Baltimore
BIG BARGAIN

Radio's rarin' in Baltimore!

... and the BIG BARGAIN buy is still W-I-T-H

143,000 radio sets sold last year; only 48,000 TV sets!
W-I-T-H's audience is bigger now than ever! And the rates are just the same.
Last year more than 143,000 radio sets were added in the Baltimore area.
Now—more than ever—you get a lot for a little from W-I-T-H.
Baltimore is a tight, compact market. W-I-T-H covers all you need with top Nielson—at rates that make it possible to get the frequency of impact that produces sales.
Get your Forjoe man to give you the whole story about W-I-T-H and the Baltimore market.
When you "fill 'er up" with SUNOCO . . . the power flowing into your tank is the result of a complete job of production. The exacting scientific control at SUN's catalytic cracking plants, such as the above in Toledo, insures the best in petroleum products. Together with modern distribution and salesmanship, Sun Oil Company stands a leader in the field.

Havens & Martin, Inc., also gives you power . . . "sales" power from Richmond to the rich areas throughout Virginia. Creative programming and public service on WMBG, WCOD and WTVR has built large and loyal audiences. Join the other advertisers using the First Stations of Virginia.

**WMBG AM WCOD FM WTVR TV**

**FIRST STATIONS OF VIRGINIA**

Havens & Martin Inc. Stations are the only complete broadcasting institution in Richmond. Pioneer NBC outlets for Virginia's first market. WTVR represented nationally by Blair TV, Inc. WMBG represented nationally by The Bolling Co.
Take out a map of Pennsylvania, and measure the vast area covered by WBRE-TV as indicated by the cities shown above, and you begin to realize how important it is to you, the time buyer, to select WBRE-TV in this, more than 1,370,000 population area of Manufacturing, Mining, Farming and Wholesale distribution payrolls. WBRE-TV serves most of these people most of the time.

There are many reasons why the TV viewers in this Colossal Coverage turn more frequently to WBRE-TV... we have the most and the best day and night programming, both local and network... we have the best quality signal, because we have one of the best technical staffs in the country... WBRE is the pioneer station of N.E. Pennsylvania... 1st in Radio, 1st in TV and now, 1st in Color TV.

UHF set count December 31, 1953 was 130,000.
UHF set count as of July 31, 1954 was 163,000.

WBRE-TV Ch. 28 Wilkes-Barre, Pa.

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and July by Broadcasting Publications, Inc., 1735 DeSales St., N.W., Washington 6, D.C. Entered as second class matter March 14, 1933, at Post Office at Washington, D.C., under act of March 3, 1879.
One of America's Pioneer Radio and Television Stations

A GOOD PLACE TO BUY
Since 1922

WGAL • 33rd year
WGAL-FM • 7th year
WGAL-TV • 6th year

Lancaster, Penna.

Steinman Station
Clair McCollough, President

Represented by

MEEKER
New York
Los Angeles
Chicago
San Francisco

316,000 WATTS
the week in brief

> Perjury charged in Portland ch. 12 case .......... 66
> Levy, associates eye WTOP buy ................. 72
> WOR-TV sets up movie repeat schedule .......... 76
> Approval of writers groups merger nears .......... 78
> Merchandising: most stations do ................. 81
> How the kids boost the family's televiewing .......... 83
> The first network editorial ................. 86
> German tv production up .................. 94
> Color by year-end: AT&T promises 126 stations ....... 97
> Five NBC affiliates named for radio study .......... 99
> Telestatus: tv stations, sets, target dates ........... 111

ATTACKS of Hearst radio-tv columnists on CBS news commentators appear to have put chill on prospect that CBS-TV will affiliate with Hearst should newspaper succeed in procuring contested channel 6 assignment at Whiteman Bay, in Milwaukee market area. Latest attack against CBS Inc. President Frank Stanton in New York Journal-American understood to have capped climax, with prospect now that CBS affiliation either will remain with uhf (current affiliate is WCAN-TV) or go to recently-merged ch. 12 group [WTVY (TV)]. CBS Radio is affiliated with WISN Milwaukee, Hearst-owned.

★ ★ ★

PROJECT to increase power limit of Class IV (local) stations from present 250 w to 1000 w is gaining momentum as means of improving local station service throughout country. Among those supporting move for horizontal increase: Merrill Lindsay, WSOY Decatur, Ill.; Robert T. Mason, WMRN Marion, Ohio, and F. Ernest (Dutch) Lackey, WHOP Hopkinsville, Ky. Former FCC Comm. T. A. M. Craven, of Craven, Lohmes & Culver, has been retained as engineering consultant.

★ ★ ★

FOUR stations of Westinghouse Broadcast Co. expected to join Quality Radio Group, cooperative nighttime tape project, probably at Sept. 2 organization meeting in Chicago. Stations are KDKA Pittsburgh (I-A); WBZ-WBZA Boston-Springfield (I-B); KYW Philadelphia (I-B), and KEX Portland, Ore. (I-B), all 50 kw. These additions would bring list up to 21 stations, but number of others known to be awaiting approval of their boards before formally announcing affiliation. Ceiling is 36 stations, with hope of beginning service this fall [B&T, Aug. 23, 16].

★ ★ ★

SUBSTANTIAL progress is being made in RCA's David Sarnoff Laboratories, Princeton, N. J., on development of electronic color process as substitute for photo engravings. Inside report is that development may be forthcoming much sooner than originally anticipated and that it will be boon to graphic arts in cutting costs and in perfecting problems incident to color registration.

★ ★ ★

ALL ISN'T SILENCE for Chairman John W. Bricker of Senate Interstate Commerce Committee in his home state of Ohio because of his full-dress investigation of radio and tv. It's reported that some of his most prominent newspaper backers, also in radio and tv broadcasting, are disturbed over his self-propelled project. Sen. Bricker's present term runs until Jan. 3, 1959. First outcropping of opposition may come in newspaper editorials challenging investigation as badly timed, of no useful purpose and of being steeped in politics.

★ ★ ★

DELIVERY of FCC's 1953 Christmas present to fm broadcasters-authorization of multiplex and simplex auxiliary services such as functional music—is predicted well before holiday season this year. Best guess: FCC will approve proposal over protests of non-broadcast services on ground operation is more like broadcasting than points-to-point, will bolster fm business.

★ ★ ★

MORE LIGHT on FCC's look into political libel at behest of Dept. of Justice [B&T, Aug. 16]: Legal staff is drafting proposed uniform statute for submission to FCC when it reconvenes with likelihood it will go to Dept. of Justice for presentation to Council of State Attorney Generals, meeting in Washington in late September.

★ ★ ★

ELLIS MOORE, manager of radio-tv business publicity for NBC, reportedly in line for elevation to director of press department, under press and publicity vice president Sydney H. Eiges. Richard T. Connolly leaving directorship to return to Young & Rubicam, New York, as assistant manager of radio-tv department [B&T, Aug. 16].

★ ★ ★

H QUENTON COX, Portland broadcaster and former president of KGW, has decided to remain in Pacific Northwest and probably will acquire fm station. He rejected offer of NARTB administrative post made by President Harold E. Fellows because of current station negotiations. Mr. Fellows has altered his original plan with naming of Howard H. Bell as assistant to the president (story page 62).

★ ★ ★

ROBERT K. RICHARDS, whose tenure as administrative vice president of NARTB was to wind up Sept. 1, at which time he planned to enter private public relations practice, has agreed to remain another month at behest of President Harold E. Fellows. Mr. Fellows does not plan appointment of successor as No. 2 man.

★ ★ ★

THEODORE GRANIK, creator of American Forum of the Air and Youth Wants to Know, has three new programs in works, two of which depart from forum format. Mr. Granik's radio-tv activity is avocation; his main pursuit is law practice.
What Makes a Radio Station Grate?

"Commercials." — John Cr-sb.

* Now Read What these Other Folks Have to Say About WMT and WMT-TV

"I've been buying time on the radio for many a day, man and boy, and I never—no, never!—saw a letterhead like yours before! Or since."

—Time Buyer, Oelwein, Iowa

"Your 'Lights Out' Program gives me the creeps."

—Ch-s. Ad-ms

"Why don't you give us the right time?"

—Nicely Nicely Johnson

"Give us more programs like the Coronation."

—British listener

"Please send me a catalogue."

—Anon.

"I sure admire the art in your ads."

—Hutch

"The movie last night was terrific. But my popcorn didn't come. I been a good customer of your for many a day, man and boy, and I never—no, never! didn't get my popcorn before. What's television coming to?"

—Your friend Irma

"Last night your Weatherman promised me fair and warmer and today it rain. What the hell kind of station you run anyway?"

—Wet Hen

"You sure a bunch of good sports."

—Tait Cummins, WMT Sports Director

"But we sent you the order last week. Check the transom."

—The Katz Agency

NOTE: Please send your unsolicited testimonials to

WMT AM & TV

CBS for Eastern Iowa

Mail Address: Cedar Rapids

National Representatives: The Katz Agency
LITTLE EFFECT

RUlling that seller who grants advertising allowances to one dealer must pass that information along to all his dealers, issued Thursday by Federal Trade Commission, is expected to have no more than "indefinite" effect on broadcast advertising. BAB President Kevin Sweeney estimated Friday. He said that outside soft-line field, which was involved in FTC case, major co-op advertisers with few exceptions already follow uniform policy of making their co-op known to all their respective dealers. He also noted growth in share of co-op budgets devoted to radio.

DuMont Stations Plan For Promotion and Color

DuMONT 30 stations announced plans Friday for "aggressive merchandising," further network integration, "a composite film" for agency showing, and color telecasting after two-day sessions with DuMont Network officials. Film will show "out-of-town" agencies what all three stations do in local programming. Decisions on color included: (1) WABD (TV) New York to originate color programs (from film) next month for New York area; (2) WDTV (TV) Pittsburgh to be equipped to transmit color programs "moved by any network." Ways were considered to permit WFTG (TV) Washington, third odo, to teletcast color.

ABC Sets McCarthy Shows

ABC Radio network scheduling three special newscasts daily to report highlights of Watkins Committee hearings on censure charges against Sen. McCarthy. With radio and tv barred from direct coverage, ABC said its radio reporters would review developments and give excerpts of testimony from stenographic transcript of proceedings. Broadcasts will be presented at 11:45 a.m.-noon, 3:45-4:55 p.m., and 4:45-5 p.m., all EDT, on days when hearings in session.

WINT (TV) Joins CBS-TV

WINT (TV) Waterloo (Fort Wayne), Ind. (ch. 15), signed by CBS-TV as primary affiliate, effective Sept. 26. CBS-TV station relations vice president Herbert V. Akerberg announced Friday. Station is owned by Tri-State Televi- sion, with Ben Baylor as general manager.

SECOND SETS

NEARLY HALF of tv families in Los Angeles plan to buy second tv sets, most of them in 1953, according to survey made for Admiral Corp., Chicago, by Woodbury Co., Santa Monica, Calif. Of 12,000 families interviewed, 37% indicated they would buy second set because of conflict between children's and adult shows, 32% wanted larger screens. Survey placed number of viewers in average household at 3.3, said large screen sets (21-in. and up) are owned by 40% of families.
A contract worth telling about!

We're right proud of a new contract one of our enterprising local salesmen obtained recently:

Delta-C&S, the nation's fifth largest airline, bought the CBS World News Round-Up, 8 to 8:15 a.m. Monday through Saturday, for 52 weeks starting June 28—312 broadcasts.

A significant side-light is that Delta-C&S is a hometown company. Its officials know the local picture mighty well. So does their advertising agency, which also has headquarters in Atlanta. So, when it came to picking a station—they knew what they were doing!

To reach the most people, at the lowest cost, in the ever-growing Atlanta market—it will pay you to follow the lead of Delta-C&S Airline and choose WAGA.
Stanton Says CBS to Sell Station Minorities By Jan. 1

CBS has target date of Jan. 1, 1955, for sale of its minority interests in WTOP-AM-FM-TV Washington and WCCO-AM-TV Minneapolis and is free to sell its holdings in KQV Pittsburgh to any time it wishes, President Frank Stanton testified Friday at St. Louis ch. 11 hearing before Examiner Thomas Donahoe (see story page 66). CBS is one of five applicants.

Dr. Stanton said network proposes to sell holdings in three outlets and has always intended to dispose of minority interests if necessary to permit full ownership of stations within FCC limitations.

(In statement issued Friday, Philip L. Graham, president of Washington Post Co., reiterated that Post company hoped to buy out CBS minority in WTOP-AM-TV and said "proposed sale of this minority will in no way affect the operating policies of WTOP-AM and WTOP Radio in view of the Washington Post Co.'s ownership of a controlling interest.")

Dr. Stanton testified including price, is incorporated in KQV contract and network can dispose of its 45% interest without need of negotiations. He added he has requested audits of Washington and Minneapolis properties as of last July 31 to aid negotiations. "Here's trying to sell," he testified, "before St. Louis case is decided and hope to be out of stations before that time." CBS owns 45% of WTOP and 15% of WCCO.

He testified network has non-voting minority ownership in three cities.

His lengthy testimony dealt with network's need of owned stations to provide financial cushion needed for program and staff development. He said profits from networking are slim.

Under cross examination by counsel for 220 Television Inc., Mr. Stanton estimated 85% of revenue of odo tv stations probably would come from three top markets, New York, Chicago and Los Angeles. Mr. Stanton was asked to supply data on CBS subsidiaries in programing, packaging and allied fields. Case resumes Wednesday.

Examines Favors Cowles For Ch. 8, Des Moines

INITIAL decision proposing to grant ch. 8 facility in Des Moines to Cowles Broadcasting Co., operating KTVT (TV) Sioux City and KRNT-AM-FM Des Moines among its properties, announced by FCC Friday. Examiner Millard F. French favored Cowles over Murphy Broadcasting Co., competing applicant (operates KSO-AM-FM Des Moines).

Long hearing record involved heated competitive claims and charges, with unsuccessful attempts made by Murphy to introduce evidence designed to show Cowles purportedly mentioned White House and other political influences and made financial offers to induce withdrawal of Murphy application.

Examiner French conceded Murphy is to be preferred on issue of diversification of mass media and integration of ownership. He found, however, that Cowles was to be preferred for more meaningful local ownership, program proposals, business-civic experience, participation in community affairs and past performance.

Sales of WEAN, WTAC, KCSJ-AM-TV Put to FCC

THREE transfers of station properties, both radio and tv, filed with FCC Friday. Outlets involved are WEAN Providence, WTAC Flint, Mich., and KCSJ-AM-TV Pueblo, Colo.

- General telecasting Inc. sells WEAN to Providence Journal Co. for $260,000 cash plus $18,200 real estate. Journal will surrender WPJB (5 kw on 1420 kc) upon acquiring WEAN (5 kw fms). WEAN will continue to operate.

- WTAC is sold by Trendle-Campbell Broadcasting Corp. to Radio Hawaii Inc., operator KPOA Honolulu and subsidiary of Tele-Trip Policy Co., New York. Consideration: $91,000 cash plus assumption of liabilities of about $196,000 [B&T, Aug. 9]. WTAC earlier surrendered ch. 16 tv permit after suspending tv operation.

- KCSJ-AM-TV control is transferred from Douglas D. Kahle (63%) and Robert L. Clinton Jr. (33%) to Bankers Life & Casualty Co. (KGA Spokane) to settle some of $300,000 debts. Bankers Life agrees to advance additional funds to keep stations on air, will retain Kahle for five years at $1,000 monthly plus 25% of net operating profit. Mr. Kahle also gets option to buy 25% at later date for $12,500.

Balance sheets submitted with WEAN transfer bid for General Telecasting Inc. showed as of June 30 total assets (including MBS) of nearly $1.8 million, earned surplus $4 million. Current liabilities were $3.6 million, long term debt $3.5 million. Balance sheet for Journal as of same date gave total assets of nearly $7.8 million, unsegregated surplus $4.8 million, current liabilities $1.2 million. Net income after federal taxes was $750,505 for 1952, $653,503 for 1953.

Other General Telecasting properties include: WNAC-AM-FM-TV Boston, WOR-AM-FM-TV New York, KEHI-AM LA, WBBQ-AM-TV Memphis, KFRC San Francisco and 55% interest in General Times Television Corp., operator WGTH-AM-TV Hartford.

UPCOMING

Aug. 31-Sept. 1: NBC-TV Affiliates meeting, Drake Hotel, Chicago.
Sept. 2: Television Bureau of Advertising meeting, Blackstone Hotel, Chicago.
For other Upcomings see page 117.

UPCOMING

Aug. 31-Sept. 1: NBC-TV Affiliates meeting, Drake Hotel, Chicago.
Sept. 2: Television Bureau of Advertising meeting, Blackstone Hotel, Chicago.
For other Upcomings see page 117.
Advertisers & Agencies 46
At Deadline 7
Awards 96
Closed Circuit 5
Editorial 118
Education 99
Features & Figures 63
Feature Section 79
Film 58
For the Record 101
Open Mike 20
Government 64
Our Respects 22
In Review 14
Personnel Relations 78
International 94
Programs & Promotion 92
Lead Story 31
Program Services 60
Manufacturing 100
Public Interest 26
Networks 97
Stations 72
On All Accounts 16
Trade Associations 62

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 Kietly, Special Issues; Ray Ahearn, Jonathan Gitlitz, Louis Rosenman, Peter Pence, Staff Writers; Kathryn Ann Fisher, Joan Sheehan, Audrey Cappella, Editorial Assistants; Gladys L. Hall, Secretary to the Publisher.

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

Duane McKenna, Art and Layout.

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

BUREAUS
NEW YORK
444 Madison Ave., Zone 22, Plaza 5-3555.
EDITORIAL: Rufus Crater, Senior Editor; Florence Small, Agency Editor; David Berlyn, Assistant New York Editor; Rocco Famighetti, Selma Gentien, 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 Osborn, 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 32 weekly issues: $7.00. Annual subscription including BROADCASTING Yearbook (53d issue): $9.00, or BROADCASTING Yearbook (54th issue): $9.00. Annual subscription to BROADCASTING TELECASTING, including 54 issues: $11.00. Add $1.00 per year for Canadian and foreign postage. Regular issues: 56c per copy; 53d and 54th issues: $3.00 per copy. Air mail service available at postage cost payable in advance. (Postage cost to West Coast $4.60 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.

COPYRIGHT: Copyright 1954 by Broadcasting Publications Inc.

*Reg. U. S. Patent Office

Broadcasting * Telecasting

THE NEWSWEEKLY OF RADIO AND TELEVISION
Published Every Monday by Broadcasting Publications Inc.
Washingtonians look up to down-to-earth Claude Mahoney...hold him in such high regard that his daily news and "once-over-lightly" show on WTOP Radio has a higher rating than any other program at its time (7:30 a.m.). In fact, a higher rating than any news program, local or network, on any other Washington station at any time, day or night!

This top-of-the-column position is nothing new to Mahoney. He's been a top-drawer Washington news figure for 18 years. Served as White House correspondent for the Wall Street Journal...reported for a Washington newspaper and another station for a spell...graduated to WTOP Radio 10 years ago and has been featured in the same time period ever since. And first in that period for the past 5 years—month after month!

Why such popularity? Perhaps because listeners like the way farm-born Mahoney calls a spade a spade. Or because his delivery of the news is livened with earthy humor and cracker-barrel philosophy. Whatever the reason, he has the appeal—and the audience—that'll put your product on top in the Washington area. If you want customers to look up to you, look up Claude Mahoney on Washington's only 50,000-watt radio station.

WTOP RADIO
Represented by CBS Radio Spot Sales
G.E marks another milestone in transmitter engineering! The pioneer in UHF high-power television proudly announces the new UHF TV transmitter—the 45 KW. The “bugs” are out, in fact, were out long ago, because G.E. incorporates in the 45 KW tested and proved components and design features that have been successful in 1 KW and 12 KW transmitters for UHF!

From the "45" you can get up to 1,000 KW of UHF power this year! With an antenna gain of 25 you can obtain a full megawatt of power allowing 11% line loss. G.E engineers reckoned with the

YOU CAN POSITION THE OVERALL 35' OF EQUIPMENT TO BEST FIT SPACE REQUIREMENTS IN ANY TV OPERATION
UHF TRANSMITTER

dollars you've already invested in present 1 KW and 12 KW transmitters throughout the country. As a result the new 45 KW utilizes a cubicle technique. Your present transmitter, whether it is 1 KW or G-E 12 KW for UHF, may be used in part to make up the ten cubicles of the new 45 KW.

The block diagram shows one suggested arrangement of cubicles and components. To save floor space and suit your individual transmitter layout, select from the others illustrated. Or, custom-tailor a cubicle layout to fit your specifications.

EXTERNAL EQUIPMENT:

<table>
<thead>
<tr>
<th></th>
<th>Height</th>
<th>Width</th>
<th>Depth</th>
<th>Weight</th>
</tr>
</thead>
<tbody>
<tr>
<td>PLATE TRANSFORMER</td>
<td>90&quot;</td>
<td>59&quot;</td>
<td>59&quot;</td>
<td>5500#</td>
</tr>
<tr>
<td>REACTOR</td>
<td>69&quot;</td>
<td>31&quot;</td>
<td>31&quot;</td>
<td>1400#</td>
</tr>
<tr>
<td>WATER COOLER</td>
<td>89&quot;</td>
<td>60&quot;</td>
<td>114&quot;</td>
<td>2700#</td>
</tr>
<tr>
<td>WATER PUMP</td>
<td>17&quot;</td>
<td>15&quot;</td>
<td>39&quot;</td>
<td>650#</td>
</tr>
<tr>
<td>WATER TANK (filled)</td>
<td>33&quot;</td>
<td>33&quot;</td>
<td>33&quot;</td>
<td>1180#</td>
</tr>
<tr>
<td>CIRCUIT BREAKER</td>
<td>24&quot;</td>
<td>16&quot;</td>
<td>17&quot;</td>
<td>300#</td>
</tr>
</tbody>
</table>

A FEW IMPORTANT FEATURES OF THE NEW G-E 45 KW FOR UHF TV:

- Standard quality-controlled production tubes and components—including General Electric's proved-in-service Klystron tube.
- In emergency, will operate at reduced power equal to the highest known output of current transmitters.

PHONE...WIRE...OR WRITE US TODAY!

Act now if you want this installation in 1954! Your G-E district representative will furnish complete details on this important new transmitter...or help in planning your floor layout. Contact him today, or write: General Electric Company, Section X284-30, Electronics Park, Syracuse, New York. In Canada, write: C.G.E. Electronics, 830 Lansdowne Avenue, Toronto.

Progress Is Our Most Important Product

GENERAL ELECTRIC
MORNING SHOW

Producers: Ted Selling and David Hellwell
News Producer: AV Westin
Director: Kirk Alexander and Peter Birch
News Director: Vincent Wallers
Writers: Larry Marks, Sidney Reznick, Toof Pray and Jack Paar
Announcer: Hal Simmons
Star: Jack Paar
Singer: Betty Clooney
Virtuoso Pianists: Joe Motes
Pupi Campo, Bill and Cora Baird Puppets
Newscaster: Charles Collingwood, Harry Marble, Margaret Arlen
Sponsors: Lady Esther Ltd.; Monsanto Chemical Co.

THE COMPANY now performing in the refurbished Morning Show is pleasant to have around the house even at the indecent hours of its daily visit, but it is still an open question whether it has moved in to stay.

Jack Paar and associates have been at work from 7 to 9 a.m. only two weeks, but already they are resting matrons, whom they presented recently on their Saturday night show, and Mr. Paar is repeating jokes within the same week. Plainly their tenure depends upon the invention of new bits and enough revision of the old ones to keep the audience from knowing the lines as well as the actors know them.

In adhering to his long standing policy of emphasizing talking sketches, Mr. Paar may be assigning himself an impossible job. Two hours a day take a lot of programming. His task would be easier and his show more fun if he let his singer, Betty Clooney, his pianist, Joe Motes, and other performers take on heavier loads. Miss Clooney’s voice is agreeable, and Mr. Meles plays well. In addition, Mr. Paar has at his disposal the Bil and Cora Baird puppets and their wonderful impressions of popular songs, as well as Pupi Campo who is a poor man’s Desi Arnaz but is capable of acceptable comedy.

The ingredients are present to create serious competition for the rival Today on NBC-TV, but they need better mixing.

TOAST OF THE TOWN

Network: CBS-TV
Producers: Ed Sullivan, Marie Lewis
Executive Producer of Color: Richard Leavitt
Director-Choreographer: John Wray
Music Director: Ray Barsh
Stb: Ed Sullivan
Announcer: Art Barns
Production Manager for Color: E. Carlton Winsmill
Engineer in Charge of Color: John Kouchosin
Lighting Supervisor for Color: Sal Bonino
Assistant Production Manager for Color: Victor Allan
Costume Coordinator: Mildred Trebor
Set Designer: Nelson Haume
On air: Sunday, Aug. 14, 9-11 p.m. EDT
Origination: CBS Color Television Studio 72, Broadway and 40th St., New York
Format: Variety Program; permanent cast, the “Toastees”—Ray MacGregor, Frank Baldwin, Audrey Peters, Hazel Patterson, Cynthis Scott, Jayne Kennedy, and Jack Paar’s occasional guests; the Andrea Dancers, the Froddleettes Guest Artists: Eartha Kitt, Janis Paige, John Raitt, Miss Malta & Company, the Andrea Dancers, the Froddleettes
Sponsor: Lincoln-Mercury Dealers Agency: Kenyon & Eckhardt
Jewels: By Harry Winston

FOR SOME PEOPLE, Toast of the Town (CBS-TV, Sun., 8-9 p.m.) is the acme of their viewing week. For others, that hour had better be spent playing parchesi. It is a pleasure to inform both groups that they need make no plans for changing their present tv habits, come color. Provided, that is, that the program’s first colorcast on Aug. 22 was a fair sample of what is to come.

Except for one dazzlingly beautiful dance routine on and around a gaily bedecked carousel, the program’s producers seem to have forgotten that hour with this time. The format offered by Ed Sullivan & Co. was identical with that of any other Sunday—three star performers, an animal act, some acrobats and the program’s regular dancers, preceded, followed and interminably interlarded with Mr. Sullivan’s commentary.

Of the stars of the show, Janis Paige’s aurora borealis were the best justification for turning on the color cameras. John Raitt, who currently is appearing with Miss Paige in the Broadway smash hit, “Pajama Game,” has a fine, vibrant voice in either color or black-and-white and Eartha Kitt doesn’t have to be seen at all to be appreciated, as the sale of her recordings amply proves.

The dancers, as we said, really gave the color set owners something for their money. And so did the commercials. The gleaming green Lincoln shown at the halfway point was the most attractive single feature of the whole 60 minutes, which may have been what the sponsor intended, with the Mercury shown at the program’s windup a close second.

As for the rest of the company watching with this reviewer summed it up this way: “They spend $10 million on color research and what do we get?—animal acts and acrobats.”

COLORCASTING

Advance Schedule
Of Network Color Shows

CBS-TV
Mondays (5:30-6 p.m. EDT): Film, Time for Color.
Aug. 31: Danger, Block Drug Co., through Cecil & Fresbrey
Sept. 7 (10-10:30 p.m. EDT): Life With Father, Pet Milk Co., through Gardner Agency
Sept. 8 (12:15-12:30 p.m. EDT): Love of Life, American Home Products Corp., through Blay Agency
Sept. 14 (9-9:30 p.m. EDT): Meet Millie, Carter Products, through SSC&B
Sept. 15 (10-11 p.m. EDT): The Best of Broadway, Westinghouse Electric Corp., through McCann-Erickson

NBC-TV
Sept. 12 (7:30-9 p.m.): Color Spectacular—“Satin & Spurs”—sponsored by Reynolds Metal Co., through Russel M. Seeds, Chicago.

[Note: This schedule will be corrected to press time of each issue of B-T]
NOW TELECASTING

channel 4

KWK-TV ST. LOUIS

100,000 WATTS
OVER 600,000 SETS IN THIS AREA
ANTENNA HEIGHT 563 FEET

Represented Nationally by THE KATZ AGENCY, INC.
Jump your sales in the vast Intermountain Market by using KSL-TV, the area station.

KSL-TV really reaches viewers in this billion dollar market, too! Over 80 percent of the average daytime audience and more than 55 percent of the average nighttime viewers are regularly tuned to KSL-TV. For more facts about a market that's growing by leaps and bounds, and for availabilities, call CBS-TV SPOT SALES or...

KSL-TV
SALT LAKE CITY

*Sources upon request

serving 39 counties in four states

---

PAUL STOYLE PATTERSON

on all accounts

THE Florida Citrus Commission, official state organization charged with the task of promoting the sale of Florida oranges and grapefruit in the nation's markets, will spend $3,400,000 to that end for the season which began July 1.

The man who will be in charge of expending these funds is Paul Stoyle Patterson, the commission's director of advertising at Lakeland.

Mr. Patterson joined the citrus commission Feb. 1, 1953, as advertising manager and became advertising director in September 1953.

He was born at Mt. Vernon, Ohio, moving to Cleveland when he was 12. He was graduated from Western Reserve U there, majoring in journalism and serving as editor of the college weekly. He later completed a night school course in advertising at the U. of Pittsburgh.

Mr. Patterson's first use of local spot radio was on his first advertising job with Buhl Optical Co., Pittsburgh. He spent the next 10 years as advertising manager of Rieck-McJunkin Dairy Co., Pittsburgh.

Rieck-McJunkin sponsored the first local telecasts of baseball on WDTV (TV) Pittsburgh in August 1952, Mr. Patterson says.

The commission's budget is divided among three agencies: J. Walter Thompson Co. (consumer advertising); Dudley, Anderson & Yutzy (food page publicity), and Noyes & Sproul (medical and professional).

Of this amount, radio and tv will get $1,5 million—$800,000 for the Tom Moore daytime radio show, Florida Calling, on Mutual and $720,000 for the ABC-TV 20 Questions.

He is a great believer in radio's ability to sell Florida oranges and grapefruit: "We believe that daytime radio is one of the most efficient media for reaching the housewife. With the radio show we have just bought, we expect to carry a three-minute message into a million or more homes five times a week. If only a small percentage of the housewives in these homes put more citrus products on their shopping lists, our program will be successful."

He also likes television: "We believe that television is a wonderful medium for citrus promotion because we can demonstrate new ways to use grapefruit and oranges and even show what these products can do."

Between trips to the New York agencies and visits to make talks to citrus grower organizations, Mr. Patterson spends time with his wife, Susan, a son, Jan, 11, and a daughter, Virginia, 12. Hobbies: a home workshop and fishing.
March, 1954 data from Television Magazine ranks American markets according to population in the coverage area of the most powerful television station in each market.

Charlotte stands 11th in line, outranking such markets as Baltimore, Minneapolis, Buffalo, Kansas City, Washington and Atlanta.

Only Charlotte and Atlanta among southern cities make the first 20, and Charlotte's rank is a move upward from 12th in 1953.

The signs of Charlotte are signs of a market far more important than city size indicates. Ranking only 72nd in the nation in city size, Charlotte is 55th in 1953 construction, 36th in wholesale sales and 4th in emplaned air passengers per capita.

Equally outstanding are Charlotte's great area stations, 50,000 watt WBT and top power WBTV, 100,000 watts on Channel 3, deserving the first appropriations of any advertiser doing business in the Carolinas.
NBC opens the year of excitement on television

when “MAX LIEBMAN PRESENTS”

On Sunday, September 12, 1954, at 7:30 pm NYT
...some 50,000,000 people will stop what they're doing and tune in their NBC Television station.
Even people who have come to take their sets for granted...the "sometimes" viewers, will behave as they did in the early days of television. Dates will be cancelled. Families will gather. Sets will be moved into the dining room. Or dinner will be finished in the living room.

And here's why.

On September 12, America will see a Premiere of Broadway calibre. A 90-minute, all "live" Musical, starring wonderful, explosive Betty Hutton, in her TV debut! And thus will begin a series of super-shows master-minded by the originator and producer of "Your Show of Shows". Written and directed by the theatre's topmost talent. Performed by the illustrious stars below. And every show will be "LIVE".

Anyone within range of one of the thousands of color sets now in use, will have the extra thrill of brilliant RCA Compatible Color!

The NBC Spectaculars "MAX LIEBMAN PRESENTS", will be marveled at every fourth Sunday and every fourth Saturday...and talked about right through The Year of Excitement on Television!

"LIVE" NBC SPECTACULARS
A SERVICE OF RADIO CORPORATION OF AMERICA
OPEN MIKE

Fellows Concurs
EDITOR:

Occasionally I tell you verbally of good things which Broadcasting • Telecasting per-
forms in behalf of the industry . . . too in-
frequently I take time to tell you on paper.

Your "Bryson Bill Threat" editorial in the
Aug. 23 issue of B • T is "right down the
alley." You've hit the nail on the head; the
admonitions, the observations and the conclu-
sions are correct and important.

Harold E. Fellows
President,
NARTB Washington

Pricing Practices
EDITOR:

I enjoyed reading the article on "Pitchmen"
in the Aug. 9 issue of B • T; while the client
and myself were flattered at your nice reference
and quotation, there was one glaring inac-
curacy.

To our knowledge, the Grant Tool [Gay
Blade] has never been offered anywhere at 29¢.
We do know, however, that from time to time
the Grant Tool has been sold at retail at a
cut price simply because store owners who
bought Grant Tool did not realize that the
item could not sell without demonstration . . .

This time-honored technique of converting buy-
ing mistakes into cash has been used on many
over-the-counter items.

The special point I would like to make is
that, when all is said and done, there is no
more spread in the price of our tv mail order
items than you would find in many classifi-
cations of over-the-counter merchandise. Retail
goods have to build into their price structure
margins for company salesmen, brokers, whole-
salers, retailers and advertising, while mail order
uses all of this spread for promotion.

Too often this fact is overlooked when people
discuss mail order pricing practices and I
believe that it is unfair to beat this point in
public print and leave a poor impression on
station people who have to make the decision
as to whether the stations will carry mail order.

Sydney M. Cohn
Arthur Meyrhoft & Co.,
Chicago.

The BBC Plaque
EDITOR:

I have been following, with interest, the sug-
gestion that an American plaque be present to
the BBC in memory of those stirring days when
American broadcasters were using BBC's
underground studio during the blitz to report
to America. I was very glad to see Broad-
casting • Telecasting take up, editorially,
Dick Strout's suggestion that there should be
such a plaque, and I am delighted now that Mr.
Chenoff has started the ball rolling and that
you have accepted the suggestion that you act
as treasurer for a BBC Plaque Fund. I am
sure the fund will soon be oversubscribed.

Please let me know if there is anything I can
do to help when the time comes to present the
plaque. I have been talking to Basil Thornton,
North American representative of the BBC,
about it and he also is very happy about the
whole idea and more than willing to do any-
thing he can to help with arrangements when
the time comes.

Naturally, it could be arranged for the pre-
sentation to be made the next time one of the
senior officials of the BBC is in the U. S., but
it seems to me it would be much more ap-
propriate if the presentation of the plaque were
made in London some time when it was pos-
sible for several representatives of American
broadcasting to be there.

Charles H. Campbell
Director,
British Information Services,
Washington, D. C.

[EDITOR'S NOTE: Checks should be made pay-
able to: B • T BBC Plaque Fund.]

Left to Right
EDITOR:

I found a mistake in the Aug. 16 B • T.
On page 72 there is a picture of Ray Livesay,
president of Daytime Broadcasters Assn., shak-
ing hands with Alf Landon, DBA vice pres-
dent and 1936 GOP presidential nominee.
Landon is the fellow on the left, not Livesay.

Dale P. Bell
Dodge City, Kan.

Broadcast Ban Protested
EDITOR:

The Radio-Television News Directors Assn.
considers you among its best friends—as you
proved to be with your editorial, "For the
Public: Ear Muffs & Blinders" [Aug. 16].

We are glad to have you aligned with us
in protesting the ban on radio and television
at the McCarthy censure hearings. We have
already reminded the Senate committee mem-
bers that the censure move is against the Sen-
ator, not radio and tv.

Charles A. Roeder, Chmn.,
KINDA Committee for
Freedom of Information,
WCBM Baltimore

Information, Please.
EDITOR:

I am engaged in television production work
and at the same time working on a master's de-
gree, specializing in television. In connection
with the latter, I would like to call upon you for
assistance in collecting data for a thesis which
I am preparing. The topic which I have chosen
deals with the history of color television, the
technical difficulties, the problems of program-
ing, the social significance, the potentialities of
color television and what the future might
hold for this field.

Robert F. Crawford
WTH-AM-TV
Terre Haute, Ind.

[EDITOR'S NOTE: We have sent the following
articles to Mr. Crawford: "Color Television, Its
Introductory Year Begins," Jan. 4, 1954; "Color
Tv Production," March 1, 1954; and "Living and

Broadcasting • Telecasting
Better join us for

"Breakfast at the Sheraton!"

Another Channel 10 First!

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
NO CLOSE SECOND to Cost per 1,000 Homes in the Big 60 County, 4-State KSOO Trade Empire

330,665 Interference-Free Homes in this Rich Farm Area

Over 991/4% of the households in our interference-free coverage area have radios—and KSOO covers 65% more people than Sioux Falls' number two station. That's a big bonus for buying KSOO time! More listeners per dollar spent means lower cost per 1000 ... 55.3% lower than the second station according to NCS Report. In going after sales in these rich farm states—schedule KSOO to reach more people for less cost. Write for county-detail coverage map.

The Dakotas' Most Powerful Radio Station!

**KS00**

SOUTH DAKOTA MNN.

SIOUX FALLS IOWA

NEBRASKA

SIOUX FALLS, S. D.
Nationally Clear Channel 1140 KC
ABC Radio Affiliate
10,000 WATTS DAYTIME
5,000 WATTS NIGHTTIME
Represented Nationally by Avery-Koodel, Inc.

THE ROLLS of NBC are dotted with the names of prominent radio-tv personalities and advertising executives who once served as page boys.

But none would be inclined to regard this experience as more fortuitous than John Scott Keck, vice president and radio-television director of Henri, Hurst & McDonald, Chicago advertising agency. Conceivably, he might have channeled his energies into sports, dramatics, or even the Boy Scouts of America.

As vice president of HH & M, a medium-sized agency, Mr. Keck keeps active scouting the best availabilities for a host of midwestern and other advertisers. Many of these abide by Mr. Keck's belief that broadcast media can do an effective job for most any client.


Some of these advertisers have been with Henri, Hurst & McDonald through all of Mr. Keck's tenure there, among them Skelly Oil, which recently renewed its Alex Dreier news show and This Farming Business on NBC Radio. The renewal marked the start of the 14th year for each program, reflecting an optimism in radio shared by Mr. Keck as well.

While firmly believing in tv's effectiveness Mr. Keck is quick to expose radio, which he feels always will remain a strong sales medium.

Mr. Keck can sit and intelligently discuss television and radio for hours in all their phases. One of his pet observations—and one which has become basic tenet with him in scouting for his clients—concerns the subject of film shows.

"A show that goes well on the West or East Coast may not necessarily go well in the Midwest. This factor of community or market tastes is one to be always kept in mind by the agency when its client wants to buy a film product."

A penchant for selectivity and a thirst for knowledge of a variety of subjects—such as the cost of buying into color tv or what uhf satellite operation would mean to agency radio-tv executives—are just two of the attributes that characterize Mr. Keck and reflect his enthusiasm for the field.

John Scott Keck is a native of Greensburg, Pa., where he was born on Oct. 30, 1918. While at high school there with the class of 1937 he managed to land a "boy-of-all-work" job with WHJB Greensburg the last year at school.

"By the time I reached college," Scott Keck recalls, "I had decided I wanted to be a radio announcer, so my activities were concentrated in dramatics and speech, although I was assistant manager of the hockey team. I was a member of the Penn State Players and took part in every Players' production while I was in school. Since college I've acted in and directed various little theatre groups."

But none of these enterprises was successful in capturing the complete interest of Mr. Keck. After being graduated from Penn State (Class of 1942) with a B.A. in liberal arts (majoring in speech and minor in commerce and finance), he had a chance to go to Hollywood (with new screen star Don Taylor, an old friend). He declined it and headed for New York.

Once on the page staff of NBC, Scotty Keck moved up to supervisor and later night secretary in the announcing division. In 1945, Mr. Keck joined WCAE Pittsburgh, working as an announcer and producer for two years.

In 1945 Mr. Keck had the opportunity to rejoin NBC, but this time in a more rewarding capacity. He was named field sales representative for NBC Recording Div. in New York, later (in 1946) shifting to Chicago, where he became manager of its central division recording office the following year.

