengthy investigation.

AIRPLANE pilots ought to be able to see a radio or tv tower three miles away no matter what the visibility is. That is the principle that members of the study group investigating the adequacy of marking and lighting standards for aeronautical obstructions[BWT, Jan. 11 et seq.] have agreed on as a goal. A report, including that criterion, was submitted last week to members of the ad hoc committee of the subcommittee on Airports, Air Routes and Grounds Aids (AGA) of the Air Coordinating Committee.

A meeting to consider the report is scheduled for tomorrow (Tuesday) in Room 1510, Temporary Bldg. T-4, Washington at 10 a.m. If accepted by the full committee, as is expected, the ad hoc group will then go into the second phase of its work: to seek ways and means of making radio and tv towers more identifiable to aircraft pilots.

Study stemmed from aviation interests' fear of tall tv towers. The study group is comprised of representatives of government, military, broadcast and aviation representatives.

In making its recommendations, the study group advised that it be authorized to look into means of improving present marking and lighting standards.

It also recommended that the AGA-NS3 standard be revised to require hazard beacons to be placed at appropriate positions on radio-tv towers (as now provided by Part XVII of the FCC regulations).

FCC regulations regarding lighting are stricter than the CAA's requirements, it was understood.

Found Adequate

The group found that the intensity of hazard beacons—their flashing warning beacons required on all towers more than 125 ft. above the ground—was adequate for darkness and average twilight.

However, towers do not stand out so well in low-level daylight or in rain and fog conditions, the group stated.

Charles A. Douglas, National Bureau of Standards scientist, reported that orange colored structures can be seen against the sky 1.8 miles away in daylight or twilight when visibility is three miles.

Due to the changing contrasts of the earth, Mr. Douglas said, orange colored structures are never more visible than the best distance for a sky background when visibility is three miles.

On the other hand, hazard beacons can be seen from 3.7 to 4.7 miles away on a dark night, and by 1.7 miles away in average twilight and 1.4 to 2.2 in bright twilight when visibility is three miles, Mr. Douglas estimated.

In a personal report by the Army member of the group, the 1,000-ft. tower of WHUM-TV Reading, Pa., was identified at two to three miles, and its guy wires at 200 yards where flight visibility was 10 to 15 miles and ground visibility was unrestricted. "Hazard" markings on the ground were undetectable, the Army representative said, due to the screening effect of the tree foliage.

The CAA reported that from May 1950 to November 1953, there were nine accidents involving civil aircraft and radio or tv towers.

Three involved collisions with guy wires, the CAA said.

Radio-tv towers involved were those of KWAK Stuttgart, Ark., 1950; KSDN Aberdeen, S. D., 1951; KXLA El Monte, Calif., 1951; WHUM-TV Reading, Pa., 1953; WPTF Albany, N. Y., 1953; WACK-TV Battle Creek, Mich., 1953.

The other accidents involved a Rural Electrification Administration tower at Louisville, Ga., 1951; Florida Light & Power Co. radio tower, Miami, Fla., 1951, and Duke Power Co. tower, Spartanburg, S. C., 1953.

All, except the Spartanburg accident, occurred in daylight hours. All, except the Albany, N. Y., case, involved private planes.

In the case of the Stuttgart, Ark., incident, the pilot escaped unharmed; the other accidents were all fatal to personnel in the aircraft. These included 28 deaths when an American Airlines passenger plane struck one of the towers of the NBWR three-element array, and former Michigan Gov. Kim Sigler and three passengers in the Battle Creek casualty.

Air Force, Army Collisions

The Air Force reported four major accidents between May 1950 and May 1954 involving AF aircraft and radio towers—but only two were in the U.S. Identified. The Army reported that as of May 1954, only three aircraft had collided with antenna structures, two of these in the U.S. These, also, were not identified.

In a report submitted by the FCC, the number of radio-tv towers 500 ft. and over above ground was given as 236 as of May 20, 1954. Of these, nine are over 1,030 ft., the report said. Of the 236 towers, 132 are tv, 28 radio-tv and 73 radio only, the Commission reported.

The FCC also reported that there are 95 Cps for towers over 500 ft., of which 10 are over 1,050 ft. above ground.

There are 16 applications for towers above 1,050 ft., the FCC said, and a total of 92 for towers above 500 ft. However, the Commission warned, not all of these applications will be granted, since some are in context.


Record of Good Will

A RECORD which was flown around the world in 1938 to record messages of good will and "reflecting the friendship of the peoples of the world in the common bond of brotherhood," last week was contributed to the Library of Congress.

Report by Charles R. Jonas (D-N. C.) presented the record in a talk on the House floor. Voices of many persons from many lands were recorded on the disc as it was flown around the world in 1938 in a cooperation of Nippon Airways and American Airlines.

Charles H. Crutchfield, executive vice president and general manager of Jefferson Standard Broadcasting Co., operator of WBT-WBTv (TV) Charlotte, was the originator and organizer of the idea. He had been named by then Postmaster General James A. Farley as radio chairman of a national committee for the observance. Mr. Crutchfield gave the record to Rep. Jonas to present to the Library of Congress.

Deadline for Comments On Radiation Extended

DEADLINE for comments on FCC's proposed revision of Part 15 of its rules to curb interference from incidental radiation and restricted radiation devices was postponed by the Commission last week until Oct. 15. The Commission acted at the request of National Community Television Assn. and Jerrold Electronics Corp., principals in the community antenna system field which also would be affected by the proposal.


Dr. W. R. G. Baker, vice president of General Electric Co. and chairman of the RETMA Spurious Radiation Committee and director of the RETMA Engineering Dept., wrote FCC Chairman Rosel H. Hyde:

REMTA is vitally interested in the establishment of a sound practical rule for allowable radiation from restricted radiation devices. For this reason a great deal of voluntary effort, numbering many thousands of man hours, has been expended under RETMA sponsorship in establishing many of the facts concerning radiation from certain of said devices. This has culminated in the recommendation of practical radiation limits for oscillator radiation from fm and tv receivers, and sweep radiation in the am broadcast band.

It is gratifying to the RETMA to note that this work has been recognized by the FCC, and the resulting rules have been largely incorporated in the new Part 15 rule set as Docket No. 53-98. Other recommendations, however, are needed, and other members of the industry has rejected in the past a consideration may be entertained in certain important respects before adoption.

For instance, it is noted that no limits have been placed on conducted interference over power lines from such devices, and that successful results from tv receivers. RETMA findings indicate that the few by far the greatest type of this type of interference, being of much more concern than the direct electromagnetic radiation.

It is also noted that limits have been proposed for various devices that have not to date been approved, knowledge has been adequately studied by RETMA, one such example being any other industry technical groups. Likewise the FCC has not yet been interested for tv receivers for portions of the spectrum that have not yet been limited, and that sweep radiation above and below the 560-1600 kc broadcast band.

REMTA recognizes the tremendous value of

BROADCASTING  •  TELECASTING

Birthday for Nippon TV

FIRST anniversary of Japan's Nippon Television Network yesterday (Sunday) was to be marked by the showing of a specially-prepared television film in which U.S. Information Agency Director Theodore C. Streibelt paid tribute to the network's founders for their progressive spirit in bringing tv to the Japanese people. Mr. Streibelt described in his message his visit to see the network operation during a recent trip to Japan. NTW was the Orient's first commercial tv service.
LOWEST COST LETTER CARRIER

for the ASSOCIATION OF AMERICAN RAILROADS
VICTORY SMILE of Fred Holl (c), winner of the Kansas Republican gubernatorial primary election, is reflected by his wife when both appeared on WIBW-TV Topeka after it was apparent that Mr. Holl had won. Art Holbrook, WIBW-TV manager, conducts the 1 a.m. interview.

The week's decision followed.

was claring quarters to restrict the FCC mission made the grant to applied for the two remanding the original grant to the FCC respective communities.

years.

stations at "Ivy League" approved the Commission proposal.

particularly short fixed on fm and tv posed their particular posed to serve the proposed rule, and the far reaching this proposed rule, and the far reaching...

In August 1949 the examiner's findings that the Easton applicant was uncertain regarding program plans, rec-,...
"Take 5" to do the Best TV Sales Job in Western New York

WHAM-TV
CHANNEL 5
100,000 WATTS

Rochester's most powerful station—now telecasting on 100,000 watts—extends its leadership and coverage to 17 sales-producing counties.

WHAM-TV CHANNEL 5
MOST POWERFUL STATION

When you want your product to gain first position in this area, use WHAM-TV—the first TV station that's still first.

*Population... 1,029,200 homes... 315,050

*Sales Management 1954
KFBC-TV 'BUDGET' STATION APPROVED

FCC authorizes the Cheyenne outlet to build a new TV station in Scottsbluff, Neb., that will, in the main, rebroadcast KFBC-TV's programs.

APPARENTLY getting the jump on its own plan to authorize budget uhf stations and uhf satellites, FCC last week approved a comparable operation in the vhf band. The Commission awarded ch. 10 at Scottsbluff, Neb., to ch. 5 KFBC-TV Cheyenne, Wyo., whose programs substantially will be rebroadcast by the Scottsbluff economy outlet by off-the-air pickup [BWT, July 5].

To be operated with four men and to feature some local programming by film coverage, the Scottsbluff station will be constructed for an estimated $67,000 with first year operating cost $45,000. "To be located about 10 miles south of Scottsbluff, the station's effective radiated power will be 12.3 kw visual and 6.17 kw aural with antenna height above average terrain 620 ft."

Two weeks ago, as an effort to spur uhf development, the Commission announced that after Sept. 1 it will consider applications on a case-by-case basis for new uhf stations which will not be required to telecast local programs [BWT, Aug. 9]. These might be satellites of existing uhf stations or vhf outlets as well as distinctly new, independent ventures in new markets.

Duopoly Would Be Waived

In cases where the new uhf outlets are satellite to an existing station and located in adjacent communities, FCC said it would waive its duopoly rule if good cause is shown. In all other respects, the new uhf budget stations must meet FCC rules and standards. These include the multiple ownership rule and various technical standards as to coverage of the principal city, minimum power and antenna height.

Although FCC indicated the purpose of the plan is to help uhf development by enabling uhf stations to expand their coverage with satellites, as well as to expand vhf coverage, certain segments of the uhf industry have voiced opposition on the ground it actually will hurt the new medium [BWT, Aug. 16].

Comr. Frieda B. Hennek, in her dissent to the majority's plan, contended it would be the death blow to uhf since it would allow uhf stations to "gobble up" uhf assignments and smoother uhf competition by duplicating top quality network shows via the satellite.

KFBC-AM-TV Cheyenne is operated by Frontier Broadcasting Co., headed by Robert S. McCracken and affiliated in ownership with Cheyenne Newspapers Inc., publisher of the Wyoming State Tribune and Eagle. KFBC-TV is affiliated with all four national TV networks and reports set circulation of 46,100 in its area.

In its application, Frontier proposed a combined transmitter-studio building for the Scottsbluff outlet "in the interest of efficient and economical operation which is essential to the establishment of a new TV station in this relatively sparsely settled area."

On the basis of a detailed study of the area, Frontier told the Commission "that the only feasible manner in which it can establish a television station at Scottsbluff is by utilizing in large part the programs broadcast by the applicant's KFBC-TV. . . . These programs will be rebroadcast in the Scottsbluff area by means of off-the-air pickup of the KFBC-TV signal."

Frontier told FCC two methods will be used to provide "an outlet for local self expression to the persons living in the Scottsbluff area. First, a 16 mm sound motion picture camera, a TV film camera and a slide projector will be in the station's equipment and a staff will be employed to take sound motion pictures of local events such as local celebrations, civic events, athletic events and political contests for broadcast over the proposed station."

"As soon as possible, and certainly within the first three year license period, live studio cameras are proposed to be added. Prior to such addition, the local programs broadcast by means of motion picture cameras will be augmented from time to time by the appearance before the KFBC-TV cameras of local Scottsbluff personnel in connection with programs of interest to the entire area, which programs will be broadcast over both stations."

Frontier's application explained the four employees at the Scottsbluff station will include a station manager, two engineers and a program man. A balance sheet submitted with the bid showed that as of April 30 Frontier Broadcasting had total assets of $252,968, including $57,181 in current assets. Current liabilities were $46,755 and surplus $83,212.

Watkins Won't Lift Bar Against Radio-TV

THE SPECIAL Senate Committee to investigate the resolution to censure Sen. Joseph R. McCarthy (R-Wis.) is not likely to back down on its decision to bar radio and television from its hearings starting Aug. 30. Sen. Arthur V. Watkins (R-Utah), chairman of the group, said last week.

In a letter to Joseph F. McCaffrey, secretary of the Radio-TV Correspondents' Assn.'s executive committee, Sen. Watkins said the group is "acting in the best public interest" in barring radio recording and television, newsreel and still cameras.

Mr. McCaffrey was among radio-TV industry representatives who protested a decision by the six-man Senate investigating group to bar all media but the press [BWT, Aug. 16].

Sen. Watkins said the three Republican and three Democratic senators felt they were following "the intent of the Senate as a whole in prescribing a judicial, or quasi-judicial atmosphere for these proceedings." The restriction against cameras and recording devices, he said, is similar to that in effect in the Senate itself.

He added: "We do not feel that we are being unfair or discriminatory to anyone in the rulings we have made. Rather, we feel that we have acted and are acting in the best public interest."

Sen. Watkins quoted Sen. William F. Knowland (R-Calif.), who proposed the censure hearing resolution (S Con Res 301), and other senators who participated in debate on the resolution on the radio-television question. Sen. Knowland had said:

"I certainly hope that the proposed committee would not open up its hearings to television and similar activities. I am merely expressing my own feelings as a member of the Senate. I think such hearings should be conducted in as nearly a judicial atmosphere as it would be possible to achieve. . . ."

The group of 16 senators also includes Sens. Frank Carlson (Kan.) and Francis Case (S.D.), Republicans, and Edwin C. Johnson (Colo.), John C. Stennis (Miss.) and Sam J. Ervin Jr. (N.C.), Democrats.

KWK-AM-TV Merger Plan Filed for FCC Approval

FORMAL papers for FCC approval to merger of applicants for ch. 4 at St. Louis into KWK-AM-TV were filed last week, preceded by application for sale of KXOK Inc., there [BWT, Aug. 16].

KWK-AM-TV, now owned by Robert T. Convey and associates and the St. Louis Globe-Democrat, after FCC approval will be 28% owned by Mr. Convey and his associates, 23% by the Globe-Democrat, 23% by KSTP-AM-TV Minneapolis-St. Paul, 23% by KXOK Inc., 15% by St. Louis newspapers, and 10% by the Missouri Valley Television Co., KSTP, KXOK and Missouri Valley were contestants with KWK for ch. 4. In the KXOK sale, the station is to be assigned by Elzey M. Roberts Sr. family owners. The new KXOK Broadcasters, Inc., will form 75% owned by Elzey M. Roberts Jr. and 25% by C. L. Thomas, present KXOK general manager. Consideration is about $300,000 in cash and stock. Both Messrs. Roberts Jr. and Thomas withdraw from KXOK Inc.

KXOK Inc. stock, according to the application, is to be sold for $14.64 per share to the former ch. 4 competitors in the following amounts: Missouri Valley 1,845 shares; KSTP Inc. and KXOK Inc. each, 14,145 shares. The KXOK Inc. balance sheet showed that as of June 30 the firm had total assets of $1,070,851, of which $127,831 represented current assets. Current liabilities were $67,096 and surplus $562,543.

Senate Clears Copyright Bill

THE SENATE cleared for the White House last week a House-passed bill to amend U. S. copyright laws to conform to the 1952 Geneva International Copyright Convention.

The bill, if signed into law by the President, would protect U. S. authors from piracy in countries which are signatories to the international agreement. It also specifies an international copyright symbol, replacing the brace (HR 6616), the Senate postponed indefinitely a companion Senate bill (S 2559).
FACTS & FIGURES

2.6 Million TV Sets Shipped in First Half

FACTORIES shipped 2,667,603 television receivers to dealers during the first six months of 1954, according to Radio-Electronics-TV Mfrs. Assn. This figure is below the 3,022,250 sets shipped in the same six months of 1953.

State          Total State          Total
Alabama        49,998 New Hampshire 13,109
Arizona        12,453 New Jersey    76,997
Arkansas       40,155 New Mexico    9,423
California     189,153 New York    225,953
Colorado       57,046 North Dakota 9,481
Connecticut    56,915 Ohio         127,919
Delaware       9,431 Oklahoma      37,719
Dist. of Col.  16,219 Pennsylvania 160,783
Florida        70,823 Rhode Island  8,639
Georgia        68,756 South Carolina 35,460
Illinois       164,380 South Dakota 8,410
Indiana        78,281 Tennessee    58,193
Iowa           37,492 Texas        150,968
Kansas         42,310 Utah         9,836
Kentucky       26,668 Vermont     7,646
Louisiana      58,291 Virginia     44,832
Maine          43,159 Washington   45,156
Maryland       30,709 West Virginia 30,601
Massachusetts  73,044 West Virginia 30,601
Michigan       105,022 Wisconsin    65,479
Minnesota      43,440 Wyoming        3,005
Mississippi    23,244 U. S. TOTAL 2,660,873
Missouri       76,437 Alaska         1,556
Montana        11,258 Hawaii        5,174
Nebraska       24,468 Nevada        2,682
Nevada         GRAND TOTAL 2,667,603

'Talent Scouts,' 'Defender'
Top Trendex TV Ratings

TRENDEX Inc. reported last week that CBS-TV’s Talent Scouts and Public Defender ranked in first and second place, respectively, among the top 10 network sponsored shows for the week of Aug. 1-7. Complete listing follows:

1. Talent Scouts (CBS) 22.7
2. Public Defender (CBS) 20.8
3. Drooper (NBC) 19.1
4. Best of Grouch (NBC) 20.8
5. What’s My Line (CBS) 19.3
6. Masquerade Party (CBS) 22.1
7. Justice (NBC) 20.1
8. Toast of the Town (CBS) 25.5
9. Burns & Allen (CBS) 20.5
10. Our Miss Brooks (CBS) 19.1

Listening, Reading Habits
Of Women Shoppers Compared

MOST women listen to the radio every day and also look at a newspaper, but whereas the younger women (in the under-30 group) spend the most time listening to their radios, they spend the least time reading their newspapers, according to a survey by WFBG Altoona, Pa., and reported by Department Store Studies. Made during the last week of May and first week of June, with interviews of 300 women shoppers so distributed as to be representative of business and traffic in the Altoona shopping district, the study showed the under-30 group of women spend an average of 4.4 hours a day in radio listening (5.2 hours for listeners only) to 0.9 hours spent in newspaper reading.

ARF Lists Investigators
Of Motivation Research

ADVERTISING Research Foundation distributed to members last week a "Directory of Social Scientists Interested in Motivation Research," the fourth report of ARF’s "tooling-up" program on motivation research.

Listed in the directory is information about 157 psychologists, sociologists, and cultural anthropologists—primarily educators—who consider themselves qualified to conduct or advise on consumer studies for advertisers, advertising agencies and advertising media. ARF noted that a geographical listing of the social scientists will enable the user to locate the help he may need.

From where I sit
by Joe Marsh

Home Town "Interest"

Colonel Smith, president of our local bank, has been lending money to merchants in town at less than usual interest rates.

"Don't get the idea this plan of ours is charity," the Colonel told me. "It's not even philanthropy—just good business!"

"Money that makes our shopping district more attractive brings in more money. It'll help the bank in the long run. So I'm glad to make funds available—cheap."

From where I sit, the Colonel has some sentimental reasons—as well as "hard-headed" business ones—for wanting to see our town spruced up. But you don't have to be a banker to be a good neighbor. One way is just to have a little regard for the other fellow, especially his personal preferences. I don't expect everyone to agree with me all the time, but I know I can "bank" on the fellow who lets me enjoy a temperate glass of beer while he has his buttermilk.

Copyright, 1954, United States Brewers Foundation

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need in conducting a study in a particular area. ARF also pointed out that the publication and design were undertaken to implement a "Dictionary of Organizations Which Conduct Motivation Research," published by ARF in May, so that subscribers will have up-to-date information on what assistance is available when they are considering motivation studies.

'Dragnet,' 'Ford Theatre' Top Nielsen Video Ratings

TWO NBC-TV programs, 'Dragnet' and 'Ford Theatre,' led the National Nielsen Ratings of the top 10 tv programs, based on a survey for the two-week period ending July 24. The complete list:

<table>
<thead>
<tr>
<th>Rank</th>
<th>Program</th>
<th>Homes (000)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Dragnet (NBC)</td>
<td>15,505</td>
</tr>
<tr>
<td>2</td>
<td>Ford Theatre (NBC)</td>
<td>11,883</td>
</tr>
<tr>
<td>3</td>
<td>Pabst Blue Ribbon Bouts (CBS)</td>
<td>11,203</td>
</tr>
<tr>
<td>4</td>
<td>Public Defender (CBS)</td>
<td>8,490</td>
</tr>
<tr>
<td>5</td>
<td>Toast of the Town (CBS)</td>
<td>8,465</td>
</tr>
<tr>
<td>6</td>
<td>This Is Your Life (NBC)</td>
<td>7,940</td>
</tr>
<tr>
<td>7</td>
<td>Robin Montgomery (Johnson) (NBC)</td>
<td>7,732</td>
</tr>
<tr>
<td>8</td>
<td>Montgomery Place (CBS)</td>
<td>7,452</td>
</tr>
<tr>
<td>9</td>
<td>Best of Grouch (NBC)</td>
<td>7,384</td>
</tr>
<tr>
<td>10</td>
<td>Westinghouse Theatre (CBS)</td>
<td>7,275</td>
</tr>
</tbody>
</table>

Number of TV Homes Reached: 55,200

TOP 10 MULTI-WEEKLY SHOWS

<table>
<thead>
<tr>
<th>Program</th>
<th>Rating</th>
<th>July to June</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dragnet</td>
<td>NBC Thurs.</td>
<td>35.4 43.3</td>
</tr>
<tr>
<td>House Show</td>
<td>NBC Sat.</td>
<td>28.3 38.9</td>
</tr>
<tr>
<td>The Best of Grouch</td>
<td>NBC Fri.</td>
<td>28.9 31.3</td>
</tr>
<tr>
<td>Toast of the Town</td>
<td>CBS Mon.</td>
<td>25.9 29.9</td>
</tr>
<tr>
<td>Ford Theatre</td>
<td>NBC Thurs.</td>
<td>26.1 32.4</td>
</tr>
<tr>
<td>Godfrey's Friends</td>
<td>CBS Wed.</td>
<td>22.4 25.9</td>
</tr>
<tr>
<td>Public Defender</td>
<td>CBS Mon.</td>
<td>22.3 25.9</td>
</tr>
<tr>
<td>What's My Line?</td>
<td>CBS Sun.</td>
<td>25.0 28.4</td>
</tr>
<tr>
<td>Burns &amp; Allen</td>
<td>CBS Wed.</td>
<td>24.4 27.9</td>
</tr>
<tr>
<td>The Alka Seltzer Show</td>
<td>CBS Mon.</td>
<td>24.1 27.9</td>
</tr>
<tr>
<td>This Is Your Life</td>
<td>NBC Wed.</td>
<td>23.5 29.5</td>
</tr>
<tr>
<td>Ty Cobb Show</td>
<td>CBS Thurs.</td>
<td>25.4 26.9</td>
</tr>
<tr>
<td>Studio One Summer Theatre</td>
<td>CBS Mon.</td>
<td>23.9 26.9</td>
</tr>
</tbody>
</table>

Hosdy Doody in First

NBC-TV's 'Dragnet' led the top 15 once-a-week shows and 'Hosdy Doody' led the top 10 multi-weekly shows, according to the Pulse listing for July. List as follows:

<table>
<thead>
<tr>
<th>Program</th>
<th>Rating</th>
<th>July to June</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dragnet</td>
<td>NBC Thurs.</td>
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<td>CBS Mon.</td>
<td>23.9 26.9</td>
</tr>
</tbody>
</table>

Pulse Scores 'Dragnet', 'Hosdy Doody' in First

Videodex Top-Ten Spot Shows*

<table>
<thead>
<tr>
<th>Program</th>
<th>% of TVs Homes</th>
<th>No. of Cites</th>
<th>No. TV Homes (000's)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>22.1</td>
<td>117</td>
<td>6,185</td>
</tr>
<tr>
<td>2.</td>
<td>20.0</td>
<td>109</td>
<td>5,166</td>
</tr>
<tr>
<td>3.</td>
<td>15.9</td>
<td>80</td>
<td>3,644</td>
</tr>
<tr>
<td>4.</td>
<td>15.6</td>
<td>77</td>
<td>3,543</td>
</tr>
<tr>
<td>5.</td>
<td>15.1</td>
<td>49</td>
<td>3,083</td>
</tr>
<tr>
<td>6.</td>
<td>14.5</td>
<td>44</td>
<td>2,916</td>
</tr>
<tr>
<td>7.</td>
<td>14.2</td>
<td>42</td>
<td>2,712</td>
</tr>
<tr>
<td>8.</td>
<td>14.0</td>
<td>40</td>
<td>2,691</td>
</tr>
<tr>
<td>9.</td>
<td>13.7</td>
<td>46</td>
<td>2,649</td>
</tr>
</tbody>
</table>

New York investment firm acquires ownership in San Diego stations, sold by Airfair Radio Corp. New firm is KFSD Inc.

SALE of KFSD-TV, ch. 10 NBC affiliate in San Diego, and its companion radio station KFSD, was announced last Thursday, subject to FCC approval. The properties have been bought for $2.8 million by a newly-formed corporation, KFSD Inc., with James G. Rogers, Jr. of New York City and New Canaan, Conn., as president [CLOSED CIRCUIT, Aug. 16, 9].

Controlling owner of the new corporation is the New York investment firm of Fox, Wells & Co., about 30% owner of ch. 14 WWOR-TV, Worcester, Mass.

Involved in the KFSD transaction is all of the capital stock of Airfair Radio Corp. Ltd., licensee of the properties. It presently is owned two-thirds by veteran San Diego broadcaster Thomas W. Sharp and one-third by a group of 42 San Diego business and professional leaders.

