WLS has long been noted for its station personality - and for the personalities on the station. One of those who is helping to build that reputation is...

HARRY CAMPBELL

The friendly voice of Harry Campbell is the first one WLS listeners hear each morning. With a cheery greeting of "Hi Neighbors" he starts the WLS broadcasting day and its first farm program at 5:00 A.M. He follows this with "Farm Bulletin Board" at 6:00 A.M., bringing the listeners the livestock estimates, weather reports, and farm news and events.

As a young country singer, fiddler, and guitar-harmonica player, Campbell was first heard over WLS in 1929 on many programs, including the National Barn Dance.

He left WLS to enter college in his native Indiana, and before returning to WLS in 1953, he had been a farm program director on stations in three Midwest states, spent some years running his home farm, and served as Information Specialist for the Indiana AAA Committee and the United States Department of Agriculture War Board.

As an agricultural broadcaster, Campbell has been honored with a ten-year award for outstanding contribution to agriculture by radio by the National Farm Radio Directors Association. Recently, his voice was selected to transcribe sales messages on more than forty stations by a nationally-known farm advertiser.

Harry Campbell is an agricultural expert who knows farming. That's why he enjoys the confidence and respect of the WLS farm audience. And that's why his sincere, friendly voice SELLS that audience for WLS advertisers.
only KTNT-TV covers ALL FIVE

IN ITS "A" CONTOUR

OVER PUGET SOUND

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

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

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

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

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

KTNT-TV

CHANNEL 11

NOW 316,000 WATTS

Antenna Height, 1000 ft. above sea level

CONTACT WEED TELEVISION

For the SEATTLE - TACOMA - PUGET SOUND AREA
"A" Contour Population Over 1,200,000

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and July by BROADCASTING PUBLICATIONS, INC., 1738 DeSales St., N.W., Washington 6, D.C. Entered as second class matter March 16, 1933, at Post Office at Washington, D.C. under act of March 3, 1879.
with lots of money to spend

These people live in Mr. Channel 8-Land. Their effective buying income is 4½ billion dollars each year. The strong, persuasive voice of Mr. Channel 8 is the speedy way to reach this market. Put him to work selling for you.

Channel 8-Land
York                Harrisburg
Reading             Lebanon
Hanover             Carlisle
Gettysburg          Westminster
Martinsburg         Chambersburg
Hagerstown          Pottsville
Frederick           Sunbury
Lewisburg           Waynesboro
Lawistown           Shamokin
Hazleton            Lock Haven
                    Bloomsburg

WGAL-TV
NBC  CBS  DuMont
LANCASTER, PA.
316,000 WATTS  SUPER POWER
STEINMAN STATION
Clair McCollough, Pres.

Representatives
MEEKER TV, Inc. New York  Chicago
                Los Angeles  San Francisco
WITH ONLY about one-third of operating stations having returned questionnaires on beer-wine advertising, NARTB officials expressing concern lest House Commerce Committee intercede perhaps to extent of querying non-respondents. NARTB sent out nearly 3,000 questionnaires in mid-September asking for responses by Oct. 11, but as of Friday about 800 had been returned (BT, Sept. 13). While collated data isn't due until Congress convenes, both FCC and House Committee are interested bystanders. President Fellows infers importance of survey can't be over-emphasized.

MORE TRAVAIL on Madison Ave. ahead with report that major agency is about to lose $8 million in billings. Following pattern, it's expected key executives will move to new agency with accounts or form agency of their own.

REPORTS that Mutual is on block are categorically denied by Thomas F. O'Neil, chairman and president of General Tele- radio Inc., who also spiked scuttlebut about sale of WOR-AM-TV New York. Reports presumably stemmed from illness of Tom's father, William O'Neil, who heads General Tire and its subsidiaries, and speculation that young O'Neil would be called to Akron to head parent company. Tom reports his father's illness isn't serious.

WITH SALE of its 45% interest in KQV Pittsburgh to majority owners (see story page 38) CBS has two to go in disposition of its minority holdings which it hopes to accomplish by year end. Negotiations are continuing with majority stockholders in WCCO-AM-TV Minneapolis-St. Paul (Mid Continent) for sale of CBS 47% holdings, and WTOP-AM-FM-TV (Washington Post Co.) for sale of CBS 45% holdings. CBS has outside offers for these holdings, but Mid Continent and Post Co. reportedly regard evaluations as too high.

MORALE at FCC, at low ebb for weeks because of uncertainty about chairman- ship, hasn't improved now that George C. McConnaughay has been appointed. Although nothing tangible has happened to provoke it, fear has developed that heads will roll in general reorganization at professional and staff levels, notably in Broadcast Bureau and “hold-over” attorneys.

FCC's NEW chairman, George C. McConnaughay, will not be total stranger to Commission's high-level personnel when he takes over today. He has known John C. Doerfer, fellow commissioner, for several years (they served in executive capacities in Natl. Assn. of Railroad and Utilities Commissioners); is acquainted with Comr. Robert E. Lee, and has known, since 1952 Republican National Convention, former Comr. Robert F. Jones, fellow Ohio Re- publican, now chief counsel for Bricker Senate Investigating Committee.

IT'S UNLIKELY that Rosal H. Hyde will assume vice chairmanship of Commission under changed order which brings George C. McConnaughay into chairmanship, effective today (Monday). Mr. Hyde is understood to feel that vice chairmanship should be “rotated” along with chairmanship. Incumbent vice chairman is E. M. Webster on basis of seniority. Mr. Hyde will move from chairman's suite (6107) to Mr. Sterling's office (7241) in New Post Office Bldg., retaining present staff.

NBC and Charles C. (Bud) Barry, its vice president in charge of television program sales and one-time program chief, reportedly have come to terms on settlement of his unexpired contract, with result that his resignation is expected shortly.

THOUGH members of Senate subcom- mittee on juvenile delinquency reportedly are opposed to government censorship, some are known to think that tv broadcasters ought to appoint “czar”—as comic book publishers did after committee in- vestigated them—to oversee program content. Beyond that, committee—which begins hearings on tv crime shows Oct. 19 (see story, page 52)—may advocate elabor- ate industry-sponsored research to find out what effect such shows have on youngsters.

WHETHER there will be Oct. 28 conference in Mexico City designed to bring Mexico into NARBA agreement on distribution of standard broadcast facilities among North American nations is in doubt. Interest has bogged down and presumably no determination will be reached until after Cuba and Mexico get together to settle preliminary differences.

GENERAL MILLS, through BBDO, New York, planning to break big radio-tv spot schedule for one of its products within two weeks. Station list being prepared and actual buying will begin in fortnight.

HOW'S NATIONAL spot business for smaller outlets? Graeme Zimmer, national sales manager of Rollsing group (WAMS Wilmington, WJWL Georgetown, WNJR Newark, WRAD Radford, WRAP Nor- folk) reports increase of over 50% this year over last.

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There's a new “listen” in New Orleans and it calls for a new look in time-buying. This city has witnessed a cyclonic ten-month change in radio listening, culminating in a new leader for New Orleans—WTIX.

It all started in September, 1953, with WTIX 11th in audience in this 11-station market. Suddenly, with new ownership, new programs, new ideas, WTIX became a radio station in a hurry. January saw WTIX pass the other six independents. By March only one network affiliate was left to pursue in the morning, two in the afternoon. In July, WTIX overtook everybody in all day average.

Comes August Hooper, and WTIX digs in even deeper. Now WTIX is first in the morning and afternoon and all-day average.

Talk to Adam J. Young, Jr., national representative, or call WTIX Manager, Fred Berthelson.
Erwin, Wasey May Get Stagg Beer Account

GREESEDEICK Western Brewery Co. (Stagg beer), which sold its brewing assets ten days ago to Carling & Co. of Cleveland for reported $10,000,000 (subject to stockholders' approval) is expected to name Erwin, Wasey Co., Chicago, to handle advertising for Stagg beer. Maxon Inc., Chicago, has been servicing account for many years. Carling has two agencies: Benton & Bowles, New York, handles Red Cap ale, and Lang, Fisher & Stashower, Cleveland, places Black Label beer. All three beers use radio and TV spots.

Same Movie, Shown Week, Draws High N. Y. Rating

WOR-TV New York is announcing today (Monday) that premiere week (Sept. 21-27) of Million Dollar Movie (showing of same movie for one week, Mon.-Sun., 7:30-9 p.m., 10:11:30 p.m.; Sat.-Sun., 4:30-6:30 p.m.) drew Telepulse rating of 70.7 and reached estimated 6 million viewers in 3,100 New York homes. Gordon Gray, general manager of station, said results indicate first-run feature film, "Magic Town," attracted "largest single-station television audience in history of tv medium."

Mr. Gray noted that General Telecolor films apparently had "strong carry-over value," with WOR-TV programs immediately preceding and following Million Dollar Movies gaining Pulse ratings of about 25% higher than in week before feature film series was launched. Sponsorship of Million Dollar Movie has been made available to eight advertisers, with six sponsors now signed.

KBS Now Has 773

KEYSTONE Broadcasting System Friday reported addition of nine affiliates bringing total to 773. New outlets are: KOWB Laramie, Wyo.; WPLY Plymouth, Wis.; WPLH Huntington, W. Va.; WIAN Spartanburg, S. C.; KCRK Enid, Okla.; WMVO Mount Vernon, Ohio; WMBL Morehead City, N. C.; KAFL York, Neb.; WINI Murphysboro, Ill.

It's Mutual in Illinois

GOV. William G. Stratton of Illinois has proclaimed week starting yesterday (Sunday) through this Saturday as "Mutual Broadcasting System Week" in commemoration of 20th anniversary of network.

PORTABLE PITCH

SALESMEN for Chock Full O' Nuts Coffee Corp. have added radios to their standard equipment when making calls on grocers in New York. To back firm's extensive radio schedule which calls for 350 spots weekly on seven New York radio stations, company has supplied its salesmen with portables which they can tune in during their sales calls so prospects may hear coffee message.

At Deadline

Cecil & Presbrey To Quit; Chairman's Death One Reason

WITH death of Board Chairman James M. Cecil and recent loss of number of major accounts Cecil & Presbrey, New York, will dissolve its corporate structure and discontinue business on Dec. 31, agency is announcing today (Monday). Death of Mr. Cecil, largest stockholder (84%, Sept, 27), caused corporate complications. In addition, sudden and unexpected losses of key accounts in short period presented choice of operating on considerably curtailed basis or dissolving.

Agency board issued following statement: "The interest of clients and stockholders will be best served by dissolution because of the unusual circumstances involved. The agency is set up on a service basis for clients that required a large staff and resulting high costs. It was quite obvious that the agency could not continue in 1955 with the type of service it was giving and at the same time maintaining current sound financial structure."

Engstrom Joins RCA Board Replacing Walter A. Buck

ELECTION of Dr. Elmer W. Engstrom, executive vice president, research and engineering, RCA, as member of RCA board announced Friday by Brig. Gen. David Sarnoff, board chairman. Dr. Engstrom, who also is head of RCA Labs and member of board of RCA Victor Co., Ltd., Canada, fills vacancy caused by retirement of Walter A. Buck from RCA board.

He has played pioneering role in development of radio, both black-and-white and color television, sound motion picture apparatus, and general science of electronics.

RCA Dividends


SAG Expands Activities In East, Midwest Film

MRS. Florence Marston, executive secretary of Screen Actors Guild's New York branch, elected by board to newly-created post of eastern and midwestern regional director. Succeeding her in New York post is Harold H. Hoffman, formerly executive secretary, Theatre Authority, and at one time assistant executive secretary of American Federation of Television & Radio Actors' New York local.

According to SAG, union's national organization is being enlarged as result of growing film activity in tv films in eastern and midwestern states. Mrs. Marston, headquarters in New York, will keep tabs on Guild activities in Boston, Chicago, Cincinnati, Cleveland, Detroit, New York and Pittsburgh. She also will serve as one of Guild's representatives on international board of Associated Actors & Artistes of America (AFL parent of performers' unions).

BUSINESS BRIEFLY

DUANE JONES NAMED • R. J. Ritter Co. (food products, reliishes, etc.), Bridgeport, N. J., names Duane Jones Co., N. Y., to handle its advertising. Details of plans not completed, but radio, television and other media will be used.

PEPTO BISMOL SPOTS • Norwich Pharmacal Co., Norwich, Conn., for its Pepto Bismol, is buying radio spot announcement schedule, five days weekly, starting early in October, in several selected markets, Benton & Bowles, New York, is agency.

BALLENTINE SPECIAL • P. Ballentine & Son (beer), Newark, N. J., to promote National Restaurant Month will use radio spot announcement campaign in 65 markets. Campaign started Friday and ends Oct. 31. Agency: J. Walter Thompson Co., N. Y.

NEW YORK GOP • New York State Republican Party names Ellington & Co., N. Y., to handle advertising. Radio and television will be used on both program and spot announcement basis. Campaign is effective immediately through November.

ORR PICKS UP BAGS • Baltimore Luggage Co. (Lady Baltimore fashion luggage), N. Y., has appointed Robert W. Orr & Assoc., N. Y., to handle its advertising effective immediately.

KUKLAPOLITANS SOLD • Gordon Baking Co., Detroit, signed earlier to sponsor ABC-TV Kukla, Fran & Ollie on WABC-TV New York and WBKB (TV) Chicago for 13 weeks, has extended sponsorship of WXYZ-TV Detroit and extended contract to 78 weeks in each market. Agency: D'Arcy Adv., N. Y. ABC-TV is offering Kukla, Fran & Ollie to stations as special feature for local sale.

ABC-TV Announces Five

ADDITION of five stations as ABC-TV affiliates, raising total to 211, announced Friday by Alfred R. Beckman, director of station relations. They are: KSLA-TV Shreveport (ch. 12), owned and operated by Interim Television Corp., of which Deane Flitt is general manager; KNOE-TV Monroe, La. (ch. 8), owned and operated by James A. Noe, with Paul H. Goldman as general manager, and WWTV (TV) Cadillac, Mich. (ch. 13), owned and operated by Northern Broadcasting Co., with L. T. Matthews as general manager, all effective Sept. 15; KAKE-TV Wichita (ch. 10), owned and operated by KAKE-TV Inc., of which Martin Unansky is general manager, effective Oct. 15, and KTLF-TV Houston (ch. 13), owned and operated by Houston Consolidated Television Co. with Willard Walbridge as general manager, effective Nov. 13. [Closed Circuit, Sept. 20]

NBC-TV Takes Iowa UHF

KQTV (TV) Fort Dodge, Iowa (ch. 21), is slated to become affiliated of NBC-TV Nov. 1, it was learned Friday.
It seems only logical our Cleveland market — producing so many other important things for America — should also have produced a pennant-winning ball club this year. It's all in key-&-tempo with the tremendous growth of Cleveland's population, income, payrolls, number of factories, money-making industrial output, and retail sales. That our ambitious Indians carried Cleveland's hopes into the '54 World Series (and millions of visiting fans' dollars into Cleveland) is no surprise to Clevelanders.

The kind of achievement that, for example, has boosted our market to fourth place among all U.S. metropolitan areas in family buying power is equally the result of teamwork. More than 3,000 diverse plants, depending on the multiple skills of Clevelanders, have built our annual spendable income above the three billion mark. By every boxscore — department store indices, new car sales, building permits, freight loadings, employment levels — Cleveland prosperity has the bases loaded!

And — speaking of great teams — another unbeatable is WXEL and the TV families of Cleveland. As so many top advertisers have discovered, when WXEL delivers the pitch, real sales action follows. For WXEL is as native to Cleveland's tastes, as closely followed by Cleveland families, as Cleveland's own ball team. No other TV station serving this incredible market enjoys such high loyalty on its home ground. If big league selling is what you want, ask the KATZ agency to show you WXEL's batting average.

Cleveland
WXEL
Channel 8
FOUL BLOW

FOR second straight year, NARTB District 7 meeting has been held during World Series. Afternoon meetings have been distinguished by nearly zero attendance. This impelled District 7 executives, meeting Friday in Louisville (see early story on page 42) to ask NARTB headquarters (1) not to schedule any district meeting during World Series hereafter, or (2) please arrange schedule next year so District 7 meeting is not held during Series.

Pulse Demonstrates New Rating Reporting Device

PULSE Inc.'s new instantaneous rating report method (Dax), which measures both radio and tv set usage, demonstrated at private session Friday at New York offices of firm by investor William Horn, formerly of Young & Rubicam's research staff. Reports of tune-ins to all seven tv stations in city via actual home wire-ins and tv sets in operation were shown. Dax, all-electronic reporter using transistors and printed circuits, can be attached to home sets, reporting minute-by-minute program tune-in totals for all programs aired. System was announced last summer by Pulse's director, Dr. Sydney Roslow, (BT, July 19).

Telemeter Executive Quits

CARL LESELMAN, executive vice president, International Telemeter Corp., Los Angeles, resigned from active management but will remain board member. Operating committee of Dr. Louis N. Ridenour, engineering and research vice president, chairman, and Chester I. Lappens, attorney, and Paul McNamara, public relations vice president, will take over management. Company has branched out into electronics manufacturing as well as operating Palm Springs pay-as-you-see tv system.

Co-op Station Signs Off

WCFM (FM) Washington, cooperatively owned by Washington individuals and organizations, ceases broadcasting tonight (Monday). Station began in 1948 and has continued as good music outlet, with high I.Q. programs (Robert Nathan, Marquis Childs, Olive Capper, BBC, etc.) since then. Sustained largely by contributors, station had 3,000 paying stockholders and several thousand as sustaining shareholders. WCFM operated on ch. 258 (99.5 mc) with 20 kw.

UPCOMING

Oct. 4-5: NARTB Dist. 8, Sheraton-Cadillac Hotel, Detroit.
Oct. 4-6: Pontiac Electronic Conference, Hotel Sherman, Chicago.
Oct. 6-7: Central Canada Broadcasters Assn., Royal York Hotel, Toronto.
Oct. 7-8: NARTB Dist. 10, Fontenelle Hotel, Omaha.

For other Upcomings see page 115

PULSE

BROADCASTING • TELECASTING

October 4, 1954 • Page 9

PEOPLE

CHARLES T. LIPSCOMB JR., president of Petroleum Division of Lever Bros., for past four and one-half years, elected president and director of J. B. Williams Co., N. Y., succeeding late CHARLES S. CAMPBELL. Mr. Lipscomb will join shaving and toilet preparations for Oct. 15.

ROBERT K. RICHARDS, administrative vice president, NARTB, opened public relations consultant's office Friday at 1735 DeSales St., N. W., Washington. Telephone is Sterling 3-4630. His resignation from NARTB was announced at Chicago convention last spring and coincided on eve of his proposed elevation to executive vice president of NARTB (BT, May 24) due to prospective station ownership. Mr. Richards and Walter Peterson (WKNY, Mich.) recently bought WHAR Clarksburg and WKYR Keyser, both W. Va.

GEORGE BALTERMAN, account executive; LAWRENCE WISSER, copy executive, and FREDERICK WIDICKA, art director, named vice presidents of S & K, N. Y., Baltermann and Mr. Wissel have been with S & K agency approximately five years, Mr. Widicka 20 years.

J. H. HOFFMAN, formerly with Campbell-Ewald Co., Foote, Cone & Belding, N. Y., as copy supervisor, JOSEPH A. MORAN to agency's international division as assistant account executive. He was formerly with Melchor Guzman, N. Y.

HUGH H. ENGELEMAN appointed assistant advertising manager at Motorola Inc., Chicago, succeeding ROBERT M. VAN BRUNDT, recently promoted to advertising manager.

HAYES MADWICK, Foote, Cone & Belding, N. Y., to Ruthrauff & Ryan, N. Y., as business manager of radio and television department.

ALLEN DUCOVNY has resigned as executive producer of Rockford series. He will join radio-television department of D'Arcy Adv., N. Y. He previously was assistant director of Kenyon & Eckhardt's radio-television department.

WALTER H. SMITH, Kastor, Farrell, Chester, Ray & Ayer, Son, and T. CARTER GLEYSTEEN, J. Walter Thompson Co., have joined contact department of Young & Rubicam, N. Y.

FCC Gets Merger, Sale

TWO radio station transfer applications filed with FCC Friday, one involving merger of KFBI Wichita with KTVH (TV) Hutchinson, Kan. (BT, Aug. 16). Other is sale of WMIN-AM-FM St. Paul for $15,000 to W. M. Johns and family, owners of WOSH Oshkosh. WMIN Bstg. Co. retains ch. 11 WMIN-TV St. Paul.

In KFBI merger with ch. 12 KTVH, KFBI Inc. stock will be exchanged with Hutchinson Tv Inc. stock on 234-to-1 basis. KTVH is headed by W. D. P. Carey. Among KFBI directors are C. Howard Lane of KOIN Portland, Ore., and Washington radio-television attorney Horace L. Lohnes.

Politicians' Tv Package

MOVIE short featuring President Eisenhower and administration leaders in review of last two years, previewed in Washington last week, has been offered to members of Congress for use in their fall campaigns. Film "Report to the People," is available at cost for use on tv or at rallies. Price is $45 for black-and-white, $100 for color. It runs 27 minutes, leaving time for candidates to add their personal messages in half-hour telecasts. Robert J. Coar, coordinator of Joint Senate and House Recording Facility, who produced film, said 98 GOP candidates had ordered prints.
Neither Rain Nor Hurricane Stops This Bird!

WJAR-TV On The Air One Day After Worst Hurricane In Rhode Island History!

Providence, Rhode Island — Here’s the story of a pretty tough Rhode Island Red:

Hurricane “Carol” struck Providence, Rhode Island with the full fury of 100 mile-an-hour winds and 8 foot flood tides early Tuesday morning, August 31st. General power failure put WJAR-TV off the air.

On September 1st, one day later, WJAR-TV was back on the air from emergency transmitter facilities in Rehoboth, Massachusetts carrying the latest hurricane news and vital community service information.

On September 3rd, WJAR-TV was back in full service from their midtown Providence studios thanks to the Caterpillar Mobile Electric Set with a capacity of 315 KW’s.

At the height of the hurricane, throughout and after the storm, 20 teams of WJAR-TV camera and newsmen took over 4,000 feet of film plus hundreds of stills. These on-the-spot films were shown 27 times between September 3rd and September 7th. All southern New England had a “bird’s eye” view of hurricane “Carol” thanks to WJAR-TV!

NBC — Basic
ABC-DuMont — Supplementary
Represented by WEED TELEVISION
"3-V"

The Color-TV Film Camera that outmodes all other approaches

NEW SIMPLIFIED DESIGN
The RCA TK-26A uses 3 small, inexpensive Vidicon cameras to handle red, green, and blue individually (see diagram)—and a fixed lens-and-dichroic mirror system—for handling color separation. Electronic control assures precise registration of the three cameras for day-in, day-out operation. Here is the color film system that not only handles 16- and 35-mm motion picture film—but slides as well!

UNMATCHED PICTURE QUALITY
Resolution and stability are unmatched by any other approach. Gamma is ideal—needs virtually no correction. Color fidelity equals the high-quality standards set by RCA's studio color camera. Exceptional stability and precise picture registration are characteristics that assure simplicity and ease of operation and a minimum of maintenance. Ample reserve of light assures best possible pictures from the densest of films.

NEW, EASY MULTIPLEXING
As simple and straightforward as any monochrome arrangement, the TK-26A includes all facilities needed for color film programming—slides, film, and multiplexer. You can interchange slides, and 16- and 35-mm film—just like you do with black and white.

EMPLOYS STANDARD TYPE PROJECTORS
RCA's TK-26A Film Camera System works with standard type television projectors such as the RCA TP-6BC. You get ample light to handle dense film—and at the same time you avoid complicated projector equipment involving moving optical parts. RCA's equipment operates with “station tested” reliability.
RCA TK-26A
NOW, "STUDIO REALISM" IN COLOR
—WITH 16MM, 35MM
COLOR FILM AND SLIDES

The search for high quality in a Color-TV film and slide camera is ended!
After several years of intensive work with almost every conceivable approach to color film and slide reproduction, RCA Broadcast Design Engineers have now produced a superior film camera system matched by no other. This is the color film system that has outperformed... flying-spot scanners... fast pull-down systems... continuous motion arrangements... in actual side-by-side tests at the RCA Engineering Laboratories. This is the color film system that RCA has now adopted over its own previous "flying-spot scanner."

For complete technical information on the TK-26A—the remarkable RCA 3-Vidicon color film camera that outmodes all other approaches—call your RCA Broadcast Sales Representative. In Canada, write RCA Victor Ltd., Montreal.

Important for Station Men—new brochure on RCA's 3-Vidicon Camera Chain. Free, from your RCA Broadcast Sales Representative.

RCA Pioneered and Developed Compatible Color Television

How It Works!
Light from either one of three selected color picture projectors passes into the 3-V Multiplexer. A remotely-controlled mirror arrangement reflects the incoming image through a field lens and into the 3-V Camera. Here, dichroic mirrors and color filters "split" the light into three color components—green, red, and blue. Each color component produces a VIDEO signal in a separate Vidicon camera. Video output from each camera then goes into the Processing Amplifier in the camera control unit.
LADY IN THE DARK
Network: NBC-TV
Time: Sat., Sept. 25, 9-10:30 p.m., EDT
Writer: Moss Hart; adapted for tv by Billy Friedberg
Producer-Director: Max Liebman
Star: Ann Sothern
Cast: James Daly, Sheppard Strudwick, Luella Gear, Carleton Carpenter, Robert Porter, Paul McGrath
Music: Kurt Weill, lyrics by Ira Gershwin
Choreography: Rod Alexander
Book Staged by: Jeffrey Hayden
Art Director: Frederic Fox
Musical Director: Charles Sanford
Costumes: Paul du Pont
Orchestrations: Irwin Kostal
Choral Director: Clay Warnick
Assistant to the Producer: Max Siegel
NBC Supervisor: Hal Jacobs
Associate Producer-Director: Bill Hobin
Sponsor: Oldsmobile Div., General Motors Corp.
Agency: D. P. Brother & Co.
Production Costs: $200,000

WITH THE SECOND of NBC-TV's color "spectaculars," Lady in the Dark, the series came to life and really lived up to its name. Max Liebman's production of the Moss Hart musical drama can stand alongside the successful stage and screen versions without apologies.

The story of Liza Elliott, career woman whose success as editor of a fashion magazine is combined with an emotional instability that lands her on a psychiatrist's couch, is replete with dream sequences that gave Frederick Fox, art director, and Paul du Pont, costume designer, an opportunity for the lavish use of color which they grasped to the fullest. Ann Sothern, as the heroine, wore simple, tasteful business dresses in the office scenes, but in her dreams blossomed out in extravagantly-glamorous creations.

Massed colors were also used to great effect. The courtroom scene, with the complete cast in circus costumes, symbolizing Liza's inability to decide on a circus cover for her magazine, employed scarlet-coated ringmasters, acrobats in sun-bright yellow and dancers in vivid blue to create a startlingly beautiful scene. Equally beautiful was the bridal scene, with the pale aqua gowns of the bridesmaids forming a lovely pastel background for the dream bride.

Miss Sothern's performance made Liza, whether as the no-nonsense executive or the glamour girl of her dreams, a real person for whose fate the viewers—this one, anyway—felt a real concern that persisted throughout the full 90 minutes of the telecast.

James Daly, familiar as the American correspondent of Foreign Intrigue, did a fine job as Liza's assistant, whose chief pleasure was in heckling the "boss lady," while Carleton Carpenter deserves special mention for singing the jaw-breaking Russian composer ditty without a slip. The cast was letter perfect and the whole production free from fluffs or missed cues, no small triumph for Producer-Director Liebman.

The introduction of commercials was handled smoothly and adroitly via the simple device of a spectator—Lee Bowman—in a stage box, who, when he left his seat for the intermission, commented first on the play, then on the new Oldsmobiles, leading naturally into the straightforward commercials. These ads, full of color and motion, proved again that color tv is the ideal advertising medium for automobiles, particularly in one country scene of a highway filled, seemingly for miles, with a parade of shining new Oldsmobiles.

From every aspect, Lady in the Dark was a complete triumph for Liebman & Co. and the critics who so vehemently booted the first "spectacular," Sahns and Spurs, should be equally loud with their cheers for this one.

CAESAR'S HOUR
Network: NBC-TV
Time: Mon., 9-9 p.m., EST
Star: Sid Caesar
Comedian: Carl Reiner, Howard Morris
Producer: Leo Morgan
Director: Clarke Jones
Writer: Mel Tolkin, Tony Webster, Joe Stein, Aaron Ruben
Musical Director: Bernard Green
Choreographer: Horst Bankam
Scenic Designer: Herb Andrews
Costume Designer: Lou Elshe
Executive Producer: Hal Janis
Sponsors and Agencies: American Chicle Co. (Dancer-Pfizeridal-Sample); Spedel Corp. (Sullivan, Stack, Colwell & Bayles); RCA (Konymn & Eckhardt).
Production Cost: Approximately $60,000.

THE MUCH-HERALDED dissociation of Sid Caesar and Imogene Coca at the end of the last season generated considerable discussion as to the impact of Caesar without Coca. The opportunity for an evaluation report on the Coca-less Caesar arrived last Monday when NBC-TV exposed the comedic on the hourlong Caesar's Hour. It is gratifying to record that he apparently has survived unscathed the separation from Miss Coca and Max Liebman, producer and reputed mastermind of the Your Show of Shows.

In place of Miss Coca, NBC-TV allocated Mr. Caesar a pair of foils, Howard Morris and Carl Reiner, holdovers from the old show. As a neighborhood garage mechanic in a big city, Mr. Caesar is presented as an average guy, trying to infuse a little excitement into an obviously humdrum existence. In this latter task, Messrs. Morris and Reiner try to help and what emerges is often rib-tickling.

The premiere program, which centered around Mr. Caesar's escapades following his winning a quiz show and a date with Gina Lollobrigida, beauteous Italian film star, provided him with a good setting for his showmanship.

One high spot was a scene in which Miss Lollobrigida held a conversation in Italian, while Mr. Caesar looked and listened. Without saying a word, he expressed anger, wishfulness, joy, compassion—and the finale pantomime parade. This is the fountainhead of Mr. Caesar's talent.

Fortunately, the emphasis here is on situation comedy. The dialogue on the whole was uninspiring and the few gags offered rather feeble. This is a minor criticism; we come to praise Caesar, not to bury him.
"LEN" FIRESTONE
National Sales Manager

To celebrate Unity's Anniversary, the last quarter of 1954 is dedicated to the "LEN" FIRESTONE DRIVE.

UNITY'S LEADERSHIP LINE-UP!

October 1st to December 31st is your opportunity to salute "Len" for past and future favors. Get the low-down now from your Unity salesman—how to get the Unity Library in your market at lowest prices and extended terms.
The falling leaves — the rising wind

—and a Storer station schedule—

combine to help you reach more people,
sell more merchandise — at lower cost.
STORER BROADCASTING COMPANY

WSPD - WSPD-TV
Toledo, Ohio

WJBF - WJBF-TV
Detroit, Mich.

WAGA - WAGA-TV
Atlanta, Ga.

KGBS - KGBS-TV
San Antonio, Texas

WBRC - WBRC-TV
Birmingham, Ala.

WWVA
Wheeling, W. Va.

WGBS
Miami, Fla.

NATIONAL SALES HEADQUARTERS:
TOM HARKER, V. P., National Sales Director
118 E. 57th St., New York 22, Eldorado 5-7690

BOB WOOD, Midwest National Sales Man.
230 N. Michigan Ave., Chicago 1, Franklin 2-6498
First Sponsored Schoolcasts?

EDITOR:

WNBW (TV)'s claim of "first" for sponsored in-school TV programs as an official part of public school curriculum (BCT, Sept. 20, page 68) may hold water in Washington, but it's old stuff to Baltimore. The sponsorship of the District of Columbia Public School Series is at least a year late competing for "first" in that field.

The Cleveland Farms Dairy of Baltimore has for last year sponsored the weekly Students View the News series through Bozel & Jacobs on WMAR-TV with its official inclusion by the Baltimore City Department of Education in the curriculum. The program, running again this year, is beamed for classroom utilization, with commercials kept at a bare minimum and is simulcast by WWIN Baltimore.

In addition, Students View the News is now in its fourth year of radio broadcast with official use by Baltimore City Schools (the idea originating at WWIN) and its third year of sponsorship by Cleveland Farms Dairy on WWIN. Maybe with all these statistics, we have a first somewhere.

Bronson Staley
Director of Radio and Television, Council of Churches of Maryland and Delaware, and "Professor" of Students View the News

P.S. No doubt that BCT is "first" and best in the field! I'd hate to miss an issue.

SAG on Rerun Payments

EDITOR:

We were most interested in the feature article under the heading "Rerun Payments: Actors Love 'Em" (BCT, Sept. 13).

Perhaps because of a misunderstanding of terminology employed... some persons may misinterpret certain facts alluded to in the article. Therefore, we would like to offer the following additional information:

The statement is made that the major studios "were quite willing to grant the actor an adjustment for showings (on television of theatrical films) that they didn't intend to permit" and "the major studio provision was then written into the Monogram contract, which has served as the basis for all such feature film showings since..."

What the Screen Actors Guild actually obtained from the major studios in the 1948 contract negotiations was what we call a "stop-gap clause," still in effect in the current contract, which permits the Guild to cancel its contract with the producer if the producer releases to television any theatrical film made after Aug. 1, 1948. The contract itself makes very clear that at no time did the major studios agree to an "adjustment" (additional payment) for an actor in a theatrical film released to television.....

The effect of this right of cancellation has been that a producer who wishes to stay in the business of producing films and who wishes to release to television any theatrical films made after Aug. 1, 1948, negotiates with the Guild and agrees to make additional payments to the actors in such films for the television rights. Monogram Pictures (now Allied Artists) was the first studio to make such a deal and the negotiations which led to the 12%-15% percent-of-original-salary formula, as additional compensation for the actors, were held with Monogram and not with any major studio.

The "Monogram formula," which applies only to theatrical films, was negotiated... considerably after the contract between the Guild and the Alliance of Television Film Producers was negotiated and signed; thus it was the contract with the Alliance which established the concrete provision that the actor is entitled to additional compensation for subsequent runs of television films.

The $76,000 figure... covers only residual payments for subsequent runs of entertainment films specially made for television. This figure does not include additional payments to actors from several producers under the "Monogram formula," for theatrical film made since Aug. 1, 1948, and released to television, and it does not include any of the "use payments" to actors who appear in filmed TV commercials.

Kenneth Thompson
Television Director
Screen Actors Guild

Hard-To-Get

EDITOR:

I have just scanned the Sept. 27 issue of your book and especially like the "feature" on Lenkien and Newell planning the Lehn and Fink TV campaign.

Keep up the good job in this hard-to-get trade news.

C. Reid Webber
Webber Adv. Agency
Grand Rapids, Mich.

What We Said!

EDITOR:

Your text and editorials are usually such models of clarity and good usage that I am distressed by an inadvertent slip in an editorial in BCT for Sept. 6, where you wrote "inferred" when you meant to write "implied," in the sentence, "Dr. Stanton... inferred that those who have no confidence in the [radio] business should get out of it...

The harm here, I am afraid, is that too many radio and TV "personalities" who regard BCT as I do as "The Bible of the Industry," may be more deeply confirmed in their mistaken use of "infer" and "inferred." Within two evenings I heard seven different persons, including two participants in panel discussions of intellectual matters and one Senator in an interview, say "I don't mean to infer..." when the context plainly implied that the person did not mean to say something from which a wrong reference might be drawn.

Common usage makes good usage, but when two such words as "infer" and "imply" serve so well to distinguish two different processes, it would be regrettable if one of them fell into disuse by reason of the other's doing double duty.

Burton Rascoe
The Tv First-Nighter
New York

Can Ush Top This?

EDITOR:

The enclosed letter will verify reception of KTAG-TV [Lake Charles, La., ch. 25] in Alhambra, Calif., a distance of over 2500 miles, on more than one occasion.

Can any other channel 14 to 83 top this?

Morris P. Wayne
Chief Engineer
KTAG-TV Lake Charles, La.

[EDITOR'S NOTE: Letter from Martha Brown of Alhambra is addressed to Abe Manuel at KTAG-TV and reports that "I get your tv show here in California. I was so thrilled to get it, 'cause I once lived in Louisiana and learned to love the French music. I have little Dottie singing, 'I Gave My Wedding Dress Away.' I'll be watching..."]
Comments from Typical Stations
One cold call... a sale was made on the spot. Liberace is in a category by itself. Any leading radio station should be able to sell this series.

We sold Liberace on a firm 52 week contract to the first client; on the first call. Frankly, in my 20 years in this business, Liberace was the easiest sale I ever saw make.

WJFS — Evansville, Ind.

NOW SOLD... COAST-TO-COAST!

If Your Market Is Not Listed
It May Still Be Available!

Liberace Show Being Programmed on
Sunday... By More Than 50% of Stations

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52 WEEKS OF SPARKLING HALF-HOURS

Television's Biggest Success Story
Becomes Radio's Fastest Selling Show!

Guild's realistic price policy makes it your best radio "buy!"

Hurry... Don't Delay... Write, Wire or Phone Today for Complete Details!
RADIO will carry the "brunt" of advertising in the future and maintain its force as the "prime mover of goods," if you subscribe to the views of Robert Oscar Miller, one of the foremost proponents of radio in the Midwest.

In radio the past 15 years, Mr. Miller last April 14 transferred his energies and foresight from foreign language pursuits in a concrete move to meet the challenge to radio in Chicago. He is meeting this challenge in his capacity of principal owner and general manager of WAIT—heretofore the "Musical Voice of the Midwest," which he purchased upon relinquishing of his stock in WSBC, also Chicago.

Since he and his family, operating as a partnership, obtained majority control from Gene T. Dyer, and Mr. Miller took over the helm of a relatively small entity in Chicago radio circles—a 5 kw daytimer (on 820 kc)—a number of things have happened at the station, all attesting to aggressive radio management.

The station has enjoyed a boost of an average of 3.5 in ratings (according to Pulse surveys) and an increase in billings—small but promising (of 5 to 8%). Overhead has gone up, but so has revenue, a source of quiet pride to a broadcaster who formerly tilled in the vineyards of WGES and WSBC, foreign language outlets owned and operated by Mr. Dyer.

Further WAIT Expansion Planned

WAIT recently signed a 21/2-year contract, as evidence of its faith that it will expand, for studios in the Civic Opera Bldg. (Kemper Insurance Bldg.) and will move its executive offices from 75 E. Wacker Drive by Nov. 1. Programwise, Mr. Miller has been studiously buying up established big-name package shows, viz., Liberace, Mr. District Attorneys, Drew Pearson, Clubtime and Baukhage, and innovating other program changes.

Recently WAIT literally extended its broadcast schedule beyond signoff. It signed an agreement with a dozen or so drive-in theatres for musical entertainment and promotion. Mr. Miller also got Carson, Pirie Scott & Co. to set up a special Liberace Room in its store as part of a promotion deal to herald the Liberace radio series. Football is back on WAIT, fully-sponsored for the first time in years.

It was not Bob Miller's early urge to get into radio, for he had decided on law as a "practical" means of livelihood. Actually, his father, Julius Miller, who guided him along a summer camp. From a combination of circumstances, he didn't linger in that field.

For one reason, his father, Julius Miller, was conducting a series of Jewish language programs on WSBC, where the youth roamed the corridors and elbowed with radio personalities (Val Sherman and others). His dad convinced young Bob that radio held a bright future for him.

At the age of 22, young Mr. Miller launched his broadcast career as an announcer at WGES, Detroit, to win a summer camp. He subsequently became the station's program director. In 1944 Mr. Miller and his family acquired WSBC and Mr. Miller became general manager, a post he held until this year. (Gene T. Dyer was re-elected to devise himself of holdings in all but WAIT under FCC's duopoly rules). During the war he turned out programs in seven foreign languages for the Office of War Information.

Operating a foreign-language outlet was fairly profitable, as Mr. Miller recalls it, but early this year he and his family decided to turn to a new venture and another sort of challenge—revitalizing a station which was acknowledged in metropolitan radio circles to have lower ratings. Mr. Miller and his family—his wife, Gertrude; mother, Bertha, and father, Julius—sold WSBC and bought 72% of WAIT, a 13-year-old station which was leaning heavily on music libraries. (Another group still retains minority interest.)

Mr. Miller's hobbies include horseback riding and camping. He married the former Gertrude Hillman and they live in Austin, on Chicago's western edge, with three Yellowstone—Chellie 12, Drew 8 and Geoffrey 4.

Mr. Miller is no joiner, but his plans for WAIT keep him busy aggressively pushing radio at a medium which, he feels, has undersold itself and which was "hurt by internal fear and confusion among people in the industry" after the glorious era of the '30s.
Congratulations, Durward Kirby
you've won half of Indiana

That is, we modestly claim only half. (Surveys show we reach much more.) Since you went and left, Dur, you've gone a long way. Anyways, we just want you to know nearly half the state of Indiana is watching you.

What happened, Dur, was this: We changed our tower (now it's 1019 feet) and fattened up our power (100,000 watts, ERP). You know how it is, Dur,—progress.