Mr. Keck joined Henri, Hurst & McDonald as radio-tv director in January 1950. In the past four and a half years, he has worked on and supervised a variety of network and local programs, spots and film shows all over the country. (Among the more notable programs for the agency's clients: Howdy Doody, Fanny Lee, Alex Dreier, Today, John Cameron Swayze, Quick As a Flash, Movies for Kids, the Indianapolis races, Childcraft Show, Super Circus, Hail the Champ and others.)

Aside from Skelly Oil, which sponsors Alex Dreier and This Farming Business, both on some 30 NBC radio outlets, International Shoe Co. emerges as one of his agency's larger accounts with its Poll Parrot and Weatherbird Shoes, though no figure is available for radio-tv allocations to programs aimed at the children's audience.

Mr. Keck belongs to Delta Tau Delta, Chicago's Merchants & Mfrs. Club and the Chicago Historical Society. He has a number of hobbies: he has raced sail-boats on LakeMichigan, flown aircraft, collected bandguss, ridden horses, played golf, and likes photography. He also plays the ukelele and piano.

He married the former Sally Gallatin, from Greensburg, Pa., and they have two children, Scott Jr., 4, and Lizabeth, eight months. The Kecks maintain residence on north Chicago's Marine Drive.

our respects

to JOHN SCOTT KECK

Page 22 • August 30, 1954
In Jackson nearly everybody watches WJTV, Channel 25

13 out of the top fifteen once-a-week shows... that means that nighttime and daytime most folks in the rich Jackson, Mississippi, market watch WJTV, Channel 25. What do we mean by most folks? This is what we mean.

THE MOST RECENT PULSE SHOWS—
WJTV is No. 1 station 79% of the time, 6:00 P.M. to midnight
WJTV is No. 1 station 73% of the time, noon to 6:00 P.M.
WJTV delivers 64% more people than its nearest competitor
WJTV delivers 406% more people than the third station in the market

That's what we mean when we say most folks in this rich deep South market watch WJTV. You might say that metropolitan Jackson is a one-station audience in a three-station market.

Already pioneering in satellite operations... and soon to begin transmitting network color... WJTV will increase its power to 250,000 watts in a matter of weeks, and to 500,000 (yes, a half million) by January 1, 1955.

Yep, most folks in metropolitan Jackson watch WJTV, Channel 25. They're going to keep on, too... because "it's the Stars' Address." If you want to know more about WJTV's loyal audience, call your nearest Katz man. He'll be glad to deliver the details why—

In Jackson nearly everybody watches WJTV, Channel 25

WJTV  Channel 25  JACKSON, MISSISSIPPI

Owned by Mississippi's two statewide newspapers
The Clarion-Ledger  JACKSON DAILY NEWS

REPRESENTED NATIONALLY BY THE KATZ AGENCY
Today, 24 television stations have received shipment of their RCA 50-KW transmitters. And, just like the station pictured here, (15) of these high power TV transmitters are already on-the-air and producing “saturation” coverage. These stations knew they could “plan ahead” for BIG MARKET COVERAGE with confidence. Now they are profiting—through RCA’s ability to... design... manufacture... and DELIVER... high-power equipment.

Take advantage of RCA’s 25 years experience in designing and building high-power equipment. You too can make your plans with assurance. Ask your RCA Broadcast Sales Representative to help you plan a completely-matched system—from the transmitter to antenna. In Canada, write RCA-Victor, Ltd., Montreal.
Here's why RCA 50-KW transmitters are the overwhelming choice:

**RELIABLE**
RCA 50-KW equipments are built to operate with "day-in day-out" reliability. (Ask the RCA-equipped 50-KW VHF stations already on air.)

**CONSERVATIVE DESIGN**
RCA 50-KW VHF's deliver a full 50 kilowatts of peak visual power—measured at the output of the sideband filter. You get full power output on both monochrome—AND COLOR, with power to spare!

**SATURATION COVERAGE**
An RCA 50-KW VHF, operated in conjunction with an RCA Superturnstile Antenna, is capable of "flooding" your service area with STRONG SIGNALS—close in and far out! With standard antennas, RCA 50 KW's can develop 316 KW ERP—with power to spare.

**AIR-COOLED**
RCA 50-KW VHF's are all air-cooled. You save on installation costs and maintenance. Visual and aural P.A.'s use conventional RCA power tetrodes (Type 6166).

**MATCHED DESIGN**
RCA 50-KW VHF's are "systems-matched" to deliver peak performance in combination with RCA 50-KW antenna systems.

**COMPLETE SYSTEM**
RCA supplies everything in system equipment to match the RCA "50-KW" precisely; antenna, transmission line, fittings, tower, r-f loads, diplexers—and all other components needed to put a 50-KW VHF signal on the air.

**SERVICE**
RCA TV transmitter operation is backed up by a nationally famous broadcast engineering service organization and an RCA replacement parts service.

RCA PIONEERED AND DEVELOPED COMPATIBLE COLOR TELEVISION.
Sandwich your spots among the TOP 20 PULSE-rated programs on WBNS, and join the satisfied sponsors who savor flavorful profits from loyal WBNS listeners. The "pièce de résistance" is a market of more Central Ohio listeners than all other local stations combined!
...happy on all accounts!

Especially happy for these HPL accounts because The Housewives' Protective League draws big returns. Among the more than 250 current or recent users of HPL you'll find some of the biggest national and regional advertisers in the country. Many of them have been with HPL for years.

Happy, too, for HPL because these sponsors have shared in making this year—our Twentieth Anniversary—an important milestone. During the past twenty years, they've helped us grow from a half-hour, one-station show to a sales-making program service on thirteen of the nation's biggest stations. And over these years, they've stamped HPL as "the most sales-effective participating program in all broadcasting!"

To its many participating advertisers, The Housewives' Protective League wishes continued success and many more happy returns...measured in solid profits!

THE HOUSEWIVES' PROTECTIVE LEAGUE

"The program that sponsors the product"

485 Madison Ave., New York • Columbia Square, Los Angeles • Represented by CBS Radio Spot Sales
Shreveport has five AM stations, and all networks. This makes us especially proud of recent Hoopers—even though Metropolitan Shreveport itself represents only about 15% of KWKH's coverage!

### JAN.-FEB., 1954 — SHARE OF AUDIENCE

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

S.A.M.S. credits KWKH with 22.3% more daytime radio homes than all other Shreveport stations combined! Costwise, KWKH delivers 89.4% more listeners-per-dollar than the next-best station in the area!
FALL TV TIME SALES ARE UP:
DAYTIME SHOWS MOST GAIN

With color tv extravaganzas knocking at the door, network billings for October are seen 20-25% greater than last year. National tv spot is reported running 25% ahead of 1953, topping radio spot for the first time. Advertisers are using $6 million in tv time monthly.

AMERICAN advertisers this fall will be using tv time at the rate of better than $6 million a month, according to B&W estimates of anticipated fall business.

That total, which does not include any program expenses, covers the cost of time at gross rates, before any discounts, for all classes of tv advertisers—national network, national and regional spot and local.

The preview of fall business comes at a time when color peaks around the corner, and the spectacular or extravaganza network productions are about to make their splash. Already, B&W's check list points to at least a 20 to 25% increase in tv network billings for October 1954 as compared to that month a year ago.

This percentage increase does not reflect an expected further boost in commercial time, particularly in daytime sales, between now and October, a period when a final push is placed on fall selling.

As the accompanying table shows, CBS-TV has picked up a number of clients for its daytime availabilities while NBC-TV's list, marking steady growth, indicates room for the quick daytime tv sale which has characterized selling in programs scheduled the early part of the day. For instance, NBC-TV's early morning program Today, its later Home and its evening Tonight, as well as CBS-TV's Morning Show, frequently has sold on short notice.

Spot tv activity, also buttressed by the new business look of tv's daytime appeal, can be expected to score a big checkmark in advertiser budgeting for the fall. Early B&W estimates indicate national spot's impact in tv this fall will run about 25% ahead of last autumn's spot time sales.

The outlook in spot, according to T. F. Flanagan, managing director of Station Representatives Assn., will be a milestone in tv: "For the first time in the history of broadcasting, national spot television this fall will pass national spot radio in time sales."

Comparisons of tv network advertising are itemized in the table starting on page 32 and summarized in the table on this page. These breakdowns and totals of time sold and individual advertiser budgeting of last fall are indicated as a preview of what lies ahead in tv network billings.

The analysis does not contain network one-shots, including the World Series on NBC-TV. The tables are designed to serve as a guide, setting up a barometer for national tv business this fall season.

The score in evening time on the networks ranges from stability to an upward climb. Overall, evening time sold as of Aug. 15, 1954, already is running a few percentage points above the commercial time actually on the air last October.

In daytime hours, the increase is much greater—probably as much as 30%. Here, CBS-TV is the leader with a boost of about 63% in time already sold for this fall compared to its daytime commercial hours on the air last October.

In total time sold as of Aug. 15 compared to commercial time on the air last October, ABC-TV shows a gain; CBS-TV a noticeable jump; DuMont is slightly under but keeping pace with its record as of Aug. 15, 1953. Also, DuMont again will be relying heavily, as it has in the past, on co-op sponsorship of football on a regional basis. Again, all comparisons are due for a shot-in-the-arm between now and October 1954.

In unison, the sales heads of the tv networks, in statements prepared for B&W, hail the outlook for fall tv network business.

As ABC-TV's Charles R. Abry, national director of the Network Sales Department, views it: "The 1954 evening fall program schedule shows that ABC-TV has achieved parity with the two top television networks in only the second year of its five-year plan for television network leadership. The success of ABC-TV for this second season since the FCC approved the American Broadcasting- Paramount Theatres Inc. merger last year, gives rise to growing optimism that our five-year objectives may be realized in only four years.

Careful examination of the 'blue chip' roster of national advertisers who have renewed their contracts with ABC-TV this season and the growing list of new advertisers who have been attracted to 'The Growth Network' shows the tremendous progress ABC-TV has made in this past year.

Securing such a stellar roster of national advertisers with a program schedule of the finest of television shows is gratifying indeed. This new season will bring ABC-TV a long way toward the goals we have set for ourselves."

"Untried and Untapped"

"There is yet, we feel, a great untried and untapped potential among national advertisers of the history of broadcasting, a still unknown quantity. It is our hope that, through the successes we have scored with our present group of advertisers on ABC-TV, we will be able to attract these potential advertisers to our network family, sponsoring programs that the ABC-TV network has diligently and carefully evaluated in terms of entertainment and audience appeal, which we feel each of these new ABC-TV properties is certain to secure."

"This year again as it was in 1953, ABC-TV's fall program schedule dramatically emphasizes the progress and achievements at 'The Growth Network.'"

For CBS-TV, fall signals a strengthening. William H. Hylan, vice president in charge of network sales, CBS-TV, stated:

"CBS Television's schedule for the fall-winter season has been greatly strengthened by the addition of many programs. Business outlook is excellent.

"During the coming year of regular color broadcasting, CBS Television is undertaking an ambitious schedule of color programs originating from both the huge new color studio in New York and Television City in Hollywood."

Gerry Martin, sales director of the DuMont Television Network, said:

"We expect that the 1954-55 season will be the best that DuMont has ever enjoyed.

"Business already in hand indicates that our billings for 1954-1955 will run 25 to 30% ahead of last year, when we grossed about $12,500,000. In fact, in the last two weeks, the following clients have purchased five and one-half hours per week of network time:

1. L'heritie Inc.; Miles Laboratories Inc.; General Tire; Schick; H. J. Heinz; Johnson Candy Co.; Hamm Beer; Consolidated Cosmetics; Atlantic Papering; Ford Dealers; MGM; Vitamin Corp. of America; Drews Brewing Co.; Miller Beer; Plymouth; Electric Companies Advertising Program.

"Our football schedule is the most comprehensive in television from the standpoint of the number of games to be covered. Moreover, we [Text continued on page 35. Detailed tables of network advertisers overleaf.]
<table>
<thead>
<tr>
<th>Television Advertisers For Fall, 1954 Compared To 1953</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Advertiser</strong></td>
</tr>
<tr>
<td>----------------</td>
</tr>
<tr>
<td><strong>Admiral Corp.</strong></td>
</tr>
<tr>
<td><strong>Adolph’s Food Products</strong></td>
</tr>
<tr>
<td><strong>Aluminum Ltd.</strong></td>
</tr>
<tr>
<td><strong>Aluminum Co. of America</strong></td>
</tr>
<tr>
<td><strong>American Chicle Co.</strong></td>
</tr>
<tr>
<td><strong>American Dairy Assn.</strong></td>
</tr>
<tr>
<td><strong>American Hair &amp; Felt Co.</strong></td>
</tr>
<tr>
<td><strong>American Home Products Corp.</strong></td>
</tr>
<tr>
<td><strong>American Safety Razor Corp.</strong></td>
</tr>
<tr>
<td><strong>American Tobacco Co.</strong></td>
</tr>
<tr>
<td><strong>Armour &amp; Co.</strong></td>
</tr>
<tr>
<td><strong>Armstrong Cork Co.</strong></td>
</tr>
<tr>
<td><strong>Atlantic Refining Co.</strong></td>
</tr>
<tr>
<td><strong>Atlantic Sales Corp.</strong></td>
</tr>
<tr>
<td><strong>Avco Mfg. Corp.</strong></td>
</tr>
<tr>
<td><strong>B-B Pen Co.</strong></td>
</tr>
<tr>
<td><strong>Boyuk Cigars</strong></td>
</tr>
<tr>
<td><strong>Breitqt Foods Co.</strong></td>
</tr>
<tr>
<td><strong>Burlington Tar Co.</strong></td>
</tr>
<tr>
<td><strong>Business &amp; Hedges</strong></td>
</tr>
<tr>
<td><strong>Best Foods</strong></td>
</tr>
<tr>
<td><strong>Hassel Bishop Inc.</strong></td>
</tr>
<tr>
<td><strong>Block Drug Co.</strong></td>
</tr>
<tr>
<td><strong>Borden Co.</strong></td>
</tr>
<tr>
<td><strong>Borg-Warner Corp.</strong></td>
</tr>
<tr>
<td><strong>Brewing Corp. of America</strong></td>
</tr>
<tr>
<td><strong>Brillo Mfg. Co.</strong></td>
</tr>
<tr>
<td><strong>British-American-McCann</strong></td>
</tr>
<tr>
<td><strong>Brown &amp; Williamson Tobacco Corp.</strong></td>
</tr>
<tr>
<td><strong>Brown Shoe Co.</strong></td>
</tr>
</tbody>
</table>

Source of October 1953 data: Publisher Information Bureau. Daytime, before 6 p.m. Number of stations different for weeks. N-number of stations unknown.
TELECASTING YEARBOOK

THE 1954 Telecasting Yearbook and Marketbook will be mailed to subscribers the end of this week. Like its predecessors, this volume contains authoritative data on all TV stations throughout the world, statistics on population, retail sales and other economic features of all U.S. tv areas, comprehensive listings of advertising agencies and their clients using tv advertising, package program companies, tv film producers and distributors, tv networks and a host of other information. Extra copies of the 492-page book are available at $3 each.

Hower Co. 36,396 CBS 51 65 d0:13 d0:07½
Garry Moore Show
International Cellular Raster Co. 75,001 CBS 41 d50
Arthur Godfrey Time
International Harvester Co. 40 0:15
Halls of Ivy
International Shoe Co. 19,714 DuM 29 d0:15
Space Cadet
Howdy Doody 39,429 NBC 31 62 d0:07½
Ding-Dong School
Pinky Lee Show NBC 43 d0:02
International Silver Co. 43,224 CBS 34 39 0:15 0:15
Shoe of the Month
Joy Snell Co. 12,745 DuM 6 d0:30
Rivera Show
Andrew Jerigans Co. 46 45
First Love
Johnson & Johnson 26,400 NBC 48 0:10 0:10
Immaco Coco
Show of Shows
W, C. Johnson & Son Inc. 61 90 0:10 0:30
Robert G. Lewis Show
Johnson Montgomery Presents 121,070 ABC 95 95
Life With Father
Nannes the Same
Walter H. Johnson Candy Co. DuM 80 0:15
Captain Video
Kellogg Co. 56,021 CBS 54 59 d0:30 0:30
Art Linkletter's House Party
American Bandstand 13,998 CBS 31 45 d0:30 0:30
Super Circus
Howdy Doody
Howdy Doody 105,645 NBC 46 60 d0:15 0:15
Gerry Moore Show
Kendall Co. 68,720 DuM 29 0:15
Twenty Questions
Kromark Mfg. Co. 65,223 CBS 37 d0:30 0:15
Arthur Godfrey Time
Masquerade Party
ABC 98 0:15
Kristol, Jacques Mfg. Co. 57,642 DuM 64 0:10
Rocky King, Detective
Source of October 1953 data: Publishers Information Bureau
D-Daytime, before 6 p.m.
V—Various number of stations for different weeks
N—Number of stations unknown

Gross Time  Oct. 23  Hours Per Week
---|---|---|---|---|---|---|---
Ecko Products Co. | Great Blass Show | 30,020 | 61 | 112 | 0:05
| | Famous & Son | 55,100 | 20 | 0:15
| | Quick As A Flash | 36,020 | 24 | 0:15
| | Comeback Story | 36,540 | 23 | 0:15
Electric Auto-Lite Co. | Suspense | 92,608 | 37 | 0:30
Electric Gas, Advertising Program | 52,344 | 61 | 113 | 0:15 0:15
Elgin National Watch Co. | Tv Hear | 27,924 | 45 | 0:12
Emery Drug Co. | ABC | 24 | 0:30
Englander Co. | Bob Crosby Show | 63,260 | 14 | 0:30
Enf-Lax Inc. | 14 | 0:30
Equitable Form Brasiers Co. | Stop the Music | 9,000 | 15 | 0:30
Firestone Tires & Rubber Co. | Value of Life | 125,460 | 69 | 0:30
voice of Life
Florida Citrus Commission | Today | 32,210 | 47 | 52 | 0:12 0:06
| | Twenty Questions | 50 | 0:30
| | Ford Theatre | 149,415 | 54 | 115 | 0:30 0:30
| | Today | 228,700 | 58 | 117 | 0:30 0:30
| | Leland Howard | 80,000 | 85 | 0:11
General Foods Co. | Georgia Jessel Show | 22,890 | 39 | 0:05
| | General Cigar Co. | Sports Part | 54,856 | 36 | 40 | 0:15 0:15
| | General Conference of Seventh Day Adventists | 21,020 | 12 | 24 | 0:30 0:30
| | General Electric Car | 116,223 | 77 | 0:30
| | Fred Waring Show | 197,414 | 78 | 110 | 0:30 0:30
| | Hollywood | 27,400 | 45 | 0:30
| | Meet Mr. McNulty | 9,431 | 39 | 0:30
| | Adventure of Ocie & Horriet | 22,000 | 40 | 0:30
| | Ray Milland Show | 6,000 | 64 | 0:30
| | Summer Holiday | 21 | 0:15
| | G. E. Theatre | Today | 116 | 0:30
| | NBC | Today | 53 | 0:30
| | General Foods Corp. | Red Button | 150,700 | 108 | 0:30
| | Mummy | 118,000 | 38 | 52 | 0:30
| | Bob Hope | 26,975 | 80 | 100 | 0:15 0:15
| | Roy Rogers | 180,300 | 55 | 68 | 0:30
| | Red Brown Brothers | 55,900 | 33 | 0:30
| | Our Miss Brooks | 118,800 | 43 | 64 | 0:30
| | December Bride | 154 | 0:30
| | Fortuitous Face | 32 | 0:15
| | General Mills Inc. | Barker's Bill Cartoons | 20,024 | 47 | 0:30
| | Today | 41,000 | 13 | 45 | 0:30
| | Bride and Groom | 113,407 | 43 | 0:45
| | Stu Erwin Show | 146,040 | 59 | 0:30
| | (Stu Erwin Show-variants) | 4,025 | 0:30
| | Lone Ranger | 31,100 | 24 | 40 | 0:30
| | Ding-Dong School | 67,000 | 48 | 61 | 0:30 0:30
| | Lucky Lumber | 156,225 | 46 | 72 | 0:30
| | Captain Midnight | n | n
| | Valiant Lady | 57 | 0:45
| | Robert Q. Lewis | 70 | 0:30
| | Bob Crosby | 60 | 0:45
| | General Motors Corp. | Arthur Godfrey Time | 72,026 | 43 | 43 | 0:30 0:30
| | Bird Circus Hour | 118,420 | 110 | 135 | 0:30
| | Dinah Shore Show | 132,090 | 56 | 61 | 0:30 0:30
| | NCAA Football | 288,000 | 78 | 0:10
| | CBS News | 177,374 | 35 | 49 | 0:15
| | Press Box Preview | 60,360 | 79 | 0:15
| | Penturn Score Board | 61,177 | 76 | 0:15
| | Dave Gannaway Show | 139,075 | 63 | 0:30
| | Treasury Max In Action | n | n
| | Red, White & Blue | 138 | 0:15
| | Max Lieberman Presents | NBC | 100 0:22
| | NBC | Today | 65 | 0:30
| | General Tire & Rubber Co. | Sports Time | DuM 102 0:15
| | Gerber Products Co. | Kate Smith Hour | 53,550 | 64 | 0:15
| | Ding-Dong School | DuM 102 0:15
| | Whirl-Ma-Bit Co. | Gerry Moore Show | 219,310 | 87 | 113 | 0:30 0:30
| | Caravelle of Sports | 56,922 | 38 | 45 | 0:30
| | Arthur Godfrey Time | 35,924 | 60 | 45 | 0:30
| | Tony Martin Show | DuM | 80 0:15
| | Arthur Godfrey & Friends | 69,080 | 101 0:15
| | Red Skelton | 128 | 0:30
| | People Are Funny | 60,285 | 43 | 0:30
| | Bride & Groom | 57 | 0:15
| | Home That Time | 129 0:15
| | Old-Time Co. | Home | n | 0:15
| | Gold Seal | 10,320 | 3 | 0:30
| | Jo Stafford Show | 81 | 0:15
| | Good Foods Inc. | You Asked for It | 66,504 | 79 | 111 | 0:15 0:15
B. F. Goodrich Co. | Buano & Atlantic

Source of October 1953 data: Publishers Information Bureau
D-Daytime, before 6 p.m.
V—Various number of stations for different weeks
N—Number of stations unknown

August 30, 1954 • Page 33

Broadcasting • Telecasting
<table>
<thead>
<tr>
<th>Advertiser</th>
<th>Gross Time Charges</th>
<th>Stations</th>
<th>Hours Per Week</th>
</tr>
</thead>
<tbody>
<tr>
<td>Roy Bolger</td>
<td>$86,700</td>
<td>54 41</td>
<td>0.15 0.15</td>
</tr>
<tr>
<td></td>
<td>$93,600</td>
<td>50 47</td>
<td>0.15 0.15</td>
</tr>
<tr>
<td></td>
<td>$80,160</td>
<td>45 42</td>
<td>0.15 0.15</td>
</tr>
<tr>
<td></td>
<td>$83,120</td>
<td>39 46</td>
<td>0.15 0.15</td>
</tr>
<tr>
<td></td>
<td>$81,320</td>
<td>33 46</td>
<td>0.15 0.15</td>
</tr>
<tr>
<td></td>
<td>$79,080</td>
<td>32 45</td>
<td>0.15 0.15</td>
</tr>
<tr>
<td></td>
<td>$76,120</td>
<td>30 47</td>
<td>0.15 0.15</td>
</tr>
<tr>
<td></td>
<td>$74,560</td>
<td>28 48</td>
<td>0.15 0.15</td>
</tr>
<tr>
<td></td>
<td>$72,800</td>
<td>26 47</td>
<td>0.15 0.15</td>
</tr>
<tr>
<td></td>
<td>$71,920</td>
<td>25 46</td>
<td>0.15 0.15</td>
</tr>
<tr>
<td></td>
<td>$71,000</td>
<td>24 45</td>
<td>0.15 0.15</td>
</tr>
<tr>
<td></td>
<td>$69,840</td>
<td>23 45</td>
<td>0.15 0.15</td>
</tr>
<tr>
<td></td>
<td>$68,640</td>
<td>22 44</td>
<td>0.15 0.15</td>
</tr>
<tr>
<td></td>
<td>$67,480</td>
<td>21 43</td>
<td>0.15 0.15</td>
</tr>
<tr>
<td></td>
<td>$66,320</td>
<td>20 42</td>
<td>0.15 0.15</td>
</tr>
<tr>
<td></td>
<td>$65,200</td>
<td>19 41</td>
<td>0.15 0.15</td>
</tr>
<tr>
<td></td>
<td>$64,160</td>
<td>18 40</td>
<td>0.15 0.15</td>
</tr>
<tr>
<td></td>
<td>$63,120</td>
<td>17 39</td>
<td>0.15 0.15</td>
</tr>
<tr>
<td></td>
<td>$62,120</td>
<td>16 37</td>
<td>0.15 0.15</td>
</tr>
<tr>
<td></td>
<td>$61,120</td>
<td>15 35</td>
<td>0.15 0.15</td>
</tr>
<tr>
<td></td>
<td>$60,120</td>
<td>14 33</td>
<td>0.15 0.15</td>
</tr>
<tr>
<td></td>
<td>$59,120</td>
<td>13 31</td>
<td>0.15 0.15</td>
</tr>
<tr>
<td></td>
<td>$58,120</td>
<td>12 29</td>
<td>0.15 0.15</td>
</tr>
<tr>
<td></td>
<td>$57,120</td>
<td>11 27</td>
<td>0.15 0.15</td>
</tr>
<tr>
<td></td>
<td>$56,120</td>
<td>10 25</td>
<td>0.15 0.15</td>
</tr>
<tr>
<td></td>
<td>$55,120</td>
<td>9 23</td>
<td>0.15 0.15</td>
</tr>
<tr>
<td></td>
<td>$54,120</td>
<td>8 21</td>
<td>0.15 0.15</td>
</tr>
<tr>
<td></td>
<td>$53,120</td>
<td>7 19</td>
<td>0.15 0.15</td>
</tr>
<tr>
<td></td>
<td>$52,120</td>
<td>6 17</td>
<td>0.15 0.15</td>
</tr>
<tr>
<td></td>
<td>$51,120</td>
<td>5 15</td>
<td>0.15 0.15</td>
</tr>
<tr>
<td></td>
<td>$50,120</td>
<td>4 13</td>
<td>0.15 0.15</td>
</tr>
<tr>
<td></td>
<td>$49,120</td>
<td>3 11</td>
<td>0.15 0.15</td>
</tr>
<tr>
<td></td>
<td>$48,120</td>
<td>2 09</td>
<td>0.15 0.15</td>
</tr>
<tr>
<td></td>
<td>$47,120</td>
<td>1 07</td>
<td>0.15 0.15</td>
</tr>
<tr>
<td></td>
<td>$46,120</td>
<td>0 05</td>
<td>0.15 0.15</td>
</tr>
</tbody>
</table>

**Win a Prize**

See rules below
NO GUESSWORK about the all-over coverage of...

WSTV-TV
VHF-Channel 9

RICH WHEELING MARKET

as well as the home city of Steubenville
and the bonus markets of Pittsburgh-Canton-Youngstown

You can win a Fabulous
Lingerie Set FREE (and easy!!!)

GUESS how many “nighties” and other unmentionables in the picture above. Write your guess in the coupon below and mail at once. Nearest correct answers will be judged the winners. IN CASE OF TIES, EARLIEST POSTMARK WILL DECIDE THE WINNERS. Contest closes Oct. 10, 1954. So hurry your entry along. Fill in and mail NOW.

FIRST PRIZE! Matched set of Trilium lingerie.
9 pieces worth $125.

11 ADDITIONAL PRIZES! Trilium "Baby Doll" Nightshirts and briefs. Set value $25.

Contest Dep't. STATION WSTV-TV, Steubenville, Ohio
My guess is that there are _______ nighties in the photo shown above.

NAME
TITLE
COMPANY
ADDRESS
CITY  ZONE  STATE
heads the NBC-TV affiliates group.

The meeting will be capped by a Thursday luncheon at which Dr. Stanton will deliver one of his first recent speeches devoted to radio.

A meeting of the 12-man board of directors of CBS Radio affiliates is to be held tomorrow to elect successors to Kenyon Brown, KWFT Wichita Falls, as chairman of the affiliates board and Hubert Taft Jr., WKRC Cincinnati.

CBS Radio's agenda similarly calls for network officials to present their plans for 1954-55 programming, sales, advertising and promotion, and observers deem it almost certain that CBS Radio's annual sales policy will be changed back to "approximately premium day costs" and reduce nighttime compensation to affiliates by 20% will be brought into the discussion, even though the plan already has been ratified by affiliates.

The affiliates also will see a special preview of "Tune in Tomorrow," new motion picture film produced by CBS Radio to show the part advertising and radio can play in the next five year's growth of the U.S. economy. It is the third animated film produced by the network for showing to advertising, business and broadcasting industry groups. "Tune in Tomorrow" will be shown regularly beginning about mid-September.

CBS Radio Meets Wednesday

The CBS Radio meeting will open at 2 p.m. Wednesday. The afternoon session on 1954-55 plans will be followed by a banquet featuring CBS Radio talent. Two sessions are set for Thursday morning, one for station owners and managers and one for promotion people.

Following a closed meeting among themselves Tuesday morning, the NBC-TV affiliates will be joined by network officials at a luncheon to be highlighted by a speech by Gen. Sarcroft, who will be introduced by Mr. Damman. The Tuesday afternoon session will hear plans outlined by George Frey, vice president in charge of tv network sales; Thomas A. Amity, program vice president; Sidney H. Elges, vice president in charge of press and publicity; Jacob A. Evans, director of participating programs dept., with Executive Vice President Sarcroft then giving a status report on network development. Several important officials directors outlining long-range objectives. A question-and-answer period will follow.

Wednesday morning, optional (non-basic) affiliates will hold a closed meeting at 9 o'clock and a meeting of all affiliates will convene at 11. After lunch there will be a 2:30 meeting between the optional affiliates and network officials, and the two-day sessions are slated to close with an affiliates' executive meeting at 4 p.m.

84 NBC-TV Stations

Sending Representatives

WALTER J. DAMM, vice president and general manager of WMJ-TV Milwaukee and chairman of the NBC-TV affiliates group, reported that as of Thursday noon he had received acceptances from about 64 stations, divided equally between NBC-TV "basics" and so-called optional stations. He stressed, however, that he had not received notices from about 26 of the 50 that had been accepted by directors of multiple-ownership outlets. Actual number of broadcasters definitely indicating acceptance at that time was 84.

Mr. Damman predicted that all basic stations (46) would be represented at this week's meeting, and a total of 32 of some 75-plus optional or "actual" affiliates. Additionally, responses were expected from 30 or 40 "interim" outlets which take other network programs.

At least 17 of the 64 stations accepting at that time were indicated to two or more representatives to the two-day sessions at Chicago's Drake Hotel.

Mr. Damman had "no comment" when asked whether he felt the conceale would produce more "first-time" faces as fall programming, promotion and selling patterns.

Alluding to representation at the meetings, Mr. Damman noted that West Coast and optional stations of NBC-TV had already held sessions with the various groups, and he expressed belief that some broadcasters from far-distance points might pass them up in Chicago.

The list of basic outlets which, as of Thursday, had accepted invitations, according to Mr. Damman, were:

Los Angeles: Frank Connwell, WXRK Mobile;
Baltimore: Frederick Weis, WCAU Philadelphia;
Dayton: Dr. Donald H. Greenway, WOIO Cleveland;
Mr. Damman noted that West Coast and optional stations of NBC-TV had already held sessions with the various groups, and he expressed belief that some broadcasters from far-distance points might pass them up in Chicago.

The list of basic outlets which, as of Thursday, had accepted invitations, according to Mr. Damman, were:

Los Angeles: Frank Connwell, WXRF Mobile;
Baltimore: Frederick Weis, WCAU Philadelphia;
Dayton: Dr. Donald H. Greenway, WOIO Cleveland;

The following from CBS New York:

W. A.tü. E. W. Brown, President; George Bader, George Crandall; Gordon Thomson and two others, KFYU Bozeman, Hugh Bader, KFYU, and Mr. & Mrs. Walter Rothschild and Mr. & Mrs. Merrill Millian, WTAG Quincy; Mrs. F. E. Anderson, WTAG Boston; John A. Foreman, WTAG Chicago; George Frey, vice president in charge of tv network sales; Thomas A. Amity, program vice president; Sidney H. Elges, vice president in charge of press and publicity; Jacob A. Evans, director of participating programs dept., with Executive Vice President Sarcroft then giving a status report on network development. Several important officials directors outlining long-range objectives. A question-and-answer period will follow.

Wednesday morning, optional (non-basic) affiliates will hold a closed meeting at 9 o'clock and a meeting of all affiliates will convene at 11. After lunch there will be a 2:30 meeting between the optional affiliates and network officials, and the two-day sessions are slated to close with an affiliates' executive meeting at 4 p.m.

84 NBC-TV Stations

Sending Representatives

WALTER J. DAMM, vice president and general manager of WMJ-TV Milwaukee and chairman of the NBC-TV affiliates group, reported that as of Thursday noon he had received acceptances from about 64 stations, divided equally between NBC-TV "basics" and so-called optional stations. He stressed, however, that he had not received notices from about 26 of the 50 that had been accepted by directors of multiple-ownership outlets. Actual number of broadcasters definitely indicating acceptance at that time was 84.

Mr. Damman predicted that all basic stations (46) would be represented at this week's meeting, and a total of 32 of some 75-plus optional or "actual" affiliates. Additionally, responses were expected from 30 or 40 "interim" outlets which take other network programs.

At least 17 of the 64 stations accepting at that time were indicated to two or more representatives to the two-day sessions at Chicago's Drake Hotel.

Mr. Damman had "no comment" when asked whether he felt the conceale would produce more "first-time" faces as fall programming, promotion and selling patterns.

Alluding to representation at the meetings, Mr. Damman noted that West Coast and optional stations of NBC-TV had already held sessions with the various groups, and he expressed belief that some broadcasters from far-distance points might pass them up in Chicago.

The list of basic outlets which, as of Thursd
Speaking of frequency...

WGY's Charles John Stevenson proves the point!

FREQUENCY IN RADIO ADVERTISING IS ECONOMICAL

65 spot announcements over a period of 13 weeks purchased by a nursery to sell flowers brought in 4,771 orders and almost $15,000.

For every dollar spent buying radio time there was a $7.50 return in new business.

WGY
A GENERAL ELECTRIC STATION

ALBANY—TROY—SCHENECTADY—plus—54 counties in New York and New England

Represented nationally by Henry L. Christal Co., Inc.
New York—Boston—Chicago—Detroit—San Francisco
TELEPHONE COINCIDENTAL SURVEYS OF 2 MAJOR TV EVENTS
PROVE MOST WHEELING VIEWERS PREFERRED WSTV-TV!

54.4% of Wheeling's entire viewing audience saw the June 13 Cleveland-Boston ball game on WSTV-TV.
58% of Wheeling's survey respondents saw Senator McCarthy's Senate Investigating Committee Hearings on WSTV-TV. And the percentage was even higher—74%—for the combined Wheeling-Steubenville area.

THE FACTS
WSTV-TV blankets Wheeling. Most people in this hyper-active TV market are conditioned to Channel 9's fine, clear picture—and outstanding programming. Naturally, they tuned to WSTV-TV for the most exciting TV events of recent months.

THE FINANCES
When you buy WSTV-TV, you pay for only a fraction of its coverage—for the Wheeling-Steubenville market alone. You get cost-free the 9th largest market in this country—Pittsburgh—plus the environs cities of Canton and Youngstown.

Actual Bonus Figures: 684,500 sets** without cost! No better buy in TV anywhere.

*CBS research. U.S. TV ownership updated to Jan. 1, 1954
there's no place like home

... to find the most receptive audience for your sales call. And in the Northwest's 477,000 television homes, WCCO-TV's solid acceptance as the other member of the family is writing new sales history—all day long. Here's proof*

- From 8 a.m. to 2:15 p.m. every week day, WCCO-TV wins all 25 quarter hours.
- From 8 a.m. to 6 p.m. every week day, WCCO-TV's share of the audience is 57% larger than the second station.
- Of the top 15 daytime shows, 11 are WCCO-TV's. In the 62 counties of the booming Twin City market, daytime television... on WCCO-TV... is a bigger bargain every day.

WCCO-TV The other member of the family
CBS Minneapolis-St. Paul

*Pulse, July, 1954
The guy's great! So good he's sold-out before he begins his show on Labor Day. His name's Rege Cordic—and KDKA's got him—warming the heart and tickling the funny bone of 108 counties!

Here's what happens on a typical morning in and around Pittsburgh—all because of Cordic! Father, (who hadn't laughed till noon in years!) rolls out of bed with a smile! In fact, alarm clocks clang in happy harmony all through the house—for everyone has a great awakening with Cordic! And what ever happened to the harried motorist in the midst of a morning tie-up? You'll find him chortling along with Cordic, too!

Because Rege Cordic, with his fabulous Company, has created a wonderful world of zanies who flit about the show with all the appeal of favorite radio and comic strip characters combined. They're informal, breezy, easy to take as a honey tonic.

They're figments of the imagination, of course—mostly the imagination of the head of the "Company." The only straight lines on the show are the weather, time and news—and even they get a treatment now and again.

That's how it is these days. Great things are going on at KDKA. It's bigger and better every day! Top talent, complete coverage, mass audience, potent power, starring shows . . . everything you expect—and more—and always the highly localized, audience-action-provoking approach of WBC!

That's the WBC approach, too—top talent, top coverage, top audience, top power, top shows. And that about covers it except for the number to call to discuss availabilities. Here it is—PLaza 1-2700 will get you Eldon Campbell, WBC National Sales Manager in New York. In Pittsburgh call Sales Manager John Stilli, GRant 1-4200.

WESTINGHOUSE BROADCASTING CO., INC.

KDKA, Pittsburgh; WBZ-WBZA • WBZ-TV, Boston; KYW • WPTZ, Philadelphia;
WOWO, Fort Wayne; KEX, Portland; KPIX, San Francisco
National Representatives, FREE & FERES, INC.
KPIX represented by THE KATZ AGENCY, INC.
PREVIEW

Exquisite Bra solves touchy TV ad problem

THE PROBLEM of advertising products customarily, if coyly, called "intimate" is always tough, particularly when the medium to be used is TV, which reaches family groups of both sexes and all ages together and an even slightly wrong approach could easily be embarrassing to the viewers and disastrous to the advertiser.

But the advantages of using such a successful sales medium make it a problem to be faced, not avoided.

So, after a great deal of hard thinking, matched by $25,000 in hard cash (said to be the largest sum ever expended on a TV commercial), Exquisite Form Brassiere's debut into network television Sept. 7 as alternative-week sponsor of Stop the Music on ABC-TV will feature a commercial that the sponsor and its agency, Grey Advertising, are convinced contains maximum impact with no damage to dignity or decorum.

"We believe that for the first time we have managed to blend good brassiere merchandising, displaying and demonstrating the sales features of brassieres in the home, in the presence of the entire family, with good taste," Robert E. Heyn, Exquisite Form's vice president in charge of sales, stated.

Putting it even more strongly, Arthur C. Fatt, executive vice president of Grey, declared: "We feel very confident that the daring approach of Exquisite Form on television will produce the largest retail traffic ever created by the national advertising of a brassiere manufacturer. Heretofore, commercials have been a serious problem for brassiere manufacturers and most networks have refused to approve live models wearing brassieres.

To prepare their sales message for presentation via the most modern form of communication, the producers utilized the world's oldest means of symbolizing sentiment—the dance, the chorus from the dramas of ancient Greece and the fairy spirit of medieval folklore, placed in a modern stylized setting. Real people and animated sketches join in depicting the action as it is expounded by the unseen chorus.

The story of the commercial is that of a young lady's acceptance of a date, her discovery she has nothing to wear and her visit to a dress shop where she fbits from gown to gown, always returning to a certain one, as the chorus sings: "That's for me . . . so soft . . . so clinging. But will my figure let me wear it?"

As she turns away delightedly, she hears the sound of a wand tapping on the window pane and sees the fluttering sprite beckoning her to come back. The chorus will tell you wear it . . . Exquisite Form for a perfect figure . . . Exquisite Form Floating Action Bra," sings the chorus, as the sprite points out the merits of the bra on the model in the window.

Dressed in the new gown, the girl admires herself while the chorus chants: "Now you're lovely as can be, in your Exquisite Form Floating Action Bra." Then, suddenly she looks worried. "How much does it cost?" asks the chorus, answering immediately, "Less than you think . . . only $2.50, only $2.50, to make you look lovelier than ever before . . ."

As our heroine reacts happily to this price mention, a scarf appears from infinity through a background of cloud and mist. As it reaches front center, the scarf is whipped away, revealing the bra, while the chorus gives the final instruction to "see the Exquisite Form Floating Action Bra . . . and other styles for daytime and evening wear . . . at your favorite store . . . now."