In addition to all the television and radio equipment of Airfair and various leasesholds and contracts, the purchaser will acquire a substantial amount of real estate. Net quick assets are not included in the purchase price.

Mr. Rogers, an associate in Fox, Wells & Co., is a former vice president and general manager of Fox Bros. & Atlantic Inc., and at one time account executive for Lord & Thomas. He was deputy director of the Office of Price Administration during 1943-46.

Other directors of the purchasing corporation include Glen McDaniel, partner in the New York law firm of Lundgren, Lincoln, Peterson & McDaniel, president of the Radio-Electronics Television Mfrs. Assn. and former general counsel of RCA, and William T. Lante, Syracuse advertising agency owner, former president of the now WLWA TV (Atlanta) and former general manager of WAGB Syracuse.

Principals of Fox, Wells & Co. include George A. Wells of South Bridge, Conn., former president of American Optical Co.; Haywood Fox, managing partner, Fox, Wells, New York City, and former executive of American Optical Co.; R. Bowling Barnes, third partner, who is a physicist and former instructor at Johns Hopkins U. and Princeton U., and former director of American Optical Co. and American Cyanamid Co.

Fox, Wells & Co. is substantial stockholder (minority but controlling by reasons of wide diversification—about 40%) in Olympic Radio & Television Inc., manufacturer of radio and tv receivers and parts. It owns entirely or in part several community antenna systems in Pennsylvania, West Virginia and Alabama.

FAUST to Become WJRT (TV) Station Mgr.

A. DONOVAN FAUST, co-manager of WENS (TV) Pittsburgh, has been appointed station manager of WJRT (TV) Flint, Mich., effective Sept. 1, according to a joint announcement by John F. Patt, president, and A. Worth Kramer, vice president and general manager of WJRT and WJR Detroit.

Mr. Faust previouly served as an executive with WBKB (TV) Chicago, WLWT (TV) Cincinnati, WLWD (TV) Dayton and WJNO-TV (TV) Pittsburgh. He also was an announcer, producer and actor with WXYZ Detroit for three years. He played the title role on The Green Hornet, which WXYZ originated for the ABC network.

WJNO-TV Begins Operation

As 393d Operating Station

WJNO-TV West Palm Beach, Fla., the second station but first vhf there, was scheduled to begin regular programming yesterday (Sunday), increasing to 393 the number of operating tv stations. The ch. 5 station is affiliated with NBC and represented by Meecker Tv Inc. Opening day celebration was to include premiere showing of the Florian Zabach Show.

WGR-TV Buffalo, N. Y., began commercial programming Aug. 14 with a complete schedule extending from 7 a.m. to 1 a.m. Monday through Friday, and 9 a.m. to 1 a.m. Saturday and Sunday. The ch. 2 station is affiliated with NBC and has agreements with ABC and DuMont, J. J. Bernard, general manager, reported. Excellent reception has been reported from...
viewers in surrounding areas, including parts of Canada, the station said. WGR-TV is represented by Headley-Redd TV Inc.

WCMB-TV Harrisburg, Pa., will become the DuMont affiliate there when it begins commercial operations Sept. 8, Eulmore B. Lyford, DuMont director of station relations, announced last week. The ch. 27 outlet is owned by the Rossmyrne Corp., and will have an effective radiated power of 98.9 kw.

WCFM (FM) Washington Files for Reorganization

PETITION for financial reorganization pursuant to Chapter 10 of the U. S. Code has been filed in Federal District Court by WCFM (FM) Washington, the station reported last week. No change in program policy is planned at this time, according to W. M. Blaisdell, general manager.

Earlier, WCFM announced amendment of its by-laws to allow union groups to purchase stock in the independent outlet, already partly owned by cooperative groups. At the time interest in establishing a companion am station was indicated [BST, July 12].

In its license renewal application, filed with FCC last week, WCFM submitted a balance sheet which showed that as of June 30 its deficit totaled $284,324.73. Total assets reported were $65,313.61, including $3,223.69 in current assets and nearly $24,000 for development, promotion and franchises. Total liabilities reported were $109,909.34, including $27,834.34 in current liabilities. Capital stock issued totaled nearly $240,000 among some 50 stockholders.

Station operates 5-11 p.m. and is 33% commercial, FCC was told.

Larkins Named WFAA-TV Sales Promotion Manager

CHARLES E. LARKINS, formerly assistant sales promotion manager of KMBG-AM-TV Kansas City, has been named sales promotion manager of WFAA-TV Dallas, Ralph W. Nimmogens, general manager of the ch. 8 station, announced last week.

The appointment is part of an expansion of the station’s overall promotion activities, Mr. Nimmogens said. Joy Wright will continue to head the WFAA-TV audience promotion department while Mr. Larkins takes charge of the sales promotion functions.

Under the supervision of assistant general manager Terry Lee, the two promotional units plan a heavy advertising and publicity campaign in connection with WFAA-TV’s power boost to 274 kw, with a new 12-bay antenna, on Sept. 26. Spokesmen said the power increase will expand the station’s Grade A coverage area by 69%.

Before joining the KMBC stations approximately two years ago, Mr. Larkins was manager of the sales department of the Western Newspaper Union in Kansas City. He was in the Army Air Force during the war and is a member of SDX, professional journalism fraternity.

WSBB Management Changes

ACTIVE management of WSBB New Smyrna Beach, Fla., was assumed Monday by Austin Van Catterton, WMMB Melbourne Fla., general manager and 16 2/3% owner of WSBB, following FCC approval of WSBB’s purchase by Mr. Catterton and Washington communications attorneys, Norman E. Jorgensen and Seymour Krieger [BST, Aug. 9]. Sale price at the time of purchase of the 1230 kc, 250 w unlimited facility was reported at $30,000. Mr. Catterton announced these additions to the WSBB staff: Beverly Fleming, formerly WMMB commercial manager, named director of advertising; Janet Boyd, also from WMMB, named woman’s editor and Robert Whiteley, from WMOX Meridian, Miss., joins WSBB as chief engineer.

Lebhar of WMGM Named WAAT-WATV(TV) Vice Pres.

BERTRAM LEBHAR JR., who is leaving his post as director of WMGM New York on Aug. 31 after some 15 years with the station [BST, Aug. 16], last week was named vice president and director of sales for WAAT-WATV (TV) New York, effective Sept. 1.

In his new post, announced Wednesday by Irving Rosenhaus, president and general manager of Bremer Broadcasting Corp., licensee of WAAT and WATV, Mr. Lebhar will succeed William Crawford, who has resigned.

Mr. Lebhar has been in broadcasting for more than 20 years. He also is well known as sportscaster Bert Lee.
CROSLEY HEADS SET ‘GROUP’ AD PLANS

EXECUTIVE and sales representatives of Crosley Broadcasting Co. are meeting in Miami Beach, Fla., to consider “an entirely new concept in broadcasting media advertising.” This concept is described as “The Crosley Group” plan.

Meetings opened last Wednesday and were to wind up today (Monday). The plan has two main targets: (1) To reach clients with the story of Crosley’s three “basic group outlets” [WLWT (TV) Cincinnati; WLWC (TV) Columbus, and WLWD (TV) Dayton, Ohio] plus the two “optional group outlets” [WLWA (TV) at Atlanta and WLW (radio) Cincinnati] before the broadcast budget is given to the timebuyer and (2) to enter into competition for all mass media advertising dollars through a carefully planned program.

The Crosley Group plan provides that advertisers must buy time simultaneously in all the component stations, using the same unit; rates quoted carry a discount reward for quantity buying, and the group is promoted and sold as an individual entity offering one market and one rate.

Harry Mason Smith, Crosley sales vice president, said, “A great amount of money, energy and thought has gone into this campaign. We think that it is a truly great program which will stir up real interest and acceptance for the Crosley Group among the nation’s clients.”

Crosley’s extensive advertising campaign is designed to reach both client and agency. The story of “Wantmanship,” emphasizing the movement of products, will be directed toward the clients.

Crosley executives describe the program as “the biggest independent advertising campaign ever directed at the client level.” The “Wantmanship” theme is described as “Crosley’s ability to sell products for the advertiser through superior talent, merchandising and promotion.” The campaign will run at least until yearend, with emphasis on autumn months.

The national sales force will meet with clients personally and specific promotions are planned for each advertiser. Crosley talent will put “real sell” in their messages. Through audience promotion and sales ability of talent, Crosley will “instill in the vast consuming public the ‘want’ for the client’s product.” The Crosley merchandising staff will contact all retail outlets to convert “wants” into sales.

Powley Promoted

ALLAN T. POWLEY, veteran Washington engineer who has handled Presidential pickups and other major events for over a quarter-century, has been named chief engineer of Evening Star Broadcasting Co., operating WMAL-AM-FM-TV Washington. He succeeds Frank Harvey, who has resigned to take a new assignment.

Mr. Powley in 1929 recorded the first sound track of a Presidential inauguration. He handled operation and installation work at WOR New York in the 20s and was master control supervisor at NBC Washington. He has been operations supervisor at WMAL-AM-TV.

Fred Chitty, KVAN-KOOS, Dies of Heart Ailment

FRED F. CHITTY, 56, general manager-secretary, KVAN Inc., Vancouver, Wash., and vice-president-general manager, KOOS Coos Bay, Ore., died Aug. 6 from a heart attack at the Barnes Veterans Hospital, Vancouver.

Mr. Chitty, who was also well known in the newspaper field, was for 20 years general manager of the Daily Olympian, Olympia, Wash., and editor and publisher for several years of the Coos Bay News. He was also president of the Washington Assn. of Broadcasters and Washington State Allied Daily Newspaper Assn.

He is survived by his wife, a son, two daughters and eight grandchildren.

WGAR Capital Correspondent Target of Extortion Attempt

A SUSPECT charged with trying to extort $20,000 from Kay Halle, department store heiress and Washington correspondent for WGAR Cleveland, is being held by Cleveland police. The suspect, identified by police as James Howard Lett, was held after picking up a dummy package supposed to contain the $20,000 cash.

Miss Halle had gone to Cleveland Aug. 13 to attend the funeral of her father, Samuel Halle, board chairman of Halle Bros. Co. The threatening letter was received on the day. Ann Richards, a detective in the Halle Bros. store, impersonated Miss Halle in the trap that led to capture of the suspect. In 1952 Miss Halle was picked by a national magazine as one of the 10 most beautiful women in Washington.

WRDW-TV Names Hicks As Managing Director

JAMES W. HICKS, long active in Southern broadcasting circles, has been appointed managing director of WRDW-TV Augusta, according to Allan Woodall, Georgia station operator. WRDW-TV is a ch. 12 CBS-TV outlet. Mr. Hicks has been commercial manager of WDAK Columbus and before that had been general manager of WCOS Columbus, S. C., as well as commercial manager of WGSTAtlanta.

WNYC Backs Tv Plans

SEYMOUR N. SIEGEL, director of municipally owned WNYC New York, went before the city’s planning commission last week to ask that the past two years’ $380,000 allocation for construction of a television station be continued in the new 1954-55 capital budget. The allocation had been made in previous budgets in anticipation of a $2 million grant from the PRC, which issued the city a construction permit for a ch. 13 noncommercial station last May.
Two W. Va. Tv Outlets To Offer Joint Service

A NOVEL "consolidation" of a vhf with a uhf station was announced last week.

In what is believed to be the first such instance of its kind, ch. 49 WKNA-TV Charleston, W. Va., owned by Joseph L. Smith Jr., and ch. 4 WOAY-TV Oak Hill, W. Va., owned by Robert R. Thomas Jr., will link operations, effective Sept. 20 when WOAY-TV begins commercial operations. They will become a basic ABC affiliate. Mr. Smith's station (WKNA-TV) has been operating since last Sept. 17.

The linked operation is designed to bring maximum service to West Virginia viewers and maximum value to national spot advertisers, it was said.

The stations reportedly will be sold at a combined rate based on $300 for Class A hour time. Neither station will be sold separately, spokesmen emphasized. Weed Television will be exclusive national sales representatives for the operation.

Simultaneous programming will emanate from both transmitters: WKNA-TV's operating with 22.5 kw in Charleston and WOAY-TV operating from Oak Hill with a maximum power of 100 kw. A local loop will be maintained between both transmitters. Approximate distance between the two cities is 35 miles.


APPOINTMENT of C. P. Persons Jr., formerly vice-president-manager of WABT (TV) Birmingham, Ala., as vice-president-general manager of KOTV (TV) Tulsa, Okla., effective Sept. 1, has been announced by C. Wrede Petersmeyer, president of licensee KOTV Inc. In making the announcement, Mr. Petersmeyer said that he will continue as president of KOTV Inc. and DICK CAMPBELL will remain as station manager. KOTV, basic CBS affiliate in the Tulsa area, has been on the air since 1949 and was purchased recently by J. H. Whitney & Co.

Freed Signed by WINS

ALAN FREED, disc jockey on the Moondog House program on WJW Detroit for the past three years and known as "King of the Moondogs," has been signed by WINS New York for approximately 24 hours of programming per week and also will be syndicated nationally by recordings, Robert J. Leder, executive vice president and general manager of WINS, announced last week.

Starting Sept. 7 his rhythm-and-blues records programs will be presented on WINS Mondays through Saturdays, Mr. Leder said. He reported that the national syndication plan offers one-hour and three-hour programs daily and said six stations, including WJJW, already had been sold. Under a percentage-plus-minimum-guarantee, Mr. Leder said, Mr. Freed should receive from $75,000 to $100,000 annually.

WFMT (FM) to Triple Power

WFMT (FM) Chicago plans to triple its power from 8.34 kw to 28 kw and move its operation to a new location by Sept. 15, the station has announced. At the same time it was revealed that the "culture" station has raised $16,000 thus far in listener contributions enabling it to remain on the air through the summer.

The station, which programs serious music, poetry, discussion and drama exclusively, plans to move from present quarters at 4000 W. Washington Blvd. to 221 N. LaSalle St. Operating on 98.7 mc, it hopes to boost its listening range, with a new antenna of 571 feet and a 5 kw RCA transmitter, to include South Bend, Milwaukee and other points. It will operate from 6 p.m. to 1 a.m. weekdays and 3 p.m. to 12 midnight Sundays.

WMAQ, WNBQ (TV) Report Boom in Spot, Local Sales

NATIONAL spot and local sales business is booming at WMAQ and WNBQ (TV) Chicago, with new highs reached for the NBC ocko outlets during the first six months of 1954, it was announced last week by Charles V. Dresser, sales director of the outlets.

WNBQ showed a 33.7% gain in income compared to the first half of last year, taking into account frequency discounts, facilities charges and other factors, while radio sales of WMAQ came off 13.4% better than in January-July of 1953, on the same basis.

Accounting for the boost on the television side was a 47% increase in local sales and a gain of 24% for national spot. Accounting for the jump in radio was an increase of 19% in national spot and 5% in local sales.
Grisham to Head Sales
At WABT (TV) Birmingham
CHARLES F. GRISHAM, local sales manager of WABT (TV) Birmingham, Ala., since November 1953, has been appointed commercial manager, the station announced last week.

Prior to joining WABT, Mr. Grisham was sales manager of WLWA (TV) Atlanta and assistant program director, WLW Cincinnati. During his earlier career he was radio promotion manager, Ralston-Purina Co., and southeastern manager, the Edward Petty Co., station representation firm.

It was announced earlier by the station that C. P. Persons, WABT vice president-manager, had resigned to accept a similar position at KOTV (TV) Tulsa (see separate story, page 55).

Fetzer Promotes Three
At WKZO-AM-TV Kalamazoo
THREE key staff appointments at WKZO-AM-TV Kalamazoo, Mich., were announced last Tuesday by the Fetzer Broadcasting Co., stations' licensees.

Carl E. Lee, Fetzer's managing director, announced the promotion of O. T. Gaston, radio account executive for seven years, to radio administrative assistant to the managing director; Robert Dye from head of radio-TV production to promotion director for WKZO-AM-TV, and Donald DeSmit from sales director to sales manager of WKZO-AM-TV.

Clarke Brown Co. Adds Six; Names Peranni Houston Mgr.
ADDITION of six stations to the list of those represented by Clarke Brown Co., Dallas, has been announced by the company. Simultaneously, the appointment of Andrew E. Peranni as manager of the Houston office was announced. Mr. Peranni formerly was with the sales department of WABT-TV Baton Rouge.

Stations added were KTRH Houston, WMPS Memphis, Tenn., KLIF Dallas, KNOE-AM-TV Monroe, La., and WNOE New Orleans.

KPTV (TV) Sets New Rates
KPTV (TV) Portland, Ore., has issued Rate Card No. 4 which establishes a new-time period, Class AA, and new rates for classes A, B, C and D. Class AA, extending from 7:29 p.m. to 10:31 p.m., will cost $120 for a 20-60 second announcement. The new card, effective Sept. 1, will not affect present station advertisers until March 1, except station break advertisers who are protected until Dec. 1.

KPTV on Sept. 1 will increase its power to 204 kw, boosting its present power more than 12 times, according to the station.

KLPW Construction Underway
KLPW Union, Mo., near St. Louis, reports that construction has begun on its tower and that it expects to be on the air this month. The 1220 kc outlet, owned by Les Ware, former general manager of KXLM St. Louis, will be managed by Norb Moore.

Scraping the Sky
CONSTRUCTION of KWTW (TV) Oklahoma City's new tower has passed the high of 1250 ft. (approximate height of the Empire State Bldg.) and now stands at 1290 ft., Edgar T. Bell, executive vice president, has announced. The structure with antenna, due to be completed this month, will measure 1572 ft. Target date of Oct. 1 has been set for operation of the new tower coupled with increase in effective radiated power to the maximum 316 kw.

WGMA to WKDN Group
SALE of WGMA Hollywood, Fla., by Roy M. Greene to South Jersey Broadcasting Co. (WKDN Camden, N.J.) for $25,000 plus assumption of certain obligations was announced last week. Sale was arranged through Allen Kander, station broker, and is subject to FCC approval. WGMA operates on 1520 kc with 500 w daytime. Ranney Compton is president and Gordon Giffen, general manager, of 1 kw dvtimer WKDN (on 800 kc). Sale bid has been filed with FCC.

Ray Ryan Dies
FUNERAL services were held Aug. 10 for Ray Ryan, who owned and operated WCN Elizabeth City, N.C. Mr. Ryan died of a broken neck received in a swimming accident near his home at Elizabeth City. From 1948 until last year he was sales manager and announcer, WFLO Farmville, Va. He is survived by his wife and two sons.

WJAR-TV Construction Starts
CONSTRUCTION has begun on the new 1,659-foot tower of WJAR-TV Providence, R.I., at Rehoboth, Mass., it was announced last week, with completion date set at Nov. 1. A new 50 kw transmitter and antenna will boost the ch. 10 station's effective radiated power to 316 kw. WJAR-TV is presently operating with 225 kw.

STATION PEOPLE
Arthur L. Gray, sales and operations manager, WKTK-TV West Palm Beach, Fla., to WTVT (TV) Fort Lauderdale, Fla., as general manager.
Aarom Bloom, account executive, KGO San Francisco, promoted to sales manager.
Bob Walton, manager, WJBS DeLand, Fla., to WTWQ (TV) Bangor, Me., as local sales manager.
Dale Baum, WTVT (TV) Jackson, Miss., to WTVD (TV) Durham, N. C., as film buyer. Ralph Andrews, film programming director, WCAN-TV Milwaukee, to WBKB (TV) Chicago in similar capacity, succeeding George C. Rice, who moves to WABC-TV New York as film director.
Trent Christman, Gillham Adv., Salt Lake City, to KONA (TV) Honolulu, as program manager; Gene Terrell, assistant to executive producer, KNBH (TV) Los Angeles, to station as promotion-publicity manager.

Jack L. Wrenn, administration staff, Burlington Mills, Burlington, N. C., to WSAZ-TV Huntington, W. Va., as sales representative; Lawrence H. Rogers, news director, WEAL-TV Eau Claire, Wis., to station as announcer.

Don Murdock, WTRF-TV Wheeling, W. Va., promoted to continuity chief, succeeding Robert R. Ragoo, deceased.
Mel Offenbach, account executive, and Les Castaneda, announcer, both KNQS Hang., Calif., appointed sales manager and program director, respectively.

James A. Mount, formerly sales manager, KEX Portland, Ore., to KGW same city, as commercial manager.

Ervin Plekstos, sales staff, Carpenter Paper Co., Chicago, to KRNT Des Moines as account executive.

Johnny R. Holmes, radio-TV specialist, Army Home Town News Center, Kansas City, Mo., to KSWM-TV Joplin, Mo., as sports director upon release from active duty.


John F. Hartry, promotion supervisor, CFPL London, Ontario, promoted to public service and market research director, CFPL-AM-TV, Harvey M. Clarke, advertising manager, Capitol Records of Canada Ltd., Toronto, succeeds Mr. Hartry.

Paul R. Litt to sales dept., WTVI (TV) St. Louis.

Norman Nesbitt, freelance Hollywood radio-TV announcer-personality, to KOA-AM-TV Denver in similar capacity.

Jack Harris, WBAP-TV Fort Worth, father of boy, Jack Harris Jr.
Bill Tusher, commentator, KBIG Avalon, Calif., father of girl, Claudia Scott.

Robert Beebe, account executive, WHLI Hempstead, L. I., N. Y., father of girl, Deane Robin.

Mort Hall, continuity director, WBBM Chicago, father of boy, James.
Jim Reid, sports announcer, WPTF Raleigh, N. C., father of girl.

Freeman Cherry, 42, sales manager, WKAY Glasgow, Ky., died.

Richard Lifvendahl, 26, salesman, KOVR (TV) Stockton, Calif., died July 30.

Mr. Wrenn

Mr. Grisham

Mr. Offenbach

Mr. Wiggins

Mr. Castaneda
NAEB SCHEDULES NEW YORK MEETS

PLANS for the National Assn. of Educational Broadcasters' educational television engineering workshop to be held in New York Oct. 19-27 and NAEB's 30th annual convention Oct. 27-30 also in New York were announced simultaneously last week.

Feature of the convention will be a talk at the Oct. 28 luncheon by FCC Chairman Rosel H. Hyde.

Engineers attending the workshop will tour RCA's plant at Camden, N. J., the first two days; the General Precision Labs at Pleasantville, N. Y., the next two days (Oct. 21-22); the DuMont Telecenter in New York the morning of Oct. 23, and the Empire State Bldg. multiple transmitter location that afternoon.

Regular sessions start on Oct. 24 at 2 p.m. at New York's Hotel Biltmore, when delegates meet with NAEB officers and directors. On Oct. 25 delegates will visit Allen B. DuMont Labs in Clifton, N. J., for technical sessions and equipment demonstrations. The next morning, members attend a session at NBC studios and similarly an afternoon session will be held at CBS.

Reports will be organized the morning of Oct. 27, the remainder of that day devoted to a luncheon and tour of United Nations radio and tv communication facilities. Convention exhibits will be on display.

The convention will go down to business the morning of Oct. 28, followed by Chairman Hyde's speech; a workshop session at WNYC New York studios that afternoon; more workshop sessions the morning of Oct. 29 after which NBC will give a color demonstration and CBS will present a tv rehearsal on use of cameras and lighting. NAEB holds its annual banquet that night at the Biltmore.

...and see why the Rust Remote Control System is your best buy

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

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

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

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

For Example — Rust Type RL-108-S Tower Lighting Unit

Like other Rust accessory units, RL-108-S Tower Lighting Unit is complete and self contained. It offers an extra feature in that it not only meters lighting current but it offers an extra feature in that it not only meters lighting current but it offers an extra feature in that it not only meters lighting current but it offers an extra feature in that it not only meters lighting current but it offers an extra feature in that it not only meters lighting current but it offers an extra feature in that it not only meters lighting current but it offers an extra feature in that it not only meters lighting current but it offers an extra feature in that it not only meters lighting current but it offers an extra feature in that it not only meters lighting current but it offers an extra feature in that it not only meters lighting current but it offers an extra feature in that it not only meters lighting current but it offers an extra feature in that it not only meters lighting current but it offers an extra feature in that it not only meters lighting current but it offers an extra 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not only meters lighting current but it offers an extra feature in that ti

The Milwaukee Journal, licensee of WTMJ-AM-TV there, turned its Radio City newsroom and studios into classrooms for 24 students and faculty members of the Television News Institute of Northwestern U.'s Medill School of Journalism. Inspecting a reel of newsfilm are (l to r) Prof. Baskett Mose, Northwestern radio-tv department chairman; Jack E. Krueger, WTMJ news editor; Roger Pihl, radio-tv director, St. Lawrence U., Canton, N. Y.; John Patterson, assistant news editor, WDBJ Roanoke, Va., and Ronald Bledsoe, WLAB-TV Nashville.

Broadcasting • Telecasting

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Detroit Educ. Tv

MORE THAN $400,000 of a $1.4 milion goal has been raised by the Detroit Educational Television Foundation, per-
mittee of ch. 56 WTVS (TV) there for operation of the station. WTVS will begin closed circuit operations this fall and regular telecasts near the end of the year. The foundation, which is com-
pased of civic, cultural and educational groups, already has ordered equipment for a limited-scale operation pending collection of the remaining funds.

Teachers Workshop to Hear Of Radio-Tv Ad Techniques

RADIO-TV advertising techniques will be among subjects scrutinized during the coming twoweek stay by 64 Los Angeles City school teach-
ers participating in the fourth annual Teachers Advertising Workshop, sponsored by Holly-
wood Advertising Club, Los Angeles Advert-
ing Club, Los Angeles Advertising Women Inc. and Advertising Assn. of the West.

Broadcast advertising practices will be de-
scribed by a panel consisting of Robert J. Mc-
Andrews, vice president and commercial man-
ger, John Poole Broadcasting Co., Hollywood, and president, Southern California Broadcasters Assn.; Norman Oatby, vice president in charge of station relations, Don Lee Broadcasting Sys-
tem, that city; Dorothy Brown, continuity ac-
ceptance editor, ABC-TV there; George Mos-
covics, manager of tv development, KNXT (TV); Rodney Voight, assistant to director of press information, CBS Radio there, and Andrew C. Love, producer, NBC Hollywood.