Now when you come through Indiana daily over Channel 6 you cover more ground (16,680 square miles), and visit with more people: 1,865,194 live in our A and B contours only. That's 45% of all resident Hoosiers—nearly half, Dur. Your half. You know how they go for you—just as they did when you got started in radio over WFBM. Not just because you're home-grown, Dur. You really do deliver a show.

And Durward, maybe you can figure out something funny to say about this: 39.1% of your half live in cities (mostly Indianapolis); 32.5% are suburbanites and 28.4% are down on the farm. These folks in your old home territory have a mean income well above the average.

Finally, Dur—if you want to keep posted on your half of Indiana just for old times' sake—there's a Katz office up there in New York. Stop in for a chat.

WFBM-TV
INDIANAPOLIS
Represented Nationally by the Katz Agency
Affiliated with WEOA, WFDF, WOOD AM & TV, Fort Wayne, Indiana.
WHEN Jim Wilson made the transition from newspapers to the advertising agency field some 13 years ago, a budding authorship may have been nipped. He accomplished the switch with apparent ease and no perceptible regrets, because he wanted both to "write and sell."

Since 1941, when he joined D'Arcy Adv. Co. as a copywriter in the St. Louis headquarters office, James Wilson has moved to the top echelon of this sizable agency with the characteristic aggressiveness of a good newsman.

Today Mr. Wilson, in association with William C. Edwards and H. N. Spencer, two vice presidents, heads the new Chicago operation of D'Arcy Adv. Co. as senior vice president. The branch was set up last June to service Standard Oil Co. of Ind. product advertising.

Servicing Standard is no small undertaking. The firm's overall advertising budget for 15 midwestern states is estimated to exceed $8 million annually, with radio-re TV constituting the largest single item of expenditure medium-wise.

A native of Onarga, Ill., James Boone Wilson was born Feb. 20, 1902. He wanted to be an author "but I got sidetracked into the business end of newspapers."

After four years at the U. of Illinois, where he majored in English and was graduated in 1925, Mr. Wilson took up post-graduate work in advertising for a year at Northwestern U.

In 1926 he moved into the newspaper field where he was to remain for 15 years. He spent six years as advertising representative of the old Chicago Evening American, two in a similar capacity with the some 25 Scripps-Howard newspapers (operating out of the Midwest), six more as advertising manager of the St. Louis Star-Times, and stints with the Washington Times-Herald (associate publisher) and Dallas Journal (advertising director).

During his 13 years with D'Arcy, Mr. Wilson has worked on a variety of accounts using radio-re TV, among them: Friedman-Shelby Div. of International Shoe Co., Missouri Pacific Railroad, Cook Chemical Co., Laclede Gas Co. and Rice-Six. He formerly was also active on the Glenmore Distilleries Co. account. He was elected a vice president in 1946.

Jim Wilson is past president and past gridiron chairman of the St. Louis Advertising Club, and past chairman of the St. Louis Chapter of the AAAA. He also has been a director of the city's Better Business Bureau. He married the former Margaret Callaghan and they have two sons, James B. Jr., 26, and Peter Barton, 20. They have just bought a home in Barrington, a Chicago suburb.
It’s No Draw...in Omaha

When it comes to carrying the ball and piling up sales gains in the Omaha area, KMTV is out in front everytime. KMTV’s continuing popularity leadership is the result of providing outstanding programs and promotions. For proof of KMTV’s program superiority, check with the latest Pulse. And here’s an example of a KMTV promotion:

To celebrate its 5th Anniversary, KMTV bought all seats in the Omaha Stadium on Sept. 2nd, the night of an Omaha-Sioux City Western League game. KMTV arranged for personal appearances of Dizzy Dean, Joe DiMaggio, KMTV’s on-the-air personalities plus top Omaha entertainers.

Results? This promotion was the biggest birthday party ever staged in Omaha.* 21,000 people saw it—all Stadium attendance records were broken.

Thousands of people were turned away—tens of thousands more saw the party on TV. And important, too...this promotion gave owners of baseball clubs and TV stations a plan whereby both industries could work for the mutual advantage of each.

News stories and photographs of the KMTV promotion and its cooperation with minor league baseball received wide local and regional coverage and also appeared in such national publications as Sporting News, Sports Illustrated, Chicago Daily News, and New York Herald Tribune.

This “once-in-a-lifetime” party for KMTV viewers is indicative of KMTV’s public service and community spirit. For further proof of KMTV’s leadership and acceptance in the Omaha area, contact Petry or KMTV today.

* Free photo-packed 8-page booklet on the KMTV-Baseball Party available. Write KMTV, Dept. 3, Omaha.

SMART ADVERTISERS ALL AGREE: IN OMAHA, THE PLACE TO BE IS CHANNEL 3

TELEVISION CENTER
KMTV
CHANNEL 3
MAY BROADCASTING CO.

October 4, 1954 • Page 23
Now get up to 1000 KW

NEW G-E 45 KW

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 23 you can obtain a full megawatt of power allowing 11% line loss. G-E engineers reckoned with the

3LOCK DIAGRAM OF 45 KW UHF TRANSMITTER

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:

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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 X2104-4, Electronics Park, Syracuse, New York. In Canada, write: C.G.E. Electronics, 830 Lansdowne Avenue, Toronto.

Progress Is Our Most Important Product

GENERAL ELECTRIC
New Orleans has

746,000 PEOPLE
—Chamber of Commerce figures

11 RADIO STATIONS
—by actual count

— but

only ONE

WWL

—according to the mosiest of the listeners . . .

It's been that way for 32 years!

REPRESENTED BY THE KATZ AGENCY, INC.
AUTO SALES CAMPAIGNS MEAN $64.5 MILLION TO RADIO-TV

Most car makers are banking on radio and television to deliver a heavy punch in the tough fight that is shaping up. The stakes are heavy: for the newly merged independents—survival; for the Big Three—continued domination of the fabulous U. S. automobile market. This is an exclusive B&T report.

U. S. AUTOMAKERS have budgeted a record $64.5 million for radio and television advertising in anticipation of the toughest sales battle of automotive history.

A bare-knuckle struggle is taking shape. Through mergers, the independents have beefed up their manufacturing and selling operations in an effort to recapture some of the market that has been monopolized by General Motors, Ford and Chrysler—the Big Three. In the first half of 1954 total auto sales were roughly divided this way: General Motors, 49%; Ford, 31%; Chrysler, 14%; all others, 6%. For the newly merged Packard-Studebaker, Kaiser-Willys and American Motors (Nash-Hudson), an increase of that 6% is vital.

Of the Big Three, Chrysler is out to recover ground that it has lost to GM and Ford, which together had 80% of the market in the first half of this year. GM and Ford are out to protect if not enhance their domination.

Almost all companies have gambled huge investments in retooling to come out with new designs and mechanical advances. The new models will start appearing this week, earlier than in the past and with bigger promotion efforts. For the next two months, the U. S. public will be dazzled by a parade of streamlined horsepower such as it has never seen. In such a business climate, radio and television have been chosen to deliver a heavy punch. Here are B&T estimates of what the motormakers will spend on those two media, in both spot and network, in the 1954-55 season:

- General Motors will spend $20.75 million in radio-tv for its combined divisions, including Cadillac ($325,000), Chevrolet ($8 million), Buick ($4 million), Oldsmobile ($4 million) and Pontiac ($3.5 million). General Motors Corp. will spend $1 million in an institutional campaign.
- Ford Motor Co. will invest a $16 million radio-tv overall total to exploit Ford ($4 million), Mercury ($5.5 million) and Lincoln ($2 million). The parent company will allocate an additional $4.5 million for supplementary promotion of its line.
- Chrysler Corp. will spend $20 million in radio-tv to advertise its entries including Chrysler ($3.5 million), DeSoto ($5 million), Dodge ($3 million) and Plymouth ($3.5 million). The Chrysler Corp. itself will round out the exploitation with a supplemental $5 million.

AMERICAN MOTORS, a recent merger of Nash and Hudson, will invest $5 million in radio-tv (Nash, $3 million; Hudson, $2 million).

The new Studebaker-Packard combine will spend $2.7 million in radio-tv, $1.3 million on behalf of Packard and $1.4 million for Studebaker.

Kaiser-Willys to date is slated to expend $100,000 in radio-tv, the entire sum to be devoted to the Kaiser model.

This year’s unprecedented radio-tv exploitation by the automotive industry will take every conceivable form ranging from “Spectaculars” through network shows to short-term saturation spots.

The detailed, car-by-car breakdown of advertising allocations follow:

**THE AUTOMOTIVE RACE**

Here are B&T estimates of the radio-televison budget, including spot and network, for each major motormaker in the 1954-55 season.

**GENERAL MOTORS**

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**AMERICAN MOTORS**

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* Figures for expenditures by parent corporations in addition to expenditures by divisions of the corporation.
OLDSMOBILE Dealers of Washington, D. C., will use its new Liberace radio show (Sun-
days, 10-10:30 p.m.) for 26 weeks. To re-
seated, Lawrence Richardson, WTOP Inc.
general services director; Charles A.
Olstead, president of Olmstead Motors
and head of the advertising committee,
Washington Oldsmobile dealers; stand-
ing, Ernest S. Johnston, president, Ernest
S. Johnston & Sons, Age with Ladd & Arch Ward
Donald Jr., WTOP account executive.

addition the firm will continue to sponsor Dinah Shore twice a week on NBC-TV and NBC
Radio. Chevrolet also sponsors 7-Men in Ac-
tion on ABC-TV. Campbell-Ewald, New York
and Detroit, is the agency.
Pontiac, with a $3.5 million television budget,
will display its new model at the end of Octo-
ber, using a host of station identifications and
20-second announcements beginning four days
before the unveiling date and continuing a few
days after. Additionally, Pontiac will sponsor the
Red Buttons Show every other week and the
Jack Carson Show, also alternate weeks,
on NBC-TV. MacManus, John & Adams, New
York, is the agency.
Buick, Cadillac and Oldsmobile—all with
increased engine strengths, and with Cadillac
stepping up to 250 horsepower—are expected
to introduce their new models about mid-
November.
Buick plans to use a television spot cam-
paign, similar to one used last year, starting
one week before the announcement date, in
more than 170 cities. In addition Buick will
use short-term radio network shows, compar-
able to buys of last year. Buick continues to sponsor the
Milton Berle Show on NBC-TV. Kudner Agency, New York, is the agency.

Cadillac, with a budget of a quarter of a
million dollars, is entering network television for the first time with participations on both
Today and Tonight on NBC-TV to promote
its new model. Radio will not be used. Mac-
Manus, John & Adams, New York, is the agency.

Oldsmobile, with an allocation of $4
million, will sponsor 13 "Spectaculars" on NBC-TV, Saturdays, starting with Last Man
Standing on Sept. 25 (see review, page 14). The firm
will use a radio package—short term—on the
ABC Radio network. D. P. Brother, Detroit
and New York, is the agency.

Ford Motor Co. expects to reveal restyled
Ford and Mercury models with increased power,
wrap-around windshields and tubeless tires.
Lincoln probably will increase its horsepower

to 250.

The Ford Motor Co., as parent operation,
will spend almost $4.5 million this year in
television. Ford will co-sponsor the Thursday
night NBC-TV "Spectaculars" with RCA-Vic-
tor and in addition will underwrite the dramatic
series, Ford Theatre, on NBC-TV. The "Spect-
taculars" are placed through Kenyon & Eck-
hardt while the dramatic series is serviced by
J. Walter Thompson Co.

Ford models are expected to be put before
the public in November. The Ford dealers who promote cars in radio and tele-
vision are expected to spend approximately
$4 million in a spot campaign similar to that of
last year. The radio announcements were
placed on more than 1,700 radio stations.
Contracts will be from one to four weeks.
Ford dealers also use film shows, placed
locally during the year. J. W. Thompson Co.,
New York, is the agency.

The new Mercury model will debut Nov. 14
backed by a $5.5 million television and radio bud-
get. A one-week teaser spot announcement
campaign will be launched Nov. 7 on more
than 50 radio stations. The one-week schedule
will be followed by another campaign to run
until the end of the year. Major television
markets will be used for the introductory promotional campaign. In addition,
McCreery, Bros. will co-sponsor with Lincoln, Toast of the Town on CBS-TV,
Sundays. Kenyon & Eckhardt, New York, is
the agency.

Lincoln will bring out its 1955 models Nov.
7 with a $4.5 million campaign, all of it channeled into Toast of the Town.
Kenyon & Eckhardt is the agency.

Chrysler Corp.'s Dodge, Desoto and Plym-
outh reportedly will be changed from bumper
to bumper. They will be longer and lower,
with wrap-around windshields.

The expressed goal of the Chrysler Corp. is
to capture 20% of the automotive market. The
company plans to boost funds for the
organization, whose sales up to last July
accounted for about 13.7% of the industry's
total.

Chrysler Plans

Chrysler Corp., as parent operation, expects
to spend about $5 million in television. Once
a month the company will sponsor the "Ex-
travaganza," Shower of Stars, on CBS-TV and
on intervening weeks will present an hour-long
Dramatic program in the same time slot, Thurs-
days, 8:30-9:30 p.m. on CBS-TV. The hour-
long series will be carried on more than 130
CBS stations. McCann-Erickson, New York,
is the agency.

Chrysler cars, with a $3.5 million radio-4
budget, will be a radio-4 short-term satu-
ratation campaign early in November prior to the mid-November unveiling of the new model.
Chrysler also sponsors It's a Great Life, Tues-
days on NBC-TV. McCann-Erickson, New
York, is the agency.

Desoto, which has an approximate $5 mil-
lion radio-TV budget, will use a three-week
radio-TV saturation announcement campaign
in 50 major markets as a chain break
in 75 cities to introduce its new model.
Desoto along with Plymouth will continue to sponsor Groucho Marx on NBC-TV and NBC
Radio, Thursdays, 8-8:30 p.m. BBDO, New
York, is the agency.

Dodge will launch its new models in mid-
November, using a seven-week radio spot an-
nouncement campaign in 100 markets starting
Oct. 25, and an eight-week spot television
schedule in 50 markets beginning Oct. 20.
Dodge also co-sponsors two television network shows: Break the Bank and Make Room for
Daddy, both on ABC-TV. In radio Dodge
underwrites Roy Rogers on NBC Radio.

Plymouth said it will have an approximate
$3.5 million budget in television and radio,
sponsors That's My Boy on CBS-TV. The new
models will be promoted on a supplementary
radio-TV spot schedule similar to one used last
year. In addition, a CBS Radio short-term
contract for several network spots will be
placed by N. W. Ayer & Son, New York and
Philadelphia. Plymouth's agency is BBDO.

Studebaker-Packard, one of the recent merg-
ers, will not be ready to show its new Packard
cars until Jan. 1, although the 1955 Studebakers
will be revealed Oct. 6.

Packard, with its budget of $1.3 million,
will continue to co-sponsor (with Studebaker) the
quarter-hour Packard Program With Mar-
tha Wright, Sundays on ABC-TV. Ruthrauff
& Ryan, New York, takes over the Packard
account from Maxton on Dec. 15. Plans for the
announcements have not been set.

Studebaker will be the first car out, on Oct.
6. Studebaker Co. sponsors Martha Wright,
Sundays, on ABC-TV. In addition it supports
quarter-hour news shows on 90 radio stations,
year around. Roche, Williams & Cleary, Chi-
cago, is the agency.

Kaiser-Willys, representing another merger
of independents, plans to bring out new cars
after Feb. 1. Kaiser, which spent about $100-
000 last February in radio-TV, is expected
to allocate about the same sum to announce
the new model. Kaiser uses radio-TV on the local
level with programs and spots. William Wein-
traub, New York, is Kaiser's agency.

Willys has no radio-TV plant at the moment.
Ewell & Thurber agency handles Willys.

American Motors Corp. will build both its
1955 Nash and Hudson cars on the same basic
body shell and produce them on the same as-
sembly lines to cut tooling costs. The 1955 Nash
and Hudson cars are expected to have new engine and mechanical features. Intro-
duction of the new model is scheduled about
mid-November to be followed by two others
after the first of the year.

Nash cars will spend $3 million for tv-radio
promotion using a three- or four-day spot satu-
ratation schedule early in November to coincide
with the premiere of the 1955 model. In addi-
tion Nash and Hudson will participate in spon-
sorship of Disneyland on ABC-TV starting Oct.

Hudson, whose budget is about $2 million,
also plans to use a saturation short-term spot
schedule in television. Brook, Smith, French &
Dorrance, Detroit is the agency.

ACTIVELY involved in the purchase of
Canadian Professional Football schedule
over KNBH (TV) Hollywood for 13 weeks
are (I to r) James E. Wemple, station ac-
count executive; Walter McCreery, presi-
dent; Walter McCreery Inc., Beverly Hills
agency, and Bill Murphy, owner, Murphy
Motor Co., sponsor.

Broadcasting • Telecasting
Researcher Schwerin offers four aids to better sales messages. Campbell-Ewald's Little also speaks at convention.

In creating effective tv commercials, there are essentially no hard-and-fast rules, Horace S. Schwerin, president, Schwerin Research Corp., New York, told the annual meeting of the Pacific Council, American Assn. of Advertising Agencies in Coronado, Calif., last week. However, after testing the effect of 5,000 commercials on the public at the firm's own Theatre, New York, he offered agency men four generalizations which "intelligently and imaginatively followed, can be of help."

1. "Correlate the audio and video. When you are presenting a sales point, be sure you are talking about it at the same time."

2. Demonstrate. "People are far more likely to remember advertiser claims of product performance if they see that performance convincingly demonstrated — in other words, proved."

3. Keep it simple, "both in . . . number of elements it contains and the way it is presented," Mr. Schwerin added that trick devices should generally be avoided. "Properly used, tv special effects can sometimes be very effective, but too often they are used simply for their own sake."

4. Use the right presenter. The performer in the commercial "should be compatible with the product and the sales point," he commented, with the example that a scantily-clad girl can distract from the virtues of a baking powder.

Among other speakers at the convention was Ben Alexander, "officer Frank Smith" of NBC-AM-TV's Dragner.

Creativeness Upheld
Close script supervision by agencies too often results in "gutless, bloodless and easy-going programs of no lasting value," Mr. Alexander said, while commenting on "how talent thinks agencies can do a better job." Agencies must occasionally stand up to their clients to permit the creative end to operate effectively, he contended.

Using his association with Jack Webb as an illustration, Mr. Alexander said agencies would do better to give their programming personnel full billing, as Bingingham & Webb, representing Chesterfield cigarettes, do not hover over Mr. Webb and he thus works "10 times as hard," Mr. Alexander observed.

Finally, he warned the agencies that motion picture tv is an entirely different medium, "with nothing to do with radio and little to do with live tv."

Although Henry G. Little, president, Campbell-Ewald Co., Detroit, and a vice chairman, spoke primarily on printed media, he observed that "tv has accomplished wonders in a short period toward sophisticating the masses; programs and presentations on radio-tv are beamed, for the most part, toward an audience of intelligence."

He further commented that "sheer regularity with which most programs appear before the public has much to do with the success of the media (radio-tv). The frequent, consistent and regularly-spaced exposure to the sponsors name and message has reaped a cumulative impact that must have contributed mightily to penetration and action."

At the convention, the new Pacific region AAAA officers were announced, with A. W. Neally, BBDO, Los Angeles, succeeding Ross Ryder, Ryder & Ingram Ltd., Oakland, as chairman; W. H. Wilde, The McCarty Co., San Francisco, vice chairman; Door Walsh, Hixson & Jorgensen, Los Angeles, secretary-treasurer; governors board—Trevor Evans, Pacific National Advertising, Seattle, president; Wayne Leland, House & Leland, Portland; Robert Miller, Miller, Ogle & Myers Inc., Spokane; Edward Merrill, Young & Rubicam, San Francisco, and Mr. Ryder.

A new convention attendance record was set with nearly 400 registrants.

Advertising is Basic Means Of Communications—Shelly

Addressing a session of a Survey of Advertising course presented by the Advertising Women of New York, Warner S. Shelly, president of N. W. Ayer & Son, Phila., last week discussed "How the Public Looks at Advertising."

Mr. Shelly's lecture was aimed chiefly at novices in the advertising field or at those present who were about to enter the profession.

He outlined the arguments against the value and place of advertising that they might expect to hear. Referring to radio and tv, books, magazines, and telephones, he said that, like advertising, "are all methods of communication. People like them. They find it inconvenient, and rather dull—to get along without them. That's why people like advertising. The fact that people often don't like, and are not interested in everything that comes along the channel of communication has nothing to do with the basic fact that people like having the channel available to them."

One of the main justifications of advertising, Mr. Shelly pointed out, is that it is a basic means of communication. He illustrated the public's favorable reaction to certain advertising with figures from Schwerin Research Corp. which reports that as far as tv commercials go, two people out of five rate them good, two more rate them fair and only one out of five rates them poor.

Hazel Bishop Suit

Termed 'Baseless' by Toni

WholeSale Denial of Hazel Bishop's numerous charges was filed Sept. 24 by competitor and defendant, Gillette Co. (Toni Div.—lipstick) in the S. D. Court for Southern District of New York. Hazel Bishop in the pending $3 million suit had charged Gillette, more particularly Toni, with entering the lipstick trade and competing with Hazel Bishop after having negotiated in good faith for the purchase of latter's know-how, merchandising, promotion, advertising, production methods, etc.

Labeling the Hazel Bishop suit as "unwaranted and baseless," Gillette, through Harold R. Medina Jr. of Cravath, Swaine & Moore, New York law firm, asked for court judgment to dismiss the Hazel Bishop's complaint and to award Gillette court costs, attorneys' fees, etc.

Averring Hazel Bishop "does not enter this court with clean hands," Gillette asserted that the plaintiff was aware of the defendant's plans to enter the lipstick business and that so-called secret methods of production, know-how, merchandising, etc., were well known to the trade. Gillette also charged that it had never entered any agreement with Hazel Bishop to stay out of the lipstick business, and emphasized such pacts are "contrary to public policy and in restraint of trade."

Haynes Rejoins Compton

Storrs Haynes, radio-tv account executive, McCann-Erickson, New York, has rejoined Compton Adv., New York, as a vice president. Mr. Haynes, who was manager of the radio department through 1948 at Compton, will be associated with Lewis Titterton, vice president and director of radio and tv programming, and will be in charge of the radio and television program department.
UNVEILING of the "revolutionary" 1955 Lewyt vacuum cleaner took place on this WTTG (TV) Washington set with WAAM (TV) Baltimore also carrying the first showing of the compact cleaner, said to be capable of "going over anything" and "turning on a dime." On the broadcast were: seated, Joseph M. Zamoiski Jr., president of Joseph M. Zamoiski Co., Washington and Baltimore distributor of the Lewyt machine; standing (l to r): George Griesbauer, WTTG sales manager; Dave Thomas, radio-tv director of Kal, Ehrlich & Merrick advertising agency, and Alex Sheftell, WTTG account executive. Alex Lewyt, president of the vacuum firm, spoke from the New York studios of DuMont's WABD (TV) as part of the 15-minute program, which also included a film showing the new machine in operation.

Hill to Head C&W's New Chicago Office

CUNNINGHAM & WALSH, a leading advertising agency with substantial radio-tv billings, has announced the Oct. 1 opening of a Chicago office, with Ivan Hill, formerly president-owner of his own agency, as executive vice president in charge.

C & W's office is at 49 E. Superior St., former site of Ivan Hill Inc.; the telephone number is Superior 7-3116.

Mr. Hill, a veteran of agency circles for many years and a tv package program specialist, described the move as a "merger" with his own agency, involving an "interchange of stock." He stressed that it would not function as a branch office, but as part of an "integrated operation," with Chicago operating as a servicing organization.

C & W also announced an overall list of 43 clients, many of them heavy radio-tv advertisers and including at least a half-dozen accounts that Mr. Hill brings with him from his own agency. Mr. Hill told B&W that Laurence Foster and Elinor Fahrenholz will serve under him as vice president and radio-tv director, respectively. Both served in similar capacities with Ivan Hill Inc.

The Chicago office will be able to draw on C & W's New York creative personnel in connection with accounts it will service in the Midwest, Mr. Hill reported. He predicted the Chicago office would handle $12-$15 million in billings within five years, with radio-television accounting for perhaps as much as 75%. He declined to reveal the volume of radio-tv his own agency has handled.

Additionally, Mr. Hill revealed that he is closing his Personality Features Inc., a package firm which, until recently, handled such productions as Creative Cookery and Garfield Goose. He sold both properties this past year and now is "ceasing all activities in tv packaging," he reported.

Among the accounts Mr. Hill brings with him are James H. Black Co. (Duncan Hines Salad Dressing), Ivo Inc. (insect repellent), Kitchens of Sara Lee (coffee cake, pound cake), Kraml Dairy (milk products), Monark Silver King (bicycles and lawnmowers), and Parafixed Carton Assn.

Cunningham & Walsh services Cliquot Club (ginger ale, soft drinks), Colgate-Palmolive (Super Suds), Decca Records Inc., Liggett & Myers Tobacco Co. (Chesterfield, Filama, L & M cigarettes), Lenerthic (perfumes, toiletries), Narragansett Brewing Co. (beer, ale), Pan-American Coffee Bureau, Polardor Corp. (3-D viewers), E. R. Squibb & Sons (pharmaceuticals), Sunshine Biscuits Inc., Texas Co. (Texaco gasoline), United World Films, Universal Pictures and Western Electric Co., among others.

The new Chicago office held a reception for top-level tv sales executives and other media representatives last Thursday in connection with its official opening.

Daisley Opens Agency

TOM DAISLEY, sales manager of WIS-TV Columbia, S. C., for the past 18 months, has resigned to open Tom Daisley Advertising, new agency in Columbia. Before becoming sales head of WIS-TV, Mr. Daisley was formerly sports announcer and sales representative for WIS (am) and previously was sports director of WNOK Columbia. Address of Tom Daisley Advertising is 1508 Lady St.

SPOT NEW BUSINESS

Durkee-Mower Inc. (Marshmallow Fluff), Lynn, Mass., will conduct radio spot announcement campaign in selected markets, effective tomorrow (Tues.). Agency: Harry M. Frost Co., Boston.

Geo. W. Helme Co. (Viking Snuff), N. Y., placing one-minute radio spots for 13 weeks on sports programs on seven Minneapolis and one Wisconsin station, effective today (Mon.). Agency: Conklin-Mann & Son, N. Y.

Sparks-Withington Co. (Sparton tv sets), Jackson, Mich., placing radio spot campaign for 10 weeks in 10 Midwest markets, effective Oct. 10. Agency: David J. Mahoney Inc., N. Y.

Western Harness Racing Assn., Hollywood, starts one to four week spot announcement campaign on seven radio and two tv stations in L. A. market to promote fall race meet at Santa Anita, Calif., effective Oct. 11. Agency: Frank Bull & Co., L. A.

NETWORK NEW BUSINESS

Speedway Petroleum Corp., Detroit, signed as eighth sponsor of DuMont TV's professional football schedule. Agency: W. V. Doner & Co., same city.

A. C. Gilbert Co., N. Y., to sponsor 22 five-minute Gilbert Week-End News broadcasts Dec. 4-19 (ABC Radio, Sat.-Sun.).


NETWORK RENEWALS


AGENCY APPOINTMENTS


Ham Pat Mold Co. (Ham-Pat kitchen utensil), N. Y., appoints Jackson & Delaney, same city. Tv will be used.


A&A PEOPLE

George Balterman, account executive, Lawrence Wiser, copy executive, and Frederick Wiflicka, art director, Storm & Klein Inc., N. Y., elected vice presidents.


William E. McElwain, writer, Pittsburgh Sun-Telegraph, to public relations dept., Ketchum, MacLeod & Grove Inc., same city, as account executive.

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UM&M TO HANDLE MPTV FILMS LOCALLY

MPTV President Fox says that its own sales effort in other than top markets did not contribute balanced return.

In a move designed to attain maximum distribution at a cost commensurate with overall expenditures. Matthew Fox, chairman of the board of Motion Pictures for Television Inc., announced in New York last week that a 10-year production-distribution contract has been signed with the newly organized UM&M Corp. under which the latter firm will serve as sub-distributors for MPTV's film syndication shows exclusively for local and regional sales.

UM&M Corp. is an amalgamation of three firms currently in operation—Motion Picture Advertising Service Inc., New Orleans, of which Carl J. Mabry is president; United Film Service Inc., Kansas City, Mo., of which W. Hardy Hendran Jr. is president; and Minot TV Inc., New York, headed by Charles M. Amory, president. The two companies have been producing, selling and distributing commercial trailers for theatre showings for more than 30 years, while Minot TV is an independent TV film distribution firm.

185 to Handle

Under the terms of the agreement, UM&M sales force of about 185 men will devote itself to regional and local sale of MPTV film syndication shows, along with sales activity on behalf of the other component organizations. Mr. Fox expressed the belief that the sales force would spend "most" of its time on TVP business. Network and national spot sale of syndicated films, Mr. Fox said, will be handled by MPTV's own sales crew.

This approach to sale of syndicated TV films, Mr. Fox said, is bound to become a pattern for the industry. He explained the move was dictated by several considerations, principally a realization that time and effort expended by salesmen in markets other than the top 40 or 50 in the country did not contribute a financial return commensurate with the investment in the sales effort. Another factor, Mr. Fox said, was that proper concentration of sales activity could not be attained under the old set-up "unless an army of salesmen was hired."

The contract provides for MPTV to handle sales on a national basis while UM&M concentrates in other markets and assumes sales responsibility on re-runs.

UM&M's sales crew is directed by 20 district managers. Mr. Fox revealed that television supervisors will be added immediately to UM&M's sales staff and an additional 50 salesmen will be hired by December. In reply to a question, Mr. Fox said that salesmen in MPTV's film syndication division will be given the opportunity to take positions as UM&M supervisors or be assigned to other positions within MPTV.

Madden Directs

Edward D. Madden, vice president and general manager of MPTV, will direct and coordinate the entire operations, serving particularly as overseer on price structure for programs in markets throughout the country.

UM&M will be paid a certain percentage based on gross receipts, Mr. Fox said.

"The agreement also stipulates that MPTV will produce at least five new TV film series a year, some of which may be new versions of current properties. The eight TV filmed properties which will be syndicated mostly and regionally by UM&M include Duffy's Tavern, Janet Dean, Registered Nurse, Drew Pearson, Flash Gordon, Junior Science, Tim McCoy, Sherlock Holmes and Paris Precinct.

In reply to a question, Mr. Fox denied reports that MPTV is "going out of business" or is seeking outside financing. He described the condition of the organization as "healthy" and emphasized this by stating that the company, up to now, has not had to go "outside for working capital." He noted that MPTV has no financial investment in UM&M Corp., or vice versa.

Mr. Fox replied to another query by saying he had no plans to reorganize MPTV's library department—a composed of feature-length films, westerns and serials produced for theatrical use — along the new lines of the film syndication division. He explained that the financial return to the company on a sale of a block of library films to a station over a period of years is sufficiently large to dictate servicing by MPTV's own staff.

Guild Enters Daytime TV With 'It's Fun to Reduce'

PLANS were announced last week by Guild Films Co., New York, to enter the daytime television field with production of a five-times-a-week, 15-minute show, It's Fun to Reduce, which will combine obesity on diet and exercise with an entertainment format.

Production on the show will start in about two weeks, according to Reub Kaufman, president of Guild. It is expected to be available to stations and sponsors early in November. Mr. Kaufman said the show currently is carried "live" over WDTV (TV) Pittsburgh.

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ZIV TV TO DOUBLE FILM PRODUCTION

Sales growth has prompted firm to plan six new shows, raising number of filmed programs to 13.

PLANS of Ziv Television to double its production of television films in the near future were disclosed last week by John L. Sinn, president of Ziv Television Programs, following his return from New York where four production sessions with company officials in Los Angeles.

Mr. Sinn said "the rapid sales growth experienced by Ziv, and the past 18 months prompted the company to double its production schedule," and added: "In addition to Eddie Cantor Comedy Theatre, Meet Corliss Archer, Favorite Stories, Cisco Kid, Mr. District Attorney, I Led Three Lives and other films now being produced, we are working out plans for six new shows to bring up production to a total of 13 programs. These new shows will cover all phases of the entertainment field. Among the programs we are planning are revues, musical comedies, situation comedies and panel shows."

During the past 18 months, Mr. Sinn reported, Ziv's gross sales volume has increased 68%. He attributed this upswing in business to "a trend among advertisers to buy Ziv tv films rather than network shows because of the high quality of the company's programs."

Mr. Sinn also stated that all new Ziv films are being planned with formats that will lend themselves to color. He said that although shooting films in color adds hundreds of thousands of dollars to the production budget, Ziv is assured of a assured of a return income from color films in stock. For the past five years, all Ziv films have been produced in color, Mr. Sinn noted.

'Three Lives' Renewals High; Series Now in 187 Markets

RENEWALS have been signed for the second year's series of I Led Three Lives in almost all of the 137 cities on the original list of markets, it was announced last week by M. J. Riffkin, vice president in charge of sales for Ziv Television Programs.

Mr. Riffkin said that many sponsors had renewed for a second year as long as eight months before the first contract expired. Total of 187 markets are carrying the program, he added.

Among the larger renewal orders, according to Mr. Riffkin, are WOR-TV, Clifton, N. J., which carried the first year series in 26 markets and has now expanded to 37. Mr. Riffkin considered it "significant" that Pfeifer Brewing Co., Detroit, which had not presented the first year's series, purchased it for Toledo, Ohio, as well.

South Bend and Elkhart, Ind., several months before the show became available.

FILM SALES

Louis Weiss & Co., L. A., announces sale of 52 westerns with multiple run rights to KBTV (TV) Denver; 12 westerns with single run rights over one-year period to WUSN-TV Charleston, S. C., along with 26 Craig Kennedy Criminalist with same rights, which also goes to WJBF-TV Augusta; The Clutching Hand serial to WLWC (TV) Columbus, Ohio, for single run; 38 westerns with three-run rights over 18 months to KCMO-TV Kansas City, Mo.; 15 animated cartoons to WBWM-TV Chicago, and over 100 slapstick comedies to WABC-TV New York and WBKB (TV) Chicago.

MCA TV Ltd., N. Y., has sold Guy Lombardo and his Royal Canadians to Iron City Brewing Co., Pittsburgh, for that city, Altoona, Pa., Wheeling, W. Va., Johnstown, Pa., and Steubenville, Ohio. Firm also announces Touchdown film series has been sold in 73 markets including New York, Los Angeles, Dallas, San Francisco, Boston, Atlanta, Seattle, Houston and Milwaukee.

NBC-TV Film Div., N. Y., announces sales of Badge 714 have reached 172 total markets. Other total markets reached by new sales: Dangerous Assignment, 174; Iopalong Cassidy, 142; Captured, 123; Victory at Sea, 117; Inner Sanctum, 105; The Adventures of the Falcon, 34.

National Television Films, Charlotte, N. C., announces sale of Lash of the West, 39 quarter-hour western program package, to KNXT (TV) Los Angeles, WMCT (TV) Memphis, Tenn., KOTV (TV) Tulsa, Okla., and KOVR (TV) Stockton, Calif.

FILM PRODUCTION

Official Films Inc., N. Y., has produced Time for Tune-O, half-hour "musical bingo" series for local and regional distribution.


Mercury-International Pictures Inc., Hollywood, is shooting Tim McCoy and Margaret Whiting Show and is making series of 12 spot tv film commercials for International Harvester Co., Chicago, through Leo Burnett Co., same city; upcoming is Tin Pan Sally. Firm also reports now shooting tv film commercials in both black and white and color.

European Television Corp., Ruhleben, West Germany, reports completion of its first color tv film, "Rainbow After the Rain," slated for distribution in American markets and to later be dubbed into French, German, Italian and Spanish.

FILM PEOPLE

Paul Miles to Television Programs of America Inc., N. Y., as account executive; Charles W. Goltz, Ziv Television Programs Inc., N. Y., to TPA as account executive.


Doc Merman, production manager, Gross-Krasne Inc., Hollywood, signed to new contract to continue in same capacity on Lone Wolf, NBC-TV Big Town, all commercial films production and upcoming O. Henry Playhouse series.


David Savitt, camera dept. chief, Kling Film Enterprises Inc., Chicago, elected member, American Society of Cinematographers.
Hybrid Corn! That's the answer you'll probably get, says Big Mike, if you ask any cornbelt farmer what is the greatest development of the past century.

Agronomists figure hybrids have increased corn yields on the average of 20 per cent... representing many millions of dollars annually. Much of the advance research and development of hybrid corn was done in the Big Mike-KFAB area — the greatest corn producing area in the world. Today, virtually all of the corn produced is hybrid, and Nebraska alone boasts a 10-year average yield of 226 million bushels. KFAB has helped tell the hybrid corn story to farmers in this area. It's a selling tool recognized by the hybrid corn producers themselves... MORE OF THEM USE KFAB TO TELL THEIR STORY THAN ANY OTHER STATION. To sell hybrid seed corn — any product for that matter — get the facts on KFAB-Big Mike success stories. Free and Peters can tell you, likewise Harry Burke, General Manager.
### Gross Radio Network Time Sales by Product Groups for June and First Six Months of 1953 Compared to 1952

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<th>Product Group</th>
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<td>174,401</td>
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<td>Religious &amp; Other</td>
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**Total Trade** $70,738,445

*Source: Publishers Information Bureau*

### Gross Radio Network Time Sales by Product Groups for June and First Six Months of 1954 Compared to 1953

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<th>Product Group</th>
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<td>Food &amp; Food Products</td>
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**Total Trade** $70,738,445

*Source: Publishers Information Bureau*
NEW WPTZ FALL PROGRAMMING GETS THE BIG AUDIENCE EARLY ... HOLDS IT ALL EVENING!

Just look at this daily all-star line-up

5:00 p.m. “PINKY LEE”—Network kiddies' show that beats competition in Philadelphia by more each rating period.

5:30 p.m. “HOWDY DOODY”—Tops year after year—always holds major share of audience in this time period.

6:00 p.m. “FRONTIER PLAYHOUSE”—Now features films made for television—"Wild Bill Hickok," "Range Rider," "Kit Carson."

6:30 p.m. "AWARD THEATRE"—WPTZ's new top feature films.

7:25 p.m. LATEST NEWS—Features Taylor Grant, the newsmen's newsmen.

7:30 p.m. NBC PROGRAMS—Tony Martin, Dinah Shore, Eddie Fisher—all top-flight shows.

Keystone of this great new audience-building strip is “Award Theatre,” an exciting series of skillfully edited movies . . . featuring the finest films available in television. “Frontier Playhouse” has always been one of television's top attractions and “Award Theatre” which now follows will deliver even bigger audiences.

“Award Theatre” is designed to hold the high number of sets-tuned-in by the junior citizens for “Pinky Lee” and “Howdy Doody,” plus the large adult following that regularly watches “Frontier Playhouse” (more than 50% adult viewership!). Advertisers have the advantage of purchasing participations adjacent to TV's choice A time at almost ½ the cost.

Among the many stars who will appear on “Award Theatre” are: David Farrer, Douglas Fairbanks, Jr., Anna Lee, Susan Hayward, Barry Fitzgerald, Louis Hayward, Lucille Ball, Kirk Douglas, Bing Crosby, Charles Coburn, Valerie Hobson, Gregory Peck, Bette Davis, Ronald Coleman, Celeste Holm, Charles Laughton, James Stewart.

This new early evening line-up is another example of the audience-building programming that continues to make WPTZ your best buy—by far—in Philadelphia television.

For availabilities call Alexander W. Dannenbaum, Jr., WPTZ Commercial Manager, at LOCust 4-5500, or Eldon Campbell, WBC National Sales Manager, PLaza 1-2700, New York.

WPTZ first in television CHANNEL 3

WESTINGHOUSE BROADCASTING COMPANY, INC.

WPTZ - KYW, Philadelphia; WBZ-WBZA - WBZ-TV, Boston; KDKA, Pittsburgh; WOWO, Fort Wayne; KEX, Portland; KPIX, San Francisco
MUTUAL, youngest of radio networks, has observed enough of its elders’ anniversaries to learn two things about such celebrations. Generally, they are important only to the celebrant. And lately, radio festivities seem somewhat subdued—perhaps to avoid disturbing the newest family-member, TV.

Here at our house, things are different. Mutual was born different... a four-market hookup launched in October, 1934, as a joint enterprise owned and operated by its stations. Mutual was brought up different, too... besides being the world’s largest (and the only one wholly dedicated to radio), this is the network whose unique strength today is the community-level strength of half-a-thousand neighborly voices linked together through all the 48 states.

That’s why Mutual’s 20th birthday is celebrated in the name of 572 affiliates. Each one plays an increasingly vital role in the lively business of broadcasting—and to each one we are grateful. This lively business means a constant flow of human sound, delivered day and night to welcoming ears everywhere—and we are grateful to our listeners. Within this flow of sound has developed a matchless means of selling goods—and we are grateful to our sponsors!

Obviously, then, the anniversary honors belong to radio stations, to radio listeners, and to radio advertisers. This is likewise a time for an accounting, to each of these, of the Mutual Network’s 20-year progress in service and in stature.