Sponsor: Exquisite Form Brassiere Inc. Agency: Grey Advertising, New York. Film Production: Film Creations, New York. and Grey's radio-TV department. Animation: Ed Jones. Choreographers: Above; Martha Reynolds; at left: Mario Moler. To be shown on Stop the Music on ABC-TV alternate Tuesdays, 10:30-11 p.m., starting Sept. 7.

ADV. & AGENCIES

NINE FIRMS SET SPOT CAMPAIGNS

Park & Tilford leads the group with its 11th annual fall radio spot schedule, 300 stations, daytime only.

PARK & TILFORD, New York (Tintex), for the 11th consecutive year is preparing its annual fall radio spot announcement campaign, leading at least eight other advertisers in radio-TV spot schedules.

The eight spot advertisers placing campaigns are Blue Bonnet margarine, Royal pudding, Bon Ami, Wildroot Co., Chunky chocolates, Sterling Drug, Chase & Sanborn coffee, and the Ohio Oil Co.

Park & Tilford, through its agency, Storm & Klein, New York, will launch its fall campaign on Sept. 13, to run through early December on nearly 300 stations. The company, which has expanded its market list this year, uses an annual spring and fall campaign. It is buying one-months and participations, daytime only.

Standard Brands, New York, for Blue Bonnet margarine and Royal pudding, is preparing two separate campaigns using 20-second announcements in the evening on 60 television stations. Contract starts Sept. 26 and will run through the end of the year. Ted Bates Inc., New York, is the agency.

Bon Ami, New York, through BBDO, also New York, will start a radio spot announcement campaign on Sept. 13 in about 10 scattered markets, continuing for 13 weeks.

Wildroot Expanding

Wildroot Co., Buffalo, through BBDO, New York, is understood to be considering an expansion of its radio and television spot campaign, with definite decision expected to be made early this week.

Chunky chocolates, New York, through Peck Adv., New York, is planning to carry a limited list of markets effective early in October, using both radio and TV. Schedule is still in the tentative stage but definite action is expected within a fortnight.

Sterling Drug (Fizrin), through Compton Adv., New York, is planning a 26-week radio and television spot announcement campaign in a number of scattered markets effective Sept. 12.

Another Standard Brands product, Chase & Sanborn coffee (regular and instant), through Compton Adv., New York, is placing a television spot campaign for each type of coffee in about 75 markets, effective Sept. 19 for 52 weeks. A radio campaign also will be used in about 30 markets for both types of coffee, effective mid-September.

Standard Brands also is now working over budgets and research with the possibility of a radio-TV campaign to break sometime in November for Tender Leaf tea.

The Marathon marketing division of the Ohio Oil Co. will sponsor Secret File, II, S., a new TV series starring Robert Alda as an American major assigned to intelligence activities, in 12 major markets. Official Films is the distributor of the series, which the oil company has scheduled to run for 26 weeks in Columbus, Dayton, Toledo, South Bend, Indianapolis, Bloomington, Grand Rapids, Champaign (III.), Evansville, Fort Wayne, Louisville and Kalamazoo. N. W. Ayer & Son, Philadelphia, is the agency.
IN ROCHESTER

CHANNEL 10 NOW LEADS!

After only 8 short months on the air in this Two Station Market—
CHANNEL 10 LEADS IN THE MORNING!
CHANNEL 10 LEADS IN THE AFTERNOON!
CHANNEL 10 MAKES IT A "DEAD HEAT" IN THE EVENING!

SOURCE: Hooperatings, July 1954. Sunday through Saturday. It’s what top programing, promotion does for a station! Detailed breakdown on request. We have a few fine spots and times available for September starts... Phone or wire!

CHANNEL 10
VHF
125,000 WATTS • CBS BASIC • ABC AFFILIATE

OPERATED SHARE TIME BY
WHEC-TV-WVET-TV
ROCHESTER, N.Y.

EVERETT-McKinney, Inc. • NATIONAL REPRESENTATIVES • THE BOLLING CO., INC.
BEST NEWS SHOW
JACK ANGELL BY 381°

BEST GARDEN PROGRAM
HOW DOES YOUR GARDEN GROW BY 150°

FAVORITE VARIETY SHOW
CLOSE-UP BY 131°
A Remarkable Faculty

WNBQ's remarkable faculty for enrolling the largest and loyalest TV audiences in the midwest, has made it the favorite Institution of Higher Earning for Chicago's smartest advertisers.

In other parts of the country WNBQ's programming technique is known as "the Chicago school of televisio "Chicago-style TV" and "The most creative local programming in television". But in Chicago most people dial Channel 5 because the programs are local, "live" and livelier... and built around local personalities.

This is the formula that developed such WNBQ graduates as Garroway at Large, Kukla, Fran & Ollie, Zoo Parade and Ding Dong School. It's the reason why in Chicago WNBQ is the most imitated station, and the only TV station to have won the Variety Showmanagement Award. Little wonder that WNBQ is used by more advertisers than any other Chicago television station!

You, too, are most likely to succeed on WNBQ. a service of NBC IN CHICAGO represented by NBC Spot Sales
TONI, HAZEL BISHOP IN COURT BATTLE

In $3 million suit Hazel Bishop Inc. charges Gillette Co. (Toni Division) dickered to buy former's lipstick formula and trade secrets and got them. Injunction asked on Toni lipstick sales, advertising.

A BRUSH between two heavy radio-television advertising lipstick firms has landed up in the courts with both sides crying "smear."

Hazel Bishop Inc. has filed a $3 million suit against its lipstick competitor, Gillette Co. (Toni lipstick) in the U. S. District Court for the Southern District of New York.

The plaintiff charges Gillette and more particularly, its Toni Division, with entering into the lipstick trade and competing with Hazel Bishop after having negotiated in good faith with Hazel Bishop for purchase of the latter's know-how, merchandising, promotion, advertising, production methods, etc.

The Hazel Bishop complaint stated that the company at first refused to divulge its trade secrets as desired by Toni, but later changed its mind after receiving assurances that Toni would not enter into competition with Hazel Bishop should the negotiated purchase fall through.

The complaint asks that Gillette be enjoined and restrained from the lipstick-making business pending the court's determination of the defendant's suit. It also asks that Gillette be forbidden to sell, advertise, promote or merchandise its lipstick.

Gillette's president, J. P. Spang Jr., in denying the charges, asserted them "completely false and without any basis in fact." The firm has 20 days to answer the suit.

Purchase Plans

Raymond Spector, head of the advertising agency in New York which bears his name, is principal stockholder and board chairman of Hazel Bishop. Mr. Spector pointed out that the Gillette board of directors already had ascertained the purchase of Hazel Bishop formulas but that negotiations had been carried through with an understanding that Gillette-Toni would not reveal the trade secrets of packaging and advertising among other things.

He said that if Toni continues to market its lipstick, "damages will mount" and the suit soon will exceed the $3 million figure.

Mr. Spector took a dim view of Mr. Spang's statement that the charges were unfounded. "Perhaps Mr. Spang," Mr. Spector commented, "forgets that the Toni president and other officials of the company had an understanding with our company. These very matters were subjects of conferences of the Gillette board of directors. Negotiations were in process for two years and in June 1953 Gillette's board ratified an offer of $6 million and in April 1954, the offer was substantially better. We had thought the days of the robber baron were over."

In its complaint, Hazel Bishop revealed that for the fiscal year ending next Oct. 31 the company will spend an estimated $4.5 million on radio, tv and national publication advertising. Since 1949, Hazel Bishop said it had spent more than $10 million for such advertising.

Attorneys for Hazel Bishop are Gordon, Brady, Caffrey & Keller, New York.

In Chicago there was no immediate indication as to when Toni's attorneys would file a response to the Hazel Bishop suit late Thursdays.


Extensive Pro-College Grid Slate Planned by Standard

AN AMBITIOUS schedule of college and pro football radio broadcasts, including provision for a regional 16-station network in one instance, has been set by Standard Oil Co. of Indiana for this fall.

The schedule, comprising 52 midwestern games, was to be announced over this past weekend by Wesley J. Nunn, Standard advertising manager. It covers 12 regular season games of the National Football League's Chicago Bears and two pre-season contests, marking the ninth year Standard has bought Bears games on radio.

Standard also will sponsor college football broadcasts on KCL Denver (10 U. of Colorado games), WHO Des Moines (nine U. of Iowa games), WTMJ Milwaukee (nine U. of Wisconsin games) and KFAB Omaha (10 U. of Nebraska games).

D'Arcy Adv., Chicago, has started handling the Standard Oil account, which was resigned earlier this summer by McCann-Erickson.

The Bears games will be originated by WGN Chicago, with Jack Brickhouse handling play-by-play starting Sept. 12. Other stations in the network are:

WZD Decatur, Ill; WMAY Springfield, Ill; WLS Urbana, Ill.; WDMW Edwardsville, Ill.; WQIV Pekin, Ill; WCIL Galesburg, Ill.; WQQA Moline, Ill.; WABC Latteky, Ind.; WAMM Kennew, Wisc.; WOCI Madison, Wis.; XSNX Iowa City; KRLA Keokuk, Iowa; KIKS St. Joseph, Mo.; KSFN Joplin, Mo., and KNDJ Sioux Falls, S. D.

d-Con to Put 85% Of Ads Into Radio-TV

A $450,000-plus advertising campaign covering 10 weeks, with about 85% of the appropriation tabbed for broadcast media, was announced last Monday by The d-Con Co., Chicago (insecticides).

The schedule includes 250 radio and 73 tv stations, starting Sept. 6, according to Alvin Eicoff, d-Con vice president in charge of advertising. He gave this estimate, which includes 40% television, 50% newspapers and 10% and national magazines 5%.

Mr. Eicoff said the expenditure was the largest ever set by d-Con or any other rodent-killer manufacturer for a single selling season.

He also told BWT Tuesday that d-Con will continue its practice of seeking the best possible advertising rates from stations without regard to agency or representative commissions. News, weather and sports programs and 20-second spot availabilities are being sought (BWT, June 28).

The d-Con agency is Arthur Meyerhoff & Co., Chicago.

ABC, KABC-TV Host Agencymen in New York

AGENCY executives and timebuyers were guests in New York's Ambassador Hotel last week of KABC-TV Los Angeles, owned and operated by ABC, and featured by Elton Rule, KABC-TV's general sales manager, and Don Quinn, assistant sales manager, who conducted the sticky sessions highlighted by a 30-minute sound movie especially prepared for the sales campaign. The film, which stressed the station, the network and its Television City in Hollywood, as well as KABC-TV's personality, features Art Baker (m.c. of KABC-TV's "You Asked for It" program). Most of the film was made up of kinescopes from top tv live programs, locally produced by KABC-TV.

The presentation will be repeated for agency executives and timebuyers in Chicago. Earl T. Hudson, vice president in charge of ABC's western division, supervised the film's preparation. Hunt Stromberg Jr. was executive producer.

EW Completes L.A. Expansion

ERWIN, WASEY & CO., Los Angeles, has completed its expansion of offices at 5045 Wilshire Blvd. Among the additions is a 45% complete projection room, sound recording studio and air-conditioned conference room. Agency's six years in Los Angeles represent a growth of from 12 people to nearly 100, from 1,500 square feet of working space to 16,919 square feet and from a "handful" of accounts to 21, according to Emmett C. McGaughey, executive vice president in charge of West Coast operations.

BROADCASTING  •  TELECASTING
announces the appointment of

WEED
TELEVISION CORPORATION

as national advertising representatives
September 1, 1954
Wonderful Entertainment

Famous Entertainers
Fun-loving Ad Weinert, one of Baltimore's outstanding television personalities, teams up with the "Clark Gable of television", Jack Redfern and the lovable clown, "Kay-Kay" to add that extra zest to this fast moving, spirited show.

Constant In-Store Action
In each store, shelf position is improved...special product identification and displays are arranged. Cooperating dealers receive free plugs on the air. Arrangements are made for Kitchen Karnival of Fun products to be advertised in dealer's hand bills and/or newspaper ads.

It's exciting! It's colorful! It's colossal! And it actually puts an added sales force to work for you. Kitchen Karnival of Fun seen on television every Monday thru Friday at 12 to 12:30 PM combines carnival spirit, fun, games and stunts plus strong product merchandising.

Adapting the carnival motif, the sets for this popular show are individual carnival booths. Each advertiser has his product spotlighted in a separate booth featuring an eyecatching mass display with the sponsor's name which provides continual identification throughout the show.

MONDAY THRU FRIDAY
12:00 TO 12:30 p.m.
A wonderful show for merchandising

nival of Fun

Prizes for audiences and dealers

Among the many fabulous prizes are the Wonder Bags... shopping bags chockfull of advertised products. These bags are given away at the rate of 13 a day. What could be a better way to have your product actually sampled by consumers?

Complete Merchandising

WBAL-TV's special merchandising staff makes weekly calls on a selected list of outstanding grocers, chain and super markets—checking stocks of advertised products, urging dealers to buy where stocks are lacking, reporting stock supplies to brokers and sales reps.

The all inclusive 
Rainbow Contest

This contest includes your product, grocers and consumers. It gives added incentives to housewives to buy your product, and provides powerful incentives for dealers to stock and push your product. In the course of each week 25 stores, 5 daily, participate on this multiple-impact sales promotion plan. It's the closest thing to "forced distribution" you've ever seen.

During the past four years Kitchen Karnival has been a highly successful and extremely popular radio show at WBAL. The Kitchen Karnival of Fun is the television adaptation. Backed by stronger sales promotion, more complete merchandising, the Kitchen Karnival of Fun now offers even greater sales impact to your advertising campaign.

Kitchen Karnival of Fun combines a complete package of a highly entertaining television show with sales promotion and continual merchandising to make an irresistible vehicle. It makes everyone happy... the audience... the consumer... the grocer... his salesmen... and you, the advertisers.

Get on the band wagon, now. Get the full details about Kitchen Karnival of Fun and get ready to start counting up the profits.

WBAL-TV

Television Baltimore • NBC Affiliate • Nationally represented by Edward Petry & Co.
**ADVERTISERS & AGENCIES**

**‘Film-for-Time’ Acceptances Reported by Thompson-Koch**

AT LEAST 28 stations have already accepted the films-for-time offer made by Thompson-Koch Co., New York, advertising agency for Sterling Drugs (Closed Circuit, Aug. 22). R. A. McNeil, agency president, told B&W last week.

Mr. McNeil predicted that at least 30 more would accept. He said that only two or three stations had turned the offer down. About 150 letters were sent to stations across the country offering the half-hour film series of 57 shows of Inspector Mark Saber “at what you might expect to pay any film distributor for a good half hour film,” in return for which the agency says it will “buy an equal dollar amount of announcements on your station.”

Maubert St. Georges

**Forms New Ad Agency**

MAUBERT ST. GEORGES, formerly president of St. Georges & Keyes, New York, for 14 years, has established a new advertising agency, Maubert St. Georges Inc., in New York. The company will engage in general advertising, product publicity, market research and merchandising campaigns.

George Gale, vice president, will be responsible for merchandising, sales analysis and distribution planning.

Other members of the newly-formed agency are: Harold Weinberger, former advertising manager of Reading Tube Corp., as copy chief; C. T. N. Jaeger, Fisher & Porter, as research director; I. S. Kogan, as director of publicity; Ernest M. Olsen, as art director; Alice Rich, Esmond Assoc., will handle media contacts, and Allan Paul is in charge of general office operations.

**More Buy ‘Morning Show’**

SIGNING of contracts for three new sponsorships and a fourth supplemental order for CBS-TV's The Morning Show (Mon.-Fri., 7-9 a.m. EDT) have been announced by William H. Hylan, CBS-TV vice president in charge of network sales. The orders call for a total of 289 participations on the show.

New sponsors are the Crane Co., Chicago, through Leo Burnett, Chicago, for 13 participations from Aug. 17 through Nov. 5; Lady Esther, div. of Zonite Corp., New York, through the Blow Co., New York, for 260 participations over a year's period, starting Sept. 8, and Swift & Co., Chicago (Swift premium turkeys), through McCann-Erickson, Chicago, for six participations for a Thanksgiving promotion. Starting Nov. 11. The supplemental order is by the Monsanto Chemical Co., plastics div., Springfield, Mass., through Gardner Adv., New York, for 10 participations in addition to current order now in progress for 104 participations in 43 weeks.

**De Jova Names Becker**

V. S. BECKER Advertising Service of New York has been appointed U. S. associate agency for Antonio R. de Jova & Assoc., Philippine advertising agency, Viola S. Becker, general manager of Becker Advertising, has announced.

**DISCUSSING Prudential Insurance Co.'s co-sponsorship of the U. of Minnesota 1954 football games over WCCO Minneapolis are (l to r): Orville E. Beall, vice president in charge of Prudential North Central home office; Larry Hoeg, WCCO general manager; George O. Ludke, Colkons & Holdren, agency, and Henry Amsdorff, Prudential director of public relations and advertising. The nine-game schedule starts Sept. 25 and will be co-sponsored by the Bongard Creamery Assn.**

**BBDO Elects Three**

ELECTION of three new vice presidents of BBDO, New York, was announced last week by Ben Duffy, president of the agency. The three are Lerey H. Dreher, account executive in the New York office and with the agency since 1929; Arthur J. Bellerite, in charge of television and radio copy in the New York office and with the firm for ten years; Burton E. Vaughan, account executive in the San Francisco office, who joined the agency in 1947.

**NETWORK NEW BUSINESS**

Murine Co., Chicago, buys six 8:15 a.m. segments of Don McNeill’s Breakfast Club on ABC Radio during first half of September. Murine is taking Sept. 3, 6, 8, 13, 15 and 17. Agency: BBDO, Chicago.

**General Tire & Rubber Co., Akron, to sponsor General Sports Time, weekly filmed sports program, on 103 DuMont TV stations starting late this month. Program will be seen Saturday or Sunday. Agency: D'Arcy Adv. Co., Cleveland.**

**Lever Bros. Co. (Lifebuoy soap, Good Luck margarine, Pepsodent toothpaste), N. Y., purchases Uncle Johnny Coons on 15 CBS-TV stations (Sat., 12:30 p.m. CDT) starting Sept. 4. Agency: McCann-Erickson Inc., N. Y.**

**NETWORK RENEWALS**

Nestle Co., N. Y., renews alternate-week sponsorship of Space Patrol on ABC Radio, Sat., 10:30-11 a.m. EST, effective Oct. 2 for 52 weeks. Agency: Cecil & Presbrey, N. Y.

P. Lorillard Co. (Old Gold cigarettes), N. Y., renews Truth or Consequences (NBC-TV, Tues., 10-10:30 p.m. EDT) effective Sept. 28. Agency: Lennen & Newell, same city.

**AGENCY APPOINTMENTS**

Henry S. Lammers, Terre Haute, Ind. (promoter of 100-mile AAA National Championship Auto Race at Las Vegas, Nev., Jockey Club); Flying Sportsmen Lodge, Loreto, Baja California, and Mardi Gras Room, Park Wilshire Hotel, L. A., all appoint Vignolle and Powell, L. A. Radio and tv will be used.

Charles Keeshin Poultry Co. (frozen chicken products), Chicago, appoint M. M. Fisher Assoc., same city.

Pana Labs, N. Y. (Queen Helene beauty products), names Huber Hoge & Sons, N. Y., to handle fall advertising campaign. Radio, tv motion picture, women’s magazines, Sunday supplements will carry the advertising.

Radion Corp., Chicago (tv antennas), appoints Critchfield & Co., same city.

Norex Labs, N. Y. (Amitone antacid tablets), names Grey Adv., N. Y., effective immediately. Radio and newspapers will be used.

Kyon Foundation Inc. (reducing preparation), Chicago and Televisa Films (tv production), Mexico City, appoint Paul Wallach & Co., Beverly Hills, Calif., to direct promotion and advertising and promotion, respectively.


Valley Packing Co. (Cascade packaged meats), Salem, Ore., appoints Richard G. Montgomery & Assoc., Portland, Ore., with Jees Shinn as account executive.

National Paper Corp. of Pennsylvania (Swannee household paper products), Ransom, Pa., appoints Hilton & Riggio, N. Y., effective Sept. 1 with Robert Fine as account executive.

**A&A PEOPLE**


Don R. Willis, formerly creative director, Ruthrauff & Ryan, N. Y., to Henri, Hurst & McDonald, Chicago, in similar capacity; John D. Woolf named creative consultant and Howard W. Rabb named merchandising director, same agency.

Howard B. Ketting, vice president, Ruthrauff & Ryan Inc., Chicago, to John W. Shaw Adv. Inc., same city, as director of broadcasting, telecast—

**Page 54 • August 30, 1954**
THE Daily Double
in Jackson, Michigan

SEARS & WKHM
ROEBUCK and CO.

A WINNING COMBINATION

Here's just one example of how WKHM achieves big results in the big-dollar Jackson market! Using WKHM only, Sears ran spot announcements featuring washers and dryers ... 22 spots for a total cost of only $143. This promotion sold over $6000 worth of advertised items alone. Proof that in Jackson, Michigan, WKHM reaches the people who buy.

Needless to say, Sears-Roebuck and Company now uses WKHM regularly. Your product message can reach this same ready audience. Buy WKHM, Jackson ... valuable corner in Michigan's Golden Triangle.

REPRESENTED BY Headley-Reed

WKMH
DEARBORN
5000 WATTS
1000 WATTS—NIGHTS

WKHM
JACKSON
1000 WATTS

WKMF
FLINT
1000 WATTS

A PACKAGE BUY OF THESE THREE STRATEGICALLY LOCATED MICHIGAN STATIONS OFFERS YOU MAXIMUM COVERAGE AT MINIMUM COST.

Michigan's Golden Triangle

Broadcasting • Telecasting
August 30, 1954 • Page 55
A Network Man in the Agency Backfield

IN A MOVE designed to effect closer relationship between an advertising agency and a medium, Hicks & Greist Inc., New York, made arrangements for an NBC-TV account executive to set up shop in the agency’s office for several days so that he could be on tap to provide first-hand information to Hicks & Greist sales and copy personnel.

Ted Grunewald, Hicks & Greist’s radio-tv director, made arrangements for this cooperative effort with John B. Lanigan, NBC eastern tv sales manager, who assigned Lewis Marcy, NBC-TV account executive, to the agency’s New York headquarters for several days. There Mr. Marcy was peppered with questions brought to the agency from clients, covering program availabilities, how much their tv budgets would buy, what competitive advertisers were purchasing, how merchandising support could be utilized, program formats and kinds of audience appeals to help key their commercials for maximum effectiveness.

John Drake, vice president of Hicks & Greist, described the experiment as “a great convenience,” adding “it has helped our account men get accurate and up-to-date answers to specific client problems.” Mr. Grunewald commented: “I feel this experiment has resulted in a stimulation of interest in additional network activity. Of course, the great gains were chalked up for those clients presently not using tv advertising, but it certainly has been a tremendous time-saver for our radio and tv staff.”

POINTING OUT the answers to agency and client questions are Lewis Marcy (with pencil), NBC-TV account executive, and (at his shoulder) John B. Lanigan, NBC’s eastern tv sales manager. Questioners (left to right): Harry L. Hicks, account executive; Ted Grunewald, director of radio-tv, and Donald Stone, copy supervisor, all of H&G.

James S. Ennis, Lennen & Newell, N. Y., to Dancer-Fitzgerald-Sample Inc., N. Y., as account executive.


Harry Prickett, originator of Winky Dink show, CBS-TV, to Foote, Cone & Belding, N. Y., as art director.

James D. Egleson, freelance art director and consultant in tv and formerly tv art director, BBDO, N. Y., to Geyer Adv., same city, as television art director.


William S. Friday, Bridges-Sharp & Assoc., Dayton, Ohio, promoted to account executive; Barbara A. Burge, formerly continuity writer, WFDF Flint, Mich., to creative copy staff.


Antoinette Dean appointed editor, J. Walter Thompson Co. N. Y., house organ and house promotion co-ordinator, succeeding Jo Ann Francis.

Ernest Dichter, founder-president, Institute for Research in Mass Motivations Inc., Croton-on-Hudson, N. Y., to Dan B. Miner Co., L. A., as special counsel to creative staff.

Dean Snow, formerly with The Buchen Co. and McCann-Erickson, to copy dept., H. W. Kastor & Sons, Chicago.

Clair Callihan, tv staff member, Leo Burnett Co., Chicago, to Earle Ludgin & Co., same city, as tv production director.

William A. Foxen, assistant to president, Benton & Bowles, N. Y., appointed consultant to Hoover Commission on Organization of The Executive Branch of the Government.

J. B. Van Urk, vice president and chairman of plans board, Calkins & Holden, N. Y., elected associate member of American Institute of Management.

Mel Hikerson, president, J. M. Hikerson Inc., N. Y., compiler and editor, “How I Made the Sales that Did the Most for Me,” has had the book translated into French for European market.

Ralph Bing, president, and Barbara Bing, vice president, Ralph Bing Adv. Co., Cleveland, parents of girl, Aleta Helen.

Shirmer Mueller, assistant sales manager, southwest div., and Robert McDonald, Pacific Coast advertising representative, Falstaff Brewing Co., to firm’s new Rocky Mountain div., as sales and advertising managers, respectively.


Ralph W. Klapperich, G. Heileman Brewing Co., La Crosse, Wis., promoted to advertising manager.

Page 56 • August 30, 1954
IF YOU KNOW...
The Northern California market (and KPIX)...
THIS’LL BE A CINCH!

But is it?

Let's give you a hint. In the 23-county coverage area of KPIX, Channel 5, San Francisco, there are:

- 4,161,500 people
- 1,369,400 family units
- 982,070 TV homes

Ready for the question? How many impressions per average week are currently delivered by KPIX? Which is the correct figure?

- 123,456,275
- 197,453,227
- 240,905,270
- 225,284,352

If you said "240,905,270" you'd be correct... the largest number of weekly impressions delivered by any Northern California TV station.

This should give you one impression of KPIX superiority in the San Francisco market. For more information, see your Katz man.
ABC FILM GOES INTO

New York national sales conference sees initial screening of new film property, 'Mandrake the Magician.'

ANNOUNCEMENT of plans to open new sales offices in Dallas and Atlanta, and the first screening of the new Mandrake the Magician film series were highlights of a national sales conference conducted by ABC Film Syndication in New York last Wednesday, Thursday and Friday.

George T. Shupert, president of ABC Film Syndication, attributed the opening of the new offices to increased business and said that effective this week G. Joseph Porter, formerly southern representative for World Broadcasting System, will head the Atlanta office, covering Georgia, Florida, Tennessee, the Carolinas and Mississippi, while Howard Anderson, former southwestern account executive for MPTV, will manage the Dallas office, covering Texas, Oklahoma, Louisiana and Arkansas.

Others at Screening

In addition to the ABC Film Syndication executives and sales staff, those on hand on the Thursday morning screen of Mandrake, now in production in Bermuda and slated for syndication to stations for Oct. 1 broadcast, were Leonard H. Goldensen, president of American Broadcasting-Paramount Theatres, the syndication firm's parent company; AB-PT Vice President and General Counsel Walter Gross; producers John Gibbs and Robert Mann, and co-producer John Allen.

Plans for an extensive advertising, promotion and merchandising campaign to coincide with the launching of the Mandrake series also were outlined.

Passport to Danger, another new property of ABC Film Syndication and slated to become available for broadcasting Oct. 30, was discussed in the Thursday afternoon session, with producer Hal Roach Jr. explaining his plan to introduce "entertainment gimmicks" into each show to give it an individual trademark. A promotion and merchandising campaign also will be conducted in behalf of Passport.

In Wednesday and Friday sessions Don L. Kearney, vice president in charge of sales, reviewed the salient situation of current properties, Rocket Squad, The Playhouse and John Kieran's Kaleidoscope, and heard reports from the field. Individual conferences and distribution of programs involved in buying film properties for late fall programming wound up the three-day meeting Friday afternoon.

The manager of the new Dallas office, Mr. Anderson, has been employed as a film consultant to a number of stations, assisting managers concurrently with his employment with MPTV and also during his previous employment as film director of WFAA-TV Dallas.

Mr. Porter, head of the new Atlanta office, was sales manager of WMAA Charlotte-ville; general manager of WMTR Morristown, N. J., which he helped put on the air; retail sales manager of WJZ and on the sales staffs of WOR, both in New York, prior to his association with World Broadcasting.

Eddy Arnold to Produce Film Series in Chicago

IN WHAT was described as perhaps the first major tv film series to be produced in Chicago, spokesmen announced last week that singer Eddy Arnold had organized a firm to produce a half-hour film show, Eddy Arnold Time, starting Oct. 15 for Jan. 1 release to stations.

The first series will consist of 26 programs, featuring Mr. Arnold and probably also a girl singer and a male vocal group. Joe Cisda of Cisda-Grean Assoc., which handles Mr. Arnold's management, will be executive producer for the series, and Ben Park, with NBC in Chicago, will be producer, director and writer but also will continue his NBC syndicates. Production will be handled by Walter Schwimmer Productions, Chicago.

Press Lists Availability

CURRENTLY 3,283 theatrical motion pictures are available to tv stations, according to listing released by All Press & Assoc., Hollywood tv research firm. They date from 1917 ("Mark of Cain," with Sally Gray and Eric Portman) to 1953 ("Hannah Lee," with John Ireland, Joanne Dru and Ward Bond).

Reportedly the first such compilation made, information in Presses' Feature Films for Tvs was gathered from feature film distributors and film buyers. List is broken down into titles, leading stars, theatrical release date, running time and present distributor. Sale copies are available from Press office, 1680 N. Vine St., Hollywood 28.

Tv Co-op Film Sales Expands

EXPANDING its film sales and service operations into Canada, tv Cooperative Film Sales Co. announced last week that it will now be known as International Tv Film Services Ltd., with main offices in New York and branches in Los Angeles, Toronto and Montreal. Firm is headed by Marcel Leduc, for the past year, owner and director of Tv Cooperative Film Sales and vice president of Mark Hawley Assoc.

The Real Thing

THE HERO of a tv filmed series currently is portraying himself in a real life drama. Robert Fabian, former superintendent of Scotland Yard, currently in retirement, has been summoned to Canada and presently is working on an eight-month-old mystery surrounding the disappearance of a 17-year-old girl. Mr. Fabian is hailed as "the world's greatest detective," and 39 case histories of crimes he helped solve while with the Yard have been filmed and are being distributed by Telefilm Enterprises, New York, under the title of Fabian of Scotland Yard.

ZIV INTERNATIONAL SALES PROMPT ADDED EXPORTS

Film firm puts 'I Led Three Lives' on list being distributed in Latin America.

ZIV International is increasing its Spanish version of Ziv Tv programs for consumption in Latin America as a result of noted successes in sales south of the border, according to Edward J. Stern, Ziv International president.

Expansion will be to add I Led Three Lives, Ziv's top show, on the Spanish market in January. Mr. District Attorney was added last month. For Latin consumers, Ziv shows having Spanish language sound tracks now total six.

Mr. Stern reported Mr. District Attorney, offered in Spanish only last month, already is sold out in Mexico, Venezuela, Colombia and Puerto Rico. Mr. Stern also said Goodrich Tire & Rubber, Procter & Gamble, to listthouse, General Electric, America Tobacco and Nescafe are among recent advertisers signed for the filmed tv series in Latin America.

At the same time, M. J. Rifkin, vice president in charge of sales for Ziv Television Programs, announced 11 new sales made for Meet Corliss Archer, Ziv's newest tv film series. The number of markets now sold for Archer total 81.

Among new markets: Detroit (co-sponsors, Standard Federal Bank, Berno's garage ale), Cleveland (sponsor, Heckman Biscuit Co.), Atlantic (WLA-TV (TV) is purchaser), Huntington, W. Va. (sponsor, Broughton's Farm Dairies). Nash Coffee, which had purchased Archer in three markets, has added two, to bring its total to five.

According to Mr. Rifkin, sales gains for the family series are greatest with food and beverage advertisers, although banks and gas and oil companies are potential Archer sponsors.

New Film Distribution Firm

In N.Y. Formed by Eliot Hyman

FORMATION of Associated Artists Productions Inc. has been announced by Eliot Hyman, president and veteran film executive. Ken Hyman and Don Keating have been appointed vice presidents and and a sales staff will be selected within two weeks.

Presentations of the new distribution firm include 12 Sherlock Holmes features, 89 Candid Camera half hours, 39 Johnny Jupiter half hours, 37 westerns and three serials starring Boris Karloff, Tom Tyler and Rin Tin Tin. Twenty-six new features are being assembled and will be announced soon, Mr. Hyman said. Office is at 345 Madison Ave., New York.
“THE MOST REMARKABLE COOKING PROGRAM ON TV”

Creative Cookery

Now Available On
The Best Two Station Buy In The Country

WABC-TV
New York
SU 7-5000

BLAIR INC.

WBKB
Chicago
AN 3-0800
ARRANGEMENTS are made for Eastman Kodak Co.'s sponsorship of a new weekly TV series, Norby, for distribution of Private Secretary by based on stories for cover one-year period. Louis 26 Page Triangle Kodak, has been assigned as news write the take making tion filmed ter, sor EASTMAN KODAK COLOR E. Mr. Wayne, who The commercials will be devoted to information on obtaining best results with home movies and snapshots. Continued progress in picture making will be emphasized in all phases of the photographic company's first venture with regular television programming.

Mr. Wayne, who is currently starring in "Tea-house of the August Moon" on Broadway, will take a leave of absence from the play to launch the TV series. David Swift will produce and write the program.

E. P. Genock, former editor-in-chief of Tele-news Productions, who recently joined Eastman Kodak, has been assigned as manager of television programming to act as liaison with the advertising agency, J. Walter Thompson Co., in arrangements for the program production.

FILM DISTRIBUTION

Advertisers' Television Program Service Inc., 9100 Sunset Blvd., Hollywood, formed to handle distribution of 57 Mr. and Mrs. North half-hour films, produced and owned by John W. Loveton and co-starring Barbara Britton and Richard Denning. Maurice H. Graham, formerly West Coast sales manager, Motion Pictures For Tele-vision Inc., N.Y., appointed vice president; Charles C. Alsop, an account executive, MPTV, is western sales manager. Series was telecast over NBC-TV last season.

FILM PEOPLE

Bernard Weltsman, formerly with CBS-TV Business Affairs, Hollywood, to Desilu Productions Inc., that city, as executive assistant to Martin Weis, executive vice president.

John Fulton, formerly with William Morris Agency, Beverly Hills, to Hal Roach Jr. Productions, Culver City, as assistant to Mr. Roach in agency and sponsor relations. Edith Udell, secretary to the producer, promoted to executive assistant.

Wilbur F. Mosher signed by Gross-Krasne Inc., Hollywood, as film editor of NBC-TV Big Town. Dick Dixon, assistant director, signed by firm to term contract for that series and Lone Wolf.

Tholen Gladden to Guild Films Inc., Hollywood, as film editor on Frankie Laine syndicated TV series.


Canada and with Roland Reed for Canadian distribution of Trouble With Father.

United Television Programs Inc., Chicago, reports almost 100% renewal for an additional 13 weeks of Waterfront, filmed by Roland Reed Productions. New sales for UTP product in recent weeks include: Waterfront, 14 market; Old American Barn Dance, 12; Lone Wolf, Rocky Jones and Space Ranger, 8 each; Heart of the City, Ruggles, Royal Playhouse, 4; Certain Call and Counterpoint, 3.

World's School Package

A BACK-TO-SCHOOL transcription package that includes a variety of jingles, a safety program and program signatures, all designed to appeal to local advertisers, is now available to radio stations. Pierre Weis, general manager of World Broadcasting System, announced last week. He also reported that World now supplies specialized sales aids and attention-getters for more than 150 local advertiser classifications. Meanwhile, Mr. Weis said, first discs of WBS World ComET plan have gone out to World's 427 station affiliates for Sept. 15 release. ComET features hour-long, five-dav-week, open-end transcription programs starring Harry James and Betty Grable and costing World subscribers only a dollar a day to help cover manufacturing cost.

Adams & Davis Organized

ADAMS & DAVIS Radio and Television Productions, N.Y., has been formed by Robert K. Adams and Don A. Davis, partners, with offices at 20 E. 50th St., New York 22, N.Y. Telephone: Plaza 9-7979. The firm will specialize in radio and TV packages and will serve as sales agent for other properties.
Wherever you are

Collins' attention to your broadcast equipment installation doesn't stop with the sale. This team of highly trained broadcast sales engineers is deployed across the nation. Whenever you need equipment or technical assistance, your Collins man is as near as your phone.

COLLINS RADIO COMPANY
CEDAR RAPIDS, IOWA, 855 35th Street, N.E. — Phone: 3-0281

NEW YORK CITY
261 Madison Ave.
Phone: Murray Hill 7-6740

DALLAS
1930 Hi-Line Drive
Phone: Prospect 5151

KNOXVILLE
Dogwood Road,
Fountain City
Phone: 6-3478

TALLAHASSEE
Petroleum Building
Phone: 2-1657

BURLINGTON
2700 W., Olive Ave.
Phone: Thornhill 4-1751

OTTAWA, ONTARIO
74 Sparks Street
Phone: 4-9786
NARTB DISTRICT MEETS SET AGENDAS

Management, business considerations will feature this fall's 17 district meetings.

STATION management and business themes head the programs of NARTB's annual series of district meetings opening Sept. 9 with the New Hampshire meeting in Boston. [Next, Aug. 16]. Additional details of the programs were made available last week by district directors.

Radio and television "guest speakers," in each case a radio or TV station operator from another district, will attend each of the meetings. A TV guest attended each of the meetings last year but the association decided in June to have a TV guest as well.

Each district director will preside over a "Business Huddle," an informal discussion in which John F. Meagher, NARTB radio vice president, will participate as discussion leader. These huddles will include such topics as extension of remote transmitter control, broadcast sales management, programming, wage-hour problems and government relations.

Mr. Kramer, WJR Detroit, will moderate a joint meeting of the Pittsburgh Radio-TV Club and district delegates. Mr. Essex will moderate a TV panel. Participants will include Mr. McCollough, WKYR Keyser, W.Va.; H. Rogers, WSAZ-TV Huntington, W.Va.


FCC Commr. Robert E. Lee will speak at the second-day luncheon at Virginia Beach.

District 5 (Ala., Fla., Ga., P. R.) meets Sept. 23-24 at Daytona Plaza Hotel, Daytona Beach, Fla., with Mike Layman, WSFC Somersett, Ky., as radio guest and Mr. Tinchler as TV representative. John Fulton, WQXI Atlanta, is district director.

From the Eastern Seaboard the meetings move to Little Rock, Ark., where District 6 (Ark., La., Miss., Tenn.) meets Sept. 27-28. Allen Woodall, WDAX Columbus, Ga., will be radio guest and Mr. Tinchler will make his third appearance as TV guest. Henry B. Clay, WKWK Shreveport, La., chairman of the NARTB Radio Board, is district director. President Fellows will address a combined Kiwanis-NARTB luncheon on the second day.

District 7 (Ky., Ohio) convenes Sept. 30 at Louisville, with F. E. Lackey, WHOP Hopkinsville, Ky., presiding as district director. Mr. McCollough will be TV guest, with Merrill Lindsay, WSOY Decatur, Ill., as radio guest.

From Louisville the meetings move to Detroit, Omaha, Wisconsin and on to the West Coast and Southwest. (See Upcoming, page 117).

Four NARTB Committee Memberships Set Up

NARTB's Committee structure for the 1954-55 year started to take shape last week with President Harold Fellows announcing membership of four standing committees.

George J. (Coach) Higgins, KMBK Kansas City, was named chairman of the Sports Committee; Gilmore N. Nunn, WLAP Lexington, Ky., chairman of the Insurance Committee; Ward L. Quail, WLWT (TV) Cincinnati, chairman of the By-Laws Committee and Edgar Kobak, WTVG Thomson, Ga., chairman of the Freedom of Information Committee.

Nominations to serve with Mr. Higgins on the Sports Committee were: Wesley Peeler, WDOD-DT Minneapolis; Robert R. Hanno Jr., WGBK-TV Schenectady, N. Y.; William L. McGregor, WHIN Boston; D. L. Provost, WBAL-TV Baltimore; Robert O. Beshinger, KPJR Kentland, Ind.; and Harold E. Rogers, WSAZ-TV Huntington, W. Va.; Ben Breuse, WUSA Washington; Don Seagle, KDA-TV Denver; Robert R. Tinchler, KVTU Sioux City, Iowa, and Gerald Stoner, WSBF, Youngstown, Ohio.