In another panel, Jack O'Mara, director of research and promotion, KTTV (TV) Holly-
wood, will describe advertising research pro-
cedures.

NAEB Holds Tv Workshop At Michigan State College

THIRTY educators and educational tv directors will participate in a tv production workshop to be conducted by the National Assn. of Edu-
cational Broadcasters at Michigan State Col-
lege, East Lansing, from Aug. 22 to Sept. 11.

The workshop is designed to provide knowl-
edge and experience in various phases of tele-
vision, including directing, writing and pro-
ducing. Expenses of the clinic and its partic-
ipants will be defrayed by NAEB.

The Illinois Institute of Technology an-
nounced last week that Dr. Henry W. Knep-
ler, assistant professor of English there, would be one of the participants. Dr. Knepler has appeared on numerous educational tv programs over Chicago stations and is director of the school's dramatic group.

EDUCATION PEOPLE

Dr. Robert D. Leigh, director of communica-
tions study, Columbia U., appointed acting dean of Columbia U.'s School of Library Serv-
ce, effective in September.

Peter Goets, formerly director, WGNY New-
burgh, N. Y., appointed national advisor to educational KTHT (TV) Los Angeles Families Are First panel discussion program.

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CBS-TV PLANS 3 COLOR SHOWS PER WEEK

Network's new Studio 72 has been remodeled especially for color. Stage lighting proves to be major undertaking.

AS PART of its new policy offering three or more tv shows in color each week between Aug. 22 and April 6, 1955, CBS-TV last week was preparing to launch its first color show from its new Studio 72, especially remodeled for color productions.

The initial color telecast from Studio 72 was to be Ed Sullivan's Toast of the Town yesterday (Sunday, 8-9 p.m. EDT).

Meanwhile, CBS-TV released an up-to-date schedule of its color broadcasting plans for the approaching season. The list encompasses some 75 colorcasts during the Aug. 22-April 6 period, including five film programs.

The remodeled Studio 72 is at the site of the former RKO 81st St. Theatre in New York.
Color to Riches

THE POT of gold at the end of the "color" rainbow on Toast of the Town yesterday (CBS-TV, Sunday 8-9 p.m. EDT) was $3 million worth of furs and jewels which were to be bedeck the shapely dance group known as the "Toastettes." Chincilla, sable, mink, ermine and fox appeared in full color along with $21/2 million worth of jewelry. Outstanding piece of glitter was a 127-carat emerald-cut diamond worn on a chain of diamond baguettes, valued at $1 million. The diamonds and furs were loaned to the Ed Sullivan show by Harry Winston Inc. and Fredrica Furs.

CBS, NBC-TV Expect Big Turnout at Meets

HEAVY attendance is expected at NBC-TV and CBS Radio affiliate meetings scheduled for Chicago during a three-day period starting a week from tomorrow (Tuesday) [8-14, Aug. 16].

Kenyon Brown, KWFT Wichita Falls, Tex., chairman of the Affiliates Advisory Board, reported last week that the CBS Radio group already had acceptances from at least 250 people, representing 125 stations, and that assurances had been received from many others. NBC-TV officials said officials from at least 150 of its 200 station affiliates were expected to attend the NBC-TV sessions.

The CBS Radio group also revealed further agenda plans. Mr. Brown will give the opening talk at the first session at the Edgewater Beach Hotel, Sept. 1.

After Mr. Brown's opener, talks will be given by CBS Radio executives including Adrian Murphy, president; John Karol, vice president in charge of network sales; Lester Gottlieb, vice president in charge of network programs; Sig Mickelson, vice president of CBS Inc. in charge of news and public affairs; George Bristol, director of sales promotion and advertising, and Charles Oppenheim, administrative manager, sales promotion and advertising.

CBS Inc. President Frank Stanton will speak at the final luncheon session of the CBS Radio affiliates on Sept. 2.

Other than the business sessions, where the
bulk of network-station relations policy will be
talked over, CBS Radio affiliates will be invited to
to see a display of local station promotion
assembled by a special committee headed by
Don Davis, KMBC Kansas City. The display
will be on the balcony of the Grand Ballroom of
the Edgewater.

The banquet that evening will feature enter-
tainment by Robert Q. Lewis, m.c.; Edgar
Bergen & Charlie McCarthy; Peter Lind Hayes
& Mary Healy; Frank Parker & Marion Mar-
lowe of the Arthur Godfrey shows; Hal Leroy,
and Mahalia Jackson. Two separate sessions
will be held on the morning of Sept. 1, one for
station owners and managers, and dealing with
management affairs, and one for promotion
people.

NBC-TV affiliates will confer with officials of
that network, headed by Brig. Gen. David
Sarnoff, board chairman of RCA and NBC, at the
Drake Hotel on Aug. 31 and Sept. 1.

**LAWRENCE, DIGGES PROMOTED AT CBS**

WCBS-TV General Manager
Craig Lawrence will head tv station administration. He is
succeeded by Digges, former tv spot sales chief.

**PROMOTION of Craig Lawrence from general manager of CBS-owned WCBS-TV New York to the new post of director of station administration for the CBS TV Division was announced last week by Merle S. Jones, CBS-TV vice president in charge of stations and services. Sam Cook Digges, general sales manager of CBS Television Spot Sales, was named to succeed Mr. Lawrence as general manager of WCBS-TV, and George Clark, eastern sales manager for Television Spot Sales, to replace Mr. Digges as general sales manager of the tv spot sales department. Mr. Jones said a replacement for Mr. Clark would be announced shortly. Mr. Lawrence's new post as CBS-TV director of station administration was "acted for the purpose of making the services of the entire CBS Television organization readily available to the company-owned stations, particularly in the areas of programming, public service sales, sales promotion and research," Mr. Jones explained. Mr. Lawrence, general manager of WCBS-TV since February 1952, formerly supervised the operations of KSO and KNRT Des Moines, WNAX Yankton, S. D., WHOM Jersey City (now New York) and WCOP Boston. In 1942 he was named a vice president of Cowles Broadcasting Co. and executive vice president of its subsidiaries, Atlantic Broadcasting Co.**

**MR. LAWRENCE MR. DIGGES**

and Massachusetts Broadcasting Co. Mr. Digges joined CBS in April 1949 as an account executive in the newly-established television division of Radio Sales; transferred to Chicago in January 1950 as tv manager of the Radio Sales office there; became eastern sales manager of CBS Television Spot Sales in January 1952, and was promoted to general sales manager of the department in December 1952. Mr. Clark, who joined CBS in 1938 at KNX Los Angeles, transferred to New York as a CBS Television Sales executive in 1952, and was made eastern sales manager a few months later.

**CBS Appoints Three To Combined News Unit**

**IN LINE with the consolidation of the news and public affairs departments of CBS Radio and CBS-TV into a single unit [B&T, Aug. 16], Sig Mckelson, CBS vice president in charge of the department, last week announced the appointments of Edward P. Morgan as director of news; Irving Gitlin, director of public affairs, and Elmer Lower, director of special projects. Personnel will function in both the radio and television fields. Mr. Morgan will supervise all news programs and a central news desk that will make assignments to correspondents and cameramen both in the U.S. and abroad, as well as with the New York staff of CBS News since 1951 and previously had served for four years as a corresponding editor for Collier's magazine. His prior experience included work as a war correspondent in Europe for the Chicago Daily News and as a reporter for the United Press and the Seattle Star. Mr. Gitlin will have charge of public affairs broadcasts, including special events, discussion programs, educational and religious presentations, talks and documentaries. He joined CBS Radio in 1946 as a science reporter, and since then has produced many documentaries. Currently he is preparing the forthcoming educational series, The Search. In his new post, Mr. Lower will be responsible for all news related programs, combined operations including both news and public affairs and other activities not falling specifically in either the news or public affairs areas. He became associated with the network last year in Washington as director of news and public affairs for CBS-TV. From 1951 to 1953 he was with the office of the United States High Commissioner for Germany, his last post being chief of the information division in Bonn, Germany. Previously he had served as chief correspondent for Life magazine in Paris and the Far East and with the Associated Press and the United Press.**

**SHURICK SUCCEEDS SNYDER AT CBS-TV**

**EDWARD P. SHURICK, manager of CBS- TV The network sales division, announced last week, has been named to succeed Clarke A. (Fritz) Snyder as the network stations relations director, Herbert V. Akerberg, CBS-TV vice president, in charge of station relations, announced last week. Mr. Snyder reportedly is negotiating for a station management post. [CLOSED CIRCUIT, Aug. 2]. Mr. Shurick, a 22-year broadcasting business veteran, has been with CBS since 1950, when he became market research counsel of CBS Radio. In 1942, he was named account executive in CBS-TV sales and a year later was named to the sales post he occupied before his new appointment. Advertising manager for KMBC Kansas City from 1942-47, Mr. Shurick left this position to become for three years promotion-research director and an account executive with Free & Peters, station representative. Among his broadcast associations before 1942, Mr. Shurick was in sales with WINS in New York and WOR in New Jersey. He became associated with CBS in 1939.**

**MR. SHURICK**

Mr. Shurick was with CBC in Canada when he moved to the Canadian Broadcasting Corp. Walter A. Shurick, manager of CBS-TV sales and market research, announced last week. The order was effective Oct. 1. The programs have not been selected as yet. Serutan Co., Newark, will sponsor One Man's Family (3:30-3:45 EDT) on a Monday-Wednesday schedule, starting Sept. 17. The agency is Edward Kleeber, New York. Miles Labs., Elkhart, Ind., has purchased 15 minutes each of The Happy Days (Mon.-Fri., 10:45-11 a.m. EST) and Conquering Miss Marlowe (Mon.-Fri., 3:45-4:55 p.m. EST) starting the week of Sept. 27. Agency is Geoffrey Wade Adv., Chicago. The Sweets Co. of America, Hoboken, N. J., has ordered 13 participations on The Pinky Lee Show (Mon.-Fri., 5:50-6:00 p.m. EST) starting Sept. 7.**

**CJCB-TV Joins CBS-TV**

CJCB-TV Sydney, N. S., Canada, has joined CBS-TV as a secondary affiliate late. Herbert V. Akerberg, CBS-TV vice president in charge of station relations, announced last week the ch. 4 station is an independent but represented by the Canadian Broadcasting Corp. Walter Powell is CJCB-TV's commercial manager.
**Ty Plays Make Stage**

**TELEVISION is providing dramatic material for the theatre and motion pictures. The Theatre Guild announced last week that three of the plays it produced this past season for ABC-TV's United States Steel Hour soon will become stage properties. The plays are "Welcome Home," by R. N. Nash; "Garden in the Sea," based on a Henry James story called "The Aspen Papers," which was adapted for TV by Michael Dyne, and "Fearful Decision" by Richard Malbaum and Cyril Hume. Previously the Guild had announced that two other plays it produced for the Steel Hour—"POW" by David Davidson and "The Last Notch" by Frank Gilroy—would become motion pictures.

**ABC-NCAA Grid Slate To Go as 'Per Game'**

ABC-TV currently is pitching its NCAA 13-week fall football schedule to national advertisers on a "per game" basis, with the promise of at least a 90-station slate, it was learned last week.

There had been some interest among regional advertisers in the telecasts, but this possibility reportedly has been scrapped.

The agreement with NCAA previously obviated any likelihood of the contests being sold on a co-op basis, with local or regional advertisers coming in on a participation premise. At the time the schedule was announced ABC-TV indicated the schedule would be made available to national and regional advertisers [BWT, Aug. 2].

Under the present approach, a national advertiser would have a choice of any game on the schedule—first come, first served. If he picked a "premium" game, such as Notre Dame vs. Southern Methodist, he would be required to sponsor one other nationally-televised game of lesser interest. In the case of a lesser "premium" contest, he would be asked to pick up the tab for perhaps two additional games. The advertiser would sponsor the entire telecast on a national basis, it was understood.

Several potential national advertisers have been under consideration as ABC-TV seeks to make its pitches in New York, Chicago and Hollywood. The regional plan fell by the wayside, it was indicated, because of insufficient interest. Multiple sponsorship of any games or spot participation is not now being considered, it was stressed.

ABC Radio network plans to offer its schedule of 12 collegiate games as a co-op deal for local sale, it was announced in New York Wednesday. The schedule involves 18 teams on a slate starting Sept. 18, some of the teams being those also on the NCAA TV grid schedule.

**'Kukla & Ollie' Shift From NBC-TV to ABC-TV**

THE OFF-REPORTED shift of Kukla, Fran & Ollie from NBC-TV to another network became official last week with separate announcements by ABC Central Div. and creator Burr Tillstrom that the "Kuklapolitan" in "Richard the Kid" will start a nightly across-the-board series on WBKB (TV) Chicago and WABC-TV New York beginning Sept. 6.

The award-winning series, which has been on television for seven years, will be telecast by the ABC o& stations each evening 6-6:15 p.m. and be carried on a limited ABC network at the outset, according to present plans, with Gordon Baking Co. (Silvercup bread) as sponsor under a 13-week contract. Agency is D'Arcy Adv. Co. Completion of negotiations with Mr. Tillstrom was confirmed by ABC Chicago officials Thursday.

**MUTUAL, ABC NETWORKS PLAN ELECTION COVERAGE**

Impressive line-up of newsmen will be used by networks to report and analyze the Nov. 2 returns on U. S. voting.

PLANS were announced last week by Mutual and ABC Radio and ABC-TV for comprehensive coverage of the 1954 election returns on Nov. 2, at which time the issue of control for Congress for the next two years will be decided.

A task force of about 750 ABC staffers will be on the job, under the overall command of Thomas Velotta, vice president for news and special events for ABC Radio, and John Daly, vice president in charge of TV news, special events and public affairs. Line-up of newsmen who will analyze the returns includes Mr. Daly, Elmer Davis, Martin Agronsky, Paul Harvey, Gunnar Back, Leo Cherne, John Edwards, Erwin Canham, Julian Anthony, Taylor Grant, Bryson Rash, Chet Huntley, George Sokolsky, Quincy Howe, Austin Kiplinger, George Hamilton Combs, Don Goddard, George Hicks, John Mac Vane, John W. Vandercook and others.

ABC Radio will launch its coverage of the nationwide Senate, House and gubernatorial contests at 8 p.m. EST, and ABC-TV at 10:30 p.m. EST.

Mutual announced its plans to stay on the air throughout the night, if necessary. It will begin its coverage at 7 p.m. EST, presenting such commentators as Fulton Lewis Jr., Cecil Brown, Bob Considine, Bill Cunningham, Holland Engle, Wallace Fanning, Harry Flannery, Cedric Foster, Sam Hayes, Gabriel Heatter, Bill Henry, Les Higbie, Everett Holles, Robert F. Hurleigh, Hazel Markel, Virgil Pinkley, Frank Singiser and Walter Trojan.

Mutual will present reports from its New York headquarters and its four major news bureaus in Boston, Chicago, Los Angeles and Washington, as well as from other regional vantage points, including Philadelphia, Baltimore, Cleveland, Detroit, Louisville, St. Louis, Omaha, Denver and Salt Lake City.

CBS and NBC are to announce coverage plans shortly.

**NBC-TV Daytime Serials To Fill 11/2-Hour Segment**

NBC-TV will present an hour-and-a-half of Monday-through-Friday daytime serials, in the 3-4:30 p.m. EDT period, starting Aug. 30, when the network adds a new 15-minute drama and moves two current serials to new time spots.

The new program is The Greatest Gift, which will be carried from 3-3:15 p.m. in place of One Man's Family, which will move to 3:30-3:45 p.m. The remainder of the afternoon schedule is Golden Windows, 3:15-3:30 p.m.; Concerning Miss Marlow, 3:45-4 p.m.; Hawkins Falls, 4-4:15 p.m., and First Love, 4:15-4:30 p.m. The last telecast of Bride and Groom, now in the 4:15-4:30 p.m. spot, will be on Aug. 27.
MBS' AUDIENCE STUDY TO BE OUT SOON

National survey will provide eye-opening facts, according to the network, which expects to release these findings in the next few weeks.

ADVERTISERS were told last week that they can expect a wealth of information soon to be made available by MBS to "help them evaluate radio and television more accurately."

Mutual claimed the national radio measurement survey conducted for the network by J. A. Ward Inc., independent research company, "is the first to coordinate both the living and working habits of people in relation to their radio listening on a national basis."

The Ward study, which takes a peek at everybody's client in the radio business—the radio audience—promises to be an eye-opener for advertiser, agency executive and broadcaster alike, the network indicated.

Final tabulations are not yet complete. But Richard J. Puff, MBS director of research and planning, said full data can be expected to be made public within the next few weeks.

The MBS-contracted survey, which covered the country, was conducted to fill "the long-needed count of exactly how many people listening in, including out-of-living-room, out-of-home, and in-car," according to Mr. Puff.

Although the findings were not yet in final form, MBS revealed the Ward study showed:

- Ninety-six percent of all households have a home radio in working order and 60% with a tv set in operating condition.
- The number of radios found today in automobiles is about equal to the number in living rooms.

Am Reciever Locations

Another "teaser" finding showed that while 9-out-of-10 tv sets are in living rooms, two-thirds of household radio receivers are placed in other parts of the home.

The radio set dispersed, according to the survey:

- Living rooms, 34%; bedrooms, 27%; kitchens, 23%; rooms elsewhere in the home, 16%.
- MBS President Thomas F. O'Neil and Mr. Puff released statements on the survey which they stressed was of vital importance to the advertising industry.
- Mr. O'Neil, commenting on the figures showing radio set dispersed in homes, said such findings "simply emphasize the challenge which the research and radio industries face in correctly measuring the extent of use of a medium which is literally everywhere."

Mr. Puff called the measurement "a pace-setter in several areas of objective research."

These, he said, included: "the first large survey of listening by individuals, without resort to projecting of set and family counts; the first available comparison of radio listening coupled with living habits, in all parts of the home as well as occupation or recreation outside; the first data on percent of population rising in cars and listening to car radio by quarter-hour periods from coast-to-coast throughout the nation."

The Ward study will show just where radio listening (by quarter-hours) occurs both in and out-of-home. It also will indicate what other activities the listener is engaged in while his or her radio is playing. This information is seen by MBS to be of particular significance to the advertiser who primarily wants to know what the listener of his program is doing at the precise time the show is on the air.

Such data will be additional pluses to what MBS claims will be available "for the first time ever, an accurate count of . . . of the number of people at home, in cars, at work, etc., for each quarter-hour of the day."

The Ward survey, which intends to present a myriad of facts about radio audience habits, set out to obtain a projectible sample of U. S. households, and of individuals above the age of 6 within these households. From this sample, Ward worked its data by quarter-hours each day with respect to percentages of time spent awake or asleep, home or away from home, listening to the radio, watching television or at some other activity.

Ward also recorded percentages of time spent by individuals in listening to a radio set at various locations; similarly of viewers watching tv; of persons in automobiles; of persons listening to car radios; those tuned to various radio network affiliates, and cross-analyses and summaries of all this data by the family questioned.

Also from the household sample, Ward gathered data on the number of owned radio sets; location, type and capacities of each such set; number of tv sets owned and similarly their location, type, etc., and the possession of other household appliances.

Mutual officials explained, in answer to questions, that the Ward study differs from the Alfred Politz Research Inc. study for the Henry I. Christel Co. list of stations in that, among other things, the Ward survey looks at radio in both tv and non-tv areas, not in tv areas only. It differs also from the Politz organization's current study, being made for BAB and the four radio networks (including Mutual), in that it investigates listenership and viewing in a projectible sample of the number of people at home, in cars, at work, etc., for each quarter-hour of the day.

AT&T Links Four, Brings Total to 308

EXTENSION of network television service by Bell Telephone System to four more stations was announced last week by the department of AT&T. Stations interconnected were WABI-TV Bangor, WGR-TV Buffalo, WCHS-TV Charleston, W. Va., and KTAG-TV Lebanon, Pa.

The four new stations, in addition to making a count of radio and tv sets and their locations, according to the network.

Four Advertisers Buy Participations on 'Coca'

NBC-TV's new Imogene Coco Show has been sold to four advertisers, George H. Frey, NBC vice president in charge of television network sales, said Thursday in announcing details of the program, which will be presented Saturdays, 9:30-10 p.m. EST, three weeks out of four, beginning Oct. 2.

Teletasks will be sponsored in 10-minute segments, limited to three clients for each program. Lewis Howe Co. (Tums) purchased a 10-minute participation in all 39 programs, Griffin Mfg. Co. (Griffin shoe polish), Johnson & Johnson (Band-Aid plastic strips, surgical dressings and baby products) and S. O. S. Co. (S. O. S. scouring pads and Tuffy pads) each brought 26 10-minute periods, and will alternate sponsorship of the remaining two segments of each program.

Aero-Mayflower Buys ABC Newscast Series

SALE of a comprehensive schedule of new broadcasts by ABC Radio to Aero-Mayflower Transit Co., Indianapolis, was announced Wednesday by Don Roberts, director of radio for the network's central division.

Aero purchased three five-minute programs each for Tuesday, Wednesday, Thursday and Friday evenings on 350 ABC stations starting Oct. 5, with newscaster to be announced later. Newscasts will be aired at 6:55, 7:55 and 8:55 p.m. CST. Thirteen week contract for the locale distance moving film was placed through Sidener & Van Riper Inc., Chicago.

The purchase is understood to involve about $20,000 a week in gross billings.

Noble Sworn In

EDWARD J. NOBLE, board member of American Broadcasting-Paramount Theatres and finance committee chairman, was sworn in as member of the Board of St. Lawrence Seaway Development Corp. ‘He is one of three Republicans on the five-man board appointed by the President.”

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DuMont to Feed Pro Games
Of New York Football Giants

FULL fall schedule of the New York Giants professional football games will be fed by DuMont to at least a dozen stations in the New England and New York State areas, Thomas J. McMahon, DTN sports director, announced last week. The Atlantic Refining Co. is co-sponsor.

Included are stations in New York, Syracuse, Binghamton, Rochester, Elmirah, Utica, Kingston, N. Y.; Boston, Springfield and Holyoke, Mass.; and Manchester, N. H. More stations are expected, Mr. McMahon said. The 12-game schedule begins Sept. 26 with the Giants at Chicago and ends Dec. 12 with Philadelphia at New York.

Except for the Oct. 2 game at Baltimore, which will be played at night, all games are in the afternoon. WABD (TV) New York will carry only road games. The Baltimore contest will be on the full network as will New York at Cleveland Oct. 31 and Los Angeles at New York Nov. 21. Chris Schenkel, DuMont sports commentator, will handle play-by-play.

NETWORK PEOPLE

Robert E. Johnson, director of publicity and publications, Capital Records, Hollywood, ABC-TV, same city, as staff publicist, succeeding Gene Deporla, who moves to See It Now news staff, CBS-TV, N. Y.

Matt Harlib, staff director and producer, CBS, to ABC-TV as staff director assigned to Stop the Music and Packard Program Starring Martha Wright.

Chet Brouwer, production supervisor, Columbia Television Pacific Network Harry Owens Show, and Tom Fraser, production co-ordinator, KNXT (TV) Hollywood Farm Reporter, Market Basket and The Shopper, named program co-directors, CTPN Panorama Pacific.

Ed Velarde, radio-tv writer, Billboard magazine, Hollywood, to promotion-publicity dept., ABC-TV, same city.

Andrew Cowan, European representative at London, Canadian Broadcasting Corp., resigns to return to Canada to become supervisor of broadcasts for Canadian armed forces; Bernard Trotte, talks dept., CBC, Toronto, succeeds Mr. Cowan.

Rick Vallin, tv actor, signed for Danny Frank role, NBC-TV's One Man's Family, succeeding Dubbs Wray, resigned because of film commitments.


Dr. Frances Horwich, hostess, NBC-TV's Ding Dong School, author of children's activities book, Miss Frances' All-Day-Long Book.

Fred F. Stewart, credit manager, DuMont TV Network, elected chairman, Radio-Tv Broadcasting Group, New York Credit Group Service.

Jacob A. Evans, advertising and promotion director, NBC-TV, and Roy Ashmen, research and planning dept., NBC, appointed to advertising and selling course committee, Advertising Club of New York.


TWA PLANS AWAITS DISSOLUTION VOTE

COUNT of mail ballot Aug. 31 will determine TWA stand on petition of Screen Writers Guild and Tv Writers Group now before NLRB.

VOTE on dissolution is presently underway among members of Television Writers of America, union executives revealed in Hollywood last week, with a mail ballot count slated Aug. 31. Outcome of the vote will determine whether TWA, present accredited representative for live tv writers, will oppose the petition of the Screen Writers Guild-Tv Writers Group (soon to become part of newly-formed Writer's Guild of America), now before NLRB in New York, for live tv jurisdiction, according to Ben Starr, western regional TWA president.

Meanwhile, the SWG-TWG executive board last Monday refused Mr. Starr's bid for informal discussions between himself and SWG president F. Hugh Herbert on possible unity between the two groups. In a telegram to Mr. Starr, the board stated there could be no purpose in such a meeting on the eve of the SWG-Radio Writers of America-Author's League merger into WGA. Instead, the board proposed that TWA executives could aid unity by not opposing the WGA representation petition before NLRB and by urging TWA membership "to join other writers in the Writers Guild of America." Mr. Starr told B*T he still is seeking a meeting with SWG, but that the dissolution vote had nothing to do with discussion refusal, or with loss of its recent strike against three tv networks. B*T, Aug. 9. Rather, he said, the TWA membership must weigh the union's chances of winning "a good contract...even if we win an NLRB election."

"Until all writers are organized in one decent, democratic union, they will not get a good contract," he added.

IATSE Re-Elects Walsh, Other Officers at Meet

RICHARD F. WALSH, president of the International Alliance of Theatrical Stage Employees & Moving Picture Operators (AFL), was re-elected Aug. 13 at the union's 42d convention held in Cincinnati.

Other incumbents re-elected included general secretary-treasurer Harold Holmden; vice presidents James J. Brennan (New York), Carl Cooper (Los Angeles), Harry J. Abbott (Philadelphia), Orin M. Jacobson (Tacoma, Wash.), Hugh J. Sedgwick (Hamilton, Ont.), Albert S. Johnstone (New Orleans), William Donnelly (Minneapolis), John A. Shuff (Akron) and Louise Wright (Dallas).