Bare statistics can trace the outline: 4 stations to 572... 96,000-watt power to 1,100,000... $1,000,000 in advertisers’ investment to over $23,000,000 a year—a clear pattern of broadening, rewarding service. But radio is too human a medium to be measured in watts and dollars alone. This fastest-growing of all networks has moved toward maturity against a background of surging public interest in broadcasting... both before and after the advent of TV. Here is the basic clue to Mutual’s “score” in ’54.

It may be common knowledge that, during these
two brief decades, U.S. radio homes have more than doubled (20,000,000-odd to some 46,000,000 families) and that radio "saturation" is half again as great as in '34 (64% to over 96% of all homes today). But there is uncommon significance, we believe, in radio's advances ... post-TV. There are actually more hours of listening today than in '43—and it is different listening, infinitely more personalized, with car radios and portables, for instance, comprising more than half the 5,000,000 new radios purchased this far in '54.

Plainly, the receiving end of this business is geared as no other medium can be, to go wherever the people go. Plainly, Mutual's vast plurality of stations is ideally geared, at the transmitting end, to mesh with the public interest. How can we best gear our program and sales service for the next 20 years, to assure the kind of progress which has characterized the past 20?

A big step toward answering this critical question has already been taken. We are now studying the first findings in the largest research project ever trained on all-American habits in living and listening. For the first time, we are learning the exact nature and scope of such factors as out-of-home listening, family composition, and program tastes—in and out of TV areas.

Our heavy investment in this forthright research not only testifies to Mutual's faith in the future of network radio ... it also finances a custom-made key to that future. For years to come, we look forward to sharing that key and that future, in a truly mutual sense, with the everlasting trio of station and listener and sponsor.
**CBS LEADS NBC IN AUGUST TIME SALES**

PIB figures show CBS, with $16 million in radio and television network time sales, led NBC by $6 million last August.

CBS outdistanced NBC in both radio and television network time sales in August by a combined total of $16 million to $10 million, according to tabulations released last week by Publishers Information Bureau. The figures represent gross time charges.

CBS Radio's August gross billings were shown at $3,917,293 and CBS-TV's were $12,275,908, for a CBS combined total of $16,192,201. NBC Radio scored $2,975,531 and NBC-TV $8,883,575 for a $11,859,106 total.

All four national television networks showed gains over billings for August a year ago, reaching a four-network total of $23,664,931, an increase of approximately 44% over the August 1953 figure. Similarly, the January-August 1954 total of $196,622,788 for all four tv networks ran about 43% over the billings for the comparable period of 1953.

Argentina's broadcast networks, only ABC showed a gain in August 1954 over August 1953. This increase, approximately 11%, brought ABC's total for the first eight months of 1954, to 10.5 million. The figure clearly shows (about 0.4%) of its standing at the same time in 1953. It also put ABC into second place among radio networks in August ahead of NBC.

The three other networks lobbied both in August and January-August totals as compared with last year. The four-network totals of $9,629,232 for August and $93,755,875 for January-August 1954 compare with $11,707,225 and $106,708,365, respectively, for the like periods of 1953. The PIB table:

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<th>State</th>
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<td>3,000</td>
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<tr>
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<td>PA</td>
<td>6,876</td>
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</table>

**Hooperatings to Cover 60 Tvs, 55 Radio Markets**

SCHEDULE of audience rating reports on both radio and tv, which C. E. Hooper Inc. will publish during the current broadcast season beginning this month, is being mailed to subscribers, starting today (Monday).

The firm last week said tv Hooperatings will cover 60 markets, an increase of 10 over last season. Agency-advertised radio Hooperatings will cover 55 stations, which are five more than last season, while station-financed radio reports are expected from more than the 35 cities for which they were published in the 1953-54 season, Mr. Hooper said.

Total of 55 cities for which both radio and tv ratings will be published are:


**‘Lady’ Scores**

SPECIAL SURVEYS in the New York and Chicago areas during the presentation of NBC-TV's second color spectacles, "Lady in the Dark" (Sept. 25, 9:10-10:30 p.m. EDT), gave the show a Hooperating of 30 in New York, 24 in Chicago, C. E. Hooper Inc. reported last week.

Lady’s share of the audience in New York was 5.5%, in Chicago 4.9%.

The NBC-TV programs were screened last week, showing 60,000 of the sets in use tuned to other networks in the half-hour preceding its spectacular but that figure rose 9 p.m. on the show steadily increased its audience share "to include 50.7% of sets in use during the last half-hour." Trendex figures, according to NBC-TV, 27.5, 27.9 and 25.4 for the successive half-hours for Lady as compared to "opposition ratings" of 20.9, 20.6 and 13.2.

**Olson Bute Tops Nielsen**

THE Bobo Olson-Rocky Castellan middleweight title weight captured the top time slot for evening, once-a-week radio shows in the Aug. 15-21 Nielsen ratings. NBC's Dragnet ranked second. Top programs according to the Nielsen survey were:

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NO OTHER TOWER WITHIN 50 MILES!

WDAY-TV is the only TV station in FARGO . . .
the only TV station in the RED RIVER VALLEY!

Important as they are, there's a lot more to the WDAY-TV story than those two "exclusives", above.

WDAY-TV wins the big Red River Valley audience with 57 sparkling local programs . . . 60 of the best shows from NBC, CBS and ABC . . . intense audience loyalty . . . engineering, promotion and programming "know-how" that's worth almost everything else combined!

TV set saturation in the Red River Valley is downright spectacular. In Fargo it's 65.5%, 20 miles out it's 52%, and fifty miles out it's 28%.

Ask Free & Peters for all the facts!

WDAY-TV
FARGO, N. D. • CHANNEL 6
Affiliated with NBC • CBS • ABC
FREE & PETERS, INC., Exclusive National Representatives
EXPANDING NATIONAL ECONOMY DEMANDS MORE RADIOS—MORE RADIO ADVERTISING

CBS Radio color film, ‘Tune in Tomorrow,’ predicts 40 million more radios will be in use, in-home and out-of-home, by 1960, with an estimated population of 177 million spending $305 billion a year.

WHITHER RADIO in 1960? Into more radio sets, because the prospect is for another 40 million radios “in all sizes, in more places than ever before.”

This projection is one of the predictions reported by CBS Radio in its latest radio advertising presentation, an animated 13-minute film in color, titled “Tune in Tomorrow,” which was previewed Thursday prior to its showing to advertising, business and broadcasting industry groups.

The film, which sells radio in general and CBS Radio in particular, points out radio’s vitality and also the growth of the national economy, with stress on its expanding markets. Among the points and predictions:

- Radio offers nearly 100 million exclusive locations where television does not reach. Radio in a single week reaches 92% of U.S. radio homes, which listening spread evenly throughout the day.
- Within the next six years U.S. business can look forward to an estimated 177 million population with national consumer consumption expenditures of over $305 billion annually (actually $75 billion more than in 1953); employment at the 70 million job level with a gross national product of $443.4 billion.
- A 15% rise in consumer food expenditures and a 50% growth in home use of electric power by 1960. Also: an upgrading of automobiles and a 25% increase in gasoline consumption; consumption by 40% in the chemical industry; “Miracle medicines to keep people feeling their best. New cosmetics to keep them looking their best.”

Living Better

Noting that each morning 7,000 more breakfasts are being served in the U. S. than the day before, the film points out that the estimated 16 million more people in 1960 should be enjoying a 20% higher standard of living—with the nine million more people at work getting longer vacations and working a shorter week. According to the film, produced by CBS Radio to point out the influence which increased selling and advertising can have in continuing the nation’s economic expansion:

"The facts over the past five years has been so consistent that the industry has had to maintain an annual production average of 12½ million sets. Even a generous allowance for replacements makes a total of 150 to 155 million radios in the U. S. by 1960 more than likely.”

The job of advertising, CBS Radio’s documentary points up, is to provide the satisfactions—what advertisers can do for people—that a higher standard of living can bring. "And of all the media which advertising uses to set new goals in people’s minds, radio is uniquely equipped,” the film expounds, because radio is immediate. It sells the satisfactions that goods and services bring. And it sells these satisfactions over and over again, at a price that every advertiser can afford.”

Again refuting cold statistics, the network presentation says: "In the past six years, cars with radios are up from 10 million to 26,180,000. Homes with radios are up from 37.6 million to 45,020,000. And total radio sets are up from 77 million to 110,920,000.”

Since 1948, according to the film, the number of radio sets outside of the living room has doubled, with radio now reaching vast audiences in no other medium can reach, among them, 50 million who don’t have tv; 37 million who don’t read magazines, and 18 million who don’t read newspapers.

The many statistics used in the film came from the U. S. Census reports, the new Advertising Research Foundation-Pollitz study [B+T, Sept., 27], the Federal Reserve Bank Index, A. C. Nielsen Co., The Pulse Inc. and other statistical and research services.

The film, produced for CBS Radio by United Productions of America, is the third such presentation—the first movie, "More Than Meets the Eye," was made in 1952 to describe the impact of the human voice in advertising and the second one, "It’s Time for Everybody," dealt with the changing patterns of daily life in this country. The latter film has been seen by nearly a quarter of a million business and professional people, according to CBS Radio.

Narration of "Tune in Tomorrow" was by John Cove and Harry Marble, sound direction by Gordon Auchincloss and music adaptation by Bernard Herrmann.

Murphy Speaks

The preview for newsmen Thursday was opened by CBS Radio President Adrian Murphy and Sales Vice President John Karol, who noted that the expenditure for the film was "further evidence of our faith in radio, if further evidence is needed." He said that "we think radio is a wonderful business, not only for us but for advertisers."

Mr. Karol also called attention to CBS Radio's new nighttime programming policy of offering more five-a-week strips—Allan Jackson, Lowell Thomas, Tennessee Ernie, The Choraliers, Edward W. Murray, Mr. and Mrs. North, Anas 'n' Andy Music Hall, Mr. Keene, and musical programming—which he said was in conformity with changing patterns of listenership.

Series TV Statistics

NBC's planning and research department Thursday estimated the telecast on the network of the first World Series game played Wednesday between the New York Giants and the Cleveland Indians was watched, at least part of the time, by an average 42 million viewers at home since NBC-TV's researchers also estimated that if the series should go seven games, some 68 million people might be watching the final games on home tv receivers (not counting tavern, community and other sets) since the number of spectators rises as interest in the series heightens.

At the same time, C. E. Hooper Inc., New York, announced that the first game had a 28 Hooperating in New York and a 37 in Cleveland. For the second game of the series the Hooperating was 20 in New York and 33 in Cleveland.

AT&T reported that the Giants-Indians diamond contest was being carried by 179 tv stations in 173 cities. This compares to 113 stations in 108 cities in the 1953 series, and 69 stations in 66 cities in the 1952 playoff.

RETMA Reports July Sales Of Cathode, Receiving Tubes

MANUFACTURERS sales of cathode ray tubes for July 1954 numbered 514,346 units valued at $10,102,903, Radio-Electronics-Tv column reports. Mrs. Asan has reported. Receiving tube sales totaled 24,208,512, valued at $18,082,753.

The cathode ray tube figure compared with 681,937 valued at $13,923,845 for June 1954, and 634,200 worth $15,155,870 for July 1953.

The July 1954 figures on receiving tubes compared with June 1954 totals of 31,031,315, valued at $21,694,500, and July 1953 figures of 26,462,069 units at $18,243,030.

Sales of receiving tubes in the first seven months of 1954 totaled 4,471,584, valued at $99,098,884, comparing with 5,831,271 worth $137,649,617 for the same period of 1953.

Sales of receiving tubes in the first seven months of 1954 totaled 189,917,572 units, valued at $138,803,144, compared to 269,622,417 worth $183,646,726 for the similar 1953 period.

Omaha Survey Proves Tv Value to Baseball

A SURVEY underwritten by KMTV (TV) Omaha, and the Omaha Cardinals baseball club shows television can help promote baseball attendance. Occasion for the study was KMTV's Fifth Anniversary Baseball Party at which the station bought out all seats in the Omaha Municipal Stadium for the night of Sept. 2 and treated local fans to a full-hour variety show that preceded a baseball game between the Cardinals and the Sioux City Soos [B+T, Sept. 20]. KMTV actively promoted the event.

The survey made by the Edward G. Doody & Co. research organization. A total of 596 personal interviews was made with people selected at random.

For 218 baseball fans interviewed, this was the first ball game they had seen this year and 50% of these had never seen the Omaha Cardinals play. About 50% of the record crowd of 21,000 said they came to see the game, making no mention of the variety show.

Comparing the cost of attending a ball game with what normally would be spent for an evening's entertainment, 53% said they considered the baseball game lower in cost. About 67.6% indicated their interest in baseball has increased in the past five years and 48.5% said they listened regularly to play-by-play radio broadcasts.

If given a choice between watching the game on tv and seeing at the ball park, 87.1% said they would rather see it at the park. Of the people who attended, 79.5% came from Omaha and adjacent suburbs and 13.6% from points 10 up to 100 miles away.
United States Steel Hour
named TV's outstanding drama show...
starts second season on ABC

One dramatic show that stands head and shoulders above all the others in television is United States Steel's outstanding Tuesday night drama on ABC. Produced by the Theatre Guild and directed with that knowing Alex Segal touch, the United States Steel Hour has won the coveted "Emmy" award, TV Guide's Gold Medal Award and many more. In other words, it has walked away with most of the top honors. And ABC, too, has walked away with an honor—the opportunity of again bringing this inspired dramatic program to television for its second season.

You're in smart company on ABC-TV

AMERICAN BROADCASTING COMPANY
AGENDA for the last 10 of NARTB’s 1954 district meetings was announced last week by district directors.

District 8 meets today (Monday) and tomorrow at Detroit’s Sheraton-Cadillac hotel, with Director Robert B. McConnell, WISH Indianapolis, presiding. R. Sanford Guyer, WMOA Marietta, Ohio, will be radio guest, and Paul Adanti, WHEN-TV Syracuse, TV guest. Sen. Homer Ferguson (R-Mich.) will speak at a Tuesday luncheon.

Television panel guests Tuesday afternoon will be Mr. Adanti; William J. Edwards, WKNX-TV Saganaw; Joseph M. Higgins, WTHI-TV Terre Haute; Edward G. Thoms, WKGJ-TV Ft. Wayne; Edwin K. Wheeler, WJW-TV Detroit. Detroit stations WJY, WXYZ, WJR, CKLW (Windsor, Ont.), WJBK-TV and WKMH will be hosts at a Monday reception following business meetings.

District 10 meets at Omaha’s Fontenelle Hotel Oct. 7–8, with E. K. Hartenbouer, KCMO Kansas City, district director and vice president of NARTB’s Radio Board, presiding. FCC Comm. Robert E. Lee will be featured speaker at an Oct. 8 luncheon. Robert T. Mason, WMRN Marion, Ohio, will be radio guest, and Mr. Adanti TV guest.

Members will be guests of the Knights of Ak-Sar-Ben at an Oct. 7 reception and Omaha broadcasters will hold a reception the second day. NARTB President Harold E. Fellows will address the Omaha Kiwanis Club Oct. 8. District 9 convenes at Lake Lawn Hotel, Lake Delavan, Wis., on Oct. 11–12, with Hugh K. Boice Jr., WEMP Milwaukee, district director, presiding, and Ben B. Sanders, KICD Spencer, Iowa, and James C. Hanrahan, WEWS-TV (Cleveland, as radio and TV guests, respectively.

The District 11 meeting will be held Oct. 14–15 at Minneapolis’ Radisson Hotel, with Frank E. Fitzsimonds, KFYR Bismarck, N. Dak., new district director, presiding. Mr. Sanders and

Frank P. Fogarty, WOW-TV Omaha, will be radio and TV guests, respectively.

District 12 will meet at the Jen-Marie Hotel, Ponca City, Okla., Nov. 4–5. Cy Casper, WBRZ New Orleans, will conduct a TV round table discussion Oct. 19.

District 14 meets at Denver’s Brown Palace Hotel Oct. 28–29 and District Director Walter E. Wagstaff, KIDD Boise, will preside. Mr. Hartenbouer will be radio guest and Robert W. Ferguson, WTRF-TV Wheeling, W. Va., TV guest.

District 15 will meet at the Jen-Marie Hotel, Ponca City, Okla., Nov. 4–5. Cy Casper, WBRZ New Orleans, will conduct a TV round table discussion Oct. 19.

District 13, meeting Nov. 9–10 at Houston’s Rice Hotel, will conclude the 1954 sessions, with Kenyon Brown, KWFT Wichita Falls, presiding as district director, and Henry B. Clay, KWKH Shreveport, chairman of the NARTB Radio Board, and Robert D. Sweezey, WDSU-TV New Orleans, as radio and TV guests, respectively.

DISTRICT 6 MEETING

THE South is behind the Midwest in radio-TV farm service, S. William Brown, account executive on the Ralston Purina Co. account, Gardner Adv. Co., St. Louis, told delegates to NARTB’s District 6 meeting last week in Little Rock.

Speaking on the first day of the Monday-Tuesday meeting at the Hotel Lafayette, Mr. Brown said: “A staff announcer reading market reports isn’t radio-TV service.” Citing radio-TV farm service in the Midwest, he said good service needs (1) a good man, (2) good time periods and (3) management support.

First day of the meeting brought six talks by media figures, a business meeting, cocktail party, dance, and a dinner addressed by Orval Faubus, Democratic nominee for governor of Arkansas.

The second day featured reports by the resolution committees, a special committee’s report on the preceding day’s business meeting, joint meeting of the Little Rock Kiwanis Club and the Radio Club of Little Rock, and a television workshop at which Kenneth L. Carter, WAAM (TV) Baltimore, presided. Mr. Carter earlier made a talk on television.

Radio guest speaker at the District 6 (La., Miss., Ark.) meeting was Allen Woodall, WDKA Columbus, Ga., whose talk was “Buy Yourself a Slingshot.”

Mr. Woodall described some of the ways WDKA meets competition from three other Columbus stations. He said WDKA (1) logs all its competitors’ local commercials so “we know at all times what they’re doing;” (2) examines the competition to determine its strength and weaknesses, then lays out battle plans for the attack.

Some phases of WDKA’s “attack,” he said, are:

-Generation on local news coverage; keeping the station’s call letters before the public (“Whenever a crowd of people gathers, there must be a WDKA microphone.”) WDKA furnishes a free public address system to civic and other meetings and events; active participation by the WDKA commercial staff in all civic affairs (“We’ve had no changes in either the announcing staff or commercial department in more than five years”); active participation in activities in the area.
-Active participation in civic and community affairs.
-Professionalism in all its competitors’ local commercials.
-Doing what it can to keep its station competitive.

Among District resolutions was one praising FCC Commissioner George Sheftall, WIZM Clarksville, Tenn., chairman; Sam Anderson, WPAI Houston, Ark.; Ray Butterfield, WLOX Biloxi, Miss.; Tom Gibbens, WAFB-TV Baton Rouge.

DISTRICT SEVEN

A RADIO station that becomes part of its community need not take a back seat to any advertising media, delegates to NARTB’s District 7 meeting were told by Charles H. Towers, general manager of NARTB’s employer-employee relations department, “Saving in Business”; Harold E. Fellows, NARTB president, who spoke Monday on District 7’s General Assembly; and Tuesday on “Profit With Honor.”

Among District resolutions was one praising FCC Commissioner George Sheftall, WIZM Clarksville, Tenn., chairman; Sam Anderson, WPAI Houston, Ark.; Ray Butterfield, WLOX Biloxi, Miss.; Tom Gibbens, WAFB-TV Baton Rouge.

FOUR states in District 6 were represented at this gathering (1 to 7): Henry Clay, KWKH Shreveport, District 6 director and NARTB Radio Board member; Mrs. M. McKinney, KELD El Dorado, president, Arkansas Broadcasters Assn.; Roy Butterfield (rear), WLOX Biloxi, Miss., director, Mississippi Broadcasters Assn.; Earl Wingert, WDOD Chattanooga, president, Tennessee Assn. of Broadcasters; Tommy Gibbens, WAFB-TV Baton Rouge, post president, Louisiana Assn. of Broadcasters.

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WATTS

1,000,000

WILK-TV - The World's Most Powerful TV Station

It's a MUST for coverage of the Two Million Population of Hazleton - Wilkesport Market!

WILK-TV has done it again! We have begun work on the world's most powerful TV station - 1,000,000 watts, the maximum allowed by the F.C.C. It will blanket the market from Binghamton to Reading.

As of January 1, 1955

WILK-TV - The World's Most Powerful TV Station

1st in POWER

1st in COVERAGE

J. AVERY KNOEDLING INC.
AP RADIO & TV ASSN.

Les Mawhinney will serve as association as first president.

FIRST step in the formation of a nationwide Associated Press Radio and Television Assn., to be composed of representatives of all AP radio and tv members, was taken last week with the formulation and approval of by-laws by the seven-man AP Election Committee [B+T, Sept. 7].

Designed to serve the liaison functions between members and AP in a manner comparable to that of the station advisory boards of the various networks, the organization's purpose is "to advance the science of journalism through the media of radio and television" and "to cooperate with the AP in order to make available an accurate and impartial record of the news."

This liaison will be handled by a 17-man board of directors, of which the seven members of the AP Election Committee will serve as a starting nucleus. Les Mawhinney, KHI-AM-TV Los Angeles, who has served as general chairman of the RMC since its inception in 1952, will serve as first president of the association, and Oliver Gramling, AP assistant general manager, will be first secretary-treasurer.

Others RMC members who will serve on the first board of the new association are Jack Krueger, WTMJ-TV Milwaukee; Daniel W. Kops, WAVZ New Haven; Matt Bonebrake, KOCY Oklahoma City; Joe H. Bryant, KCBD-AM-TV Lubbock, Tex.; Tom Eaton, WTCI Hartford, and Jack Shelley, WHO-AM-TV Des Moines.

Four Districts Established

The by-laws establish four districts, all con- giographically to the four AP districts, and provide in each four directors—one each for the following classifications: radio stations under 1 kW in power; radio stations from 1 kW through 10 kW; radio stations over 10 kW; television stations. Additionally, AP General Manager Frank J. Starzel or his representative shall serve on the board as an ex-officio member.

Elections will be held by written ballots to be postmarked no later than midnight on the last Friday of August of each year. Nominations will be offered by a nominating committee to be appointed and to consist of two members from each of the four districts. Other nominations may be made on written petition signed by three association members from the district involved. Nominations must be mailed to the association's secretary and reported to the membership not later than May 1 in the case of committee nominations and reported to the secretary by May 31 in the case of nominations by petition. The secretary must notify members as to all nominations by June 15. In the first elections, with RMC members serving on the board to start, the nominees receiving the highest number of votes in the eastern, southern, and central districts, respectively, will serve two-year terms and the nominees receiving next highest number of votes will serve one-year terms. In the western district, where Mr. Mawhinney is the only representative now, as compared to two representatives from each of the other districts, the nominee receiving most votes will serve three years; second-place nominee will serve two; and third-place nominee will serve one. Thereafter, each district will elect annually, for a four-year term, a successor to its representative whose term expires that year.

Each station member of AP will be entitled to name one representative as a member of the association. No dues are planned, although the by-laws provide that "the treasurer shall keep an account of all monies received and expended for the use of the association." A meeting of association members may be called by the board at any time on 30 days' notice, and the board itself must meet to elect officers, etc.—each year on the Monday preceding the fourth Thursday in September.

The organizational structure also provides for a six-man executive committee—the president and one board member to be appointed by him from each district, plus the AP general manager or his representative—which may act for the board between board meetings.

The RMC meeting at which the by-laws were developed and approved was held Tuesday in New York, with the following AP executives also participating: General Manager Starzel; Assistant General Managers Gramling and Lloyd Stratton; Alan J. Gould, executive editor; General Manager, general radio news editor; Burt A. Ely, administrative assistant; Andrew C. Lang, day radio supervisor; James Westell, night radio supervisor; William Fitzgerald, early radio supervisor, and Jack Davis, administrative assistant.

TV CODE BOARD, NETWORKS MEET

TELEVISION Code Review Board of NARTB met last week in New York at the Ambassador Hotel with top network executives in sessions described by John E. Petzer, WKZO-TV Kalamazoo, chairman, as "regular meetings in the code series."

The conference, which began Monday morning and terminated Tuesday afternoon, dealt chiefly with an exploration of the effectiveness of the Code. Board members met with representatives of the four tv networks at separate sessions.

Monday morning the board met with Sylvester L. Weaver Jr., president of NBC; Robert Sarroff, executive vice president; Thomas E. Ervin, vice president and general attorney; Kenneth W. Bilby, vice president in charge of public relations, and Stockton Helfrich, manager of continuity acceptance. At the Monday afternoon session Frank Stanton, president of CBS Inc.; J. L. Van Volkenburg, CBS Television president, and Merle Jones, vice president in charge of CBS owned stations and general services, met with the board members.

Representing ABC at a Tuesday morning meeting were Ernest Lee Jahncke Jr., vice president and assistant to the president; Charles Aby, tv national sales manager; Robert Lewine, director of the tv program talent department; Grace Johnsen, manager of continuity acceptance; Gene Accas, director of advertising, promotion, and publicity; and Alfred Beckman, director of station relations for tv. Tuesday afternoon, the board met with Ted Bergmann, director of broadcasting for DuMont, and Donald H. McGannon, the network's assistant director of broadcasting.

Conn. Broadcasters Organize

ORGANIZATION of a Connecticut Broadcasters Assn. was voted at a Sept. 22 meeting of state radio-tv representatives in Hartford.

Officers elected include: J. Maxim Ryder, WBRY Waterbury, president; Aldo DeDominicis, WNHC-AM-TV New Haven, vice president; and Walter B. Haase, WDRC Hartford, secretary-treasurer. Elected to the board (in addition to the officers), were: Paul W. Merency, WTIC Hartford; Eric Hatch, WBIS Bristol; Samuel R. Elman, WATR Waterbury, and William J. O'Brien Jr., WCNX Middletown.

Daniel W. Kops of WAVZ New Haven was appointed chairman of a committee to formulate a constitution and by laws.

Roger Clipp, general manager of WIPIL-AM-TV Philadelphia, addressed the group.

GUEST speakers at District 6 meeting were (l to r): S. William Brown, account executive on Rolston Purina Co., Gardiner Adv., St. Louis; Kenneth L. Carter, WAAM (TV) Baltimore, television; Allen Woodall, WDKA Columbus, Ga., radio. 

lations vice president, and Charles Tower, NARTB labor relations manager, were the first key speakers. Mr. Hardy got the Thursday morning session started with a discussion of "Staying in Business." Mr. Tower followed with "Saving in Business."

Radio is underpriced even in tv-saturated markets, Mr. Lindsay told the Thursday afternoon session. He said you have to prove to the buyer that you know your own business before you can tell him how radio will do wonders for his business, and he asserted, well managed stations will always profit.

Mr. Lindsay cited several problems which he considered faced the industry today. Among them: the Bryson bill, wage and hour law, public service programming, program analysis — finding the service for your market, out-of-home listening, intelligently selling radio on the rate card and comprehensive use of industry information.

He stressed the importance of good copy— copy that sells—and outlined the functions of continuity and news. He urged the District 7 delegates to gear programming to the pace of their listeners.

In his report, Mr. Mawhinney, NARTB radio vice president, spoke at a mid-afternoon session on "Sound Is the Word for Radio."

NARTB President Harold E. Felows was dinner speaker and discussed "Today's Greatest Challenge."

Friday sessions featured a luncheon address by Chair McCullough, Steinman Stations and chairman of NARTB's TV Board, and a report by Thad Brown, NARTB tv vice president.

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Elgin Watch is sold on ABC... premières
Elgin TV Hour starting next week

A pair of dramatic aces plays to a full house on ABC.
The Motorola TV Hour (produced by ABC) was one of television's shining dramatic hours last season. Paired on alternate weeks with the distinguished United States Steel Hour, ABC's companion drama quickly dominated Tuesday evenings. No wonder sharp-penciled Y & R and Elgin Watches played this ace in the whole week and grabbed the show, the time, and the network—and this year the TV Hour, sponsored by Elgin, will again help make Tuesday evenings on ABC a must for viewers.

You're in smart company on ABC-TV
AMERICAN BROADCASTING COMPANY
Cowles, Slocum to Address Nov. 10-13 SDX Convention

JOHN COWLES, president and publisher of the Minneapolis Star & Tribune, (part owner of WCCO-AM-TV there), and Richard W. Slocum, general manager of the Philadelphia Bulletin (WCAU-AM-FM-TV) and president of the American Newspaper Publishers Astm., will be among the speakers at the 45th annual convention of Sigma Delta Chi, professional journalistic fraternity, in Columbus, Ohio, Nov. 10-13.

Four other nationally-known journalists, including Hugh Baillie, president of United Press, are scheduled to address the SDX meet. Reception will top opening-day activities on Wednesday, with the SDX executive council slated to meet earlier. Robert U. Brown, Editor & Publisher, SDX president, will officially open the convention on Thursday, and Mr. Cowles will deliver the keynote talk. Gov. Frank J. Lausche of Ohio will be among the honored guests.

AAAA Eastern Conference Plans Radio-TV Sessions

RADIO-TV sessions are among highlights scheduled for the eastern annual conference of the American Astm. of Adv. Agencies, which will be held Nov. 22-24 at New York’s Roosevelt Hotel.

The conference, sponsored by the AAAA’s eastern region and chairman-named by Donald K. Clifford, of Doherty, Clifford, Steers & Shenfield, will be attended by agency executives from Alabama, Connecticut, Delaware, Florida, Georgia, Maryland, Massachusetts, North Carolina, New Jersey, New York, Eastern Pennsylvania, Rhode Island, South Carolina, Virginia, the District of Columbia and Puerto Rico.

In addition to radio-television meetings, the 4-A’s eastern event will include sessions on marketing, copy and art, media, research, publicity and public relations and other phases of agency operations.

Advance agenda follows.

Mon. (Nov. 22) — 10-12 a.m., publicity and public relations; 1-4 p.m., marketing; 10 p.m., trade and industrial; 3-5 p.m., radio and television administration. Tues. (Nov. 23) — 10-12 a.m., research; 1-4 p.m., copy and art; also 4-6 p.m., media; also 4-6 p.m., mechanical production; 7-11 p.m., general meeting. Wed. (Nov. 24) — three group meetings all at 10-12 a.m., including agencies with up to $2 million billings; $2-$10 million, and over $10 million; 12:30-2 p.m., management luncheon.

NARTB Convention Planners Meet in Chicago Wednesday

NARTB’s 1955 Convention Committee will meet at Chicago’s Conrad Hilton Hotel Oct. 6 to plan for the association’s 33rd annual convention to be held in Washington the week of May 22. Henry B. Clay, KWKH Shreveport, and Clair R. McCollough, WGAL-TV Lancaster, Pa., co-chairmen of the committee, said last week.

The convention committee’s two subcommittees on radio and TV are being headed by Messrs. Clay and McCollough, respectively.

On Mr. Clay’s subcommittee are E. K. Hartshower, KCMO Kansas City; James H. Moore, WSLS Roanoke, and Ben Strouse, WWDW Washington. On Mr. McCollough’s group are Campbell Arnoux, WYAR-TV Norfolk; Kenneth L. Carter, WAAM (TV) Baltimore, and Frank Russell, NBC, Washington.

Kenyon Brown, KWFT Wichita Falls, Tex., 1954 convention chairman, will act as member "emeritus" of the 1955 group, and John H. DeWitt Jr., WSM Nashville, also a member of the Convention Committee, will serve as liaison for the ninth annual NARTB Broadcast Engineering Conference to be held concurrently with the 1955 convention.

Harold Fellows, NARTB president, his assistant, Howard H. Bell, and A. Prose Walker, engineering manager, will also attend the Chicago meeting.

Howe and Strouse Head NARTB Am, Fm Committees

MEMBERSHIP of NARTB’s Am and Fm Radio Committees were announced last week by NARTB President Harold E. Fellows, who said James L. Howe, WCTC New Brunswick, N. J., will head the am group, and Ben Strouse, WWDJ-FM Washington, will head the fm unit.

Others of the Am Committee: Grover C. Cobb, Trice, Broadcast Radio, New York; William J. Draper Jr., WEBS Buffalo; E. R. Hartshower, KCMO Kansas City; Richard C. Lewis, KTAR Phoenix; Lester W. Linder, WPDF Flint, Mich.; Harry J. McLaughlin, WATT Atlanta; Ted Storrs, KOAM Onaha, J. S. Younke, WEBS Southern Pines, N. C.; William H. Fineheubner Jr., NBC; Earl M. Johnson, MSIB; Adrian Murphy, GIB; Mr. Strouse’s fm group includes: Walter J. Brown, WIBX Syracuse; B. C. H. Finders, KOWH Charlotte; H. N. W. Becker, WGAR-AM Cleveland; J. R. Livesay, WLBD-FM Mattoon; Ill.; Edward A. Wheeler, WEAZ-FM Evanston, Ill.

Four Component Areas Set Up For New Conn. Agency League

ESTABLISHMENT of the Connecticut League of Advertising Agencies, composed of 16 major firms and patterned after the New York League of Advertising Agencies, was announced last week following the first formal meeting of the group on Sept. 24.

The new league has been divided into four major areas, from which one agency in each location was chosen as a board representative. Ted Somers Inc. will represent the Bridgeport region; Remsen Adv., the New Haven region; Hugh Graham Assoc., the Hartford region, and W. Hill Field Adv., the southwestern Connecticut region. In addition, the F. W. Brelle Co., the E. J. Lush Co., and P. S. Adv. Inc. were elected to the board as members-at-large.

Jahncke Selected

ABC’s representative on NARTB’s TV Board will be Ernest Lee Jahncke Jr., vice president and assistant to the president of the network. He was designated by ABC President Robert E. Kittner to replace Alexander Storach Jr. who has resigned from the network [BST, Sept. 27].

TRADE ASSN. PEOPLE

John L. Del Mar, formerly marketing director, Cast Optics Corp., Riverside, Conn., to American Assn. of Adv. Agencies, N. Y., as staff executive.

Karl Steeves, field supervisor, Fact Finders Assoc., N. Y., to research staff, BAB, same city.

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From the Top of Vermont

NOW ON THE AIR!

WMVT, THE MT. MANSFIELD, VERMONT, TV STATION OPERATING ON CHANNEL 3—4,200 FEET UP

A mountain top installation is wonderful for coverage—but people also want their local news and local personalities with local KNOW-HOW—whether it's TV, radio, or newspapers.

WMVT HAS BOTH COVERAGE AND LOCAL POSITION

Its transmitter is on Mt. Mansfield, Vermont's highest mountain. It is owned by the WCAX Broadcasting Corporation, which for 25 years has operated Vermont's oldest and most powerful radio station.

TO SELL VERMONT—BUY VERMONT

Remember, only WMVT covers Vermont and the Champlain Valley. You can't cover Vermont from New Hampshire, and—when you buy WMVT, you get this big bonus coverage, too! Adjacent areas in New York, adjacent areas in New Hampshire, and the rich Province of Quebec, including Montreal.

VERMONT'S FIRST-AND ONLY TV STATION!
You can have a great

7:30-7:45 P.M. - NEWS OF THE WORLD - FOR MILES LABORATORIES, INC.

7:45-8:00 P.M. - ONE MAN'S FAMILY - FOR RADIO CORPORATION OF AMERICA

8:15-8:30 P.M. - FRANK SUGAR SHOW - FOR THE TONI CO., DIVISION OF THE GILLETTE CO.

8:30-9:00 P.M. - WALK A MILE - FOR R. J. REYNOLDS CO. (CAMELS)

9:00-9:30 P.M. - YOU BET YOUR LIFE - FOR DE SOTO MOTOR CORP., DIV. OF CHRYSLER CORP.

9:30-10:00 P.M. - BIG STORY - FOR THE AMERICAN TOBACCO CO. (PALL MALL)
This Fall, every Wednesday night program on NBC Radio is a long-time favorite. Each one in this line-up has stood the test of time... against all competition... for an average of 13 years on network radio!

Year after year, these programs have paid off like clockwork for a wide variety of advertisers. At this moment every show is sold except one.

You can have this wonderful time because the Great Gildersleeve is back this year in a brand new sales format. You can buy as many or as few one-minute participations as you need. You can also buy “Gildy” as part of the Three Plan when you want morning, afternoon and evening round-the-clock coverage. And you also get the audience carry-over from the high-rated Fibber McGee & Molly Show. Wish you were here? Call your NBC representative now for full details.

And on Wednesday night you'll find yourself in the distinguished company of such advertisers as Miles Laboratories, Inc.; Radio Corporation of America; Chevrolet Motor Div., General Motors Corp.; The Toni Co., Division of the Gillette Co.; R. J. Reynolds Co. (Camels); De Soto Motor Corp., Div. of Chrysler Corp.; The American Tobacco Co. (Pall Mall); Prudential Insurance Co. of America; and Armour & Company (Dial Soap). All on
McCONNAUGHEY TAKES OATH TODAY AS CHAIRMAN OF FCC

He won't hold first news conference until after the swearing-in, but his philosophies on government regulation were outlined in a speech six months ago. The essence of his beliefs: government should exert minimum interference with business.

"MY CONVINCION is that government should exert a minimum of interference with the lives and fortunes of its citizens. . . . Bureaucracy is as old as government itself. The problem has always been and still is, to keep government within its proper bounds."

So stated George F. McConnaughey, who today (Monday) will be sworn in as chairman of the FCC. Those comments, although made six months ago, epitomize the regulatory philosophy of President Eisenhower's choice to head the agency.

The quotes are from an address by Mr. McConnaughey, as chairman of the Renegotiation Board, before the Conference on Business and Tax Policy in Palm Beach last April 6. The conference was part of the Institute on Federal Taxation of New York U. in association with the U. of Miami.

Mr. McConnaughey told BWT last week—after his over-the-weekend appointment to the FCC chairmanship—that he had no preconceived notions about the communications field. He indicated he planned to study the law, FCC operations and its personnel before determining upon any course of action. He said he is under no mandate from the administration to accomplish specific goals.

The 58-year-old attorney, who has had broad experience in public utilities regulation, will hold a news conference today following his formal induction.

Burton to Administer Oath

He is to take his oath of office this morning at 10:30 in the executive offices of Presidential assistant Sherman Adams in the White House. The oath is to be administered by Supreme Court Justice Harold H. Burton, also from Ohio, as other members of the Commission and invited guests.

He was notified of his appointment to complete the unexpired term of Comr. George E. Sterling, on Saturday morning, Sept. 25. The call came from Mr. Adams, who was at the Denver Summer White House.

He is a slight, pleasant man, with a sparkling sense of humor. His name is pronounced "Mac-con-a-hay." He likes baseball and football.

Mr. McConnaughey's appointment is on a recess basis—until Congress convenes in January. His nomination then will be submitted to the Senate for confirmation for the unexpired portion of Mr. Sterling's term, which runs until June 30, 1957.

Rosel H. Hyde, who has served as chairman since April 18, 1953, reverts to a commission division as it was four Republicans (McConnaughey, Hyde, Doerfer, Lee); two Democrats (Barley, Hennock) and one Independent (Webster). In announcing Mr. McConnaughey's selection in Denver, the Summer White House said that the appointment continued the President's "policy of rotating the chairmanships." Rotation heretofore never has been followed on the FCC. Commerce Commission has rotated chairmen among its 11 members and the Federal Trade Commission among its 15. Last year the President initiated the rotation policy on the five-man Civil Aeronautics Board. At that time it was stated that the President favored rotation on independent agencies.

It is presumed that the length of Mr. McConnaughey's tenure as chairman will be clarified when his nomination goes to the Senate next January.

In one quarter it was stated the administration intended to rotate the chairmanship only among the Republican members of the FCC. Presumably this was the reason that John C. Doerfer, of Wisconsin, would be next in line on seniority. Then would come Robert E. Lee, of Illinois.

The White House announcement also stated that Mr. Hyde's term on the board had expired on June 30. This was the first indication that the intention was to rotate as of that date. Actually Mr. Hyde was named chairman by President Eisenhower on April 18, 1953, for a one-year term. Presumably the June 30 rotation date was decided upon because the government functions on a July 1-June 30 fiscal year basis.

Last April no word was forthcoming from the White House on the new chairmanship. As a consequence, the members of the FCC unanimously elected Mr. Hyde to serve as "acting chairman" until the President made known his decision.

With the resignation of Comr. Sterling for health reasons as of Sept. 30, it became incumbent upon the President to act. Mr. McConnaughey's name had been mentioned previously.

In his April 6 speech before the Conference on Business and Tax Policy, Mr. McConnaughey spoke on "Government Regulatory Controls Over Business." He described the talk "as broad as it's controversial." Then he quipped that about a month after he assumed the Renegotiation Board chairmanship, he returned to his home town in Columbus. One of his friends asked him if he was "confused."

"My reply," said, "was that I felt a good deal like the young man, the son of a potentate, who on his 21st birthday was given 50 beautiful cosmetics by his father. One of his friends asked him if he was confused. He replied, 'No, I am not confused, but I don't know where to start.'"

The thesis of his Palm Beach talk was that (1) economic controls can lead to economic slavery; (2) total absence of such controls in organized society would mean anarchy; (3) there is no "golden mean" between these two extremes.