Membership of the Insurance Committee, in addition to Mr. Nunn, are: Carl J. Burkland, WBNF-PBI Youngstown, Ohio; Richard W. Crease, WHTF-WI Philadelphia; Robert W. Ferguson, WTRF-TV Wheeling, W. Va.; C. T. Lucy, WYRA Richmond, Va.; and Robert A. Edmonds, Cleveland, Ohio.

Serving with Mr. Kobak on the Freedom of Information Committee are: L. Brochener, WQAY-Springfield, Ohio; Joseph K. Close, KDUB-TV Des Moines, Ia.; H. B. Viele, C. W. Hulbert, WHAZ Newton, Pa.; Harold Essex, WSJS-TV Winston-Salem, N. C.; Frank Fogy, WTVW-Omaha; Merrill Lindsay, WBOY-Debun, Ill.; John M. Ouder, WSB-TV Atlanta; John H. Pat, WJR Detroit; Paul Ratbourn, KELA (TV) Los Angeles; Victor A. Sholee, WAAS-TV Louisville; F. A. Sugg, WKY-TV Oklahoma City; E. H. Vadeboncoeur, WTVI New York; N. Y.

By-Laws Committee includes, besides Mr. Quail, Hugh R. Bruce Jr., WEMP Milwaukee; George H. Clinton, WPAR Parkersburg, W. Va.; Harold T. A. Worrell, WJW St. Paul; Robert B. McComish, WSN Indianapolis; W. D. Rogers, KDU-B-TV Lubbock, Tex.

In other personnel changes two new members join NARTB: Hubert becomes assistant to Tower and Carlisle joins the Station Relations Dept.

HOWARD H. BELL, with NARTB three years as assistant to Thad H. Brown Jr., vice president-general counsel, last week was named assistant to President Harold E. Fellows in a series of headquarters personnel changes.

The new position was created following the resignation of Robert K. Richards, administrative vice president who became a consultant to NARTB as he opens his own public relations office at 1735 Delaware Avenue, Philadelphia.

Mr. Richards has entered station operation as half-owner of WHAR Clarksburg, W. Va., and WKYR Keyser, W. Va.

Two new members are joining the NARTB headquarters staff—James H. Hulbert, who becomes assistant to Charles H. Tower, manager of the Employee-Employer Relations Dept., and William Carlisle, who joins the Station Relations Dept. as field representative under William K. Treynor, department manager. Robert J. Gormley, NARTB labor economist, has resigned.

Mr. Bell had been sales promotion manager of WMAL-AM-TV Washington before joining NARTB Dec. 1, 1951. He was active in setting up procedures for the NARTB Television Code and the Television Bureau of Advertising Inc. He worked on NARTB Television Information Committee projects and wrote the association's first television film manual.

Mr. Hulbert entered the NBC executive training program in 1952, participating in contract negotiations. For a time he was a member of the White House editorial staff. He reports to Mr. Tower in his NARTB duties.

Mr. Carlisle entered radio in 1946 as a continuity writer and later program director of WKBK Manchester, N. H., extending his duties to the entire Granite State Broadcasting Co. group. For the past year he toured 40 states as broadcast sales manager of Rust Industrial Co., manufacturer of remote control transmitter gear. He will attend some of the NARTB district meetings. At NARTB he reports to Mr. Treynor.
Radio, TV Can Co-Exist, Meagher Tells Georgians

RADIO AND TV can live successfully, side by side, in the competitive media world as the public learns to appreciate what each does better. John F. Meagher, NARTB vice president, said Tuesday in an address to the Georgia Assn. of Broadcasters, meeting at St. Simon's Island.

"It is reasonable to expect," Mr. Meagher said, "that television viewers in time will become as selective about which programs they watch as radio listeners are to which programs they listen. In time all of them will look to radio for those things which radio does best, and to television for those things television does best, just as they open their daily papers for those items best handled by the press."

Reviewing the history of radio through depression, war and tv competition, Mr. Meagher said radio can only damage itself if it worries unduly over competition. "It will always have its own job to do," he declared.

Showing radio's strong competitive place in the media and education-entertainment world, he said, "The radio broadcaster's flexible talents have been applied to the development of new concepts relating to the special functions and areas in which radio broadcasting can operate most effectively and efficiently. What is happening now—and it may go on for several years—is a fundamental reorganization of American radio. And the more competent observers say there is reason to believe that the ultimate consequence of this change may well be better radio."

Mr. Meagher reminded that "people continue to buy more radios." Even though tv sets occupy a spot in the living rooms of a great percentage of the homes in the country where radios formerly stood, "the radio has not moved all over the house," he said. "Proper recognition is finally being given to one of radio's basic and unique advantages—you can listen to radio while doing something else. The average home today has from three to three receivers—four out of five located outside the living room. The programs attracting the largest audiences are those which can be appreciated outside the living room."

Continuing his comparison of radio and tv, he said, "The chief effect of television upon radio broadcasting is the all-important fact that there has been upon network radio in evening hours. It has been the network, rather than the individual station, which has borne the brunt of television competition ... Some of the new concepts will certainly alter the operations of radio networks as we have known them in the past. Some observers have thought of it as some significance that the radio network which appears to be doing the best job of 'holding its own' is the one network not engaged in television."

TRADE ASSNS. PEOPLE


Helen Stauiland Quann, distributor-sales manager, Quan-Nichols Co., Chicago, elected treasurer, Assn. of Electronic Parts & Equipment Mfrs., for 18th consecutive term.

FACTS & FIGURES

NSI TO USE 6,000 RECORDIMETERS

They will be installed in sample radio-tv homes by A. C. Nielsen Co. to launch NSI in six or seven markets, says Vice President Rahmel.

PLANS for the use of some 6,000 Recordimeters in sample radio-tv homes in conjunction with its much-anticipated local Nielsen Station Index reports were announced last week by A. C. Nielsen Co., market research firm.

Contracts for the first batch of the audience measurement devices will be delivered early this fall, according to H. A. Rahmel, vice president of the company. He said installations would commence in October. Their placement will enable A. C. Nielsen to launch its NSI system locally in six or seven markets, it was reported.

A number of prominent advertisers, like Borden Co., and agencies, like Young & Rubicam and Dancer, Fitzgerald & Sammons as well as stations like WFIL-TV Philadelphia, have subscribed to the reports in recent weeks. There was no immediate inking how many subscribers in all Nielsen has in line.

Local Audience Study

The NSI mechanical-electronic system covers computations of sets in homes and automobiles, with reports showing a four-week cumulative audience plus per program figures. It is a local audience study that combines diary reports and precision-recording equipment, with reports to be issued based on fall-winter measurements.

Technically speaking, the service combines Audimeter and Recordimeter-Controlled Audilog data. The latter is a new type of diary.

Mr. Rahmel said 200 pilot models of the device, which the Nielsen firm designed and constructed in its own labs, already have been field-tested since early this year, particularly during the past 26 weeks, in some NSI-designated homes. Nielsen has invested well over $250,000 in such electronic equipment, it was added. Additional devices will be ordered at a pace at which Nielsen field staffers can install them.

Referring to the Recordimeters, Mr. Rahmel said they assure "virtually fool-proof performance plus field data of high accuracy resulting from this latest Nielsen automatic aid to radio and tv audience research." He added that both the Audimeter and Recordimeter instruments "are potential in providing local radio and tv information of the accuracy and usefulness the industry associates with Nielsen standards."

'People Are Funny' First In Nielsen Radio Ratings

CBS Radio's 'People Are Funny' ranks number one in the evening once-a-week division of the current Nielsen ratings. 'News of the World' leads the evening multi-weekly group. The complete listings:

<table>
<thead>
<tr>
<th>Rank</th>
<th>Program</th>
<th>Homes (000)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>People Are Funny (CBS)</td>
<td>1,773</td>
</tr>
<tr>
<td>2</td>
<td>Draper (NBC)</td>
<td>1,726</td>
</tr>
<tr>
<td>3</td>
<td>Best of Groucho (NBC)</td>
<td>1,479</td>
</tr>
<tr>
<td>4</td>
<td>Gunsmoke (CBS)</td>
<td>1,586</td>
</tr>
<tr>
<td>5</td>
<td>Nick Carter (MBS)</td>
<td>1,586</td>
</tr>
<tr>
<td>6</td>
<td>F.B.I. in Peace and War (CBS)</td>
<td>1,493</td>
</tr>
<tr>
<td>7</td>
<td>Two for the Money (CBS)</td>
<td>1,433</td>
</tr>
<tr>
<td>8</td>
<td>One Man's Family (R.C.A.) (NBC)</td>
<td>1,356</td>
</tr>
<tr>
<td>9</td>
<td>My Little Margie (CBS)</td>
<td>1,306</td>
</tr>
<tr>
<td>10</td>
<td>Official Detective (MBS)</td>
<td>1,306</td>
</tr>
</tbody>
</table>

- Evening, Multi-Weekly (Average for All Programs) | Homes (000) |
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>News of the World (NBC)</td>
</tr>
<tr>
<td>2</td>
<td>One Man's Family (Toi) (NBC)</td>
</tr>
<tr>
<td>3</td>
<td>Silver Eagle (ABC)</td>
</tr>
</tbody>
</table>

- Weekday (Average for All Programs) | Homes (000) |
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Romance of Helen Trent (M-W-F) (CBS)</td>
</tr>
<tr>
<td>2</td>
<td>Sons O'Gol, Sundays (CBS)</td>
</tr>
<tr>
<td>3</td>
<td>Ma Perkins (CBS)</td>
</tr>
<tr>
<td>4</td>
<td>Road of Life (CBS)</td>
</tr>
<tr>
<td>5</td>
<td>This is Nora Drake (R. Myers) (CBS)</td>
</tr>
<tr>
<td>6</td>
<td>Young Dr. Malone (CBS)</td>
</tr>
<tr>
<td>7</td>
<td>Arthur Godfrey (Nabisco) (CBS)</td>
</tr>
<tr>
<td>8</td>
<td>Betty Mason (CBS)</td>
</tr>
<tr>
<td>9</td>
<td>Guiding Light (CBS)</td>
</tr>
<tr>
<td>10</td>
<td>Stella Dallas (NBC)</td>
</tr>
</tbody>
</table>

- Day, Sunday (Average for All Programs) | Homes (000) |
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Shadow, The (MBS)</td>
</tr>
<tr>
<td>2</td>
<td>Cecil Brown Commentary (MBS)</td>
</tr>
<tr>
<td>3</td>
<td>Lone Greens (MBS)</td>
</tr>
</tbody>
</table>

- Day, Saturday (Average for All Programs) | Homes (000) |
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Stars Over Hollywood (CBS)</td>
</tr>
<tr>
<td>2</td>
<td>City Hospital (CBS)</td>
</tr>
<tr>
<td>3</td>
<td>Allen Jackson &amp; The News (CBS)</td>
</tr>
</tbody>
</table>

Copyright 1954 by A. C. Nielsen Co.

Viewers Surveyed on Reaction To Summertime Repeats on TV

APPROXIMATELY 30% of tv viewers favor the repeating of past programs provided they are "good" enough to bear repeating, and 50% disapprove of the practice, according to a survey by Advertest Research, New Brunswick, N. J.

The study, which conducted personal interviews with New York adult viewers in 751 tv homes during July, showed that 75% are aware they have seen summer repeat programs. Of these, 45% said they "prefer repeats for watching repeats that they "enjoy seeing good programs more than once," and 30% said "usually nothing better is on."

The respondents who most strongly disapproved of repeats said it was a "cheap trick," and they "just don't like to watch a program over."

Some viewers indicated the greatest advantage to them of repeat programs was that it gave them the "opportunity to see programs missed the first time." The biggest disadvantage, according to this group, was that the programs are "boring, monotonous and tiring." The expense of producing tv programs and...
FCC STILL HAS A LONG ROW TO HOE IN CLEARING UP TV HEARING CASES

Though 82 of nearly 150 such cases have been handled, only 20 final decisions were of the fight-to-the-finish variety. Practically all of the remaining cases involve competitive applications.

STUDY of television hearing statistics shows that FCC's clearances were short of the half-way mark in its fight-to-the-finish hearing load even though final decisions have been issued in 82 out of a total of nearly 150 cases designated since lifting of the freeze in 1952.

Of these 82 final decisions, only 20 represented cases in which competitive applicants fought to the finish and were either granted or denied. In the other 62 cases, competitive applicants dropped out or merged before the hearing was concluded.

Of 44 cases in various stages before FCC hearing examiners and on their way to initial decisions, 41 are competitive fights and the other three involve single applicants.

There are 21 cases now before the Commission for final decision and in which initial rulings are outstanding. Of these, 16 are competitive cases and the other five involve single applicants.

There are 21 initial decisions now, plus 82 earlier initial rulings now made final, comprise a total of 103 initial decisions since lifting of the tv freeze.

FCC has reversed the recommendations of its examiners in only three cases, two of which were competitive proceedings.

One was the Beaumont, Tex., ch. 6 case in which the examiner chose KTRM over KDFT and KRKC. FCC's final decision picked KDFT instead. The other was the Flint, Mich., ch. 12 case where the examiner preferred WDFP Flint over WJR Detroit and Betterfor Theatre Inc. FCC's final ruling picked WJR.

Reversal of an examiner in the non-competitive case involved the application of Orangebelt Telecasters Inc. for ch. 30 at San Bernardino, Calif. The examiner proposed to grant the bid for the low budget, home-built and operated outlet but the Commission in its final ruling denied the permit and found the applicant financially not qualified. Orangebelt has petitioned for reconsideration, asking in an alternative an experimental grant.

The 21 initial decisions now before the Commission for final ruling include the following cases (date of initial ruling in parentheses):

- Biloxi, Miss., ch. 13 (7-7-54), examiner preferred WSEP over WLOX; WSEP preferred over WLOX; NBT.
- Champaign, Ill., ch. 4 (8-25-54), WINR preferred over WSEP; WINR preferred over WWFR; WSEP preferred over WWFR.
- Corpus Christi, Tex., ch. 1 (6-19-54), KFTM preferred over KBBU; KBBU preferred over KBBU.

The Vicksburg Booster

CITING its large investment in uhl and competition from two local vhf stations, ch. 25 WJTV (TV) Jackson, Miss., asked FCC last week to give it authority to operate on a regular commercial basis the experimental booster outlet built by RCA at Vicksburg, Miss. Booster was reported to successfully fill in WJTV's shadowed service in Vicksburg [B&T, Aug. 12, p. 26]. Booster amplifies WJTV's signal on the same channel as the mother station. WJTV said the booster would be purchased from RCA and operated all the time WJTV is on the air, controlled by a time clock. RCA's technical report accompanied the request.

Timing of TV Commercials

OPENING commercials on tv programs appearing after teasers do as well as commercials during the program proper, according to August Star News on TV Commercials which analyzes best way to use commercial time. In general, the only spot to avoid is after the viewer feels a program has ended, as the commercial appearing after that drops 50% or more in viewing compared to others on program.

Lamb Asks Delay On WICU (TV) Case

EDWARD LAMB petitioned FCC last week to defer the license renewal hearing on his WICU (TV) Erie, Pa., now set Sept. 15, and asked for a "more definite and detailed statement of the charges" in the case.

He contended the Broadcast Bureau's earlier "resume of basic allegations" is improper and a denial of fairness.

Renewal hearing for WICU was ordered on issues which include charges that Mr. Lamb falsely informed FCC he never had communist ties, which associations he continues to deny.

Earlier, Mr. Lamb protested to FCC Chairman Rosel H. Hyde and Sen. John W. Bricker (R-Ohio), chairman of the Senate Interstate & Foreign Commerce Committee, that the resume of allegations was improper and not as urged by the Senate committee nor as directed by the Commission itself to the Broadcast Bureau [B&T, Aug. 16].

In essence, Mr. Lamb charges the resume fails to cite names of FCC witnesses or to identify organizations, times and places in which the allegations associate Mr. Lamb with Communists. The pleading contends failure to provide such a bill of particulars violates normal legal rights and procedures.

The petition contended that to require WICU and Mr. Lamb "to defend themselves against unspecified charges by disproving the testimony of witnesses whose identities will be disclosed to them for the first time when they are called to the stand at the hearing," is patently unfair and violative of every canons of equity and good conscience.

The basic issue in the instant proceeding is one of credibility—the capability of Edward Lamb vis-a-vis that of the Commission's wit-

Page 64 • August 30, 1954
Why jet power for tankers and transports?

The trend to jets in military aviation since World War II has been so dominant that this era in aviation is often termed the jet age.

All bombers now in production are jets, and the Strategic Air Command is rapidly replacing propeller-driven bombers with jets. Its Second Air Force has already completed the transition to Boeing B-47 six-jet medium bombers. Meantime, the Air Force has ordered the larger eight-jet Boeing B-52 into expanded production.

In designing and producing the B-52 and more than 600 B-47s, Boeing has gained much experience with big, multi-jet airplanes, including 21,000 hours of wind-tunnel research, and more than 5,000 hours of flight-test time.

Boeing has now projected this experience to the next category of aircraft—military tanker-transport and commercial airliners. It firmly believes that jet-powered performance applied to these categories offers the same advances that jet-powered bombers have demonstrated.

**Advantages of the jet engine**

Jet engines are more simple than piston engines. They develop far greater power for a given weight. Because they are essentially simple, they are easier to maintain.

The jet engines' simplicity reduces the number of controls and instruments required. Boeing's new jet tanker-transport has 75 instruments on its cockpit panel; a comparable propeller-driven craft has 126. It has only 45 switches instead of 204, and 24 warning lights instead of 114.

Freedom from vibration is inherent in the jet engine. This offers a strong passenger appeal and a welcome "plus" to the crews of both commercial and military aircraft.

**Jet tanker benefits**

Slower piston-powered tankers precede the jet craft they are to refuel and rendezvous with them at a prede
termined point. Jet tankers can accompany the jet bombers or fighters, matching their altitude and speed, and refuel them in flight. Such tankers will add range and offer increased mobility to our strategic air arm.

**The new jet**

The new Boeing jet, now undergoing flight tests in Seattle, was designed to meet the needs of a military tanker, of a troop-cargo transport, and of a commercial airliner. By building this prototype model, Boeing has gained manufacturing and tooling experience with jet tanker-transport.

This, along with flight test data, will make it possible to turn out a better production model—and many months sooner than would be possible without prototype experience.

The new jet is a swept-wing airplane that cruises in the 550-m.p.h. range and operates at altitudes between 30,000 and 40,000 feet. It represents an investment of more than $15,000,000 of company funds.

Boeing made this investment without the assurance of an order, just as, years earlier, it had invested heavily in a revolutionary new 4-engine bomber design. This design became the B-17 Flying Fortress, which was ready when needed by the nation.

Boeing's investment in a revolutionary new jet thus has a precedent in the company's history. As Boeing's president, William M. Allen, summed it up: "We felt strongly that it was high time some American manufacturer took the plunge, got a jet transport off of paper and into the air. We felt our own national welfare demanded it, both from the military and the commercial standpoint."

**BOEING AIRPLANE COMPANY**

SEATTLE, WASHINGTON; WICHITA, KANSAS
$1,000 Pair of Irish Wolfhounds

Use America's only "3-state one station TV network" and save... in just 4 weeks of a 1/2 hour weekly program... the cost of a pair of Irish Wolfhounds worth $1,000.

Because of WMTW's tremendous coverage we can offer unbelievably low rates. Average time costs run 56% less than the cost of a combination of the 3 TV stations giving next best coverage.

Mt. Washington's more-than-a-mile high transmitter beams a perfect signal over most of Maine, New Hampshire and Vermont. WMTW's three state coverage area is unequaled by any other television station in the country. 229,684 TV sets. RETMA—July 2.

WMTW serves a market with retail sales of over one and a half billion dollars... offers primary coverage of 465,000 U.S. families, many of whom have never received television before. Provides the national or regional advertiser with coverage that can't be equalled in northern New England's 3 states.

John H. Norton, Jr., Vice Pres. and General Manager

Represented Nationally by Harrington, Righter & Parsons, Inc.
CONGRESS

WTVI TV PROTESTS
RULE-MAKING DELAY

WTVI-TV Norfolk, Va., last week complained to FCC about the Commission's treatment of its petition to allocate ch. 13 to nearby Princess Anne, Va. The protest also requested a stay of the contest for ch. 10 at Norfolk.

The FCC, in a letter dated ch. 27, petitioned FCC last March to allocate a new vhf channel in the Norfolk market by assigning ch. 13 to Princess Anne, a county seat southeast of Norfolk [BT, April 3].

The WTVI-TV complaint noted that other petitions subsequently filed with the FCC were acted upon and held that the failure of the Commission to consider its rule-making petition to assign the ch. 13 facility violates the Administrative Procedure Act and FCC's own rules.

The complaint requested that until the Commission acts upon its ch. 13 petition, FCC should delay action in the ch. 10 contest "until the Commission reactivates its policy with respect to uhf stations and that this assignment of uhf stations is consistent with the apparent policy of the Commission not to change the status quo in the Norfolk-Portsmouth market."

The WTVI-TV complaint said FCC had adopted a policy to maintain the status quo in deference to the Senate Commerce Committee investigation of the uhf situation. In support of the contention WTVI-TV submitted a letter from the Commission which read in part:

"The Commission has temporarily deferred action on the petition of Commonwealth Broadcasting Co. and all other petitions requesting rule making for the allocation of additional uhf stations.
During the conference committee currently investigating the evolution of uhf and other services under study by the investigation into the impact of uhf channels on uhf stations. Until the Senate committee has reported on its investigation of the problems confronting uhf broadcasters, the Commission is of the opinion that the public interest will best be served and the Senate committee's investigation furthered by maintaining the status quo with respect to the assignment of uhf channels. Action on the petitions filed in the rule-making proceedings to which you refer in this letter will be deferred. Further inquiries or objections concerned only uhf channels.

The Norfolk area now has two uhf channels assigned to it. Ch. 10 is in competition with WAVE Portsmouth and Beachview Broadcasting Co. and awaits initial decision by FCC Examiner Charles J. Frederick. Other uhf stations, where called ch. 27 WTVI, are ch. 33 WACH-TX, and ch. 15 WVEC-TV.

Beacom Asks Regulation
Of Community TV Systems

REGULATION of community antenna television systems in the same manner as tv stations is requested by WJPPW and WCON with FCC rule changes on ch. 4, by J. Patrick Beacom's ch. 35 WJPP-W Fairmont, W. Va., where Mr. Beacom also owns WVWV. He fears economic injury to tv stations will ensue unless FCC controls the community distribution.

The petition indicated concern "with the ever increasing spread of community television distribution systems across the nation, many in direct competition to television stations authorized by the Commission," and which systems were described as "now operating without regulation or control of the federal or state governments."

The petition contended "many community television distribution systems are in effect act-

ing as communications common carriers, for the purpose of providing off-the-air pickups and relay of television broadcast signals from distant television stations to subscribers for profit."

"In some areas the community television distribution systems are now inserting commercial advertisements in network programs, picked up off the air with or without consent of the stations. In other areas community television distribution systems are preparing to telecast live, local advertiser sponsored programs over their closed circuits, which will constitute a serious economic threat to allocated and established television stations in the areas served by these community television distribution systems."

Meanwhile, E. Stratford Smith, executive secretary and counsel for National Community Television Assn., which claims to represent the major and some 150 of the estimated 300 total firms in the community television field, sharply contested the charge that community tv systems are inserting commercial messages in local distribution of network programs. Mr. Smith said the association has investigated every rumor of any such practice, among both members and non-members, and has not found the rumors true.

Mr. Smith said in three cases community systems put local live programs such as talks or forums but do not interrupt broadcast programs for local commercials. He explained, however, that one operator is negotiating with the station which it picks up, looking toward using local commercials from firms handling products advertised on the tv station.

Porter Plans to Resign
Telecommunications Post

WILLIAM A. PORTER, assistant director of the Office of Defense Mobilization in charge of telecommunications, last week said he will resign that office this fall to return to private law practice.

Mr. Porter will take up practice again with the Washington law firm, in which he is a member, Birmingham, Collins, Porter & Kistler. He was assigned to the telecommunications post by the President a year ago [BT, Sept. 14, Aug. 24, 1953] at which time he agreed to serve a year.

The Washington radio-tv attorney said he had been asked to stay on in the ODM position and that he probably will continue in a consulting capacity. He said he did not know who will be named to succeed him.

In the ODM post, Mr. Porter was charged with setting policy on the allocation of radio spectrum to government use.

KSD Opposes New Daytimer

KSD St. Louis, 5 kw on 550 kc, directional night, petitioned FCC last week to reconsider the grant of a new 1 kw daytime station there on 1600 kc, awarded St. Louis Broadcasting Co. in mid-July [BT, July 26]. KSD charged that the daytime station is only three-quarters of a mile from its four-element directional array and the close proximity of the new tower will distort KSD's directional pattern substantially. St. Louis Broadcasting is owned by Sam Johns, restaurant owner in Blytheville, Ark.

KFDZ, WINR Win Bids For Initial Decisions

INITIAL DECISIONS proposing the grant of new tv stations on ch. 11 to KFDZ Fort Worth, Tex., and ch. 40 to Binghamton, N. Y., were issued by FCC examiners last week.

The initial decision by FCC Examiner Annie Neal Hunting to grant ch. 11 to KFDZ was made possible by the withdrawal a fortnight ago of the competitive application of Fort Worth Television Co. [BT, Aug. 16]. KFDZ has agreed to reimburse Fort Worth Television $41,145 for all expenses incurred in processing its bid.

In the Binghamton case, FCC Examiner William G. Butts proposed to issue ch. 40 to WINR and to deny the competing bid of WENE Endicott, N. Y. The ch. 40 facility is available for use at Endicott as well as at Binghamton.

The examiner concluded that neither applicant should be preferred on the basis of integration of ownership and management, business background and experience, civic activities, past radio performance or proposed studios and staff.

The decision concluded that preference should be given to WINR on the ground of greater diversification of control of mass media communication.

The examiner noted that WENE principal officers, directors and stockholders have interests in corporations owning or operating three radio stations and four newspapers. Those interests are WENE; WDOM Oneonta, N. Y.; WVBO Stroudsburg, Pa.; Endicott Daily Bulletin; Plattsburg (N.Y.) Press-Republican; Oneonta Star, and Stroudsburg Daily Record.

Three-Mile Visibility
Cited by Tower Study

STUDY of new ways of marking and lighting broadcast towers has been recommended by a special committee of the Airdromes, Air Routes & Grounds Aids (AGA) Subcommittee of the Air Coordinating Committee. The ad hoc group has just completed a study of the adequacy of present standards and recommended changes [BT, Aug. 23], adopting its report last Tuesday.

In its first phase of the long-range inquiry, the group agreed that "marking and lighting would be adequate if the structure served by such aids is visually discernible at a distance of three miles when the visibility between the observer and the structure is three miles as determined in accordance with the directive given to the ad hoc group and are concurred in by the members of this group."

The ad hoc group recommended that present standards remain until new marking-lighting standards are available. It favored adoption of present FCC requirements for hazard beacons on towers.

WTRI (TV) Stay Denied

REQUEST of ch. 41 WROW-TV Albany, N. Y., for temporary stay of the effectiveness of FCC's grant to ch. 35 WTRI (TV) Scheckenbly to change its principal community to Albany was turned down by Acting Chairman Robert E. Lee. Stay was asked pending action on WROW-TV's petition for reconsideration of the authorization to WTRI, which also allows the ch. 35 outlet to maintain its main studio outside of Albany. WROW-TV claims economic injury.

Page 68  August 30, 1954

Broadcasting  •  Telecasting
INTERSTATE TV's "DOUGLAS FAIRBANKS PRESENTS" WINS BILLBOARD AWARD AS BEST SYNDICATED DRAMA SERIES!

D. Fairbanks Noses Out 'Favorite Story'

In an exceedingly close race, "Douglas Fairbanks Presents" won first place as the best non-network dramatic film series in the Billboard's Second Annual TV Awards. The series was presented during the month of November, immediately following the exciting conclusion of Ziv's 'My Fair Lady' and its superb ratings. Fairbanks was chosen by radio and television audiences as the best actor in the coveted "Favorite Actor" award category. The award was presented by the Billboard Magazine judges as a tribute to the actor's immense popularity.

Sponsors, Agencies and Stations Pile Up Votes for Interstate Films

AND INTERSTATE WINS TWO OTHER BILLBOARD AWARDS...

"The AMAZING TALES OF HANS CHRISTIAN ANDERSEN" (2nd Place Among Syndicated Shows for Children)

"THE ETHEL BARRYMORE THEATRE" (6th Place Among Syndicated Dramatic Series)

INTERSTATE TELEVISION CORP.

NEW YORK: 1560 Broadway • CHICAGO: 1250 S. Wabash • HOLLYWOOD: 4376 Sunset Drive
CLEVELAND: 1268 Winston Rd., Euclid, O. • ATLANTA: Room 401 Georgia Savings Bank Bldg., Linnea 2-5225
DALLAS: Phone 3-4117 • WINNIPEG: 5437 Main St. • DES MOINES: Phone 3-4117 • IN CANADA: King Edward Hotel, Toronto

THAT SPARKLING NEW SERIES THAT'S WINNING HONORS FOR ITSELF... WHILE WINNING RECORD RATINGS FOR ITS SPONSORS!
Republican Sessions Plan

Election Campaign Moves

A SERIES of strategy sessions on election camp-
aign activities will be held by the Republican
National Committee in Cincinnati's Nether-
land Plaza Hotel beginning today (Monday) and
lasting through Wednesday, committee
headquarters announced in Washington last
week.

Five subcommittees will conduct "workshop"
executive sessions to determine overall rec-
ommendations for the fall election campaign.
The GOP National Committee's campaign
budget, as announced last spring, is $3.9
million, of which radio and television will be
the chief expense item, a spokesman said.
BBDO is agency for the national committee.

Radio will be a major element of the cam-
paign, which will be planned by two of the subcommittees this
week. They are the public relations unit, headed by
Meade Alcorn, national committeeman from
Connecticut, with the national committee's
public relations director, James Bassett, as staff
advisor; and the subcommittee on use and
distribution of campaign materials, headed by
John Felkens, Republican state chairman in
Michigan, with James Austin, assistant public
relations director of the national committee, as
staff advisor.

Cherne Favors Televising
Congressional Hearings

AN ARTICLE in the Aug. 22 New York Times
Magazine generally favors televising of Congress-
ional hearings, but frowns on televising of
witnesses not invited to the hardships of the
political arena.

The article, by Leo Cherne, executive di-
rector of the Research Institute of America,
said that because of the Army-McCarthy hear-
ings millions of Americans now have more
insight into "the structure of our constitution
and the reasons for it. The televising of other
and more normal functions of Congress would
serve still further to enlarge understanding of
our government."

But on televising of witnesses, Mr. Cherne
adds: "With the advent of television, the
rights of private citizens involved in the
telemight need guards not now found in our
judicial or legislative codes."

On the other hand, Mr. Cherne believed
the public official has no right to evade the
tv camera: "... His right of privacy, obvi-
ously, has been limited by his own decisions
to begin with. In addition, his relationship
to the public is one that automatically concedes
broader inspection."

Fate of Overseas Study
Uncertain Following Cut

PROSPECT was uncertain last week as to
what will happen to Congress' plan to study the
U. S. information program overseas with
the goal of developing international telecommu-
nications to abet U. S. foreign policy.

Funds to implement the plan were cut from
under it the last week of Congress when Senate-
House conferences failed to agree on an amend-
ment to the supplemental appropriations bill
which would have made available half the
$250,000 planned for the study and extended
its date of duration for one year, to Dec. 31,
1955.

The Senate Foreign Relations Committee
said last week it is now up to the White House
to make funds available for the study, which
was provided for in Public Law 558 (formerly
S J Res 96), signed by the President July 30
[AT DEADLINE, Aug. 21]. It calls for a nine-man
commission to study the U. S. information pro-
gram overseas, including the Voice of America.

At the White House last week, no word was
available on any possible intention by the Pres-
ident to finance the plan from other funds.

The bill as originally sponsored by the Senate
Foreign Relations Committee would have had
the nine-man group study the whole overseas
telecommunications situation, including NAR-
COM (North Atlantic Relay Communications
System), a plan for relaying tv across the At-
antic. But the Senate Commerce Committee,
jealous of what it considered an invasion of its
own jurisdiction in the radio-tv field by the
foreign relations group, got busy, and ranking
Democratic Sen. Ed C. Johnson (Colo.) put
in an amendment when it passed the Senate last
year, restricting its application to the VOA and
the U. S. overseas information program.

The House did not pass the bill until last
month [BW, July 26], thus giving but little
time for completion of the study, which still
is written in the new public law as effective
only through Dec. 31, 1954.

Senate Commerce Committee Chairman
John W. Bicker (R-Ohio) reiterated last month
that his group is the one in the Senate
to look into the radio-tv question
[BT, Aug. 9].

The Ohio Republican made the statement
on the Senate floor because of a House Foreign
Affairs Committee report, apparently written
last year before the Johnson amendment, which
accompanied House approval of the bill. The
House report had cited NARCOM, which the
nine-man commission is not authorized to study
under PL 558.

FCC to Allocate
Ch. 79 to Toledo

ALLOCATION of uhf ch. 79 to Toledo, Ohio,
effective Sept. 20, has been announced by the
FCC.

Proposed rule making to establish a com-
mercial uhf station at Toledo was instituted by
the FCC at the desire of Woodward Broad-
casting Co., permittee of ch. 62 WCIO-TV
Ditroy. Woodward proposes to construct a new
tv station on ch. 79. Woodward originally had
wanted Toledo's educational reservation
changed from ch. 30 to 79, but last week modified
its request to specify solely the allocation of
ch. 79.

Toledo had been assigned only two vhf chan-
nels, 11 and 13, and one uhf assignment, ch. 30.
WSPD-TV is operating on ch. 13 while ch. 7 is
sought by seven applicants [BT, July 12, 5].

Woodward, headed by Detroit department
and drug store owner-operator, Max Osnos,
bought the Detroit ch. 62 facility from the
UAW-CIO Broadcasting Corp. of Michigan for
$100 [BT, June 21].

WGMS Clear for Ch. 20

BID of WGMS Washington for a new tv station
there on ch. 20 was retained in hearing status
last fortnight by FCC Motions "Comr. E. M.
Webster who concurrently approved dismissal
of a competitive application by WEAM Arлин-
ington, Va. WEAM withdrew because of an
unfavorable outlook for uhf in a major vhf market
[BT, Aug. 16]. The WGMS bid now is in
position for an initial decision by the hearing
examiner.
McCaw Reports Stock Sold, Asks 'Show Cause' Dismissal

BROADCASTER J. Elroy McCaw asked FCC last fortnight to dismiss its show cause order to require him to reduce his radio holdings to the newly established maximum of seven since his interests now comply [B&T, Nov. 30, 1953, et seq.].

Reviewing disposition of his stock in recent months in KPOA Honolulu, KILA Hilo, Hawaii, and KLZ-AM-TV Denver, Mr. McCaw told the Commission he now has interests in KELA Centralia, KYAK Yakima, and KALE Richmond, all Wash.; KYA San Francisco; KORC Mineral Wells, Tex., and WINS New York. He reported his wife holds a minority interest in KAPA Raymond, Wash.

KMAC, KONO Petitions Filed in Ch. 12 Contest

CONTEST between KMAC and KONO San Antonio for a new tv station there on ch. 12 became a battle of petitions before FCC last week as counter-pleadings were filed over alleged discrepancies in the testimony of KONO witnesses concerning a credit investigation of KMAC financial backers. The investigation reportedly led to arrest of the private detective making the credit check. He was charged with impersonating an FCC official ([B&T, July 31]).

KONO's reply petition noted KMAC acknowledged the examiner has authority under the present issues to inquire into the alleged discrepancies of testimony, hence there is no need for speculating the issues relative to character qualifications of certain KONO principals.

KMAC asked the Commission to enlarge the issues to permit the examiner to probe alleged contradictions in the testimony of KONO witnesses concerning a credit investigation of KMAC financial backers. The investigation reportedly led to arrest of the private detective making the credit check. He was charged with impersonating an FCC official ([B&T, July 31]).

The cb. 12 hearing resumes Sept. 9 before examiner James D. Cunningham.

Commission Denies WJZM Protest Against WDXN

FCC has dismissed the Sections 309 (c) and 405 protest of WJZM Clarksville, Tenn., against the Commission's granting WDXN there a modification of permit to specify a particular transmitter site.

The original WDXN bid for new daytime station on 540 kc with 250 w power was filed on a site-to-be-determined basis, but in accordance with FCC requirements specifying an assumed site. In approving a specific transmitter location for WDXN no material change from the service area originally estimated resulted, the Commission order noted.

The WJZM protest was based on the assertion that it is "a party in interest" and will suffer economic injury because of lost advertising revenue "by the entry of WDXN into the Clarksville market" and by virtue of the multiple broadcast interests of Aaron R. Robinson, controlling stockholder of WDXN.

In addition to WDXN, Mr. Robinson owns a controlling interest in WDXI Jackson, WDIX Lexington, WENK Union City, WDXE Law-renceburg, and WTPR Paris, all La. Tennessee.

The FCC denied the WJZM protest because it failed to show any injury from the Commission's action in granting the transmitter site, the FCC noted. WJZM did not protest the original grant and the time within which it was subject to protest has expired, the Commission said.

Celler Criticizes Rebuff To Radio-TV on Alcoholic Ads

THE House Commerce Committee's report in lieu of action on the Bryson bill on liquor advertising aimed directly at radio and television, has come in for sharply-worded criticism by Rep. Emanuel Celler (D-N. Y.).

The New York Congressman, who said the committee "ducked and dived around the issue," called the report discriminatory against radio and tv. The bill (HR 1227) would have prohibited advertising of liquor on radio, television and in newspapers and other media.

Waxing sarcastic, Rep. Celler said: "Now if I were a member of the radio and television industry, I would find myself questioning why was such request thrown at our industry and not at newspapers and magazines?" The House report had singled out broadcasters for what it said was lack of cooperation in cutting down beer and wine commercials and requested that the industry report back by Jan. 1. what it is doing to 'cope with the problem' ([B&T, Aug. 23]).

Rep. Celler concluded: "Here we have an attempt to intimidate the wine and beer industry, threaten the radio and television industry, and belittle the intelligence of temperate men and women by suggesting that the viewing of radio and television advertising of beer and wines is the first major step toward skid row."

Magnuson Hits FCC Loyalty Oath Plan

FCC's proposal to screen operator license holders for security purposes has drawn criticism from Sen. Warren G. Magnuson (D-Wash.).

The Washington State Democrat, who on behalf of himself and nine other Democrats and an Independent in the Senate has introduced a joint resolution asking for a commission on security in government and industry, made the criticism in a statement accompanying the measure's introduction.

Sen. Magnuson said the FCC's proposal to modify its rules to tighten communication security ([B&T, July 26, June 21, 14]) would in some cases not only duplicate security programs already in effect, but proposes to screen "what amounts to less than 10% of the people in yet unseen screens fields."

"While doing this, the FCC also proposes to extend the security program to persons and activities that in no way, shape or form can be considered sensitive activities, and to persons not even in defense industry or communication," Sen. Magnuson said.

The Magnuson resolution (S J Res 182) asks for a 12-man commission appointed by the President from outstanding leaders, plus six non-voting advisory members, three selected from each House of Congress. It would study prevailing practices in U.S. government and industry on security, efficient functioning and labor-management relations, and report recommendations by next Jan. 15. It was referred to the Senate Judiciary Committee.

CHEMICAL CENTER OF THE SOUTH • WORLD'S MOST COMPLETE OIL CENTER • AMERICA'S MOST BEAUTIFUL STATE CAPITOL • HOME OF LOUISIANA STATE UNIVERSITY • FARTHEST INLAND DEEP WATER PORT

Baton Rougeans are among the highest paid workers in the country—with the highest per capita income in Louisi-ana. To reach this rich petro-chemical market, put your message on WAFB-TV. We have, since April 1953, given Baton Rouge entertainment from all 4 networks, as well as our own first-rate local shows. To have your sales message delivered to your potential customers in this area, contact:

Tom E. Gibbens
Vice Pres. & Gen. Mgr.
Adam J. Young, Jr., Inc.
National Representative

*East Baton Rouge Parish, Survey of Buying Power, 1954
LEON LEVY AND ASSOCIATES CONSIDER BUYING CBS' 45% IN WTOP-AM-FM-TV

Dr. Levy would resign from the CBS board of directors and relinquish stock, if the transaction materializes. Washington sale along with possible transfers at Minneapolis and Pittsburgh would allow CBS to acquire 100% in two more tv stations.

DR. LEON LEVY, former president and co-owner of WCAU Philadelphia, is contemplating making an offer for purchase of the 45% interest in the properties held by CBS in Washington—WTOP - AM - FM - TV. Dr Levy was in Washington last Thursday and inspected the properties with President-General Manager John S. Hayes. The Washington Post Co, which owns 55%, has first refusal.