Returne as trustees: William C. Scanlan (Lynn, Mass.), R. E. Morris (Mobile, Ala.) and George W. Brayfield (Denver); as AFL delegates: Thomas V. Green (Newark, N. J.) and James McNabb (Seattle). H. W. Lackey of Calgary, Alta., was chosen delegate to conventions of the Trade & Labor Congress of Canada. Installation of officers was by William F. Canavan, former international president.

PERSONNEL RELATIONS

There's more in the Capital than Congressmen!

There's more in the Capital than Congressmen!

Capital Quality
Capital Studios
Capitol's Music Library
Capital Service For Every Producer

Printing • Processing • Editorial • RCA Sound

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CANADIAN TV TIME IN HEAVY DEMAND

Stations ready to hang out "sold-out" sign as fall buying snaps up availabilities.

AFTER only two years of Canadian television, advertisers are finding it difficult to find time this fall. This applies to the local as well as the network advertiser, a survey taken in Toronto reveals. The first two CANADA Canadian tv stations, CBFT (TV) Montreal, and CBLT (TV) Toronto, begin their third year early in September. By fall closer station spacing will be on the air in Canada, most of them having started sometime this year. They are all having difficulty in supplying enough evening availabilities.

While no official evening network program schedule has been set as yet at the national program office of the Canadian Broadcasting Corp., a survey of advertising agencies, CBC commercial department, and station representative groups has shown that full line-ups for most evening time of the week starting early in September. Many of the programs are booked by national Canadian and international advertisers on all Canadian tv stations, either live or on Kinescope.

Programming Outlook

Here is what Canadian viewers will get this fall:

Sunday: 8:30-7 p.m. My Favorite Husband, sponsored alternate weeks by International Silver, Toronto, and Simmons Mattress, Montreal; 5:30-7 p.m. Our Miss Brooks, General Foods Ltd., Toronto; 8-9 p.m. To the Town, Ford Motors of Canada, Windsor; 9-11 p.m. Four Star Playhouse, Singer Sewing Machine Co., Toronto; 11:15-12:15 a.m. Shinie, General Electric, Toronto.

Monday: 8-9 p.m. Sid Caesar Show, three weeks out of four. RCA-Victor Ltd., Montreal; Spidel Ltd., Toronto; Adams Cheile, Toronto, one in four. NBC Spectacle 8-9:30 p.m. RCA-Victor Ltd., Montreal; Ford Motors of Canada, Windsor; 9-11 p.m. three weeks out of four, alternating, unnamed theatres production, Etha Sewing Machines. Toronto. B. C. Johnson Bros., Brantford; 9:30-11 p.m. Mr. Show Business (Canadian live), Borden Ltd., Toronto; 10-11 p.m. Studio One, Canadian Westhouse, Hamilton.

Tuesday: 7:30-9:45 p.m. Hatch Shell Show, General Motors of Canada, Oshawa; 8-9 p.m. two out of four, Milton Berle Show, General Motors of Canada, Oshawa, and one out of four, Martha Raye Show, General Foods Ltd., Toronto; Bob Hope Show, General Foods Ltd., Toronto; 9:30-10:30 p.m. ABC Playhouse (Canadian live), Canadian Broadcasting Co., Ltd., Toronto; 10:30-10:30 p.m. General Motors Theatre (Canadien live), General Motors of Canada, Oshawa; 10:30-11 p.m. alternate weeks, Which is My Line, Remington Rand of Canada, Toronto.

Wednesday: 7-9 p.m. alternate weeks, Robin Hood Mills, Toronto; John Inglis Co., Toronto; 9-10:30 p.m. Ford Theatres, Ford Motors of Canada, Windsor; 9:30-10 p.m. On Stage, GGC Radio, Toronto.

Thursday: 7:30-7:45 p.m. Ethel Shore Show, General Motors of Canada, Oshawa; 8-9:30 p.m. The Bing Family (Canadian live), Imperial Tobacco Co., Montreal; 9:30-10:30 p.m. Kraft Theatres, Kraft Foods Ltd., Toronto.

Friday: 5-6:30 p.m. Roy Rogers Show, General Foods Ltd., Toronto; 7-9 p.m. two out of four, Milton Berle Show, General Motors of Canada, Oshawa; 8-9:30 p.m. unnamed show, General Motors of Canada, Oshawa; 9:30-10:30 p.m. Family Troup Show, Procter & Gamble Ltd., Toronto; 9:30-10 p.m. Dear Phoebe, Campbell Soup, Ltd., Toronto; 10-11 p.m. Fights, Gillette Safety Razor Co., Montreal.

Saturday: 7:35 p.m. to end. Big Four Football (Canadian live), National Carbon Co., Toronto (games in cities where there is a tv station, will be time-shifted and telecast the following day. 2 p.m. to end); 8-9:30 p.m. Bill Hill Hicks, Kellogg's Ltd., Toronto; 9-11 p.m. French Roach, (Canadian live), Canadian Cannery, Ltd., Hamilton; 9-11 p.m. Jackie Gleason, Show, Schick Ltd., Toronto; Nestle Ltd., Toronto; Shaeffer Pen of Canada, Toronto; 9-10:30 p.m. CBC Playhouse (Canadian live), Procter & Gamble of Canada, Toronto; 9-10:45 p.m. Mrs. Miller's Plan, Gambold, Ltd., Toronto, Imperial Oil Ltd., Toronto; 10:45-11 p.m. Greatest Fights, Canadian Home Products Ltd., Windsor.

These are the network shows signed by mid-August. National advertisers have also bought time on a number of local shows and on women's participating afternoon shows.

In addition, Maple Leaf Milling Co, Toronto, has placed half-hourly weekly Edward Arnold Show on all Canadian tv stations; Gruen Ltd, and J. & B. Watchbands, Toronto, have placed half-hour The Playhouse weekly on all Canadian tv stations; General Mills Ltd., Toronto, half-hour Lone Ranger weekly on Ontario stations.

Britain Plans Use Of Fm Broadcasting

PLANS for introducing fm broadcasting into Britain are well along, Morris Novik, radio consultant, said on his return from London where he represented the U. S. at a UNESCO meeting on international educational broadcasting.

The postmaster general, Earl De La Warr, has allocated three million pounds ($8.4 million) for the construction of 28 fm stations in nine areas of Great Britain, tied up with existing tv locations, Mr. Novik reported. The first fm transmitter, at Wrotham, to cover London and the southern counties of England, is scheduled for the spring and, he said, with the full quota of 78 to be operating by 1956.

The radio industry council is cooperating with the BBC by agreeing to produce low-price converters for am sets to enable them to get fm reception and to equip all new sets for fm reception. Problems of interference and static are said to make fm much more important to the listening public of the British Isles than it ever was in the U. S. The eventual hope is to abandon am broadcasting altogether, sometime after 1960, when the conversion to fm has been completed over the country, Mr. Novik said.

CIBC, NABET Ask Mediation

A FEDERAL conciliation board has been requested by the Canadian Broadcasting Corp. and the National Assn. of Broadcast Employes & Technicians, to mediate renewal of the union's agreement. Weekly meetings at Ottawa between CBC executives and NABET representatives over a two-month period have failed to negotiate a contract. It is understood agreement has been reached on all points but wages and an overtime formula.

Commercial Tv Considered For West German Stations

WEST GERMAN tv stations are contemplating commercial television, it was indicated last week. The stations are now run on a strictly non-commercial basis similar to the BBC in Britain.

It is understood that stations need the money badly. Gross receipts of all West German television stations is a mere $30,000 per month, and this is what is actually spent. Deficit has been balanced, up to now, from radio set license fees. This system has, however, never been approved by radio listeners nor are the stations happy about it.

Adoption of a spot advertisement system similar to that of West German radio stations is reported to have met fierce opposition from the audience. They argue that the stations can't sell time which the audience has paid for by monthly license fees of about $1.25 per month and per television set.

There are two plans to meet this situation. The first plan provides a commercial program broken separately completely from the present three-hours-a-day schedule paid for by set owners via license fees, This would confine commercial television to West Germany to existing stations' daytime hours. Nevertheless, German advertisers reportedly are willing to accept this scheme.

The second plan, which will probably be carried out by the Hesse Radio television station, was to provide a separate station for commercial tv. The station would operate on a basis that would allow Hesse Radio to finance a non-commercial television station from the earnings of the commercial ones.

Aside from these plans, it is understood there are strong pressure groups from various business quarters seeking an entirely new approach to the government's licensing policy. These groups argue that there is no reason for withholding licenses from business interests.

British Commercial TV Set for Debut in Year

BRITAIN'S version of commercial tv is scheduled to debut in about a year with two or three production companies dominating the field at first, according to an announcement by Sir Kenneth Clark, chairman of the Independent Television Authority.

The ITA is composed of seven men, including Sir Kenneth, and two women, all of whom were appointed by the Government last week.

With the advent of commercial tv, the government-owned bbc will continue its non-commercial telecasts. The ITA, meanwhile, will own its own transmitting system and will sell air time to broadcasters, to be known as programme contractors, and half-hourly or half-hourly transcribed shows. The Contractors will produce programs with commercials. The authority, how-
ever, will set rules as to how the commercials are to be spaced and how long they can be.

Program contractors will be selected from a list of applicants on the basis, first, of "our belief that they will provide high standard of programs," Sir Kenneth said. He also estimated that a contractor would need capital of 3 million pounds ($8.4 million).

Three Plan TV Starts In Early September

THREE more Canadian tv stations will go on the air the first week in September. CKLW-TV Windsor (Detroit), ch. 9; CFPA-TV Port Arthur, Ont., ch. 2, and CJCB-TV Sidney, N. S., ch. 4, will all be on the CBC television network about that time. CKCK-TV Regina, ch. 2, began telecasting Aug. 1.

By Oct. 15 CKWS-TV Kingston, ch. 11, and CHCT (TV) Calgary, ch. 2, are scheduled to go on the air, bringing the total of Canadian tv stations on the air by that time to 18.

Russian Tv Progress Told London Meeting

A TOTAL of nine tv stations and 700,000 tv sets are in operation in Soviet Russia, according to two Russian tv directors in London for an international tv meeting by invi-

LONDON tation of the BBC. It is expected the number of sets will reach the one million mark by the year's end. License fees paid by set owners, amounting to three rubles per month, finance Russia's tv stations. The directors also reported that color tv will be introduced in October.

According to a survey reported at the London meeting by Gustav Genschow, Bremen, West Germany, there are 33,718 licensed tv sets in West Germany and 10,000 to 12,000 in the Netherlands. A license fee equivalent to $1.50 per month is charged West German set owners. Observers have estimated, it is reported, that there are at least three times as many West German tv sets in operation as are licensed. Many set owners have not reported ownership because of the high license fee.

Canadian Set Count

A TOTAL of 771,444 television sets were in use in Canada at end of June, according to a tabulation of All-Canada Television, Toronto, and the Radio-Television Mfrs. Assn. of Canada. The tabulation covers all sets since tv started in Canada and shows that the province of Ontario has 480,093 of all the sets in Canada. Quebec province has 220,416 receivers, British Co-
lumbia 42,155 sets, the three prairie provinces 11,428, and the four Atlantic Coast provinces 6,617 sets.

——MANUFACTURING——

DuMont's Halpin to Speak On Tv Era at Texas Meet

DAN D. HALPIN, general sales manager, Allen B. DuMont Labs Inc., will discuss "The Golden Era of Television" at the Texas Radio & Television Service Clinic and Electronics Fair, to be held in Dallas Aug. 27-29.

Over 700 retailers and service leaders are expected to attend the event, sponsored by the Texas Electronics Assn., with sessions slated for the Adolphus Hotel. Leaders from all phases of industry will participate. Mr. Halpin, chairman of RETMA's Sales Managers Committee, will speak this Friday afternoon.

Among other industry speakers will be Clint E. Walter, RCA Service Co. technical specialist, who will talk on "Understanding Color," discussing design and service requirements of color tv receivers. Vergel Bourland, president of the National Appliance & Radio-Tv Dealers Assn., will address the Friday evening banquet.

Other speakers include Steven R. Mihalic, General Electric Electronics Div., on GE color set operation, and Dan Lerner, Philco Corp., on color test equipment for servicemen. Causes of tv interference will be covered by Lewis G. McCoy, American Radio Relay League.

Admiral Tv Set Production To Utilize Printed Circuits

ADMIRAL Corp. is "rapidly extending" its production program to encompass printed circuits for tv receivers with resultant lower operating costs, the firm announced last week.

John B. Huara, Admiral executive vice president, reported that, while retail television sales the first half of 1954 are ahead of last year's, most sales were from distributor and dealer inventories. He predicted that Admiral sales and earnings during the second half of this year should equal last year's, now that inventories have been reduced.

Occasion of Mr. Huara's views was the release of Admiral's financial report for January-July of 1954. The firm reported sales of $105,201,498 and earnings of $2,558,850 after taxes for the first half, both off from a similar period in 1953. At that time sales hit $131,- 222,438 and earnings were $3,199,545.

Marketing Sections Created For GE Sub-Departments

CREATION of a new marketing section in each of the three sub-departments of the General Electric Co's tube department was announced last week by Milton J. Lang, general manager of the tube department.

Reed V. Bontecou, previously product manager for all GE tube products at tube department headquarters, Schenectady, N. Y., has been named manager of marketing for receiving tubes with headquarters in Owensboro, Ky. Richard A. Norman, formerly manager of manufacturing for the cathode-ray tube sub-
department, Syracuse, has been appointed manager of marketing in that sub-department.

The new marketing manager for industrial and transmitting tubes is Robert O. Bullard, previously manager of marketing administration at tube department headquarters.
RCA Packages Compact Microwave Radio Station

RCA Engineering Products Div. announced Wednesday what it claims is the first commercial packaged microwave radio station, "a compact, weatherproofed metal cabinet, housing complete transmitting and receiving equipment for 'line of sight' one-hop point-to-point communication."

RCA said it believed the package to be the lowest priced microwave station ever marketed, with a cost of less than $3,000 depending upon antenna and line requirements. Multiplex equipment can be installed inside the cabinet to provide two voice channels with signaling if more than one channel is needed. Additional voice or telegraph multiplex units can be added.

According to C. W. Lewis, division manager of communications marketing, the equipment is designed particularly for the "economical requirements of such circuit operations as remote VHF control, voice communication, facsimile, telegraph, telemetering, and supervisory control applications."

The package measures about 5 ft. high, 2 ft. wide and 15 inches deep and houses the RCA 960 mc microwave radio equipment.

GE Plans Stanford U. Lab For Microwave Tube Study

GENERAL ELECTRIC Co. will establish a laboratory on Stanford U. grounds at Palo Alto, Calif., for development and exploration of microwave electron tube application to the broadcast, communication and radar industries, according to a joint statement issued last fort-night by Dr. Wallace Sterling, university president, and Dr. W. R. G. Baker, GE vice president and general manager, electronics division, Syracuse, N. Y.

Such tubes "will improve fringe tv reception" and "permit much more efficient utilization of communications channels . . . for microwave relay . . . ," the statement said.

H. R. Oldfield Jr., manager of GE's advanced electronics center at Cornell U., Ithaca, N. Y., will be manager of the new laboratory. Mr. Oldfield stated there are no formal ties between Stanford U. and GE, other than laboratory lease and arrangements for GE scientists attached to the laboratories to take advanced degrees and studies from the university.

Tv Screen—1964

A LOOK into the future—General Electric says—maybe 1964 or thereabouts—envisions a different kind of home tv set and also a new type of translation for the abbreviation, POW.

Today's common meaning of POW is "prisoner of war" but at GE it becomes the "picture on the wall." Far from imprisoning the tv picture in a conventional receiver, GE's POW set would free a

GE Names Maier

DR. LEONARD C. MAIER has been appointed manager of engineering for the General Electric cathode ray tube sub-dept., Robert E. Lee, general manager of the unit, announced Wednesday.

Dr. Maier, since 1950 in various engineering positions in GE's Electronics Lab, will be in charge of all cathode ray tube product engineering for the firm's monochrome and color tv picture tubes and special purpose cathode ray tubes. Earlier this year, Dr. Maier was appointed manager of applications and techniques for the laboratory's development engineering section.

Ampex Sales Increase, But Net Profit Down

SALES of Ampex Corp., Redwood City, Calif., during fiscal year ended April 30, 1954, totaled over $5.4 million, with commercial sales rising from 42% during previous year to 68%, it was revealed in a statement last week.

Despite sales increase, net profit before taxes dropped from previous year's $302,000 to $70,000, with net after taxes down to $26,000 from previous $89,000, statement revealed. However, firm executives said this resulted from Ampex policy of charging developments off to current expenses, rather than allowing long-term amortization. Cost of research and development projects increased from previous $119,000 to $169,000 during past fiscal year, they stated.
A POTENT WHEC MERCHANDISING PLAN TO PUT YOUR PRODUCT IN PROMINENT DISPLAYS LIKE THIS:

IN 61 LEADING ROCHESTER & AREA SUPER MARKETS
(27 A&P STORES AND
34 STAR MARKETS)

At the same time that it is being advertised on Rochesterians' Favorite Radio Station, WHEC... HERE'S HOW:

1. To qualify, you purchase seven Class B announcements, or their equivalent, on a firm 13-week minimum WHEC contract.

2. Through our special arrangement with A & P Stores and Star Super Markets, your product will be prominently displayed right at the point of sale, for one week, in 61 Super Markets. (It is, naturally, essential that your product be approved and stocked by the Stores).

BUY WHERE THEY'RE LISTENING:

WHEC
NEW YORK
5,000 WATTS

Representatives: EVERETT-McKINNEY, Inc. New York, Chicago, LEE F. O'CONNELL CO., Los Angeles, San Francisco
Cities Service goes for high stakes...

Test wells are put down on an average of one every 4 days by

CITIES SERVICE

A Growth Company
WTMJ-TV Milwaukee started from scratch with color TV. John Colby Lewis tells what the station discovered. Page 70.

WKNX-TV turns to poetry to sell its uhf operation in Saginaw. Page 72.

WTTM Covers a Governor

FEW WORDS spoken officially by New Jersey Gov. Robert B. Meyner escape the notice of WTTM Trenton.

In fact, every "on the record" statement he makes at his twice-weekly news conference is tape recorded for use by the station, this the latest development in a continuing close association between the station and the governor.

Gov. Meyner began using radio during his primary election campaign. He was interviewed by WTTM's Arnold Snyder the day he declared his candidacy for the Democratic nomination. Later, he appeared on the station's Primary Battleground program. He broadcast on WTTM the night he won the primary.

WTTM followed him closely all through the general election campaign, and was the first station to carry his victory statement on election night.

Shortly after Gov. Meyner's election Mr. Snyder suggested to General Manager Fred L. Bernstein that radio in general—and WTTM in particular—was in an excellent position to give a new dimension to coverage of the governor's office. Already installed in the governor's news conference room was $3,000 worth of unused tape recording equipment. It was WTTM's feeling that the governor would agree to dust off that equipment. He did. A few experimental conferences were taped before he took office—and the idea was sold.

Three microphones placed on a long conference table pick up sound from all parts of the room. With a switch to his right Gov. Meyner controls the operation of a Magnecorder in the adjoining room. One of his aides is assigned to see that the mikes are on the table and the recorder ready to roll before each conference.

It usually begins with some good-natured banter, then the governor says, "We're on the air," flicks the switch, and the news conference is underway. WTTM's agreement, scrupulously observed, is that the recorder keeps rolling as long as he is "on the record." If he desires to go "off the record," he flicks off the switch.

Mr. Snyder attends all of Gov. Meyner's news conferences. He first telephones bulletins to the WTTM newsroom for use on regular news broadcasts, then takes the tape back to the studio. Excerpts are used on News at Noon and News at Six. Joe Ayares, editor of WTTM's Delaware Valley Review, 30-minute nightly all-local news program, edits out six or seven minutes of the conference for use on his show.

WTTM gets its news, the governor gets his message across to the people, and the people keep up with their government. It's a profitable arrangement.

August 23, 1954 • Page 69
LIVING and LEARNING WITH COLOR TV

WHAT WTMJ-TV FOUND OUT ABOUT USING THE COLOR DIMENSION

by John Colby Lewis

WTMJ-TV MILWAUKEE was one of the first stations in the country to bring in color television equipment after the FCC approved compatible standards last December. Using that equipment in the succeeding months has been largely a matter of trial and error for the production and engineering staff. What they learned was compiled by Mr. Lewis, assistant program manager, in a summary for producers and directors. B&T submits his information as basic reading for anyone who is going to handle tv's newest technique.

LIGHTING: Color fidelity depends on enough light (300 to 400 fc) evenly applied. The amount of light reaching the camera tubes is regulated by an iris control at the video control console. Colors change as this iris is opened and closed. If the illumination on the brightest areas of a scene is just enough for faithful color reproduction with the iris wide open, the color of darker areas is bound to appear false since the iris can be opened no farther to expose them properly.

The color of a subject changes perceptibly as it moves through hot spots and shadows, which unless motivated should therefore be evened out. The unevenness may be caused not only by direct light but also by bounce light from some reflectant surface. In judging the light distribution, a meter is more reliable than the eye.

The color of the subject also changes as it moves along a horizontal light beam, either towards or away from a close-at-hand source. Overhead lights should therefore be beamed in at no angle flatter than 45 degrees. If floor spots are used, they should be on as high stands as possible and at some distance from the person walking towards them.

To adequately light a given playing area takes not only the sources immediately above it but also as many as three rows of overhead lamps downstream of it. This means that you cannot light the whole studio to a level sufficient for color pickup. Playing areas must be restricted in size and located with reference to light positions.

Spots on floor stands, panning with the action, have proved helpful in reinforcing insufficient light levels. Care must be taken, however, that they move with the camera so not to unbalance the evenness of the illumination.

Backings need as much light as performers in order to establish their true color. Under insufficient light they may mottle with tinges of spurious colors, as is the tendency with underlighted areas.

Back light is as effective in color as in monochrome. Because of the intense front light, backlight spots need either to be focused down or supplemented to develop sufficiently snappy rim lighting. Back light is effective for enlivening bottled liquids, especially if in dense containers.

Tests have indicated the possibility of tinging neutral backgrounds such as gray drapes with colored light from scoops and spots equipped with gelatine and from striplight sections. We also have tried colored light on the back of the rear projection screen. In both instances, the white light used on the playing area must be prevented from washing out the colored background light, both by bringing performers out at least eight feet from background and by lighting them from a fairly steep angle. It is difficult to color a background evenly because light that rakes it shades off rather sharply.

The amount of light required for color pickup creates glare that may trouble performers' eyes, and heat that may exhaust them if they are not given sufficient respite from it. Perspiration may quickly bring back shine to powdered faces and even show through pancake makeup, looking like blisters.

ENVIRONMENT: The color of the subject is affected by that of surrounding and background areas. Thus the color of skin and clothing may change as a performer moves from one background to another, particularly if these backgrounds differ widely in value (the amount of light they reflect).

It is safer to keep backgrounds fairly plain and uniform, not only to avoid the result just mentioned, but also because color is of such interest itself that too much additional detail will make a confusing picture. Still, one must maintain enough value variations to keep the black and white picture interesting.

Large, glaring white, or extremely light areas of background or costume darken the tones of everything nearby and thereby change its hue. That makes them a poor environment for subjects where color fidelity must be maintained, such as flesh tones and commercial products. To play safe, use backdrops a shade or two darker than the subject. For darkening a backing without repainting or substituting a new one, you may be able to move a light off it, or to move it back, angle it down, or shield it so that it receives less light to reflect.

Reflectance, incidentally, plays a substantial part in color appearances. The appearance of glossy surfaces is sometimes hard to predict. For example, a "desert rose" seamless paper may register as a near white owing to the way it reflects light into the camera. For the same reason, shiny faces may look palid. Glitter is no problem; however, jewelry and band instruments produce no black halo as in monochrome.

Almost always, backgrounds need to be more desaturated than the subject of interest so that they will not overpower it. In some cases, materials that seem dull to the direct observer will prove too bright on camera. Thus blue will generally come through stronger or more "electric" than one would expect.

On the system, as elsewhere, warm colors advance; the hotter, the more so. Hence avoid strong reds, oranges, and yellows as background or in accessories where they will detract from the center of interest.

In making a subject stand out from its
THE CAMERA: If you have but one color camera, the director must plan his action and sets with this in mind, choosing material that can be done on one camera, and compensating by increased movement and interest in the subject matter for the lack of shot variety and loss of pace when one is unable to cut between cameras. Constant zooming in and out from tabletop close-ups to performers’ faces should of course be avoided.

Since the size and weight of the camera makes it hard to maneuver in anything but straight lines, only the simplest paths of camera movement should be planned. If a dollyman is available to help move the camera, somewhat more complicated moves may be attempted. Time must be allowed to overcome inertia when starting a move, and the rate of motion will be slower than that of the monochrome camera.

To minimize camera movement, it is convenient to use the electrozoom lens and arrange the scenes in an arc of which the camera is the pivot. The widest angle possible with the electrozoom, however, is 26°, compared with 34° for the 50mm lens, which means that the camera must play pretty far back for establishing shots. Since the camera plus the electrozoom and cameraman requires at least eight feet of depth, only close scenes can be shot crosswise of studio light. The color camera, being wider, may have an advantage in this respect. For large scenes and wide shots, the optical axis must be lengthwise of the studio.

The taking lens is at six o’clock rather
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FIVE-MINUTE DISC JOCKEY INTERVIEWS
with hit songs by
Mindy Carson  •  Kitty Kallen
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“lt Was Not Enough” — ten minutes with Miss Helen Hayes. A gripping message from a mother who lost her daughter to polio

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than twelve as with the RCA monochrome camera. When the lens is raised opposite performers' faces, the viewfinder is above the eye level of the cameraman. Because of this, and because of the length of the camera, a tilt-down from this level will raise the rear of the camera so high that the cameraman cannot see through the viewfinder hood. But if the hood is removed, the image on the viewfinder will probably be obscured by the strong studio lights.