Drawing on his own experiences as a controller and regulator, both as chairman of the Ohio Public Utilities Commission and during the last year as chairman of the Renegotiation Board, he said he believed in having "as few government controls as possible." Mr. McConnaughey continued: "Assuming that some sort of controls of business, as few as possible, are necessary, what are they? That's the heart of the matter."

"I know of only one way to approach the answer to these difficult questions. Why does business exist and why does government exist? Normally, business exists to employ labor and

THE NEW CHAIRMAN

Origin: Born in Hillsboro, Ohio, June 9, 1896, to Dr. and Mrs. V. B. McConnaughey. Of Scotch-Irish descent.


Professional Career: Practiced law in Cleveland, 1924-39, and was also assistant director of law of the City of Cleveland. Was chairman of the Public Utilities Commission of Ohio (appointed by John W. Bricker, then Ohio governor, now U. S. senator) 1939-45. Coincidentally was chairman of Ohio War Transportation Commission, 1942-45. Was president of the National Assn. of Railroad and Utilities Commissioners for the year 1944-45. Returned to law practice in Columbus, Ohio, in 1945. Appointed chairman of U. S. Renegotiation Board last Nov. 30 by the President. Appointed chairman of the FCC Sept. 25.

Affiliations: Methodist, Broad Street Presbyterian Church, Columbus; board of trustees, Denison U., Masonic Order (Highland Lodge No. 38, Hillsboro, and Aladdin Temple, Columbus), American Legion, Sigma Chi, Phi Delta Phi legal fraternity, Scioto Country Club and Columbus Athletic Club, Columbus.

Married and has two sons, George C. Jr., and David C., the latter an Air Force lieutenant.
Everyone has something he does best...

Special jobs—whether repairing power lines or representing television stations—are best done by those with specialized abilities.

We believe in the principle of specialization and apply it wholeheartedly. As the first and only representative whose sole concern is the TV medium, we bring our abilities and experience exclusively to the needs of the quality television stations below. If you, too, believe that single responsibility produces sounder results, there may be other reasons for learning more about each other.

Harrington, Righter and Parsons, Inc.

New York
Chicago
San Francisco

television—the only medium we serve

WAAM Baltimore
WBEN-TV Buffalo
WFMY-TV Greensboro
WDAF-TV Kansas City
WHAS-TV Louisville
WTMJ-TV Milwaukee
WTMV Mt. Washington
capital to produce and sell goods and services for a profit—at a figure higher than all the costs that go into production. Government exists to make and enforce the necessary ground rules for all its citizens to live together in the manner that public opinion can on the one hand and economic facts on the other determine. I can think of few things that our citizens—and government as their agent—ought to want more than successful business—manufacturing, utilities, building, finance, agriculture, trade, and all the rest—for reasons so obvious that I won’t catalog them. But we want also to be sure that there is no massive over-reaching, that our vast enterprise system remains competitive, free, and enterprising, and is operating fairly toward competitors and toward employees, customers, suppliers and investors.”

Indicating that he is no giant killer, Mr. McConnaughey said he did not think there is any “evil in bigness as such.” The key to further development of our industrial economy, he added, “lies in not cutting these enterprises down but in building others up. . . . There must be room and reason for the little fellow as well as the giant to undertake these ventures and it is a proper and wholesome function of government to aid small business and encourage new enterprises.”

Public Utility Views

Turning to public utility control, Mr. McConnaughey commented that it was well recognized that the special characteristic of public utilities separates them from other industries for regulatory purposes because they “tend to be monopolies.” Instead of trying to establish fair competition in such industries, the state has decided that “monopoly is in the public interest” but he pointed out that in return the community “demands the right to set rates which will be fair to itself, to the utilities’ customers and to the utilities’ investors.”

Mr. McConnaughey concluded his erudite speech with these words:

“Being human, we, as individuals, require controls in disciplining ourselves, and likewise we require essential government controls. Basically controls should be looked upon with a high degree of skepticism; be they by government or by government. Too much power in the hands of a few people should at all times be carefully scrutinized. How well we behave when given great individual power is highly questionable.

“Our Republic was founded by our forefathers to get away from tyrannical dictatorship. Let us see to it that the hand of government is kept under control and does not become too centralized.”

Two Daytime Grants Issued

TWO new radio stations and improved facilities for an existing station were approved by FCC last week.

KWK St. Louis was granted construction permit for a new outlet at Haines City, Fla., on 540 kc with 10 kw daytime, directional antenna.

Another daytime outlet was approved for Forest, Miss., on 860 kc with 500 w. The permit went to Scott County Broadcasting Co., owned by Ruth E. Hook and William E. Farrer, operators of WRAG Carrollton, Ala.

In a final decision after hearing, WCBI Columbus, Miss., was granted change from 250 w fulltime on 1340 kc to 1 kw daytime, 500 w at night on 550 kc. Directional antenna will be used fulltime, with different pattern day and night.

Sterling Tribute

BY UNANIMOUS ACTION, FCC last Wednesday honored Comr. George E. Sterling in a resolution citing his 31 years of service with the Commission and its predecessors. Comr. Sterling retired Thursday and was tendered a farewell party by the Commission staff.

His unexpired term is being filled by George C. McConnaughey, named by President Eisenhower to be chairman for the next year (see story, page 50).

FCC’s resolution, accompanied by a scroll, stated:

This scroll commemorates the retirement of a beloved associate who has proved unflagging service to the public trust, and in his sympathy and understanding of his fellow man. George Edward Sterling, during his 31 years of Federal service with this Commission and its predecessors, advanced from radio inspector to organizer and director of the FCC wartime radio intelligence activities, Chief Engineer and, in 1948, to office of Commissioner. He brought to that office an unprecedented experience in radio which had its beginning in 1908, and as operator, engineer, author and policy maker has played a prominent role in the development of the radio art.

His warmth, sincerity and fundamental sense of fairness have earned him the respect and affection of all, and his distinguished career long will be an inspiration and example to the organization he served.

McElroy Accepts Ike Bid

PROCTOR & GAMBLE CO. President Neil McElroy last week accepted an invitation from President Eisenhower to serve as chairman of a White House Conference on Education tentatively scheduled for early 1955. Mr. McElroy, 49, is a member of the National Citizens Commission for Public Schools and of the National Fund for Medical Education.

SCROLL honoring retiring FCC Comr. George E. Sterling (3d from 1) for his 31 years of service to the Commission and its predecessors is presented to him by (1 to r) William L. North, chief of Frequency Utilization & Requirement Branch; Acting Chairman Rosel H. Hyde, Mr. Sterling and Comr. Robert T. Bartley. Comr. Sterling was feted Wednesday by former Radio Intelligence Division associates, Thursday by FCC.

Tv Effect-on-Youth Probe Opens Oct. 19

THE Senate Juvenile Delinquency subcommittee will hold hearings on television programming Oct. 19-20 in Washington, a spokesman said last week.

Witnesses, to be announced later, will include psychologists, sociologists, program producers, sponsors, actors, station managers and network officials, the spokesman said. Sen. Robert C. Hendrickson (R-N. J.) heads the Senate group.

The senators are adamant in their stand against censorship of tv programs and their sole objective in holding the hearings is to determine the mental climate created for U. S. youth by present children’s tv programming, the spokesman said.

If the Senate group, after full hearings, determines remedial steps should be taken, a blueprint for action will be included in the subcommittee’s report, it was noted.

Content of tv programs will be examined at the hearings, with particular attention to the portrayal of crime, horror and violence, the spokesman said. He said the subcommittee staff for several months has been making an intensive survey of tv programming in this direction.

Aim of the hearings will be to determine what effect scenes of crime and violence have on the youth of America, he said. The probe, he said, is the result of complaints from thousands of parents across the country.

He said at least two of the subcommittee members plan to sit in at the hearings. Other members are Sen. William Langer (R-N. D.), Sen. Estes Kefauver (D-Tenn.) and Sen. Thomas C. Hennings Jr. (D-Mo.).

Sen. Hennings, recently returned from a month’s tour in Europe, said a Scotland Yard official told him in London that tv is helping to cut down juvenile delinquency in Britain. He said the official told him tv keeps youngsters off the streets.
They live on the Pacific Coast... they listen to DON LEE RADIO*

*Don Lee IS Pacific Coast Radio... the only network designed for complete coverage of a great radio audience, 16½ million people with an effective buying income that tops the national average by 18%. It's the nation's greatest regional network.
FCC Witness Testifies On Lamb $7 Donation

Ernest Courey takes stand in last week's abbreviated session on charges against Lamb.

A FORMER self-styled "plant" and "tough man" bodyguard in the Communist Party at Toledo testified before FCC Examiner Herbert Sheff that he was present in 1938 and again in 1940 when broadcasterpublisher Edward Lamb donated a total of $7 to party causes.

He first Monday and Tuesday and scheduled to resume last Friday with further cross examination of the witness, Ernest Courey, the hearing involves the license renewal application of Mr. Lamb's WICU (TV) Erie, Pa. Issues in the case are concerned with whether or not Mr. Lamb misrepresented himself in earlier statements to the Commission when he said he never had Communist ties—associations which he continues to deny [BT, Sept. 27, 20].

Under cross examination by Russell Morton Brown, co-counsel for Mr. Lamb with ex-U. S. Attorney General J. Howard McGrath, the witness said he is a special deputy sheriff in Iron County, Wis., and carries a gun because he doesn't trust the Communists. He testified Monday he brought a gun with him to Washington but it was in his luggage and not loaded.

The hearing was recessed Tuesday because the next Broadcast Bureau witness was ill and Mr. Brown said a little time was needed before completing his cross examination of Mr. Courey.

WINR Granted Ch. 40 At Binghamton, N. Y.

FINAL DECISION to grant ch. 40 at Binghamton, N. Y., to WINR there was issued by FCC last week in one of several television actions. The ruling dismissed the competitive bid of WENE Endicott which a hearing examiner earlier proposed to deny in favor of WINR [BT, Aug. 30].

The Commission also amended Sulphur Corporation, licensee of channel 40, in Utica-Rome, N. Y., from a permittee of DuMont to an affiliated station. The ruling dismissed a challenge to the assignment, which was approved after a hearing at which the rights of a pirate transmitter, WKY-AM were considered.

Lamb Charges Libel

LIBEL suit for $500,000 was reportedly filed in Lucas County (Toledo) Common Pleas Court last week by Edward Lamb against directors of Air-Way Electric Appliance Corp. Mr. Lamb, whose WCHW (TV) Erie, Pa., is in license renewal hearing before FCC, charged in the suit that the Air-Way directors libeled him twice in a letter soliciting proxies against a special shareholders meeting sought by Mr. Lamb between Oct. 15 and Nov. 15.

Mr. Lamb, who owns about 31% of the firm's stock, charged the directors misrepresented facts about his purchase of the stock, thereby injuring his reputation for truth and veracity. In another suit filed in Delaware, Mr. Lamb charged the directors secretly changed the by-law to remove two-thirds of the stockholders rather than a majority to call a special meeting.

CAA Adopts Principles On Locating Air Aids

GENERAL PRINCIPLES governing the relocation of existing air navigation aids, or the installation of new ones, because of the location of a radio or tv tower have been adopted by the Civil Aeronautics Administration and furnished to all regional administrators.

In a memorandum signed by Acting CAA Administrator S. A. Kemp, regional administrators were authorized to adjust procedures or air navigation aids to overcome undue restriction on_tv service. This may be "in a few exceptional cases," the memorandum stated. In discussing the impact of a tv tower location on existing or additional navigation aids, the CAA warned that no move should be made to place an electronic warning device or in the vicinity of a tower [BT, Aug. 2].

Mr. Kemp emphasized that approval of tower locations "should be based primarily on minimum impact to existing operational procedures. The relocation or addition of NAV aids shall be considered only when there is no other solution to the problem and there is a clear indication that the public benefits will outweigh the resulting loss of efficiency of the air navigation service. Efforts should be continued to resolve conflicts without modifying the air navigation system, as approval for modification will not be granted unless the studies show that modification is the only solution and the public interest demands such action."

WKY Files Application For Purchase of WSFA

APPLICATION for approval of the purchase of WSFA-AM-TV Montgomery, Ala., by WKY Radiophone Co. (WKY-AM-TV Oklahoma City) for $362,600 plus the assumption of more than $2,000,000 in notes [BT, Sept. 20] was filed with the FCC last week.

Long term notes are to RCA for tv equipment ($324,902), and to First National Bank of Montgomery ($250,000). Reasons given for the sale are the failing health of some WSFA stockholders and business conditions. Stockholders are David and Durden, R. F. Hudson, R. F. Hudson Jr. and Sebie Smith.

Application indicated that Hoyt Andres, present assistant manager of the WKY stations, would become manager of the Montgomery stations. WSFA operates on 1440 kc with 5 kw day, 1 kw night, and is an NBC affiliate. WSFA-TV, now under construction, is due to put its ch. 12 signal on the air Dec. 1.

In other television actions, as of Aug. 31, 1954, showed total assets of $655,862 and a surplus of $140,116. Estimated replacement value of the Alabama stations was shown as $895,918, with $199,418 attributed to land and buildings. Last year, before the grant, Howard E. Pill sold his 25% interest for $100,000.

Started in 1920

NBC-affiliated WKY has been operating since March and has a total of $34,960. WKY-TV on ch. 4, began operating in 1949, is affiliated with ABC and NBC. The Oklahoma stations are owned by Oklahoma Publishing Co. (Oklahoma City Daily Oklahoman and Times, and the Farmer-Stockman). E. K. Gaylord is president and P. A. (Buddy) Sugg executive vice president of the stations.

WKY balance sheet as of Aug. 31, 1954, indicated total assets of $2,947,590, including total current assets of $1,247,268. Color tv studio equipment was valued at $233,478. Surplus as of Jan. 1, 1954, was shown as $1,652,692, with operating gain from that date to the end of August $280,933. The station also showed a net loss after taxes of $79,211 for 1952, and of $414,238 for 1953.

Sale of the WSFA stations to WKY was negotiated by Blackburn-Hamilton Co.

Secrest Sworn in at FTC

ROBERT T. SECREST, former Democratic Congressman from Ohio, was sworn in last Monday to a seven-year term as a member of the Federal Trade Commission. He was appointed to the post by President Eisenhower June 25 and was unanimously confirmed by the Senate July 2 [BT, July 5]. Mr. Secrest was a member of Congress from 1933 to 1942 and from 1949 until his appointment to the FTC. He succeeds Albert A. Carretta, who is returning to private law practice in Washington.

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RADIO WISEMEN
EASTERN STATES
U.S.A.

MY FELLOW BROADCASTERS:

The Prophets in radio claim the profits for future station success lie in better Local and National News Coverage, plus consistent originality. The National News Network is really a LIVE WIRE service designed for association with your local reports featuring the voices making the news nationally, so you can put them on the air with your broadcasts the same day.

Using the voice-speed methods so successfully developed by WSRS, Cleveland, the Award Winning News station in Ohio's largest city, The National News Network intends to apply at the National level the same system for subscribers who join this plan. Our experience in the dissemination of "In Person" news voices from local and national sources is your assurance that we know our business in news effectiveness for station acceptance. That is a matter of record from ratings and awards. Do the same for your community by indicating in a letter the desire to investigate the price and service conditions of Washington coverage and national events. This plan is better than having your own correspondent in the capitol, because our manpower can give greater coverage at a cost a local sponsor will gladly pay for the real "In Person" news from our LIVE WIRE to your city. With the changes contemplated in chain hookups, the only need in the future for live network operation by anyone in radio is the plan available through the efficient method of the National News Network. Please write for details of the Capitol Plan.

No obligation at this point, except to your conscience and station's future. Mark all mail to my attention personally.

Radio actively yours,

S. R. Sague, Founder
NATIONAL NEWS NETWORK
FCC-approved sale of six stations:


FCC last week approved the sale of four AM and two TV stations—including KJRL and KISJ (TV)—Pocatello, Idaho. WTAC Flint, Mich.; KCSJ-AM-TV Pueblo, Colo., and KTFX Texarkana, Tex.

Merger between Pocatello Tribune-Journal Co., interests and Frank C. Carman-Jr., Robb Brady-Grant Wrathall interests in the ownership of a single AM station in Pocatello, Idaho, was approved by the FCC last week. Involved also is the transfer of ownership of KISJ (TV) Pocatello.

FCC action assigned the license of KJRL Pocatello (1240 kc with 250 w) to Pocatello Television Corp. Latter company is 50% owned by Pocatello Tribune-Journal Co. and associates, and 30% owned by Messrs. Carman, Robb, Wrathall and associates, who own KWIC Pocatello (1440 kc with 1 kw). FCC approval was conditioned on surrender of the license for KWIC. FCC Comm. Frieda B. Hennock dissented.

As part of the merger arrangements, for which no monetary consideration was involved, Pocatello Tribune-Journal Co. transferred its CP for ch. 5 KISJ (TV) Pocatello to the Carman-Brady-Wrathall group. This latter group will surrender the ch. 10 CP it now holds for KWIC-TV Pocatello.

Calls letters of the remaining AM and TV stations will be changed to KWIC and KWIC-TV, it was understood.

Pocatello Tribune-Journal Co., publisher of the Idaho State Journal, Pocatello, is part of Scripps Newspapers Inc. Other Scripps newspapers are Provo (Utah) Herald, Logan (Utah) Herald Journal, Kailispell (Mont.) Daily Interlake, and The Dulles (Ohio) Chronicle. It also has part interest in the Cours d'Alene (Idaho) Press (KVNI) and the North Idaho (Wallace-Kellogg, Idaho) Press.

The Carman-Brady-Wrathall group owns KIPI Idaho Falls, Messrs. Carman and Wrathall and other associates also own KUTA and 50% of KUTV (TV) Salt Lake City, and 66 2/3% of KOPR-AM-TV Butte, Mont. Mr. Carman and other associates own KGEM Boise and KTVI (TV) Tampa, Idaho. The J. Robb Brady Trust Co. owns 50% of KLIX-AM-TV Twin Falls, Idaho, and 80% of KIFT (TV) Idaho Falls; it also owns the Idaho Falls Post-Register.

Sale of WTAC Flint, Mich., by Trendle-Campbell Broadcasting Corp. to Radio Hawaii Inc. for $91,000 plus the assumption of $196,182 liabilities [BWT, Aug. 9] was approved by the FCC last week.

Radio Hawaii, a subsidiary of Tele-Trip Poling Co., owns KPOA Honolulu (360 kc with 5 kw), which it bought for $400,000 from J. Elroy McCaw and John D. Keating earlier this year [BWT, March 29]. Tele-Trip company specializes in aviation insurance. John M. Shaheen is president of both Radio Hawaii and of the Tele-Trip company. Finlay Hollinger is executive vice president of Radio Hawaii. John R. McKinley, WFAM, manages Radio Hawaii vice president and general manager of the 1 kw, ABC-affiliated Flint station (on 600 kc).

WTAC-TV began operating on ch. 16 last year, but suspended operations in April of this year and surrendered its grant this summer. George W. Trendle and H. Allum Campbell, owners of Trendle-Campbell Broadcasting Corp., are pioneer radio operators and program producers. They recently sold the 22-year-old Lone Ranger rights to Jack D. Wrather, Mrs. Mazie Wrather and John L. Loeb and associates for $3 million [BWT, Aug. 9].

Assignment of licenses for KCSI and ch. 5 KCSI-AM-TV Pueblo, Colo., from Douglas D. Kahle and associates to Bankers Life & Casualty Co. was approved by the Commission. Bankers, licensee of KGA Spokane, Wash., assumes liabilities of the Pueblo stations in the amount of $322,000 and gives Mr. Kahle, former majority owner, a six-year employment contract as station manager. Mr. Kahle is to receive $1,000 per month plus 25% of net profit and an option to re-purchase 25% interest for $12,500, FCC said.

And transfer of control of KFTS Texarkana, Tex., from David Segal to Arthur D. Smith Jr., licensee of WCJCT Winchester and 60% owner of WMTS Murfreesboro, Tenn., for $69,500 was approved by the FCC.

Tampa Times Petitions FCC on Ch. 13 Grant

GAUNTLET on FCC's newspaper ownership policy was flung down last week when the Tampa Times Co. (WDAE-AM-FM Tampa, Fla.) filed a petition for rehearing, reconsideration and stay of the FCC's grant of Tampa ch. 13 to Tampa TV Co. [BWT, Sept. 6].

Commission, reviewing its examiner, granted the Tampa channel to Tampa Television, which is headed by Walter Tison, owner of WALT Tampa. Examiner had recommended grant to Tampa Times. Third applicant in hearing was Orange TV Broadcasting Co. Basis of FCC's decision was that diversity of media of communication would be better served by the denial of Tampa Times' application.

The Commission's action is not supported by the record, Tampa Times said in its 10-page printed petition. It erred by basing decision on the diversity policy, the Tampa newspaper said, pointing to a grant of Tampa ch. 8 to the Tampa Tribune only one month ago.

The Tampa Times petition spoke of the Commission's action as "irreconcilable" with recent decisions involving newspapers. It added: "It...the Commission's discussion of diversity is the most incredible extension of an outmoded concept yet set forth since the Commission came into existence in 1934."

In great part, the Tampa Times document was a point-by-point attack on the Commission's reasoning on why it preferred Tampa TV Co. It offered its 20 years of broadcast service and its greater integration of ownership and management as the counter to the FCC's preference of Tampa TV Co.

Election Guide Issued

AN 84-page handbook for radio-television reporters who will cover the more than 450 fall election contests is being issued today (Monday) by McVey Publications, 1820 Jefferson Pl., N.W., Washington, D. C. Its cost: $1.

Election Guide, edited by Joseph F. McCaffrey, Washington correspondent and secretary of the Radio-TV Correspondents Assn., lists all major party candidates for governor, the U. S. Senate and the House. It outlines "marginal" districts and those considered "dangerous," plus other background data such as the time polls close in each state.

4 Million People Live in This Area
"Man, this is a pie. Graphs are square and I don't want to be associated with anything square."

"Dad, Join the Session—This is a Real Cool Pie Graph!"

"Sing on, Clyde, pie graph of what?"

"Of the Rich Central Arkansas Television Market—Where $86,500 Money Spending People Live."

"Looks like this slice is a mite bigger than the other—as a matter of fact it looks like 77.1% of the whole crazy pie."

"Man—You've Been Peeking at the Results of the July 1954 ARB Survey, 'Cause That's the Audience Control Figure They Give KATV for the Entire Survey."

"Wow—that's the most to say the least."

"Not Quite—There's Even More to This Advertisers Dream. KATV is in Charge of the 33rd Market in the Nation. The Man at ARB Says KATV was First 87.1% of the Time Monday Thru Friday from Five-ish 'Til 11:15 P.M.; and on Sunday from High Noon Until 10:45 P.M. . . and what a Crazy Market—Over 70,000 TV Sets and They are Still Selling Like . . . (Pies?)."

"This is the station that is now telecasting over 50 hours of commercial network shows each week—I am right—yes?"

"You Are. This is also the Station that Blankets 23 Counties and Promotes All of Them. As a Matter of Fact They Have Studios and Offices in Two of Them."

"Two of them?"

"Two Counties—Two Towns—Little Rock and Pine Bluff. Studios in Both."

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"Ask BRUCE B. COMPTON National Sales Mgr. 620 Beech Little Rock, Ark.

Channel 7 KATV

*Ask AVERY-KNODEL, INC. National Sales Rep.

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REED AND WOLF BUY CBS SHARE OF KQV

Pay network $236,250 for 45% interest in Pittsburgh regional, agree to finance TV.

FIRST move by CBS to unload its minority station holdings (Closest Curries, Aug. 16)—in order to come within the FCC's seven-station limitation on an ownership—took place last week when principals of KQV Pittsburgh bought back the network's 45% interest for $236,250. This is exactly what CBS paid for the minority interest in 1952.

Messrs. Earl F. Reed and Irwin D. Wolf, who with associates were 55% owners of the 5 kw, CBS affiliate (on 1410 kc), bought out the network's interest. Each, together with their wives, bought half of CBS's 1,350 shares.

They also agreed to assume two CBS obligations: To lend their station limitation in a station known as—WLOA Braddock, Pa.; Wespen Tv Inc.

KQV Seeks TV

KQV is one of five applicants for ch. 4 in the Pittsburgh area. Hearings began earlier last month with exchange of testimony and information. Other applicants are WCAE Pittsburgh, WLOA Braddock, Pa.; Wespen Tv Inc. and Irwin Community Tv Co.

KQV ownership is split into two trust funds. First had CBS owning 1,350 shares, with Messrs. Reed and Wolf owning 10 shares each. Second, consisting of 1,630 shares, was owned by 21 individuals, including the Messrs. Reed and Wolf. Both Mr. Reed and Mr. Wolf are the voting trustees for both trusts.

CBS now owns six am stations and has minority interests in two more. These are WCSS New York, KCBS San Francisco, KMOS St. Louis, KNX Los Angeles, WBBM Chicago and WEEI Boston, all CBS owned, and 47% of WCCO Minneapolis and 45% of WTOP Washington. The stations in New York, Los Angeles, Chicago, Minneapolis and Washington have tvadjacents.

The FCC regulation limiting to seven the number of am or fm stations which one company may own was issued last fall [B+T, Nov. 30, 1953]. At that time, CBS was ordered to bring its own station to the rule. It was given three years to do so.

The only other person owning more than the maximum seven am stations when the rule was promulgated was J. Elroy McCaw, Sr. McCaw disposed of his interests in KPOA Honolulu, KILA Hilo, both Hawaii, and in KZL Denver. The FCC quashed the show cause order last month.

Football Plans Announced By 25 More Stations

FURTHER announcements of football coverage and sponsorships (B+T, Sept. 20) reported are:

KQOW Alliance, Neb.—U. of Nebraska full schedule plus local high school games.

KQPH Phoenix, Ariz.—Selected games from the Pacific Coast Conference plus U. of Arizona full schedule.

WLOA Braddock, Pa.—Westinghouse Radio Network.

KQV Des Moines, Iowa—U. of Iowa full schedule; participating sponsors.

KQSV Tulsa and WACO Oklahoma City, both Oklahoma—U. of full schedule; Texaco.

KQV Pittsburgh—Weekly hour-long city, county and district high school roundup.

WDAF-TV Kansas City, Mo.—Owned-Operated-One Oklahoma City high school games.

KKTV (TV) Sioux City, Iowa—Selected National Football League professional team games plus highlights of the Ten game of the week and Iowa football highlights; Phillips Petroleum Co. sponsors big Ten highlights.

WAND (TV) Youngstown, Ohio—Wednesday night highlights of previous Saturday's National Football League professional games.


WWJM-AM-FM Cleveland, and WPFO Youngstown, Ohio—Ohio State U. full schedule; Farm Bureau Insurance Companies.


WJW Cleveland—U. of Cincinnati schedule; high school games.

WMAL Washington, D. C.—U. of Maryland full schedule; high school games.

WJZ Baltimore—U. of Maryland full schedule plus local high school games; participating sponsors.

WMCA New York—U. of Notre Dame full schedule; high school games.

WXRT (TV) Portola, Me.—Hour-long film on

Monday night of previous Saturday's Dartmouth College games full schedule.

WXPK (TV) Pittsburgh—Selected Cleveland high school games highlights on film.

WMOT Cleveland—Game full schedule; Cassidy-Hichler Co. (direct mail adv) through Fellers Agency.

WPST Trenton, N. J.—U. of Pennsylvania full schedule; Oil Co. and Caico.

WVTI Newark, N. J.—Home games of Princeton University.

WMTW Portland, Me.—Nine high school games plus several local college games.

WBC General Managers Hold Fall Meet in N. Y.

ANNUAL fall meeting of the general managers of Westinghouse Broadcasting Co. owner-and-operating stations was held in New York last Monday and Tuesday. Charles W. Witting, president of WBC, presided.

The group heard a talk by Richard Puck, newly-appointed national program manager for the company, who expressed satisfaction with the work that performers, directors and writers have done in the eight weeks he has been on the job to give radio "the new sound it needs."

Mr. Puck summarized the activities of his group to: KDKA Pittsburgh and KBZ-WBZA Boston-Springfield.

Other speakers were Joseph E. Baudino, executive vice president; Eldon Caselli, national sales manager; I. C. Ruby, auditor; John W. Steen, attorney; David E. Lovett, director of advertising and sales manager; John F. Hardisty, eastern sales manager, and George D. Tons, midwestern sales manager.

There were 22 managers in attendance were: G. C. Smidowski, WBZ-TV Boston; Paul E. Mills, WBZWBZA; Roland V. Thoek, WIBW (TV) Topeka; KFYR-Philadelphia; Frank J. Pote, WBBM Chicago; R. J. Swager, radar, WDAN-Portland, Me.; Carl Vandegrift, WJW-Fort Wayne, and J. B. Conley, KEX Portland, Ore.

WSAZ-TV To Open Studio In Charleston, W. Va.

OPENING of new, modern tv studios in Charleston, W. Va., by WSAZ-TV Huntington, W. Va., was announced last week by Charles W. Dinkins, WSAZ-TV promotion manager.

WSAZ-TV, which has been originating programs from Charleston for nearly two months, expects construction to be completed on the Charleston studios early this month.

Work is also under way on the station's 1,100-foot tower, described as the highest structure in West Virginia with its top to be 2,409 feet above sea level and more than 1,500 feet above downtown Huntington. Made by Idec Div. of Dresser-Stacey Co., the tower is being erected by John F. Beasley Construction Co. of Muskogee, Okla. Its completion is expected by the end of the month.
The gift that heightens a business friendship

FOUR ROSES
in its beautiful new holiday bottle

A GIFT of Four Roses—to express a warm business relationship—has become a welcome custom with many a firm.

And this year, it's even more appropriate than ever.

The same fine whiskey—America's holiday favorite—in a Special Gift Bottle.

For the same fine Four Roses is presented in a Special Gift Bottle—adding a new richness and dignity to the gift that truly reflects your company's position and prestige.

For a "preview" of Four Roses in the Special Gift Bottle, call your local Frankfort representative or write to Frankfort Distillers Company, New York, N.Y.

Special Gift Bottle and carton at no extra charge

Also available in the regular Four Roses bottle.

FRANKFORT DISTILLERS CO., N.Y.C. BLENDED WHISKEY. 86.8 PROOF. 60% GRAIN NEUTRAL SPIRITS.
**KTR-100A**

**Color TV microwave relay**

**ONE BASIC SYSTEM FOR ALL BANDS**

**BROADCAST**
6875-7050
12800-13200

**COMMON CARRIER**
5925-6425
7050-7125
12800-13200

**GOVERNMENT**
7125-7200

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**ONE BASIC SYSTEM with all these extra features AT NO EXTRA COST!**

- Complete Multiband Frequency Coverage
- Easily Interchangeable RF Plumbing Units
- Tunable Calibrated Reference Cavity
- Differential Gain and Differential Phase Controls
- Built-in Multiplexed Audio

---

The new KTR-100A microwave relay meets or exceeds all FCC and RETMA color specifications for multiplexed video and audio signals with a differential phase of less than ±2° and a differential gain of less than 1 dB maximum.

It provides in a single, basic system complete equipment to cover all broadcast and common carrier bands and the adjoining government band... combines multiplexed video and audio... and is designed for the widest possible flexibility in application.

Not only are these features available at no extra cost but the new KTR-100A still remains the lowest cost microwave in the industry.

Write for complete information. Address Dept. 6130. B-1

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**RAYTHEON**

Specialists in Microwave for Television

RAYTHEON MANUFACTURING COMPANY
Equipment Sales Division
WALTHAM 54, MASSACHUSETTS

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WCKY Celebrates 25th Year With Week-long Promotion

WCKY Cincinnati, Ohio, carried out a full-scale campaign to commemorate its 25th birthday. The station mailed to advertisers and agencies silvered anniversary cards—each bearing, as a good luck memento, a silver dollar and all employees were given 25 silver dollars apiece.

Every staff member from the president of the station down to the janitor, without giving his title, recorded a brief message stating how long he had been with the station and a word about the pleasure of being able to share in the station's celebration. These were used on every station break 24 hours a day for the entire week and, according to the station, created much favorable comment in and around Cincinnati.

L. B. WILSON (r), president and general manager WCKY Cincinnati, Ohio, is presented with two sterling silver trophy vases, 25 roses in each, by Executive Vice President C. H. Topmiller on behalf of the staff and in recognition of the station's 25 years of service to the public.

KANV Completes Staff PERSONNEL appointments at KANV Shreveport, La., have been announced by Northwest Louisiana Broadcasting Corp., owners of the station. Glenn V. Wilson, 18-year broadcasting veteran, has been named managing director with Doris Nargassans and Carl Goulden named personnel-program director and chief engineer, respectively. Other additions: Fayce Loveless, secretary; Brown E. Moore, announcer-newscaster; Earnest Miller, sports-caster; Herman Selber, specialty act; Jack Davis, entertainer, and Robert James and Wil- lie Caston, disc m.c.'s. KANV claims to be North Louisiana's first all Negro-programmed radio station. The station operates on 1050 kc, 250 w daytime.

H-R Expands Staff; Opens New Office in Dallas

EXPANSION of staff and the opening of a new office has been announced by Frank M. Headley, president-treasurer of H-R Representatives Inc.

The new H-R office in Dallas, Tex., is headed by Clarke Brown, who for the past five years has been southwestern manager of John Blair Co. Robert E. Stuart and Andrew Peranni have been assigned to the sales staff of the Dallas office which will cover agencies and advertisers in Texas, Oklahoma, Mississippi, Arkansas, Georgia, Florida, Louisiana, Tennessee, Alabama, and North and South Carolina.

Don Donahue, whose past experience includes four years in the New York office of WLW Cincinnati and the Crosley stations, joins the H-R radio sales staff in New York. Avery Gibson has been added to H-R's sales promotion staff in New York as assistant sales promotion director. Miss Gibson was formerly in the promotion department with WTOP Winston-Salem.

Three Political Groups Buy Time on WABD (TV)

THREE political organizations have purchased programs and announcements on WABD (TV) New York, according to an announcement made by the station last week.

New York Democratic State Committee has signed for 5-, 10- and 15-minute programs plus a schedule of announcements. New Jer-

sey Democratic State Committee has purchased one-minute filmed announcements to be tele-

cast Fridays beginning Oct. 8 for four weeks. The Democratic State Committee for its non-

partisan voting drive has signed for 30 one-

minute and twenty-second filmed announce-

ments which will be completed on Oct. 8.

Color Plans, Programming Reported by Six Stations

EXPANSION of regular facilities to accomo-

date color tv has been announced by several stations.

WBAL-TV Baltimore immediately prior to the last of the World Series Wednesday transmitted "the first local color movies to be broadcast in this area by a local station."

WBEN-TV Buffalo last Wednesday an-

nounced it was telecasting color bars on a regular basis, every morning an hour before sign-on.

WFMY-TV Greensboro, N. C., will begin telecasting color programs about Jan. 1, when it moves into its new studios, C. O. Jeffress, general manager of the Greensboro News Co., licensee, has announced.

WHAS-TV Louisville, Ky., has held public showings at its studios of network color shows. Seven colorcasts, first one on Aug. 22, have attracted 1,200 visitors, the station claims.

WLBC-TV Murcie, Ind., has contracted with RCA for installation of color equipment and expects to transmit network color programs by Nov. 1. Donald A. Burton, president of Tri-City Radio Corp., licensee, has announced. Final adjustments on the color transmitting equipment of KTBC-TV Austin, Tex., were completed Sept. 11, according to J. C. Kellam, general manager.

WFITL-Plans Expansion

A HALF MILLION dollar expansion program for ch. 23 WFTL-TV Fort Lauderdale, Fla., has been announced by General Manager Norman E. Kersta. Plans call for erection of a 1,000-ft. tower, increase in power to 750 kw by the end of this year, plus antenna adjustment for network color reception, and at a later date, 1,000 kw radiated power. The station, which began operating May 5, 1951, is now transmitting 20 kw from a 250-ft. antenna. Mr. Kersta, who is a former NBC-TV executive, owns 21% of the station; Fort Lauderdale Daily News owns 79%. Mr. Kersta holds an option to increase his interest to 45%. The increase holds a primary optional affiliation with NBC-

TV.

WNHC-TV Now Using 316 Kw

WNHC-TV New Haven, Conn., is now officially operating on 316 kw power, it was announced last week by Edward C. Obst, manager. He said the power increase has brought fringe in parts of Massachusetts, Long Island and Western New York into the basic WNHC-

TV coverage pattern, but added that no estimate of the resulting larger audience has been com-

puted. Members of the station's engineering staff, he said, are engaged in field strength measurements to determine exact coverage areas.

WTOV-TV Goes Off Air

CITING disappointing results in its "intensive effort" to attract new fall business, "especially network business," ch. 27 WTOV-TV Norfolk announced last week that it planned to suspend operation Sunday (yesterday). The station said it will concentrate on securing the assignment of ch. 13 in that area and to file for a new outlet on that facility. Forthrightly, FCC called for comments by Oct. 15 on the station's proposal that ch. 13 be allocated to Princess Anne, Va. [B'T, Sept. 27]. Total of 31 post-

thaw stations have suspended (25 uhf, 6 vhf),

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THREE NEW TVS RAISE U. S. TOTAL TO 409

One Iowa, two Louisiana vhf stations begin commercial operations last week.

THREE new tv stations, two in Louisiana and one in Sioux City, Iowa, began commercial operations last week, increasing to 409 the number of operating tv stations.

The Louisiana outlets are KALB-TV Alexandria, the first tv there, and KPLC-TV Lake Charles, the second in that city. KTIV (TV) Sioux City is the second there.

Ch. 5 KALB-TV is represented by Weed Tv and began programming last Tuesday. It is owned by Alexandria Broadcasting Co. with W. H. Allen president and chief stockholder and Willard L. Cobb general manager. KPLC-TV is owned by the Calcasieu Broadcasting Co. and began commercial operations last Wednesday. The ch. 7 station is the second tv there but first vhf. It is also represented by Weed Tv. T. B. Lanford is president and David Wilson general manager.

KTIV, affiliated with NBC and represented by George F. Hollingbery Co., went commercial last Wednesday. District Dirks is president and general manager. The ch. 4 outlet is owned by KOMO Broadcasting Co.

Reports from other stations:

WMTW (TV) Poland, Me., owned by Mt. Washington Tv Inc., started commercial operations Sept. 25 affiliated with CBS, ABC and DuMont. Transmitter and building and antenna are atop Mt. Washington, allowing WMTW's signal to cover more than 23,000 square miles, the station has reported. John H. Norton Jr., former vice president of ABC, is vice president and general manager of the ch. 8 station. John T. Madigan, program director, was formerly manager of tv special events for ABC.

Mr. Norton reported "tremendous response" from viewers in Maine, New Hampshire, Vermont, New York, Massachusetts and Quebec.

WCNY-TV Carthage-Watertown, N. Y., began test patterns last Friday and is scheduled to start regular programming this Friday. The ch. 7 outlet is affiliated with ABC and CBS and represented by Weed Tv. James W. Higgins is manager.

WIRI (TV) Bloomingdale (Lake Placid), N. Y., owned by the Great Northern Tv Corp., expects to air test patterns in November with commercial operation for Dec. 1. Joel H. Scheier, president and general manager, has announced. The ch. 5 station will operate with 20 kw and represents an investment of $589,000, Mr. Scheier said.

Southern Tier Radio Service Inc., which last week received a grant for ch. 40 at Binghamton, N. Y., expects to start programming next summer. Transmitter and studio will be GE equipped.

Council Has Its Innings

DURING World Series radio-tv coverage sponsored by Gillette Safety Razor Co., the firm is devoting part of its $1.75 million Series budget to free time for Advertising Council public service messages, broadcast at the end of the fourth inning of each game. If the Series runs to seven games, seven council drives will be given 40 to 60 seconds of free air time each.

This is the 13th consecutive year that Gillette has given time to the council.


WBZ-TV Resumes Full Power 27 Days After Hurricane

ENGINEERING know-how and speed, combined with a radio outlet's cooperation, permitted hurricane-struck WBZ-TV Boston to resume maximum-power transmission of its signal last Monday.

This was 27 days, 10 hours and 54 minutes after the station, owned and operated by Westinghouse Broadcasting Co., was knocked off the air Aug. 31 when hurricane Carol toppled and destroyed its tower. W. C. Swartley, WBZ-TV general manager, credited the feat to "some luck" and the "resourcefulness and know-how of Westinghouse engineers."

The rampaging hurricane wrecked WBZ-TV's tower at 12:13 p.m., the station returning to the air a little less than nine hours later, operating with a stand-by antenna on a smaller tower. With WEEI Boston donating its fm tower at Medford, Mass., Westinghouse then purchased a transmitter—still "on test"—and ordered a new antenna, the manufacture of which was completed in 15 days. The antenna was erected on the WEEI-fm tower Sept. 23 and the transmitter installed in an existing building on the tower site. Two microwave signals carry programs originating in WBZ-TV's studios on Soldiers Field Rd., Boston, to the new transmitter.

Directing the erection of new facilities were Ralph C. Harper, WBC's engineering manager; W. H. Hauser, WBZ-TV chief engineer, and Sid Stadig of WPTZ (TV) Philadelphia, also a WBC employee.