Dr. Levy, who has substantial stockholdings in CBS, reportedly is considering the Washington investment in conjunction with three associates, two of whom are in New York and one in Philadelphia. His brother Isaac D. Levy, who was co-owner with him of WCAU and likewise has been identified as the CBS property's owner, was subsequently identified as one of the acquisitions. He is the principal owner of the CBS stock.

The present market for properties having vhf tv is at an all-time peak. CBS paid $6 million for its Chicago outlet and Westinghouse $8.5 million for WPTZ (TV) Philadelphia and in excess of $7 million (taking into account appreciated value of Westinghouse stock) for KPIX (TV) San Francisco. WTOP has a new $2 million office building and plant.

Dr. Levy is a member of the CBS board of directors and, if he is indicated, would resign from the board and direct himself. If his substantial personal holdings if his group acquires the CBS minority interest. Mrs. Leon Levy is the sister of William S. Paley, CBS board chairman and principal stockholder.

Under the terms of the CBS contract with the Washington Post Co, the newspaper can acquire the CBS interest at the best outside bona fide offer made. WTOP-TV was formerly WOIC and was purchased in 1950 for $1.4 million from General Teleradio, then a subsidiary of N. H. Macy & Co., New York.

That CBS has received outside offers for the WTOP properties and for its 47% minority holdings in WCCO-AM-TV, Minneapolis was disclosed in B*T [Aug. 23]. A week earlier the report also had been published in B*T that the network would dispose of its minority interest in those two stations and possibly in KQV Pittsburgh, in which it holds 45%. Disposition of the Washington and Minneapolis properties would pave the way for CBS acquisition, either through original grant or purchase, of 100% ownership in two additional tv stations. It currently is in hearing before the FCC for ch. 11 in St. Louis and also has an application pending for ch. 5 in Boston.

Similar Contracts

Control of WCCO is held by Mid-Continent Radio-Television Inc., which owns 53% of the stock. Mid-Continent, in turn, is owned 50-50 by Northwest Publications Inc., Ridder controlled corporation, and Minnesota Tribune Co., of which William J. McNally is president. The CBS contract with Mid-Continent is similar to that with the Washington Post Co. in that Mid-Continent has first refusal. CBS has disclosed that a corporate group has evinced an interest in the Minneapolis properties.

WCCO-AM-TV, like WTOP, is regarded as among the most successful and efficiently operated companies in the broadcasting business. CBS is understood to place an even higher evaluation on the Minneapolis properties than on WTOP Inc.—in the area of $10 million. CBS formerly owned 100% of WCCO but entered a merger arrangement with the Ridder-McNally group which was approved by the FCC in August 1952. No money was involved, with CBS relinquishing its control of WCCO, 50 kw clear channel station, for the 47% interest in the combined radio-tv facilities.

KQV falls 60% in the same category as CBS' disposition of its minority holdings. CBS last year acquired its 45% for $235,000 and has a contractual arrangement whereby this interest can be returned to the principal stockholders in KQV Inc., at a predetermined figure.

In all three instances, however, CBS does not view its minority holdings as a marketable asset. The company permits the majority stockholders to vote 100% of the stock under voting trust agreements.

Lots of Sales

TELEVISION can be a successful real estate salesman, as WCP0-TV Cincinnati verified when it helped the Ohio Valley Realty Corp. hang up a "sold out" sign on 273 housing lots after a six-week spot advertising promotion. The campaign set a yearly sales record for the company. A similar campaign last year, employing newspapers and direct mail and a heavier advertising budget, required 16 weeks for a "sell out" of a similar housing site tract in the same area. WCP0-TV was given credit for 9 out of 10 land sales by A. B. Carter, general manager of the home site project. The campaign consisted of 20 spots, both humorous and informative, each week.

Martin Named Gen. Mgr. For WMVT (TV), WCAX

STUART T. MARTIN, electronics consulting engineer and formerly with RCA and Sylvania Electric Products Co., has been named vice president and general manager of WMVT (TV) and WCAX, respectively. WCAX is located in Burlington, Vt., at C. P. Hasbrook, president of both stations, announced last week.

Mr. Martin has worked on the Montpelier ch. 3 project for the past two years, supervising construction of its tower on Mount Mansfield and of studios in Burlington. Earlier, he had charge of the engineering and installation of WCAX's 5 kw transmitter and antenna system (620 k.).

Option Cardinal Road Games

ANHEUSER-BUSCH Inc., brewers of Budweiser and Michelob beer, have taken an option with WTVI (TV) St. Louis (Belleville, Ill.) for telecasts of the 1955 St. Louis Cardinal road games, it was announced last week by John D. Scheurer Jr., WTVI executive vice president and general manager.

Ch. 54 WTVI is telecasting the entire 77-game 1954 Cardinal road schedule and, Mr. Scheurer said, these telecasts have been supported by St. Louis's 25-county area in unprece-dented numbers.

Hoag-Blair Final Preparations

HOAG-BLAIR Co., new firm which is slated to commence Wednesday (Sept. 1) as national representative of tv stations outside major markets [B*T, Aug. 16], has taken office space in Chrysler Bldg., 405 Lexington Ave., New York. President Robert Hoag also announced he will be available in Chicago this week for talks with station operators attending the NBC-TV and CBS Radio affiliates meetings.
WJNO-TV DEBUTS;
FOLSOM OFFICIATES

WEST PALM BEACH, Fla., had its own Hollywood-type premiere Aug. 22 when ch. 5 WJNO-TV there was inaugurated with full 100 kw power by Frank M. Folsom, RCA president, in the presence of top advertising agency executives and with the participation of featured tv and recording artists.

Primary coverage from Vero Beach to the Miami area was reported by the NBC outlet, which represents an approximate $450,000 investment. On hand were Al Paul Lefton, president of the Philadelphia and New York agency;

WALTER L. DENNIS, general manager and director of sales of WJNO-TV, goes on camera with the premiere program. Seated (front row, 1 to r): Al Paul Lefton, president of the Lefton agency; Frank Silvernail, BBDO; Tom Fry, Kenyon & Eckhardt; and Thomas E. Knodc, NBC station relations director.

KOVR (TV) Stockton
Sets Labor Day Debut

KOVR (TV) Stockton, Calif., ch. 13 station that claims San Francisco in its primary service area, will make its debut Sept. 6 from the stage of the California State Fair at Sacramento. Programming for the first week of operation will originate from the fair grounds.

KOVR's tower and antenna are located atop Mt. Diablo and stand 4,000 ft. above the valley floor. A. E. Joscelyn, former CBS executive, is general manager, and Joseph Fisher, formerly with Free & Peters and ABC-TV, is general sales manager. Blair-Tv is national representative.

Reports from other stations: WTVD (TV) Durham, N. C., is now on test patterns and expects to begin regular programming in September, the station has reported. The ch. 11 outlet has received clear reception reports from central North Carolina and north-central Virginia, it reports. It will be affiliated with NBC and represented by Headley-Reed Tving Inc.

WTVW (TV) Milwaukee, due on the air Oct. 31, has appointed Edward Petry & Co. as

FRANK FOLSOM (r), president of RCA, congratulates William Cook, executive vice president of WJNO-TV and his son-in-law, at inauguration ceremonies.

Frank Silvernail, radio-tv chief of BBDO; Tom Fry, vice president, Philip Kenney, chief time-buyer and Larry Donino, timebuyer for the RCA account, all of Kenyon & Eckhardt; Sydney Elges, NBC vice president in charge of press; Thomas E. Knodc, NBC director of station relations, and Sidney Robards, manager, RCA Dept. of Information.

Others at Premire


WJNO-TV is owned 50% by WINO Inc., operating the am station, headed by George H. Buck; 21% by Theodore Granik, attorney and creator of American Forum of the Air; and other programs, who is WJNO-TV board chairman, and 18% by William H. Cook, Palm Beach attorney and executive vice president of WINO Inc. Mrs. Cook, secretary-treasurer, is the daughter of Mr. Folsom.

General manager is Walter L. Dennis, formerly with KVOO Tulsa, and one-time chief of the news bureau of NARTB Washington. Equipment is RCA throughout, including a 12-bay antenna.

The 549 ft. tower is designed to withstand wind velocities of 185 miles per hour. Operating schedule Monday through Friday begins at 10 a.m. with test pattern, and with regular commercial programming beginning at 3:45 p.m.

YOU, TOO, CAN HAVE A STAN FREEMAN

STAN FREEMAN'S JAZZ QUARTET

Stan's right in the piano groove with a new TV network show. He's a Transcription star too with his jazz quartet.

YOURS in the

SESAC TRANSCRIBED LIBRARY

LOWEST in cost for a COMPLETE Program Service

SESAC INC. 475 Fifth Avenue New York 17, N. Y.
station representative, effective immediately. Mr. F. Gran is chairman of the board, L. F. Thurwachter is executive vice president and Tom Allen is business manager and director of the ch. 12 station.

KLT (TV) Tyler, Tex., last week received its first delivery of RCA equipment and plans to be on the air in October, owner Lucille Lanning has announced. The ch. 7 station will be affiliated with ABC, the station said. A new building is being remodeled to house KLT and KGKB, its radio affiliate.

Educational KETC St. Louis, operating on ch. 9, expects to begin programming Sept. 20, the Very Rev. Paul C. Reinert, S.J., acting chairman of the St. Louis educational tv commission, has announced. The opening show will preview the station's programs.

Reeves Buys Third of KMOD, Becomes General Manager

DON C. REEVES, general manager-chief engineer of KNGS Hanford, Calif., who has purchased one-third interest in KMOD Modesto, Calif., for $21,000 subject to FCC approval [BTC, Aug. 16], assumes general manaership of KMOD Wednesday, it was reported last week. He also becomes secretary-treasurer of Radio Modesto Inc., KMOD licensee. John Griffin and Warren Giddings each retain one-third interest in KMOD and become president and vice president, respectively, of the ABC affiliate. John H. Schacht, former KMOD president and general manager, sold his 50% interest in the station to the licensee corporation for $42,000. Part of this interest was issued to Mr. Reeves.

WOV, WHOM Participating In Italian Opera Campaign

A FOUR-WAY agreement has been reached by WOV and WHOM New York, Il Progresso Italo-Americano, New York Italian-language daily, and the New York Center of Music and Drama with the purpose of making City Center a seat of Italian grand opera.

The plan was initiated in a series of discussions between Executive Vice President Ralph N. Well and Programming Vice President Arnold Hartley, both of WOV, and Henry Morganthau III of the City Center board of directors. In subsequent stages it was developed with the aid of Fortune Pope, president of WHOM and publisher of Il Progresso; Charles Balin, vice president of WHOM, and Dr. Joseph Rosenthal, general director of the New York City Opera Co.

In its forthcoming operatic season, City Center will put new stress on the Italian portion of its repertoire. WOV, WHOM, and Il Progresso will conduct a continuous promotional campaign throughout the season, highlighted by a talent search open to all singers between the ages of 21 and 38 who have specialized in Italian operatic roles. WOV is scheduling a weekly Italian-language opera preview program dealing with the opera being performed that week.

Mr. Pope meanwhile has accepted appointment as chairman of a citizens' working committee to cooperate with the board and management of the City Center on the plan.

Performance...versatility...economy are the features on which the Altec 670 welcomes comparison. Here's what the 670 offers:

- SMOOTHER HIGH-QUALITY RESPONSE...Freedom from peaks eliminates "voice-music" switch.
- CONTINUOUSLY ADJUSTABLE PATTERNS...Cardioid, ribbon, and pressure response patterns at marked shutter positions. Continuous intermediate adjustment permits "tuning out" sources of undesirable noise by shifting null points.
- WIDE-RANGE DIRECTIVITY...Typical microphone has 10db front-to-back response ratio at 30 and 15,000 cycles. Average midrange discrimination in "C" position, 18db or better.
- SMALLER SIZE...Less interference with TV cameras and lights—only 15/16" high, 3/4" deep, 21/2" wide.
- LIGHTER WEIGHT...Weighing only 20 ounces is easily handled on light booms.
- NEUTRAL GRAY FINISH...Inconspicuous—minimizes light reflection.
- LOW HUM PICKUP...Lower hum pickup from stray magnetic fields.
- ADJUSTABLE IMPEDANCE...Easily accessible switch for 30/50 or 150/250 ohm impedance.
- LOW PRICE...The Altec 670 is the top-quality microphone that can't be matched in cost and/or performance. We invite your inquiry and comparison!}

Full details concerning Altec Microphones are available through your nearby Graybar Broadcast Representative. See listing at right. Call Graybar first for assistance and suggestions concerning any of your broadcasting problems and requirements. Graybar Electric Company, Inc. Executive offices: Graybar Building, New York 17, N. Y.
Ad

EVERYTHING ELECTRICAL
To Keep You On The Air

Graybar's nationwide network of more than 110 offices and warehousing assures you of convenient service wherever you are. Graybar Broadcast Equipment Representatives are located in the following 22 cities:

ATLANTA
John Klutz, Cypress 1751
BOSTON
J. P. Lynch, Kenmore 6-4567
CHICAGO
E. N. Taylor, Canal 6-4100
CINCINNATI
L. T. England, Main 0600
CLEVELAND
A. C. Schwager, Cherry 1-1360
DALLAS
C. C. Ross, Rondolph 6545
DETROIT
A. L. Byers, Temple 1-5500
HOUSTON
R. T. Asbury, Alwood 4571
JACKSONVILLE
W. C. Winfree, Jacksonville 6-7611
KANSAS CITY, MO.
R. B. Uhrig, Baltimore 1644
LITTLE ROCK
W. E. Kunkel, Little Rock 5-1246
LOS ANGELES
R. B. Thompson, Angeles 3-7283
MINNEAPOLIS
C. D. Shipman, Geneva 1621
NEW YORK
R. W. Griffiths, Exeter 2-3000
OMAHA
L. J. O'Connell, Atlantic 5740
PHILADELPHIA
D. M. Antrim, Walnut 2-5405
PITTSBURGH
R. F. Grossell, Allegheny 1-4100
RICHMOND
E. C. Toml, Richmond 3-7491
SAN FRANCISCO
K. G. Morrison, Market 1-5131
SEATTLE
D. I. Craig, Mutual 0123
ST. LOUIS
J. P. Lankerd, Newslead 4700


Everet Stone

Four Stations Report Start of Color Operations

FOUR tv stations have reported start of color operations, three beginning programming and the fourth color test bar transmissions.

WTMJ-TV Milwaukee originated its first network color program last week to the NBC-TV network on the Home program. A Wisconsin State fair arts and crafts highlighted the telecast from the ch. 4 station.

WBTW (TV) Charlotte, N.C., last week began occasional colorcasts of local film and slide programs. The ch. 3 station also picked up its first network color program, CBS-TV's The Big Payoff.

KPTV (TV) Portland, Ore., operating on ch. 27, carried its first color program Aug. 11 when it aired the NBC network telecast of the Army-RCA "Combat Television" demonstration from Ft. Meade, Md. KPTV will carry the NBC-TV color spectacular series, effective Sept. 12.

KRON-TV San Francisco, operating on ch. 4, sent out its first color test bar signal Aug. 12. The color test pattern will be transmitted daily for the next month, the station said.

A fifth station, WNEM-TV Bay City-Saginaw, Mich. expects to begin colorcasting on or about Sept. 26, according to an announcement by John H. Boone, general manager. The station plans to receive the NBC-TV lineup of fall color shows.

F. Sibley Moore Duties Broadened at WJR Detroit

F. SIBLEY MOORE, WJR Detroit vice president and director, will assume additional duties as operations manager, effective Sept. 1, it was announced last week by John F. Patt, president of WJR and WIRT (TV) Flint, Mich.

Mr. Moore, along with E. Donovan Faust, recently appointed operations manager of WIRT (TV), will report to W. K. Kramer, vice president and general manager of both stations.

Mr. Moore, 35, was elected to the WJR board of directors in June 1951 and was named vice president in November 1952. He also served as assistant treasurer and vice president of the stations' licensee, the Goodwill Stations Inc. He has had previous programming and sales experience with WGAR Cleveland and with the WJR sales department.

Hamilton, Others Resign KPFA (FM) in Policy Dispute

WALLACE HAMILTON, public affairs director of KPFA (FM) and four other station officials resigned last week after the listener-sponsored FM radio station located in Berkeley.

This most recent flareup in a series, which have marked the station's operation since broadcasting a tape recorded discussion on marijuana, occurred shortly after Mr. Hamilton announced the broadcast of a sex discussion by teenagers on the station.

The five men, Mr. Hamilton; William Trieste, program coordinator; Roy Keppeler, promotion director; Watson Albert, production chief, and

STATIONS

Sold Unseen

PANDA PRINTS Inc., New York greeting card firm, finds the response to its radio announcement for its cards, which of course are not seen by the listener, "remarkable for its warmth and spontaneity." A first-0-week campaign on WONR New York, aimed at the "middle-brow and high-brow," drew phone calls and letters applauding the commercials, which consist of skillful reading of verses taken from one of the cards designed by Rosalind Welch, and ending with a dealer mention.

Bruce Harris, chief engineer, resigned after the executive board of the Pacifica Foundation, the body who owns the station, invited Lewis Hill, founder, to return as president.

The station's directors have been debating its policies for about two years. Recently two directors switched their votes to the Hill faction.

WBUF-TV Goes to 229 Kw

WBUF-TV Buffalo, uhf ch. 17 station which celebrated its first anniversary a fortnight ago, increased its radiated power Saturday from 17 to 229 kw. FCC Comm. Robert E. Lee was to throw the switch at 1 p.m. Rep. John R. Flood (R-N.Y.) took part in the ceremonies.

Sherwin Grossman, president-general manager of WBUF-TV, said the project involved an expenditure of $150,000, including a 12 kw GE transmitter and a GE antenna atop a 450-ft. tower. Uhf conversion-saturation now covers 40% of the area tv homes, he said, with the strengthened signal expected to add materially to homes served.

WBUF-TV continues to carry ABC-TV and DuMont programs.

Von Hagel to Direct WORD

PAUL von HAGEL, formerly associated with WNAV Annandale and WIT Baltimore, Md., has been appointed general manager of WORD Washington, D.C., according to an appointment by Moody McElveen, executive vice president of that NBC affiliate.

Simultaneously, Mr. McElveen announced the appointment of J. W. Kirkpatrick as commercial manager. WORD is represented nationally by Paul H. Raymer Co., New York.

GE Stations Names West

NAMING of Edwin Scott West as manager of finance of the General Electric Broadcasting Stations Dept., was announced last week by R. B. Hanna Jr., department manager.

Mr. West has been with the department since the beginning of this month after having been traveling auditor for General Electric since July 1951. He joined GE in 1947.

WAIT to Take Space

NEGOTIATIONS have been completed by WAIT Chicago for taking over ABC studio space in the Chicago Daily News Bldg. by Nov. 1. It was announced last week. The station will move its studios and executive personnel from Elmhurst, Ill., transmitter site, to the 26th floor of the building. WAIT currently maintains executive headquarters at 75 E. Wacker Drive.

August 30, 1954 • Page 75
WOR-TV OFFERS REPEAT MOVIE PLAN

New York station's 'new concept' of tv selling features 30 top films each in 16 showings weekly and will cost participating sponsors $125,000 for 30-week series.

"A NEW CONCEPT" of television selling was claimed last week by WOR-TV New York in announcing the signing of Liggett & Myers Tobacco Co. and Piel Bros. Brewing Co. for part sponsorships of Million Dollar Movie, a package of 30 feature films not on tv before.

Each film will be shown for one week, 16 times a week at 7:30-9 p.m. and at 10-11:30 p.m., plus Saturday and Sunday matinees at 4:30 p.m.). Participation in the package is open to a total of eight advertisers, each of whom gets a one-minute commercial and two billboards during each showing of each picture at a total cost of $125,000 per advertiser for the 30-week period.

Other highlights of the plan as outlined in the announcement of the Liggett & Myers and Piel purchases, issued Tuesday by WOR-TV General Manager Charles Phillips:

Commercials will be presented about 26 minutes apart, with each movie being interrupted only three times. Between two of the one-minute commercials a 30-second "trailer" of the following week's feature movie will be presented.

Advertisers are guaranteed a Pulse Inc. rating of 70—described as a rating never before achieved by a commercial tv program in the market—for each week (this will be a cumulative rating, it was explained, representing the sum of the individual ratings of the 16 different shows).

Position of the advertisers' commercials will be rotated so that the sponsors have equal advantage. Each advertiser also gets a billboard at the beginning and the end of each showing.

The "most extensive advertising and promotion campaign in the history of WOR-TV" will be employed to build viewership, the announcement said, asserting that "the amount budgeted for newspaper and on-the-air promotion probably exceeds any expenditure ever made to promote a local program.

Two of WOR-TV's principal announcers will act as hosts on the programs, John St. Leger introducing the 7:30 p.m. shows and Frank McCarthy appearing as host for the 10 p.m. presentations.


The Million Dollar Movie series will start Sept. 21. Cunningham & Walsh, New York, is agency for Liggett & Myers, which will use the show to promote Chesterfield and L&M cigarettes, while Young & Rubicam, New York, is agency for Piel Brewing.

KDKA Stages Presentations For N. Y. Agency Executives

THE STORY of KDKA Pittsburgh, the Pittsburgh market, and the power of the station as an advertising medium was told to more than 100 top agency executives and advertisers in a series of three presentations in New York last fortnight.

The presentation consisted of a 20-minute film, with taped narration by KDKA Sales Manager John Stillit, which was shown at three parties at the Stork Club.

The KDKA contingent included General Manager L. R. Rawlins, Sales Manager Stillit, Promotion Manager David Lewis, and Rege Cordie, former president of KDKA. All were on hand.

WABD (TV) Gross Up

MORE THAN $2 million in gross billings has been signed by DuMont's WABD (TV) New York during the past fortnight, Norman Knight, station manager, reported last week. He said these signings capped a two-month drive which added 72 new contracts and, together with current business and renewals, assured the station of gross billings exceeding $6 million for the year starting in September. WABD will have more advertisers and top agencies on its roster for the 1954-55 season than ever before in the station's history, Mr. Knight said.

BROADCASTING • TELECASTING

Page 76 • August 30, 1954
Wally Mack appointed station manager, WBUY-AM-FM Lexington, N. C.

Rod Gibson, associated with station representation firms in New York for the past several years, appointed national sales manager, WSTV-TV Steubenville, Ohio. He will headquarter in New York.

Mike Thompson, formerly sales manager, WT1K Durham, N. C., to WTVD (TV) same city, in same capacity.

Wally Mack appointed station manager, WBUY-AM-FM Lexington, N. C.

Mr. GIbson

Rod Gibson, associated with station representation firms in New York for the past several years, appointed national sales manager, WSTV-TV Steubenville, Ohio. He will headquarter in New York.

Mr. WALLIS

Wally Mack appointed station manager, WBUY-AM-FM Lexington, N. C.

Mr. RIEPENHOFF

Lou Riepenhoff, public service and promotion director, WEMP Milwaukee, to WTWW (TV), same city, as public relations-promotion director.

Mr. RIEPENHOFF

John Quilian, former continuity-promotion director, KJPR-TV Oklahoma City, appointed promotion director, KGBM - AM - TV Honolulu, T. H.

Art Seidel, formerly assistant director, Prockter Film Enterprises, N. Y., named account executive, WITM Trenton, N. J.

Mr. WALIS

John W. Tinnen, assistant station director-program director, KWK St. Louis, named executive program director, KWK Inc. (KWK-AM-TV). Russell C. Kaiser promoted to program director, KWK.


Colby Lewis, assistant program manager, WTMJ-TV Milwaukee, named director of production, WGBH-FM-TV Boston, noncommercial educational stations.

John Yeager Jr., station manager, KFWK Kearney, Neb., named sales representative, WOW Omaha.

Robert Brown, sales dept., KBTV (TV) Denver, promoted to local sales manager, succeeding Mort Thorp, who goes to I. A. Deline Paper Box Co., same city, in charge of sales.

Henry C. Cronin, assistant chief engineer, WHEN-TV Syracuse, N. Y., to WTVD (TV) Durham, N. C., expected to start operations in September, as technical director.

Bob Delaney, news and sports editor, WTAL Tallahassee, Fla., to WEAR-AM-TV Pensacola and WIDM (TV) Panama City, Fla., as state news director.

Jerrold P. Merritt, engineering staff, WICS (TV) Springfield, Ill., promoted to assistant chief engineer.

Paul S. O'Brien, advertising sales staff, WXYZ Detroit, to WLIB New York, as account executive.

Mr. Wallis

KMTV (TV)'s Fifth

KMTV (TV) Omaha, Neb., is treating its local sports fans to a "Baseball Party" this Thursday in commemoration of the station's fifth anniversary. Owen Saddler, general manager, has reported. A 90-minute extravaganza featuring TV stars and famous sports figures will precede the baseball game between the Omaha Cardinals and the Sioux City Soos. Every seat in Omaha's Municipal Stadium has been purchased by KMTV for the day and two tickets for the affair will be sent free by the station to any sports fan upon request. Invitations to the party have been extended to members of baseball's Hall of Fame and to George Trautman, commissioner of minor league baseball.

Pete Conn, entertainer, to cast, WLWD (TV) Dayton, Ohio, program, Bill Bailey Show.

Lester W. Lindow, secretary and general manager, WFDF Flint, Mich., reports at Pentagon today (Mon.) for a short tour of active duty in radio and television branch, Information Div., Dept. of the Army, which he formerly headed. Mr. Lindow is a lieutenant colonel in the Army Reserve.

Bob Blum, sales manager, KEEN San Jose, Calif., appointed radio chairman of emergency infantile paralysis fund drive.

Francis Davis, weatherman, WFIL-TV Philadelphia, appointed to Committee on Radio and Television for American Meteorological Society.

The QUINT CITIES

5 CITIES—2 COUNTIES

The Hub of a Major Market

WOC covers the market. WOC sells your product. Surveys prove it. Advertisers know it.

WOC, the Quint city station, in the heart of this rich, agricultural and industrial area ... a market with money in its pockets ... a market blanketed by WOC.

The Quint city area is ideal for test campaigns. Five cities combined into one metropolitan ... thousands of rural listeners.

Select WOC for successful sales and campaigns.

Get the facts from your nearest F & P office ... or from WOC direct.

Col. B. J. Palmer, President
Ernest C. Sanders, Manager

WOC

5,000 W 1420 Ke

Davenport, Iowa
AM-FM-TV
Free A Peters Inc.
Exclusive National Representatives

Broadcasting • Telecasting

August 30, 1954 • Page 77
3 WRITERS' GROUPS MERGE INTO WGA

New Writers Guild of America formed of Radio Writers Guild, Screen Writers Guild and the Television Writers Guild.

As THREE separate radio-tv writers' groups joined hands last week, it was reported that the new, overall union, Writers Guild of America, will soon press for new contracts with networks, packagers and producers. The labor groups merging into a single union are Radio Writers Guild, Screen Writers Guild and the Television Writers Guild (both Authors League of America and SWG units). In concurrent meetings held last week in New York and Hollywood, members voted to approve the constitution of the WGA.

According to union spokesmen, the combination of the three writers' groups will bring all radio, tv and screen writers into a single, nationwide union boasting some 2,000 members. With the joint direction of the three unions assured, a number of labor contracts both on the East and West Coasts can be expected to be opened possibly as early as a few days from now.

Among these:
• A radio freelance writer contract now in effect with networks, packagers and producers. It was to have expired last May 15 but was extended to Sept. 15, 1954.
• A tv freelance writer contract with packagers of live tv programs. That pact expires Sept. 21, 1954. (A number of contracts with film packagers, perhaps as many as 120, will not be up for negotiation until about the end of 1955.)
• A staff writers pact with NBC on continuity and news; similar contract with ABC, now in negotiation; an agreement with CBS on news, which may be re-opened, and with CBS on the West Coast only on continuity and news.

TWA Squabble Looms

To complicate the picture, the new, merged union has been fighting with opening a full-scale jurisdictional squabble with Television Writers of America which only recently struck against the networks in New York and Hollywood.

TWA in 1953 won an NLRB-conducted election as bargaining agent for a number of writers. Reportedly, there now are moves both within TWA and "outside" to dissolve the organization; thus, WGA must decide whether it wishes to file a petition with NLRB asking for renewal action with freelance tv writers employed directly by ABC, CBS and NBC for network programs. (These are groups now represented by TWA.) At the same time, a consent election could be declared which would bypass an NLRB hearing on the matter with all parties including the employers agreeing to an immediate election to determine the bargaining agent.

WGA leaders openly are hopeful that this jurisdictional matter can be solved quickly and thus pave the way for WGA to become "a truly industry-wide writers' union."

In New York, at a joint meeting of the TWG and RWG (eastern region), members voted 141 to 24 to approve the merger action, while in Hollywood, the SWG balloted 325 to 12 in favor and RWG approved it, 73 to 23.

An election of officers will be held next May, although interim officers may be elected late this October. Headquarters location of WGA still is undetermined. Next step in the merger trend is for WGA to affiliate with AALF which includes in its membership, writers of all fields, via a proposed Federation of American Writers.

Film Tv Writing Awards

Format Approved by TWG

NEW recommendations governing annual tv film writing awards have been drawn up and approved by the Television Writers Group executive committee of Screen Writers Guild. The final awards are divided into three categories: best story; best story and teleplay by the same writer or writers; best teleplay.

Nominations will be made in four categories, comedy, drama, western-action and mystery-melodrama. A screening committee of 100 members will be selected. Best script in each category will be determined quarterly. Final awards will be decided by a majority vote of all members active in tv, following a screening of all films which received the quarterly nomination.

Directors Sign Contract

For Tv Film Production

THE first contract between Screen Directors Guild and major motion picture studios covering tv film production by their video subsidiaries has been signed by Columbia Pictures and Republic Pictures. Involved are Screen Gems Inc. and Herbert B. Leonard Productions (Columbia) and Studio City Television Productions and Hollywood Television Service (Republic).

Provisions, similar to those contained in the contract between SDO and the Alliance of Television Film Producers, call for a director's initial salary to cover first and second runs of a tv film with a flat fee of $275 to cover third and all succeeding runs in a given city. Under terms of the contract, a producer may arrange in advance to pay a director his salary and re-run fee in a single transaction.

NABET Blocks NBC Filming

DESPITE NBC attempts to speed up formation of its own filming units by negotiating a new contract with the National Assn. of Broadcast Employees & Technicians, NABET has declined to discuss the film situation until the present contract is up for renewal the end of January. NABET, whose present contracts with both NBC and ABC contain film jurisdiction, does not intend to relinquish that jurisdiction, a NABET spokesman in Hollywood revealed.

IATSE has the film bargaining contract with CBS, which has been negotiating a contract with Screen Actors Guild [BT, Aug. 9] preparatory to the network's entry into active tv film production.

CBS-TV, SAG Sign

CONTRACT between CBS-TV and Screen Actors Guild, marking the network's possible entry into direct filming [BT, Aug. 9], was signed in Hollywood Aug. 15. SAG officials revealed last week. As indicated earlier, among the provisions were exemption of news commentators from Guild jurisdiction, requested by CBS, and guaranteed employment to series actors, asked by SAG.
Golden corn... golden wheat... millions of bushels of each help boost the Kansas farmer's income to the staggering total of $1,092,211,000!*  

Each farm family has $8,312 to spend*... 58% above the national average! Mister, here's a market that's worth going after in a big way!  

And the best way to turn these above-average-income prospects into buyers is to put your selling message on the radio station Kansas farmers listen to most—WIBW * *.  

* Consumer Markets '54  
** Kansas Radio Audience '53  

TOPEKA, KANSAS  

Ben Ludy, Gen. Mgr. WIBW—WIBW-TV and KCKN
Only STEEL can do so many jobs so well

Bathtub for Apples. You've heard of a lot of interesting ways in which stainless steel is now used, and here's another: a bathtub made of stainless, where apples are carefully washed before being processed into baby foods. Stainless steel is unusually well-suited to jobs like this because of its high corrosion resistance and unique sanitary properties.

Here's the Newest Thing in vending machines... a mechanical marvel that will sell you a carton of fresh cold milk (or of chocolate or orange drink, for that matter) at the drop of a coin. Made of USS Steel, the machine is ideal for use in schools, factories, parks, hospitals and other similar locations.

To Baffle a Burglar or just to find a fuse when the lights go out, you want your flashlight to be ready for instant action, in any emergency. And steel helps to build such dependability into most flashlights. The flashlight itself is usually steel, and they're making "sealed-in-steel" flashlight batteries, too... with full steel protection top, bottom, and sides, to assure longer life and prevent corrosion of the flashlight.

How's the Wiring in Your Home? Adequate for today's power needs? Ready to supply "juice" for automatic washers and dryers, TV sets, summer air conditioning units? It's been estimated that each U.S. home uses more than twice as much power today as 10 years ago, that more than ¾ of our homes are under-wired for today's needs. U.S. Steel manufactures electrical wire and cable of every kind to make your home wiring adequate and safe.

SEE THE UNITED STATES STEEL HOUR. It's a full-hour TV program presented every other week by United States Steel. Consult your local newspaper for time and station.

UNITED STATES STEEL

For further information on any product mentioned in this advertisement, write United States Steel, 525 William Penn Place, Pittsburgh 30, Pa.

AMERICAN BRIDGE...AMERICAN STEEL & WIRE and CYCLONE FENCE...COLUMBIA-GENEVA STEEL...CONSOLIDATED WESTERN STEEL...GERMANY STEEL STRAPPING...NATIONAL TIRE OIL WELL SUPPLY...TENNESSEE COAL & IRON...UNITED STATES STEEL PRODUCTS...UNITED STATES STEEL SUPPLY...Divisions of UNITED STATES STEEL CORPORATION, PITTSMURGH

UNITED STATES STEEL HOMES, INC., UNION SUPPLY COMPANY, UNITED STATES STEEL EXPORT COMPANY, UNIVERSAL ATLAS CEMENT COMPANY, 4-1886

Page 80 • August 30, 1954
Most stations merchandise, K & E survey finds.

More than three-fourths of the nation's TV stations offer some type of merchandising or promotional service to their advertisers, according to the second annual survey of TV station merchandising conducted by Kenyon & Eckhardt.

The K & E survey, conducted in June, studied 275 stations, 77% of those then on the air in the continental U. S., offer some sort of merchandising service. It also shows that if a station offers one merchandising service, the likelihood is that it offers a great variety of such services.

Air support, promoting a sponsor's products or other products with announcements or during sustaining programs, is the service most commonly available, being offered by 99% of all stations answering the K & E questionnaires. Mailings to the trade or to consumers are made by 98% of the TV stations; 95% make trade calls, and 96% give some other advertising support.

Full results of the K & E survey, published in the 1954 TELECASTING YEARBOOK-MARKETBOOK, which is in the mails, report all merchandising services offered by each of the 275 stations together with information on whether the service is provided free, is charged for, or is furnished only to advertisers and some other condition stipulated by the station, such as the purchase of a minimum amount of station time.

The idea of preparing a full-scale study of station merchandising services was first proposed in the spring of 1953 by Hal Davis, vice president and director of promotion at K & E. Arrangements were made with BT&T for publication of the results, which last year as this included them in the TELECASTING YEARBOOK-MARKETBOOK. (A K & E survey of merchandising services offered by radio stations last year was published by BT&T as Part II of the Nov. 30, 1953, issue. K & E's 1954 radio station, merchandising survey will be published by BT&T this fall.)

The questionnaire was prepared by the K & E research department, under the supervision of G. Maxwell Ule, vice president and director of research. His staff also tabulated the stations' replies and prepared the summary table appearing on this page.

Mr. Ule said that there were three major objectives of the study:
1. To acquaint buyers of TV time with the merchandising and promotional services that each station will supply currently.
2. To acquaint sellers of TV time with what other stations are providing by way of merchandising and promotion.

### TV STATION MERCHANDISING-PROMOTION SUMMARY

<table>
<thead>
<tr>
<th>Service</th>
<th>Percentage of Stations Offering</th>
<th>Percentage of Stations Making Purchase</th>
<th>Percentage of Stations Providing Service Only</th>
</tr>
</thead>
<tbody>
<tr>
<td>Trade Calls</td>
<td>95%</td>
<td>92%</td>
<td>27%</td>
</tr>
<tr>
<td>Solicit and/or Place Displays</td>
<td>39%</td>
<td>36%</td>
<td>16%</td>
</tr>
<tr>
<td>Solicit Tie-in Advertising</td>
<td>32%</td>
<td>31%</td>
<td>13%</td>
</tr>
<tr>
<td>Store Checks</td>
<td>89%</td>
<td>89%</td>
<td>36%</td>
</tr>
<tr>
<td>Trade Mailings</td>
<td>96%</td>
<td>95%</td>
<td>36%</td>
</tr>
<tr>
<td>Letter</td>
<td>85%</td>
<td>85%</td>
<td>31%</td>
</tr>
<tr>
<td>Jumbo or Regular Post Card</td>
<td>86%</td>
<td>86%</td>
<td>31%</td>
</tr>
<tr>
<td>Broadsides</td>
<td>82%</td>
<td>82%</td>
<td>30%</td>
</tr>
<tr>
<td>Merchandising Bulletin</td>
<td>91%</td>
<td>91%</td>
<td>29%</td>
</tr>
<tr>
<td>Advertising Support</td>
<td>13%</td>
<td>13%</td>
<td>29%</td>
</tr>
<tr>
<td>Newspaper Tie-in Ads</td>
<td>13%</td>
<td>13%</td>
<td>29%</td>
</tr>
<tr>
<td>Store Display Pieces</td>
<td>16%</td>
<td>16%</td>
<td>29%</td>
</tr>
<tr>
<td>Lobby Windows</td>
<td>10%</td>
<td>10%</td>
<td>29%</td>
</tr>
<tr>
<td>Billboards</td>
<td>28%</td>
<td>28%</td>
<td>29%</td>
</tr>
<tr>
<td>Car Cards</td>
<td>17%</td>
<td>17%</td>
<td>29%</td>
</tr>
<tr>
<td>On-the-Air Support</td>
<td>5%</td>
<td>5%</td>
<td>29%</td>
</tr>
<tr>
<td>Demonstrations</td>
<td>5%</td>
<td>5%</td>
<td>29%</td>
</tr>
<tr>
<td>Give Away Prizes</td>
<td>5%</td>
<td>5%</td>
<td>29%</td>
</tr>
<tr>
<td>Product Mentions</td>
<td>1%</td>
<td>1%</td>
<td>29%</td>
</tr>
<tr>
<td>Tune-in Announcements</td>
<td>1%</td>
<td>1%</td>
<td>29%</td>
</tr>
<tr>
<td>Client Participation in Special Programs</td>
<td>12%</td>
<td>12%</td>
<td>29%</td>
</tr>
<tr>
<td>Aid Client Representative in Product Distribution</td>
<td>1%</td>
<td>1%</td>
<td>29%</td>
</tr>
<tr>
<td>Merchandising Plan Offering Preferred Displays</td>
<td>5%</td>
<td>5%</td>
<td>29%</td>
</tr>
</tbody>
</table>

(*) The 100 per cent base includes stations that did not respond to the specified question.

### HOW TO READ THIS TABLE:

The table presents a detailed summary of the survey's findings for all TV stations reporting. Illustrating its use, Mr. Ule explains:

"In the first column, the entry, 95%, for trade calls indicates that 95% of the 275 stations reporting at least one merchandising service will make some calls on the trade. The entry of 92%, immediately after the first entry, shows that 92% of the 275 stations will solicit and/or place displays.

"In the second column, the entry, 39%, indicates that of all stations which report they solicit and/or place displays, 39% require a minimum purchase of air time.

"In the third column, the first entry, 89%, means that 89% of the stations which report they solicit and/or place displays make this service available to both network and local advertisers (the word 'local' designates all non-network advertisers, national and regional spot clients as well as purely local advertisers). The remaining 11% are those who make their service available either to local advertisers only or to network advertisers only or did not specify which type of advertiser is eligible.

"In the last column, the first entry, 11%, means that 11% of the stations that report they solicit and/or place displays will charge for this service.

3. To summarize for the benefit of all concerned the extent to which stations are supplying merchandising and promotional services.

Questionnaires were mailed May 20 to all TV stations then on the air or scheduled to begin operations by June 1. Follow-up letters and questionnaires went out a month later. The return based on both mailings was about 81%, listed by Mr. Ule as among the more significant findings are the following:

1. Of all TV stations, 77% (275 stations) reported some merchandising or promotional services. The remaining 23% either had no such services or did not return the questionnaire.

2. The number of stations offering merchandising services (275) is twice the number reporting them in the 1953 survey (138).