Down shots with the camera close in to a table or counter are therefore very difficult unless the cameraman is provided with a stool. But this may immobilize the camera in a position too close to take an adequately wide shot of the scene.

Focusing is controlled by a handle bar grip, which is also used for pushing the camera, and revolves just opposite from the crank on the monochrome camera. A new cameraman may need time to get used to these differences.

COLOR SLIDES: At WTMJ-TV slides are fed horizontally through the flying spot scanner in a holder which accommodates only four slides at a time. To prevent showing each new slide move into place, it is advisable for the video control man to go to black on the cue "change slide," fading up again when he sees the next picture in position. If more than four slides are used in direct succession, time must be allowed for already used slides to be removed and new ones substituted. Depending on the circumstances, it may be necessary to hold a slide on the air for as much as ten seconds while such changes are made, in which case there should be enough copy or music to cover. Six slides, pretty evenly spaced, are probably maximum at present for a minute commercial or promotion.

Once the primaries have been balanced, the color appearance of any given slide depends on how much light passes through it to the pickup tubes. Obviously a film of great density will let less light through than one of thinner density. Therefore it is desirable to select slides of similar density for any given sequence. When this is impossible, the differences may be evened out with neutral density filters. Otherwise an engineer must regulate the iris, opening and closing it as required to transmit the proper amount of light to the pickup tubes.

In making color slides, remember that color receivers have the French oval screen, which mask some of the corners. Safety area is 1" x 3/4", with the corners kept in mind.

Aspect ratio will rule out in color, as it does in monochrome, most slides made vertically.

Color slides made from underexposed negatives should be avoided. Underexposure generally takes on a blueness in the slide which is accentuated in the system.

In scenic slides, large dark areas (such as trees in the foreground) may not show all the color they do in natural projection, due to the weaker light source of the scanner.

Maximum readability of title and caption slides is secured from white lettering. Black is less effective because of the added interest of the background color.

Slides should be delivered to the color coordinator well in advance of contemplated use in order to check density and aspect ratio. Normally this check will be made with a projector in the Art Department office.

SWITCHING: One can dissolve between slide and live camera.

With advance notice one can incorporate black-and-white film into the program, but one must switch to and from it rather than dissolve since the chrome and monochrome systems operate on different sync generators.

Do not forget the cues "switch to color" and "switch to monochrome" when beginning and ending your program.

GENERAL: The factor of color should not be construed as a reason for elaborate productions. If color is to be feasible here, we must be able to do it economically. In our experiments with local shows, we should keep as close to the normal monochrome format and mounting as possible, adding or changing elements only when absolutely necessary.

Thus make-up is not necessary for all performers here. Nor is it invariably necessary to use the special CTV (Color Television) make-up that is deficient in red. Staff members who need make-up are expected to apply their own. Regular non-staff performers should also be encouraged to do their own, perhaps after some initial instruction from a member of the Production Department.

At present, however, color will certainly take more check time than monochrome—largely because light distribution is so critical a factor and requires time and patience to get right.

During production of a color show, the director should work closely with the engineering supervisor in regard to lighting, and with the color coordinator in regard to color selection. He should also consult the production manager well in advance whenever a color problem seems to require some new element of scenery, properties, or make-up not normal to the monochrome production of the show in question.

FREE PERSONNEL SERVICE

The big problem in television today is competent people. Here we believe we can help you, as we have many station managers. From our school we supply qualified assistants who have a fundamental background so they blend into any TV operation. Call us for any of the following:

- Announcers
- Writers
- Camera Assistants
- Boom Operators
- Floor Directors
- Make-up Artists
- Film Editors
- Salesmen

Remember, our service is FREE. We are not an employment agency. We simply supply you with graduates from our school who have been screened for ability and willingness to work. Write John Birrel, Personnel Director, for complete background data.

NORTHWEST RADIO & TELEVISION SCHOOL
1221 N.W. 21st Avenue
Portland 9, Oregon

Page 74 • August 23, 1954
"56,050 HOURS ON AIR"... and going strong!*

... says T. C. Kenney, CHIEF ENGINEER OF STATION KDKA

You're looking at the two RCA-5671 power triodes used in the power amplifier of Station KDKA's 50-KW transmitter.

Both tubes have logged over 56,000 hours apiece since they were first placed in service more than seven years ago. And to quote Mr. Kenney, "They're still performing just as satisfactorily now as they did then."

The 5671 is just one of the many RCA power types that are "delivering" long life performance in broadcast transmitters throughout the country. Broadcasters everywhere like the extra dividends of lower operating cost—lower capital investment per hour of tube performance—minimum "down time"—more stable operation, that they get from RCA power tubes.

Your local RCA Tube Distributor is always ready to fill all your broadcast tube requirements promptly. Just pick up the phone and give him a call... you'll like his dependable service.

*(as reported June, 1954)
FEW ANCIENT AUTOS IN IOWA

WMT Cedar Rapids, Iowa, is distributing to advertisers and agencies a glossy poster titled "One car in ten doesn't have a radio." A picture of an early automobile is printed on the sheet, typifying that one car—behind the times. Declaring "Wherever you go—there's radio," WMT bills itself in an attached letter as "Eastern Iowa's Greatest Traveling Show." There are almost one million radio homes in "WMT-Land" and over 335,000 radio-equipped automobiles in the same area, the station further reports.

STRONG TALKER

MBS is sending to advertisers and agencies a 40" x 37" poster displaying "Mr. Plus," promotion man of MBS who is a cross between Tarzan and a microphone. An attached note explains the network realizes it is not quite the size but that the story they have to sell is so big they had to match it in size with the poster. Mr. Plus is shown raising a pair of dumbbells and the caption reads "Lift . . . Mister?" He explains, with statistics, the many benefits of advertising on MBS.

'LITTLE MISS WASHINGTON'

WNBW (TV) Washington is staging its third annual "Little Miss Washington" contest, junior edition of the "Miss Washington" contest for big girls. For young ladies between the ages of 5 and 10, the event is in progress from Aug. 10 to Sept. 6. Contestants are chosen from photographs and 15 at a time appear on the Wednesday and Friday shows of Inga's Angle, program conducted by Inga Rundvold. Two semi-finalists are chosen from each group to appear on a special program Sept. 6. The child chosen as "Little Miss Washington" will receive a wardrobe in addition to toy prizes awarded to all contestants.

ORANGES FOR TIMEBUYERS

FIRST ten geography-minded New York advertising agency timebuyers who can name the 15 cities in the world having a population of over 300,000 will win a crate of Florida oranges from WMMB Melbourne, Fl. Sponsoring the promotion-contest, WMMB has supplied the first of the cities—Melbourne, Australia—to emphasize their own location. The oranges will be mailed to the winners in December—when the crop is at its best.

GOOD COVERAGE

BOB JONES of WIST Charlotte, N. C., believes his coverage area is pretty good these days. Mr. Jones, who conducts Party Line, a program where listeners send him their problems by telephone and mail, recently was the subject of a profile story in Newsweek in connection with his program, and in response, a writer for foreign papers did a feature for overseas distribution. Mr. Jones then received from a reader in Kilwinning, Ayrshire, Scotland, a problem—how to get into radio in the U. S. Although the program is normally limited to problems within the station's coverage area, Mr. Jones feels a service can be rendered in this special case. So help is on the way to Kilwinning, complete with a "southern accent."

STARS ARE BORN?

LYNN POOLE, originator of DuMont TV's Johns Hopkins Science Review, is the country's most unintentional tv personality, according to Robert M. Yoder. Mr. Yoder, in his "TV's Shoestring Surprise" article in the Aug. 21 Saturday Evening Post, explains that Mr. Poole originally expected to stay off-camera but that during an early show his scientist-guest balked.

IN TO WIN

The SESAC Transcribed Library is LOWEST in cost for a COMPLETE Program Service.

SESAC INC.

475 Fifth Avenue • New York 17, N. Y.
stating that he wouldn't make a fool of himself on tv and that he wanted company. So Mr. Poole has become m.c., host and a fixture on the program. The Johns Hopkins Science Review is unsponsored and spends less in a year than many shows do in a night, the article said.

POWER BOOST PROMOTION

WIBV Belleville, Ill., went out in a big way promotionwise to announce its recent power boost from 250 w to 1 kw and frequency from 1060 kc to 1260 kc. The station used blanket coverage on "break" spots, news stories on all newscasts and mentions of the new power and dial changes on all programs the day before the change took place. Additionally, according to Clarence J. Keller, WIBV manager and promotion director, the station used 18 billboards throughout the county, 15 half-page ads in daily and weekly newspapers and 30 bus cards. Billboards were utilized for 30 days and bus cards for 60 days, with the tag line of "The New Spot On Your Dial...1260 1000 watts...WIBV Radio." The entire cost of the campaign was $2,300, Mr. Keller reported, adding that the expenditure has paid off. The station has a 12-month plan to supplement radio with outside media.

'ALL ABOUT BILL'

JUDY WALLACE, personality of Branch With Judy program over WTVJ (TV) Miami, becomes six persons as she will portray all characters in the new feature incorporated into her show, "All About Bill." The 1:1-30 p.m. time segment of the program primarily appeals to women and so "All About Bill," the station explains, is naturally centered around a man. The story tells the day-by-day happenings that make "Bill" interesting to a number of different women. In the series Miss Wallace will portray, among characters, Mom, the secretary, the fiancé and the "other woman."

WKBN-AM-FM MARKET ANALYSIS

WKBN-AM-FM Youngstown, Ohio, is sending to advertisers and agencies a market analysis designed to "show advertisers the true strength and importance of a major marketing opportunity, sold and serviced by WKBN's blanketing radio coverage." The 21-page booklet is filled with complete and detailed market information, including comparisons of other leading cities to Youngstown's buying power, population and industrial and manufacturing output.

CORN-PICKERS' CONTEST

WGN Chicago will join with the Bloomington-Normal Junior College of Commerce in co-sponsorship of the third annual Illinois mechanical corn picking contest on a Bloomington farm Oct. 1-2. The U. of Illinois College of Agriculture and Illinois Agricultural Assn. also are cooperating on the event. The accident drop among cornpickers last year was attributed partly to the emphasis placed on safety by the Chicago Tribune station and the Jaycees in 1952-53.

WQXR AIRS JAZZ

WQXR New York, which for almost 20 years has devoted itself to broadcasting "the best music of all kinds" except jazz, has launched a regular weekly jazz program titled The World of Jazz (Mon. 9:05-9:35 p.m.). The 52-week series is sponsored by the Coca-Cola Bottling Co. of New York. The contract for the series was negotiated by Hilton & Riggo for Coca-Cola and Norman S. McGee, vice president in charge of sales for WQXR.
reports that Serta Associ. Inc., Chicago, manufacturer of mattresses, has purchased nine hours and 32 minutes of time a day—a minute spot before sign-off, a minute after sign-on and the nine and one-half hours elapsing in between, during which "calm, peaceful, uninterrupted sleep" will be sponsored. As a public service, the sponsor has promised no commercial announcements during the course of the time purchased, WTTG reports. It is expected that the program will enjoy an extremely high rating in view of its strategic time and popular appeal content.

**ATOMIC SALESMSHIP**

"THE Saga of the Atomic Barrel," 18-page brochure publicizing WCCO Minneapolis-St. Paul's "Positive Plus Merchandising," is being distributed to advertisers and agencies by that station and CBS Radio Spot Sales. Positive Plus Merchandising is a cooperative point-of-sales plan between WCCO and 115 Super Valu Food Stores in the CBS Radio outlet's primary area, the booklet states. It is available to WCCO advertisers whose products are distributed through Super Valu Food stores. One item is selected to be promoted as the WCCO "Flash Feature" and the stores build prominent displays of that product. The item is also featured in Super Valu newspaper ads and backed up by a series of spot announcements.

**It Pays To...**

**ADVERTISERS** and agencies are receiving blowers with the following little story from KSUM Fairmont, Minn. It tells, in parable form, of the advertising ventures of a small businessman. Here is the KSUM story:

There was a man who lived by the side of the road. He sold hot dogs. He had bad eyesight, so he read no newspapers, watched no television. His hearing was good, so he listened to and advertised over the radio. He sold good hot dogs. He bought time on KSUM telling people about his hot dogs. People bought. He increased his hot dog and bun orders. He got a bigger store. Business was so good that he called his son home from college to help him out. One day the son said: "Father, haven't you been reading what Senator 'Blowhard' says? He says we are in a recession." The father reasoned: "Well, my boy's been to college, he reads the papers, and he ought to know." So the father decided he couldn't afford to advertise, he cut down on his orders, and his sales dropped off very fast indeed. He said to his boy as the moving van hauled away his little stand, "You're right son. There just isn't any business at all. That Senator certainly was helpful."

**'DO-IT-YOURSELF' PROMOTION**

**COMBINED** promotion by Maurie Webster, director of operations, Columbia Pacific Radio Network, Hollywood and host on KNX Hollywood *Do It Yourself* program, and Time magazine, which recently published a "do-it-yourself" issue, helped highlight the recent Los Angeles "Do-It-Yourself" campaign. Mr. Webster arranged displays on Los Angeles newsstands of 1500 poster-reprints of the *Time* cover with a yellow overspill plugging his program. In addition, Trace Toovey, *Time* circulation, Jack Blank, *Do It Yourself* program staff, and Eddie Reese, *Time* staff writer and author of the article, were interviewed on the program by Mr. Webster.

**KEYT (TV) HOMEMAKER SHOW**

**PROGRAM** aimed at the afternoon homemaker audience in Coastal California is to be initiated late this month by KEYT (TV) Santa Barbara, Calif. Titled *Sunset Home*, the show will be conducted by Keith Hetherington, who will alternate air recipes, tips on household chores, do-it-yourself ideas and information for gardeners. The program will also feature contests.

**KEX-AM-FM NEWS PROMOTION**

**SUMMARIZING** its "First with ALL the News" promotion campaign, KEX-AM-FM Portland, Ore., is sending to advertisers and agencies a brochure publicizing the 24-hour news and special events coverage presented by that station. The folder carries pictures of the 10-man news staff together with descriptive information about each newscast and an outline of the stations' activities in other news fields such as farm, sports and women's news. An "audience reaction" map shows response to KEX newscasts during the last few months.
FOR THE RECORD

Station Authorizations, Applications
(As Compiled by B·T)
August 12 through August 18
Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:
CP—construction permit, DA—directional antenna, ERP—effective radiated power, BLG—studio-transmitter link, synth., amp.—synchro- nous amplification, kHz—kilohertz, mc—megacycles, D-day—day of filing, N-night—night of filing, vhf, uhf, visual, kw—kilowatts, w—a watt, Bc—

FCC Commercial Station Authorizations
As of July 31, 1954 *

<table>
<thead>
<tr>
<th>AM</th>
<th>FM</th>
<th>TV</th>
</tr>
</thead>
<tbody>
<tr>
<td>Licensed (all on air)</td>
<td>3,579</td>
<td>523</td>
</tr>
<tr>
<td>CPs on air</td>
<td>19</td>
<td>26</td>
</tr>
<tr>
<td>CPs granted in air</td>
<td>129</td>
<td>637</td>
</tr>
<tr>
<td>Total on air</td>
<td>2,582</td>
<td>559</td>
</tr>
<tr>
<td>Total authorized</td>
<td>2,713</td>
<td>571</td>
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<tr>
<td>Applications in hearing</td>
<td>120</td>
<td>3</td>
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<tr>
<td>New station requests</td>
<td>107</td>
<td>5</td>
</tr>
<tr>
<td>New station bids in hearing</td>
<td>64</td>
<td>0</td>
</tr>
<tr>
<td>Facilities change requests</td>
<td>128</td>
<td>17</td>
</tr>
<tr>
<td>Total applications pending</td>
<td>714</td>
<td>103</td>
</tr>
<tr>
<td>Licenses deleted in July</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>CPs deleted in July</td>
<td>1</td>
<td>0</td>
</tr>
</tbody>
</table>

* Does not include noncommercial educational fm and tv stations.

Authorized to operate noncommercial educational fm and tv stations.

Am and Fm Summary through Aug. 18

<table>
<thead>
<tr>
<th>Am</th>
<th>Fm</th>
</tr>
</thead>
<tbody>
<tr>
<td>Licensed</td>
<td>2,509</td>
</tr>
<tr>
<td>Cps</td>
<td>142</td>
</tr>
<tr>
<td>Ranging in kilowatts</td>
<td>4</td>
</tr>
<tr>
<td>Fm (662 -668) kHz visual, kw</td>
<td>562</td>
</tr>
<tr>
<td>Fm (685 -698) kHz visual, kw</td>
<td>38</td>
</tr>
</tbody>
</table>

Applications in Pending Hearing

<table>
<thead>
<tr>
<th>Am</th>
<th>Fm</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>1H 175</td>
<td>1A 175</td>
<td>1A 175</td>
</tr>
</tbody>
</table>

Applications filed since Aug. 12

<table>
<thead>
<tr>
<th>FM TV</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>1H 21</td>
<td>1N 21</td>
</tr>
</tbody>
</table>

New TV Stations

ACTIONS BY FCC

WDEL-TV Wilmington, Del.—WDEL Inc. granted mod. of CP for ch. 12 to change location to Shipley Rd., near Wilmington. Granted Aug. 1; announced Aug. 10; amended Dec. 10.

WAGA-TV Atlanta, Ga.—Storer Broadcast Co. granted mod. of CP for ch. 6 to change transmitter location to Biltmore Rd. near Emory Rd.; broadcast to 30,000 receivers. Granted Aug. 18.

Existing TV Stations

ACTIONS BY FCC

WDBL-TV Wilmington, Del.—WDBL Inc. granted mod. of CP for ch. 12 to change location to Shipley Rd., near Wilmington. Granted Aug. 1; announced Aug. 10.

WAGA-TV Atlanta, Ga.—Storer Broadcast Co. granted mod. of CP for ch. 6 to change transmitter location to Biltmore Rd. near Emory Rd.; broadcast to 30,000 receivers. Granted Aug. 18.

WNYW-TV New York City, N. Y.—WNYW Inc. granted mod. of CP for ch. 11 to change studio location to W 40 St. and 4th Ave. Granted Aug. 12.

Television Station Grants and Applications

ACTIONS BY FCC

Grand Rapids, Mich.—Joseph C. Hooker & Charles A. Sprague d/b/a WMAX Broadcast Co. granted 1400 kc. 500 kw daytime. Post office box 3148, P.O. Box 14800, Grand Rapids. Estimated construction cost $81,418; first year operating cost $52,000. Principals in equal part-

FOR THE RECORD

The best way to sell the KANSAS FARM MARKET

use the KANSAS FARM STATION

WIBW CBS RADIO

in Topeka

Ben Ludy, Gen. Mgr., WIBW, WIBW-TV, KCKN

Repr. Caller Publications, Inc.

The best way to sell the KANSAS FARM MARKET

WIBW CBS RADIO

in Topeka

Ben Ludy, Gen. Mgr., WIBW, WIBW-TV, KCKN

Repr. Caller Publications, Inc.

Jim Deline Show

Central New York's only LIVE TV Variety Show

One-day mention for the March of Dimes brought over 500 orders for photos of the Dine Gang—for $1200, which went to the March of Dimes, Central New Yorkers watch the Dine show.

Participating

1-Min. and 10-Min. Segments Monday-Friday, 12:00-12:45 pm (also radio 9:15-9:55 a.m. Mon-Sat. and 1:00-2:30 p.m. Mon-Fri.)

WSYR-TV

Channel 3—100 kw

NBC Affiliate

SYRACUSE, N. Y.

August 23, 1954 • Page 79
WHBF-TV CBS for the Quad-Cities is now operating on 100,000 watts.

This maximum power covers the Quad-Cities and the surrounding trade area of a total of 264,800 TV set owners.

Les Johnson, V. P. and Gen. Mgr.

FOR THE RECORD

WHBF, Bristol, Va.—Bristol Best, Co. granted a master control transfer of 1 kw to 1 kw unlimited for 1 kw night, directional, 5 kw unlimited to 1 kw unlimited on 1600 kc. Granted Aug. 15.

WFLY, Sunny side, Wash.—Col. E. Wylie Grant's property to change station to location on 680 Decatur Rd. from 1250 kc. Filed Aug. 10.

WFLW, Hodgenville, Ky.—W. R. Anderson seeks CP to change from 1 kw to 1 kw unlimited on 1010 kc. Filed Aug. 10.

WHLE, Medford, Mass.—Conant Best, Co. seeks CP to change from 1 kw to 1 kw unlimited on 1430 kc. Filed Aug. 10.

WHM, Rumford, Me.—Rumford Best, Co. seeks CP to change from 1 kw to 1 kw unlimited on 1500 kc. Filed Aug. 10.

WGN, Chicago, Ill.—Gnome Best, Co. seeks CP to change from 1 kw to 1 kw unlimited on 1500 kc. Filed Aug. 10.

 existing FM Stations

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<th>City</th>
<th>Owner</th>
<th>Frequency</th>
</tr>
</thead>
<tbody>
<tr>
<td>WTBX-FM</td>
<td>St. Petersburg, Fla.</td>
<td>Pinellas Best, Co.</td>
<td>94.5</td>
</tr>
<tr>
<td>WJXU-FM</td>
<td>Jacksonville, Fla.</td>
<td>Jacksonville Best, Co.</td>
<td>97.3</td>
</tr>
<tr>
<td>WJBR-FM</td>
<td>Birmingham, Ala.</td>
<td>Birmingham Best, Co.</td>
<td>95.5</td>
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Ownership Changes

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<td>ABC Best, Co.</td>
<td>107.5</td>
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<tr>
<td>WJZ-FM</td>
<td>Baltimore</td>
<td>Warner Bros.</td>
<td>100.7</td>
</tr>
<tr>
<td>WOC-FM</td>
<td>Des Moines</td>
<td>Northwestern States Best, Co.</td>
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<td>Northwestern States Best, Co.</td>
<td>96.5</td>
</tr>
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</table>

REFERENCES


York
Bcstg.

KDMO Carthage, Mo. — Lloyd Clinton
McKenney, chief of
KDMO Carthage, Bcstg., Ce., granted voluntary assignment of li-
tership to Ray W. Brook. — Assigned to Richard H. O'Brien and
and William J. O'Brien Jr. thru purchase of re-
maining 50% interest from Medford Press Pub.

WFXL, Ft Lauderdale, Fla. — Trip County Bcstg.
Co. in its application of licensee to move to Fort Ponce.
Consideration is cancellation of notes valued at
approximately $2500 and $5000.

WTM Taylorville, Ill. — Russell Armentrout &
Roger L. Moyer d/b/a as Moyer Bcstg. Co., seek
voluntary transfer to Roger L. Moyer and Keith
Moyer d/b/a as Moyer Bcstg. Co., thru purchase of

solar station for $15,000. Printers include Roger L.
Moyer (75%), and his brother Keith Moyer (25%).

WQHT South Bend, Ind. — South Bend Bcstg.
and George B. Allen voluntary assignment of con-
trol to Michiana Telecasting Corp. for $140,000.
Michiana is premisses of new tv station on u.
ch. 48 at Notre Dame. Michiana is owned by U.
Notre Dame de Lene. Filed Aug. 12.

WSSO Starkville, Miss. — Granty Emes, Ruth Hart-
ness, and Barc Massey, co-owners of James P. Hart-
ness, deceased, C. G. Hollinshead & Joe Phillips d/b/a as

the Starkville Bcstg. Co., seek assignment of license to

Phillip B. Pinkston Jr., C. G. Hollinshead and Harriet R. Hartness d/b/a as The Starkville Bcstg. Co., seeks
merger with Wonder Bcstg. Co. — Represents 25% and
interest of the James P. Hartness. Resub-
mited Aug. 11.

WOND Pleasant Plains, N. J. — Pioneer Bcstg. Inc. —
seeks voluntary transfer of control to Edward T.
Murrelle & Assoc. Through sale of all stock for

$25,000. Printers include Albert E. Theegte (14%),
auto dealer; Secretary-Treasurer  –- Donald S. Parker
(14%), and Trustees. Filed Aug. 12.


voluntary transfer of control of
Through sale of $26,500. Printers include
Brewer and Schooler will now be sole owners. Granted
Aug. 10.

WPQ Pittsburgh, Pa. — Pittsburgh Bcstg. Co. —
guarded voluntary transfer of control of

station to Robert C. Kluge and Marcus J. Austed through sale of all

shares of stock for $14,800. Printers include
of Robert C. Kluge (80%), treasurer, and A. G.
Brewer (10%). Printers include: W. E. Schooler
and Moyer Bcstg. Co. — Grants the application of

Marcus J. Austed (12%). CBS radio announcer using pro-

fessional name of Mark Evans. Granted Aug. 12.

WJMN Lewiston, Penn. — J. Murray and

M. Murray, in a suit to obtain

sale of the real estate of James M. Murray, deceased, voluntary
assignment of the stock of Louis D. M. Lingner for
$15,000. Mr. Lingner is manager of WJMN. Grant-

ed Aug. 12.

KZIP Amarillo, Tex. — Panhandle Bcstg. Co.
guarded assignment of CF from David P. Fink-

s, R. R. Wexler, Leroy Elliffe and W. J. Duncan to Messrs. Pinkston and Duncan for $60,000. Granted

Aug. 12.

KFYO-TV Lubbock, KGNC-TV Amarillo, Tex. —

Great Plains Bcstg. Co. granted voluntary transfer of


KGNC Amarillo, KFYO Lubbock, Tex. — Plains
Radio Bcstg. Co. in its application of licensee to move from

Lubbock to Amarillo. — Represents 100% of all

stockholders.

KVSP Lubbock, Tex. — R. Briggs Irvin, Relan C.
Smiley, John J. Garrett and Wayne W. Tyler Jr., d/b/a as the

station, seeks voluntary assignment of license to

Frady Kinnick Mapsles. — Represents 100% of all

stockholders, for $80,000. Granted Aug. 12.