WALA-TV Sets Full Power, Plans for Color Tv Underway

WALA-TV Mobile, Ala., plans to begin transmitting from its new tower and transmitter building sometime in October, W. O. Pape, president, Pape Broadcasting Co. (WALA-AM-TV) has announced. A new 50 kw RCA transmitter will raise the ch. 10 station's effective radiated power to 316 kw. WALA-TV is affiliated with ABC, CBS and NBC, and according to Mr. Pape, a Sept. 25 live telecast over WALA-TV represented the "first" live television show for Mobile and the surrounding territory. He said that plans are already underway for the installation of color equipment.

Journal Takes WEAN Oct. 9, Relinquishes WPJB There

GIVEN FCC approval of its $260,000 acquisition of WEAN Providence from General Tele-radio Inc. (BTC, Sept. 27), the Providence Journal Co. plans to take over operation of the station on Oct. 9.

In conformity with FCC's duopoly ban, it will cease operation of its WPJB Providence at that time, but will continue to operate WPJB-FM as a "fine music" station, according to H. William Koster, manager of the Journal company outlet. The WEAN call letters will be continued for the am outlet, which operates on 790 kc with 5 kw, WEAN will continue WPJB's affiliation with ABC and also will be identified with the Mutual and Yankee networks.

Under the Journal Co. ownership, WEAN will be represented nationally by Venard, Rintoul & McConnell, and in New England by Louis J. Borgatti, Boston.

Viewers Praise WISH-TV For FHA Hearing Coverage

TELECASTS of two of the Capehart Committee hearings were aired in alleged FHA abuses, which originated in the Federal Building in Indianapo-
is and was carried as a public service by WISH-TV there, have received the praise of FHA viewers, according to that station.

WISH-TV cancelled all network shows on the days of the hearings in keeping with an announced policy of its president, C. Bruce McConnell, of "presenting all programs of local interest, any time they occur, regardless of existing network commitments."

The station fed the telecast to WTHI-TV Terre Haute, WPAM-TV Lafayette and WLCB in Chicago, Sen. C. F. Capinh (R-Tnd.), chairman of the Senate Banking & Currency Committee, extended excellent cooperation, according to WISH-TV, which unobtrusively used two cameras for the remote telecast.

Austin to Manage WRIS

COLEMAN O. AUSTIN Jr., campaign manager for Ernest Robertson, Democratic delegate to the Virginia legislature who hopes to unseat GOP Rep. Richard H. Poff of the Sixth Congressional District of Virginia, has resigned to take over as manager of WRIS Roanoke, according to a report last week. Mr. Austin, in resigning as Mr. Robertson's campaign man-
ager, said he had to accept the WRIS offer immediately or lose the opportunity.

N. M. Gets Microwave Route

NETWORK television has been extended to New Mexico by completion of the eastern segment of the first microwave route to cross the Southwest, it was announced last week by the Interstate Dept. of FCC.

The department said the newly constructed link between Amarillo and Albuquerque has made it possible to connect stations KOB-TV and KGGM-TV, both Albuquerque, to the nationwide network.

WLAK Boosts to 5 Kw

INCREASE in power to 5 kw has been announced by WLAK Lakeland, Fl. A new RCA transmitter was installed and other re-
pair work was completed at cost of $50,000, according to the station. WLAK is affiliated with NBC and is owned by Lakeland Broadcasting Corp.
You'll pardon the expression

... but them as has the best reach generally gits. That's why smart advertisers—those who know how to keep goods moving fast—put their cash on the line for spot radio, on key stations. That cash goes a long way, too. First, it costs a lot less than other advertising; and second, you get your message to just about everybody with just a few good stations. WJR alone reaches 15 million people—some 10 per cent of U. S. buying power. Ask your Henry I. Christal man for details on WJR.

The Great Voice of the Great Lakes

WJR

Detroit

50,000 watts  CBS Radio Network

WJR's primary coverage area:
more than 16,000,000 customers
WTVD (TV) Solves the Housing Problem

IF YOU are having trouble finding quarters for your new TV station, try the formula used by ch. 11 WTVD (TV) Durham, N. C.—a vacant hospital that started out as a county jail.

On the air last fortnight, WTVD has found the T-shaped structure ideal for TV quarters in many ways. One of the high-ceiling wards, 40 by 65 ft., was just right for a studio while the companion ward on the other side was walled into 12 offices.

Once a tuberculosis sanatorium, the building had four smaller wards in the up-right of the T which have been suitable for set storage room, paint shop, carpentry shop and a room for maintenance and supplies. WTVD said it was easy to convert two former sanatorium rooms into dressing rooms since the shower and other plumbing fixtures already were installed.

The basement dining room of the hospital staff is now a snack bar and lounge for station personnel while the old X-ray room is now the photographic dark room. Second floor facilities include executive offices, board room and guest lounge. The third floor encloses the studio-transmitter link. The entire building is air-conditioned.

Obtaining the building for WTVD resulted from a happy coincidence. Durham County commissioners were anxious that the empty building house a new industry and President Harison L. Duncan and Vice President Floyd Fletcher of Durham Broadcasting Enterprises Inc., WTVD permittee, needed suitable station housing. WTVD leased the building for four years at a $6,000 per year.

American Tobacco Co. and Liggett & Myers Tobacco Co., both Durham firms, were the first network sponsors to sign with WTVD, the station reports. WTVD is an NBC affiliate.

WRTV (TV) Sets Makers Haven't Helped Promote Uhf

TELEVISION set manufacturers have been charged with failing to cooperate with uhf station WRTV (TV) Asbury Park, N. J., in its efforts to promote widespread purchases of uhf sets in its coverage area.

Walter Reade Jr., president of WRTV (ch. 58), in an open letter Sept. 14 to 12 tv set manufacturers, said "many" representatives of set makers have told would-be purchasers of uhf sets or persons wanting to convert their sets to uhf that "our station will be off the air shortly, that the station has nothing to interest them, that they don't have conversion material, and that it would be silly for the customer to spend the money for conversions."

Mr. Reade said to date nothing more than "quip service" had been given by manufacturers to testimony last spring before the Communications subcommittee headed by Sen. Charles A. Potter (R-Mich.).

Mr. Reade said: "...Most of your dealers have no uhf sets and tell their customers (and our potential listeners) that it will be many months before they can serve them. . ."

"...We even find that the conversion equipment used by your company to be admittedly inefficient, and in many cases inoperable. . ."

We also find the manufacturer's service organizations badly trained, ill-prepared, disinterested, and generally lethargic concerning the installation, sales, servicing and general success of uhf in our area. . ."

KPTV (TV) Boosts to 204 Kw

KPTV (TV) Portland, Ore., first operating commercial uhf station, has increased its power from 17.6 to 204 kw, a nearly 12-fold boost, the station has reported. This increase is the first step in KPTV's $350,000 expansion program aimed at 1,000 kw maximum power. Russell K. Olsen, station manager, said. Final shipment of RCA equipment was installed in 20 hours by KPTV and RCA technicians, under the supervision of William McAllister, KPTV chief engineer.

KFYR-TV Readyies for 100 Kw

FULL POWER operation of 100 kw from its newly-completed 704 ft. antenna was scheduled last week by KFYR-TV Bismarck, N. D., according to F. E. Fitzsimonds, executive vice president of licensee Meyer Broadcasting Co., who said the change to full power is well under way. KFYR-TV planned to make the conversion in time for telecasting of the World Series. Series' games are kinescoped in Fargo and flown to Bismarck nightly for presentation at 10:30 p.m. the same day on the ch. 5 station.

Seeding Agency Row

THERE was a "farmer" in a tractor who was weaving in and out of traffic on Madison Ave. The man behind the wheel of the brand-new Allis-Chalmers tractor was Phil Alampi, farm director of WBNC-WNBTV (TV) New York, who decided to begin his fall planting by "seeding" advertising agency row on Madison Ave. A station spokesman said that several agency officials greeted Mr. Alampi heartily, after which he guided the tractor back to his "home barn" at WBNC-WNBTV.

Army Official Lifts Ban On WO1 Hearing Coverage

A BAN that would have prevented WOI Ames, Iowa, from covering the hearing on the Saylorville dam project at the Statehouse in Des Moines has been withdrawn by the Rivers and Harbors Board of the U. S. Army Engineers, the station has reported.

The original decision to ban the Iowa State College station was made by Maj. Gen. B. L. Robinson who said that the purpose of the hearing was to allow members of the board to gain information, but "not to allow pressure groups to use the hearing as a sounding board." Richard B. Hull, college radio-TV director, immediately countered, saying: "...the microphone is neither a prosecutor nor defender. It is merely a verbatim reporter, which makes the audible record ...available to many instead of a few." Other protests were made by Dick Cheverton of WMT-TV Cedar Rapids, president of the Iowa Radio-Tv News Assn., and Charles Roeder, chairman of the Freedom of Information Committee of the Radio-Tv News Directors Assn.

Gen. Robinson reversed his decision and said, "They convinced me they were right this time."

Personalities, Music, News Headlined at WBAL, WSN

TWO Heart-owned radio stations have revamped their complete programming schedules placing emphasis on personalities, music, news and information. The stations, WBAL, Baltimore and WSN Milwaukee, have reported the campaigns to introduce the new schedules are the largest ever conducted by the outlets.

WBAL, a 50 kw NBC affiliate, has promoted its morning show man Al Ross to supervisor of music. Other diskjockeys will be featured. The station also has concluded a package-deal arrangement with KLAC Los Angeles for a series of open-end tapes carrying interviews with top recording stars. News shows are being expanded to include more taped and beamed phone interviews. A closer liaison has been established between WBAL and its affiliated newspaper The Baltimore News-Post and Sunday American. The station will stick with the network on morning audience participation shows and afternoon "soaps." Leslie H. Peard Jr., station manager, has given direction to the new schedule.

WSN's new program formats will feature new personality additions and listener-creating ideas. The 50 kw CBS affiliate will emphasize showmanship, music and news, with Harry Peck, station manager, spearheading the change. Roger Krupp, former network announcer, has been placed in charge of news. Jack Denton, entertainer and radio-tv writer, will be m.c. on the Early Risers' Club.

Gross to Be Honored

FIVE networks and seven independent stations in New York City will be joint hosts at a party to Toots Shor's restaurant on Oct. 5 in honor of Ben Gross, radio-tv columnist of the New York Daily News, on his 30th anniversary on the job, and for the publication of his autobiography, which Random House is publishing Oct. 8.

The book is entitled I Looked and I Listened. The stations paying tribute to the columnist are: WHOM, WINS, WMCA, WMAQ, WNEW, WQXR (all in radio in New York), and WOR (TV). The networks are ABC, CBS-TV, DuMont, Mutual and NBC.
A few months ago the Marietta Concrete Corporation of Marietta, Ohio — world’s largest builder of pre-cast concrete-stave silos — opened a branch plant in Nashville to serve the burgeoning Southern farm market.

To get the Marietta message across to the farmers of the Central South, Marietta’s agency in Nashville — Noble-Dury and Associates, Inc. — bought an early morning 15-minute time segment three days a week, dubbed it the Marietta Farm Journal, and featured market and weather reports, country music, and facts about Marietta silos presented by John McDonald, WSM’s Farm Director.

Within a few weeks, eight separate crews of silo builders were hard at work in the area. Seven silo sales resulted directly and immediately from one week’s inquiries drawn by the program. “This one week’s sales would have made our entire investment in WSM programming worthwhile,” says Marietta’s advertising manager Jack Anthony. To which Marietta’s president, F. L. Christy adds: “We consider this advertising on WSM the most successful radio advertising in our experience.” (Marietta has been going strong since 1916.)

So to successful sales of siding, sideboards, silks, silver, and scores of other items including kitchen sinks, we proudly add silos. Whatever the product, WSM offers proof of selling power. For further details contact WSM’s Tom Harrison or any Petry Man.
LBS LAWSUIT PENDS AGAINST PRO LOOP

THREAT of a $2.1 million lawsuit against the National Football League by trustees of bankrupt Liberty Broadcasting System was still pending Friday, after attorneys for defunct LBS announced they plan to file papers in Philadelphia District Court earlier last week.

Two Dallas, Tex., attorneys told NFL Commissioner Bert Bell last Monday that they intended to file an anti-trust suit against the League and nine of its football clubs. They said, according to Mr. Bell, that they were offering him a chance to make a settlement out of court. Mr. Bell said he told the two Texans that he would not settle anything.

The contemplated suit charges that NFL "has illegally adopted and maintained, throughout the U. S. A., a system of authorizing the broadcasting of professional football games in such a manner as to restrain trade unlawfully in broadcasting and to maintain a monopoly of the broadcasting" in the home territories of NFL clubs. The suit had not been filed as of Friday.

Texas attorneys said they represented LBS trustee William J. Rochelle Jr. and creditors who, they claimed, are owed $900,000. LBS went bankrupt in 1952 after its proposed arrangements to broadcast big league baseball and football failed to materialize.

Last year, a Federal district judge in Philadelphia ruled that NFL could not restrict radio broadcasts of league games, but held that the League could "black out" telecasts of league games which competed with home games.

Another LBS suit—seeking $72 million in damages from 13 major league baseball clubs, the presidents of the two leagues (American League President William Harridge and National League President Warren Giles), baseball Comrs. Ford Frick and Western Union—is still pending.

A pre-trial session has been set for Nov. 15 in the U. S. District Court (Northern District of Illinois), it was learned Thursday. Actual trial date on the much-postponed suit is Jan. 3, 1955, before Judge Julius Hoffman. Purpose of the pre-trial meeting is to narrow down the issues involved in Liberty's suit, which charges conspiracy by the aforementioned parties. All major league teams are involved except the Cincinnati Reds, Brooklyn Dodgers and Chicago White Sox.

KHOI-TV Boosts to 288 Kw
KHOI-TV Holdrege (Kearney), Neb., operating on ch. 13, went to its authorized maximum 288 kw. Sept. 15. It previously operated with 56.05 kw. KHOI-TV is affiliated with ABC, CBS, NBC and DuMont tv networks and represented by Meeker TV Inc.

Broadcasters, Unions Join Forces for Chicago Fund

BROADCASTERS, representatives of five unions and a variety of talent collaborated in a radio-tv program yesterday (Sunday), for an on-the-air promotion of this year's Community Fund drive in Chicago with a single project.

All Chicago tv stations were planning to telescast the special event, with talent recruited from New York, Hollywood and Chicago. Several radio outlets also are expected to broadcast the show, originating in Chicago's Civic Theatre.

The radio-tv drive was coordinated by Leo Burnett Co., with representation from artists, musicians, radio-tv personalities, management and labor, theatres and night clubs, and top broadcasting executives. Among participating unions were the Chicago local of the American Federation of Labor, American Federation of Television and Radio Artists, International Alliance of Theatrical Stage Employees, National Assn. of Broadcast Employees and Technicians, and the Radio-Television Directors Guild.

KMA Straw Vote

THE POPULAR "straw vote" which attracted national attention in the 1936 and 1940 elections is being revived this year by KMA Shenandoah, Iowa, according to Edward May, president of May Broadcasting Co. Earlier "straw" balloting was conducted by Mr. May's father, the late Earl E. May. A polling station was set up by the station at Shenandoah's fall celebration, "Bar-B-Que Days," which featured parades, political speeches, sports events and dances. Congressional and gubernatorial races in Iowa and the farm parity question were polled.

REPRESENTATIVE PEOPLE

Tom Miller, formerly with Harrington, Righter & Parsons Inc., N. Y., to CBS Television Spot Sales, Chicago office, as account executive; Robert Gallagher, formerly with editorial staff, Radio-Television Daily, N. Y., to sales promotion dept. of company, same city.

Dick Colburn, Boling Co., Chicago, to Blair-Tv Inc., same city, as account executive.

Jim Ehshelman Jr., account executive, Paul H. Raymer Co., N. Y., to tv sales staff, Edward Petry & Co., same city, as national tv sales representative.


REPRESENTATIVE APPOINTMENTS

WCOP-AM/FM Boston appoints Weed & Co., N. Y.

KTLV (TV) Tyler, Tex., expected to begin operations early this month, appoints John E. Pearson Tv Inc., N. Y.

WHAV Haverhill, Mass., appoints Nonie Kirby Co., Boston, as regional representative.

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How and why

aerial refueling was developed

During the years following World War I, small amounts of fuel were transferred in mid-air from one airplane to another, usually by lowering containers on a rope. The stunt was used mostly in connection with endurance record flights.

It was not until the days following World War II, however, that a serious interest in aerial refueling developed. Strategic air power at that time emerged as America’s most effective big stick in holding off potential aggression. But this air arm was made up of bombers designed to reach short-range Axis targets. The need, obviously, was range enough to strike sources of war power behind more distant frontiers.

The immediate answer was aerial refueling, and late in 1947 the Air Force assigned Boeing the task of developing equipment and techniques for refueling at a high rate of flow.

By Spring, 1948, Air Force and Boeing men had made an aerial fuel transfer from one B-29 Superfort to another. Then, employing a British-pioneered hose-type apparatus, Boeing began modifying a number of wartime B-29s into a new type of airplane—the flying tanker. These tankers lengthened the reach of American bombers.

**Boeing’s Flying Boom**

Meantime, Air Materiel Command asked Boeing to carry refueling development further and to produce a system which would permit better and safer contact and faster fuel flow. The result was the Boeing Flying Boom system (a controllable pipe line extending from tanker to receiver), which Strategic Air Command ordered incorporated into a new series of modified B-29s.

Boeing next developed the KC-97, which, equipped with the Flying Boom and tanks big enough to carry great loads of fuel, became the standard SAC tanker. More than 500 are now in service. With this specially designed tanker, aerial refueling at flow rates up to 600 gallons a minute has become a day and night routine. In a single year’s operations, SAC tankers made more than 16,000 aerial refueling contacts.

The KC-97 is also quickly convertible into a cargo or troop transport. And in this dual capacity it enables jet fighters and bombers to make routine, mass intercontinental flights, and also carries along the supplies and personnel needed to make combat wings self-sufficient for a period of time, even at distant overseas bases. The Boeing tanker thus became a new type of aircraft—the tanker-transport.

Military aviation since the war has turned to jet power for the performance demanded by modern combat requirements. Virtually all fighters are now jet propelled, and SAC is replacing propeller-driven bombers with Boeing B-47 six-jet medium bombers. In addition, the Air Force has ordered the eight-jet Boeing B-52 heavy bomber into expanded production.

**Jet power for tankers**

This dominance of jet power in military aviation—together with Boeing engineers’ enthusiasm for the advantages of jet power as proved out in the B-47 and B-52—led naturally to consideration of a tanker that could match the performance of the jet craft it served. Boeing began investing substantial sums in a jet tanker-transport which would bring this vitally important category of aircraft into line with the performance advances made in both the fighter and bomber fields since the end of World War II.

While the prototype was being built, Boeing engineers, again working with the Air Force, carried out the world’s first jet-to-jet refueling contacts to prove the feasibility of refueling at the maximum speeds and altitudes natural to jets. In these operations, a Boeing B-47, fitted out as an experimental tanker, refueled first a jet fighter, and then another B-47.

The Boeing jet tanker-transport prototype is now undergoing flight tests at Seattle. It can be equipped with either Flying Boom or hose-and-drogue refueling equipment. The aircraft itself incorporates many ideas and suggestions from all branches of the Air Force.

Although the Boeing jet tanker-transport is an entirely new type of aircraft, it has behind it Boeing’s years of experience with large, multi-jet aircraft—the B-47 and B-52. It also benefits from the cumulative experience gained by Boeing in designing and building more than 500 KC-97s, the standard tanker of SAC.
Salesman's Salesman

THE OLD adage about the need for a salesman to be sold on what he is selling has been brought home to Tom Wallace, owner-manager of KTJK-AM-FM Tucson, Ariz. Transcribing a spot announcement for the Jay E. Fuller Construction Co., Tucson building firm, Mr. Wallace described the qualities of a custom-built home in the Catalina foothills and invited the public to see it at a Sunday "Open House." Mr. and Mrs. Wallace decided the invitation sounded pretty good and drove to the foothills "just to look it over." That custom-built home now belongs to the Wallaces.

WINS Sales at All-Time Peak

ALL existing sales records at WINS New York were broken by the station during September, according to Jacques Biraben, station sales manager.

Mr. Biraben announced that a number of advertisers including Max Factor of Hollywood, Gulf Oil and Seabrook Farms have signed for participating sponsorships on the station's morning Bob & Ray Show. In addition to these new advertisers Super Suds has renewed its Bob & Ray campaign. Virginia Dare has scheduled a spot campaign on WINS.

Revenue at the station for the record-breaking month was 30% over the previous sales high. Station reports that not only its sales picture has changed but over-all ratings have increased due to recent program innovations.

WPIX (TV) Fall Billings Exceed $1 Million Mark

WPIX (TV) New York enters its seventh fall-and-winter season with advance time sales of more than $1 million, Fred M. Thrower, vice president and general manager of the station, has announced.

Mr. Thrower observed that gross sales during July and August for the autumn season were "well over the million dollar mark," adding that this marked the first time the station had achieved such a sales figure by the fall.

WMAZ-TV Boosts to 250 Kw

COINCIDENTAL with its first anniversary, Sept. 27, ch. 13 WMAZ-TV Macon, Ga., will go to full 250 kw power, according to Wilton Cobb, general manager. The station, which is on the air from 6:30 a.m. until midnight, has added a Standard Electronics 25 kw amplifier to its 5 kw DuMont transmitter and 12-bay RCA antenna. WMAZ-TV is affiliated with ABC, CBS and DuMont.

WWTV (TV) Builds Own Relay

A PRIVATE relay system under construction by WWTV (TV) Cadillac, Mich., CBS-TV affiliate, will be ready to bring network and regional sports programs to its viewers in a few weeks, the station has announced. The microwave chain has three links, at Belding, Lakeview and Emerald. The Belding station is equipped to take programs off the air from WKZO-TV Kalamazoo, another CBS-TV affiliate.

Radio Eases Housework

"... LAUGHTER helps push the broom and make the beds when WGBS sends comedy my way, ..." wrote a Miami mother and housewife as part of her letter entry in the Vacation Contest conducted by WGBS there. Laughter also may help drive the 1954 Ford Skyliner she won as top prize. The month-long contest was promoted exclusively by WGBS, with contestants asked to write letters or poems telling why they enjoyed listening to the station. Twenty-five finalists were chosen by the station and five independent judges indicated their preferences on a 1-25 basis. Votes were scaled conversely, 25 for first preference, and so on down. WGBS reports that the successful program "thousands" of entries and that two other stations in the same area have started similar contests.

STATION SHORTS

WBEX Chillicothe, Ohio, is constructing new building at transmitter site and will soon move to new studios on Carlisle Hill in that city, according to station.

KKX St. Louis, announce they will carry basketball schedule of St. Louis U. with Anheuser-Busch Inc., same city, as sponsor.

WJBF Augusta, Ga., will change its call letters to WBIA, effective Oct. 10.

KVAR (TV) Phoenix, Ariz. (formerly KTYL-TV), now under ownership of K TAR Broadcasting Co., announces change of address to 1101 No. Central; telephone: Alpine 4-4161 (office) and Woodland 4-4541 (studio).

KDFV-TV Corpus Christi, Tex., which began commercial programming last June 20, has under contract 30 commercial quarter-hour shows, one half-hour show and one hour show, of which 41 are sold locally and three at state level.

STATION PEOPLE

Eugene P. Weil, sales manager, WBCO Bessemer, Ala., promoted to manager; William L. Steadman, formerly manager, WJBY Gadsden, Ala., and Louis Phillips, formerly account executive, KTUC Tucson, Ariz., to WBCO as account executives; Andrew Dawkins, recently released from U.S. Army, returns to station as disc m.c.

Richard A. Dunlea Jr., assistant manager, WMFD-AM-FM Wilmington, N. C., appointed general manager, WMFD-TV; Gene Warren appointed promotion and publicity director, WMFD-TV; Clat Long, chief announcer, WMFD-AM-FM, appointed program director, WMFD-TV; Al Compton, announcer, WMFD-AM-FM, appointed program director, WMFD-AM-FM, and announcer, WMFD-TV; Bob Caudle, Clay McBride, Johnny Thomas, Bob...
Almost as old as broadcasting itself, the name "Gates Dynamote" has always meant advanced design in portable remote audio equipment. — The Dynamote is new ALL THE WAY. — Smaller, better, lighter to carry, interchangeable microphone connectors, more facilities and priced lower than ever before. — Full details on request.
Dragons to slay!

Want to be a knight in shining armor? Then, take up KSL-TV’s sword and bag a generous share of the kraken-sized Mountain West market. Salt Lake City, hub of this market, boasts a per capita income 13% over the national average—a “sales performance” 41% higher in proportion to population than the national average!*

Breathe more fire into your sales, buy KSL-TV Salt Lake City REPRESENTED BY CBS-TV SPOT SALES

*Sales Management November

That Home Away...

WFBC-TV Greenville, S. C., believes in all the comforts of home for its mobile unit. Sleeping quarters and a kitchenette complete with stove and refrigerator were included in the mobile unit’s design so that it doubles as a “station on wheels” and as a “home away from home” for crews on special assignments. WFBC-TV (ch. 4) is represented nationally by Weed Television, New York.
Check how many of these electric appliances you have.

How far ahead of Edison are you?

Just 75 years ago, Thomas A. Edison created the first practical electric light bulb.

It was a feeble thing and a luxury, at first. Who could have guessed then how many ways you'd be using electricity today—to save time and effort, to make living more pleasant.

You're putting more new electrical "servants" to work year after year. That means you're going to need still more electricity.

The nation's electric light and power companies are building for that additional electric power you'll want. By 1965, consumers will be using twice as much as they do today.

No matter how far ahead of Edison you are — today or tomorrow—you'll have all the low-price electricity you want. America's electric light and power companies will continue to provide plenty for home, farm and industry. That's why there's no need for the federal government to increase the public debt by building more unnecessary power projects.

Names of the Electric Light and Power Companies publishing this advertisement available on request from this magazine.

Save Sunday Night, October 24

Young Tom Edison and his history-making light bulb, 1879. To bring it into use he had to invent a whole system for distributing electricity.
KTVU (TV) Stockton, appointed account executives, KTVU; Dave Humen appointed program director, KTVU; Jack Butler appointed floor manager and mike-boom operator.

Everett Tracy Bemont, formerly account executive, WIST Charlotte, N. C., to WTVI in similar capacity.

Bernadine Scarsone, local news editor, Syracuse U. News Bureau, to WHEN there as assistant promotion manager.

Gerald Cohen, formerly account executive, Julian Brightman Co. (adv.), Boston, to KABC-TV Hollywood as assistant promotion manager.

David K. Harris, vice president in charge of production, WNHC-TV New Haven, Conn., resigns to become independent film producer, remaining station stockholder and board of directors member; Kenneth Wynne succeeds Mr. Harris as production manager.

Gene Lofler, sales representative, KSO Des Moines, appointed program director.

Bob Fransen, program and production manager, WEEK-TV Peoria, Ill., to KEYD-AM-TV Minneapolis-St. Paul (target date: Jan. 1, 1955), as operations and program director.

Eldon Anspach, formerly program director, WREX-TV Rockford, Ill., to WTVW (TV) Milwaukee in same capacity; Carl Zimmerman, formerly with WEMP Milwaukee, to WTVW as film director; William J. Blair, formerly art director, WREX-TV, to WTVW in same capacity.

John Renshaw, formerly program and production manager, KRBC-TV Abilene, Tex., to

TV ACTRESS Ella Raines throws the switch to increase power at KNTT-TV Tacoma, Wash., to its maximum 316 kw on ch. 11. Miss Raines, star of the syndicated Janet Deane, Registered Nurse film series, visited the CBS-DuMont affiliate while on a western tour to promote the program and its sponsor, Bromo-Seltzer. Len Higgins (I), station manager, and Max Bice, engineering director, supervised the ceremonies.

KSLA (TV) Shreveport, La., as production manager.

William Day, promotion manager, KLZ-AM-TV Denver, appointed publicity director; Harold W. Storm succeeds Mr. Day.

Harold Robator, WTXL Springfield, Mass., to WPTR Albany, N. Y., as news director.

Tom Lathen to KCCW Alliance, Neb., as news editor.

Stan Vestal, announcer-engineer, KNGS-AM Hollywood, Calif., appointed chief engineer.

Paul Rader, film producer, Educational Television & Radio Center, Ann Arbor, Mich., to educational WGBH-TV Boston as tv and film coordinator.

Robert A. Wilson, formerly sports director, KHMO Hannibal, Mo., to KTIV (TV) Sioux City, Iowa, in same capacity.

Joel Chaseman, public service and publicity director and sportscaster, WAAM (TV) Baltimore, additionally appointed sports director.

George W. Goodman, conductor, WKNB New Britain, Conn., to WLIB New York as community news and special events director, succeeding G. James Fleming, who moves to facility, Morgan State College, Baltimore.

Claude Frazel, formerly with WINN Louisville, Ky., to WKYW there as music director.

Jim Todd, associate farm editor, KFI Los Angeles, appointed agricultural director.

Chef Milanai, cooking show host, KMPC Hollywood, appointed home economics director.

John Scudder Boyd Jr., associated director, DuMont TV Captain Video, to DuMont's WTTG (TV) Washington as producer-director, Morgan Beatty and the News.

Eleanor Donohue, assistant to promotion director, WTVI (TV) St. Louis, promoted to producer-director.

R. Main Norris, assistant station manager, KLZ Denver, and Hal Taft, announcer-producer, KBTV (TV) there, to sales staff, KBFTV.

Clyde Davis, KNOR Norman, Okla., and Dick Evans, KLRA Little Rock, Ark., to KOMA-KWTV (TV) Oklahoma City, as newsmen; Eddie Coontz, disc m.c., KOMA, adds duties in same capacity, KWTV.

Norm Gero, formerly program director, WCOG Greensboro, N. C., to announcing staff, WFMY-TV there.

Edgar G. Will Jr., radio coordinator, Hawaii U., to KGBM Honolulu as announcer; Lee Becker, singer-dancer, to Sunrise program, KGBM-TV.

John Kennedy, formerly with WJEL Springfield, Ohio, to WLWD (TV) Dayton, Ohio, as announcer; Donald Andreessen, producer, WEEK-TV Peoria, Ill., to WLWD (TV).

Ed Grenne, formerly with WQUA Moline, Ill., and Jules Getlin to WATT Chicago as announcers.

Lee Kerry, associate, Bill Burton Personal Management, Hollywood, to KTAL (TV) there as talent scout.

Bernice Spector, formerly with traffic-continuity dept., WCAU Philadelphia, to same dept., WPEN there.

Claire DeKoster, KICO Spencer, Iowa, to farm staff, WNAX Yankton, S. D.

Vince Hostetler, producer, formerly with KXTV (TV) Colorado Springs, Colo., returns to WBAP Fort Worth, Tex; Doris Scott to tv production staff, WBAP-TV; Kay Baylor to continuity dept., WBAP.

Bill Wells, formerly disc m.c., WBBM Chicago,
HIGH ATOP A TOWER OR A MOUNTAIN IN WIND, RAIN, SNOW AND ICE

...this new Houston-Fearless Microwave Parabola operates completely by Remote Control!

There's no need to climb an icy tower in zero weather, wind or rain to position this new Houston-Fearless Remote Control Microwave Parabola. It's all done from the remote control panel (shown below) right in the station.

This Houston-Fearless Parabola can be mounted anywhere within 1500 ft. (or more, if required) of the transmitter. It rotates 370° in azimuth and tilts 15° up and 30° down. Large dials on the remote control panel, calibrated in degrees, show the exact position. It is driven by 1/6 HP motors producing a torque of 10,500 inch pounds @ 1 RPM, sufficient to operate under severe icing conditions. Magnetic brakes prevent override when Parabola is stopped at any exact position.

Designed to operate in the open without protection, it will withstand a wind velocity of 120 mph. Motors and rotating shafts run on sealed, anti-friction bearings and require no lubrication during the life of the unit. Here is complete dependability and freedom from servicing where it really counts. Write for complete information, or contact your R.C.A. representative.

Write for information on specially-built equipment for your specific needs.

The Houston Fearless Corporation
11801 W. OLYMPIC BLVD • LOS ANGELES 64, CALIF.

"WORLD'S LARGEST MANUFACTURER OF MOTION PICTURE PROCESSING EQUIPMENT"
returns to WQAM-AM-FM Miami as host-m.c.
Bob McLaughlin, disc m.c., KULA Honolulu, and president, Clubtime Productions Inc. (voicetrack syndication firm), Hollywood, to KFWB Hollywood as disc m.c.
Steve Marko, disc m.c., formerly with WINZ Miami, Fla., to WGMA Hollywood, Fla., in same capacity.
Kirby Brooks, disc m.c., to WINZ Miami, conducting own shows.
Holmes Daylie, disc m.c., signed by WGN Chicago for nightly record program.
Frank Freeman, columnist, San Jose Mercury, San Jose, Calif., to KSIO there for weekly afternoon program.
Carol Lawrence, singer-dancer, to WBBM-TV Chicago.
Henry Untermeyer, sales manager, WCBS New York, appointed chairman, Just One Break Committee, Advertising Men's Post 209, American Legion.
Walter B. Haase, general manager, WDRC-AM-FM Hartford, Conn., appointed publicity chairman, Greater Hartford 1954 Community Chest drive; Charles Parker, account executive, WDRC-AM-FM, appointed to Adult Education Council, Newington, Conn.
Sig Sakowicz, columnist and commentator, WAIT Chicago, to be presented special membership Oct. 9, Polish Legion of American Veterans.
Ruth Welles, women's director, KYW Philadelphia, appointed judge, Little Miss Philadelphia contest finals.
Dr. John W. Taylor, executive director, WTTW (TV) Chicago, addresses Adult Education Council of Greater Chicago today (Mon.) on plans for permittee WTTW.
Paul Abbott, assistant program director, WSYR-TV Syracuse, N. Y., won first prize in novice class for rose entered in National Rose Society Convention competition there.
Donald Hine, program director, KNXT (TV) Hollywood, father of girl, Diane Carol, Sept. 20.
Don Rosequest, operations director, KNXT (TV), father of boy, Nils Christopher, Sept. 18.
Dean Raymond, personality, WBAP-TV Fort Worth, Tex., father of twin daughters, Sept. 18; Bob Peck, commercial dept., father of boy, William Robert III, Sept. 18.
Pete Jenkins, sales representative, WOV New York, father of boy, Scott Van Pelt, Sept. 17.
Erskine Faust, acting program director, WBCO Bessemer, Ala., and Wiletha Davis, were married.
Martin Mannix, 51, promotion manager and news director, WIRY Plattsburg, N. Y., died Sept. 23.

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**PROGRAM SERVICES**

**Talbot Says Foreign Package Market Open**

Freemantle president adds one condition: Costs must be computed in paying ability terms.

AMERICAN tv film distributors and radio transcription companies would have "an excellent market" for their products overseas if their prices were more realistic and pegged to the economy in foreign lands.

This appraisal of overseas opportunities for U. S. radio and television companies was offered to BET last week by Paul Talbot, president of Freemantle Overseas Radio and Television Inc., New York, following his return from a two-month business trip around the world, during which he visited Italy, France, Great Britain, Egypt, Australia, Singapore, Canada and India.

Mr. Talbot contended there is a ready-made market abroad for U. S. firms, but they must realize that costs must be computed in terms of ability to pay. He also explained that American firms must create "a friendly climate" by providing employment for local personalities abroad and working in association with local companies, when possible.

Freemantle, Mr. Talbot continued, carries out this policy of international cooperation in Mexico City, London and Australia where U. S. filmed shows are presented, with local personalities supplying narration. As an example, Freemantle markets Spanish-language versions of March of Time in South America and Superman tv filmed shows in Latin America and Mexico. Similarly, in Australia, Mr. Talbot said, 14 Australian productions of U. S. radio shows are carried, including Space Cadet, You Are There, Mystery of the Week and Fat Man.

In conjunction with Artinana FTV Ltd., Sydney, Freemantle produces 70 radio shows for local distribution.

This hand-in-hand cooperation, Mr. Talbot said, paves the way for acceptance of Freemantle shows that are produced solely in the U. S. and which contain no language barrier. In this category, he placed several hundred cartoons, musical programs and the Encyclopedia Britannica Films, which he said have proved "popular everywhere."

Mr. Talbot described Australia as being in "the golden age of radio," with about 109 stations broadcasting. He reported that television will begin in Australia in about 18 months and predicted it will be "a good market" for U. S. film companies because the people are "more oriented toward U. S. than any other country, including Great Britain." As a start, Mr. Talbot said, Australia will bring in tv films and produce local shows based on U. S. scripts. (Freemantle endeavors to produce local live programs patterned after U. S. scripts wherever possible, as an extension of its "international cooperation" policy, Mr. Talbot added.)

The advent of commercial television in Great Britain has produced "feverish excitement" throughout the country, Mr. Talbot reported. He voiced the belief that when commercial tv is launched there, a few "very good" U. S. films will be purchased. He noted that BBC purchases some of Freemantle's products "on a highly selective basis."

Mr. Talbot relayed information on the status of television in Western Germany, provided to him by Paul Gordon, Freemantle agent in
Europe in countries other than Great Britain and Italy. Western Germany, according to Mr. Talbot, has two TV stations on the air, in Berlin and Hamburg, and envisions some 16 stations in all within a few years. Stations currently operating are government-sponsored and are on the air for a total of 14 hours. Mr. Talbot reported the only U.S. films they will purchase are those with star names and provided with lip synchronization.

Mr. Talbot predicted radio and television will continue to grow abroad and can provide opportunities for American industry willing to follow the same "hand-in-hand" policy which Fremantle employs.

Columbia Records
Becomes CBS Inc. Div.

COLUMBIA Records Inc. has been dissolved as a corporate entity and in the future its activities will be carried on by the same organization as a division of CBS Inc., it was announced last week by Dr. Frank Stanton, president of CBS Inc. This action took effect last Thursday.

Dr. Stanton said the purpose of the organizational change was to "permit greater integration of activities of Columbia Records with CBS Inc. and to simplify the overall corporate structure." He noted that the change will not affect personnel in any way.

The change in the status of Columbia Records completes the reorganization of the major individual units of CBS Inc. so that all now are divisions of the parent company, Dr. Stanton observed. The major division of CBS Inc. and their presidents are: CBS Radio, Adrian Murphy; CBS-TV, J. L. Van Volkenburg; Columbia Records, James B. Conkling; CBS-Columbia (radio and television sets), Seymour Mintz; CBS-Hytron (electronic tubes), Charles F. Stromeyer; CBS Labs (electronic research), Peter C. Goldmark, and CBS International (export sales), Lewis Gordon.

New Paper Record
Developed by Gotham

GOTHAM RECORDING Corp., New York, has announced it has developed a new process for pressing records on laminated paper, which permits "truer fidelity, a longer life-span for the record and a lower cost per unit than any of its predecessors in the field."

Herbert Moss, Gotham president, said the record, which is called "Recocard," has been designed for users of color postal cards or similar mailing devices. He said that records may be pressed directly over color pictures or on both sides of a postal card without eliminating the photo, art work, or copy on either side of the mailing piece. Records are of the 78 rpm type.

Mr. Moss noted that more than 75,000 cards can be produced on order per day, thereby eliminating "previous costly waiting periods for delivery." He said the Recocard has been tested by Gotham recording engineers, who found that it will re-play over 150 times without any loss of fidelity.

AP Names Oliver Radio-Tv Ed.

WAYNE OLIVER, veteran radio-tv writer for Associated Press, is scheduled to succeed C. E. (Charlie) Butterfield as AP radio-tv editor when Mr. Butterfield retires in November [91111, Sept. 27]. Mr. Oliver currently writes a weekly radio-and-television column, but also covers films, communications, air transport and other fields. As radio-tv editor he would concentrate on the broadcast media exclusively.

Obviously
OUTSTANDING...

BIG
BUTTER & EGG
MAN IN
PEORIA!

WMBD is Peoria's leading dairy products salesman... calling on more Peoria families for more dairies than all other radio stations combined!

J. D. ROSZELL CO.—SEALTEST
6 Newscasts per week

PEORIA PRODUCERS DAIRY
4 Newscasts per week
10 Programs per week

DEL'S DAIRY PRODUCTS
450 Announcements per year

From milk to mink... from cheese to china—Peoria advertisers know that WMBD is FIRST in the Heart of Illinois, and that...

TO SELL THE HEART OF ILLINOIS, BUY WMBD

See Free & Peters

AM WMBD
FIRST in the
Heart of Illinois

PEORIA
CBS Radio Network
5000 Watts

October 4, 1954 • Page 75
Curling Assignment
FOR ONE of Ford Foundation's upcoming Omnibus shows the producers have turned to James A. (Rene) Clarke, vice chairman of the board of directors of Calkins & Holden, New York, to act as an advisor and consultant on the game of curling. Mr. Clarke is an outstanding curler and student of the game's history. The game is played on ice with participants delivering granite iron handle stones in much the same manner as bowlers deliver bowling balls.