3. Of these 275 stations, 95% make trade calls, including soliciting and placing displays, store checks and soliciting tie-in advertising; 98% provide trade mailings such as letters, post cards, broadsides or merchandising bulletins; 99% offer on-the-air support, including demonstrations, give-away prizes, product mentions, tune-in announcements, client participation in special programs and recorded personality interviews plugging the client's product. In addition, 87% will aid the client's representative in problems of distribution and 30% have a merchandising plan or agreement whereby certain retail outlets will give preferred space to a client's display material.

Broadcasting • Telecasting
CARRYING THE NBC BALL IN GREEN BAY PACKER-LAND

Exclusive NBC for Green Bay-land, Fox River Valley and Upper Michigan.

115,000 Watts to Dominate This NEW Market

The ideal complement to your Chicago-Milwaukee coverage without overlapping duplication.

WMBV-TV

Channel 11

NOW BEING WATCHED BY 710,000 VIEWERS

Venard, Rintoul & McConnell, Inc.

New York Chicago Los Angeles San Francisco Boston

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

New survey shows how children boost the family’s hours before the tv set.

by James W. Seiler *

CHILDREN cry for it—television, that is. And where the youngsters' demands are heard and heeded, the family is apt to spend more hours in front of the lighted screen than in homes where only adults are viewers.

The definite impact of children on television viewing habits of households is shown vividly in a national survey completed recently by the American Research Bureau Inc.

America's post-war boom in babies and the continuing high birth rate are having a profound effect in establishing the country's loyalty to television as a medium of entertainment, the ARB national sampling shows. The results of the study will prove especially significant to advertisers intent on finding the most effective medium for reaching both children and parents.

In the course of a national diary survey distributed throughout the U. S. and reflecting mid-winter viewing habits this year, ARB divided the television audience into four groups: households of one or two adults only, households with three or more adults, homes with adults and children six years of age or older, and homes with adults and children under six years of age.

When children are present in a home, there is a marked increase in television viewing by the entire family for all periods of the day, from sign-on to sign-off, the ARB sampling shows. In households where there is at least one pre-school child, morning viewing during a normal work week is more than twice as many hours as in homes where there are adults only. This might be expected, since mothers of small children ordinarily are at home during the morning hours. But the presence of children also has a corresponding effect on evening viewing, adding about three to four hours more per week before the television set as compared with families consisting of adults only.

When the total average viewing hours per week are taken into account, families in which there are pre-school children spend about 45% more time with television than do families consisting of one to two adults only. In terms of hours, ARB reports that this can be translated into 42.0 hours of viewing per week as compared with 28.9 hours.

Throughout the television day, the presence of children in a home is reflected in viewing hours. From sign-on until noon, for example, the household with one or two adults and that with three or more adults showed 2.7 and 2.9 average viewing hours per week, respectively. But once the survey considers homes with adults plus children of six or over, and households with adults plus youngsters under six, these figures jump decidedly—to 3.7 and 5.7, respectively. If one considers that the advertiser may be catching the housewife's attention during a period just before she goes out to do the day's shopping, the figures take on added importance.

In the time segment from noon to 6 p.m., the ARB sampling again shows the pull toward greater television viewing in homes where there are children. The set which is watched by one or two adults only, and the one seen by three or more adults, gets 5.9 and 7.1 average viewing hours per week, respectively. Turning to the houses of adults plus children of six or over, and those with adults and children under six, these figures change materially to 9.4 and a surprising 12.1, respectively.

It is when the children's hours are over, from 6 p.m. to sign-off, that the presence of youngsters in the homes sampled by ARB weight the scales even more heavily in favor of increased television viewing. In this period, the general tendency of parents of younger children to seek their entertainment at home, and the probable widespread difficulty in finding responsible baby-sitters, gives tv a tremendous lift—24.2 average hours of viewing per week as compared with 20.3, for the family consisting of one or two adults. And the fact cannot be escaped that this free entertainment in one's own living room is a considerable boon to the young family's budget.

Length of television set ownership apparently plays no important role in determining the viewing habits of people in the groups surveyed. The adult-only families, for example, reported they had bought their sets an average of 30 months prior to the sampling. The families with children over six had set ownership averaging 33 months, while the households with tots under six said they had had their sets for about 31 months, on the average.

The ARB survey indicates the existence of a vast and growing television audience of parents and children, available throughout the day, which can be counted upon to be responsive to this medium. If the trend shown thus far continues in the years ahead, it seems fairly certain that along with the automobile, refrigerator, washing machine, telephone and electric light bulb, these families are going to consider the glowing picture tube of the television set an important and vital part of their daily living.

Detailed results of the tabulation are shown in the chart below.

---

* Mr. Seiler is director of the American Research Bureau Inc.
Install the PHILCO

This Philco 16mm CineScanner and its companion, the 35mm model, provide the finest film reproduction in either color or monochrome.

Multiplexed arrangement of two 16mm CineScanner film units and automatic dual slide changer for four program sources in color.

CineScanner—superior for monochrome

... the only practical method for color!
CineScanner

and enjoy modern film telecasting!

- Smooth, Silent Operation — No Flutter
- Preview of all Program Sources
- Color and Monochrome, 16MM and 35MM Models

Once you’ve seen CineScanner operate — witnessed the clear, steady pictures and observed the smooth, silent performance — you will agree it’s the only way to televise film — in monochrome or color!

There are good technical reasons why: The Philco CineScanner employs flying-spot scanning, a technique never equaled in producing high definition pictures. In CineScanner, there’s no hot projection lamp to fail or burn the film. Only source of light is a long life, cathode-ray tube with dependable "cold" light harmless to film. CineScanner employs a special continuous-motion film transport mechanism designed by Philco and built by the Mitchell Camera Corporation of Glendale ... no noisy, film-damaging intermittents in the CineScanner! Most important of all to color Broadcasters, CineScanner uses economical photo tubes instead of expensive camera tubes ... and there are no color registration problems in CineScanner!

With the Philco CineScanner, you can start today in monochrome, convert tomorrow to color — with no obsolescence of equipment! Get full technical data on this new and greatly improved method of televising films and slides. Contact Philco, Dept. 81 today.

GOVERNMENT & INDUSTRIAL DIVISION • PHILADELPHIA 44, PA.
In Canada: Philco Corporation of Canada Limited, Don Mills, Ontario
THE CURTAIN
OF SILENCE

FRANK STANTON, ON THE AIR, URGES IT BE LIFTED BY CONGRESS

In the first editorial ever broadcast by a national network, CBS President Frank Stanton went on CBS Television and Radio last Thursday night to urge the right of the broadcast media to cover the Congressional hearings which start tomorrow (Tues.) on the resolution to censure Sen. Joseph R. McCarthy—and the right of the public to be informed through broadcast coverage.

Appearing on CBS-TV at 8:30 p.m., EDT and on CBS Radio at 10:15-10:30 p.m., Dr. Stanton made clear that “today’s arguments against broadcasting coverage of legislative hearings just don’t hold water,” and called upon the public to “support our efforts to lift the curtain of silence” imposed by the committee in banning radio-television coverage. Dr. Stanton also reported that Judge Harold R. Medina would present, at CBS’s invitation, the opposing viewpoint in broadcasts at the same times on CBS-TV and CBS Radio next Thursday night (Sept. 2).

Text of the CBS editorial:

Odd evening.

This is to be a CBS editorial. I am Frank Stanton, president of the Columbia Broadcasting System, and I am speaking for CBS. In accord with our policy of fairness and balance in the discussion of public issues and at our invitation, Judge Harold R. Medina, who disagrees with our point of view, will appear one week from tonight at this same time over these facilities.

On next Tuesday, Aug. 31, in Washington, D.C., an historical event will take place: A special six-man committee of the Senate will open hearings on the resolution to censure Sen. McCarthy. This will be the first time in over two decades that the issue of censuring a senator will be before the Senate.

Reporters will be there. A small number of other people who happen to live in Washington or can afford to journey to our capital and can squeeze into the hearing room will be there.

But you of the radio and television audience will not be there. This is because it has been ruled that the hearings are open, radio and television—and hence you listeners and viewers—may not enter. You will be barred from hearing and seeing part or all of these proceedings in your own homes. This means that you can learn about these proceedings by reading what somebody has written about them or by listening to what somebody says about them.

That is why I am here this evening. We are at CBS, and we think all broadcasters, believe that this prohibition hurts you. We believe that the ruling is wrong and raises some very fundamental issues.

Radio and television comprise the newest kind of journalism—electronic journalism, which is a vital part of the press and thus its freedom is guaranteed by the constitution. By bringing the governmental processes back from Washington to the people themselves, wherever they may be, electronic journalism is playing an important part in permitting a citizen to exercise his basic right to be informed—to know what is going on.

Radio and television, by letting people see and hear for themselves—by having enlarged the hearing room, so to speak, have greatly quickened the people’s interest in, and knowledge of, the governmental processes. In that way, radio and television are contributing to a better government because, as James Madison long ago said, “A popular government without popular information or of the means of acquiring it, is but a prologue to a farce or a tragedy, or perhaps both.”

Yet this rule which would keep you out of these hearings turns its back on the contributions which electronic journalism can make. It shuts off your radio speakers and darkens your television screens and commands “thou shall not hear or see.”

This is a drastic prohibition. We believe that those who support it have a very heavy burden in trying to establish that the evils of radio and television coverage are so great that they justify keeping you from seeing your government in action. They have failed to establish that there are such evils.

We do not think that this ban arises from bad faith. We think rather that as far as legislative hearings are concerned, the ban comes because of confusion and misunderstanding arising out of the fact that radio and television coverage are still something of a novelty. Legislators and others are not quite used to radio and television and have not yet learned to accept them for what they are.

This is no different historically from what happened to the press itself. The legislatures in the early days of American history did not open their debates to the public. In the first sessions of Congress the presence of newspaper reporters was either forbidden or allowed without official recognition.

It was not until 1794 that newspaper correspondents were admitted to the galleries of the Senate. Even as late as 1841, the Senate attempted to limit coverage of its proceedings to one official group of reporters, excluding all others.

I am sure that many of the same reasons were advanced then for keeping out newspaper reporters that are advanced now for keeping out radio and television.

I am sure that there were those who argued that the presence of newspaper reporters whose words were read by millions of people, created distractions, prevented the orderly conduct of business, and caused the legislators to think less about the business at hand than to think, literally, of “playing to the galleries.”

Similarly, today’s arguments against broadcasting coverage of legislative hearings just don’t hold water.

The first argument is that radio and television encourage spectacles, create a circus atmosphere, cause legislators and other participants to misbehave and generally rob the hearings of a “judicial atmosphere.”

Let us get the facts straight. These are not judicial court proceedings. These are proceedings of the legislators—our elected representatives—engaged in the public business of making laws directly affecting you and me. Issues as far reaching and as grave as this are most certainly our business.

After all, radio and television hear and see exactly what happens. They don’t create spectacles or circuses. They don’t compel people to show off or misbehave. They are the public’s mirrors reflecting things exactly as they are. To blame radio and television for blemishes or excesses makes no more sense than to blame a mirror because you
The plans board retires into closed session - works up a preliminary program that runs into six figures - your medium is mentioned - a big contract hangs in the balance - the media director reaches for Standard Rate - and if you have a Service-Ad near your listing...

you are there

For the full story on the values 1,161 media get from their Service-Ads, see Standard Rate's own Service-Ad in the front of any edition of SRDS; or call a Standard Rate Service-Salesman.

N. Y. C.—Murray Hill 9-6620 • CHI.—Hollycourt 5-2400 • L. A.—Dunkirk 2-8576

Note: Six years of continuous research among advertisers and agencies has taught us that one of the most important uses of Service-Ads comes at those times when conference room doors are locked, challenges and suggestions come thick and fast, and somebody has to come up with answers—fast.
do not like the reflection which you see in it. If legislators find it impossible to behave themselves or measure up to their obligations when the public is looking in, the remedy is not to bar the public. Once the public has had an opportunity to see and hear for itself, we think that we can on the public to reach its own conclusion.

The second main argument against radio and television coverage is that physically they are obtrusive, noisy and disturbing and that they create a disorderly atmosphere in which it is hard to concentrate and hard to tell the truth.

Let us just examine that claim for a few moments.

First, there are already a number of distractions wholly apart from radio and television. Forget radio and television and consider what a witness at a legislative hearing faces. He must face the crowds in the hearing rooms, the dozens and sometimes hundreds of reporters coming in and out; he must face the microphones of the public address system, the questions of counsel and committee members, and the knowledge that what he says will be spread across the land for millions to read.

What Is Involved

Add radio and television to all this, and there is only one more element. But it is not an obtrusive one. Let me show you what is involved.

There are five different ways of covering legislative hearings for broadcasting purposes. One way is by live radio coverage—that is, broadcasting the proceedings exactly as they occur and at the time they occur. This involves absolutely no additional equipment or personnel in the hearing room. The microphones which are used for the public address system are enough to pick up the sound for radio. Physically, there is absolutely no difference in a hearing room which is being covered by live radio broadcasting and one which is not.

Exactly the same is true of the second method of radio broadcasting—tape recording. Such broadcasts at a later time can air either the entire proceedings the way that they occurred or only the most interesting or important parts. The process is precisely the same except that wherever the telephone wires bring the sound, a tape recorder takes it down many miles from the hearing room.

Now about television: One way to cover a hearing by television is by live broadcast—that is, to use live television cameras in the hearing room and pick up the hearings as they occur. As in the case of radio, these hearings can be, and often are, covered by networks on a pooled basis so that a total of only two or at most three live cameras is necessary for all the networks.

Each camera has one cameraman. A single camera set-up, consisting of one cameraman and one camera, requires space about equal to the space needed by two newspaper reporters. By using special lenses the cameras can be located in the rear of the room and a partition or screen can shield the cameras so that the participants will hardly be aware of their presence.

There is no additional noise created by the presence of television cameras. And contrary to what is generally understood, there are no hot and glaring lights for live television coverage. Ordinary room lights found in the rooms where legislative hearings take place have been demonstrated to be sufficient. Thus, as far as live television coverage is concerned, there is no justification for a ban based on extra space, extra noise or extra lighting, because there are none.

The same is true for the second method of television coverage—what we call kinescoping or television recording. This is accomplished by covering the hearings in their entirety as they occur with live cameras as I have just described. The pictures are then transmitted to New York where they appear on a picture tube from which in turn they are photographed on film.

At a later time, this television recording can then either be broadcast in its entirety or it can be edited to include only the most important parts for later broadcast.

Obviously, this method presents no more problems in the way of noise, lighting or space than does live coverage, since the method of taking pictures in the hearing room is precisely the same.

And I would like to point out to those who say that this kind of television detracts from the decorum and dignity of the proceedings that the British Coronation and religious ceremonies inside churches have been televised in this way without disturbing the solemnity of the occasion.

Now we come to the third method of coverage for television broadcasting. This is the method which uses regular film cameras, not electronic television cameras, to make pictures for later broadcast. Here it is true that in the present state of the art—which we believe will be only temporary—some extra lights are necessary and there is some noise which comes from the operation of the film camera.

But let me make it perfectly clear first, that whatever disadvantages there are arising from this method can hardly be used as an excuse for prohibiting the first four methods, and second, in any event these difficulties involving film cameras are not anything which television has added. Broadcasters use the same film cameras which the newreels have...
How KBS Reaches 60 Million Pairs Of Ears!

Like the farmer said to the city slicker who bought his farm...

"you gotta love animals... be kind and gentle to 'em.

Hereupon he proceeded to smack the stubborn mule over the head with a two-by-four!

Seeing which the city slicker, shocked, said "but... you just said..."

"Yeah, I know... but in order to be kind and gentle to 'em, mister, first you gotta get their attention."

So it is with selling. You gotta be kind, gentle and persuasive with your sales message. But, brother... if they ain't listening... if you ain't got their attention, save your voice and your money, too!

Out in Hometown and Rural America KEYSTONE BROADCASTING SYSTEM has their attention. ONE HUNDRED AND TWENTY MILLION EARS WORTH! You can use the entire 758 stations or any part of the network. We'll gladly build you a network to suit your sales problem. No obligation of course!

WRITE, WIRE OR PHONE FOR COMPLETE MARKET INFORMATION AND RATES

CHICAGO
111 West Washington St.
State 2-6303

NEW YORK
190 Fifth Avenue
Place 7-1460

LOS ANGELES
1330 Wilshire Blvd.
Dakota 3-2900

SAN FRANCISCO
57 Post Street
Suite 1-440

TAKE YOUR CHOICE
A handful of stations or the network... a minute or a full hour... it's up to you, your needs.

MORE FOR YOUR DOLLAR
No premium cost for individualized programming. Network coverage for less than "spot" cost for some stations.

ONE ORDER DOES THE JOB
All booking and details are done by KEYSTONE, yet the best time and place are chosen for you.

COMPLETE MARKET INFORMATION AND RATES

WRITE, WIRE OR PHONE FOR COMPLETE MARKET INFORMATION AND RATES

CHICAGO
111 West Washington St.
State 2-6303

NEW YORK
190 Fifth Avenue
Place 7-1460

LOS ANGELES
1330 Wilshire Blvd.
Dakota 3-2900

SAN FRANCISCO
57 Post Street
Suite 1-440

TAKE YOUR CHOICE
A handful of stations or the network... a minute or a full hour... it's up to you, your needs.

MORE FOR YOUR DOLLAR
No premium cost for individualized programming. Network coverage for less than "spot" cost for some stations.

ONE ORDER DOES THE JOB
All booking and details are done by KEYSTONE, yet the best time and place are chosen for you.

COMPLETE MARKET INFORMATION AND RATES
### Sunday

<table>
<thead>
<tr>
<th>Time</th>
<th>ABC</th>
<th>CBS</th>
<th>MBS</th>
<th>NBC</th>
</tr>
</thead>
<tbody>
<tr>
<td>6:00 AM</td>
<td>News</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>6:15 PM</td>
<td>Milton Photo News</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>6:30 PM</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>6:45 PM</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>7:00 PM</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>7:15 PM</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>7:30 PM</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>7:45 PM</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>8:00 PM</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>8:15 PM</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>8:45 PM</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>9:00 PM</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>9:15 PM</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>9:30 PM</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>9:45 PM</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>10:00 PM</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>10:15 PM</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>10:45 PM</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>11:00 PM</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>11:15 PM</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Monday - Friday

<table>
<thead>
<tr>
<th>Time</th>
<th>ABC</th>
<th>CBS</th>
<th>MBS</th>
<th>NBC</th>
</tr>
</thead>
<tbody>
<tr>
<td>6:00 AM</td>
<td>News</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>6:15 PM</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>6:30 PM</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>6:45 PM</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>7:00 PM</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>7:15 PM</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>7:30 PM</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>7:45 PM</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>8:00 PM</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>8:15 PM</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>8:45 PM</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>9:00 PM</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>9:15 PM</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>9:30 PM</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>9:45 PM</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>10:00 PM</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>10:15 PM</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>10:45 PM</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>11:00 PM</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>11:15 PM</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
used for have been
ings in t
along. So
came
ught to live.

In fact,
wireless
taken.

So much
point to
casting

dom of a

Nobody
matically
among
ine tests
aries for radio

But it is
seem to
live and
all of

citizenship.

But if y
omore order
state intel-

I can on
radio t

But elect
vision—can
role if it

for your
silence t

Page 92 •
many years. Newsreel cameras allowed to cover legislative hear-

ings—before television came whatever distractions film cameras use, the congress seems to have them in the past.

during the last 15 months, CBS on some 85 different occasions congres-
sional hearings by film et there was no outcry and no rul.
ily. If the disturbance caused meras were as bad as some people e you believe, it seems to me that I have been banned from legis-
latures long ago—yet their presence for granted.

h for the technical details. At we want to emphasize that ver legislative hearings for broad-
cast necessarily carries with it the free-
choice as to what method of radio in coverage to use. The form of ust depend on the circumstances. would suggest that newspapers deprived of the right to cover proceedings simply because a few sometimes choose to print the en-
emy while most others print only.

All we ask is the same choice and television.

not the broadcaster’s interest in which concerns me chiefly this. The larger issue raised by the emitters transcends personal ones.

complicated world in which we are many difficult problems we must face and do our share

That is part of our privilege of

The Need To Know

We are to help make this a hy, peaceful and happy world, we have the facts on which we can gent action. In a democracy our

question against the uncertainties of is that we know what is going on, e informed. It is the informed ch in the long run makes the wise

d reaches the sensible conclusion. By leave it to your own judgment me of the events which television—have covered in their own way—
on the hydrogen bomb, the liturgical conventions, the Coron-
aezen Elizabeth and the Army-

hearings—have contributed to tal awareness and understanding in the making. I believe they

ronic journalism—radio and tele-

not continue to play its rightful s not allowed to do so. We at sty believe that in these times of communication which can light, stimulus and knowledge to mans must be kept free and open

of view.

this reason that we at CBS ask rt in our efforts to lift the curtain that has descended on the forth-

ings. We ask the committee consider its ruling against radio on so that you, sitting in your always may exercise one of your sus rights: The right to be in-

August 30, 1954

‘EMANCIPATION’ BROCHURE

NEW “EMANCIPATION PROCLAMATION” originating in New Orleans is announced in a brochure being sent to agency and advertising execu-
tives by ufh ch. 61 WMR-TV New Or-

leans who claim that WBTN announcers are no longer “chained” to one tv channel there. De-

claring that UHF is more than just Ultra High Frequency, WMR-TV says that it is also the Unhindered Happy Feet of children; the Un-

inhabitably High Flying of modern planes preferred to slower traveling models; the Un-

limited Haul of Fish preferred to a single catch. So . . . WMR-TV queries, why be limited when that kw CBS-ABC-DuMont affiliated station offers a choice of programs.

Whether the “HR” factor is defined as high ratings or human relations, the booklet claims, WMR-

TV is increasing in both departments. Cartoons . . . designed to show the advantages of facilities (which includes color equipment) and merchandising and promotion plans round out the illustrated promotion piece.

KYW FOOD PLAN

KYW Philadelphia is sending to advertisers a pamphlet which describes its Feature Foods plan whereby a food product advertised over the station is guaranteed a minimum of 200 merchandising and check sessions in 300 stores and 100 check calls its chain stores to determine the status of the product in the buying area. Products are also guaranteed 100 one-week special displays in Supermarkets and 50 “bar bargain” store promotions besides having additional display material, shelf en-
tenders, and “shelf talkers” distributed by Fea-
ture Foods suppliers.

WET BUT LOYAL

DESPITE a heavy downpour of rain, nearly a thousand people turned out to attend a six-
hour open house Aug. 11 to help KWRT-

Boonville, Miss., celebrate its first birthday, the station reports. KWRT, a 1 kw daytimer operating on 1370 kc, is owned and operated by William R. Tedrick.

WFMY-TV MARKET SURVEY

WFMY-TV Greensboro, N. C., is sending to advertisers and agencies a market survey titled “Let’s Take a Good Look at the Sales Picture in North Carolina,” billing itself as tops in the Piedmont press. The study is designed to give advertisers and agencies an overall picture of the mother of North Carolina-Greensboro-High Point community area to be tops in retail sales in North Carolina, the sta-

tion states the purpose of the brochure as “Cheerfully designed to show that through WFMY-

TV the advertiser can reach more of the Prosper Piedmont than through any other tele-

vision station.”

TV QUERIES ANSWERED

QUESTIONS of viewers about television were answered on Let’s Talk Tv, a program aired recently by WBTY (TV) Charlotte, N. C. Kenneth I. Tredwell and J. Robert Covington, vice presidents of Jefferson Standard Broad-

casting Co., licensee of WBTY, appeared on the program along with announcer Doug Mayes and answered such questions as “Why are so many repeat programs presented during the summer?” and “Why are some stations top power with 100 kw and others with 316?”

WBKB (TV) GOVERNMENT SERIES

DOCUMENTARY film series designed to ac-
quaint the average citizen with all phases of state government has been launched by WBKB (TV) Chicago. Titled Illinois Governments, the program comprises films produced by the U. of Illinois in cooperation with the Institute of Government and Public Affairs. The series began Aug. 15 and covers such topics as the Illinois general assembly, the executive branch, local judiciary, state courts, Chicago government and various sub-governments. Telecast each Sunday, 12 noon-12:15 p.m., the program features as moderator Prof. Royden Danger-

dfield, director of the government institute.

CARTB INTERVIEWS EDITORS

TAPEd interviews with editors of Canadian weekly newspapers in convention at Toronto August 23-26 will be made by newsmen of the Canadian Association of Radio and Television Broadcasters for broadcast over local stations. The CARTB is sending representatives to the annual meeting of the Canadian Weekly Newspapers Assn. and planning to give the meet-
ing full coverage for stations in the various localities where weekly newspapers are pub-

lished.

CBC TO AIR FORUM PROGRAM

WIDE variety of topics are to be discussed on the weekly Citizens’ Forum program over the Trans-Canada network this fall and winter. The Canadian Broadcasting Corp. has an-

ounced the 1954-55 program schedule car-

ried by 35 CBC and Independent Thursday evenings. Included are such topics as divorce, is civil defense obsolete? free enter-

prise in Canada, have we a free and re-

ponsible press? how important is the commo-

dwealth? are we satisfied with Canadian broad-


CKVL BROCHURE

CKVL Verdun, Que., soon to go to 10 kw, has distributed to advertisers and agencies a four-

page picture story of the station, its staff and activities. The station, located in a suburb of Montreal, has seven studios in its building, including a 400-seat theatre, as well as the CKVL-FM transmitter. Pictures show station control rooms, studios, mobile equipment, offices and the staff restaurant, how the station covers elections and public service operations.

WNHC-TV ‘CRASH’ COVERAGE

ALERTED by a plane crash story on the news ticker, Jack Young, photographer at WNHC-TV New Haven, Conn., rounded up Frank Hogan, his assistant, Jim Harvey, an engineer with some sound equipment, and Brace Gilson, an-

ouncer, and took off for a 90-minute drive through the rain for Preston, Conn. Here the photographers split up to get different angles
for their shots of the still smoking ruins of a crashed plane, while Mr. Harvey set up the sound equipment and Mr. Gilson tried to line up witnesses for interviews. They finally got the story from a man whose house faced the crash site, took the film back to the station and got it into the 6:45 p.m. news program, and then sent clips to CBS for use in the Doug Edwards newscast at 7:30 p.m.

WKNX-AM-TV FILE FOLDER
WKNX-AM-TV Saginaw, Mich., is sending to advertisers and agencies its latest brochure in the form of a file folder for that station. The front and back covers advertise the tv and am outlets, respectively, and a copy of WKNX-TV's rate card. The inside back cover shows a map of WKNX's coverage area.

'MR. PLUS' ON RADIO
FIRST page of each batch of news releases from MBS these days carries an item about the widespread distribution of radio sets, set off from the rest of the page with rules and headed, "Mr. Plus Asks:" Typical questions asked by Mr. Plus are: "Did you know that there are now more than 30 million automobiles equipped with radios?" "Did you know that more than one in five homes now has three to seven radio sets placed throughout the house?" "Did you know that more radio sets are purchased than any other electrical appliance made?"

CJON LUNCHEON BULLETINS
CJON St. John's, Newfoundland, has begun placing brief news bulletins on tables at service club luncheons because station management felt more young executives could be reached during the daytime hours. The bulletins contain local and national news which happens within an hour of the luncheon club meeting and ends with a reminder about a special CJON program that evening.

SIMULATED TV SCREENS
KVAL-TV Eugene, Ore., reports that an easel-type sign simulating a tv screen has been distributed to television dealers in the area and has not only met with widespread dealer approval, but, according to the station, the signs have been an aid in stimulating immediate set sales. Inserts listing the outstanding programs for each night of the week are provided for the make-believe screens.

WRAD FAN CLUB PROMOTION
WRAD Radford, Va., has organized what is said to be the largest Eddie Fisher Fan Club in the U. S. and the first started by a radio station. The club recently celebrated Mr. Fisher's birthday with a station-sponsored party, which filled a large city auditorium. Records and photographs, autographed by Mr. Fisher for the occasion were given away and large birthday cakes were donated by local merchants. Features of the celebration were pantomimes of their namesake's records, guessing games and a contest to select the girl who could most easily pass as Mr. Fisher's sister. The station reports great audience response to the promotion and inquiries from other stations on how to inaugurate similar clubs.

RAY BOLGER SHOW PROMOTION
AS PART of a multi-million dollar sales campaign by Lehn & Fink Products Corp., N. Y. (cosmetics), sponsor of the new Ray Bolger Show (ABC-TV, Fri., 8:30-9 p.m. EDT), the company will launch a $100,000 "Ray Bolger Retailer Display Program" on Sept. 7, ten days...
GERMAN TELEVISION PRODUCTION UP

Great strides are seen in West German set manufacturing as sales curve rises along with viewer interest. FM radio stations are planned in Switzerland and Holland to lick coverage problems.

WEST GERMAN tv set manufacturers expect something like a tv boom for the rest of the year.

During the first half of 1954, a total of 36,840 tv sets were manufactured in West Germany. In the opinion of manufacturers, demand will increase within the next few months at a rate never experienced before. They expect to turn out at least 120,000 tv sets for the rest of this year.

A line of new tv set models will be put on the West German market within weeks. Set buying is expected to concentrate on 15-inch tube models selling presently at a retail price of around $150. Previous buying, however, concentrated on the 18-inch models.

German manufacturers are convinced that the demand will shift to small-tube sets as new groups of buyers who cannot afford the bigger sets move in. They point to the fact that the market and lower income groups in the country are an almost untouched market.

The biggest promotion tv has had so far in West Germany was Eurovision sport shows, according to a survey conducted by North West German Radio. World Soccer Championship final game reached a total audience of two million in West Germany alone. With less than 80,000 sets in operation there, that means that every tv set in the country was crowded by 25persons.

Tv set manufacturers hope to sell to this two million audience when the West German television stations put more sports programs in first place programming.

The number of tv set licenses meantime is skyrocketing to new highs. Total is now 1,000% compared with the total of 10 months ago. By August 1 there were 40,980 licensed sets. Another estimated 40,000 are operated illegally, without a license.

Following statistics indicate a growing percentage of exported sets aside of huge total gains.

<table>
<thead>
<tr>
<th>German tv sets</th>
<th>total manufactured</th>
<th>exported</th>
</tr>
</thead>
<tbody>
<tr>
<td>1951</td>
<td>40,000</td>
<td>100</td>
</tr>
<tr>
<td>1952</td>
<td>45,864</td>
<td>109</td>
</tr>
<tr>
<td>1953</td>
<td>56,840</td>
<td>3,403</td>
</tr>
</tbody>
</table>

More reports on long-distance tv reception are evident. A set owner in Osnabrueck, West Germany, has reported reception of a 90-minute show originating in Leningrad, Soviet Russia. A set retailer in Sweden reported a case of long-distance tv reception over more that 1,300 miles. He photographed (via his tv set) shows transmitted by an Italian television station and programs broadcast by the Leningrad, Soviet Russia, tv station. In both cases ordinary home tv models were used.

Swiss Radio has approved construction of 12 new vhf fm stations throughout Switzerland. The move came after complaints about bad reception conditions showed that about 150,000 Swiss radio listeners (11% of total audience) live in areas with a low field strength.

Latest French statistics put the number of radio sets in use at a total of 8,428,638 (20% of total population).

In Holland, construction of a vhf fm radio network is being planned by the government. Completion of the network will take three years. First three stations will be built in Hulstberg, Hengelo and Hoogezand. Network is said to be added to the present radio network to get better receiving conditions throughout the country. Another plan of the Dutch government provides for construction of new shortwave transmitters for the international services.

UER, European Radio Union, the member nations of which staged the Eurovision network recently, has approved a plan for a new tv hookup from September 1954 to January 1955. According to European tv officials, many technical difficulties must be overcome to put technical quality of European international programs at a level that has been reached by the different national networks in Europe.

Main problem still is transformation of signals into the respective technical system in use in different European countries. France uses a 819-line system, Britain 405 lines and the other European countries adopted 625 lines. Line transformers presently used are still a source of trouble.

Canadian Agencies Bill $28 Million in Radio, Tv

RADIO-TV billings through Canada's 88 advertising agencies last year totaled about $28,-000,000, according to a report of the Dominion Bureau of Statistics, Ottawa. Radio and tv billings were up 1.1% to a total of 18.7% of the $144,339,308 handled by the agencies.

Gross revenue to the 88 agencies from commissionable billings totaled $21,391,718 in 1953. Last year there were 2,880 persons employed by Canadian advertising agencies with a payroll of $13,630,975.

Practically all sizes of agencies increased their percentage of radio-tv billing in 1953, according to the report. Thirteen agencies doing less than $100,000 last year did 24% of their business in radio-tv accounts (15.4% in 1952); 32 agencies in the $100,000-$499,999 group did 15.7% in 1953 (16.9% in 1952); 11 in the $500,000-$999,999 category handled 17.8% in 1953 (14.3% in 1952); 16 in the $1,000,000-$2,499,999 bracket handled 16.3% last year (18.4% in 1952); nine in the $2,500,000-$4,999,999 group increased billings to 21.2% in 1953 (19.1% in 1952), and seven agencies doing $5,000,000 and over billed over 18.6% in 1953 radio-tv accounts against 17.9% in 1952.

HAVE HALIFAX NOVA SCOTIA

A CAPITAL Station

In A CAPITAL City gets

You CAPITAL Results!

Ask

JOS. WEDD & CO.

350 Madison Ave., New York

P.S. We now have our 5000 Watt Transmitter in operation!
CKBB SEeks CH. 3
AT BARRIE, ONT.

APPLICATION for a tv license has been made by CKBB Barrie, Ont., and four applications for new broadcasting stations also will be heard at the September 21 meeting of the Canadian Broadcasting Corp. board of governors at the Chateau Laurier Hotel, Ottawa.

Ralph Snelgrove, owner of CKBB, has applied for ch. 3 with 14 kw video and 7 kw audio power. Company operating the tv station would be known as Ralph Snelgrove Television Ltd.

Broadcasting station license has been applied for by Bathurst Broadcasting Co. Ltd., Bathurst, N. B., for 250 w on 1400 kc. Albert A. Bruner has applied for a daytime station at Leamington, Ont., with 250 w on 710 kc.

Two applicants for a new broadcasting station at Sault Ste. Marie, deferred from the previous meeting of the CBC board, will be heard again. They are John Lionel Cohen and Carmen Primo Greco. Both seek 250 w stations on 1400 kc.

CJOC Lethbridge is requesting increase in power from 5 kw on 1220 kc to 10 kw daytime and 5 kw nighttime on 1220 kc. CJFR Rimouski has requested power increase from 5 kw to 10 kw on 900 kc. CKPC-FM Brantford wants to change frequency from 94.7 mc to 92.1 mc.

Emergency transmitter licenses are being asked for by CKRD Red Deer, CHNC New Carlisle and CKOM Saskatoon. A large number of stations have requested permission to make share transfers.

CKLW-TV Staff Named,
Includes S. C. Ritchie

S. CAMPBELL RITCHIE, for several years program director of CKLW Windsor, Ont., has been appointed director of operations for CKLW and CKLW-TV, which is planning to debut in early September, it was announced last week by J. E. (Ted) Campeau, president.

Mr. Campeau announced several other appointments. Arthur MacColl, film director at WJDB-TV Detroit for 2½ years, assumes that position with CKLW-TV. Don Sharon will be his assistant. Bruce Chick, continuity director for radio, is now television director. Don Grant, assistant chief photographer for the Windsor Daily News for 15 years, has been named news photographer.

Three tv directors have been appointed: Al Venning, Charles Broadhead and Bernard Holland. Frank Quinn, formerly of Chrysler Corp., has been assigned to tv production. Charles Knight will be art director and Giles McMahon will devote a large part of his time to program promotion.

John Gordon has transferred from chief announcer to program director of radio. Margaret Marshall will be in charge of CKLW traffic and continuity. Art Turnbull, staff announcer for the past 12 years, has assumed new responsibilities as director of production facilities.

Canadian Political TV
Study Planned in Fall

WHAT PART Canadian television will play in politics is to be discussed at a meeting of Canada's political parties with the Canadian Broadcasting Corp. at Ottawa this fall. With Canadian tv only two years old, political parties have not yet used the medium extensively.

At the 1953 general federal elections there were only two stations in operation. By the end of 1954 there will be close to 25 stations on the air across Canada. It is expected that a formula similar to that used on radio broadcast stations will be developed, which gives the various major political parties free time based on their standing in the Canadian House of Commons.

At election times CBC stations do not sell time to candidates, while independent stations are permitted to do so. It is not known yet if CBC will continue this rule on tv, inasmuch as tv costs are much higher than radio. Only political telecasts to date have been at the 1954 Toronto civic elections, when city-wide candidates were given an opportunity to air their platforms at one free program period.

Canadian TV Set Sales
Continue Upward Climb

SALES of television receivers in Canada during June were 22,343 sets, bringing the total sales of the first half of the year to 181,233 sets valued at $65,084,060, according to figures of the Radio-Television Manufacturers Assn. of Canada. This compares to sales of 125,140 receivers for the first half of 1953.

Factory production of tv receivers for the first half of the year amounted to 211,480 sets compared to 167,853 in the first half of 1953. Canadian tv factories plan to build another 104,343 tv receivers in the next three months, according to the association report.

Distribution of sales for the first half of 1954 shows 84,808 sets sold in the province of Ontario, 61,977 in Quebec province, 18,600 in British Columbia, 10,109 in the three prairie provinces, and 5,739 in the four Atlantic Coast provinces.

CHCH-TV Revises Rates

CHCH-TV Hamilton, Ont. (ch. 11), has released a new rate card, effective Sept. 15, with Class A one hour starting at $400. One minute spots Class A are $90. No frequency discounts are given for periods of less than 15 minutes. In staff changes, S. J. Bibby has been appointed assistant manager, J. R. Peters commercial manager, Russ Eastcott program manager, and Tom Sutton executive production director. Ken Sobie, owner of CHML Hamilton, is general manager.
Colgate: Merchandising Awards to WMT, Others

WMT Cedar Rapids won the $300 first prize in Colgate-Palmolive Co.'s radio-tv station merchandising contest, the company has announced. The station contest was held in conjunction with Palmolive soap's search for the "most beautiful" American schoolgirl.

C-P cited Jim Bowermaster, promotion manager at WMT, and also awarded cash prizes to the soap firm's representatives who worked with the winning station.

Runner-up prize of $250 went to WSAZ-AM-TV Huntington, W. Va. (Charles W. Dinkins, promotion manager).

Third prize of $150 was presented to WTVJ (TV) Miami, Fla., of which Lynn Morrow is merchandising manager.

Awards of $100 each were given to KHQA-TV and WTMJ-TV Milwaukee, Wis.; WLS-TV Chicago; and WNOE-TV New Orleans, and for promoting most "beautiful" American schoolgirl.

AWARDS SHORTS

James A. Noe, owner, KNOE-AM-TV Monroe, La., and WNOE New Orleans, and former governor of state, received replica of page from "Book of Golden Deeds," into which his name was entered for outstanding citizenship by Exchange Club of Monroe for "... devotion to public service in this area."

Dave Showalter, director of public affairs, Columbia Pacific Radio Network, Hollywood, received personal commendation from Gen. N. F. Twining, USAF chief of staff, for Storm Warning program, which also won best public affairs program award of Radio-Tv News Club of Southern California (BWT, June 7).

WSAZ-AM-TV Huntington, W. Va., presented Award of Merit from Forty and Eight Society for public service activity.

Sylvester L. Weaver Jr., president, NBC, presented "Citizenship for Public Service" for NBC-TV's "outstanding contribution to consumer education through network's Home program from Grolier Society.

Hugh B. Terry, general manager, KLZ-TV Denver, presented award for outstanding public service in the field of Americanism from Leyden-Chiles-Wickersham Post, American Legion, Denver.


WJAR-TV Providence, R. I., presented Certificate of Merit from American Legion Auxiliary Dept. of Rhode Island, "in recognition of its important contribution to the ... community . . . ."

Dr. Lee De Forest, radio-tv equipment inventor, presented Medal of Achievement Award by Los Angeles Breakfast Club for outstanding service in field of electronics.

Bill Givens, KYW-Philadelphia, presented certificate of appreciation of Veterans Administration in recognition of "outstanding work with hospitalized war veterans."

Sig Sakowicz, commentator, WAIT Chicago, presented President Eisenhower Award for volunteer services with special events div., U. S. Treasury Dept., for contributions to bond program and association with special events committee since 1949.

Ziv Television Programs Inc., N. Y., for its 1951 "Three Lives," awarded certificate of appreciation by Veteran of Foreign Wars for depicting for the "American people the insidious communist plot against the free world."