Kvvm Moshans, Tex. — Moshans Bcstg. Inc.
guarded voluntary transfer of control to J. Ross
Rucker, Joe Vandiver and C. G. Greenlee through sale of all

shares of stock for $10,000. Printers include
J. Rucker (86%), KVMV manager; Joe Vandiver (12%),
and C. G. Greenlee, local sales

WPTF Watertown, N.Y. — Watertown Radio
Inc. granted transfer of control to Carl V. and Mar-
cella E. Kolata through sale of 40 shares of stock for

$10,250. Mr. and Mrs. Kolata will now be sole


APPLICATIONS
KENI Anchorage, KFAR, Fairbanks, KJNO
Juneau, KABJ Ketchikan, Alaska — Mid-Night Sun
Bcstg. Co. seeks voluntary transfer of control of

the La规定的 Corp. of the Federal Court for

the District of Alaska for $183,300 and as an

addition to the payment of $140,000. Filed Aug. 12.

WCNIX Middleton, Conn. — Middlesex Bcstg.
Co. seeks transfer of control to Richard H. O'Brien
and William J. O'Brien Jr. thru purchase of re-

sisting 50% interest from Medford Press Pub.

for $280,000. Messrs. Richard and William
O'Brien Jr. are owners. Filed Aug. 12.

WFTL, Ft Lauderdale, Fla. — Tri-County Bcstg.
Co. in its application of licensee to move to Coral
Pines. Consideration is cancellation of notes valued at

approximately $2500.

WTIM Taylorville, Ill. — Russell Armentrout &
Roger L. Moyer d/b/a as Moyer Bcstg. Co., seek
voluntary transfer to Roger L. Moyer and Keith
Moyer d/b/a as Moyer Bcstg. Co., thru purchase of

station for $15,000. Printers include Roger L.
Moyer (75%), and his brother Keith Moyer (25%).

WKSTW South Bend, Ind. — South Bend Bcstg.
and George B. Allen voluntary assignment of con-
trol to Michiana Telecasting Corp. for $140,000.
Michiana is premisses of new tv station on u.
ch. 48 at Notre Dame. Michiana is owned by U.
Notre Dame de Lene. Filed Aug. 12.

WSSO Starkville, Miss. — Granty Emes, Ruth Hart-
ess, and Barc Massey, co-owners of James P. Hart-
ness, deceased, C. G. Hollinshead & Joe Phillips d/b/a as

the Starkville Bcstg. Co., seek assignment of license to

Phillip B. Pinkston Jr., C. G. Hollinshead and Harriet R. Hartness d/b/a as The Starkville Bcstg. Co., seeks
merger with Wonder Bcstg. Co. — Represents 25% and
interest of the James P. Hartness. Resub-
mited Aug. 11.

WOND Pleasant Plains, N. J. — Pioneer Bcstg. Inc. —
seeks voluntary transfer of control to Edward T.
Murrelle & Assoc. Through sale of all stock for

$25,000. Printers include Albert E. Theegte (14%),
auto dealer; Secretary-Treasurer  –- Donald S. Parker
(14%), and Trustees. Filed Aug. 12.


voluntary transfer of control of
Through sale of $26,500. Printers include
Brewer and Schooler will now be sole owners. Granted
Aug. 10.

WPQ Pittsburgh, Pa. — Pittsburgh Bcstg. Co. —
guarded voluntary transfer of control of

station to Robert C. Kluge and Marcus J. Austed through sale of all

shares of stock for $14,800. Printers include
of Robert C. Kluge (80%), treasurer, and A. G.
Brewer (10%). Printers include: W. E. Schooler
and Moyer Bcstg. Co. — Grants the application of

Marcus J. Austed (12%). CBS radio announcer using pro-

fessional name of Mark Evans. Granted Aug. 12.

WJMN Lewiston, Penn. — J. Murray and

M. Murray, in a suit to obtain

sale of the real estate of James M. Murray, deceased, voluntary
assignment of the stock of Louis D. M. Lingner for
$15,000. Mr. Lingner is manager of WJMN. Grant-

ed Aug. 12.

KZIP Amarillo, Tex. — Panhandle Bcstg. Co.
guarded assignment of CF from David P. Fink-

s, R. R. Wexler, Leroy Elliffe and W. J. Duncan to Messrs. Pinkston and Duncan for $60,000. Granted

Aug. 12.

KFYO-TV Lubbock, KGNC-TV Amarillo, Tex. —

Great Plains Bcstg. Co. granted voluntary transfer of


KGNC Amarillo, KFYO Lubbock, Tex. — Plains
Radio Bcstg. Co. in its application of licensee to move from

Lubbock to Amarillo. — Represents 100% of all

stockholders.

KVSP Lubbock, Tex. — R. Briggs Irvin, Relan C.
Smiley, John J. Garrett and Wayne W. Tyler Jr., d/b/a as the

station, seeks voluntary assignment of license to

Frady Kinnick Mapsles. — Represents 100% of all

stockholders, for $80,000. Granted Aug. 12.

Kvvm Moshans, Tex. — Moshans Bcstg. Inc.
guarded voluntary transfer of control to J. Ross
Rucker, Joe Vandiver and C. G. Greenlee through sale of all

shares of stock for $10,000. Printers include
J. Rucker (86%), KVMV manager; Joe Vandiver (12%),
and C. G. Greenlee, local sales

WPTF Watertown, N.Y. — Watertown Radio
Inc. granted transfer of control to Carl V. and Mar-
cella E. Kolata through sale of 40 shares of stock for

$10,250. Mr. and Mrs. Kolata will now be sole

... Radio is, and will remain the basic communication medium of the United States.

Actg. FCC Chmn. Rosel H. Hyde

and in Cincinnati
and the Radio

in WCKY
Boston, Mass., Massachusetts Bay Telecasters Inc., has withdrawn its motion for additional time within which to petition to be named among the parties to proceedings pending in Boston, and dismissed said petition (Dockets 6731 et al.). (Action taken 8/5.)

By Hearing Examiner Isadore A. Honig

Omaha, Neb., KPAH Bstg. Co.; Harold Corp.—On motion of KPAH Bstg. Co. to modify the order of the taking of testimony from Aug. 23 to Sept. 3, in proceeding re ch. 7 (Docket 9069, 10969).

By Hearing Examiner William G. Butts

WJKW Red Ace, Mch., Port Warren Bstg. Co.—Ordered that a conference will be held Aug. 18 in re am proceeding in (Docket 10946), and counsel and parties are directed to appear.

Bay Shore, N. Y., Key Bstg. System Inc.; WAVZ New Haven, Conn., The WAVZ Bstg. Corp.; Riverhead, N. Y., Edward J. Fitzgerald—Ordered that a conference will be held on Aug. 20 in re am proceeding in (Dockets 10579, et al.), and counsel and parties are directed to appear.

By Hearing Examiner J. D. Bond

Granted motion by Midwest Bstg. Co. (WCAN-TV), Milwaukee, Wis., to continue further hearing in proceeding re ch. 6 at Whitefish Bay, Wis., from Aug. 16 to Aug. 12 (Dockets 10909, et al.).

By Hearing Examiner Charles J. Frederick

KTOE Mankato, Minn., Minnesota Valley Bstg. Co.—Issued an applicant has requested dismissal of hearing in proceeding re (Docket 10392): described in the proceedings refers to the heretofore scheduled for Sept. 2 and rescheduled for Sept. 9 conference, which constitutes the affirmative case of applicant to be supplied Commission's Broadcast Bureau on or before Sept. 7.

By Hearing Examiner Herbert Sharman

Nvber, Ind., Indiana Bstg. Inc.; ML Vernon, Ind., ML Vernon Bstg. Co.—Scheduling further order, hearing scheduled for Aug. 16 in re application for new tv station (Dockets 11076-77), re application.

Granted motions of Scripps-Howard Radio Inc. and Radio Station WHBR Inc. to correct the transcript in proceeding re applications for ch. 10 Kansasville, Ind., (Dockets 11076-77).

By Hearing Examiner Annie Neal Hunting

On petition of Aircall Inc. Detroit, Mich., concluding hearing, further order, hearing scheduled for Aug. 16 in re appliance for new tv station and new tv station on or before Aug. 20 in re proceeding (Dockets 11076-77), re application.

Granted motion of Texas State Network Inc., Fort Worth, Tex., requesting extension of time from Aug. 16 to Aug. 22, 1954, for filing certain information in re its application for ch. 11 (Dockets 11076-77). (Action taken 8/6.)

By Hearing Examiner Harold L. Schiltz

KSTP Stillwater, Okla., Stillwater Pub. Co.—Reconvened the order, scheduling prehearing conference for Aug. 18 in re am application (Docket 10959) because the applicant has requested dismissal of the proceeding.

By Hearing Examiner Claire W. Hardy

Memphis, Tenn., WREC Bstg. Service WMPS, Inc.—Corrected correction in the transcript of testimony in re proceeding for permit to operate new tv station (Dockets 10601-921).

By Hearing Examiner James D. Cunningham

Gave notice of hearing conferences as follows: 1. WPOS San Francisco, Calif. (Docket 10824), for Aug. 13.

In re application of WYBZ Vineyard, N. J. (Docket 10824), for Aug. 13.

In re application of WMID Atlantic City, N. J. (Dockets 10846-61), for Aug. 12.

August 13 Applications

ACCEPTED FOR FILING

WSSV Petersburg, Va., Southside Virginia Bstg. Corp.—(BP-1136). License for CP

KGO-FM San Francisco, Calif., American Bstg. Co.—License to cover CP (BP-1921) to make changes in licensed station (BLH-901).

WMAQ-FM Chicago, Ill., National Bstg. Co.—License to cover CP (BP-264) as mod. to make changes in licensed station (BLH-907).

WOC-FM Davenport, Iowa, Tri-City Bstg. Co.—License to cover CP (BP-1849) as mod. to make changes in licensed station (BLH-906).

WKDB-FM Danville, Ill., W.K. Beck & Son General Bstg. Co.—License to cover CP (BP-1819) as mod. to make changes in licensed station (BLH-906).

KCRW (FM) Santa Monica, Calif., Santa Monica School Board—License to cover CP (BP-264) as mod. to make changes in licensed station (LEU-134).

Renewal of License

WWVS (TV) Cleveland, Ohio, Scripps-Howard Radio Inc.—(BRCT-9).

Modification of CP

WJFK-TV Detroit, Mch., Storer Bstg. Co.—Mod. of CP (BPCT-603) as mod. which authorized changes in facilities of existing tv station for extension of completion date to 3-2-55 (BPCT-2750).

WJKF-TV Detroit, Mch., Storer Bstg. Co.—Mod. of CP (BPCT-1719) as mod. which authorized new tv station for extension of completion date to 3-2-55 (BPCT-2750).

KDAL-TV Duluth, Minn., Red River Bstg. Co.—Mod. of CP (BPCT-805) which authorized new tv station for extension of completion date from 3-1-54 (BPCT-2756).

WTNC-TV Minnetonka, Minn., Minnesota Television Public Service Corp.—Mod. of CP (BPCT-8152) to make changes in tv station for extension of completion date to 3-1-55 (BPCT-2380).

WAYV (TV) Newark, N. J., Bremer Bstg. Corp.—Mod. of CP (BPCT-2779) as mod. which authorized new tv station for extension of completion date to 16-30-54 (BPCT-2756) resubmitted.

WARC-TV New York, N. Y., American Bstg.—Param, South India Inc.—Mod. of CP (BPCT-79) as mod. which authorized new tv station to extend completion date from 3-1-54 to 8-31-54 (BPCT-2381).

KFV-TB Blomern, N. D., Meyer Bstg. Co.—Mod. of CP (BPCT-1516) as mod. which authorized new tv station for extension of completion date to 1-1-54 to 3-1-55 (BPCT-2380).

WJPP-TV Lima, Ohio, WJDK Inc.—Mod. of CP (BPCT-1398) as mod. which authorized new tv station for extension of completion date to 1-1-55 (BPCT-2380).

WIGN-TV Lima, Ohio, WJDK Inc.—Mod. of CP (BPCT-2381) for extension of completion date to 12-30-54 (BPCT-2380).

KTEN (TV) Ada, Okla., Eastern Oklahoma Television Co.—Mod. of CP (BPCT-1719) which authorized new tv station for extension of completion date to 12-30-54 (BPCT-2380).

WJPP-TV Fairmont, W. Va., Fairmont Bstg. Corp.—Mod. of CP (BPCT-2381) in re proceedings for modification new tv station for extension of completion date to Nov. 18, 1954 (BPCT-2377).

August 13 Applications

ACCEPTED FOR FILING

WAHR Miami Beach, Fla., Alan Henry Rosen- son—License to cover CP (BP-8152) as mod. which authorized new standard broadcast station (BL-593).

WACL, Waycross, Ga., Teleconson Inc.—License to cover CP (BP-8159) as mod. which authorized change in hours of operation, installation of DA for night use only (BL-5930).

WTMY Murphysboro, Ill., Eversick and Don- ald Lee Ritter 6/b as Jackson County Bstg. Co.—License to cover CP (BP-8153) as mod. which authorized new standard broadcast station (BL-5930).

KLEE Ottumwa, Iowa, Lee C. Baker—License to cover CP (BP-8153) as mod. which authorized new standard broadcast station (BL-5930).

KOAT Albuquerque, N. M., Alvarado Bstg. Co.—License to cover CP (BP-8152) which authorized change in frequency, increase power, install directional antenna for night use, make changes in antenna system and change type transmitter (BL-5930).

Modification of CP

KMBY-TV Monterey, Calif., The Monterey Television Co.—Mod. of CP (BPCT-1229) as mod. which authorized new tv station for extension of completion date to 4-4-55 (BPCT-2380).

WHPC-TV Chicago, Ill., WHPC Inc.—Mod. of CP (BPCT-1243) as mod. which authorized new tv station for extension of completion date to 3-3-55 (BPCT-2380).

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BROADCASTING • TELECASTING August 23, 1954 • Page 83

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August 16 Decisions

**ACTIONS ON MOTIONS**

By Hearing Examiner Thomas H. Donahue, issued a Memorandum Opinion and Order to govern the hearing in proceeding re applications of St. Louis Telesets Inc., et al., for license covering increase in power and change in type of transmitter.

By Memorandum Opinion and Order granted request of KGMN-TV Inc., WTVN-AM and WBNZ-AM, for an extension of time to Aug. 15, in which to file proposed findings in re applications for license covering increase in power and change in type of transmitter.

By Memorandum Opinion and Order granted the motion for extension of time from Aug. 15, to Aug. 31 in which to file rebuttal findings of fact in re applications of WNYA, Buffalo, and WBGW, Cleveland, from the Chief Broadcast Bureau entitled "Request for Details of Information Under Issue 2 in this Proceeding and for Clarification of Ordinance of June 4, 1984," re proceeding in (Docket 10108). (Action taken 8/13.)

By Hearing Examiner William G. Busk, Binghamton, N. Y., Southern Tier Radio Service Inc., ruled upon the Hearing Examiner's motion for reconsideration of the proposed findings in re application of Ottaway Stations Inc.; and thereupon closed record (Docket 10681-82).

By Hearing Examiner Charles J. Frederick, Granted petition of Southern Tier to reopen the record for the purpose of including certain stipulations of the parties submitted with the petition in proceeding re application for AM broadcast station; and thereupon closed record (Docket 10701-53).

By Hearing Examiner J. D. Bons, Issued a Memorandum Opinion and Order, granting petition of Sangamon Valley Broadcasting Corp., Springfield, Ill., for an extension of time from Aug. 15, to Aug. 31, which shall govern the course of further prosecution of the proceeding, this extension not to be modified by Examiner or by the Commission; further reference to the proceeding shall remain on file.

By Hearing Examiner Elizabeth C. Smith, Granted petition of WELO Tupelo, Miss., Tupelo Bestg. Co., for a change in time from the proposed time (Docket 10102) to be held as Aug. 22.

By Hearing Examiner James D. Cunningham, Granted petition of KXPH-AM, Ben Ne., the Station Pub. Co., for a change in time, from 9-11, for a proposed change in type of transmitter, 1500 kw, to 1-11, for a proposed change in type of transmitter, and thereupon closed record (Docket 9381-54).

**August 17 Decisions**

**BROADCAST ACTIONS**

**ACTIONS OF August 13**

By WPCN Patchogue, N. Y., Patchogue Bestg. Co., Granted license to cover increase in power and change in type of transmitter, 1500 kw, 1 kw, D (Docket 10234).


By WYVL-FM Des Moines, Iowa, Central Bestg. Co., Granted license for changes in fm station (BLR-GBX).

**INCREASE IN POWER AND CHANGE IN TYPE OF TRANSMITTER**


WOW-FM Davenport, Iowa, Tri-City Bestg. Co.—Granted license covering changes in fm station (BLR-968).

**Actions of Aug. 15**

KWYR-FM Ft. Myers, Fla., National Bestg. Co.—Granted license covering increase in power and change in type of transmitter (BLR-969).

**Mod. of CP**

KTNF Ada, Okla., Eastern Oklahoma Television Inc.—Granted license for am broadcast station (BLR-1214).

**Applications Accepted for Filing**

**For Remote Control Returned**

KDVL Salt Lake City, Utah—Intermountain Bestg. Corp.—Mod. of Construction Permit (BRL-25865)

**For Modification of CP**

WJHK (FM) Atlanta, Ga., Mod. of Construction Permit (BRL-15441), for increase in height and increase in antenna height and type and extension of completion date to 2-16-55.

**Of Determination of Applicability**

**For Approval**

WCHC (FM) Elkins, W. Va.—Grant of Renewal of License (BRL-6241).

**Actions of August 16**

**KANY Buffalo, N. Y., Southern Tier Bestg. Co.—Granted license covering changes in fm station (BLR-971).**

**Action of CP**

KTYK Ada, Okla., Eastern Oklahoma Television Inc.—Granted license for am broadcast station (BLR-1214).

**Applications Accepted for Filing**

**For Remote Control Returned**

Kicals Salt Lake City, Utah—Intermountain Bestg. Corp.—Mod. of Construction Permit (BRL-25865)

**For Modification of CP**

WJHK (FM) Atlanta, Ga., Mod. of Construction Permit (BRL-15441), for increase in height and increase in antenna height and type and extension of completion date to 2-16-55.

**For Approval**

WCHC (FM) Elkins, W. Va.—Grant of Renewal of License (BRL-6241).
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August 23, 1954 • Page 85
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Payable in advance. Checks and money orders only.
Deadline: Undisplayed—Monday preceding publication date. Display—Tuesday preceding publication date.
Situation wanted $20 per word—$3.00 minimum. All other classifications $50per word—$1.00 minimum. Display ads $15 per inch.
No charge for blind boxes. Send box number. 

Help Wanted

Manager

Help Wanted—(Cont'd)

Manager

Manager wanted for daytime station in one of ten largest metropolitan market. Must have previous experience. Fine chance for advancement. Box 380D, B-T.

Sales manager—$5 figure financial opportunity and excellent future for real producer. Salary, liberal commission and travel expenses. Box 388, B-T.

General Managers—Top opportunities for advancement and permanent jobs await two local wire radio men as managers for north Alabama and new Georgia station. Both managements have minimum of two successfull years proven radio sales experience. President is an active and ready to be an active community leader. $75 to $100 weekly salary provided with profit sharing. Write complete details, background, listing each job, dates and results. Tell us your plan. Also tell us why you would be an asset to this program and run rural market. Mutual station. These positions available immediately. Both are excellent go-getter, idea man and can sell! Box 393E, B-T.

Salesmen

Salesman. Central N.Y. 1,000 watt independent. Salary plus commission. Must have experience, willing to work hard and make sales. Excellent opportunity for right man. Box 231E, B-T.


Florida station offers real opportunity for an aggressive salesman to make big money. Send complete particulars first letter. Box 396, B-T.

Four-station organization operating in southeast desires to add three salesmen to radio staffs. Opportunities excellent for qualified applicants. Character, references must top. Ability must be exceptional. Age requirements between 25 and 35. Reply by phoning, Manager, Box 154E, B-T.

Starting new daytime station in west Texas. Will need good, hard-working salesman. (no ball of fire type). Must have experience, planner, copy-editor and straight announcer, or announcer-salesman. Job performance, not pay, in small town. Prefer Texan or one used to small towns in southwest. Contact Clint Foemly, KFAM, Hereford, Texas.

Alert, hard-working salesman to sell specialized radio on most saturated independent station in leading southern market. Man who can use good programming and ratings to turn excellent potential into sales results can earn exceptional living. Guaranteed salary and commission. Unlimited chance for advancement in important chaps of stations. High full details in confidence to Manager, WFAA, 306 Portico Building, Norfolk, Virginia.


Announcers

1st. combo engineers, announcers and salesmen that can sell. Ohio. Box TED, B-T.

Experienced announcers. First phone preferred, not required. Good salary. Mississippi. Permanent. Box 234E, B-T.

Top announcer for top station in large midwestern market. Authoritative news, competent, friendly personality with opportunity. Excellent opportunity. Send background and tape. Box 276E, B-T.

Capable announcer wanted by station near Charleston, West Virginia. Must run board and do a professional job on the air. Permanent. Send recording reel and references. Box 302E, B-T.

Announcer-salesman near New York City. Salary and commision. Car necessary. Box 398E, B-T.

Help Wanted—(Cont'd)

Announcer-engineer. Must be competent, both fields. Position now open. Salary commensurate with ability. All replies answered. Box 378E, B-T.

Southern 5000 watt CBS station needs aggressive personality disc jockey. Top salary guarantee to start. Unlimited opportunity for financial advancement. Application details and tapes immediately. This is an outstanding opportunity for competent man with old established station. Box 374E, B-T.

Combination announcer-engineer for east coast Florida city. 1st class ticket a must. State minimum salary, salary requirements and references, first letter. Box 368E, B-T.

Announcer with experience, strong on news and dee-jay shows. Draft exempt. Northwestern Penna., send complete resume and photo. Box 396E, B-T.

Announcer wanted: Personable young man with minimum of three years community experience who can handle morning shows. Applications should be directed to update New York basic radio and tv network outlet. Excellent opportunity for versatile announcer possessing good television potential. Send complete details and photo with resume will be requested at a later date. Box 400E, B-T.

Experienced morning man who can also write commercial copy. Must be able to write fresh, exciting copy. Will work in one of the largest metropolitan markets. First letter. Box 422E, B-T.

Good experienced announcer for general staff work. KCMC-Radio, Texarkana, Texas. Attn: General Manager.

Exceptionally good pay for staff announcer. Strong on news and DJ. Must have personality and experience. Not an opening for beginners or recent graduates. Send tape, picture and history of employment to KFAL, Fulton, Missouri.

Opportunity for good morning announcer. Send resume. ABC network. KFRO, Longview, Texas.

Need immediately, staff announcer who can gather, write, produce and do sales spot. Send complete resume, picture and tape to KGIG, Grand Island, Neb.

New Denver area music and news daytime on air about Colorado State Fair. Must have ability to sell. Send details, picture and tape to KGIG, Grand Island, Neb.

Combination announcer-engineer and salesmen. Good opportunity in top southern Ohio market. Both opportunities immediately in all of our stations. Save time by phoning. Manager of WEDX, Chillicothe, Ohio. Phone 3-2244.

Announcer, experienced at control board for general staff work, No specialists. Call Manager, WOCJ, Coatesville, Pa. Phone 2-500.

Permanent staff position southern Florida resort city. Position requires one year of production experience, must have ability to relocate in Texas city. Available October. First letter. Please mail all replies to following address. Box 419E, B-T.

Broadcast station management consultants will help with broadcast buying problems. A percentage of increase basis. Costs you nothing if our help does not produce results. Contact Broadcasting Services Associates, P. O. Box 78, Fort Lauderdale, Florida.

Technical

Wonderful opportunity for first class combo man, WCSI, Columbus, Indiana. Max Cockley, Chief Engineer.

Help Wanted—(Cont'd)

Two first class engineer-announcers for the new kw daytime in Eastern Illinois to be on the air in October. Permanent position. Wonderful city experience. town. Send tape and complete information to Jake Golde, 1400 Tenth Street, Charleston, Illinois.

Production-Programming, Others

Negro programmed station—southern city—wants black announcer-engineer and program director. Send complete details references and recent snapshot or application will not be considered. Box 380E, B-T.

Local station needs news editor with initiative and experience. Air mall full particulars. Box 371E, B-T.

Television

Help Wanted

Manager

Commercial manager needed for television operation. Excellent opportunity for hustling community minded man. Must have am or tv experience plus outstanding references. Salary and commission. Box 398E, B-T.

Salesmen

Advertising salesman for local selling on established vhf medium sized market New England area. Excellent opportunity for right man. Must have a proven track record, if you have Godfrey's talents and have not yet been given the opportunity, this is what you are looking for. Submit full personal biography, photo and your idea of low cost format for 9-00-11 p.m. large metropolitan area. Box 442E, B-T.

Technical

Tv-am engineer required by station in large midwestern city. Good salary to start, with periodic increases. Very responsible and excellent employee relationship. State education, experience, draft classification and provide a snapshot. Reply Box 237E, B-T.

Part-time technical personnel for tv and am operation in a medium sized metropolitan market. First phone desirable, but not required. Please supply experience, education and a snapshot. Box 396E, B-T.

First class engineer for new 12 kw vhf transmitter. Send qualifications first letter, Chief Engineer, WSEE, Erie, Pa.

Production-Programming, Others

Experienced director-producer by network affiliate also member of regional net in one of largest tv set saturated markets. A real opportunity. Send complete resume, pictures, Box 378E, B-T.

Commercial artist position available with well established radio-television station. Must have a letter background. Must be artist in all commercial lines. Please state school/employment experience, samples. Sample of art work, requested with application, will be returned. Box 388E, B-T.

Vhf-tv station in major market has opening for film editor, Tv experience and speed necessary requirements. Send following information including past employment, etc., in first letter. All replies held confidential. Apply to Steve Brown, WISH-TV, 1430 N. Meridian Street, Indianapolis, Ind.

Situations Wanted

Manager

Competent manager. Ten years experience, present manager of a $2 million dollar job. Desires to relocate in Texas city. Available October first. Please mail all replies to following address. Box 419E, B-T.

Broadcast station management consultants will help with broadcast buying problems. A percentage of increase basis. Costs you nothing if our help does not produce results. Contact Broadcasting Services Associates, P. O. Box 78, Fort Lauderdale, Florida.