Michelson Reports Record Sales to Four Stations
TOTAL of 1,656 half-hour mystery programs was sold in one day a fortnight ago by Charles Michelson Inc., New York, the radio-tv transcription firm reported. This represents the largest daily sales volume at the company. Shows are taken by KKKX St. Louis, WABC New York, KEX Portland, and KPHO Phoenix.
Each of the stations will carry the new "Hour of Mystery" series. This is a daily across-the-board schedule of several Michelson mysteries that are now open to spot and participation advertisers.

Tower Collapse Kills Two
COMMUNITY television tower, under construction in Greenville, Miss., by Delta Video Corp. collapsed last week, killing two workmen. Tower, which was to be 420-ft. above the ground, had risen to more than 200 ft. when the accident occurred.
Second system, Greenville TV Cable Corp., owned by Jerroll Electronics Corp., Philadelphia, which had leased 385-ft. Army flood control tower near city, rushed in equipment, set up circus tent near reception point and fed signal to 15 tv receivers contributed by nine local dealers so Greenville public could see World Series. Jerroll crew reported adequate reception from tv stations in Pine Bluff and Little Rock, Ark.; Jackson, Miss.; Monroe, La., and Memphis, Tenn. More than 1000 people saw third game of Series Friday.
Delta system had been planning to begin operations in time for World Series. Greenville TV Cable Corp. was still negotiating with local utilities to use poles to attach coaxial cables.

Schwimmer in N. Y., L. A.
OPENING of a sales office in New York and Los Angeles as part of general sales expansion has been announced by Walter Schwimmer, president of Walter Schwimmer Productions, Chicago radio-tv production firm. An eastern sales manager, to be appointed, will headquarter in New York, working with salesmen there, while two salesmen will cover an 11-state western territory out of Hollywood. Sales offices are to be located at 16 E. 41st St., New York, and 1606 Vista Del Mar, Los Angeles.

Intra-NCAA Dissension Grows on TV Controls
POSIBILITY of a bolt from the NCAA ranks by the Big Ten was noted Monday by Athletic Director Doug Mills, U. of Illinois, in San Francisco last week prior to the Stanford-Illinois game which was nationally televised on ABC-TV.
Mr. Mills termed the present tv football policy as "unsatisfactory" and expressed the belief that regional telecasting of intercollegiate games was the only workable solution.
Mr. Mills also pointed out that various state legislatures have been asked to put through bills compelling telecasting of games involving state universities and colleges.
Alfred R. Masters, Stanford athletic director, also was reported to disfavor the NCAA plan and to be in support of regional controls of televised games.
Kenneth (Tug) Wilson, a Big Ten commissioner, reiterated that his Western Conference isn't going "to give up the fight" against NCAA's controlled football tv plans and will continue to plump for regional controls. Speaking to the Quarterback Club in Chicago, he said: "The Big Ten stand, as well as that of the Pacific Coast Conference, should be clear by now. We have lined up by side by side with the NCAA circles for the regional plan, and we are going to continue to fight for such a policy."
"We think it's the best plan, and the type football fans in our section want to see. How successful we will be, I don't know, but we aren't going to give up the fight."
Mr. Wilson added that the Big Ten isn't warring against the National Professional Football League as charged by NPFL Conr. Bert Bell.

BOTV Says Quarter Million Can See C-C tv Grid Game
FACILITIES for more than a quarter million persons to see the Notre Dame vs. Michigan State contest Oct. 16 are promised by Box Office Television, which will carry the game closed-circuit to theatres from coast-to-coast. BOTV said last week that the game will kick off the firm's coverage this year of top gridiron games. This is BOTV's second season presenting football games, which were watched by "audiences of 120,000, who paid an admission of $1 to $2.40 at each session," according to BOTV, which is headed by a group of business executives and tv performers including Milton Mount, Walter Bergman, Sid Caesar and William Rosensohn. BOTV pointed out that the Oct. 16 midwest game will not compete against home tv because of time differential (Oregon vs. Southern California is the ABC-TV-NCAA home tv game that day).

'Boxoffice' Hits Motives Of Fee-Tv Advocates
ATTACK against subscription tv advocates who are using educational values only as a "smokescreen" to acquire new motion pictures for use on television is voiced in an editorial in the Sept. 25 Boxoffice Magazine, trade journal of the exhibitors and allied fields. The editorial further questions pay-see proponents who cite many suspended uhf stations as further reason for paysee in the public interest.
Claiming pay-as-you-see tv would benefit the few with only small investments to the detriment of the many with heavy investments, the article hits politicians who are "shedd[ing] crocodile tears" over the "handful" of uhf stations while they would destroy "thousands" of pictures benefiting "scores of thousands of big and small local merchants and the manufacturers whose products they sell."
The uhf stations (70 who have surrendered permits; 20 who have gone off the air), Boxoffice claims, represent investments of only "a few million dollars" against nearly "three billion dollars" tied up in theatre investments.
"Boxoffice says the pay-see advocates claims are "just a smokescreen to make new motion pictures available for tv audiences to help save . . . that medium."

Thesaurus Signs Flanagan
RCA Thesaurus announced last week it has signed bandleader Ralph Flanagan to a recording contract and has renewed its pact with bandleader George Melachrino. Mr. Flanagan, who is represented in Thesaurus with his "Quickie Quiz" show, will expand to record additional "Quickie" tunes as well as conventional length selections. Thesaurus has in its catalogue the 15-minute, three-times-weekly show, "The Melachrino Musical," and the renewal will bring to 150 the total number of selections that will be available through Thesaurus.

PROGRAM SERVICES PEOPLE

Geoff Gill, sales engineer, Kitseg Bros. Universal Electric State Lighting Co., N. Y., resigns to devote full time to Geoffrey Gill Assoc. (tv, theatre, commercial, motion picture and school technical facility consultant), Glen Head, L. I., N. Y.

PROGRAM SERVICE SHORTS
Ken-Rich Corp., Hollywood, has been formed by Kenny Baker, radio singer, and Richard Angus MacDonald, New York radio-tv producer, to package and produce radio-tv programs. MBS Kenny Baker Show, five times quarter-hourly weekly program which started Sept. 13, is first series, and upcoming are Camera Cop and Put It to Pat, both tv film series.


National Guard Bureau, Washington, announces Let's Go to Town, National Guard music recruiting radio program, will be carried by an estimated 2000 stations in U. S. this year.
Freedom House to Present Award to CBS' Ed Murrow

EDWARD R. MURROW, CBS radio and tv news commentator, was to be presented the annual freedom award at the 13th anniversary dinner of Freedom House yesterday (Sunday) at the Waldorf-Astoria, New York. Lewis W. Douglas, former U. S. ambassador to Great Britain, was to bestow the bronze plaque awarded to Murrow last July for his radio-tv activities, particularly the See It Now series (CBS-TV), which were "addressed to the basic problems of freedom."

At the same time, the Freedom House dinner was to honor the dedication of a bronze tablet commemorating the U. S. Supreme Court decision on desegregation of the public schools. The tablet, which will be unveiled by Dr. Ralph J. Bunche, vice president of Freedom House, later will be placed in the lobby of the organization's headquarters in New York.

Dr. Goldsmith Honored

DR. ALFRED N. GOLDSMITH, technical consultant to RCA, RKO Theatres and other organizations, was honored by the National Television Film Council at a testimonial luncheon in New York last Thursday for his contributions to the TV industry. Principal speaker was Arthur V. Loughren, director of research for the Hazeltine Electronics Corp., who traced Dr. Goldsmith's career from his days at the U. S. Armed Forces to his years of research into the electronics industry.

AWARD SHORTS

WKY-AM-TV Oklahoma City, Okla., awarded August certificate for outstanding news coverage during month by Oklahoma Associated Press broadcasters.

WATV (TV) Newark, N. J., has been presented award from Queens (N. Y.) Chamber of Commerce for outstanding service to borough for airing discussion series on public affairs on Coffee Club programs weeks of July 26 and Aug. 2.

Bill Goodrich, sports director, WORD-DXYY- FM Spartanburg, S. C., was honored Sportscasting Award Sept. 30 from Sports News Div. of first annual South Carolina Associated Press Broadcasters contest.

KNBC San Francisco given 1954 California State Fair Public Service Award for Bill Guyman Covers California program.

WCSH-TV Portland, Me., presented Distinguished Service Award from United Cerebral Palsy Assn. for 17-hour telethon last May 1 which raised nearly $60,000 for UCP.

Pat Goode, president, WNHC-TV New Haven, Conn., awarded certificate of appreciation from New Haven Chapter, Red Cross, for cooperation in soliciting blood donors.

Bus Ham, sports editor, Washington Post & Times Herald, presented "Hats Off Award" from Harry Wismer General Sports Time program, MBS, for work in National Celebrities Golf Tournament, staged annually for benefit of underprivileged children and boy's clubs of Washington.

KCCC-TV Sacramento, Calif., presented public service award from California State Fair for Know Your State program.

TO SELL MEMPHIS YOU NEED WMCT CHANNEL 5 MEMPHIS' FIRST TV STATION National Representatives The Branham Company Owned and Operated by The Commercial Appeal NBC Affiliate Also affiliated with ABC and DuMont

These are 12 of the TOP 15 shows in Memphis

<table>
<thead>
<tr>
<th>PROGRAM</th>
<th>RATING</th>
</tr>
</thead>
<tbody>
<tr>
<td>BOXING</td>
<td>36.0</td>
</tr>
<tr>
<td>LIFE OF RILEY</td>
<td>32.8</td>
</tr>
<tr>
<td>BIG STORY</td>
<td>32.3</td>
</tr>
<tr>
<td>RACKET SQUAD</td>
<td>31.8</td>
</tr>
<tr>
<td>ROBERT MONTGOMERY</td>
<td>31.8</td>
</tr>
<tr>
<td>FIRESIDE THEATRE</td>
<td>31.5</td>
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<tr>
<td>DRAGNET</td>
<td>31.3</td>
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<tr>
<td>GREATEST FIGHTS</td>
<td>30.0</td>
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<tr>
<td>MARTIN KANE</td>
<td>29.8</td>
</tr>
<tr>
<td>FAVORITE STORY</td>
<td>29.3</td>
</tr>
<tr>
<td>MR. DISTRICT ATTORNEY</td>
<td>29.3</td>
</tr>
<tr>
<td>LORETTA YOUNG SHOW</td>
<td>28.5</td>
</tr>
</tbody>
</table>

(According to P. di survey of June, 1954)
Gould Returns to N. Y. 'Times'  
JACK GOULD, who resigned as radio-TV editor of the New York Times some two and a half months ago to become information adviser of CBS Inc. [B&T, July 19], resigned from CBS last week and went back to his old post on the Times. His resignation, which came suddenly and unexpectedly, was attributed to his desire to get back into harness as reporter and columnist on radio-TV affairs. He has been with the Times for some 18 years, approximately 10 of them at radio-TV editor. The post had not been formally filled following his mid-July resignation. Late last week his successor at CBS had not been named.

CBS-TV Previews 'Search'  
CBS-TV last week held a preview for newsmen of The Search, new weekly series based on significant research projects currently in progress at leading universities. Premiere will be Oct. 17 (Sun., 4:30-5 p.m. EST).

The 26-week series, under preparation for more than two years, was filmed on location at educational institutions. Irving Gitlin, CBS director of public affairs, is producer.

Contracts for 25 professional football game broadcasts of Los Angeles Rams and San Francisco 49'ers teams on Don Lee, MBS Arizona and MBS-Intermountain stations is negotiated in Hollywood by Fred B. Norman, Don Lee vice president in charge of station relations; Les Mullins, advertising manager of the sponsor, San Francisco Brewing Co. (Burgermeister beer) and Norman Boggs, Don Lee sales vice president.

**CBS Plans Radio-Tv Debates Between GOP and Democrats**  
A SERIES of four debates, two of which will feature the national chairmen of the Republican and Democratic National Committees, Leonard Hall and Stephen A. Mitchell, has been announced by Irving Gitlin, CBS director of public affairs. Series is to be held on both the radio and television networks on Oct. 10. Entitled The Hall-Mitchell Debates, which CBS calls as "in the tradition of the Lincoln-Douglas and Webster-Hayne" debates of the past century, programs will deal with the key issues of the 1958 political campaign. The chairmen will oppose each other on the first and last programs of the series, while the middle two shows will square-off top-ranking party members invited by the chairmen.

The telecast will be at 2:30-3 p.m. EST, the radio program at 10:30-11 p.m. EST. Lyman Bryson, commentator, will be chairman of the show which will be produced by Ted Ayres and Lewis Shollenberger, of CBS Washington public affairs staff.

**KOVR (TV) Joins DuMont**  
AFFILIATION of KOVR (TV) Stockton, Calif., with the DuMont TV Network, effective immediately, was announced last week by Elmore B. Lyford, DuMont's director of station relations. Ch. 13 KOVR is owned by Radio Diablo Inc., has an effective radiated power of 144 kw and an antenna height of 4,400 feet above average terrain. Spokesmen said the station covers Stockton, Sacramento and Merced in addition to the San Francisco Bay area and the peninsular region.

**NBC Continuity Dept. Change**  
NBC's continuity acceptance department, headed by Stockton Helfrich, henceforth will report to Kenneth W. Bibby, the network's new vice president for public relations, NBC announced last week. In the past, Mr. Helfrich's department has reported to Thomas E. Ervin, vice president and general attorney. Named NBC public relations vice president on Sept. 3, Mr. Bibby also is in overall charge of NBC advertising, promotion, research and press.

**RCA Replaces NBC in O & O Calls**  
CHANGE of several NBC station call letters to "RCA combinations"—in line with recent emphasis upon identification of the RCA-owned network as "A service of RCA" [B&T, Sept. 6]—was approved by the FCC last week.

Effective Oct. 18, FCC said, New York NBC stations WNBC, WNBC-FM and WNBV (TV) become WORA, WOR-FM and WOR-AM-TV, respectively. In Washington, the network owns and operates WRC-AM-FM and WNBV (TV), the station becomes WRC-AM-TV. In Los Angeles, KNBC (TV) becomes KMAK (TV), the Commission reported.

The RCA call combinations are made possible through swapping letters with two international shortwave broadcast stations owned by RCA-NBC. These are WRCA at Bound Brook, N. J., and KRCA at Dixon, Calif. Both are multiple-transmitter installations. RCA international becomes WNBC and KCRA becomes KNBC, the Commission explained.

**Stainless Steel Inc.**  
Partial List of Our AM Towers  

<table>
<thead>
<tr>
<th>State</th>
<th>AM Tower</th>
</tr>
</thead>
</table>
| N. Wales | KCCF, WCIN, WPST, WRWPA, WDDK, WPPBB, WSTVB, WTTV, WFOB, WKB, KKLW, WPAW, WAMB, WMB, WJB, WJCD, WREB, KBTB, WGB, WKLW, WOA, KLAS, WJB, WJCD, WREB, KBTB, WGB, WKLW, WOA, KLAS, WJB, WJCD, WREB, KBTB, WGB, WKLW, WOA, KLAS, WJB, WJCD, WREB, KBTB, WGB, WKLW, WOA, KLAS, WJB, WJCD, WREB, KBTB, WGB, WKLW, WOA, KLAS, WJB, WJCD, WREB, KBTB, WGB, WKLW, WOA, KLAS, WJB, WJCD, WREB, KBTB, WGB, WKLW, WOA, KLAS, WJB, WJCD, WREB, KBTB, WGB, WKLW, WOA, KLAS, WJB, WJCD, WREB, KBTB, WGB, WKLW, WOA, KLAS, WJB, WJCD, WREB, KBTB, WGB, WKLW, WOA, KLAS, WJB, WJCD, WREB, KBTB, WGB, WKLW, WOA, KLAS, WJB, WJCD, WREB, KBTB, WGB, WKLW, WOA, KLAS, WJB, WJCD, WREB, KBTB, WGB, WKLW, WOA, KLAS, WJB, WJCD, WREB, KBTB, WGB, WKLW, WOA, KLAS, WJB, WJCD, WREB, KBTB, WGB, WKLW, WOA, KLAS, WJB, WJCD, WREB, KBTB, WGB, WKLW, WOA, KLAS, WJB, WJCD, WREB, KBTB, WGB, WKLW, WOA, KLAS, WJB, WJCD, WREB, KBTB, WGB, WKLW, WOA, KLAS, WJB, WJCD, WREB, KBTB, WGB, WKLW, WOA, KLAS, WJB, WJCD, WREB, KBTB, WGB, WKLW, WOA, KLAS, WJB, WJCD, WREB, KBTB, WGB, WKLW, WOA, KLAS, WJB, WJCD, WREB, KBTB, WGB, WKLW, WOA, KLAS, WJB, WJCD, WREB, KBTB, WGB, WKLW, WOA, KLAS, WJB, WJCD, WREB, KBTB, WGB, WKLW, WOA, KLAS, WJB, WJCD, WREB, KBTB, WGB, WKLW, WOA, KLAS, WJB, WJCD, WREB, KBTB, WGB, WKLW, WOA, KLAS, WJB, WJCD, WREB, KBTB, WGB, WKLW, WOA, KLAS, WJB, WJCD, WREB, KBTB, WGB, WKLW, WOA, KLAS, WJB, WJCD, WREB, KBTB, WGB, WKLW, WOA, KLAS, WJB, WJCD, WREB, KBTB, WGB, WKLW, WOA, KLAS, WJB, WJCD, WREB, KBTB, WGB, WKLW, WOA, KLAS, WJB, WJCD, WREB, KBTB, WGB, WKLW, }
RTES Plans Time Course

THIRTEEN-WEEK course designed for new members of the time buying and time-selling business will begin Oct. 26 at a luncheon session in New York at Toots Shor’s restaurant and will be held at the same place every Tuesday thereafter. Seminar, sponsored by the Radio and Television Executives Society, will cover such subjects as audience research, agency, network and sales practices and merchandising. Speakers are being selected from agency, advertiser, network and station representative fields. Fee for the course is $47.50.

NETWORK PEOPLE

Garrett E. Hollihan, account executive, KGO San Francisco, appointed sales manager, ABC Pacific Coast Radio Network, headquartered in that city.

Jack Smight, director, NBC-TV One Man’s Family, appointed producer-director.

John Scott Trotter, music director, CBS Radio Bing Crosby Show, to NBC-TV George Gobel Show in similar capacity.

Charles Standard, salesman, NBC-TV, Chicago, transfers to sales dept., N. Y.

Ernest Sloan, columnist and acting city editor, Pasadena Independent, Pasadena, Calif., to CBS-TV, Hollywood, as publicist.

Chuck Thompson, disc m.c., WITH Baltimore, signed by DuMont TV to do play-by-play on Pro-Football Game of the Week.

Mary Margaret McBride, formerly with ABC, to NBC Radio as conductor, five-minute commentary program (Mon.-Fri., 3-3:05 p.m. EST).

H. Malcolm Stuart, account executive, DuMont TV, appointed to handle sale of all network political telecasts.

George P. Herro, promotion and public relations director, midwest operations, MBS, appointed member, Council of Business Management Representatives to Citizens of Greater Chicago organization.


Hal Gold, editor, press information desk, MBS, reappointed public relations director, Knights of Pythias for state of New Jersey.

Howard Coleman, assistant manager, central div., NBC, Chicago, will address annual publicity clinic, Theta Sigma Phi, journalism sorority, Evanston, Ill., Oct. 6.

BROADCASTING • TELECASTING
UHF OUTLETS READY FOR 1,000 KW ERP

SUPER tv power seems to be scheduled to come first to Wilkes-Barre in the mining center of Pennsylvania.

Two Wilkes-Barre uhf tv outlets have firm equipment commitments for maximum 1,000 kw radiated power from manufacturers.

WBRE-TV on ch. 28 has signed with RCA for maximum output. WILK-TV on ch. 34 has signed with GE for 1,000 kw radiation. Work on both orders is going forward in RCA's factory at Camden, N.J., and in GE's at Syracuse.

And, last week, RCA announced that its second firm order for 1,000 kw power had been received from ch. 27 KPTV (TV) Portland, Ore.

For WBRE-TV, RCA is combining two 12 kw transmitters to feed 25 kw into the antenna. It also is using its new 46-gain antenna to radiate 1,000 kw. Since WBRE-TV already is using a 12 kw transmitter, the addition of the second 12 kw, with necessary coupling, etc., is costing $144,500. There is no target date, RCA emphasized. KPTV's installation will follow within 30 to 60 days after the WBRE-TV project is completed, RCA reported.

GE is using two 23 kw transmitters to get 45 kw input into the WILK-TV antenna. Installation uses four visual and two audio klystrons, it was reported. Transmitter power is fed into GE's regular, five-bay, 25-gain helical antenna to produce 1,000 kw. Target date is end of this year, GE said.

RCA's push for maximum uhf power is based at present on 25 kw transmitters and new high-gain antennas. As shown at the NARTB convention in Chicago this spring, the new radiator has a gain of 46 on channels 14-40; 52 on channels 41-65; and 60 on channels 66-83. Price is $39,500. RCA reported it has six firm orders for new antenna. With regular 12 kw transmitters, uhf stations can boost power to 500 kw at once, it was said.

RCA's 60 kw is dependent on a beamed power tube now under development. Hope is that the tube, and transmitter, will be on the market by the end of 1955 or the early part of 1956. The cost has tentatively been set at $250,000.

GE's 45 kw transmitter is priced at $225,000. If a station has a GE 12 kw in operation, the changeover to 45 kw costs only $165,000.

Under development at GE's laboratories is a single klystron, which may be standardized in 1955, it was reported. GE's 60 kw transmitter is also scheduled for 1955, it was said.

GE's klystrons, a development worked out with Varian Assoc., are rented by the company to customers. GE charges $1.25 per operating hour per klystron for the power tubes of its uhf transmitters.

DuMont, which only has a 1 and a 5 kw uhf transmitter in its line, is working on a highly powered klystron tube with Elmac. It estimates that its development is one year away.

RCA Introduces TS-11A, New TV Studio Switcher

AVAILABILITY of a compact, self-contained RCA studio switcher, TS-11A, designed for the special requirements of color tv broadcasts, was announced last week by the Engineering Products Div. of RCA. The new device provides nine inputs, three outputs and a previewing channel. RCA claims it is also well-suited to monochrome telecasting.

The switcher handles camera switching, fading and dissolves in the studio control room as well as remote and network signal inputs. It features a special rotary switch on the control panel which permits feeding the preview switching circuit into the program output channels.

By selecting the correct circuits, the program director can preview super-impositions while the regular program is fed by direct camera through the preview channel.

Manufactured for convenient, space-saving mounting in standard control console sections, the switcher houses the control panel, mixing circuits, output line amplifiers and terminal connections for power, tally and video circuits in a single console.

$200 MILLION 1954 HI-FI SALES FORESEEN

SALE of high fidelity equipment could rise from an estimated $100 million-plus in 1953 to $200 million this year, it was predicted at last week's 1954 high fidelity trade show in Chicago's Palmer House.

Over 100 manufacturers and nine distributors exhibited their wares—and three fm radio stations maintained display space—at the elaborate fair, held Thursday through Saturday.

The estimate of $200 million for all hi-fi products—including amplifiers, cabinets, headsets, microphones, phonograph cartridges, phonographs, pre-recorded tapes, turntables, projectors, public address systems, recorders (wire, tape, disc), speakers, pre-amplifiers and various other products—was described as "not fantastic" by S. I. Neiman, president of the International Sight & Sound Exposition Inc., which is presenting the show.

RCA SETS UP NEW COLOR TUBE DEPT.

INCRAISING attention that is being paid to color television was emphasized last week by RCA, which announced it is establishing a special RCA color kinescope operations department, devoted exclusively to engineering and manufacturing color television picture tubes.

In announcing this development, Douglas Y. Smith, vice president and general manager, tube division, RCA, said Harry R. Seelen, associated with the company's tube engineering and manufacturing for nearly 25 years, has been appointed manager of the new department, which will have its headquarters at the RCA plant in Lancaster, Pa.

"The creation of a separate color kinescope organization consolidates the skills and facilities needed to meet requirements of tv set manu-
facturers for the new RCA 21-inch color picture tube, which will be a major factor in the industry's 1955 color program," Mr. Smith said. "Further, this move permits concentration of additional engineering and production talent and facilities to meet mounting demand for other types of RCA cathode ray and power tubes."

RCA demonstrated its new 21-inch color kinescope on Sept. 15 [B&T, Sept. 20] and announced that sampling quantities of the tube would be available during November, with commercial production expected to begin around the first of the year.

For the past 10 months, Mr. Seelen has been engineering manager of the RCA cathode ray and power tube department, which incorporated color tube engineering and manufacturing. That department, under the management of C. E. Burnett, will continue responsibility for RCA power tubes, oscilloscope tubes, phototubes, microwave and pick-up tubes, television camera tubes, and black-and-white kinescopes, which are produced at Lancaster and at RCA's Marion, Ind., plant.

Mr. Seelen joined RCA as an engineer at the Harrison, N. J., plant in 1930, shortly after his graduation from Providence (R. I.) College. He has held numerous executive engineering posts, including manager of engineering services, Lancaster plant, 1945; chief engineer, Lancaster plant, 1949, and engineering manager, cathode ray and power tube operations department, 1953.

Magnecord Buys Davies Labs

MAGNECORD INC., Chicago magnetic tape equipment firm, stockholders approved purchase of all outstanding stock of Davies Laboratories Inc., Riverdale, Md., research and development concern, William L. Dunn, Magnecord president announced. Davies Laboratories becomes a wholly-owned subsidiary, with both companies retaining their corporate entities.

Gomer L. Davies, president and founder of the subsidiary, who will continue in the same capacity, was elected to the Magnecord board of directors. No change in management is contemplated, but the company hopes to increase the subsidiary's engineering and research staffs by at least 50%, Mr. Dunn said.

Transmitting Equipment

<table>
<thead>
<tr>
<th>Station</th>
<th>Power Band</th>
<th>Use</th>
</tr>
</thead>
<tbody>
<tr>
<td>WAPI (TV)</td>
<td>5 kw</td>
<td>New station</td>
</tr>
<tr>
<td>WMGR-AM</td>
<td>1 kw</td>
<td>New station</td>
</tr>
<tr>
<td>WSU-AM</td>
<td>6 kw</td>
<td>Power increase</td>
</tr>
<tr>
<td>WBON-AM</td>
<td>5 kw</td>
<td>New station</td>
</tr>
<tr>
<td>WHDR-AM</td>
<td>3 kw</td>
<td>New station</td>
</tr>
<tr>
<td>WAPI-AM</td>
<td>2 kw</td>
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</tr>
<tr>
<td>WAPI-FM</td>
<td>4 kw</td>
<td>New station</td>
</tr>
<tr>
<td>WAPI-FM</td>
<td>5 kw</td>
<td>Power increase</td>
</tr>
</tbody>
</table>

OTHER EQUIPMENT: RCA, reported it shipped a 215 kw amplifier to WMLN (TV) S. Petersburg, Fla. (ch. 6) and a color wide camera to KHO-TX Knoxville, Tenn. (ch. 6). DuMont also reported it shipped two monochrome multiscanners, complete studio gear and a six-hour antenna to WIRI (TV) Bloomfield, N. J.

MANUFACTURING SHORTS

Herman Hosmer Scott Inc., Cambridge, Mass., has introduced Model 510 fm broadcast monitor tuner incorporating wide circuit design with full 150 kc IF passband and 2 mc wide limiters and detector.

Pentron Corp., Chicago, introduces Dynacord, new professional tape recorder.

Allen B. duMont Labs, instrument div., Cliff- ton, N. J., announces DuMont Type 327, cathode-ray oscillograph "capable of precise

Birmingham Tunes in Most to WAPI Every Day in the Week Because WAPI stays Tuned to the Tastes of Alabama Folks Pulse proves that—

★ WAPI leads in share of audience EVERY DAY IN THE WEEK ★ Top Five Local Newscasts all on WAPI ★ "Time to Rise" maintains its lead as the No. 1 locally produced show ★ Top Ten quarter-hours locally produced are all heard on WAPI

Your Message goes over to Alabama Folks when you put it on WAPI

NBC in Birmingham

Represented by John Blair & Co.
measurements of time and amplitude within the frequency range of d.c. to 5 mc."

James Cunningham, Son & Co., Rochester, N. Y., announces Type P crossbar switch color tv switcher.

Harrison Laboratories Inc., Berkeley Heights, N. J., announces aperture equalizer "which provides a phaseless high boost for tv."

MANUFACTURING PEOPLE

Clarence A. Malin, home instrument sales manager, RCA Distributing Corp., Detroit branch, appointed vice president and manager of that branch; Arnold E. Linton, manufacturing manager, RCA tube mfg. plant, Woodbridge, N. J., appointed manager of plant.

Andrew Hause appointed tv sales manager, Canadian Admiral Sales Ltd., Toronto.

Russel L. Kraef, finance manager, cathode ray tube sub-dept., electronics div., General Electric Co., Syracuse, N. Y., appointed to same position, laboratories department.


Fred M. Link, operations director, mobile communications dept., Allen B. DuMont Labs, Clifton, N. Y., appointed "Pennsylvania Ambassador" by state chamber of commerce to represent York, Pa.

Bertram J. Grigsby, 70, director, Grigsby-Allison Co. (radio-tv parts), died Sept. 19.

THE BEST MUSIC IN AMERICA

a repertory of distinction

and an outstanding Transcribed Library

SESAC INC.
475 Fifth Avenue
New York 17, N.Y.

PERSONNEL RELATIONS —

Vote Ordered at KTLA (TV)

THREE unions will contest to represent 50 non-supervisory KTLA (TV) Hollywood engineering and production workers presently represented by International Alliance of Theatrical and Stage Employes, in a National Labor Relations Board election Oct. 6.

International Brotherhood of Electrical Workers, Local 45, Hollywood (Broadcast-Tv Recording Engineers) petitioned the NLRB for election and when National Assn. of Broadcast Employees and Technicians intervened as an interested party, a three-way race developed.

NLRB Examiner Norman Greer pointed out a vote count would be delayed Wednesday, while a Labor Board representative travels to the KTLA transmitter atop Mt. Wilson to ballot workers there.

PERSONNEL RELATIONS PEOPLE


Gordon Stulberg, attorney, Writers Guild of America, West Hollywood, father of girl, Tina, Sept. 15.

PROFESSIONAL SERVICES —

Ben Fisher, 64, Dies After Short Illness

FUNERAL services for Ben S. Fisher, 64, senior member of the Washington radio law firm of Fisher, Wayland, DuVall & Southmayd, who died Thursday morning, were held Saturday afternoon at the Chevy Chase Presbyterian Church. Interment was at Fort Lincoln Cemetery.

Mr. Fisher, who died of cancer after a short illness, was born in Anderson, Ind., June 13, 1900. He received his LL.B. from the U. of Illinois in 1914, practiced law in Coos Bay, Ore., from 1914 to 1930.

He served as district attorney of Coos County, Ore., from 1920 to 1924. In 1930, Mr. Fisher came to Washington as assistant general counsel of the Federal Radio Commission, forerunner of the FCC. In 1935, he left the Commission to enter private practice.

Mr. Fisher served with the Oregon National Guard in World War I as a first lieutenant of the Coast Artillery. He received the rank of captain in 1920. He was a member of the American Bar Assn., District of Columbia Bar Assn., of the Federal Communications Bar Assn. (he was FCBA president in 1943). He was also 1928 Oregon State Commander and a national committeeman of the American Legion, 1925 Oregon State President of the Elks Lodge, and a member of the Masonic Order, Columbia Country Club, National Press Club and the University Club of Washington. He was Grand Consul of Sigma Chi, 1943-45, and president of the D. C. Chapter, Phi Delta Phi legal fraternity.

He is survived by his widow, Kate S. Chatburn, a son, Ben C. Fisher, who is a member of the Fisher law firm, and a daughter, Nancy C. Fisher.

PROFESSIONAL SERVICES PEOPLE

Charles Pritchett, formerly sports director, KSTM-TV St. Louis, and Robert Sanders, formerly radio-4v columnist, Lorain Journal, Lorain, Ohio, appointed manager and editor, respectively, Tv Guide, Phila., for St. Louis area; Frank Boucher appointed manager, Virginia edition; Jack Sullivan, formerly reporter, Seattle Post-Intelligencer, Seattle, Wash., and Harry Long appointed manager and editor, respectively, Washington state area.

Don Ramsey, Los Angeles trade publication editor, to Worth Larkin & Assoc. (publicity firm), same city, as account executive.

Ray Sackheim, formerly with MCA, Beverly Hills, to Clery-Straus & Irwin, Hollywood (public relations), as associate on tv and motion picture picture accounts.


Richard C. Looman, public relations director, Los Angeles County Heart Assn., forms Richard Looman & Associates (public relations) with offices at 635 S. Kenmore Ave.; telephone: Dunkirk 7-4044.

Fred Remington appointed radio-tv editor, Pittsburgh Press, succeeding St Steinhaus, who retires.
ONE TV, THREE AMS APPROVED BY CBC

THREE NEW 250 watt radio stations and one new TV station were recommended for grants by the Board of Governors of the Canadian Broadcasting Corp. at a Sept. 21 meeting in Ottawa. Two radio stations were given power increases from 5 kw to 10 kw.

CKBB Barrie, Ont., has been recommended for a tv station on ch. 3 with 14 kw video, 7 kw audio power, and antenna height 369 feet above average terrain. Opposing the application of Ralph Snelgrove, president of CKBB, were Foster Hewitt, CKFH Toronto, and Gordon E. Smith, CFOR Orillia, both Ont. The board favored Mr. Snelgrove on the basis that the station would extend national tv coverage as well as provide local service to some 250,000 people in four counties.

At Bathurst, N. B., the Bathurst Broadcasting Co. has been recommended for a 250 w radio station on 1400 kc, serving in both English and French. At Leamington, Ont., Albert A. Bruner has been recommended for a 250 w station on 710 kc, with license to be Sun Parlor Broadcasters Ltd. At Sault Ste. Marie, Ont., license to a 250 w station on 1400 kc was recommended to Carmen Primo Greco.

Power Increases

CJOC Lethbridge, Alta., was permitted to increase power from 5 kw to 10 kw on 1220 kc. CJHR Rimouski, Que., was also permitted to up its power from 5 kw to 10 kw on 900 kc. CKPC-FM Brantford, Ont., was given permission to change from 94.7 mc to 92.1 mc to alleviate interference with tv reception in the area. Emergency transmitters were licensed to CKRD Red Deer, Alta., 250 w; CHNC New Carlisle, Que., 1 kw, and CKOM Saskatoon, Sask., 250 w. CKWX Vancouver was permitted to change its corporate name from Western Broadcasting Co. Ltd. to CKWX Radio Ltd.

Series Telecasts to Cuba via Stratovision

INTERNATIONAL television, with a Spanish accent, was inaugurated last Wednesday with the opening game of the World Series, and was pronounced an immediate success.

Goar Mestre, president and general manager of the CMQ Radio and Television networks in Cuba, enthusiastically reported to Carmen Primo Greco. Mr. Mestre said that a $20,000 investment was entailed in setting up the relay, which had been pre-tested for four days prior to the opening game. The telecasts are jointly sponsored by Gillette, holding exclusive rights, and Malta Hatuy, a Cuban malt beverage.

The play-by-play games were rebroadcast direct over three of the CMQ TV network stations and were retransmitted by kinescope the same evening over the non-interconnected stations in Camaguey and Santiago de Cuba. In addition, kinescopes made in Fort Lauderdale, Fla., for Gillette, were flown to Havana, reprocessed and then flown for retransmission over stations in Mexico, Venezuela, Puerto Rico and Santa Domingo, with CMQ TV reimbursed for its costs. The hot kines also were used on Mr. Mestre's second Havana Station (ch. 7 CMF-TV) at 9:30 p.m.

Here's how the relay worked, according to Mr. Mestre:

A DC-3 Cuban Airlines plane, chartered for the Series, was equipped with three high fidelity receivers and a 3 kw gasoline generator, plus an 18 watt RCA transmitter calibrated for ch. 13 operation. The plane flew in a circle at an altitude of 8,000 feet in an area 50 miles north of Matanzas, Cuba, where a new 700-foot antenna for Ch. 9 picked up the telecasts. The reception center at Matanzas also picked up the signals from the ch. 13 transmitter and relayed them to CMQ's Ch. 6 in Havana. Another picture was relayed in a southeasterly direction to the CMQ station (ch. 5), in Santa Clara in four hops over CMQ's own microwave relay system.

The relay from Miami to Matanzas carried 246 miles over water. The WTVJ ch. 4 transmitter is assigned another 20 miles inland, he pointed out.

Mr. Mestre said the transmission entailed considerable testing and preparation. Because WTVJ operates on ch. 4, the same channel to which Cuba's Radiotelevision Nacional is assigned, the latter station signed off during the series telecasts.

Only the picture was relayed. An announcer, listening to a short-wave play-by-play broadcast from New York, inserted Spanish commentary.

Mr. Mestre explained that the relay was an adaptation of the Westinghouse Stratovision
project which had been proposed as a service several years ago. Actually, he said, it was Westinghouse "in reverse," since his plan involved merely a relay through a low power transmitter, whereas the Stratovision plan proposed to cover broad areas with direct transmissions from planes equipped with high power transmitters circling prescribed areas of the country.

**CBC Television Network Issues Rate Card No. 7**

CANADIAN BROADCASTING Corp. has issued new rate card No. 7 for the CBC television network. The network comprises 18 English-language stations and four French-language stations. CBOT (TV) Ottawa is the only station which now carries programs in both languages. Next year, a separate transmitter for each language will be constructed.

CBC commercial division also announces with its new rate card that the following five of the stations on its list are scheduled to come into operation in October: CJCB-TV Sydney; CKWS-TV Kingston; CFCF-TV Saskatoon; CHCF-TV Calgary, and CFRN-TV Edmonton. CJBR-TV Rimouski is scheduled to begin operation Nov. 15. At the same time CBC issued new rate cards for its own six transmitters, CBlF (TV) and CBFM (TV) Montreal, CBOT (TV) Ottawa, CBTL (TV) Toronto, CBW (TV) Winnipeg and CBUT (TV) Vancouver. The most expensive station in Canada rate card-wise is CBTL, with class A, one hour network rate of $8.50, and non-network, $900.

**Canada's Color Circuits Set**

FACILITIES for network color television programs are ready in Canada, along the Bell Telephone of Canada circuit from Buffalo to Montreal, according to John M. Hay, assistant vice president of the company. He stated at Montreal last week that at present Bell Telephone of Canada is only required to carry black and white network transmissions, but recent developments on the circuit now permit transmission of color tv programs as well.

**CKLW-TV DEBUTS IN WINDSOR-DETROIT**

OFFICIAL debut of CKLW-TV Windsor, Ont. (Detroit), was held Sept. 16. The gala opening, which featured appearances by industry and political figures, a fireworks display and revolving searchlights, was telecast to the 1,-250,000 tv set-owners in the Windsor-Detroit area.

CKLW-TV, operating on ch. 9, is located in new $1 million quarters on the Windsor waterfront facing the Detroit river and Detroit city. It has an RCA transmitter and waveastock antenna with a maximum effective radiated power of 375 kw.

Among the many congratulatory messages read during the hour-long dedicatory program which began at 9 p.m. was a resolution from the Common Council of Detroit to CKLW-AM-TV and President Ted Campeau praising them for the many services rendered the community during the two decades of CKLW operation.

Filmed messages from A. D. Dunton, chairman of the board of governors of the Canadian Broadcasting Corp., and Dr. Allen B. DuMont, president and chairman of the board of DuMont Television Network, also were presented.

**E-H Releases Aug. Ratings**

FOR the second month, no evening English-language network programs are shown on the national radio program ratings released by Elliott-Haynes Ltd., Toronto. The August ratings featured 10 daytime English-language network shows:

- French-language evening network programs showed L'Heure de Cote with rating 14.3, and Colette at Reloved 12.8. Daytime French-language network shows, 11 in number, were led by Rue Principale 22.7, Francis Loumain 10.6, Queles Nouvelles 14.6, Face a la Vie 14.5, and Maria Chapdelaine 14.

**CHECKING EQUIPMENT**

for Sept. 16 inauguration of ch. 9 CKLW-TV Windsor, Ont. (Detroit), are (l to r) Haford Kerbowy, tv consultant, J. E. Campeau, station president, S. Campbell Ritchie, dir. of operations and W. J. Carter, dir. of engineering.
The nights are long in Packerland. The winds grow cold and the snow deep. But Channel 11 glows brightly on nearly 200,000 sets, bringing Groucho and Montgomery, Berle and Boxing — the best of NBC and Packerland programming. WMBV reaches an all-new market — no expensive overlap with your Milwaukee-Chicago TV coverage. No other midwestern station can give you so much for so little.

WMBV
IN GREEN BAY Packerland
MARINETTE, WISCONSIN

GREEN BAY: Phone HEmlock 5-9393
MILWAUKEE Phone WOodruff 4-3587
National Representatives
VENARD, RINTOUL & McCONNELL, Inc.
To sell the Cincinnati area, WKRC is a must!

Morning, noon and night more people listen to WKRC-Radio than to any other radio station in the Queen City!