Austin Schneider, newscaster, KTVF (TV) Sioux City, Iowa, named "Kernel of Iowa" by Iowa Press Assn. for outstanding promotion of state
THE WASHINGTON causes" recognition of their outstanding comedy team, named "Citizens of the Dean Martin and Veronica Maria, Robert J. Flood, account and traffic pilot, Mr. Deason for resulting tone dedicated Thomas Deason, formerly with BROADCASTING PROFESSIONAL (public relations firm), as secretary and chief of Broadcast Bureau in counsel and chief of Broadcast Bureau Standards Tillman, formerly Rotman, as head of girl, problem of colorcast from coast to coast was carried last year. NBC-AM-TV, ABC, MBS and NBC will give the Democratic side on ABC, MBS and NBC. He said he hoped the NBC part would be simulcast. CBS and DuMont turned down the Democratic National Committee's request last week, both on similar grounds, CBS stating: "CBS is not granting time, in line with its fixed policy of not doing so when the President speaks in NETWORK color television as well as black-and-white is now being fed to about 96 stations in 66 U.S. cities and the totals are expected to reach approximately 125 stations in some 95 cities by the end of this year, AT&T's Long Lines Dept. reported last week. Ralph L. Helmreich, Long Lines director of operations, estimated the company would have most of its principal routes equipped for color by November. The 66 cities to which color programs can now be transmitted contain a total of 146 network outlets. In the 95 cities where color is expected to be available by year's end, there currently are 146 cities that receive network service. Several other stations and cities are expected to start getting color service early in January. While the AT&T figures show color can be sent to 66 cities, it has no way of estimating the number of stations able to receive these signals and put them on the air via color-equipped transmitters. According to surveys by the major networks, about 50 stations are now equipped to carry color, with the number increasing each month. Of the 59,000 channel miles of tv facilities now in service, approximately 31,000 have been re-engineered and re-equipped to carry color as well as black-and-white, the announcement said. The transformation requires new equipment for transmission, testing and monitoring, plus additional specially trained employees to set up and maintain the channels. The Long Lines Department noted that the first public colorcast from coast to coast was carried last Jan. 1 when the Tournament of Roses Parade in Pasadena was fed to stations in 18 cities. This year also marks the 25th anniversary of the first public demonstration of color television, the announcement added, pointing out that on July 26, 1929, a group of newsmen gathered in Bell Telephone Labs in New York to see a colorcast of an American flag flying in the breeze. AT&T's list of the 66 cities that can now receive network color programs include: Ames, Iowa; Atlanta; Austin, Tex.; Baltimore; Bangor, Me.; Birmingham, Ala.; Bloomington, Ind.; Boston; Buffalo; Charlotte, N.C.; Chicago; Cincinnati; Cleveland; Columbus, Ohio; Dallas; Davenport, Iowa; Dayton, Ohio; Denver; Detroit; Ft. Worth; Fresno, Calif.; Grand Rapids, Mich.; Hampton, Va.; Harrisburg, Pa.; Houston; Huntington, W. Va.; Hutchinson, Kan.; Indianapolis; Jackson, Miss.; Johnstown, Pa.; Kansas City, Mo.; Lancaster, Pa.; Los Angeles; Louisville; Memphis; Milwaukee; Minneapolis; Monroe, La.; Nashville; New Orleans; New York; Norfolk, Va.; Oklahoma City, Okla.; Omaha; Peoria, Ill.; Philadelphia; Portland, Ore.; Providence; Richmond, Va.; St. Louis; St. Paul; Salt Lake City; San Antonio, Tex.; San Francisco; Schenectady, N.Y.; Seattle; South Bend, Ind.; Syracuse; Toledo; Tulsa; Utica, N.Y.; Washington; Del.; Winston-Salem, N.C.; Youngstown, Ohio; Rock Island, Ill. Other cities expected to be capable of getting network color by Dec. 31 include: Bethlehem, Pa.; Binghamton, N.Y.; Cham¬ paign, Ill.; Columbia, S.C.; Moline, Ill.; Erie, Pa.; Fort Wayne, Ind.; Galveston; Jacksonville, Fla.; Keene, N.H.; Louisville, Ky.; Macon, Ga.; Pine Bluff (Little Rock); Quincy, Ill.; Portland, Me.; Roanoke, Va.; Rochester, N. Y.;
his official capacity as President of the United States.

But the Democratic committee spokesman said Thursday negotiations have been reopened with CBS. CBS, he said, "misses the point" when it assumes the Democrats want to answer the President. The committee earlier had said it was asking for time "in view of the partisan nature" of the President's speech.

The Democratic spokesman said DuMont has indicated it will consider his party's request for time. No new negotiations have taken place since the earlier DuMont refusal, however, he said.

ABC Radio at first had offered Democrats the 9-9:30 p.m. period last Friday, but this plan was canceled, the Democratic spokesman said.

WTVN-TV, ABC-TV BREAK AFFILIATION

Demand for increased payments to the network is cited by the station for negotiations stalemate. ABC-TV charged WTVN-TV with refusing to offer the network the 'free hours' the contract calls for.

STALEMATED in negotiations for a new affiliation contract, ABC-TV and WTVN-Columbus, Ohio, parted company upon termination of their old contract at midnight last Tuesday.

WTVN-TV already had notified ABC-TV advertisers and their agencies of theim and offered to continue carrying their programs on a feed from ABC, or, if ABC refused to feed, to carry them on a spot basis.

ABC-TV officials reported late last week that they were "taking care of all our advertisers" via WLWC (TV) or WBNS-TV, both in Columbus, and would not feed programs to WTVN-TV. A WTVN-TV authority meanwhile said it was set that General Mills will continue to sponsor Lone Ranger, half-hour film show, on WTVN-TV and that other sponsored ABC-TV shows might be held.

The parting appeared wholly amicable. Both sides made plain that no animosity was involved, but merely a failure to come to terms.

WTVN-TV's wire to advertisers and agencies cited "the network's demand for vastly increased payments by the station to the network." ABC authorities said they had offered WTVN-TV a "standard basic affiliation contract" and that WTVN-TV had turned it down. The station was represented as refusing to give the network "free hours"—the standard contract calls for 22 such free hours a month—but WTVN-TV was said to contend it knew of instances where ABC-affiliated stations did not give the network 22 free hours and that WTVN-TV did not feel it should go along if any other stations get exceptions.

Both Will Talk

Both sides indicated they would not be opposed to resuming negotiations but neither appeared willing to go down from the position it had held during the discussions.

Text of the WTVN-TV telegram to ABC-TV advertisers and agencies, signed by J. Walter McGough, general manager, was:

"WTVN-TV Columbus, Ohio, has endeavored to work out with ABC renewal of its basic affiliation contract to commence Aug. 25, 1954. Because of the network's demand for vastly increased payments by the station to the network, it has been impossible to arrive at a new contract.

"We believe you will want to assure the continuation of your program in Columbus after Aug. 24. WTVN-TV continues to be available to ABC network for clearance for your program. However, ABC approval will be required. If the network declines to continue service, your time period is available on a spot basis. Please direct inquiries to Ken Church (executive vice president of the station) at Katz (WTVN representative), New York, telephone Plaza 9-4466.

WTVN-TV, licensed to WTVN Inc. and associated in ownership with WKRC-AM-TV Cincinnati, is on ch. 6. WLWC (TV) is on ch. 4 and WBNS-TV is on ch. 10. Only other TV station authorized in Columbus is WOSU-TV, noncommercial educational outlet not yet on the air.

WTVN-TV Plans Documentary To Describe Nuclear Energy

AN HOUR-LONG documentary-type show, titled Three, Two, One—Zero, will be presented Sept. 13 at 8 p.m. EDT by NBC-TV to tell the story of nuclear energy. The title comes from the rhythmic counting of the seconds that precedes each test blast of a nuclear device.

The program, entirely on film, will be produced with the technical assistance of the Atomic Energy Commission and other high government officials and will be prepared by the NBC-TV unit which worked on the network's Victory at Sea series. Henry Salomon Jr., who produced Victory, also will produce the atomic bomb documentary and, with Richard Hanser, will write the script. Robert Russell Bennett is the composer of an official orchestral score and Alexander Scovern will narrate.

The documentary, NBC-TV said, will use film footage available in the U.S., as well as from Japan and elsewhere and will include a selection of shots taken from 52 different nuclear plants.

CBS Appoints Koop For Both Radio and TV

APPOINTMENT of Theodore F. Koop as director of CBS News and Public Affairs in Washington was announced last week in a further move in the consolidation of the news and public affairs departments of CBS Radio and CBS-TV into a single unit (BWT, Aug. 23, 16). Sig Mickelson, who heads the re-integrated radio-TV news and public affairs operations as a vice president of CBS Inc., announced the appointment and said Mr. Koop would assume his expanded duties upon return from a European vacation. In the past Mr. Koop has been director of Washington news and public affairs broadcasts for CBS Radio only.

He joined the staff of CBS News in Washington in 1948. He was with Associated Press from 1928 to 1941, later was on the editorial staff of the National Geographic Society, and during the war was an assistant director of the Office of Censorship. He recently completed a term as president of the National Press Club, the first radio-TV man to hold that post.

Spanish Language Group Forms Sombrero Network

FORMATION of the Sombrero Network, composed of seven Spanish-language stations in the Southwest, was announced last week by Richard O'Connell, Sombrero national representative.

Key station of the network is KCOR San Antonio. Other stations are KKKW Pasadena, Calif.; KGBT Harlingen, KCCT Corpus Christi, KTXN Austin, all Texas; KAQB Albu-querque, and KEDF Nuevo Laredo, Mexico. A "package-price" service to regional and national advertisers will be offered, according to Mr. O'Connell, who has offices in New York, Los Angeles and San Francisco.

Three Take 'Garry Moore'

THREE new sponsors signed for Garry Moore Show on CBS-TV, (Mon.-Thurs., 10-10:30 a.m. EDT; Fri., 10-11:30 a.m.), continuing the show's "sold-out" status. They are: Yardley of London Inc., for the Friday 10-10:15 p.m. segment, starting Oct. 1; Economics Labs, for the Friday 10-10:15-10:30 period, effective Sept. 19 and Miles Labs for the Tuesday 10-10:15 a.m. segment, starting Sept. 28. Agencies: N. W. Ayer & Son for Yardley; Scheidler, Beck & Werner for Economics Labs, and Geoffrey Wade Adv. for Miles Labs.

MR. KOOP
NBC AFFILIATE PANEL PLANS RADIO STUDY

A five-man committee has been named to appraise the standing of network radio. Members: Wayne Coy, Walter Damm, Ralph Evans, J. Leonard Reinsch, Edwin Wheeler.

NETWORK RADIO'S place in the changing national scene will be appraised by a special NBC Radio Affiliates Study Committee, according to Robert D. Swezey, WDSU New Orleans, chairman of the NBC radio affiliates executive committee.

A five-man group of affiliate representatives will direct the study, authorized June 28 at the NBC Radio affiliates meeting held in New York [BWT, July 5]. Members are Wayne Coy, KOB Albuquerque; Walter J. Damm, WTMJ Milwaukee; Ralph Evans, WHO Des Moines; J. Leonard Reinsch, WSB Atlanta, and Edwin K. Wheeler, WWJ Detroit. The committee will name its own chairman.

Mr. Swezey said the study group "will make a full and projected inquiry into the patterns and economics of radio network broadcasting and their adaptability to changing conditions." The committee has been promised the full support of the network in retaining professional assistance needed for the project.

"Efforts of this kind have been made before," Mr. Swezey said, "but I do not believe the whole climate of the radio industry and the relationship of the network and its affiliates have ever been more favorable for the accomplishment of a thoroughly objective analysis and determined action along any corrective lines indicated by the analysis. Too many study committees merely fan the breeze and shovel water. We really expect this one to accomplish something."

Bendick to 'Today'

ROBERT L. BENDICK, former executive vice president of Cinorama Productions and previously director of news and special events for CBS-TV, has joined NBC and will produce NBC-TV's 'Today' series (Mon.-Fri., 7-9 a.m. EDT and CDT). As producer of 'Today' he succeeds Mort Werner, recently promoted to executive producer of NBC-TV's new Participating Programs Dept., which embraces all of the network's magazine concept programs.

'Lewis' Adds Two Sponsors

TWO NEW sponsors of quarter-hour periods of CBS-TV's Robert Q. Lewis Show (Mon.-Fri., 2-3 p.m. EDT) were announced by William H. Hylan, vice president in charge of network sales. Sales were to Miles Labs (for Alka Seltzer) and Doe skins Products Inc. Miles, through Geoffrey Wade Adv., will pick up the Tuesday, 2-2:15 p.m. slot beginning Sept. 28, and Doekskin, through Grey Adv., signed for the same segment on Friday, beginning Sept. 17.

Two Canada Tvs Join CBS-TV

CKCK-TV Regina, Sask., and CBWT (TV) Winnipeg, Man., have joined CBS-TV as secondary affiliates, Herbert V. Akerberg, CBS-TV station relations vice president, announced last week. CKCK-TV, on ch. 2, is independently owned but represented by the Canadian Broadcasting Corp. CBWT, on ch. 4, is operated and owned by CBC.

HEILWEIL TO HEAD NBC MERCHANDISING

EXPANSION of NBC merchandising activities and the appointment of Murray Heilweil as new head of the merchandising department were announced last week by George H. Frey, NBC vice president in charge of television network sales.

Mr. Heilweil, who has been manager of the merchandising department, succeeds Fred N. Dodge as its head. Mr. Dodge is leaving NBC to become advertising manager of True magazine.

The extension of the department’s activities will encompass a comprehensive service for advertisers on NBC-TV’s participating programs—Today, Home and Tonight.

Mr. Frey said “this is a logical extension of the network’s magazine concept” formula of participation programs, which is to increase the scope of television by making it more useful to more advertisers and a greater range of products. He noted that NBC’s merchandising service also is still available to any NBC network advertiser, and that there will be no change in the structural setup of the department.

NBC recently created a Participating Programs Dept. embracing the three magazine concept programs. Mr. Heilweil will report to Matthew J. Culligan, sales manager of this department, which is headed by Richard A. R. Pinkham.

NETWORK PEOPLE

John P. Altemus, special assistant to sales manager, WCAU-TV Philadelphia, appointed account executive, for ABC-TV’s WABC-TV New York.

Virginia Miller, society editor, Hollywood Citizen-News, to Dom Lee Broadcasting System, that city, as log editor.

Jane Westover, formerly food editor, Long Beach Independent-Press Telegram, and Don Jones, staff correspondent, United Press Assn., L. A., to NBC, Hollywood, as publicists.

Lowell Jackson, WAKR-TV Akron, Ohio, to radio network sales staff, ABC, Chicago.

Bob Hall, formerly with Avery-Knodel Inc., Hollywood, to ABC Radio sales staff, same city.


WSAU-TV Wausau, Wis., owned by the Wisconsin Valley Television Corp., approves an agreement to become a primary interconnected CBS-TV affiliate. The ch. 7 station expects to begin programming in early fall. L to r: Richard D. Dudley, assistant general manager; George T. Frechette, general manager, and James Harelson, program manager.

WCKY

"... Radio is, and will remain the basic communication medium of the United States."
Actg. FCC Chmn. Rosel H. Hyde— and in Cincinnati and the South Radio is WCKY

August 30, 1944 • Page 99
Paul L. Chamberlain (l), general manager of General Electric Co.'s broadcast equipment product department, presents three shares of company common stock each of the three GE engineers who invented devices on which patents have been filed. The engineers, who were awarded the stock in line with a company policy to encourage such effort, are (l to r): John W. Downie, whose invention may be used to align all types of tv transmitters, and Hugh Martin and Max Diehl, who collaborated on an invention for color tv.

### 440 Mc Transistor Developed by Bell

TV SETS powered by tiny transistors instead of a large array of vacuum tubes are brought nearer to reality by the announcement of Bell Telephone Labs of a transistor which will operate at 440 million cycles, higher in frequency than any previously known transistor. The new transistor was revealed Friday by its inventor, Dr. J. M. Early, in a talk before the Western Electronics Show and convention at Los Angeles.

Use of the new transistor in tv cable repeaters, portable radios and elsewhere was foreseen by Bell scientists, who noted that this uhf device, called an "intrinsich barrier" transistor, can increase an electrical signal a thousandfold, with frequencies as high as 3,000 megacycles theoretically possible.

### Majestic to Introduce German Hi-Fi Equipment

U. S. broadcasters are "missing a good bet" by not broadcasting better quality fm, Leonard Ashbach, board chairman of Majestic International Corp., Chicago, said last week in New York at his firm's showing of a new line of German-manufactured radio receivers.

The new radio line, featuring ultra-high fidelity, multi-band short wave and radio-phonograph sets is to be introduced to the U. S. market by Majestic, subsidiary of The Wilcox-Gay Corp., as a result of an agreement with Grundig Radio GMBH of Fuertebay in West Germany. U. S. name will be "Grundig-Majestic International."

Mr. Ashbach asserted tv's advancement in the U. S. "has shifted many major attempts to produce ultra-high fidelity, short wave and fm radio and we have found from our world-wide explorations that European manufacturers are the most advanced scientifically, to produce this superior audio equipment."

The Grundig-International line has 13 models from a 22-ounce radio at $29.95 to a hi-fi combination at $1,000.
Halpin Sees Big Demand 
For Color Tv Receivers

THE DEMAND for color tv sets, following their mass introduction, "should far outstrip the industry's ability to produce them" and should bring stability and profit to the entire tv set industry, Dan D. Halpin, general sales manager, tv receiver division, Allen B. DuMont Labs, said in an address prepared for presenta-

Mr. Halpin forecast "a strong market for black-and-white receivers during the remainder of this year," when he expected only about 20,000 color sets to be produced, "with production and sales leveling off somewhat as produc-

DuMont Telecruiser to Bogota

A complete DuMont Telecruiser, valued at about $100,000, has been shipped to Colombia, S. A., John Morrissey, manager of transmitter sales, international division of Allen B. DuMont Labs, announced last week. The Telecruiser is part of a $300,000 order of tv broadcasting equipment which is being sent to Bogota for Colombia's first tv station. Plans are for the Colombian government, sole sponsor of tv there, to develop a national tv network. The Bogota station went on the air last June. DuMont already has shipped other equipment there.

MANUFACTURING PEOPLE

T. Stanton Fremont, appliance manager for dist-

Charles W. Hosterman, manager, Sylvia Elec-

Mr. Hosterman

Mr. Hosterman

Fritz A. Franke, communications product engi-

Justin R. Typher, field engineer, Micamold 

Arthur F. Welch appointed sales promotion man-

ACTIONS OF FCC

New Tv Stations . . . .

KTHE (TV) Los Angeles, Calif.—U. of Southern Calif., Allen Hancock Foundation granted mod. of CP for noncommercial educational ch. 26 to change name to U. of Southern California. Granted Aug. 17; announced Aug. 24.

KOMU-TV Cleveland, Ohio—Managers of U. of 

KBCG (TV) Jefferson City, Mo.—Jefferson Tv Co., granted mod. of CP for ch. 13 to change ERP to 100 kw visual, 52 kw audio; studio location to U. S. Hwy. 54, 2 miles S of New Bloomfield, near Jefferson City; antenna height above average terrain 660 ft. Granted Aug. 19; announced Aug. 24.

KLJJ-TV Henderson, Nev.—Southeastern Pub. 

KOVY (TV) Tulsa, Okla.—KOTV Inc., granted 

KWAC-TV Johnstown, Pa.—WJAC Inc. granted 

KCHD-TV Lubbock, Texas—Bryant Radio & Tv 

APPLICATIONS

WALA-TV Mobile, Ala.—Pape Tv Co. amends bid for mod. of CP for ch. 10 to change transmitter location to 0.7 mile S of Hwy. 21, near Spanish Fort, Ala.; antenna height above average terrain 624 ft. Filed Aug. 18.

WWTW-TV Soil, Me.—Washington Tv Inc. amends bid for mod. of CP for ch. 8 to specify studio location as Recreum Inn, Penobscot River, Maine. Filed Aug. 18.

KWSY-TV Roswell, N. M.—John A. Barnett seeks CP to change transmitter location to 2 miles S of U. S. Hwy. 380 near Caprock, N. M.; ERP to 310 kw visual, 160 kw audio; antenna height above average terrain 1,000 ft. Filed Aug. 17.

FOR THE RECORD

Station Authorizations, Applications 
(As Compiled by B • T) August 19 through August 25

Includes data on new stations, changes in existing stations, ownership changes, hearing 

Abbreviations:

CP—construction permit, DA—directional an-

megacycles. D—day, N—night, LS—local sum-

D—day, A—night, LS—local summer, SWT—sun-

STL—station located for temporary authorization.

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>2,073</td>
<td>533</td>
</tr>
<tr>
<td>CPs on air</td>
<td>10</td>
<td>25</td>
</tr>
<tr>
<td>CPs not on air</td>
<td>121</td>
<td>12</td>
</tr>
<tr>
<td>Total on Air</td>
<td>2,092</td>
<td>559</td>
</tr>
<tr>
<td>Applications in hearing</td>
<td>139</td>
<td>3</td>
</tr>
<tr>
<td>New station requests</td>
<td>5</td>
<td>3</td>
</tr>
<tr>
<td>Total new bids in hearing</td>
<td>144</td>
<td>5</td>
</tr>
<tr>
<td>Facilities change requests</td>
<td>29</td>
<td></td>
</tr>
<tr>
<td>Total applications pending</td>
<td>714</td>
<td>103</td>
</tr>
<tr>
<td>Licenses issued in July</td>
<td>1</td>
<td>0</td>
</tr>
</tbody>
</table>

* Does not include noncommercial educational fm and tv stations.

** Authorized to operate commercially.

| Am and Fm Summary through Aug. 25 |
|---|---|
| On Air | Licensed |
| | CPs | FM |
| Am | 2,093 | 559 | 1263 |
| Fm | 552 | 537 | 38 |

Television Station Grants and July Applications Since April 14, 1952

<table>
<thead>
<tr>
<th>Commercial</th>
<th>Educational</th>
</tr>
</thead>
<tbody>
<tr>
<td>Grants since July 1, 1952:</td>
<td></td>
</tr>
<tr>
<td>Total vhf</td>
<td>vhf</td>
</tr>
<tr>
<td>Commercial</td>
<td>254</td>
</tr>
<tr>
<td>Educational</td>
<td>14</td>
</tr>
</tbody>
</table>

Total Operating Stations in U. S.: 

<table>
<thead>
<tr>
<th>Noncommercial</th>
<th>Commercial</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total vhf</td>
<td>Total uhf</td>
</tr>
<tr>
<td>Commercial</td>
<td>269</td>
</tr>
<tr>
<td>Educational</td>
<td>117</td>
</tr>
</tbody>
</table>

Applications filed since April 14, 1952:

<table>
<thead>
<tr>
<th>New</th>
<th>Amend.</th>
<th>vhf</th>
<th>uhf</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Commercial</td>
<td>253</td>
<td>371</td>
<td>526</td>
<td>1,242</td>
</tr>
<tr>
<td>Educational</td>
<td>15</td>
<td>31</td>
<td>46</td>
<td></td>
</tr>
</tbody>
</table>

Total 918 397 743 553 1,294

* Ninety-three CPs (16 vhf, 77 uhf) have been returned.

PULS

February, 1954

Shows overwhelming leadership in this 5-station market for WSYR

WSYR 1st in 54

WSYR 2nd in 18

WSYR

72

72

570 KC

WSYR

NBC Affiliate In Central New York

August 30, 1954 • Page 101
remote for $75.00

Entirely new—the Gates SA - 134 amplifier may be used as a remote amplifier, preamplifier, line amplifier or isolation amplifier. Already hundreds in use.

A quality product through and through and priced low because of mass production. Stock availability.

THE GATES RADIO COMPANY, Quincy, Ill., U.S.A.
Hearing Cases...

INITIAL DECISIONS


Fl. Worth, Tex.—New tv, ch. 11. FCC hearing examiner Annie Nes. Huntling issued initial decision finding record favor of the application of Texas State Network Inc. for CP for new tv station on ch. 11 in Ft. Worth, Tex. Action Aug. 25.

OTHER ACTIONS

KCSJ Pueblo, Colo.—By order the Commission extended to Sept. 24 the effective date of dismissal of applications of The Star Broadcasting Co. for mod. of license and for renewal of license of station KCSJ Pueblo, Colo., pending determination of questions raised in petitions filed by KCSJ. Action Aug. 18.

Albany, N. Y.—By order denied request by Hudson Valley Best Co., permitted of station WGW-TV, ch. 41, Albany, N. Y., for a temporary stay of the effectiveness of Commission action July 7 granting the application of Van Corlar Best Co., Corp. for mod. of CP of tv station WTRI (Ch. 35, Schenectady) to change principal community to Albany, N. Y., and to maintain main studio outside Albany, pending disposition by the Commission of WGW-TV’s petition to reconsider grant and designate application for hearing. Action Aug. 18.

Fl. Worth, Tex.—Ch. 11. Proceeding. FCC Comm'r, E. M. Webster, denied petition of TV Co. for ch. 11 in Ft. Worth, Texas (Dockets 8739 et al). As Mid-American Region, Inc., was dismissed as party of record. Action Aug. 18.

XEGM 1580. Granting petition of the competing application of the am. of tv station for extension of time to and including Sept. 7, within which replies may be filed to exceptions to initial decision in re ch. 4 (Dockets 9158 et al); and the time within which North Pacific may file reply of intention to appeal and participate in oral argument is extended to Sept. 22.

Madison, Wis., Radio Wisconsin Inc; Badger TV Co.,—Granted petition of Radio Wisconsin for an extension of time to and including Sept. 22, within which exceptions may be filed to initial decision in re ch. 3 (Dockets 8739 et al). Action Aug. 18.

Shreveport, La. International Best Co.; KTVB Inc.—Granted petition of International for an extension of time to and including Aug. 25, within which to file a reply to exceptions filed to initial decision in re ch. 3 (Dockets 10797, 78). Action Aug. 18.

By Hearing Examiner James D. Cunningham

Granted petition of Sunbeam TV Corp., for an extension of time to Sept. 14, within which all parties to the proceeding for ch. 7 in Miami, Fla., may file replies to proposed findings.

Routine Roundup...

August 19 Applications

ACCEPTED FOR FILING

Remote Control

KYA San Francisco, Calif., KYA Inc.—(BRC-483)

KOSI Aurora, Col., David M. Segal d/b/a Mid-American Region, Inc.—(BRC-488) (Contingent on grant of BMP-6613)

WMEN Tallahassee, Fla., WMEN Inc.—(BRC-495)

WGWA Gainesville, Ga., Blue Ridge Best Co.—(BRC-492)

WPGA Rome, Ga., Rome Best Co.—(BRC-495)

WINW Louisville, Ky., Kentucky Best Co.—(BRC-478). (Contingent on grant of BP-9404)

WGY Bangor, Me., Bangor Best Co.—(BRC-483)

WOR Boston, Mass., Pilgrim Best Co.—(BRC-496)

KTCN Malden, Mo., Charles William Craft—(BRC-691)

WMGH Hamilton, Ohio, The Fort Hamilton Best Co.—(BRC-491)

KEV Hillsboro, Ore., Harold C. Singleton tr/sas Truant Line Best Co.—(BRC-485)

KIXI Dallas, Tex., Variety Best Co.—(BRC-485)

WWSR St. Albans, W. Va., Vermont Radio Corp.—(BRC-493)

Modification of CP

WHCI (FM) School City of Hartford City, Ind., Hartford City High School Alumni Assn.—(Dockets 8705, 52). Modification of construction permit (RFPD-241) which authorized new non-comm. educational station to extend completion date. (BMFP-283)

WXQL Louisville, Ky., Robert W. Roushville—(BRC-1442) as mod., which authorized new tv station for extension of completion date to June 15, 1955. (BMPCT-523)

KNTV (TV) Hibberson, Md., North Star Television Co.—Mod. of CP (BRC-1774) which authorized new tv station for extension of completion date to 1-1-55. (BMPCT-2412)

WMIN-TV St. Paul, Minn., WMIN Best Co.—Mod. of CP (BPC-953) as mod., which authorized new tv station for extension of completion date to 3-15-54. (BMPCT-2412)

KOIN-TV Portland, Ore., Mount Hood Radio & Television Broadcasting Co.—Mod. of CP (BPC-1039) as mod., which authorized new tv station for extension of completion date to 12-15-54. (BMPCT-2413)

WKAQ-TV San Juan, P. R., El Mundo Inc.—Mod. of CP (BPC-953) as mod., which authorized new tv station for extension of completion date to 9-15-54. (BMPCT-2415)

August 20 Decisions

ACTIONS ON MOTIONS

By Hearing Examiner Basil P. Cooper

KAMQ Amarillo, Tex., Top of Texas Best Co., —Granted petition for temporary construction permit (Docket 11000: BP-8125), to specify use of a DA for the proposed 5 kw daytime operation. (Action taken 8/18)

Communications Eupt. and Service Co., Anheuser, Alas.—Granted petition for leave to amend its application (Docket 11005: SB-8125), so as to specify the correct geographical coordinates of the proposed base station in lieu of the coordinates specified in application. (Action taken 8/18)

By Hearing Examiner William G. Butts

On petition of Edward J. Fitzgerald, Riverhead, N. Y., rescheduled conference scheduled for Aug. 26 to commence Aug. 27 in re am facilities (Dockets 10397 et al). (Action taken 8/17)
August 23 Applications

ACCEPTED FOR FILING

License for CP


KCHV Cochella, Calif., Melvin L. Carrol and Edward W. Gerges, 4/3/6 as Coachella Valley Bestg., Co.—License to cover CP (BP-8694) as mod. which authorized new standard broadcast station (BL-5416). (BMPCT-5416).

WBOY Tarpon Springs, Fla., WBOY Inc.—License to cover CP (BP-8174) which authorized change transmitter location (BL-5403). (BMPCT-5403).

WWKQ Ashland, Ky., States Bestg. System Inc.—License to cover CP (BP-8930) which authorized new standard broadcast station (BL-5602). (BMPCT-5602).

RJO Shreveport, La., Audioscating Inc.—License to cover CP (BP-8682) as mod. which authorized new standard broadcast station (BL-5601). (BMPCT-5601).

KRBF Springhill, La., Springhill Bestg. Co.—License to cover CP (BP-8160) as mod. which authorized new standard broadcast station (BL-5601 Re-submitted). (BMPCT-5601).


WHUT Butler, Pa., J. Patrick Beam—License to cover CP (BP-8375) for CP to replace expired CP (BP-8689) as mod. which authorized change in frequency and change power (BL-5408). (BMPCT-5408).


Remote Control


Modification of CP

WOPT (TV) Chicago, Ill., WOPA-TV Inc.—Mod. of CP (BPCT-1820) which authorized new tv station for extension of completion date to 6-10-55. (BMPCT-2400).

WGET-TV Quincy, Ill., Quincy Bestg. Co.—Mod. of CP (BPCT-759) as mod., which authorized new tv station for extension of completion date to November 1954. (BMPCT-2417).

WMTV (TV) Poland, Me., Mt. Washington TV Inc.—Mod. of CP (BPCT-1920) as mod., which authorized new tv station for extension of completion date to 3-8-55. (BMPCT-2408).

WOOD-TV Grand Rapids, Mich., Grandwood Bestg. & Co.—Mod. of CP (BPCT-917) as mod., which authorized change in facilities of existing tv station for extension of completion date to 1-15-55. (BMPCT-2413).

WRDN-TV Camden, N. J., South Jersey Bestg. Co.—Mod. of CP (BPCT-1322) which authorized new tv station for extension of completion date to March 1955. (BMPCT-3418).

WFNY-TV Greensboro, N. C., Greensboro News Co.—Mod. of CP (BPCT-587) as mod. which authorized change in facilities of existing tv station for extension of completion date to December 1955. (BMPCT-2400).

KLYN-TV Amarillo, Tex., Plains Empire Bestg. Co.—Mod. of CP (BPCT-1457), which authorized new tv station for extension of completion date to 2-10-55. (BMPCT-2394).

August 24 Decisions

BROADCAST ACTIONS

The Commission, by the Broadcast Bureau, took the following actions on the dates shown:

Actions of August 20

Granted License


Remote Control

The following stations were granted authority to operate transmitters by remote control: KNUJ New Ulm, Minn.; KRNQ New Braunfels, Tex.; WDXN Clarksville, Tenn.

Modification of CP

The following were granted Mod. of CP's for extension of completion dates as shown:

WHFM Rochester, N. Y., to 10-1-54; WITA Sun Juan, P. R., to 5-5-54; WYFT (TV) Cadillac, Detroit, Mich., to 3-2-55; WLWA (TV) Atlanta, Ga., to 3-15-55; WSUW-TV St. Peters burg, Fla., to 3-15-55.

Actions of August 19

Granted License

WKTW (TV) Utica, N. Y., Copper City Bestg. Corp.—Granted license covering changes in tv station (BLC-5393).

Remote Control

The following were granted authority to operate transmitters by remote control: KTCB Malden, Mo.: WMEN Taunton, Mass., etc., etc.

Actions of August 17

Remote Control

The following stations were granted authority to operate transmitters by remote control: WGUM Bangor, Me.; WBCA Rome, Ga.; KYA San Jose, Calif.; WCTI Raleigh, N. C.; WWSR St. Albans, Va.; WQGQ Gainesville, Ga.; WORL Boston, Mass.; KXIL Dallas, Tex.

Modification of CP

The following were granted Mod. of CP's for extension of completion dates as shown:

WLOK-TV Lima, Ohio, to 3-7-55; WGBK-TV Dayton, Ohio, to 3-7-55; KFYR-TV Bismarck, N. D., to 3-7-55; KXMR-TV Bakersfield, Calif., to 3-7-55; KBWY-TV Groveton, Calif., to 3-7-55; KZTV (TV) Reno, Nev., to 3-16-55; WBNK-TV New Brit tain, Conn., to 3-16-55; WJPC-TV Columbus, Mo., to 3-18-55; WJFB-TV Fairmont, Va., to 3-18-55; KICW-TV Bedalia, Mo., to 3-8-55; WTVQ-TV Russellv, Ky., to 3-8-55; KSPD-CPL Corpus Christi, Tex., to 3-8-55; WABC-TV New York, N. Y., to 3-7-55; WATV (TV) New York, N. J., to 3-15-55.

ACTIONS ON MOTIONS

The following actions on motions were taken as indicated:

By Commissioner E. M. Webster

Chief Broadcast Bureau—Granted petition for extension of time to and including Sept. 10 within which to file exceptions to initial decision re applications of Radio Associates Inc. and WLOK, for ch. 13 in Biloxi, Miss. (Dockets 10944-45).

Corpus Christi, Tex., Baptist General Convention of Texas; Gulf Coast Bestg. Co.—Granted petition of Baptist for extension of time to and including Aug. 15, with regard to file replies to exceptions to initial decision in re ch. 6 (Docket 10659-60).

Buchdale, Md., The Good Music Station Inc.—Granted petition for an extension of time to and including Sept. 3, within which reply may be filed to opinion of the Broadcast Bureau, to enlarge issues in re proceeding in Dockets 11044 et al. (Action taken 8/18).

By Hearing Examiner Annie Neal Hunting

Naples, Fla., Collier County Bestg. Inc.—Commission without date filed a request to cancel outstanding authorization previously granted it.

(Continued on page 109)
PROFESSIONAL CARDS

JANSKY & BAILEY INC.
Executive Offices
1735 De Sales St., N. W.
Washington, D. C.
Tel.: 703-7077
Member AFCCE

INTERNATIONAL
Washington, 1302 18th
CONSULTING RADIO
Everett
SAN FRANCISCO
O. BOX
FRANK
U.
JANSKY

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

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

COMMERCIAL RADIO
P. O. BOX 7027
KANSAS CITY, MO.
Member AFCCE

A. D. RING & ASSOCIATES
30 Years' Experience in Radio
Engineering
Pennsylvania Bldg., Republican 7-2347
WASHINGTON 4, D. C.
Member AFCCE

GAUTNEY & JONES
CONSULTING RADIO ENGINEERS
1052 Werner Bldg., National 8-7757
Washington 4, D. C.
Member AFCCE

FRANK H. McINTOSH
CONSULTING RADIO ENGINEER
1216 WYATT BLDG
WASHINGTON, D. C.
Metropolitan 8-4477
Member AFCCE

WELDON & CARR
Consulting
Radio & Television
Engineers
Washington 6, D. C.
Dallas, Texas
Member AFCCE

KEAR & KENNEDY
1302 18th St., N. W.
Hudson 3-9000
WASHINGTON 6, D. C.
Member AFCCE

RUSSELL P. MAY
711 14th St., N. W.
Sheraton Bldg.
Washington 5, D. C.
Republican 7-3964
Member AFCCE

ROBERT M. SILLIMAN
John A. Moffet—Associate
1405 G St., N. W.
Republic 7-6646
WASHINGTON 6, D. C.
Member AFCCE

A. EARL CULLUM, JR.
CONSULTING RADIO ENGINEERS
HIGHLAND PARK VILLAGE
DALLAS 5, TEXAS
JUSTIN 6108
Member AFCCE

GUY C. HUTCHESON
P. O. Box 32
AR. 4-8721
1100 W. Abram
ARLINGTON, TEXAS

LYNNE C. SMEBY
"Registered Professional Engineer"
1311 G St., N. W.
EX 3-8073
WASHINGTON 5, D. C.

ROBERT L. HAMMETT
CONSULTING RADIO ENGINEER
821 MARKET STREET
SAN FRANCISCO 3, CALIFORNIA
Sutter 1-7545

GEORGE P. ADAIR
Consulting Radio Engineers
Quarter Century Professional Experience
Radio-Television-Communications
1610 Eye St., N. W., Wash., D. C.
Executive 3-2380—Executive 3-881
(Night-time holidays; Lodge 6-1819)
Member AFCCE

WALTER F. KEAN
AM-TV BROADCAST ALLOCATION
FCC & FIELD ENGINEERING
1 Riverside Road—Riverside 7-2153
Riverside, III.
(A Chicago suburb)

These Engineers . . .
ARE AMONG THE
FOREMOST
IN THE FIELD

JOHN B. HEFFELFINGER
815 E. 83rd St.
Hiland 7010
KANSAS CITY, MISSOURI

Vandivere, Cohen & Wearn
Consulting Electronic Engineers
612 Evans Bldg., NA. 8-3969
1420 New York Ave., N. W.
Washington 5, D. C.

QUALIFIED ENGINEERING
is of paramount importance in getting your station (AM, TV or FM)
on the air and keeping it there

COMMERICAL RADIO
MONITORING COMPANY
MOBILE FREQUENCY MEASUREMENT
SERVICE FOR FM & TV
Engineer on duty all night every night
JACKSON 5202
P. O. Box 7037
Kansas City, Mo.

IF YOU DESIRE TO JOIN
THese ENGINEERS
in Professional card advertising
contact
BROADCASTING & TELECASTING
1735 Desales St., N. W., Wash. 6, D. C.

SPOT YOUR FIRM'S NAME HERE,
To be seen by 75,956* Readers
among them the decision-making
station owners and managers, chief
engineers and technicians—applicants
for am, fm, tv and facsimile facilities.
*1953 AAB Projected Readership Survey

CARL E. SMITH
CONSULTING RADIO ENGINEERS
4900 Euclid Avenue
Cleveland 3, Ohio
Henderson 2-3177
Member AFCCE

TO ADVERTISE IN THE
SERVICE DIRECTORY
Contact
BROADCASTING • TELECASTING
1735 Desales St., N. W., Wash. 6, D. C.

August 30, 1954 • Page 105

SERVICE DIRECTORY

Custom-Built Equipment
U. S. RECORDING CO.
1121 Vermont Ave., Wash. 5, D. C.
Lincoln 3-2705

COMMERCIAL RADIO
MONITORING COMPANY
MOBILE FREQUENCY MEASUREMENT
SERVICE FOR FM & TV
Engineer on duty all night every night
JACKSON 5202
P. O. Box 7037
Kansas City, Mo.

 submissions

Contact
BROADCASTING • TELECASTING
1735 Desales St., N. W., Wash. 6, D. C.
Classified advertisements

Payable in advance. Checks and money orders only.
Deadline: Undisplayed—Monday preceding publication date. Display—Tuesday preceding publication date.

Situation Wanted

Help Wanted

Manager

Manager. Young, active, must have had previous experience for right job. Good salesmen for small station. Unusual opportunity to break into metropolitan market as manager. Box 762D, B-T.


Salem Salesmen

Excellent financial, lifetime opportunity for hardworking successful salesman for Boston, Detroit, Chicago and Pittsburgh areas. Travel expenses, salary and liberal commission. Box 698ED, B-T.

Salesman. Central N. Y. 1,000 watt independent, looking for good experience and loyal to work and profit to sell. Excellent opportunity to start company from a good radio station. Write Box 231E, B-T.