Salesmen


Salesman, four years experience, seeks opportunity with stable operation, excellent references. Box 389E, B-T.
Situations Wanted—(Cont'd)

Young female, college grad, personal appearance. 20 years experience in sales. Excellent face and radio-television background. Can relocate in any area. Box 431E, B-T.

Announcers

Top-flight sports announcer desires college football play-by-play. 12 years experience. Currently broadcasting major league baseball. Air check available. Outstanding references. Box 429E, B-T.


Announcer, 4 years experience, college grad, married. Presently employed. Box 170E, B-T.

Football announcer . . . seven years experience, fine voice, best of references. Box 310E, B-T.

Some experience, staff announcer. Good voice, training in tv two announcers school. Desire position immediately, preferably west of the Mississippi. All replies considered and answered. Box 307E, B-T.


Dynamie sportscaster. Nine years experience football, basketball, baseball in large, competitive market. Keeps sports insight, industrious, creative. Box 373E, B-T.

Experienced announcer—FD part 8 months . . . DJ (popular and western), news, special events, sports color, heavy commercial, . . . good delivery . . . good ad-lib . . . 39, married, presently employed . . . tape . . . will travel . . . midwest or south preferred. Box 391E, B-T.

Experienced announcer 1st phone. Married. Excellent references. Midwest preferred. Box 392E, B-T.

Announcer, DJ, four years experience, available immediately, dependable, hard working, fine reference. Box 397E, B-T.

Young versatile announcer, desires staff position which includes play-by-play football. Mature voice; excellent references: New York or New England preferred. Minimum $600. Box 402E, B-T.


Announcer, deep voice, southern, married, six years experience country, pop, news. Prefer Alabama or adjoining states. stationed record of air-selling. $90.00 minimum. Box 404E B-T.

Announcer-newsman Top-rated commercials, thorough knowledge of news, sales. Family man. Seeking settled situation early September. Box 408E, B-T.

Announcer, staff experience, commercials, DJ, news, travel, single, tape. Box 410E, B-T.

Announcer, light experience, good DJ, news, sports, board. Disc, tape. Box 411E, B-T.

Experienced announcer, CBS, DJ, newscasting and special events, employed with 3rd phone and good voice. Box 412E, B-T.

Thoroughly experienced announcer-newscaster-producer. Sober, no drifter, good habits. Available immediately. Tape, resume upon request. Box 413E, B-T.

Announcer, 8 years experience, Work within 50 miles of Chicago, IL. Excellent references. Box 414E, B-T.

Disc jockey with six years experience. Young, married, draft exempt. Have originated and conducted successful phone and mail request shows. Prefer late evening or all-night time with prestige station in good market in southeast tape and photo on request. Write Box 416E, B-T.

DJ . . . preferably nighttime or all-night. Preferly employed with one years experience. Pleasant voice. 3rd phone, selling experience. Box 429E, B-T.

Situations Wanted—(Cont'd)

Experienced young woman, college grad, personality voice. 3rd phone, good ads, 14 years experience in department store, desires interesting air position announcement writer. Terrific ad-lib, smooth commercials, travel, tape. References. Box 434E, B-T.

25, single, veteran, experience college and AFTRS radio, preference for DJ and sports. Will travel. Box 437E, B-T.

Mr. Station Manager: The best in the field! One of N. Y. top disc jockeys—announcers—14 years experience, available September 25th. Want diversified activities, anywhere U.S.A.—News, special events, sports, consider P.D. job plus air work. Box 439E, B-T.

Experienced announcer, DeeJay, personality—presently employed, desires permanent position with more potential radio-television. Available Sept. 15. Box 439E, B-T.

Staff resignation due ownership change: Announcer-engineer, 1st class ticket. DJ, sports announcer, news, 1 year at 10,000 watts, 5 years overall. Phone 2-6424, Boise, Idaho. Bill Banks, 11 South Owyhee.

Staff announcer—strong voice, smooth commercials, DJ, experience light, future bright. Gerry Borak, 254 East 50th Street, Brooklyn, N. Y.


Carrington, 226 Byrd, Scotch Plains, N. J.


Announcer-control board operator, reliable, experienced, desires staff connection. Available immediately, resume, tape, Tom Jeffreys, 31-38 95th Street, Astoria 6, N. Y.

Nine years radio, five years part-time, 4 years full-time. $1250 first year. Now $1500. Desires staff position. Box 462E, B-T.

Announcer, recent broadcasting school graduate, 27, single, veteran. Former athlete desires New England or the East but is available to an offer anywhere. Aaks only for the chance to get started in radio now. Write Hank Manigat, 5251 W. Division Street, Chicago 22, Illinois.

Announcer: Experienced, versatile, conscientious, married, 25, desire medium-sized market to southeast. Do hillbilly, news, rhythm and blues and pop. Will work any time, any market too small. Call Lee Mathis, Fort Valley, Georgia.


Situations Wanted—(Cont'd)

Staff resignation due ownership change. Two men, 4 years experience: Combo first phone, 2 years assistant manager, and chief engineer 10kw; other top salesman-announcer. Families, cars; prefer Pacific northwest. Phone 3-6588, McDonald, 402 N. Atlantic, Boise, Idaho.


Staff announcer, versatility unlimited, strong voice, DJ, selling commercials. Mark Shor, 112 E. 17th Street, Bronx, N. Y.

Announcers-writers, thoroughly trained all phases by top professionals. Midwestern Broadcasting School, 228 S. Wabash Ave., Chicago 4. Ill. Wabash 2-7572.

Technical

Engineer new employed as chief desires engineering position with good pay. 17 years radio, sober, reliable. Box 317E, B-T.

15 years experience, broadcast construction, maintenance communications. Dare job with top-notch radio or vht-stv station in southwest. Box 358E, B-T.

Straight engineer, 5 years experience, first phone, ham license, now available. Box 381E, B-T.

First phone, 4 years studio control, tapes, remotes. Desires studio control, Jersey, New York, Connecticut, Massachusetts. Box 404E, B-T.

Engineer, 1st phone, experienced installation and construction, 5 years with inventor of fm, 5 years other phases electronics. Box 438E, B-T.

Chief engineer or supervisor available immediately. 12 years experience, am-fm-tv, from 250 watts to 30 kw, construction experience. Box 459E, B-T.

Engineer, experienced in am-fm-tv aircraft radio, overseas, short wave operation. Will consider domestic or foreign field engineer. Box 459E, B-T.

Staff resignation due ownership change. Announcer-engineer, first phone, experience 10kw. Bob Asbury, 2605 N. 24th, Boise, Idaho. Ph. 4-1159.

Am-engineer, 1st phone, 4 years experience all phases, except sports. Age 25, vet. Desires program director's job. Heavy on am. Morris F. Gerhause, 228 Gracie Ave, Newark, New York. Phone 11152, act now!

(Continued on next page)
Situation Wanted—(Cont'd)

Available immediately, 1st class engineer with 10 years well rounded experience. Excellent references. P. O. Box 182, Cincinnati, Ohio.

Production-Programming, Others

Unusual? Yes—we are employer of a well-qualified all-around, multi-talented man, who has major league and triple A experience—good newswoman and versatile in other assignments. We are looking for someone who can help us fill another position. He has our top-botton recommendations—and interested? Please write Box 3490, B-T.

Read this only if you want a versatile, intelligent and professional newscaster/promo record. Radio-TV-film-agency-entertainment business is the kind of day-by-day talent, and programming (creativeproduction) with sales ability, publicity, program management and management know-how, Willing work hard for recognition. Let's put your requirements, our future. Considering New York, southern U. S. A. area. Box 3802E, B-T.

Seeking supervisory position in radio program department. Currently employed program director with 5 years experience in programming, production, continuity, etc. College education. Excellent record and references. Box 400E, B-T.

Daytime programs analyzed by woman with background paralleling mid-continent daytime audience. Successful advertising experience. Writing or tape recorded reports or New York office discussion. Box 4308E, B-T.

Experienced reporter in radio, newspapers, wants job as evening news staff. References available. Box 4354E, B-T.

Program director with six years experience. There is no reason why you can't have a TV or radio station which you can't operate with the same programming and production standards as any 50,000 watt in the country. But you must have excellent technical know-how in listenership and audience. Sales. Box 4355E, B-T.


Television

Situation Wanted

Managerial

Radio-tv manager. Top network tv background in major western market. Fifteen years network radio programming, studio operation, engineering and sales. Available immediately. Box 4352E, B-T.

Salesmen

Salesman, five years experience radio-tv. Excellent sales record. Top references. Box 3993E, B-T.

Announcers

Three years television, plus three years radio. Featured personality, who can sell. College degree, or equivalent, top position in television market or program television or radio. Box 3968E, B-T.

On-camera personality, master of ceremonies, straight or light comedy. Good pitch man. Seven years experience, radio, television, stage. Continuity and sales experience. Single, 26, anywhere for full or part-time plus talent, or talent only. Lots of preproduction, and ability to work straight through. Will appreciate your reply to Box 407F, B-T.

DJ, director wants change. Now at major vhf operation. Provokes good exposure sales in vhf. Experienced all phases of directing. 3 years radio, and 1 year tv. Familiar with programming. Box 3975E, B-T.

Technical

First phone, resident graduate Capitol Radio Engineering Institute, two years radio, degrees position with television station anywhere. Box 375E, B-T.

Chief engineer. Over 15 years vhf and uhf experience. Station installation, operation and maintenance of both television and radio equipment operating at it's very best write Box 3865E, B-T.

Experienced engineer. All phases tv studio operations. Photographic background, desires position as cameraman, anywhere. College graduate, single, veteran, age 25. Box 3865E, B-T.

Presently employed in tv production, and programming. Seek good floor-room new station opportunity. Looking for responsible, steady, experienced engineer-manager. Family man, car. Box 3862E, B-T.

Seeking supervisory position in tv program department. Currently employed, tv program director with 5 years experience in programming, production, continuity, etc. Box 401E, B-T.


Field editor-photographer nine years, newspaper, television, film, radio, and radio management. Residence. Gibbons, 2651 Oakwood Avenue, Zanesville, Ohio.

Veteran: Single, college graduate, accounting ex- perience, theatre background; Graduate, N.Y.U. school radio and television, capable handling all phases radio and tv. Camera, studio, recording equipment; will locate anywhere, if distance equal. Reference available upon request. Box 420E, B-T.

For Sale

Stations

Wanted

Private party desires to purchase controlling or complete interest in station WITF, 450 kHz, new transmitter, perfect condition. 95-97, self-supporting IREDO tower supporting 4-1/2 kw, now installed atop building. Approximately 250 feet, 3½ inch coax with assorted 80 degree and 90 degree joints and hardware, now in- stalled. Available immediately. All for $3,500.00 cash from premises. WITF, 600 W. Washington Blvd., Chicago, III.

Wanted to Buy

Stations

WANTED—STATION IN WISCONSIN, E. MICHIGAN, IOWA, BY EXPERIENCED BROADCASTER. ALL REPLY CONFIDENTIAL. BOX 2804E, B-T.

Wanted: Station in Wisconsin, eastern Minnesota, Iowa, by experienced broadcaster. All replies confidential. Box 2865E, B-T.


Wanted 300 feet 1½ inch coaxial line Andrew, number 451 or equal. Contact Michigan Music Company, Inc., 217 West Grand Boulevard, Detroit. Phone Trinity 2-1695.

Equipment Etc.

FCC operator license quickly. Individualized instruction correspondence, or resident course. Freight brochures. Grantham, 6064 Hollywood Blvd., Hol- lywood, California.

Wanted: SALESMAN—ANNOUNCER—ANYWHERE 25w—1000w established or new am station. Box 2905E, B-T.

Instruction

Managerial

CAN YOU take charge of well-known broadcasting school in Boston? Interview, audition, enroll students? Talk to high school principals and student groups? Direct placement service, handle administrative duties, teach? Prefer young, single man with good background. Familiar with selling, announcing or promotion or with broadcasting school experience. Also consider outstanding broadcasting school graduate. Long hours but excellent opportunity for advancement after you prove your worth. Send resume, photo, salary requirements, why you want job. You must be able to come to Boston for personal interview at your own expense. Your application held in confidence. Box 387E, B-T.

SALES MANAGER

The PROJECTOGRAPH Company whose machine resembles a TV set and projects a variety of TV slides on its screen in stores, hotels, airports etc. will give a substantial commis- sion and interest in company proposi- tion to a man experienced in radio or TV management. Box 215, Springfield, Mass.

WANTED—AN EXCELLENT RCA 50607 10 kw transmitter. Excellent condition. Cash. Box 417E, B-T.

For Sale

Stations

Because WFM'T is moving to new quarters with new equipment, 3 kw fm transmitter, perfect condition. 85-91, self-supporting IDECO tower supporting 1-1/2 kw, 30db new antenna on 40 ft. mast, now installed atop building. Approximately 250 feet, 3½ inch coax with assorted 80 degree and 90 degree joints and hardware, now in- stalled. Available immediately. All for $3,500.00 cash from premises. WFM'T, 600 W. Washington Blvd., Chicago, III.

WANTED—STATION IN SMALL-MEDIUM MARKET, PREVIOUSLY EAST OR SOUTH. BOX 2844E, B-T.

Station with good equipment in small-medium market, preferably East or South. Box 2844E, B-T.

Wanted—Station in Wisconsin, eastern Minnesota, Iowa, by experienced broadcaster. All replies confidential. Box 2865E, B-T.

Wanted 200 feet of 1½ inch coaxial line Andrew, number 451 or equal. Contact Michigan Music Company, Inc., 217 West Grand Boulevard, Detroit. Phone Trinity 2-1695.

Equipment Etc.

FCC operator license quickly. Individualized instruction correspondence, or resident course. Freight brochures. Grantham, 6064 Hollywood Blvd., Hol- lywood, California.

Help Wanted

Managerial
INVESTMENT OPPORTUNITY

in vhf television station

If you have a streak of showmanship and some cash, I may be able to help you make some money. You see, I own a company with fine new VHF facilities but short of working capital. Just anyone won't do, if you're the right guy, I'll sell you 10 percent at the same cost as applied to me (which is favorable), if you'll lend working capital on a five-year note at 6 percent. The whole deal will cost you $60,000 and should make you a neat profit in five years, the same as I expect to. In replying please tell me enough so I'll know who you are. Confidential, of course. Write Alger Court, Woburn, Apt. 4-B, Bronxville, New York.

FOR THE RECORD

(Continued from page 84)
Here's conclusive proof of the super coverage by WHIO-TV's new TV tower—1104 feet straight up, the tallest in the world! Daily, newspapers throughout the WHIO-TV territory carry our program listings . . . including 16 papers keeping bonus audiences posted on WHIO-TV programming.

We have other "paper" testimonials to this super coverage—mail! Thousands of letters from listeners testify to terrific bonus audiences well outside our new service area. In Lima, Ohio, for instance, WHIO-TV pulls over 60% of the night time audience against the COMBINED stations B (UHF), C and D according to Hooper. From lucrative Lima, more than eighty miles away and many other similar cities, the added coverage is there.

These "paper" testimonials—newspaper listings, mail, and ratings—prove WHIO-TV's vast-area pulling power . . . prove that buying WHIO-TV is a wise choice!

Ask George P. Hollingbery Representatives!
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. which is listed in the city where it is licensed. Stations, vhf or uhf, in report respective set estimates of their coverage areas. Where estimates differ among stations in same city, separate figures are shown for each as claimed. Set estimates are from the station. Further queries about them should be directed to that source. Triangles (△) not preceded by triangle (△) are grantees, not yet operating.

ALABAMA

Birmingham
△ WABT (13) NBC, ABC, DuM; Blair; 266,000
△ WBMA-TV (4) CBS, NBC, DuM; Katz; 345,000
△ WJLN-TV (18) 12/10/53-Unknown

Decatur
△ WMSL-TV (23) Walker; 14,117

Dothan
△ WTBB (9) 7/25/54-12/35/54

Mobile
△ WALA-TV (10) ABC, CBS, NBC; Headley-Reed; 72,500
△ WKBAT-V (48) See footnote (d)

Montgomery
△ WCOV-TV (20) ABC, CBS, NBC, DuM; Raymore; 34,000
△ WSPA-TV (12) NBC; Headley-Reed; 3/25/54-10/15/54

Mobile TV Corp. (5) Initial decision 3/12/54

Selma
△ WSLA (8) 3/24/54-Unknown

ARIZONA

Mesa (Phoenix)
△ KVAR (12) NBC, DuM; Avery-Knodel; 95,300
△ KPHO (15) NBC, CBS, DuM; Katz; 95,300

Phoenix
△ KOOL-TV (10) ABC; Hollinger; 96,300
△ KPHO-TV (5) CBS, DuM; Katz; 95,300
△ KTVD (3) 6/16/54-Unknown

Tucson
△ KOPO-TV (13) CBS, DuM; Forje; 29,443
△ KPGA (4) ABC, NBC; Raymore; 24,443
△ KUSA (11) NBC, DuM; Grant; 19,234

ARKANSAS

El Dorado
△ KBDB (10) 2/24/54-Unknown

Fort Smith
△ KPSA-TV (22) ABC, NBC, DuM; Pearson; 15,000
△ KNAC-TV (5) Rambeau; 6/3/54-1/1/55
△ Hot Springs
△ KFRK (3) 3/20/54-Unknown

Little Rock
△ KARK-C (4) NBC, DuM; Petry; 74,851
△ KETV (23) 10/30/53-Unknown
△ KATV (1) See Pine Bluff
△ Pine Bluff
△ KATV (1) ABC, CBS; Avery-Knodel; 6,445
△ Texarkana
△ KCMC-TV (6) See Texarkana, Tex.

CALIFORNIA

Bakersfield
△ KBAK-TV (28) ABC, DuM; Forje; 68,000
△ KERO-TV (10) CBS, NBC; Avery-Knodel; 229,306

Berkeley (San Francisco)
△ KGEO (9)
△ KHSL-TV (12) ABC, CBS, NBC; Avery-Knodel; 46,733
△ KVOA (23)
△ KCBS (11), 9/18/53-Unknown

Chico
△ KCHS-OUTLET (12) ABC, CBS, NBC; Avery-Knodel; 46,733

Corona
△ KCFO (23)
△ KCCO (23), 9/18/53-Unknown

Fresno
△ KFBF-TV (26) 1/18/50-Unknown

Fresno TV Corp. (12), 9/18/53-Unknown
△ KFBF (26) 1/18/50-Unknown
△ KMJ-V (24) ABC, CBS, NBC; Raymore; 100,444
△ Los Angeles
△ KDBC-TV (25) 10/19/52-Unknown
△ KBBC-TV (7) ABC; Petry; 1,861,132
△ KCCO (13) Katz; 1,861,152
△ KIHL-TV (9) DuM; H-R; 1,861,132
△ KHEL (4) CBS; Spot Sis.; 1,861,132
△ KNNT (2) CBS; Spot Sis.; 1,861,132
△ KTXL (5) Raymore; 1,861,132
△ KTIV (11) Smith; 1,861,132
△ KTFM (23)

Monterey
△ KMRY-TV (8) ABC, CBS, NBC, DuM; Hollinger; 90,271

Sacramento
△ KHBS-TV (46) 6/26/53-Unknown
△ KCCC-TV (40) ABC, CBS, NBC, DuM; Weed; 105,000
△ KCBF Inc. (3) Initial decision 6/3/51
△ McClatchy Broadcasting Co. (10), Initial decision 11/3/51

New Starters

The following tv stations are the newest to start regular operations:

WCHS-TV Charleston, W. Va. (ch. 8), Aug. 15.

Salinas
△ KSBW-TV (8) ABC, CBS, NBC, DuM; Hollinger; 90,271

San Diego
△ KFMB-TV (8) ABC, CBS, DuM; Petry; 369,971
△ KFSD-TV (10) NBC, Katz; 245,167
△ KUSI (21) 12/23/54-Unknown

San Francisco
△ KBOY-TV (20) 3/11/53-Unknown (granted STA Sept. 15)
△ KGTV (7) ABC; Petry; 862,070
△ KPIX (3) CBS, DuM; 260,082
△ KRON-TV (4) NBC; Free & Peters; 262,070
△ KSAN-TV (32) McGilvra; 97,018
△ San Jose
△ KQXI (11) 4/15/54-Unknown
△ KNSS (11)
△ KVTC (23) DuM; Grant; 72,000
△ Santa Barbara
△ KEYT (3) ABC, CBS, NBC, DuM; Hollinger; 453,692

Stockton
△ KTUU (36) NBC; Hollinger; 112,000
△ KOVR (13) Blair; 2/11/54-8/8/54
△ Tulare (Fresno)
△ KVGG (27) DuM; Forje; 150,000

COLORADO

Colorado Springs
△ KICTV (11) ABC, CBS, DuM; Hollinger; 47,146
△ KRDO-TV (13) NBC; McGilvra; 20,000

Denver
△ KBTV (5) ABC; Free & Peters; 267,882
△ KPEL-TV (3) DuM; Blair; 207,882
△ KLZ-TV (7) CBS; Katz; 227,882
△ KOA-TV (4) NBC; Petry; 227,882
△ KRTA-TV (36) 7/19/54-Unknown

Grand Junction
△ KFXJ-TV (5) NBC, DuM; Holman; 3,000
△ Pueblo
△ KCSI-TV (5) NBC, Avery-Knodel; 40,597
△ KDZA-TV (3)

CONNECTICUT

Bridgeport
△ WCBS (41) 1/29/53-Unknown
△ WICC-TV (43) ABC, DuM; Young; 72,246

Hartford
△ WCHH (44) 1/29/53-Unknown
△ WCHT-TV (18) DuM; H-R; 10/23/53-9/1/54

New Britain
△ WBNK-TV (30) CBS; Bolling; 170,000
△ New Haven
△ WELI-TV (59) H-R; 8/6/53-Unknown
△ WMCI-TV (8) ABC, CBS, NBC, DuM; Katz; 702,032
△ New London
△ WNLC (26) 12/31/53-Unknown

Norwich
△ WCNE (44) 1/29/53-Unknown

Stamford
△ WSTF (27) 5/27/53-Unknown

Waterbury
△ WATR-TV (33) ABC; Stuart; 147,200

FOR THE RECORD

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FLORIDA

Clearwater—
WPDT (38) 12/2/53-Unknown
Daytona Beach—
WANE (3) 7/8/54-1/7/55
Fort Lauderdale—
WFTL-TV (2) NBC; Weed: 148,000
WTVJ (12) ABC, DuM; Bolling: 170,000 (also Ft. Lauderdale)
Fort Myers—
WINK-TV (11) ABC; Weed: 8,500
Jacksonville—
WJCT (26) ABC, NBC, DuM; Perry; 53,274
WMTR-TV (4) ABC, CBS, DuM; CBS Spot Slts.; 20,004
WOBX-TV (30) Stars National; 8/12/53-March 55
Miami—
WQAM (37) Stars National; 12/2/53-9/30/54
WHTS-TV (92) 11/2/53-Unknown
WTVJ (4) CBS, NBC, DuM; Free & Peters; 254,000
WTVX (23) 12/9/53-Unknown
Orlando—
WHMO-TV (6) CBS, ABC, NBC, DuM; Blair
Panama City—
WJ2M (7) ABC, NBC; Hollingbery; 11,000
Pensacola—
WEAR-TV (5) ABC; Hollingbery; 64,000
WFPF (15) CBS, DuM; Young: 26,273
St. Petersburg—
WSUN-TV (38) ABC, CBS, NBC, DuM; Weed; 61,000
Tampa—
Tampa Times Co. (13) Initial Decision 11/30/53
WFLA-TV (8) Biall; 6/4/54-Febru 55
West Palm Beach—
WAGA-TV (12) Walker; 2/18/54-Nov. 54
WIRK-TV (21) ABC, DuM; Weed: 31,455
WTVJ (12) ABC, NBC, DuM; Peters; 11/4/53-6/23/54 (granted STA June 23)

Georgia

Albany—
WALC-TV (10) ABC, NBC, DuM; Burn-Smith; 49,000
Atlanta—
WAGA-TV (5) CBS, DuM; Katz: 995,769
WLWA (11) ABC; Crowley Sh.; 390,000
WBBR (2) NBC; Petry; 412,235
WQXI-TV (36) 11/19/53-Summer '54
Augusta—
WJLF (6) ABC, NBC, DuM; Hollingbery; 193,290
WRDW-TV (12) CBS; Headley-Read; 90,480
Columbus—
WDAM-TV (28) ABC, NBC, DuM; Headley-Read; 64,441
WBLT (6) CBS; Hollingbery; 73,944
McMinn—
WGEA (47) ABC, NBC, Branham; 34,668
WGAZ-TV (13) ABC, CBS, DuM; Avery-Knodel; 49,104
Romney—
WROM-TV (9) Weed; 103,514
Savannah—
WTOC-TV (11) ABC, CBS, NBC, DuM; Avery-Knodel; 49,104
WSAV Inc. (3) Initial Decision 3/1/54
Thomasville—
WCTV (6) 12/25/53-Unknown
Valdosta—
WGOV-TV (37) Stars National; 2/26/53-9/1/54

IDAHO

Boise (Meridian)—
KBOI (5) CBS, DuM; Free & Peters; 34,665
KIDO-TV (7) ABC, NBC, DuM; Blair; 38,000
Idaho Falls—
KIDT (5) ABC, CBS, NBC, DuM; Gill-Perna; 29,760
KITT (8) ABC; Hollingbery; 2/26/53-Nov. '54
Nampa—
KTVB (6) 11/3-Unknown
Pocatello—
KIBI (6) CBS; 2/26/53-Nov. '54
KWIK-TV (10) ABC; Hollingbery; 3/26/53-Nov. '54
Twin Falls—
KLIX-TV (11) ABC; Hollingbery; 3/19/53-Sept. '54

ILLINOIS

Belleville (St. Louis, Mo.)—
WTVI (54) CBS, DuM; Weed; 250,000
Bloomington—
WBLN (15) McGilvra; 113,242

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

TELECASTING YEARBOOK, THE 1954-55

IN THE MAIL THIS YEARBOOK YOU'LL FIND DAILY SOURCE BOOKMARKS FOR TELEVISION MARKET DATA.