Radio Cincinnati, Owners and Operators of:
WKRC-Radio, Cincinnati, Ohio • WKRC-TV, Cincinnati, Ohio
WTVN-Television, Columbus, Ohio • WTVN-Radio, Columbus, Ohio

Ken Church,
National Sales Manager
CBS RADIO NETWORK • REPRESENTED BY THE KATZ AGENCY
WHAT WARD SURVEY WILL DO FOR RADIO
ITS UNDERWRITERS THINK IT WILL REVITALIZE AM BROADCASTING

By Rufus Crater

FIRST preliminary findings in a $150,000 nation-wide survey which its sponsors say will give radio "an entirely new outlook of faith in itself" and perhaps revolutionize advertisers' approach to the medium are being unveiled this week by Mutual.

Conducted for MBS by J. A. Ward Inc., New York independent research organization, the study gives quarter-hourly reports on where people are, what they're doing, how many are listening to radio or watching television and what else they're doing while listening or viewing, along with many other details calculated to help the advertiser pinpoint his sales message to reach the audience he wants at the most effective time.

One or two highlight details were made public a few weeks ago—for instance, that 96% of all households have a radio set in working order and 60% have a tv set in operating condition [B&T, Aug. 23]. Much more information is now available. But MBS research leaders calculate that many months will be needed to complete the task of tabulating, organizing and analyzing the whole gigantic mass of data gathered in the survey last March.

In Mutual's corridors they predict the Ward study "will do for radio what the Kinsey surveys did for sex." MBS President Thomas F. O'Neil expresses his estimate in language that is less flamboyant but nonetheless enthusiastic. The survey, in his opinion, "will offer the radio broadcasting industry an entirely new outlook of faith in itself, and may well alter the advertisers' approaches to radio use as a dynamic selling medium on the basis of individual listenership, rather than through the now outmoded system of rating by radio homes."

Mr. O'Neil continued: "Radio's impregnability in its own field has been substantiated in the Ward survey, and we are finding the full interpretations of the study for advertisers so they may know the new facts on total listening—everywhere.

"Radio is in the kitchen, in the den, in the bedroom and in the automobile, and to gauge radio's effectiveness as a selling medium today, you must count not only the individual listeners, but also where they are located while listening. The Ward survey has these answers for us now and Mutual is making the information available to all advertisers—handling specific requests for clients as needed."

Highlights brought into focus in the tabulation process thus far include these approximate figures:

- During the average quarter-hour, day or night, radio's at-home available audience—people both at home and awake—totals 67,000,000. Television's is about 40,200,000.

- Radio's actual in-home audience, in terms of quarter-hour averages, ranges from a low of slightly more than 6,000,000 to a high of more than 13,000,000. (Tabulations have not reached point showing comparable figure for television.)

- Perhaps surprisingly, since mid-evening is widely considered "television time," radio's low point is in the period between 10 and 11 p.m., with average quarter-hour listenership during the 7-9 p.m. period being exceeded during only three other hours of the day.

- The in-home audience is augmented at all hours by measurable millions of automobile and other out-of-home listeners.

- While most (about 88%) television viewing is done in the living room, radio listening occurs throughout the house: of all home rooms, 34% are in the living room, 27% in the bedroom, 23% in kitchen, 16% in other rooms of the house. Figures on places where listening occurs differ somewhat, since a person in a bedroom, for example, may be listening to a kitchen radio.

How will Ward survey data be useful? Richard J. Puff, Mutual's research and planning director, notes that it enables the advertiser to know where the listener is and what he's doing at given times, quarter-hour by quarter-hour. Thereby, he says, it opens up a "new concept of selling" which "offers advertisers the present-day realities of radio's tremendous power to move the products of our nation's markets at the moment of highest potential buying interest—the point of use. And point-of-use selling in the home is most effective by radio, for radio is all over the house."

Mr. Puff points out as an example that findings with respect to the times when listeners are dressing will enable advertisers of men's and ladies' clothing to schedule their messages at those hours, when the listeners' thoughts are on clothes. Or makers of bedspreads, blankets and sheets can direct their messages to housewives at times known to be most regularly devoted to bed-making. Or findings regarding bathing times can be used in scheduling commercials for razors, cosmetics,

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Looking over tabulations of the comprehensive Ward survey for Mutual Broadcasting System are (l. to r.) J. A. Ward, president, J. A. Ward Inc.; Richard J. Puff, MBS director of research and planning, and Walter Stein, MBS manager of research.
shower curtains, tooth pastes, and various other dressing and bathing necessities.

Further, Mr. Puff said, new information from the Ward survey will unfold "the dynamic sales potential" in radio for use by advertisers to catch the members of the family where they are preparing and eating meals—enabling the food advertiser, for example, to get his message across to the housewife at the moment she is reaching for a can of baking powder, beans, shortening, etc.

Noting that much of the survey's data is still locked in the 600,000 IBM cards on which the findings are entered, Mr. Puff asserted that within the next month, and even into the next year, "this new and exciting data will be revealed and radio will come into its own—into the dynamic sales role which it actually occupies but which no fact-finding organization has, until Ward, characterized accurately and with the full import of its present and future permanent position in American life."

He said the study will reveal figures of "unprecedented scope" dealing with the following categories of interest to advertisers:

1. The potential audience—location of the potential audience; activities of the population which is at home; activities of those not at home.

2. The radio and television audience—percentage of individuals listening or viewing; location of the at-home audience and of the not-at-home audience; location of the viewing audience both at home and away; location of the radio set heard and the TV set viewed; activities of the listening audience both at home and away; activities of the viewing audience at home and away.

3. Distribution of the radio audience—total audience of radio listed according to network and independent-station tune-in and broken down by "at home" and "away from home."

4. The family audience—potential audience (families with someone at home, someone away from home); families listening or viewing (total); distribution of the family audience by network shares.

Some of the Ward survey data which will have special interest to particular commercial and social classifications, Mutual spokesmen reported, include the following:

Automotive—use of automobile by the population's percent in cars at given times, total in cars throughout a day, etc.

Building—spread of radios through house, isolation of TV room; functional applications of everyday living; built-in television or radio niches.

Transportation—percent riding in vehicles including vehicles other than cars; peak loads, total percent of population involved by days of week.

Food trade—amount of time shopping, amount of time in kitchen, preparing foods, eating in restaurants, etc.

Retailing, generally—amount of time (Continued on page 90)
Distribution of LISTENING
Average Quarter Hour

Distribution of VIEWING
Average Quarter Hour

ROOM LOCATION of Household Radios

Charts on this and opposite page prepared by Mutual research department.
THE TELEVISION PERFORMER

AS A veteran news reporter and analyst, Eric Sevareid has had ample opportunity to learn the differences between radio and television from the performer’s point of view. These differences are explained in the following extract from Mr. Sevareid’s CBS Radio commentary the night of Sept. 23.

A LADY producer in New York says that television is turning out better child actors than radio did, because they aren’t nailed down by the microphone; they feel freer, more natural and at ease.

As a fellow who has been nailed by microphones, and spiked by cameras and frequently felt pretty childish in both processes, it occurred to me that the public deserves to hear the truth from somebody on the performing, or gastric ulcer, end of the Mike and the camera.

In a nutshell, the difference is that in radio you are paralyzed by one clean bullet, so to speak, the Mike; whereas in television, you bleed to death from a dozen buck-shot called camera, Teleprompter, cues, cards, monitors, lights, clock, film—and a Mike. The post-shock treatment is different, too. Everybody understands what has happened to you in simple radio paralysis called mike-fright, so you are allowed to slink away alone while the normal healing processes of the body take over.

The multiple-injury phenomenon of television, however, has as yet no definitive cure; one diagnosis is as good as another and everybody wants to help with his favorite home remedy. So you do not slink away, unnoticed. You are assisted to the telephone immediately and propped up for an hour so you can hear friends, enemies, relatives and associates tell you everything you did wrong. You gratefully receive these opinions, too numbed then to realize that most of them are contradictory and cancel each other out; you then drag yourself to bed, awake in the morning and read the newspaper critics’ opinions, by which time you are alert enough to notice they cancel each other out, too.

The process of conducting a television program from the wrong, or bull’s eye, end of the camera can best be compared with the task of accurately charting the movements of each one of 37 bats suddenly let loose in a closed room. There is no requirement for eyes in the back of your head, but one in the top of your head helps to avoid cracking your skull on the overhanging microphone and eyes in each side of your head help you to watch the monitor at the right while watching the floor director at the left.

Perhaps I can make myself clearer by explaining what goes on back-stage, or back-camera, in terms of what you see on the little screen simultaneously. You see the performer change from a straightforward, trusting gaze to a sneaky look out of the corner of his eye. This means the red camera light didn’t go on and he has to look at the monitor to see if he’s on the air or if Miss America, on the film, is still dabbing at her tears.

You hear the performer hesitate, as though groping for a profound thought. This means the Teleprompter is slow and he’s waiting for it to catch up.

You suddenly see the performer in a strange posture, resembling that of the praying mantis. This means the film has broken and the camera switched to him without warning.

I might add that the social term for television performing is technological over-employment. There is probably no area of American life today in which a share-the-work plan would be of more benefit; and I personally intend to watch this fall for whichever party adopts this plank in its program.

WARD SURVEY

(Continued from page 89)

shopping; days when it is heaviest; sex and age of shoppers; maximum at any given time, etc.
Drug trade—shopping for drugs.
Educational—children’s exposure to tv and radio.
Electrical—average number of major appliances owned.
Hosiery—results of stocking distribution, classification of sizes.
Laundry business—number of homes equipped with washing machines, driers.
Medical—sleep habits; times arising or going to bed, by age and sex. Concurrent TV viewing with eating, etc.
Motion pictures—time spent in out-of-home leisure activities.
Police—times when no one is home; percent of homes unoccupied at various times.

Restaurants—time spent in restaurants, etc.
Tire—tire study, plus information about automobiles.

Reviewing the origin of the Ward survey—referred to as the “Ward Daily Living Habit Survey” or (on the theory that it shows the who-what-when-where” of the radio listener) as the “Ward 4-W Survey,” Mr. Puff said:

“... Just as magazines several years back decided to investigate the state of their true worth in advertising through individual readership rather than the long-accepted yardstick of circulation, so did Mr. O’Neill and the Mutual organization want to ascertain the accurate value of radio in advertising through individual Listenership, rather than through the long-accepted ‘radio-homes-reached’ formula. Readership; listenership—their comparison is obvious and noteworthy.”

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Just a little town in Wales—with the biggest name in the world.
In Big Aggie Land the biggest name in selling is WNAX-570, featuring the biggest names in consuming.
Perhaps one of the reasons for this is this:
We've been serving our listeners with information and entertainment for the whole generation of radio.
And Big Aggie Land is one of the richest agricultural areas in the world—Minnesotas, the Dakotas, Nebraska, and Iowa.
To be a big name in this market, see the Katz Agency.

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

WNAX-570, a Cowles Station, is under the same management as KTV-Channel 9, Sioux City, the tv station reaching 32 farm-rich counties in Iowa, Nebr. and S. Dak., with 622,000 population, $746 million in '53 retail sales.
REPEAT PERFORMANCE

KJH Hollywood is currently staging Newswheel, a new program featuring a complete quarter-hour wrap-up of the day’s local, national and international news and a weather forecast, broadcast live at 11 p.m. seven nights weekly, then transcribed and replayed in its entirety each quarter-hour until midnight. The station aims for a complete turnover of audience each 15-minute segment, with listeners able to tune in at any time during the hour and hear a complete broadcast. Advertisers, limited to four, will have a commercial message repeated once during each time segment.

WGY SALUTES COAL INDUSTRY

SPECIAL two-hour morning program saluting the hard coal industry during Anthracite Week was broadcast Sept. 24 from Lake Placid, N. Y., where the New York State Fuel Merchants Convention was in session. The broadcast was handled by Earle Rudney, daytime radio personality at WGY Schenectady, who built the show around the importance of the coal industry and the leading role played by members of the New York State Assn. in its modern development. Leaders in the coal industry appeared as his guests to discuss high spots in the observance of Anthracite Week.

Who's Cordic? Ask Pittsburgh!

A STREETCAR named “Cordicar,” an historic trolley redecorated and repainted to resemble a circus car, made its way through Pittsburgh as a climax to a month-long promotion conducted by KDKA there to herald the transfer of personality Rege Cordic from a local independent to the 5 kw Westinghouse outlet.

KDKA staffers, wearing paper mache animal heads, were stationed at the windows and in decorated convertibles which, with the station’s mobile units, followed the police-escorted troupe. The Pittsburgh Railways Co. which cooperated in the promotion, assigned special switchers and crewmen to accompany the car and provided a railroad emergency truck to follow the celebrants.

Don’t You Hear Them Bells

COPPER COWBELLS helped ring in the new 1,010 ft. tower and 87.1 kw ERP transmitter of WIBW-TV Topeka, Kan., Sept. 26, as that station staged a “real Kansas-style clam-bake” complete with a chuck wagon lunch. Elaborate invitations were sent out by the station in the form of a box containing a miniature copper cowbell and an invitation on a reply-postcard with an attached ticket to the event. A tour of WIBW-TV was conducted for guests. The invitation stated the new equipment would begin its use Sept. 26, pointing out its importance “to the people of Eastern Kansas.”

STATION WITH APPEAL

BILLBOARD cheesecake is now being used by KUDL Kansas City, Mo., to catch listeners who traffic the highways and byways of that city. The billboards, which are set up by the station around the city, state, “anytime is KUDL time . . . 1380 on your radio dial.” KUDL reports response has been “all but terrific.”

Radio Still Has Listeners

WHEN KWIZ Santa Ana, Calif., advertisers want listenership ratings, the station can supply them with ironclad proof that somebody listens.

KWIZ saves the names and addresses of all persons who contact the station for any reason and has a “publishable circulation list” of nearly 10,000 people.

Equal Time

WOJ-TV Ames, Iowa, Iowa State College tv station, is offering equal, free time to qualified candidates for U. S. Senator and Governor and attorney general of Iowa, beginning Oct. 11. The candidates will appear on a consecutive daily schedule excepting Saturdays and Sundays, each having a quarter-hour of time. Candidates may appear by themselves or bring family members or political supporters for discussions and interviews. The station is pre- empting its regular programming to carry the political telecasts. WOJ-TV does not sell local or state advertising of any kind and says it has given equal time to qualified candidates in every primary and general election since 1952.

Dig That Crazy Disc M.C.

A HEP disc m.c. that’s really flying on cloud nine, Tony Bekas of WKAP Allentown, Pa., was welcomed home from his vacation recently with a party staged for him by his teenage fan club. The mayor of Allentown, Brighton Defender, presented the keys to the city to Mr. Bekas at the event which swarmed with cake-and-souvenir laden teenagers. Mr. Bekas, who conducts his programs in “hop” talk, in turn gave the mayor the key to the land of WKAP.

This Lion’s Not Lying

“I AIN’T LION . . . KVAS sends me!” says a not-so-ferocious, but rather jazzy-looking lion on the front of a yellow and brown file folder, being sent to advertisers and agencies by KVAS Astoria, Oreg., as he sits and listens to the “music, news and sports station.” The brochure stresses that KVAS serves the Lower Columbia area, “a complete ‘dead spot’ for daytime outside reception . . . and for most nighttime reception.” The brochure also points out that each year thousands of vacationers visit the area for fishing, swimming and relaxation.

WNBQ (TV) Golf Brochure

MAILING PIECE, in the form of a match folder, coupling golf aids with a sales message, has been sent to advertisers, agencies and prospective clients by WNBQ (TV) Chicago. The brochure, stressing station claims for programming, facilities and audience, reads, “Tee off—to news sales records—on the finest fairway in Chicago television—WNBQ—ch. 5 . . .” Three gold-colored plastic golf tees and a scoreboard are attached on the inside cover.

Gotta Get Up Early

HOW EARLY do people get up these days? The pattern seems to be changing. CJAT Trail, B. C., which for many years has signed on at 6 a.m. daily, recently made a survey in its territory. It found that many workers arise at 5 a.m. to get to the industrial factories by 8 o’clock. As a result, CJAT is now signing on an hour earlier, at 5 a.m.

Convict Capture Coverage

WJDX-WLBT (TV) Jackson, Miss., claims to have been the first station in the nation that gave complete coverage of the capture of two escaped prisoners from Hinds County Jail there. The fugitives, according to the station, beat several persons making their escape Sept. 10. One of those, a jailer, died. They were at large
two towers designed by BLAW-KNOX provide three-way service

To gain maximum coverage within the FCC grant for television channel 9, as well as AM and FM radio, WSTV Steubenville, Ohio, required two radically different types of towers. So they came to Blaw-Knox.

The massive 800-foot Blaw-Knox TG type tower serves a dual purpose—as it rigidly supports a twelve bay, 8500-pound TV antenna and an FM radio antenna. Any interference with the AM signal transmitted from a nearby smaller tower is eliminated by base and guy insulators. Of triangular cross-section, 8-foot to a side, this large guyed tower has solid round rods with welded connections, double-laced angle bracing, heavy connecting flanges . . . and weighs 192,000 pounds.

By contrast, the comparatively slender but sturdy 275-foot Blaw-Knox type LT tower is the insulated vertical radiator for AM radio. This 3-foot triangular, guyed tower, double-laced for the full height, has specially formed corner legs for extra strength . . . yet weighs only 11,000 pounds.

Designed and constructed to meet definite operating requirements . . . these towers typify the flexibility of our research, engineering, testing and fabricating services. And demonstrate our ability to provide towers to meet your specific conditions.

For more information about the many types of Blaw-Knox Antenna Towers, write for your copy of Bulletin No. 2417.

BLAW-KNOX COMPANY
BLAW-KNOX EQUIPMENT DIVISION • TOWER DEPARTMENT
PITTSBURGH 38, PENNSYLVANIA

ANTENNA TOWERS
Guyed and self-supporting—for AM • FM
TV • radar • microwave • communications

Massive 800-foot insulated tower for TV and FM radio

Slender 275-foot insulated tower for AM radio
for five days. WJDX and WLBT kept area residents informed of events until their capture when station newsmen and photographers obtained movies and pictures of the escapes and sound-on-film interviews from state police, some of which were shown on NBC-TV's Today. The stations report leading "all other media by at least 30 minutes . . ." with coverage of the conclusion of the story.

FREE TIME
COUPONS entitling the bearer to two one-minute spot announcements on KSDO San Diego were distributed among delegates at the recent California Grocers Assn. convention at Coronado, Calif. Attached to the coupons, to be presented to the station by the grocers' advertising agencies, were photostats of the latest KSDO Hooper rating.

WABC SLOGAN CONTEST
SLOGAN contest has been launched by WABC New York on its all-night music show, Club 770, for which listeners are invited to write slogans of 25 words or less on "Why 770 is the Spot on Dial." The contest will be held each week, with winners receiving prizes and a guest appearance on the post-midnight show.

KABC-TV PLUGS DISNEYLAND
KABC-TV Los Angeles had its own booth at Los Angeles County Fair in Pomona, Sept. 17-Oct. 3, designed by Walt Disney Studios. Featured there were a miniature model display of the moat-enclosed Disneyland castle and an eight feet high-lighted mural of Disneyland, the $9,000,000 amusement park which will be completed next year. Another feature of the booth was information and promotion concerning the ABC-TV Disneyland series, which premieres Oct. 27.

NEW AGENCY BROCHURE
FORMAL ANNOUNCEMENT of the new Rippey, Henderson, Kostka & Co. advertising agency in Denver, formed by the merger of Arthur G. Rippey & Co. and Kostka-Bakewell & Fox Inc., is in the form of a brochure headed, "A new dimension in advertising comes to America's most dynamic market." The new dimension is "depth of creative service . . . more depth in planning . . . copy . . . research . . . art." The folder, complete with pictures of the agency in operation, carries short biographical sketches of the partners, several account executives and various other personnel. Clients served by Rippey, Henderson, Kostka & Co. are listed in the brochure, as well as past experience account executives of the agency who have had serving various types of advertisers.

KVAL-TV COWBOY CELEBRATION
PROSPECTIVE cowboys and cowgirls, accompanied by their parents, helped KVAL-TV Eugene, Ore., celebrate the 100th telecast of Big Roundup, a western program conducted by Red Reynolds over that station. The one hour show featured western music, an informal visit with the Lane County, Ore., sheriff and a drawing for door prizes. Afterwards the youngsters were treated to ice cream and cake.

MAGNECORD BROCHURE
MAGNECORD INC. (magnetic tape recorder manufacturer), Chicago, is sending to stations and prospective clients a 10½ x 14½, 12-page, color brochure advertising its new background music service. The brochure was prepared by Ross Roy Inc., New York, agency for Magnetcord.

ALBERS FOOD CAMPAIGN
ALBERS SUPER MARKETS INC., operator of 68 food outlets in 21 cities and towns in Ohio and northern Kentucky, is conducting a 7-day-week, 52 week merchandising campaign through Radio Cincinnati, operator of WRKCR-AM-FM-TV Cincinnati and WTVN-AM-TV Columbus, Ohio, and affiliated with WHIO-AM-FM-TV Dayton, Ohio. Simultaneous mass displays of merchandise advertised over those stations, totaling 10 per month per store, will be featured in the project. The campaign will be supplemented by advertising in daily and weekly newspapers in the market areas.

'EMMY LOU' SELLS KTNT
KTNT Tacoma, Wash., is staging a back-to-school promotion by printing text book covers illustrated with "Emmy Lou and Alvin" cartoons, which the station reports "has really caught on with the local high school set." Prepared through the cooperation of Consolidated News features and the Tacoma News Tribune, distributor and outlet of the feature, respectively, the cartoons are printed on heavy butcher paper with KTNT's sales message on the back and one of four Emmy Lou and Alvin poses" on the front. Local sponsors are distributing the covers which are now in their second printing.

KPTV (TV) CONTEST WINNER
RESULTS from KPTV (TV) Portland, Ore. (Aug. 23), "Hi Power" contest [BT, Aug. 23] have been announced by the station, reporting that William Erler, staff artist at Seacrest Adv. Agency in Portland, is the winner of the agency division. He received $150. Mr. Erler's short message on the contest asked the question, "When, to the nearest second, will KPTV officially increase its power to become Oregon's most powerful tv station?" Mr. Erler guessed 40 seconds past 12 noon, August 28, which was closest to the time KPTV threw the switch at 24 seconds past 12:06 p.m., the same day, increasing its power from 17.6 kw to 204 kw. A division of the contest for the general public was also sponsored by KPTV.

PAID RADIO-TV ADS
RADIO AND TV log listings in the New York Post soon will contain within their columns paid advertisements, resembling small ads customarily used by motion picture theatres. The newspaper claims to be introducing "a new first." Along with the paid advertisement inserts, the Post's logs will be part of a "new and expanded television and radio section." Harry Rosen, the paper's advertising director, said the new-type logs "serve sponsors and stations in affording an opportunity to attract greatly expanded radio and tv audiences." As a rule, New York papers do not charge for regular log listings. The Post ads, limited to one column and 40 lines, cost $1.75 per line, with 13, 26 and 52 time frequency discounts. The minimum space for an ad is five lines.

'A STORY OF TELEVISION'
DOCUMENTARY motion picture titled "A Story of Television" has been produced by Allen B. DuMont Labs for DuMont distributors, dealers and service organizations. The 14-minute film traces the early efforts of Dr. Allen B. DuMont in his quest to develop a reasonably priced cathode ray tube that would last for thousands of hours and also deals with TV its experimental stages.
What can you do with $148?

$148 offers you a hatful of choices. You could have Scotch grouse and champagne for less. Or you might buy a handsome sports coat, or even give your wife a few weeks of extra maid service!

Or, if you want advertising values —

ON WOAY, $148 will buy 13 five-minute spots!

WOAY, Oak Hill, is West Virginia's second most powerful station.

WOAY covers 21 West Virginia counties.

WOAY delivers a total Nielsen audience of 102,200 radio homes — an average daily Nielsen audience of 51,320 radio homes!

Write direct for full details.

WOAY

OAK HILL, WEST VIRGINIA

Robert R. Thomas, Jr., Manager

10,000 Watts AM—20,000 Watts FM

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Committee Says $25 Million Invested in Educational TV

TOTAL national investment of close to $25 million has been made in educational television in the last two years, the Joint Committee on Educational TV has reported.

This is broken down by JCET as follows: $5 million from government (state legislatures and agencies); $2 million, school budgets; $3.5 million, commercial broadcasters (cash and equipment); $10 million, foundations; $4 million, business in general.

JCET also claimed that there are now 12½ million potential viewers living in the service areas of the presently operating educational TV stations. These are KUHT (TV) Houston; WKAR-TV East Lansing, Mich.; WQED (TV) Pittsburgh; WHA-TV Madison, Wis.; KQED (TV) San Francisco; WCET (TV) Cincinnati, and KETC (TV) St. Louis. KTKE (TV) Los Angeles ceased operation last month.

Help for educational TV stations was seen by the National Citizens Committee for Educational TV in the plans of most manufacturers to include uhf in color TV receivers. It indicated that the following major set makers had made definite commitments along these lines: CBS, Columbia, GE, RCA, and Westinghouse.

NCCET's interest in uhf is based on the fact that two-thirds of the 251 reserved educational channels are uhf.

JCET helps educational groups apply for and build and operate stations after grants; NCCET aids local educational TV groups in organizing and raising funds.

Yankee Preparedness

OFFICIALS of WGBH-TV Boston, non-commercial educational station, are taking no chances on future hurricanes. The tv permittee reported in the wake of Hurricanes Carol and Edna that the ch. 2 station's tower "will be constructed to withstand a wind velocity of 135 mph." Prof. Charles F. Brooks, director of Harvard's Blue Hill meteorological observatory, has prepared a detailed report of weather conditions on Great Blue Hill [tower site] since 1886 and calculated probable wind velocities during a 100-year period.

Using these calculations, the consulting engineering firm of Jansky & Bailey, Washington, and RCA collaborated in preparing specifications for the tower, which is being built by Lehigh Structural Steel Co. and will be erected, starting Oct. 1, by Gunnar R. Olsen Corp.

NAB 30th Convention To Exhibit Equipment

MORE than a dozen distributors will display station equipment to educational broadcasters at the National Assn. of Educational Broadcasters' 30th convention Oct. 27-30 at the Hotel Biltmore in New York.

According to NAB, the exhibition is the first formal showing at the convention "and is keynoted to the quickening pace of educational TV."

Recognition to TV also will be given at a tv workshop scheduled for NAB member stations which are slated to go on the air. C. S. Bidlack, NAB consulting engineer, will preside. The group will visit plants and stations in the New York area in addition to holding exhibition sessions. Hours of the exhibition, to be located in the Bowman Room and open to non-members upon registration, are 10 a.m.-6 p.m., Oct. 27; 11 a.m.-9 p.m., Oct. 28; 10 a.m.-6 p.m., Oct. 29 and 10 a.m.-2 p.m., Oct. 30.


EDUCATION PEOPtE

Hugh N. Davis Jr., formerly newsroom sound mixer, Fox Movietone News, Washington, to radio, tv and film dept., Miami U. (Fla.), as technical operations instructor and in charge of sound engineering.

Dan O'Conner and Negila Gilpin to radio-tv dept., Indiana U., Bloomington, Ind., as assistant professor-continuity director and women's, children's and social service program director, respectively.

Wallace Hutchinson, promotion manager, John Poole Broadcasting Co., Hollywood, adds duties as instructor, broadcast sales and promotion, Columbia College of Chicago (professional radio-tv school), Los Angeles branch.

Flora Rheta Schreiber, writer and educator, is directing "Radio and Film Writing" workshop at New School for Social Research, N. Y.; Arno Huth is conducting 15-week "Communications of Ideas" course at school.

BROADCAST AUDIO

and

PHASOR DESIGN

ENGINEERS

Immediate opening in expanding engineering department for men experienced in audio or phasor designing. Complete employee benefits. Salary open. Send complete details and photo.

Gates Radio Company

Quincy, Illinois
Immortalizing the instrument...

For the "Instrument of the Immortals"... all great instruments and voices, there are now magnetic recording tapes of matching quality. They are Soundcraft Tapes, created by engineers with the maximum of recording experience.

We believe them to be the world's finest tapes, because Soundcraft Tapes alone combine:

- Constant depth oxide for uniform middle- and low-frequency response.
- Micro-Polished™ coating, a patented Soundcraft process that eliminates unnecessary head wear and gives uniform high-frequency response right from the start.
- Pre-Coated adhesive applied directly to base—anchors oxide, no flaking, cracking.
- Surface-lubrication on both sides! No friction, no chatter, no squeal.
- Chemical balance throughout to prevent cupping, curling, peeling, chipping.
- Uniform output of ± ¾ db. within a reel, ± ½ db. reel-to-reel.

SOUNDCRAFT TAPES FOR EVERY PURPOSE

Soundcraft Red Diamond Tape for all high-fidelity recording.

Soundcraft Professional Tape for radio, TV and recording studios. Splice-free up to 2400 feet. Standard or professional hubs.

Soundcraft Lifetime Tape for priceless recordings. For rigorous use. For perfect program timing. DuPont "Mylar" Polyester Plastic base. A third as strong as steel. Store it anywhere. Guaranteed for a lifetime!

Get the Soundcraft Recording Tape you need today. Your dealer has it.

REEVES SOUNDCRAFT CORP. Dept. "Q 10"
10 East 52nd St., N. Y. 22, N. Y.
FOR EVERY SOUND REASON
Station Authorizations, Applications
(As Compiled by B·T)
September 23 through September 29

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roo-up.

Abbreviations:
CP-construction permit. DA—directational antenna. ERP-effective radiated power. STL-studio-to-transmitter line. syn—synchro-

Television Station Grants and Applications
Since April 14, 1952

Grants since July 11, 1952

Total Operating Stations in U. S.:

Applications filed since April 14, 1952:

FCC Commercial Station Authorizations
As of Aug. 31, 1954

New TV Stations

APPLICATION

Joneboro, Ark.—Regional Broadcasting Co., vhf ch 8 (182-185 mc): ERP 11,749 kw visual, 5,689 kw aural; antenna height above average terrain 390 ft., above ground 307 ft. Estimated construction cost $35,000. First year operating cost $120,000, revenue $140,000. Post office address Harold E. King, P. O. Box 794, Jonesboro, Ark. Studio and transmitter location Joneboro, Ark. Geographic coordinates 32° 50' N. Lat., 89° 50' 31" W. Long. Transmitter and antenna RCA. Consulting engi-

Existing TV Stations

ACTIONS BY FCC

KALV-TV Alexandria, La.—Alexandria Broadcasting Co., granted STA A-10 (operating on ch. 6) to be transmitted as of ch. 6 to Jan. 29, 1955. Granted Sept. 28, announced Sept. 28.

WNCB-TV Buffalo, N. Y.—WBUP-TV Inc., granted mod. CP to change ERP to 149 kv visual and 24 kw aural; install new antenna, height about average terrain 415 ft. Granted Sept. 20; announced Sept. 28.

New Am Stations

APPLICATIONS

Sunnyslope, Ariz.—Donald L. Blackburn, 1290 kc, 5 kw unlimited, bp to day in E. Campbell, Phoenix, Ariz. Estimated construction cost $25,500, first year operating cost $23,800, revenue $400,000 (ctc). Filed Sept. 20. Fecomence, Md.—Eastern Shore Broadcasting Co., 540 kc, 1 kw daytime. Post office address 6 G. Russell Chambers, 217 West 80th Beach, Del. Estimated construction cost $55, 381.75, first year operating cost $50,000, estimated revenue $66,500. Applicant is owned sole by R. Russell Chambers, director of engineering for Rollins Boat Co., filed station operation in several cities, including WJW, Cleveland, Del. Filed Sept. 26.

Hillsdale, Mich.—Ray Bee Bectra, 1770 kc, 250 kw unlimited. Post office address 1820 E. Highland, 340 N. W. S. St., 310 N. W. St., Hillsdale, Mich. Estimated construction cost $100,000, first year operating cost $42,000, revenue $60,000. Includes principals Marlin J. Wilner, auto dealer, president, 50%; Harold L. Mann, atty, board member; WVVB CB Station, owner and vice presi-

APPLICATION

FOR THE PURCHASE AND SALE OF RADIO AND TELEVISION STATIONS

In case you were wondering, this is an image from a magazine that provides information about television stations in the United States as of September 23 through September 29, 1954. The article includes details about new TV stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roo-up. It also contains FCC Commercial Station Authorizations as of August 31, 1954. The text is written in a formal and technical style, typical of the period, and includes abbreviations and technical terms related to radio and television broadcasting.
FOR THE RECORD

son Jr. seeks mod. of CP to change studio location to Colonial Heights-Petersburg, Va., to KBBC Mount Vernon, Wash.—Reckley Radio Co. seeks to increase day power from 500 w to 1 kw (145 kw). Filed Sept. 29.

APPLICATION AMENDED
WDON Wheaton, Md.—Everett L. Dillard Jr. as Commercial Radio Equipment Co. seeks to amend application for mod. of CP so as to delete request for change of frequency to 540 kc. Amended bid to seek power increase to 1 kw. Filed Sept. 23.

APPLICATION DISMISSED
WXOK Baton Rouge, La.—WXOK Inc. Dis- missed application for mod. of WYK RadioStation (new location) to change frequency from 1560 kc to 540 kc. Dismissed Sept. 28.

New Fm Stations . . . . . APPLICATION
Elkhart, Ind.—Clarence C. Moore, 9511 inc., KEPF 4550 kc. Granted license for new fm station. Filed Sept. 28.

Existing Fm Stations . . . . APPLICATIONS
WRLD (FM) Miami, Fla.—Mericastle Bcstg. Co. seeks mod. of license to change studio site to Miami Beach. Filed Sept. 28.
WGBH-FM Boston—GBHE Educational Foundation seeks mod. of license to change studio site to 84 Massachusetts Ave., Cambridge, Mass.

Ownership Changes . . . . ACTIONS by FCC

KLOJ (TV) Pocatello, Idaho—average terrain 215 ft. Estimated construction cost $500 (plus equipment on hand), first license $12,000, estimated revenue $12,000. Applicant is owner of electric company and seeks assignment for new am station there. Filed Sept. 28.

APPLICATIONS
WSPF-AM-TV Montgomery, Ala.—Montgomery Bcstg. Co. seeks transfer of control and assign- ment of license of WOL RadioStation (see WSPF 1040 above) to change license from WOL-AM to WOL-FM. Filed Sept. 27.


APPLICATIONS
WSFA-AM-TV Montgomery, Ala.—Montgomery Bcstg. Co. seeks transfer of control and assign- ment of license of WOL RadioStation (see WSPF 1040 above) to change license from WOL-AM to WOL-FM. Filed Sept. 27.


WGAU-AM-FM Athens, Ga.—J. K. Patrick, Earl B. Braswell, Tate Wright and C. A. Rowland d/b/a as J. K. Patrick & Co. seeks assignment of license to J. K. Patrick Bcstg. Co. new corpora- tion in which partners retain same ownership. Filed Sept. 23.


KUBL Kansas City, Mo.—David M. Segal seeks assignment of license of KDKD-AM-FM to Capital Bcstg. Inc. Filed Sept. 27. KUBL Inc is owned by 78% by Mr. Segal, president. He also is principal owner WGVM Greenville, Miss., and is sole owner of KDKD Clinton, Mo., and KOST Aurora, Colo. He has sold KTFS Texarkana, Tex. (see Actions by FCC above). Others in KUBL Inc. include Freida F. Segal, vice-president, and Mathews, president. Lt. Col. William H. Gass, station-manager vice-president and 2% owner WGVM, director; Jack W. Stall, com- mercial manager WGVM, 2%; Leslie Eugene Abrahamson, station manager KTFS, 2%; Thomas F. Averett, commercial manager KTFS, 2%. Filed Sept. 13.

KLCB Libby, Mont.—Lincoln County Bcstg. Inc. seeks approval to transfer control from Mary E. Coburn individually to herself and Mr. Coburn jointly. Mrs. Coburn, owner of 6.71 shares in August 1953, holds 50 sh. to reduce her holding to 38.18%. Oliver G. Co- burn, owner of 500 sh., would reduce his holding to 34.5%. Stock was sold at $10 per sh. to William F. and Agnes Haferman to reduce his holding to 34.5%. Filed Sept. 14.

KCHS Truth or Consequences, N. M.—Olive Louis Dennis and Gladys Pauline Dennis seek as-
solution seeks M. Co., owner of his treasurer way engineer, for specify Newton for leave 10.
Seattle, Morton, ment increase power from William 11084 composition cation Toledo, Ohio, 6 Docket J. Broadcast Bureauceeding and made station Hearing for Newton, Levittown, Seymour, vice president license to Sheftall and operator and for removal J. Puerto Rico, 11129 1954, former assistant ch. of president and Moss WJMO Corp., new firm assignment of unl. and for removal J. broadcasting - FM "Blind Man's" Bluff
You know how Handy Turner down at the hardware store goes in for weird advertising stunts. Well, when it came to plugging his new Venetian blind department, his enthusiasm nearly landed him in trouble.

"Handy painted a warning on the tailboard of his truck: "Caution—blind man driving."

"Had driven about a mile," Handy says, "when a state trooper stopped me and told me that sign might cause trouble. Guess he was right. From now on I'll advertise in the Clarion."

From where I sit, I agree—the highway is no place for jokes. We all ought to be considerate of the other fellow when we're driving. In fact, let's respect our neighbor's right of way always. Then, when we have differences of opinion—say about the best route to Centerville, or whether beer or buttermilk is better with lunch—there will be less chance of anybody developing any "blind" spots.

From where I sit
by Joe Marsh

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October 4, 1954 • Page 101
which is in consolidated hearing with applications of Levittown-Fairless Hills Bstg., Levittown, Pa., and Mercer Bstg. Co., Trenton, N. J., all seeking new am station to operate on 1490 kc 250 w unlimited time; and (2) granted petition of O'Keefe, et al. Infact as it requests enlargement of issues to permit inquiry into the question of whether Levittown-Fairless Hills Bstg. is real party in interest in station it proposes, and denied petition in all other respects (Dockets 10981 et al.; BP-4114 et al.). Announcement Sept. 23.

WOW Omaha and KCSJ Pueblo, Colo.—By order of Sept. 22, upon petition therefor, Commission (1) set aside its act of July 21, 1954, which dismissed, for lack of prosecution, applications of Star Bstg. Co. for modification of license of station KCSJ Pueblo, Colo., to change from DA-N to DA-1 and for renewal of license; (2) granted request for amendment of modification application to change name to D. D. Kahie and R. L. Clinton Jr. d/b as Star Bstg. Co., and granted said application as amended; (3) granted petition to change name on renewal application similarly; and (4) granted joint petition of Star Bstg. Co. and WOW, Inc. (WOW, Omaha, Neb.), to remove their applications for renewal of license from hearing docket, and granted renewal of licenses of stations KCSJ and WOW (Dockets 1978-80; BR-695, 1910). Announced Sept. 23.

Opinions and Orders . . .

**ACTIONS BY FCC**

Proposals on Zone 1 vhf Height-Power—By notice of proposed rule making, the Commission invites comments to petitions filed by WBEN Inc. (WBEN-TV, ch. 4), Buffalo, N. Y., and WSAZ Inc. (WSAZ-TV, ch. 11), Huntington, W. Va., questioning amendment of Sec. 3.8(4)(b) so as to provide for use of maximum powers on all tv channels and zones with antenna heights up to 2,000 ft. and for appropriate reductions in power with antenna heights above 2,000 ft., thus applying a uniform rule on power limitations throughout the country by providing the same rule in Zone 1 as is presently provided in Zones 2 and 3. Present rules provide that maximum powers for Zone 1 are 6,000 kw and that through 13 (116 kw) may be used only with antenna heights in excess of 1,000 ft. Comments may be filed on or before Nov. 20, 1954. (Comr. Kennock dissented.) Order Sept. 22; announced Sept. 23.

**Routine Roundup . . .**

September 22 Decisions

**ACTIONS ON MOTIONS**

The following actions on motions were taken as indicated:

By Comr. E. M. Webster

Harold George Estetown, N. J.—Granted petition for leave to amend his am application (Docket 1124; BP-6009) in order to specify changes in technical equipment, etc. (Action Sept. 21).

WRAG Carrollton, Ala.—Pickens County Bstg. Co.—Granted petition for leave to intervene in the proceeding in re am application of WELO Tupiloo, Miss. (Docket 11002; BP-8035) (Action Sept. 21).

Radio Assoc. Inc., WLOX Bstg. Co., Biloxi, Miss.—Granted petition of Radio Assoc. for an extension of time to amend its am application (Docket 11065; BP-6035) in order to reply to request for additional information. (Action Sept. 21).

By Examiner Charles J. Frederick


KTOE Mankato, Minn.—Minnesota Valley Bstg. Co.—Granted petition for extension of time from Sept. 25 to Sept. 27 within which replies may be filed to the exceptions to initial decision in re tv applications (Docket 10944-45) (Action Sept. 21).

By Examiner James D. Cunningham


By Examiner J. B. Bond

Voice of Lake Tahoe, Zephyr Cove, Nev.—Ordered that hearing scheduled Oct. 13 in proceeding for new tv station (Docket 11099; BP-9086) be continued until such time as may be established by subsequent order, because there is now pending another application for am facilities which would involve substantial interference with this application (Action Sept. 21).