Starting new daytime station in west Texas. Will need good, hard-working salesman (no ball of fire wanted). Good opportunity to become announcer and sales manager. Job permanent, with reasonable pay, in small town. Prefer Texas or one used to small towns in southwest. Contact Clint Formby, KXAN, Hereford, Texas.

Salesman, Pontiac, Michigan, new 500 watt fulltime. Will need experienced. Write Box 12C, Pontiac market or Michigan area. Very liberal plus commission. Must have experience and good sales record. Excellent potential for outstanding income for right man. Letter only. Please send recent photo, references and background. First letter strictly confidential. Send application to O. W. Myers, WBAB, Adrian, Michigan.


Announcers

Southern 5000 watt CBS station needs aggressive personality. Minimum salary guaranteed to start. Unlimited opportunity for financial advancement. Complete details and application immediately. This is an outstanding opportunity for experienced announcer with old established station. Box 374F, B-T.

Experienced morning man who can also write commercial continuity can find a permanent position with a progressive Midwestern station in central New York. Must be proven personality and must be able to write words that sell. Box 422E, B-T.

1st combo, salesmen and announcers. Indians. Box 486E, B-T.

Need good experienced play-by-watch football announcer at once. Rush tape and references air mail, KCMC-Radio, Texarkana, Texas.

Need a good experienced announcer with ability to sell on the air in our farm-ranch area, to replace the man who went to school under G. LCNI, Broken Bow, Nebraska.

Opportunity for good morning announcer. Send resume. ABC network. KFXR, Longview, Texas.

Sell announcer who can do play-by-play sports and handle shift. Tell all. KICA, Clovis, New Mexico.

Announcer-DJ, strong on commercials. South Louisiana. Looking for popular beginners. Send resume and resumes to George Thompson, KSIG, Crowley, La.

Combination announcer-engineer and announcer-salesman. Good opportunity in top market. Both types immediately in all three of our stations. Apply direct to person in charge. Manager of WBEZ, Chillicothe, Ohio. Phone 3-3555.

Help Wanted—Continued

Technical

Wonderful opportunity for first class combo man. WCSN, Columbus, Indiana. Max Cockley, Chief Engineer.

Radio technician with 2nd class for two way communication and broadcast construction work. Must have two years experience. Write Box 221E, B-T.

Production-Programmers, Others

Wanted: A Southern 50,000 watt CBS station needs young newscaster for program to its news bureau. Must be able to rewrite for own news department and background, sample of rewrite with original material, tape and picture. Box 698E, B-T.

WPFA, Pottstown, Pennsylvania, needs a news director to gather and edit local news. Also open experienced male copywriter.

Television

Help Wanted

Manager

Salesman for good uhf station in good uhf market, $10,000 to $5,000. Ted Riland, WPTV-DT, Parkersburg, West Virginia.

salesmen

Advising salesman for local selling on established uhf medium sized market New England tv station. Previous tv selling experience required. Salary and commissions. Address Box 322E, B-T.

Announcer

Technical

Tv-am engineer required by station in large midwest city. Good salary to start, with periodic increases. Very fine equipment and excellent employee relationship, State education, experience, draft classification and provide a snapshot. Reply Box 237E, B-T.

First class engineer for new 12 kw uhf transmitter. Send qualifications first letter, Chief Engineer, WSEE, Erie, Pa.

Production-Programming, Others

Commercial artist position available with well established radio-television station. Must have a good lettering background and be a versatile artist in all commercial lines. Please state schooling, experience, age, marital status, salary expected. Sample of art work, requested, with application will be returned. Box 388E, B-T.

Situations Wanted

Manager

Successful sales manager, am station, college graduate, age 29, family man, desires position offering more responsibility. Interested in management or sales position with future. Radio or tv. Box 458B, B-T.

Result getting manager. Long managerial, sales and programming experience in small and medium markets. Influenced and fast talk is costly—protect your investment with the best at a moderate salary. Non smoker, hard working, real man, excellent character, who can build up lagging business. Box 498E, B-T.

Experienced, successful, employed Pd with emphasis on commercial operation opportunity to manage small or medium size station. Excellent record and references. Box 486E, B-T.

Experienced manager, employed, seeking change. Ten years all phases radio. Family man. Can announce, sell, program. Can keep expenses down and net up. Interested in managing station in independent operation. Will also consider commercial management. Box 478E, B-T.

Tv sales $s a problem? You need a sales manager with 1: A. leading record in sales. 2. Proven results in developing and selling ideas. 3. Worked 4 yrs sales experience with top operation. 4. College graduate . . . family man. Let's talk. Box 497E, B-T.

Salem

Salesman, 4 years experience. Destines permanent position, stable radio-television station. Excellent references. Box 675E, B-T.

Account executive, 36, University degree-advertising. Five years radio sales experience, local national accounts. Excellent agency contacts. On record as account. (Employed as sales manager). Desires change. New York area. Box 484E, B-T.

Announcers

Football announcer . . . seven years experience . . . fine voice, best of references. Box 310E, B-T.


Dynamic sportscaster. Nine years experience football, basketball, baseball in large, competitive market. Kneen sports insight, industrious, creative. Box 398E, B-T.

Thoroughly experienced announcer-newscaster-producer. Sober, no drifter, good habits. Available immediately. Tape, resume upon request Box 325E, B-T.

Experienced sportscaster, play-by-play, basketball, football, baseball and hockey. Reliable, veteran, married. Television experience. Box 454E, B-T.

Announcer-newman. 4 years commercials top 50kw, 3 years Washington news. Can write, produce. Box 468E, B-T.

Seattle, Portland, Cincinnati, Miami or ? Power-packed, hard-hitting sports commentator, sports director, 7 years on CBS. Lifetime devoted to analysis of sports, my sports knowledge unquestioned. Age 35. Box 405E, B-T.

Former university staff announcer—fine voice—looking for commercial outlet. Box 458E, B-T.


Exceptional play-by-play sports man available for college or pro football. Radio and part-time tv. 20 years experience in major market. Top references, tapes, interview. Box 466E, B-T.

Staff announcer—three years experience. Versatile—Much Main reason has time by-the-hour. Can handle sports. Want combination if possible. Good background. Box 474E, B-T.
Situation Wanted—(Con'd)

Five years experience. Commercial announcer am-tv. Top play-by-play all sports, DJ. Desire to relocate. Box 459E, B-T.

Experienced—announcer, radio and tv. NBC trained, college graduated. Married, now employed. Box 456E, B-T.


Sportscaster experienced, employed, handle sales, news, DJ too. Permanent. Box 452E, B-T.

Announcer—news, music, good selling voice. Tape, photo on request. Box 453E, B-T.

Versatile college graduate in radio arts with 3 years announcing experience in rural and metropolitan areas. Presently employed, married, 26. Desire change to permanent position in sales or TV or offering opportunity for advancement. Resume, tape, references. Box 456E, B-T.

Reliable, experienced, reliable announcer presently employed, seeks position with progressive organization. Tape on request. Background and ability will please you. Box 458E, B-T.

Announcer-engineer. 6 years pop, hillbilly audience. Chief, best reference. Married, vet. 34, Carver Heights, Box 471, Hopewell, Virginia. Phone 4337.


Staff, news, sports, DJ, capable, industrious. 33, veteran, travel, tape. Recent graduate. Frank D. Green, 240 Dahlia Road, Brooklyn, N.Y. U.S. 6-8264.


Early morning DJ team, man and woman, "kidnappers of competitors audiences". Large or small stations having tough morning competition should be interested. Staff or contract with talent. Capable on other shows. Both operate board, third tickets. Desire opportunity to sell, also. Present employers: Radio One, Phoenix; Twin Robert or Jan Evans, 6 to 12 noon, Spartanburg, S. C. 3-1600, or wire 260 Hydrick Street.

Versatile announcer, strong news, DJ personality, commercials, top-notch to sell. Veteran, single, tape, will travel. Bill Ross, 60 E. 95th St., Minneapolis, Minn. 3-T.

Announcer—"Girl Friday". Tape, photo, resume on request. Lucille Schaller, 5016 N. Winthrop, Chicago, Illinois.

Technical

Engineer, 1st phone, 6 years experience all phases am-fm broadcasting. Presently employed. Seeking position with employer established station. Will travel. Box 395E, B-T.

15 years experience, broadcast construction, maintenance and operations. Desires job with top-notch radio or vhf-tv station in southwest. Box 360E, B-T.

Chief engineer or supervisor available immediately. 12 years experience, am-tv, fm, cvo. Watts to 50 kw, construction experience. Box 435E, B-T.

Straight engineer, 5 years experience. 1st phone, ham license, now available. Box 457E, B-T.

Engineer. 1st phone. Five years experience all phases. Prefer northeast—southeast opportunities anywhere. Box 454E, B-T.

Chief engineer—capable, experienced all phases. Stable family man. Southwest. Box 458E, B-T.

First phone, 2 years radio-television school, presently employed one kw communications station. 24, available television or radio station employment in Illinois or Missouri. Box 472E, B-T.

Situation Wanted—(Con'd)

Engineer, 1st phone, experienced installation and construction, 9 years with inventor of 65, 5 years other phases electronics. Box 470E, B-T.

Chief engineer—television pioneer, experienced in providing top-notch engineering at reasonable cost. Excellent references. Write Box 468E, B-T.

Production—Programming, Others

Experience and tv newsman seeking permanent position. Have worked extensively in radio news plus wire service and newspaper correspondence. Will move. Member RTDNA. SDX, 50 years old. Box 461E, B-T.

Jill of all trades, mistress of "em all—continuity, publicity, secretarial, traffic, air work. Experience includes N. Y. market agency, BS, college graduate. Available September 21st for employment in D. C. Box 466E, B-T.

Seeking supervisory position, program department. PD, five years experience, programming, production, continuity, etc. Excellent record, references. College. Box 460E, B-T.

Radio-tv production man: 8 years media. 1 year national agency. Also, continuity, promotion, news room experience. Details upon request. Box 502E, B-T.

Woman with 6 years radio experience as copywriter, program director with air work on DJ and women's shows. Also 6 months tv experience as copywriter and 2 months as talent on kitchen show, wants job in west. Will relocate. Young Mr. C. Castor, 2118 Irving South, Minneapolis, Minnesota. Kenwood 9399.

Sportswriter, newpaper, sports, top-flight on features. Newsroom continuity and commercial know-how. Veteran Wire or Commercial Creative Hall Place, N.W., Apt. 301, Washington, D. C.


Television

Situations Wanted

Managerial


Don't let's kid ourselves. The gray days of television are over. Yes. I have excellent national contracts but national sales cannot support all the stations. More important is my ability to derive sales contracts which bring in the necessary profits and while directing all operations, I have done it in small markets, in areas officially labeled "critical" and in strike affected communities. Available as general manager or commercial manager in large market. Specific details excellent references. Personal interest on request. Box 478E, B-T.

Situations Wanted—(Con'd)

Sales manager. 5 years radio-tv experience in nation's 6th market. Must have complete control of sales and program departments. Box 455E, B-T.

Announcers

On-camera personality, master of ceremonies, straight or light comedy. Good pitch man. Seven years radio/television, B.S. degree, Journalism. Stage experience. Single, 28, anywhere for full or part-time plus talent, or talent only. Lots of program ideas and ability to carry through. Will appreciate your reply to Box 461E, B-T.

Announcer, eight years experience, now located large southwest am-tv operation desires return to native northeast in large market. Good voice, personality and appearance. Box 456E, B-T.

Major market sportscaster. 9 years experience all sports. Best agency and station references. Must have good base plus talent fees. Box 460E, B-T.

Announcer-engineer. 7 years experience all phases radio, wishes tv opportunity. Box 461E, B-T.

Technical

Engineering director—chief engineer—experienced am-fm-tv, color tv, construction and network operations. Box 485, B-T.

Production—Programming, Others


New station? I'll put it on the air for you, then stay if you wish. PD, 5 years experience; programming, production, copy. Put two stations on air, into black. Can do same for you. Box 461, B-T.

Tv producer-director with network experience desires change. Presently employed by one of the nation's leading net-originating stations. Radio and N. Y. ad agency background. Box 456E, B-T.

Need continuity director, client service director, or advertising manager with tv experience? Have handled all aspects; advertising campaigns, client service, copy, commercial production. Large, small market radio-tv experience. College degree. Best references. Employed but available immediately. Box 471E, B-T.

Thoroughly experienced tv program manager-film buyer now employed, seeks metropolitan location for permanent position. Working knowledge color production, traffic. All offers considered. Box 465E, B-T.

Program-production manager—experience all phases tv production. Will relocate for right position. Box 461E, B-T.

Single woman with dramatic experience—qualification, training and experience in all phases of directing and film editing, wants jobs with future. Write for particulars. Box 500E, B-T.

(Continued on next page)

AVAILABLE IMMEDIATELY TELEVISION TRANSMITTER

RCA-775A Transmitter, Channel 7-13, perfect condition. Also console, diplexer, dummy load, RCA six (6) bay antenna and tower.

Make offer for lot or part. Terms can be arranged.

Bremer Broadcasting Corp.
1020 Broad Street
Newark 2, New Jersey
HELP WANTED

MANAGER

SALES

TELEVISION

TELEVISION STUDIO TECHNICIANS

Have immediate opening for two techni- niacs for studio operation and maintain- ance. Duties consist of operation at all video and audio positions with emphasis on technical ability and experience. Prefer men with previous television experience, however, will consider recent graduate of recognized television technical school. Radio telephone first class license and experience required. Apply to 100 kw station.

WANTED—Manager for radio station in Midwest A.A.A. Assists with programming, sells advertising and handles station. Two years' experience. Send resume to WACB.

WANTED—Manager for radio station in Los Angeles. Five years experience. Million dollar market. Office and Housing. Send resume to WACB.

TELEVISION

TELEVISION STUDIO TECHNICIANS

Have immediate opening for two techni-

niacs for studio operation and mainte-

nance. Duties consist of operation at all

video and audio positions with emphasis

on technical ability and experience. Pre-

fer men with previous television experi-

ence, however, will consider recent gra-

duate of recognized television technical

school. Radio telephone first class li-

cense required. Presently expanding fa-

cilities for 100 kw station. Many em-

ployee benefits. Write WTTV, Inc., 725 Harmon Ave., Columbus, Ohio.
KOLN-TV gives you
LINCOLN-LAND—
Nebraska's Other Big Market!

The map below shows Lincoln-Land—34 counties with 182,982 families. (The city population of Lincoln is more than 100,000 people — in the same bracket with Topeka, Kan.; Lancaster, Pa.; Columbia, S. C.; or Madison, Wis.)

Actually, the KOLN-TV tower is 75 miles from Omaha; Lincoln is 58 miles. With our 1000-foot tower and 316,000 watts on Channel 10, KOLN-TV reaches over 100,000 families who cannot be duplicated by any other station.
TELESTATUS

August 30, 1954

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 (Δ) indicates stations now on air with regular programming, which is listed in the city where it is licensed. Stations, vhf or uhf, report respective set estimates of their coverage areas. Where estimates differ among stations in same city, separate figures are shown for each as claimed. Set estimates are from the station. Further queries about them should be directed to that source. Total U. S. sets in use is unduplicated B.T estimate. Stations not preceded by triangle (Δ) are grantees, not yet operating.

ALABAMA

\[\begin{align*}
\text{Birmingham—} \\
& \Delta \text{WABM (15) NBC, ABC, DuM; Blair; 260,000} \\
& \text{WBRC-FM (35); 260,000} \\
& \text{WJIN-TV (48) 12/10/52-Unknown} \\
& \text{Des Moines—} \\
& \text{KVMC-TV (23) Walker; 14,107} \\
& \text{Pine Bluff—} \\
& \text{WTY (9) 7/29/54-12/25/54} \\
& \text{WALA-TV (10) ABC, CBS, NBC; Headley; 7,500} \\
& \text{WKAB-TV (48) See footnote (d)} \\
& \text{Fresno—} \\
& \text{KCOV (3) 5/10/53-Unknown} \\
& \text{Montgomery—} \\
& \text{WCTY (4) 12/10/52-Unknown} \\
& \text{WFST-TV (12) NBC; Headley-Reed; 3/5/54-12/25/54} \\
& \text{Muscatine—} \\
& \text{KWEZ (17) 6/5/54-Unknown} \\
& \text{Selma—} \\
& \text{WSLA (8) 6/24/54-Unknown} \\
\end{align*}\]

ARIZONA

\[\begin{align*}
\text{Mesa (Phoenix)—} \\
& \text{KVAR (12) NBC, DuM; Raymer; 55,300} \\
& \text{Phoenix—} \\
& \text{KOOL-TV (10) ABC; Hollingbery; 96,200} \\
& \text{KMPX-FM (CBS; DuM; Rate; 96,750} \\
& \text{KTVK (3) 6/10/54-Unknown} \\
& \text{KPHO-TV (13) CBS; DuM; Forjoe; 28,443} \\
& \text{KNXV (4) ABC; DuM; Forjoe; 28,443} \\
& \text{Yuma—} \\
& \text{KNYA (11) NBC; DuM; Grant; 19,624} \\
\end{align*}\]

ARKANSAS

\[\begin{align*}
\text{El Dorado—} \\
& \text{KREB (10) 2/24/54-Unknown} \\
& \text{Fort Smith—} \\
& \text{KFPS-TV (22) ABC, NBC, DuM; Pearson; 18,000} \\
& \text{KNAC-TV (5) Rambeau; 6/3/54-1/1/55} \\
& \text{Hot Springs—} \\
& \text{KCTR (9) 1/29/54-Unknown} \\
& \text{Little Rock—} \\
& \text{KHQ-TV (4) NBC, DuM; Petry; 74,851} \\
& \text{KTVT (23) 9/30/53-Unknown} \\
& \text{KATV (7) See Pine Bluff} \\
& \text{Pine Bluff—} \\
& \text{KATV (1) ABC; CBS; Avery-Knodel; 66,485} \\
& \text{Texarkana—} \\
& \text{KCMC-TV (6) See Texarkana, Tex.} \\
\end{align*}\]

CALIFORNIA

\[\begin{align*}
\text{Bakersfield—} \\
& \text{KBKX-TV (29) ABC, DuM; Forjoe; 72,000} \\
& \text{KEBA-TV (10) ABC, NBC; Avery-Knodel; 112,000} \\
& \text{Berkeley (San Francisco)—} \\
& \text{KQED (9)} \\
& \text{Chico—} \\
& \text{KHSF-TV (12) ABC, CBS, NBC, DuM; Avery-Knodel; 66,708} \\
& \text{Corona—} \\
& \text{KOCA (52) 9/16/53-Unknown} \\
& \text{El Centro—} \\
& \text{KPHC-TV (16) 2/10/54-Unknown} \\
& \text{Eureka—} \\
& \text{KMEY-TV (3) ABC, CBS, NBC, DuM; Blair; 11,160} \\
& \text{Fresno—} \\
& \text{KBAO-TV Fresno (53). See footnote (d)} \\
& \text{KJEO (47) ABC; CBS; Brancham; 123,204} \\
& \text{KMBX-TV (41) ABC, NBC, Raymer; 100,444} \\
& \text{Los Angeles—} \\
& \text{KBCA-TV (22) 2/10/52-Unknown} \\
& \text{KABC-TV (7) ABC; Petry; 1,861,132} \\
& \text{KCOO (35) Kats; 1,861,132} \\
& \text{KULC-TV (9) DuM; H-R; 1,861,132} \\
& \text{KNBH (4) NBC; NBC Spot; 1,861,132} \\
& \text{KNXT (2) CBS; CBS Spot; 1,861,132} \\
& \text{KXLA (15) 12/19/54-Unknown} \\
& \text{KTTV (11) Blair; 1,861,132} \\
& \text{KTHE (28)} \\
& \text{Modesto—} \\
& \text{KTRB-TV (14) 2/17/54-Unknown} \\
& \text{Monterey—} \\
& \text{KMBY-TV (8) ABC, CBS, NBC, DuM; Hollingbery; 692,371} \\
& \text{Sacramento—} \\
& \text{KEKB-TV (46) 1/26/53-Unknown} \\
& \text{KKCO-TV (49) ABC, CBS, NBC; DuM; Weed; 106,500} \\
& \text{KCOB Inc. (3) Initial Decision 6/5/51} \\
& \text{McClatchy Bestig. Co. (10). Initial Decision} \\
& \text{11/5/53} \\
\end{align*}\]

CONNECTICUT

\[\begin{align*}
\text{Bridgeport—} \\
& \text{WGBE (27)* 1/29/53-Unknown} \\
& \text{WTOC-TV (43) ABC, DuM; Young; 72,340} \\
& \text{Hartford—} \\
& \text{WCWN (29) 1/29/53-Unknown} \\
& \text{WGTH-TV (18) DuM; H-R; 10/21/53-5/25/54} \\
& \text{New Britain—} \\
& \text{WNTN-TV (30) CBS; Bolling; 301,092} \\
& \text{New Haven—} \\
& \text{WELI-TV (58) H-R; 6/9/53-Unknown} \\
& \text{WNHC-TV (8) ABC, CBS, NBC, DuM; Katz; 702,003} \\
& \text{New London—} \\
& \text{WNLC-TV (28) 12/31/53-Unknown} \\
& \text{Norwich—} \\
& \text{WCON (68) 1/29/53-Unknown} \\
& \text{Stamford—} \\
& \text{WSTF (27) 5/27/53-Unknown} \\
& \text{Waterbury—} \\
& \text{WATH-TV (35) ABC; Stuart; 147,200} \\
\end{align*}\]

DELAWARE

\[\begin{align*}
\text{Newark—} \\
& \text{WHHR (40) 3/11/53-Unknown} \\
& \text{Wilmington—} \\
& \text{WJATV (12) NBC, DuM; Meeker; 223,020} \\
\end{align*}\]

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.
KENTUCKY

Ashland— WPNV (95) Petry; 8/15/53—Unknown
Henderson (Evansville, Ind.)— WDKV (CBS) CBS; Meeker; 55,161
Lexington— WLAP-TV (27) 12/25/33—See footnote (c)
WLEX (16) Forjoe; 4/15/54
Louisville— WAVE-TV (3) ABC, NBC, DuM; NBC Spot Sls.: 368,834
WHAS-TV (11) CBS; Harrington, Righter & Parsons. See footnote (b); WLOO-TV (21) See footnote (d)
WVLK-TV (41) Forjoe; 1/15/53—Summer '54
Newport— WNOP-TV (74) 12/24/53—Unknown
Louisiana

Baton Rouge— WAFB-TV (28) ABC, CBS, NBC, DuM; Young; 1,160,000
WBHZ (2) Hollenberg; 1/28/54–1/1/55
Lafayette— KDVL-TV (10) 5/16/53–Unknown
KLFY-TV (16) Rambeau; 9/16/53–Unknown
Lake Charles— KPLC-TV (7) Weeds; 11/12/52–5/29/54
KTEG (50) CBS, ABC, DuM; Young; 10,000
Monroe— KNOE-TV (8) CBS, NBC, ABC, DuM; H-R; 151,003
KXAF (43) See footnote (d)

New Orleans— WWOZ-TV (56) Gills-Perna: 4/25/53—Late '54
WGNO-TV (23) Forjoe; 4/25/54–Nov. 54
WJNO (6) ABC, CBS, NBC, DuM; Blair; 225,412
WMMR (81) ABC, CBS, DuM; McGilivra; 31,465
WPOL (20) 2/26/53–Unknown
Shepperton— KSKA (15) ABC, CBS, NBC, DuM; Raymer; 22,500
Shreveport TV Co. (12) Initial Decision 6/7/54
KITS Inc. (3) Initial Decision 6/11/54

Maine

Bangor— WABI-TV (5) ABC, CBS, NBC, DuM; Hollinger, Righter & Parsons
WTOI (5) 5/5/44–12/14/54
Lewiston— WLM-TV (17) DuM; Everett-McKinney; 20,050
Portland— WMTW (8) ABC, CBS; Harrington, Righter & Parsons; 7/7/53–9/5/54

Massachusetts

Boston— WAGM (5) ABC, CBS, NBC, DuM; Hatch; 153,481
Beacon Hill— WBZ-TV (4) NBC; 7/15/54–10/15/54
WBZ (4) 4/5/50–Unknown
WNNR (5) ABC, CBS, DuM; H-R; 1,200,000
Boston— WJTV (60) DuM; Beauchamp; 144,000
WLAW (65) ABC, NBC; Hollenberg; 144,000
Worcester— WHAS-TV (20) Forjoe; 8/12/53–Unknown
WWOR-TV (14) ABC, DuM; Raymer; 55,810

Michigan

Ann Arbor— WPAG-TV (90) DuM; Everett-McKinney; 19,800
WWJ-TV (70) 11/4/53–Unknown
Battle Creek— WBCD-TV (58) Headley-Reed; 11/20/53–Unknown
Bay City— WKZ (64) See footnote (d)
Bay City Midland, Saginaw— WNNM (5) NBC; DuM; Headley-Reed; 246,793
Cadillac— WATO-TV (13) ABC, CBS, DuM; 47,669
Detroit— WJTV (63) 11/20/53–Unknown
WWJ-TV (2) CBS, DuM; Katz; 1,469,000
WWJ-TV (4) NBC; Hollenberg; 1,286,822

Broadcasting • Telecasting

KTV H Channel 50

The Spotlight's On WEHT

In the Evansville Market

Thrifty Fifty Parleys CBS Advertisements into Cash Sales

Weht Ktv H Channel 50

CBS basic—Du Mnt—CBS Represented by HR Television, Inc.

covers Central Kansaas

See Your KTVH Sales Representative Today!!

August 30, 1954 • Page 113
Romulus has found a new way to tame wolves—just expose 'em to Channel 8 and they roll right over, gentle as kittens.

If your problem is the wolf at the door and your business is selling, let the oracle speak for you.

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

San Antonio—
KGBS-TV (5) ABC, CBS, DuM; 203,487
WOAI-TV (4) NBC; Petry; 202,487
KCBX (4) O'Connell; 5/12/54-11/1/54
Sweetwater—
KPAR-TV (12) CBS; Avery-Knodel; 8/26/53-Unknown
Tempe—
KCEC-TV (6) NBC; Hollingsby; 85,113
Texarkana (also Texarkana, Ark.)—
KOKH (4) ABC, CBS, DuM, Venard; F.1,124
Tyler—
KETX (18) CBS, NBC, DuM; Pearson; 28,405
KFLY (7) ABC; Pearson; 12/9/54-Oct. 8
Victoria—
KXNL (19) Best; 3/8/53-Unknown
Waco—
KXAN-TV (34) ABC, DuM; Pearson; 43,600
Waco Beat (Brownsville, Hartlingen, McAllen)—
KRGV-TV (5) NBC; Raymer; 37,880
Wichita Falls—
KFDX-TV (3) ABC, NBC, Raymer; 71,000
KWTX-TV (6) CBS, DuM; Blair; 65,200
UTAH
Provo—
KOVO-TV (11) 12/3/53-Unknown
Salt Lake City—
KSL (5) ABC, CBS, DuM; CBS Spot Slm.; 164,100
KUTV (4) NBC; Blair; 164,100
KUTV (2) ABC; Hollingsby; 3/26-3/7/54
VERMONT
Montpelier—
WMVT (3) CBS; Weed; 3/12/54-9/7/54
VIRGINIA
Arlington—
WBTM-TV (24) ABC; Gill-Perna; 21,545
Hampton (Norfolk)—
WVEC-TV (15) NBC; Rambeau; 116,000
Harrisonburg—
WUSA-TV (3) ABC, CBS, NBC, DuM; Pearson; 86,432
FOR RENT

Cameras and Crews for Studio or Remote Use

Need extra equipment for local promotions, telethons, special event coverage? We have complete camera chains and trained crews ready to go anywhere and handle largest or smallest jobs. Reasonable daily rates—complete equipment furnished from lights to cameraman. Examples of jobs we have done furnished on request.

CLOSED CIRCUIT WORK

We have equipment to handle all types of closed circuit jobs, from in-store promotions to coast-to-coast hook-ups. Lots of experience and reams of good ideas. We'll pay commissions to your station for leads or handle it through you.

UNIVERSAL BROADCASTING SYSTEM, INC.
800 Grand River 2193 Commonwealth Ave.

Page 116 • August 30, 1954

Wausau—
WSAW-TV (19) 2/1/54-Unknown
WSAU-TV (7) Meeker; 5/3/54-Oct. ’54
YOMING
Cheyenne—
KFBC-TV (3) ABC, CBS, NBC, DuM; Hollingsby; 46,100
ALASKA
Anchorage—
KFIA (2) ABC, CBS; Weed; 9,000
KTVX (11) NBC, DuM; Fettis; 9,500
Fairbanks—
KFIF (2) ABC, CBS; 7/1/53-Unknown
HAWAI
Honolulu—
KGMB-TV (8) CBS; Free & Peters; 60,000
KONA (11) NBC, DuM; NBC Spot Sls; 90,000
KULA-TV (4) ABC; Headley-Reed; 58,000
PUERTO RICO
San Juan—
WAPA-TV (4) ABC, NBC, DuM; Caribbean Networks
WKQAQ-TV (2) CBS; Inter-American; 32,000
CANADA
Hamilton—
CCHC-TV (10) Kiner—
CKCO-TV (12) ABC, CBS, NBC, DuM; Hardy; Weed; 50,000
London—
CFTV (16) CBC; All-Canada, Weed; 65,000
Montreal—
CBFT (2) 201,433
CBMT (8) 201,433

OTTAWA—
CBOT (4) 10,100
Quebec City—
CFCF-TV (4)
S. John, N. B.—
CHU-TV (4) CBS
Sudbury—
CKSO-TV (5) ABC, CBS, NBC, DuM; All-Can-
ada, Weed; 9247
Toronto—
CBFT (9) 222,500
Vancouver—
CBUT (2) CBS
Winnipeg—
CCHW
MEXICO
Juarez (El Paso, Tex.)—
KJUX (5) National Time Sales; 20,000
(Shaw-family owned)
El Paso—
KJXT (TV) 7/1/54

Total stations on air in U. S. and possessions: 332; total cities with stations on air: 204. Both totals include KJUX-Juarez and XEJ-T (TV) Tijuana, Mexico, as well as educational outlets that are operating. Total sets in use 32,133,230.

Indicates educational stations.
Cities NOT interconnected to receive network service.
(a) Figure does not include 211,448 sets which WHEN-TV Buffalo reports it serves in Canada.
(b) Number of sets not currently reported by WHAS-TV Louisville, Ky. Last report was 385,544 on July 10, 1952.
(c) President Tilmer More Nunn announced that construction of KLPF-TV has been temporarily suspended [B-F, Feb. 23]. CP has not been sur-rendered.
(d) The following stations have suspended regular operations, but have not turned in CP's; WKAL-TV Mobile, Ala.; KMBV-Fremo, Calif.; KDZA-TV Pueblo, Colo.; WRAY-TV Princeton, Ind.; WKLO-LV Louisville, Ky.; KFAZ-TV Monroe, La.; WLPV-TV Battle Creek, Mich.; WPTV-TV Duluth, Minn.; WCOC-TV Meridan, Miss.; KACK-TV Festus, Mo.; KSTM-TV St. Louis; WION-TV Lincoln, Neb.; WPTF-TV Atlantic City, N. J.; WKTQ-TV Elmore, N. Y.; WIFE-TV Daytona. Ohio; WCHA-TV Chambersburg, Pa.; WKFJ-FTP Pittsburgh. Pa.; KNUZ-TV Houston. Tex.
(a) Sherbrook TV Co. has received initial decision favoring it for ch. 12, which is currently operated by Interim TV Corp. (KSLA-TV).
**UPCOMING**

**AUGUST**


Aug. 31: BAA clinic, Indianapolis, Ind.

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. 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. 18-21: Seventh district, Advertising Federation of America, Biltmore Hotel, Atlanta, Ga.

Sept. 21: CBC Board of Governors, Chateau Laurier, Ottawa.


Sept. 28-30: Tenth district, Advertising Federation of America, San Antonio, Tex.

Sept. 29-30: Pacific Coast Council, American Assn. of Advertising Agencies, Hotel Del Coronado, Coronado, Calif.


Sept. 26: Chicago Federation of Advertising Club's fall clinic, for eight weeks, Chicago.

Sept. 29-Oct. 2: Michigan Assn. of Broadcasters, St. Clair Inn, St. Clair.


**OCTOBER**

Oct. 4-6: 10th Annual 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. 28: Standard band broadcasting conference between U.S. and Mexico, Mexico City.

**NOVEMBER**

Nov. 7-13: Lutheran Radio & TV Week.

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. 10-13: Sigma Delta Chi, Columbus, Ohio.

Nov. 14: Indiana Radio-TV Newsmen, fall meeting at WIRE studios, Indianapolis.

Nov. 18: Country Music Disc Jockeys Assn., general membership meeting, Nashville, Tenn.


**SPECIAL LISTING**

NARTB District Meetings

Sept. 9-10: NARTB Dist. 1, Somerset Hotel, Boston.

Sept. 13-14: NARTB Dist. 2, Lake Placid Inn, Lake Placid, N.Y.

Sept. 16-17: NARTB Dist. 5, William Penn Hotel, Pittsburgh.

Sept. 20-21: NARTB Dist. 4, Cavalier Hotel, Virginia Beach, Va.

Sept. 22-24: NARTB Dist. 5, Daytona Plaza, Daytona Beach, Fla.

Sept. 27-28: NARTB Dist. 6, Lafayette Hotel, Little Rock, Ark.

Sept. 30-Oct. 1: NARTB Dist. 7, Kentucky Hotel, Louisville.

Oct. 4-5: NARTB Dist. 8, Sheraton-Cadillac Hotel, Detroit.

Oct. 7-8: NARTB Dist. 10, Fontenelle Hotel, Omaha.

Oct. 11-12: NARTB Dist. 6, Lake Lawn Hotel, Lake Delavan, Wis.


Oct. 18-19: NARTB Dist. 17, Davenport Hotel, Spokane.


Nov. 4-5: NARTB Dist. 12, Jens Marie Hotel, Ponca City, Okla.

Nov. 9-10: NARTB Dist. 13, Rice Hotel, Houston.
On and Off the Agenda in Chicago

CHICAGO this week becomes the hub of top-level broadcast activity. When NBC-TV and CBS Radio independently scheduled their sessions they doubtless had in mind family gatherings that would avoid the controversial and the spectacular. But the turn in events, notably surrounding the new Bricker investigation, probably will alter planned agendas.

In addition, virtually concurrent meetings have been scheduled to formalize the organization of the new Television Bureau of Advertising Inc. as the all-industry sales promotion project, and the proposed new Quality Radio Group to sell nighttime taped programs on a cooperative basis. Both projects appear to be set to go, and there should be no hitches because they're both meritorious.

Fireworks are not expected at either of the network sessions. Certainly this is no time to stimulate the sessions should be strictly business, looking toward means of better selling and programming in what will become the color era. This poses new equations for both radio and tv, and new rate questions for tv.

The opportunity should not be overlooked, however, to appraise the legislative picture and the hearing it could have upon all broadcasting. The harm that could be done by a reckless, headline hunting Bricker inquiry is practically limitless. We fail to see how any good can come of it. The emphasis should be on homework during the recess with Congressional delegations, not alone on the Bricker inquisition, but also on such legislative thrusts as the Bryson Bill to ban beer and wine advertising, and the discrimination implicit in the barring of microphones and cameras from Congressional Committee hearings.

The Bricker Enigma

WHAT will be accomplished by the Bricker investigation of all things broadcasting is as much of an enigma as the purpose of the inquiry itself. If past inquiries in this field are any criteria, the answer will be exactly nothing, except for an abysmal waste of time and money by private groups as well as government.

How far the inquiry will go will depend largely upon what the staff produces between Sept. 1 and the time the new Congress convenes in January. With strong personalities like former FCC Comr. Robert F. Jones and his old adversary, former Assistant General Counsel Harry Plotkin, in the counsel roles, almost anything can happen. Mr. Jones is designated to "head" the investigation in the deftly worded announcement of Chairman Bricker. That places him in the role of "majority" or Republican counsel.

Mr. Plotkin's status, not yet formally announced because he is on vacation until after Labor Day, must then be that of "minority" or Democratic counsel. By the very nature of the assignments, Messrs. Jones and Plotkin will represent opposing viewpoints.

There are many strange overtones and contradictions in this alignment. The GOP, pledged to cooperation with private enterprise, is embarking on an inquisition which seems to do violence to the party's intent. And the Democrats, who had been criticized because of undue interference with business during their incumbency, are thrust into a position in defense of the pursuits Mr. Bricker insists upon investigating.

If the networks are the primary target, no legislation is needed. The FCC has the authority, under the chain-monopoly rules, to move. The FCC hasn't because the Bureau of the Budget has been unwilling to authorize the funds for a major investigation, and the Commission has been exposed to undue interference with business during their incumbency.

The chances are that Mr. Bricker, and some of his Senatorial colleagues, are not so much interested in network licensing as they are in finding some means to curb network commentators. The politician thinks in terms of elections. Radio, and latterly television, have become the most potent means of reaching the electorate. The politician's interest thus is manifest.

But this whole investigation picture could change by fall. A swing of a few Senate seats from the Republican to the Democratic side would shift control to the Democrats. Mr. Bricker would not be chairman of the Senate Commerce Committee. The gavel would go to young, communications-wise Warren Magnusson of Washington. Would Sen. Magnusson want a witch-hunt into broadcasting? We're disposed to think he would not. Senate chairmen, it should be noted, are absolute rulers of their committees' destinies.

We hope there will be no hitch in naming Mr. Plotkin. Since he left the FCC three years ago to enter private practice, he has been exposed to the non-regulatory side of broadcasting. He has learned that business men too are interested in providing a public service, because that constitutes good business. Mr. Plotkin's ability and integrity are not questioned. He has worked as avidly for his private clients as he did for his government "client."

From now until January, the story of the Bricker committee intent should unfold. A GOP reversal in November could end it all. But that is only a remote possibility. Meanwhile, it is to be hoped that the committee staff will not make a circus out of the preliminary study, and that there will be no attempt to upset that which exists. To do this would not only upset a basic and essential pursuit in our economy but also would do a great public disservice.

Markets on the March

EVERY business enterprise stops at intervals to take stock. America's entrepreneurs want to know where they are and where they have been. Then they are in a position to plan where they are going.

Herefore, the government has wisely conducted a stock-taking of business and industry on roughly a five-year schedule. For a modest sum the Census Bureau has been able to take a national inventory of business, manufacturing and mining. This information has guided both government and business in planning, forming the basic material used in reaching important decisions.

After baffling Congressional neglect for which no logical reason could be ascribed, $8.4 million was appropriated by Congress just before adjournment for the quinquennial inventory of business and manufacturing. The enabling law had been on the books since the last session but the necessary funds were not appropriated until the last minute. The fund is roughly a third of the sum originally asked but the census will be conducted on a mail basis, requiring the addition of about 1,000 workers at the Census Bureau.

Latest available census data on America's commerce ranges from 7 to 15 years old. In an economy keyed to mass production, efficient selling through advertising and quick turnover, this antiquity of statistical resources is intolerable.

The new data will cover 1954 operations and should be completed by the end of 1955, provided business and manufacturing firms cooperate by promptly returning questionnaires. Broadcasters will have a chance to expedite the statistical processes by joining the business fraternity in cooperating with the Census Bureau.
More People = More Sales

1,328 ft. WAS TO BE (October 1959)

Tower 490 ft. 1,328 ft. above average terrain

Power 17 kw 100,000 watts

Coverage area 9,548 sq.mi. 23,902 sq.mi.

All this makes available

1,167,900 people comprising 345,014 families living in Oklahoma, Kansas, Missouri, and Arkansas

For example...the city of TULSA only...

Ranks 45th among the top 57 cities in size with CBS or NBC affiliation

7th in spendable income per family

7th in families with $6,000 or over income

6th in increased sales percentage in the last 5 years

KOTV Channel 6

5 years on the air makes strong viewing habits

Represented by Edward Petry & Co., Inc.
IN INLAND CALIFORNIA (AND WESTERN NEVADA)

These five inland radio stations, purchased as a unit, give you more listeners than any competitive combination of local stations . . . and in Inland California more listeners than the 2 leading San Francisco stations and the 3 leading Los Angeles stations combined . . . and at the lowest cost per thousand! (SAMS and SR&D)

Ringed by mountains, this independent inland market is 90 miles from San Francisco and 113 miles from Los Angeles. Beeline listeners here spend over half a billion annually for food alone. (Sales Management's 1953 Copyrighted Survey)

McCLATCHY BROADCASTING COMPANY
SACRAMENTO, CALIFORNIA • Paul H. Raymer Co., National Representative