1. Adjust my subscription to include the 1954-55 yearbook at $7.00 per copy.
2. Adjust my subscription to include the 1953-54 yearbook at $6.50 per copy.
3. Adjust my subscription to include the 1952-53 yearbook at $6.00 per copy.

3 TELECASTING YEARBOOK, THE 1954-55

IN THE MAIL THIS YEARBOOK YOU'LL FIND DAILY SOURCE BOOKMARKS FOR TELEVISION MARKET DATA.

1. Adjust my subscription to include the 1954-55 yearbook at $7.00 per copy.
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3. Adjust my subscription to include the 1952-53 yearbook at $6.00 per copy.

Note: If you're not already a B&T subscriber, or if your subscription does not include the Telecasting Yearbook, please check this order form.

DIRECTORY INFORMATION

Bay City (Midland, Saginaw):
- WBNM-AM (5) NBC, DuM; Headley-Reed; 208,732
- Cadillac:
- WJTV (13) ABC, CBS, DuM; Weed; 47,600
- Detroit:
- WCWO-AM (88) 11/16/53-Unknown
- WJBK-TV (5) CBS, DuM; Katz; 1,469,407
- WWJ-TV (4) NBC; Hollinger; 1,266,822
- WXZY-TV (1) ABC; Blair; 1,358,200
WTVP (71) 7/15-54-Unknown
- Beth Radio & TV Stations Inc. (50) Initial Decision 8/9/54
- East Lansing:
- WKAR-TV (760)
- Flint:
- WJRT (8) 5/12/54-Unknown
- Grand Rapids:
- WOOD-TV (8) ABC, CBS, NBC, DuM; Katz; 444,505
- Peninsular Broadcasting Co. (23) Initial Decision 7/30/54
- Kalamazoo:
- WKOZ-TV (2) ABC, CBS, NBC, DuM; Avery-Knodl; 504,123
- Lansing:
- WILS-TV (46) ABC, DuM; Venard; 55,000
- WJAZ-TV (6) ABC, CBS, NBC; Petry; 36,102
Marquette:
- WAGC-TV (6) 4/7/54-Oct. '54
Muskegon:
- WTVI (35) 10/20/53-Unknown
- Saginaw (Bay City, Midland):
- WENX-TV (97) ABC, CBS, Gull-Perna; 100,000
- WSBM-TV (51) 10/20/53-Unknown
- Traverse City:
- WPBN-TV (1) NBC; Holman

LOUISIANA

Alexandria:
- KALB-TV (5) Weed; 12/20/53-3/2/54
- Baton Rouge:
- WAFB-TV (38) ABC, CBS, NBC, DuM; Young; 39,485
- WCBD (2) Hollinger; 1/15/53-1/15/55
- Lafayette:
- KFOL-AM (16) 10/16/53-Unknown
- KLFY (16) Rambour; 9/15/53-Unknown
- Lake Charles:
- KPLC-TV (7) Weed; 11/15/53-2/3/54
- KTAG (22) See footnote (d)
- Monroe:
- KNOE-AM (8) CBS, NBC, ABC, DuM; H-R; 154,700
- KTBO (30) 2/3/53-Unknown
- Shreveport:
- KSLA (12) ABC, CBS, NBC, DuM; Raymer; 55,800
- Shreveport TV Co. (12) Initial Decision 6/7/54
- KTBS Inc. (3) Initial Decision 6/11/54

MAINE

Bangor:
- WABI-TV (5) ABC, CBS, NBC, DuM; Hollinger;
- KMCO, Inc.
- The Manchester (3) Initial Date 8/22/52
- WJIT-FM (17) DuM; Everett-McKinney; 20,039
- Portland:
- WMTW (8) ABC; CBS; 7/8/53-Aug. '54
- Portland:
- WCRS-AM (6) NBC; Weid; 116,827
- WCOSAM (6) ABC, Avery-Knodl
- WPMF (53) DuM; Everett-McKinney; 45,100

MARYLAND

Baltimore:
- WMAR (13) ABC, DuM; Harrington, Righter & Partners; 555,255
- WJZ-AM (11) ABC; Petry; 552,252
- WIFW (72) For; 12/18/52-Fall '54
- WMAR-TV (2) CBS; Katz; 93,255
- WTVJ (15) ABC; Weed; 56,000
- WJZ-TV (11) ABC, DuM; Blank; 484,863
- Rochester:
- WROC-TV (11) ABC, CBS, NBC, DuM; Headley-Reed; 44,426

MISSOURI

Cape Girardeau:
- KTVS-AM (12) CBS; Pearson; 10/14/53-Unknown
- KCOM-TV (18) 4/16/53-Unknown
- Clayton:
- KFPG-AM (30) 2/3/53-Unknown
- Columbia:
- KMOM-TV (8) ABC, CBS, NBC, DuM; H-R; 49,295
- Festus:
- KACY (34) See footnote (d)
- Hannibal (Quincy, Ill.):
- KEMO-TV (7) CBS; Weed; 177,778
- WCEM-TV (19) See Quincy, Ill.
- Jefferson City:
- KRIC (13) 8/8/54-Unknown
- Joplin:
- KSVM-TV (12) CBS; Venard; 12/20/53-9/12/54
- Kansas City:
- KCMA-TV (5) ABC, DuM; Katz; 405,706
- KMBC-AM (6) 7/8/53; Weid; 655,706
- WAPD-TV (4) NBC; Harrington, Righter & Partners; 665,706
- Kirksville:
- KWVO-TV (2) 12/18/53-Unknown
- St. Joseph:
- KFPE-AM (2) CBS, DuM; Headley-Reed; 106,728
- St. Louis:
- KRTV (9) 13/53-Unknown
- KDYD-TV (5) ABC, CBS, NBC; Snap Slvs; 554,554
- KSTM-TV (38) See footnote (d)
- KWK-TV (4) CBS; Katz; 554,706
- WIL-TV (42) 12/23-Unknown
- KACY (14) See Festus
- WVTV (84) See Belleville, Ill.
- Sedalia:
- KSHO-TV (6) Pearson
- Springfield:
- WAGC-TV (10) CBS; Weed; 49,436
- WAVE-TV (4) ABC, NBC, Hollinger; 60,986

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.

August 23, 1954 • Page 93
Covering Four Rich Piedmont States
with Effective Buying Income of
$2,411,466,000**

170,000 Watts Video—Highest Antenna
in the South—6065 feet above sea level

FOR THE RECORD

MONTANA

Billings—
▶ KOOK-TV (2) ABC, CBS, NBC, DuM; Headley-Reed: 210,600
Butte—
▶ KOPO-TV (4) CBS, ABC, Bollingbery: 7,000
▶ KKLP-TV (6). No estimate given.
Great Falls—
▶ KFBR-TV (5) ABC, CBS, DuM; Headley-Reed: 11,000
Missoula—
▶ KGVO-TV (13) ABC, CBS, DuM; Gill-Perna: 10,000

NEBRASKA

Holdrege (Kearney)—
▶ KHOL-TV (13) ABC, CBS, DuM; Meeker: 30,366
Lincoln
KUON (12) See footnote (d)
▶ KOLN-TV (10) ABC, CBS, DuM; Avery-Knedel: 24,140
Omaha—
▶ KMT (3) ABC, CBS, DuM; Petry: 283,150
▶ WOW-TV (6) NBC, DuM; Blair: 248,594

NEW HAMPSHIRE

Keene—
▶ WNKE-TV (45) 4/22-53-Unknown
Manchester—
▶ WMUR-TV (9) ABC, DuM; Weed: 235,000
Mt. Washington—
▶ WMTV (8) See Poland, Me.

NEW JERSEY

Ashbury Park—
▶ WRTV (58) 107,000
Atlantic City—
▶ WPPG-TV (46) See footnote (d)
▶ WCOC (52) 1/8-53-Unknown
Camden—
▶ WKDN-TV (17) 1/28-54-Unknown
Newark—
▶ WTAT (12) Weed: 4,150,000
New Brunswick—
▶ WTLV (12) 12/24-Unknown

NEW MEXICO

Albuquerque—
▶ KGGM-TV (13) CBS; Weed: 43,797
▶ KOA-TV (7) ABC, DuM; Bollingber: 40,000
▶ KOBH-TV (4) CBS; Bollingbery: 43,797
Roswell—
▶ KRWM-TV (8) ABC, CBS, NBC, DuM; Meeker: 22,506

NEW YORK

Albany/Schenectady, Troy—
▶ WPTV (47) See footnote (f)
▶ WROW-TV (41) ABC, CBS, DuM; Bolling: 100,000
▶ WTRI (35) CBS; Headley-Reed: 93,015
▶ WTVI (71) 2/17-54-Unknown
Binghamton—
▶ WNBP-TV (13) ABC, CBS, DuM; Bolling: 222,250
▶ WQXV (60) 5/14-54-Unknown
Bloomington—
▶ WCNY-TV (7) ABC, CBS, NBC, DuM; Bolling: 51,249
Buffalo—
▶ WBEN-TV (4) ABC, CBS, DuM; Harrington, Righter & Parsons: 412,458; See footnote (a).
▶ WHPD-TV (17) ABC, CBS, NBC, DuM; H-R: 150,000
▶ WBEX (25) ABC, NBC, DuM; Headley-Reed
▶ WTV-44 (25) 1/24-Unknown
Carbondale (Watertown)—
▶ WCNY-TV (7) ABC, CBS; Weed: 3/3-9/24-54
Elmira—
▶ VEBC (18) See footnote (d)
▶ WTVE (24) ABC, CBS, NBC, DuM; Forjoe: 8,500

Ithaca—
▶ WJEC-TV (29) CBS; 1/5-15/November '54
▶ WJEC (*14) 1/5-Unknown
Kingston—
▶ WKNY-TV (66) ABC, CBS, NBC, DuM; Meeker: 5,000
New York—
▶ WABC (1) ABC, DuM; Petry: 4,180,000
▶ WABD (5) DuM, Avery-Knedel: 4,180,000
▶ WABC-TV (2) CBS; CBS Spot Sl: 4,180,000
▶ WNYP (4) ABC, NBC; Spot Sl: 4,180,000
▶ WOR-TV (9) WOR, WOR-TV Sl: 4,180,000
▶ WPIX (11) Free & Peters: 4,180,000
▶ WATV (13) See Newark, N. J.
▶ WDVD (25) 8/14-Unknown

NYNC-YTV (TV) 1/15-Unknown

Directory Information is in following order: call
letters, channel, network affiliation, national rep-
resentative; market set count for operating sta-
tions; date of grant and commencement target
date for grantees.

Rochester—
▶ WHEC-TV (13) 5/10-Unknown
▶ WHAM-TV (5) NBC; Headley-Reed: 252,000
▶ WHEC-TV (10) ABC, CBS; Everett-McKinney: 210,600
▶ WNYN-TV (27) 4/22-53-Unknown
▶ WRGB (11) 7/25-Unknown
▶ WHEC-TV (10) ABC, CBS; Bolling: 210,000
▶ WHEC-TV (27) 4/22-53-Unknown
▶ WRGB (11) ABC, CBS, NBC; DuM; NBC Spot Sl: 37,290
Syracuse—
▶ WSYR-TV (8) ABC, CBS, DuM; Katz: 345,000
▶ WHTV (43) 9/18-52-Unknown
▶ WSYR-TV (3) NBC; Headley-Reed: 244,542
Utica—
▶ WUTP (19) 7/5-Unknown
▶ WSYR-TV (13) ABC, CBS, NBC, DuM; Cooke: 145,000

NORTH CAROLINA

Asheville—
▶ WISE-TV (62) ABC, CBS, NBC, DuM; Bolling: 25,500
▶ WLOS-TV (13) ABC, DuM; Venard: 12/9-53/
Chapel HIll—
▶ WTVI (74) 9/30-53-September '54
Charlotte—
▶ WBTW-TV (38) ABC, NBC, DuM; Bolling: 41,894
▶ WBTW (3) CBS, NBC, DuM; Spot Sl: 407,222
Durham—
▶ WTVI (11) NBC; Headley-Reed: 1/21-54/
Fayetteville—
▶ WFLB-TV (18) 4/13-45-Unknown
Gastonia—
▶ WTVI (45) 4/7-54-Unknown
Greensboro—
▶ WCAG-TV (57) ABC; Bolling; 11/26-Unknown
▶ WFMV-TV (2) ABC, CBS, DuM; Bolling, Righter & Parsons: 233,740
Greenville—
▶ WGNX (9) ABC, CBS, NBC, DuM; Pearson: 50,800
Raleigh—
▶ WNAO-TV (28) ABC, CBS, NBC, DuM; Avery-Knedel: 71,000
Wilmingtont—
▶ WMPU-TV (6) ABC, NBC; Weed: 31,078
WTRH (3) 2/9-54-Unknown
Winston-Salem—
▶ WSJS-TV (12) NBC; Headley-Reed: 218,506
WTBB-TV (20) ABC, DuM; H-R: 65,000

NORTH DAKOTA

Bismarck—
▶ KFPR-TV (5) ABC, CBS, NBC, DuM; Blair: 16,312
Fargo—
▶ WDAY-TV (6) ABC, CBS, NBC, DuM; Free & Peters: 42,300
Grand Forkes—
▶ KNOX-TV (10) 3/10-54-Unknown
Minot—
▶ KCKJ-TV (13) ABC, CBS, NBC, DuM; Weed: 3,600
Valley City—
▶ KJKB-TV (4) CBS; Weed

OHIO

Akron—
▶ WAKR-TV (49) ABC; Weed: 148,710
Ashland—
▶ WICA-TV (15) 20,000
Cincinnati—
▶ WCEC-TV (48)
▶ WCPO-TV (9) ABC, DuM; Brahm; 500,000
▶ WBCK-TV (12) CBS; Katz: 325,000
▶ WIET (8) NBC, WLW Sl: 525,000
▶ WQCN-TV (44) Forjoe: 5/14-53/54

Cleveland—
▶ WELE-TV (65) 6/18-53-Unknown
▶ WEWS (5) CBS; Brahm, 192,153
▶ WLNS (11) NBC; Spot Sl: 1,045,000
▶ WXEL (8) ABC, CBS, DuM; Katz: 823,629
▶ WHK-TV (19) 11/25-53-Unknown

Dayton—
▶ WEDS-TV (10) CBS; Bluff: 307,000
▶ WLCV (4) 307,000
▶ WOSU-*64) 6/23-53-Unknown

Dayton—
▶ WHIO-TV (7) CBS; Headley-Reed: 877,330
▶ WIFE (22) See footnote (d)
▶ WFTD (12) ABC, NBC, WLW Sl: 320,000
Elyria—
▶ WEOL-TV (31) 2/11-54-Fall '54
Lima—
▶ WIMA-TV (33) Weed: 12/6-54/Summer '54
▶ WITL-TV (73) NBC; H-R: 98,381
Mansfield—
▶ WTVG (38) 6/4-54-Unknown
Massillon—
▶ WMAC-TV (23) Petry: 9/6-54-Unknown
Steubenville—
▶ WTVG (9) CBS; Avery-Knedel: 1,083,900
Toledo—
▶ WTVG (9) ABC, CBS, NBC, DuM: 286,382

Broadcasting • Telecasting
That's right! In southwestern Pennsylvania, 1 buy covers 3 markets and that buy is WJAC-TV, Johnstown. You get the buying-minded Johnstown area PLUS Pittsburgh and Altoona! No idle claim is this... Hoover shows WJAC-TV...
Divining Rod

AN AIRPLANE equipped with a sensitive television antenna was used by WHN-TV New Haven (ch. 8) to chart the actual coverage area of the station receiving the best possible television picture. With the antenna measuring signal strength, the group determined that the pattern from the transmitter was perfectly circular, said to give maximum signal to maximum population. To determine this, the plane circled the transmitting antenna at 1,050 feet, on a level with the top of the transmitting tower. Engineers also tested the main beam of projected picture and sound and later reported that viewers of ch. 8 living in any direction and within its scope “are assured of the best possible pictures and sound with the greatest chance signal skip entirely eliminated.”
UPCOMING

AUGUST

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.
Aug. 27-29: Texas Radio & TV Service Clinic & Electronics Fair, Dallas.
Aug. 30-Sept. 4: 11th International Workshop in Audio-Visional Education, American Baptist Assembly, Green Lake, Wis.
Aug. 31-Sept. 1: NBC TV Affiliates meeting, Drake Hotel, Chicago.

SEPTEMBER

Sept. 1: Deadline for entries in 1953-54 public interest awards for exceptional service to farm safety, National Safety Council.
Sept. 1-2: CBS TV affiliates meeting, Edgewater Beach Hotel, Chicago.
Sept. 10-12: Midwestern Advertising Agency Network, Sheraton Hotel, Chicago.
Sept. 13-14: British Columbia Assn. of Radio & TV Broadcasters, Harrison Hot Springs, B.C.
Sept. 15-21: Seventeenth district, Advertising Federation of America, Biltmore Hotel, Atlanta, Ga.
Sept. 26-29: Pacific Coast Council, American Assn. of Advertising Agencies, Hotel Del Coronado, Coronado, Calif.
Sept. 29-Oct. 2: Michigan Assn. of Broadcasters, St. Clair Inn, St. Clair.

OCTOBER

Oct. 4-8: 18th National Electronics Conference, Hotel Sherman, Chicago.
Oct. 11-12: Assn. of Independent Metropolitan Stations, French Lick Springs, Ind.
Oct. 15-16: Ohio State U. advertising conference, Columbus.
Oct. 22-24: MidWest Inter-City Conference of Women's Advertising Clubs of Advertising Federation of America, St. Louis.
Oct. 31: Standard band broadcasting conference, between U. S. and Mexico, Mexico City.

NOVEMBER

Nov. 8: Texas Assn. of Broadcasters, semi-annual fall meeting, Rice Hotel, Houston.
Nov. 8-10: Assn. of National Advertisers, Hotel Plaza, New York.
Nov. 10-12: Sigma Delta Chi, Columbus, Ohio.
Nov. 14: Illinois 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. 23: Salt Lake City, Utah.
Aug. 24: Denver, Colo.
Aug. 26: Albuquerque, N. M.
Aug. 27: Wichita, Kan.
Aug. 50: St. Louis, Mo.
Aug. 31: Indianapolis, Ind.

NARTB District Meetings

Sept. 9-10: NARTB Dist. 1, Somerset Hotel, Boston.
Sept. 14-15: NARTB Dist. 2, Lake Placid Inn, Lake Placid, N. Y.
Sept. 16-17: NARTB Dist. 3, William Penn Hotel, Pittsburgh.
Sept. 20-21: NARTB Dist. 4, Cavalier Hotel, Virginia Beach, Va.
Sept. 23-24: NARTB Dist. 5, Daytona Plaza, Daytona Beach, Fla.
Sept. 27-28: NARTB Dist. 6, Lafayette Hotel, Little Rock, Ark.
Sept. 30-Oct. 1: NARTB Dist. 7, Kentucky Hotel, Louisville.
Oct. 4-5: NARTB Dist. 8, Sheraton-Cadillac Hotel, Detroit.
Oct. 7-8: NARTB Dist. 9, Fontenelle Hotel, Omaha.
Oct. 11-12: NARTB Dist. 9, Lake Lawn Hotel, Lake Delavan, Wis.
Oct. 18-19: NARTB Dist. 17, Davenport Hotel, Spokane.
Oct. 23-26: NARTB Dist. 16, Camelback Inn, Phoenix, Ariz.
Nov. 4-5: NARTB Dist. 12, Jens Marie Hotel, Ponca City, Okla.
Nov. 9-10: NARTB Dist. 13, Rice Hotel, Houston.


**Bryson Bill Threat**

WITHOUT regard to its provocation or legality, the unusual action of the House Commerce Committee threatening dire things if beer commercials are not curbed (notably on television) should not be taken lightly by broadcasters, brewers and their agencies.

The Committee mandate requesting a Jan. 1 report on self-regulation by broadcasters is an obvious effort to assuage the prohibitionists in an election year. That a ban is of doubtful constitutionality is recognized by the Committee. The "request" action, though it was wheedled out of the committee by the unceasing dry lobby as a thinly-veiled first-step toward a return to prohibition. It was taken in lieu of action on the Bryson Bill (HR 1227) which in one form or another has been dumped into the hopper every year since repeal of the Volstead Act.

But while the bill was directed against all advertising media, the whipping boys turn out to be radio, and more particularly, television. Other media recognize, however, that if one medium is hit, all others are bound to become targets.

The blue-nosers harangue about too much beer drinking and pouring on the air. That is their foot-in-the-door device. Some advertisers and their agencies, in their zeal, will go as far as the media will allow them. Many stations do not accept blatant beer commercials and practically none accepts hard liquor advertising, even though there's no legal reason why they should not.

The brewers know what radio, and latterly television, have done for their products. The millions who drink beer as a beverage will not be deprived of it, any more than they were during the Volstead Era when home brew and moonshine abounded. Because the brewers know the value of broadcast advertising they have been cooperative in modifying copy within reasonable bounds. There is less beer drinking today on tv than there was a year ago. The rub is that the drys never intend to be reasonable in their quest for total prohibition.

Without effective advertising both radio and television would be seriously hurt. With heavy expenditures for color ahead, vhf as well as uhf telecasters would be struck a crippling blow. Radio can ill afford loss of any important revenue source.

The brewers are among the few national advertisers who have budgets adequate to sponsor televised fights, baseball, football and other sports events. They also are the buyers of fringe time, since their commercials are directed toward adults. They are among the heaviest buyers of radio spot. Brewers need broadcast advertising and broadcasters need beer.

It is significant that when the chips were down, the House Committee directed its threat against radio and tv. The crusading blue-nosers found it easier to dramatize their attack against tv, riding the crest of Congressional and public interest in television. They knew that newspapers are less vulnerable to Congressional attack.

The Bryson Bill report is but one manifestation of broadcasting's legislative weakness as this session of Congress ends. The Bricker Bill, ostensibly to investigate networks but actually aimed at the whole broadcast field, is another.

The drys lobby at the grass roots. They know their constituent legislators. By the same token, newspaper editors and publishers do a job with their delegations back home, in between sessions. Broadcasters always seem to be too busy tending to their knitting (and keeping up with legislative and regulatory thrusts) to spend time indoctrinating the very people they have helped elect. Is there any broadcaster who will concede that his opposite number on the local newspaper or the head of the local WCTU is a more potent influence in his community?

The Bryson Bill threat is very real. It strikes at every station's source of revenue. With any success, next could be legislation against tobacco, coffee, tea or cola. It is a threat to all advertising.

The NARTB can be expected to go out all in answering the Wolverton Committee. The Television Code Review Board will meet the indictment that "self-regulation" has not been effective.

Much more is needed. Every station owner (and every newspaper and magazine publisher) should resist this move. It's the organized and effective advertising. It's a job that must be done between now and the next session of Congress in January. It must be done on the front porches, in the studios—wherever a broadcaster meets his Senators or Congressmen.

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**Breaking the News' Barrier**

If radio and television are to realize their full potential as media of news and information, the example set by CBS of embracing news direction within top management will have to be widely followed. At last a major network has put news direction where it belongs—on an administrative level equal to that of other major radio-tv operations.

The elevation of Sig Mickelson to a vice presidency of CBS Inc. and the creation of a news and public affairs unit for both radio and tv within the parent company mark the practical application of a theory explained last May before the NARTB convention by William S. Paley, chairman of the CBS board. Mr. Paley told broadcasters that news and public affairs deserved more consideration from management than they were getting. His remarks, as this publication commented at the time, deserved attention.

True, news and public affairs programs constitute only a part of the total programming of any station or network, but it is an extremely important part, and one which—to an extent disproportionate to the amount of air time it occupies—determines the degree of serious service which the station or network is rendering. The status or network which hopes to be recognized as a basic news and information medium must provide its news department with the budget, the personnel and the status to do a job.

Of those three considerations, "status" is at least as important as the others. If the man in charge of news and public affairs cannot meet management on management's own level, he will forever be in the position of a supplicant within his own organization. If he is outranked by heads of other departments, he is bound to come out on the short end at budget-making time.

The status in which radio and television hold their own news men also determines the status which those news men hold in the general company of news men and news media and, in fact, among the sources of news.

It can be argued that the fight for equal access to news sources could have achieved more favorable results if the principal spokes men for radio and television had been recognized as management spokes men and not as employees of management.

This fight promises to be a long one. There will be some localized triumphs like the admission of radio and tv to the Army-McCarthy hearings. There will be localized defeats like the exclusion of radio-tv from the forthcoming hearings on the McCarthy censure resolution. But the long campaign cannot be successful in establishing radio and television on their deserved parity with the press until the radio-tv cause is led by generals, with the authority and prestige of generals.

Radio and television have the technical capacity to become the undisputed leaders in the world of journalism. It is up to the management of radio and television to see that this capacity is put to full use.
Every night at 5 PM on WWJ, Jim DeLand drives home amid the bulk of Detroit’s 975,000 auto-riding workers. His program is smack in the middle of the daily homeward rush.

**This is a WWJ show** with lots of appeal to drivers. The records are sweet and lively. The baseball scores are hot. The safe-driving tips are subtle. The commercials are blended with DeLand piano ramblings. And the voice . . . *that voice of DeLand’s* is the most persuasive in Detroit radio as it rolls out from under the dash, driving home a sales message.
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**

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.

Get on the CHANNEL 9 Bandwagon NOW!

Contact KMBC-TV or your Free & Peters Colonel for choice availabilities.

FREE & PETERS, INC.
National Representatives

ONE OF AMERICA'S GREATEST BROADCASTING INSTITUTIONS—Here Channel 9 (and Radio Stations KMBC-KFRM) originate some of the most ambitious local programming seen and heard in the Heart of America. TV facilities include 15-set TV studios, a 2600-seat theater, both RCA and Dumont studio camera chains, RCA film cameras, telops, telejectors, film projectors, rear-vision slide projector, spacious client viewing room and two complete sets of remote equipment. Color telecasts can be handled from the new RCA 316,000-watt transmitter.

The BIG TOP Station in the Heart of America

Don Davis, Vice President

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KFRM for the State of Kansas