September 23 Applications

**ACCEPTED FOR FILING**

License for CP

KAMO Rogers, Ark.—Radio Station KAMO. License to cover new am station and to specify studio location 5314 S. First St.

**WKOA Hopkinsville, Ky.—Pennyville Bstg. Co. License to cover new am station.**

**WMAN Menomonie, Mich.—Green Bay Bstg. Co. License to cover CP increase power only from 100 w to 250 w, operating on 1490 kc fulltime.**

**WSJS Crestview, Fla.—Crestview Bstg. Co. License to cover CP new am station and specify studio location as end of W. First St.**

**WACR Columbus, Miss.—J. W. Furr. License to cover CP increase power daytime.**

**WABA Waynesboro, Miss.—New Laurel Radio Station Inc. License to cover CP new am station.**

**WWNH Rochester, N. H.—Straford Bstg. Corp. License to cover CP increase power.**

**Remote Control**

Following stations filed applications for remote control operation of their transmitters: KVSM San Mateo, Calif.; WRAK Goshen, Ind.; WCMC Wildwood, N. J.

**License Renewal**


**Modification of CP**

WCOS-TV Columbia, S. C.—Radio Columbia. Mod. CP to new commercial tv station for extension of completion date.

**KTRB-TV Modesto, Calif.—KTRB Bstg. Co. Mod. CP new commercial tv station for extension of completion date to 6-1-55.**

**WGN-TV Chicago—WGN Inc. Mod. CP changes in existing tv station for extension of completion date to March 1955.**

**KTVH (TV) Hutchinson, Kan. Mod. CP new commercial tv station for extension of completion date to 3-27-55.**

**KLF-P TV Dallas, Tex.—Trinity Bstg. Corp. Mod. CP new commercial tv station for extension of completion date to 4-11-55.**

**September 27 Applications**

**ACCEPTED FOR FILING**

**Modification of License**

(New) Columbus, Ga.—Marxentz Bstg. Co. Mod. CP which authorizes new am station for approval of ant.-trans. site at Snyder Ave., 0.2 mi. W of Ingersol St, Phenix Cty, Ala., and (Continued on page 107)

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**Texas Network $150,000.00**

The right operator will have his investment back in three years. Good market, profitable operation. Financing available.

**Appraisals • Negotiations • Financing**

**BLACKBURN - HAMILTON COMPANY**

**RADIO- TV - NEWSPAPER BROKERS**

**WASHINGTON, D. C.**

James W. Blackburn  Washington 4-6246

Washington 4-3411-2

**CHICAGO**

Ray V. Hamilton  Tribune 1-1354-B

Delaware 7-3135-5

**SAN FRANCISCO**

William T. Stubbsfield  235 Montgomery St.  Exhbrook 2-4911-2

**BROADCASTING • TELECASTING**
Help Wanted

Managerial
Sales manager—$5 figure financial opportunity and experience. Send resume and salary requirements. Box 631E, B.T.

Salesmen
Florida: Salesman. Fulltime independent. Fine opportunity for energetic worker. Box 656E, B.T.

Established network station needs commercial man for expanded sales program. Good town. Apply by return mail. Box 650E, B.T. All communications, phone, etc., send to box are sent at expense of applicant. Requirements: Texas-Experienced salesman who wants to earn independent. Established station. Excellent future. Wants settled experienced man who will assume complete charge. Straight salary per commission. 760E, B.T.

other classifications 35 cents per word. $1.00 minimum. Display ads $15.00 per inch.

No charge for blind box number. Send box replies to

BROADCASTING & TELECASTING, 1735 DeSales St. N. W., Washington 6, D. C.

Announcements: if transcriptions or bulk packages submitted, $1.00 charge for mailing. Forward remittances payable in advance. All transcriptions, phone, etc., send to box are sent at expense of applicants. Requirements: Texas-Experienced salesman-announcer for one station. Box 636E, B.T.

Texas station needs additional salesman. Straight salary plus commission and car allowance. Excellent opportunity for man formerly P.D. or announcer who wants to earn more. Box 760E, B.T.

Experience salesman-announcer for kkw southern terminal. Opportunity for permanent position in a one station market. Send complete details to Box 760E, B.T.

Lifet ime opportunity—growing midwest MIZAK franchise needs ten salesman. No investment but persistence required. Box 767E, B.T.

Want salesman with indie background for kilowatt in single station market. Liberal salary plus percent on gross to the right man. No investment required. Box 806E, B.T.

Announcers
1st combo, salesman and announcers. Indiana. Box 435E, B.T.

Florida: Staff announcer-DJ who can specialize as hillbilly or anything to sell on your show. Send tape and resume. Box 656E, B.T.

Opportunity for good air salesman, with first phone at 5 kw in progressive southern small city. Box 760E, B.T.

Combination announcer-engineer, first class license. Southern network station. Must be stable. Starting pay $60. 40-hour week. Box 856E, B.T.

Excellent opportunity for experienced announcer-salesman from midwest or west for farm-ranch area. Contact KCNJ, Broken Bow, Nebraska.

Have immediate opening for good announcer, first phone preferred but not essential. $70.00 starting. Send full details and resume to Jack Fink, KWKO, Chisholm, Okla.

Wanted—One hillbilly announcer—one good morning man, one combo man with first ticket. Send all details and salary expected. WHNC, Henderson, N. C. Phone 713E.

Need sports & play-by-play—some experience, 52 week job on staff, heavy basketball. Telephone, State minimum salary, tape, resume to UeGell. WMJS, Michigan City, Indiana.

Announcer-operator, first phone. Preferably capable sports, emphasis announcing and all consider for vacancy. Michigan 5 kilowatt independent. WTVB, Box 32, Coldwater, Michigan.

Technical
Chief engineer for N. C. daytimer with remote control. Want settled experienced man who will maintain station. Excellent announcing ability preferred for relief work but not absolutely necessary. Good position for second engineer who wants to move up. Apply Box 777E, B.T.

RADIO

Help Wanted

Managerial
Managing engineer—5 figure financial opportunity and experience. Give references. Box 631E, B.T.

Wanted—Chief engineer. Fulltime 5 kw directional, eastern metropolitan market. Previous experience as chief not required, however, must know maintenance and construction. Salary open. Also need transmitter engineers. Also can do some announcing. If in your favor. Write, wire or phone. Box 636E, B.T.

Wanted: Engineer-announcer, permanent position, no floats, best of working conditions, salary $56.00 for 40 hours. Send tape, KPOW, Powell, Wyoming.

Production-Programming, Others
Opening for experienced female continuity writer in one of the south's best radio stations. Above the average position. Send full particulars first letter. WAGA, Havre de Grace, Maryland.

Engineer, first phone, wanted immediately. Direct experience desired. Station now under construction. Will assume liability to Al Dubenetsky, Chief, WICH, Norwich, Connecticut.


Managers
Manager available. New or established small station. Excellent record. references. Box 717E, B.T.

Experienced small station manager with 1st engineer license desires greater opportunity. Experienced in all phases. South only. Box 856E, B.T.

Excellent background broadcasting, selling, interested in manager and small radio or tv station, northeast. Fine references. Box 870E, B.T.

Manager, fully experienced in programming, promotion, sales, announcing and engineering. Small station and independent operations. Young, good education, family. Box 856E, B.T.

General manager radio station or sales manager television station available immediately. Twelve years experience in radio and management metropolitan radio markets. Well known. Many character references. Locate anywhere. Out because of station sale. Box 866E, B.T.

Salesman
Need a good salesman, radio-tv? Four years experience. Excellent sales record, best references. Stable operation only. Box 861E, B.T.

Top drawer salesman—eight years radio and tv, married, family. Degree in advertising and management. Excellent record. Annual income 150,000. Executive material. Box 849E, B.T.

Announcers
Negro announcer-DJ. Tape, references. Trained voice. Mr. Rhythm and Blues. Box 856E, B.T.

Good music and newsmen. 3 years, B.A. degree, married, draft exempt, employed. Northeast professional background. Money and opportunity essential. Tape, resume. Box 872E, B.T.

Same experience, easy delivery, prefer small station. Draft exempt, car. Box 836E, B.T.

Situations Wanted—(Cont'd)

Play-by-play basketball, news and special events work and exceptionally strong on commercial copy. Tape on request. Prefer the West or Midwest. Married. Box 853E, B.T.

Top-notch sports announcer, available soon, prefers position deejay-staff, copywriter. Only in top sports station and in permanency. Highest references. Eight years radio, two tv. Box 866E, B.T.

Announcer-staffer with experience . . . news, special events, top hillbilly DJ. Desires eastern U.S.A. Available in two weeks. Box 872E, B.T.

Announcer, Newscast specialist. Five years experience. Best references. College graduate. Box 842, B.T.

First class engineer-announcer, 5 years experience, college graduate, desires work and run all types shown. Fully acquainted with rf equipment design, installation and maintenance. Can program and write copy. 30. Employed, wife, car. Tape. References. Box 847E, B.T.

Announcer—young experienced, strong on music and commercials, desires modern operation, in Michigan or good midwest and location. Box 860E, B.T.

Stop! Read this . . . Announcer with first phone . . . married . . . family . . . recent veteran . . . young goon, open, honest. Excellent opportunity . . . want California. Box 859E, B.T.

Announcer-dracht exempt. Graduate Midwestern. Strong on news, music, sports and copywriting. Tape, photo, available. Box 869E, B.T.

Woman announcer and DJ. Strong on woman's voice. Studio practical. BE. College graduate. Copy, continuity. Tape, photo, resumes on request. Will travel. Box 870E, B.T.

Twenty-one years radio experience. Efficient tv button pusher. DJ, MC, PD. Box 862E, B.T.

Experienced announcer, 22, desires Florida job. Married, veteran. Available immediately. Box 855E, B.T.


Experienced DJ—5 years experience. Smooth, polished DJ delivery. Conversational. Steve Young, 228 Byrd. Box 849E, B.T.


Negro DJ. References, Walter Betner, 106-18 Ruscio Street, Jamaica, N. Y.


Experienced woman announcer-copywriter. Excellent references. Alice Lexas, Londale, Minnesota.

Experienced announcer—enemy, interviews, news, records. Northeast preferred—consider other. Salary $85-up. Dave Scott, 160 Gold, Utica, N. Y.

One man radio-tv show: Nationally known "country" personality. 8 years stage and studio solo with guitar, disc jacket and MC. 4 years daily newspaper. Solo also, "children show". Elaborate "cowboy" wardrobe and library. Country, western and pop standards. Strictly time. Fully reliable, references. 2-631K, Write F. O. Box 35, Nashville, Tennessee.

Announcers, writers, producers, familiar with sports, music, news; trained in all phases broadcast. Money and opportunity available. Box 8338 16th Street, N.W., Washington, D.C.

Station staff, light experience, news, sports, available. Good commercial talent. Single, veteran, reliable, travel, tape. Box 32, Glen Head, N. Y.

Technical
Engineer, experienced. Chief maintenance, remote construction. Box 764E, B.T.
RADIO

Situations Wanted—(Cont'd)

First phone engineer, experienced transmitter, console, records, recordings. Some combo. Box 843E, B-T.

Engineer-first phone, 6 years experience-con- trol board, remote, transmitter. No announcing training, but willing to learn. Box 896E, B-T.

Ten years am studio, transmitter experience. TV training video operation, first phone. Box 835E, B-T.


Chief engineer, experienced, fully capable entire station maintenance. Best references. Box 800E, B-T.

Engineer, first phone, available immediately. 20 months experience. Box 894E, B-T.


Engineer—6 years experience, studio, transmitter, remote, remotes. Box 890E, B-T.


Ten years am-fm, one year vhf television transmitter experience. First class license, car, Mr. Erwin, 206 Furman Street, Syracuse, N. Y., 75-9513.

Production-Programming, Others

Successful, experienced PD seeks executive position, larger station. Best references. Box 772E, B-T.

PD, six years experience radio-tv seeking supervisory position (programming, production, continuity) larger station. College graduate. Box 776E, B-T.

Available: Recently fired. Tothsche reporting news and sports director. Box 893E, B-T.


Two all-around newsmen, 21 years combined experience, now with 20 kw CBS basic, interested in honest news operations, small or large team. Box 894E, B-T.

Program director: Production with background. Successful programming and production in all phases of radio. Presently employed in Alaska, returning in January, In October wants contact where NBC network background will be well received, straight announcer and copy- writer. Experience includes continuity, commercial copy, publicity and promotion. Mature, aggressive and stable. Box 895E, B-T.

For lease: 17 years radio & tv. 2 years Mutual, writer for CBS, play-play by play for Don Lee. Married, children, college, ex-public relations officer, top references, presently program-production manager regional. Permanent job only. Programming, play-play, announcer-sales. Write if you have it. Top announcer, top PD, eager for change. All inquiries answered. Tapes, etc., available. Sales samples, results. Available near future. Prefer west, will go anywhere permanently. Box 885E, B-T.

Top newsmen. Writer-announcer now available. Excellent experience. Ex-sports, local news, board work, copy. Box 870E, B-T.

TELEVISION

Help Wanted

Salesmen

Wanted experienced television salesmen who know creative selling. Prefer young executive man with ideas. Upstate New York. Send complete details to Box 852E, B-T.

Established important market New England uhf tv station seeks announcement executive. Experienced, aggressive salesman. Excellent guarantee and commission. Protected accounts. If you can sell, this is unlimited opportunity, wire or write. Box 895E, B-T.

TELEVISION

Help Wanted—(Cont'd)

We need two top-flight men to sell television. Prefer radio or television background. Earning ability and willingness to work and extra liberal commissions. Successful four network station with strong local programming market area, 300,000. If interested, contact us immediately. Box 966E, B-T.

Announcer

Wanted: Television announcer-director for sta- tion in competitive market. Send complete experience in letter of application. Box 855E, B-T.

Immediate opening—a good experienced an- nouncer-combination man for all-around duties. tv-radio station. Send full details first letter to KBOW-TV, Joplin, Mo.

Technical

Midwest 100,000 watt pioneer tv station wants experienced engineer with first phone. Up to $500 per month to start. Welcome experienced wage contract with graduated increases. Send photo—employment—history—references. Box 731E, B-T.

Engineer, 1st phone, married. Currently employed in uhf, 7 months construction, maintenance, experience. 1 year radio transmitter. Desires west coast. Will take other if good offer. Box 855E, B-T.

Tv studio engineer, 1st phone, married. Currently employed in uhf, 7 months. Experience. Desires promotion, salary increase. Box 758E, B-T.


Production-Programming, Others

Commercial artist position available with vhf television station. Send art work samples and state experience, marital status, salary expected. Box 757E, B-T.

Situations Wanted—(Cont'd)

Managerial


Salemens

Experienced radio and tv salesman desires lo- cation any where in west, will go anywhere for the right opportunity. Excellent references. Box 757E, B-T.

Technical

Tv-am engineer, 1st phone. 12 years experience all phases. Tv producer-director, sales, married. Dependable references, prefer New England. Box 857E, B-T.

Production-Programming, Others

Producer-director, currently employed, desires similar position. Experienced all phases television production and announcing. Young, single and ambitious. Present employers best references. Box 870E, B-T.

Tv program director. Ten years am-vm experience. Outstanding qualifications of executive ability, showmanship and know-how to direct all phases of television production operations. Radio: Announcer, DJ, news editor, program director, television: Director. Top commercial announcer, air personality, senior producer-director indirect vhf. Freelance writer, current series for national exposure. College education, age, family man, civic leader, best references. Personal interview for sound, progressive tv station offering real oppor- tunity, permanent position. Box 877E, B-T.

Get CP? Thoroughly experienced PD put two stations on air. Can do same for you. Box 877E, B-T.

Television personality, on-camera master of cere- monies, newscaster, announcer. Looking for new opportunity with old or new operation, allied station.固 ume moderate. Permanent or, if you travel for right company. Single, 29, married, settled, presently employed. Box 856E, B-T.

Six years producer-director with large network affiliate in major market. Desires position as program manager with progressive organization. Age 30, married, settled, presently employed. Box 888E, B-T.

Tv director—experienced with NBC-TV affiliate. Radio announcing background. Box 871E, B-T.

For Sale

Situations


Equipment Etc.

300 ft. Haw-Knox H-40 heavy duty tv tower. In storage, never erected. Box 964E, B-T.

For Sale. 560 ft. 31/2" Andrew 452 line. 4 31/2" 500 bends, 3 1/4" to 3/4" reducers, 1 3/4" end seal 5 3/4" support hangers. Make offer. Box 965E, B-T.

FREE PERSONNEL SERVICE

The big problem in television today is competent people. Here we believe we can help you, as we have many station managers. From our school we supply qualified assistants who have a fundamental background so they blend into any TV operation. Call us for any of the following:

• Announcers
• Writers
• Camera Assistants
• Boom Operators
• Floor Directors
• Copywriters
• Film Editors
• Salesmen

Remember, our service is FREE. We are not an employment agency. We simply supply you with graduates from our school who have been screened for ability and willingness to work. Write John Birrel, Personnel Director, for complete background data.

NORTHWEST RADIO & TELEVISION SCHOOL

1221 N.W. 21st Avenue
Portland 9, Oregon
WANTED: Used broadcasting equipment. Complete Gates 250 watt equipment. Never been unpacked. Transmitter, console, frequency modulation monitors. Everything you need to get on the air in one day. Carries Gates guarantee. Box 8432, B-T.

Help Wanted

ANNOUNCER

For Florida Station

Excellent opportunity for reliable man. Must have ability to do profitable job at community level. Must be neat, energetic, good references. Auto. Send photo and experience in detail to Box 888E, B-T.

ANNOUNCER-SALESMAN

For Massachusetts Station

Excellent opportunity for a seasoned, all-around announcer who is ready to move up as a solid news and special events man. Must be anxious to run the department and willing to make a name for himself in a good-sized inland Massachusetts city. Send tape immediately with first letter to Box 766E, B-T.

Situations Wanted

TOP-FLIGHT

ANNOUNCER-NEWSCASTER

Versatile, seasoned young broadcaster wishes to relocate this fall with two stations, AM or TV. A real go-getter, up to date in latest developments. Ability to work alone or in team. Daily morning newspaper. Excellent background in news, public relations, feature writing, production music and drama. Executive ability. Send photo and references. Box 861E, B-T.

TOP ANNOUNCER BURIED IN SMALL . . . DEAD MARKET

Eleven years experience... all phases announcing... including Network stint. Have reached capacity earning in present position... it isn't enough! Deep, rich voice; Mature Voice! Married. No children. Age: 38 years old. Finest references... Tape and resume on request. All replies answered. Free to travel anywhere if your offer warrants. Dig me out of a dead market... Let me sell for your sponsors. Have given three weeks notice to present employer. Will be available by the time I accept your offer! Box 863E, B-T.

This is a story about a

Texas Cancellation

G. H. Roberts of KGKL, San Angelo, Texas, writes: "Please cancel our ad. Sold equipment day of publication. Absolutely amazed at response." We don't like to deal with cancellations at B-T. But we are happy that we helped Mr. Roberts sell his equipment with one classified ad insertion.

If you have any equipment gathering dust in your station, why not try B-T and see what results we can get for you too.

For Sale

FOR SALE

VHF TELEVISION EQUIPMENT

CHANNEL 4 RCA TT501A TRANSMITTER AND ASSOCIATED EQUIPMENT:

2 RCA PROJECTORS & FILM CHAIN. 1 RCA STUDIO CAMERA & CONTROL

AND

MISCELLANEOUS TV EQUIPMENT

CONTACT: JOHN GORT, KOPR-TV

BUTTE, MONTANA — PHONE 6546

Radio-Television Antennas-Coaxial Cable
Tower Sales & Erecting Co.
6100 N. E. Columbus Blvd., Portland 11, Oregon
BROADCASTING WMBR-TV

r

change

Executive Personnel
of completion date.

Mod. CP

stop, etc.

hydrator,

UHF-TV

perfect-

GREAT

35

708

Radio Management

3338

New York's vast

Enroll

33

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JOB?

9-2929

At our

DE

-55.

License Renewal
Following stations filed applications for license renewal:

KALG -TV (resubmitted).

WOMI -TV (resubmitted).
Delivers a greater total audience and builds distribution for you faster than any other Atlanta television outlet . . . because WSB-TV is

The great AREA station of the Southeast

CHANNEL 2 — 1062-FT. TOWER — 100,000 WATTS

Atlanta, Georgia

Represented by Edw. Petry & Co.
Affiliated with The Atlanta Journal and Constitution
September 29 Decisions

BROADCAST ACTIONS

The Commission en banc by Commissioners Hyde (Chairman), Sterling, Rennock, Bartley, Doerfer and Lee, took the following actions on Sept. 29:

License Renewal

risonburg, Va.; WCMS Norfolk, Va.; WBUZ Oak-\n

ACTIONS ON MOTIONS

The following actions on motions were taken as indicated:

By Commissioner John C. Doerfer

Chief, Broadcast Bureau—Granted petition for extension of time to file and including Nov. 4, within which to file exceptions to initial decision in re applications of Calif. Island, etc., Co., and KARM The George Harm Station, for ch. 12 in Fresno, Calif. (Dockets 1056, 1055). (Action Sept. 28).


WQAI San Antonio, Tex., Southland Industries Inc.—Dissolved as moot its petition filed June 4 requesting leave to intervene in re applications of Mid-Cities Boots, Arlington, Texas, et al. (Dockets 11024 et al.). (Action Sept. 26).

By Examiner J. D. Bend

KVOC Colorado City, Tex., Colorado City Bestg. Co.—Issued an order after prehearing conferences in re Docket 1075 which shall govern further proceedings in this matter; further ordered that the second prehearing conference shall not be held, and hearing shall commence Oct. 19. (Action Sept. 26).

September 29 Applications

ACCEPTED FOR FILING

Modification of CP

WQXR New York Interests Bestg. Co.—Mod. CP increase power; etc. for extension of completion date.

WEAT-TV West Palm Beach, Fla., WEAT-TV Inc.—Mod. CP new commercial tv station for extension of completion date to 4-18-55.

WFEO-TV Boston, Trans-American TV Enterprises Inc.—Mod. CP new commercial tv station for extension of completion date to 3-29-55.

Replace Expired CP

WIL-TV St. Louis, Missouri Bestg. Corp.—Requests CP to replace expired CP new commercial tv station.

License for CP

WEWS (TV) Cincinnati, Ohio—Saher-Howard Radio Inc.—License to cover CP changes in existing tv station.


License Renewal

Following stations filed applications for license renewal: WBEU Beaumont, S. C.; WKDK New-\n
berry, S. C.

APPLICATIONS RETURNED

KO5 Aurora, Colo.— FCC returned application for mod. of CP to increase power from 1 kw to 5 kw.

WTYC Rock Hill, S. C, Tri-County Bestg. Co.— FCC returned application for license renewal.

TELESTATUS

October 4, 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 (>) indicates stations now on air with regular programming. Each is listed in the city where it is licensed. Stations, vhf or uhf, report respective sets of estimates in 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 (>) are grantees, not yet operating.

ALABAMA

Birmingham—

► WABT (13) NBC, ABC, DuM; Blair: 239,130
► WBRC-TV (8) CBS; Katz; 288,820
► WJLN-TV (48) 12/10/52—Unknown

Decatur—

► WMOS-TV (23) Walker; 15,942

Dothan—

► WTXY (9) 7/2/54—12/25/54

Mobile—

► WALA-TV (10) ABC, CBS, NBC; Headley-Reed; 50,000
► WKBV-TV (48) See footnote (6)
► The Mobile TV Corp. (5) Initial Decision 2/12/54

Montgomery—

► WC-GOV-T (20) ABC, CBS, NBC, DuM; Ray-\n
yer; 36,400
► WSFA-TV (12) NBC; Headley-Reed; 3/25/54—\n
12/1/54

Munford—

► WEDM (*2) 6/2/54—Unknown

Selma—

► WSLA (8) 2/24/54—Unknown

ARIZONA

Mesa (Phoenix)—

► KVAR (12) NBC; Raymer; 98,108

Phoenix—

► KOOL-TV (10) ABC; Hollingsbery; 98,108
► KPHO-TV (5) CBS, DuM; Katz; 98,108

Tucson—

► KOPO-TV (13) CBS, DuM; Hollingsbery; 30,228

BROADCASTING • TELECASTING
COMING IN EARLY OCTOBER—213,000 WATTS

ONLY WTVP LINKS CENTRAL ILLINOIS TO THE CHICAGO AND ST. LOUIS MARKETS WITH NO DUPLICATION

We're growing with one of America's fastest-growing areas—increasing power in October from 17,100 watts to 213,000 watts, to provide a solid sales link between the important Chicago and St. Louis markets. Ride in—and cash in—on an interference free, unduplicated signal throughout this important area. 94.4% conversion to UHF, Best studio production facilities for test programs in Central Illinois. Affiliated with ABC and DuMont.

MARKET DATA (213,000 Watt Coverage)
Population ............ 1,019,609
Households ............ 283,157
UHF Homes ............. 132,707

(Based on April, 1954 Surveys)

Represented by the BOLLING CO.
NEW YORK

Albany/Schenectady-Troy—

WPTF-TW (21) 8/10/32-Unknown

WFRY (10) ABC, CBS, NBC, DuM; Bolling: 25,000

WPFA (11) 7/24/32-Unknown

Buffalo—

WBEN-TV (4) ABC, CBS, NBC, DuM; Bolling, 25,000

WGR (7) ABC, CBS, NBC, DuM; H&H: 125,000

WGR (8) ABC, NBC, DuM; Headley-Read

WTFF (22) 7/24/32-Unknown

Carthage (Watertown)—

WCNY-TV (7) ABC, CBS; Weed: 2/3/54-10/8/54

Elmira—

WYTE (24) ABC, CBS, NBC, DuM; Forjoe: 35,500

Ithaca—

WJCU-TV (20) CBS; 1/8/33-November '54

WJET (*14) 1/8/33-Unknown

KINGSTON

WKNY-TV (66) ABC, CBS, NBC, DuM; Meecker; 12,859

New York—

WABC-TV (7) ABC; Weed: 4,180,000

WABD (5) DuM; Avery-Knodel; 4,180,000

WABC-AM (33) ABC, CBS Spot Sia; 4,180,000

WCTV (36) 8/14/32-Unknown

WMAT (4) ABC, CBS Spot Sia; 4,180,000

WNBC-TV (21) 1/5/32-Unknown

WOR-TY (48) ABC, DuM; Brannham: 500,000

WOR (13) CBS; KATZ; 528,238

WLWT (15) NBC; WLW Sia; 325,000

WQNN (56) Forjoe; 5/14/94-Oct. '54

Cleveland—

WEWS-TV (65) 6/18/33-Unknown

WERC (5) CBS; Brannham: 1,048,400

WIPX-TV (10) 11/25/32-Unknown

WNKB (3) NBC; NBC Spot Sia; 1,045,000

WXEL (8) ABC, CBS, DuM, Katz: 122,528

Columbus—

WBNS-TV (10) CBS; Blatt; 307,000

WLWC (4) NBC; WLW Sia; 307,000

WORU (24) 6/26/32-Unknown

WTVN-TV (6) DuM; Katz: 281,451

Dayton—

WHOI-TV (7) CBS, DuM; Hollingbery: 637,300

WIOH (22) See footnote (d)

WLWD (2) ABC, NBC; WLW Sia; 330,000

Elyria—

WEOL (31) 11/1/54-Fall '54

Lima—

WMAC-TV (23) Petry; 8/4/32-Unknown

Steubenville (Wheeling, W. Va.)—

WSYJ-TV (9) ABC; Avery-Knodel; 1,083,000

Toledo—

WSDP-TV (13) ABC, CBS, NBC, DuM; Katz: 288,125

Youngstown—

WFNE-TV (21) ABC, Headley-Read: 138,218

WKBN-TV (27) ABC, CBS, DuM; Rayner: 158,218

Zanesville—

WHIZ-TV (18) ABC, CBS, NBC, DuM; Parrish: 80,466

OKLAHOMA

Ada—

KTEX (10) ABC; Venard; 172,820

Ardmore—

KVOB-TV (12) 5/1/54-Unknown

Elmira—

KEDT-TV (5) ABC; Pearman; 118,000

Lawton—

KSLW-TV (7) DuM; Pearson; 54,340

Miami—

KMMV (28) 4/22/33-Unknown

Muskogee—

KTVO (8) ABC, DuM; Avery-Knodel

Oklahoma City—

KETN (*13) 2/5/33-Unknown

KFPT (16) DuM; Bolling: 98,387

KTVQ (23) ABC; H-R: 151,224

KWTV (19) CBS; KATZ; 256,102

WKY-TV (4) ABC, NBC; Katz: 231,522

Tulsa—

KCEB (23) ABC, DuM; Bolling: 103,065

KTVY (6) ABC, CBS, NBC, DuM; Petry: 229,108

KSPG (21) 4/24/54-Unknown

KVOG-TV (2) 7/5/54-Unknown (granted STA

Sept. 10)

KOED-TV (11) 7/1/54-Unknown

OREGON

Eugene—

KVAL-TV (13) ABC, NBC, DuM; Hollingbery: 58,000

Medford—

KRSN (5) ABC, CBS, NBC, DuM; Hoag-

Blatt: 23,610

Portland—

KLCC (12) ABC; Hollingbery: 7/22/49-1/1/55

KQIN-TV (6) ABC, CBS; CBS Spots Sia: 240-

501

KPPT (27) ABC, NBC, DuM; NBC Spot Sia: 184,540

North Pacific TV Inc. (8) Initial Decision 6/16/54

Kent—

KSLM-TV (3) 9/20/53-Unknown

PENNSYLVANIA

Allentown—

WFMZ-TV (6) Avery-Knodel; 7/16/53-Fall '54

3WQY (36) Weed: 8/12/53-Unknown

Albany—

WFMF-TV (10) ABC, CBS, NBC, DuM; H-R:

445,128

Bethlehem—

WLEV-TV (51) ABC, Meecker: 81,118

Beterminate—

WCHA-TV (46) See Footnote (d)

Easton—

WGVL (5) ABC, DuM; Headley-Read: 84,515

Zinc—

WECU (12) ABC, CBS, NBC, DuM; Petry: 208,500

WTEL (26) 12/10/53-Unknown

WSEE (13) CBS, DuM; Avery-Knodel: 34,666

Harrisburg—

WCMX-TV (27) Cooke

WJHF (40) ABC, CBS; Bolling: 166,423

WTPA (71) ABC, NBC; Headley-Read: 166,423

Grand Forks—

KXJF-TV (10) 3/10/54-Unknown

Minnott—

KCBT-TV (13) ABC, CBS, NBC, DuM; Weed: 30,000

Valley City—

KXJJ-TV (4) CBS; Weed: 60,000

OHIO

Akron—

WKAR-TV (40) ABC; Weed: 174,066

Ashland—

WICA-TV (15) 20,000

Cincinnati—

WCET (48) 2,000

WCPG-TV (13) ABC, DuM; Brannham: 500,000

WKRC (13) CBS; KATZ: 528,238

WLWT (15) NBC; WLW Sia: 325,000

WQNN (56) Forjoe; 5/14/94-Oct. '54

Cleveland—

WEWS-TV (65) 6/18/33-Unknown

WPEW (5) CBS; Brannham: 1,048,400

WIPX-TV (10) 11/25/32-Unknown

WNKB (3) NBC; NBC Spot Sia: 1,045,000

WXEL (8) ABC, CBS, DuM, Katz: 122,528

Columbus—

WBNS-TV (10) CBS; Blatt: 307,000

WLWC (4) NBC; WLW Sia: 307,000

WORU (24) 6/26/32-Unknown

WT VN-TV (6) DuM; Katz: 281,451

Dayton—

WHOI-TV (7) CBS, DuM; Hollingbery: 637,300

WIOH (22) See footnote (d)

WLWD (2) ABC, NBC; WLW Sia: 330,000

Elyria—

WEOL (31) 11/1/54-Fall '54

Lima—

WMAC-TV (23) Petry; 8/4/32-Unknown

Steubenville (Wheeling, W. Va.)—

WSYJ-TV (9) ABC; Avery-Knodel; 1,083,000

Toledo—

WSDP-TV (13) ABC, CBS, NBC, DuM; Katz: 288,125

Youngstown—

WFNE-TV (21) ABC, Headley-Read: 138,218

WKBN-TV (27) ABC, CBS, DuM; Rayner: 158,218

Zanesville—

WHIZ-TV (18) ABC, CBS, NBC, DuM; Parrish: 80,466

A simple, versatile and eco-

nomic system consisting of
two separate bays of type 1020
slotted-ring antenna can be
used with a 50 kwh transmitter.
No diplexer of any kind is
needed. The aural and visual
transmission lines need not be of
equal lengths. Write for Bul-
etin T-854.

ANTENNA SYSTEMS—COMPONENTS
AIR NAVIGATION AIDS—INSTRUMENTS
<table>
<thead>
<tr>
<th>City</th>
<th>Calls</th>
<th>Network</th>
<th>Market Size</th>
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</thead>
<tbody>
<tr>
<td>Lubbock</td>
<td>WAZL-TV</td>
<td>ABC, CBS, DuM</td>
<td>12,185,528</td>
</tr>
<tr>
<td>Amarillo</td>
<td>WJAC-TV</td>
<td>(6) ABC, CBS, NBC, DuM</td>
<td>779,607</td>
</tr>
<tr>
<td>Lufkin</td>
<td>WQAL-TV</td>
<td>(8) ABC, NBC, DuM, Meeker</td>
<td>158,778</td>
</tr>
<tr>
<td>Winnie</td>
<td>WLBB-TV</td>
<td>(18) Burn-Smith</td>
<td>183,150</td>
</tr>
<tr>
<td>New Castle</td>
<td>WAST-TV</td>
<td>(45) ABC, DuM, Everett-McKinney</td>
<td>195,278</td>
</tr>
<tr>
<td>Philadelphia</td>
<td>WQAL-TV</td>
<td>(10) CBS, CBS Spot Sil: 1,803,213</td>
<td></td>
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<tr>
<td>Scranton</td>
<td>WNFL-TV</td>
<td>(16) ABC, Hollinger: 186,500</td>
<td></td>
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<tr>
<td>Wilkes-Barre</td>
<td>WWFL-TV</td>
<td>(28) NBC, Headley-Reed: 171,000</td>
<td></td>
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<tr>
<td>York</td>
<td>WYOW-TV</td>
<td>(49) DuM, Ford: 87,460</td>
<td></td>
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<tr>
<td>WQBA-TV</td>
<td>(46) ABC, Young: 86,400</td>
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**RHODE ISLAND**

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<tr>
<th>PROVIDENCE</th>
<th>Calls</th>
<th>Network</th>
<th>Market Size</th>
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</thead>
<tbody>
<tr>
<td>WJAR-TV</td>
<td>(16) ABC, CBS, NBC, DuM</td>
<td>3,134,470</td>
<td></td>
</tr>
<tr>
<td>WMET-TV</td>
<td>(16) ABC, CBS, DuM, Rayner: 41,790</td>
<td></td>
<td></td>
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<tr>
<td>WPRO-TV</td>
<td>(13) Bisk: 8/25/53-Unknown (granted STA Sept. 33)</td>
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**SOUTH CAROLINA**

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<tr>
<th>ANDERSON</th>
<th>Calls</th>
<th>Network</th>
<th>Market Size</th>
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<tbody>
<tr>
<td>WACL-TV</td>
<td>(15) 6/30/53-Unknown</td>
<td></td>
<td></td>
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<tr>
<td>Charleston</td>
<td>WCBC-TV</td>
<td>(5) ABC, CBS, Free &amp; Peters: 231,123</td>
<td></td>
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<tr>
<td>WOUL-TV</td>
<td>(12) NBC, DuM, K-HR</td>
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<tr>
<td>Columbia</td>
<td>WCOS-TV</td>
<td>(35) ABC, DuM, Headley-Reed: 59,998</td>
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<tr>
<td>WISN-TV</td>
<td>(16) ABC, NBC, DuM, Free &amp; Peters: 128,334</td>
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<tr>
<td>WHOK-TV</td>
<td>(91) CBS, DuM, Rayner: 100,020</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Florence</td>
<td>WBTW</td>
<td>(8) CBS, CBS Spot Sil: 11/22/53-10/31/54</td>
<td></td>
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<tr>
<td>Greenwood</td>
<td>WPCB-TV</td>
<td>(4) NBC, Weed: 1,977,063</td>
<td></td>
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<tr>
<td>WQVL</td>
<td>(25) ABC, DuM, Headley-Reed: 77,590</td>
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<td></td>
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<tr>
<td>Spartanburg</td>
<td>WSFA-TV</td>
<td>(7) CBS, Hollinger: 11/25/53 - Early '55</td>
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**SOUTH DAKOTA**

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<tr>
<th>STURGIS</th>
<th>Calls</th>
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<th>Market Size</th>
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<tr>
<td>KELO-TV</td>
<td>(11) ABC, CBS, NBC, DuM, Rayner: 25,197</td>
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</table>

**TEXAS**

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<tr>
<th>AUSTIN</th>
<th>Calls</th>
<th>Network</th>
<th>Market Size</th>
</tr>
</thead>
<tbody>
<tr>
<td>KBEC-TV</td>
<td>(8) ABC, NBC, DuM, Pearson: 35,390</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Amarillo</td>
<td>KFDA-TV</td>
<td>(10) ABC, CBS, Branham: 55,564</td>
<td></td>
</tr>
<tr>
<td>Austin</td>
<td>KGLV</td>
<td>(8) ABC, DuM, Katz: 55,564</td>
<td></td>
</tr>
<tr>
<td>Beaumont</td>
<td>KTVN</td>
<td>(7) 11/12/53-Unknown</td>
<td></td>
</tr>
<tr>
<td>Brownsville</td>
<td>KBDC-TV</td>
<td>(7) ABC, CBS, DuM, Rayner: 50,724</td>
<td></td>
</tr>
</tbody>
</table>

**VERMONT**

<table>
<thead>
<tr>
<th>Montpelier</th>
<th>Calls</th>
<th>Network</th>
<th>Market Size</th>
</tr>
</thead>
<tbody>
<tr>
<td>WBYT</td>
<td>(3) ABC, CBS, Weed</td>
<td></td>
<td></td>
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</tbody>
</table>

**WASHINGTON**

<table>
<thead>
<tr>
<th>WORLD FAMOUS</th>
<th>Calls</th>
<th>Network</th>
<th>Market Size</th>
</tr>
</thead>
<tbody>
<tr>
<td>S-5 Recorders</td>
<td>(for motion pictures and television)</td>
<td>Broadcasting</td>
<td>110,000</td>
</tr>
</tbody>
</table>
Puerto Rico

San Juan—
  WAPA-TV (4) ABC, NBC, DuM; Caribbean Network
  WRAQ-TV (3) CBS; Inter-American; 2,006

Canada

Hamilton, Ont.—
  CHCH-TV (11) CBC, CBS, NBC, All-Canada, Young,
  Kitchener, Ont.—
  CKCO-TV (15) CBC, ABC, CBS, NBC; Hard'y, Weed; 5,000
  KFTV (5) CBC; 221,216
  CHTM (8) CBC: 221,216
  Ottawa, Ont.—
  CBOT (4) CBC; 38,500

Quebec City, Que.—
  CFMC-TV (4) CBC; Hardy, 6,000 estimate
  Regina, Sask.—
  CKCK-TV (2) CBC; All-Canada, Weed; 3,000
  St. John, N. B.—
  CHSJ-TV (4) CBC; All-Canada, 10,000

Sudbury, Ont.—
  CKCO-TV (5) ABC, CBC, CBS, NBC, DuM; All-Canada, Weed; 5,102

Mexico

Juarez (E. Pac. Tex.)—
  XEJF-TV (5) National Time Sales; 30,975
  Tijuana (San Diego) —
  XETV (6) Weed; 241,000

Total stations on air in U. S. and possessions: 401; total cities with stations on air: 372. Both totals include XEJF-Juarez and XETV (TV) Tijuana, Mexico, as well as educational outlets that are operating. Total sets in use 32,859,915.

* Indicates educational stations.

Cities NOT interconnected to receive network service.

(a) Figure does not include 314,448 which WBNW-TV Buffalo reports it serves in Canada.

(b) Number of sets not currently reported by WBNW-TV, Buffalo, N. Y. Last report was 269,544 on July 10, 1952.

(c) President Gilmore N. Nunn announced that construction of WLPW-AM has been temporarily suspended [B-T, Feb. 22]. CP has not been suspended.

(d) The following stations have suspended regular operations, but have not turned in CPs: WKBV-TV Mobile, Ala.; KHD-TV Fresno, Calif.; KTHE (TV) Los Angeles; WWA-TV Princeton, Ind.; WLU-TV Louisville, Ky.; KFAX (TV) Monroe, La.; WBKZ (TV) Battle Creek, Mich.; WFTV (TV) Duluth, Minn.; WCOC-TV Meridian, Miss.; KAYC (TV) Fontana, Mo.; KOPR-TV Butte, Mont.; KUON (TV) Lincoln, Neb.; WFPF-TV Atlantic City, N. J.; WIFE (TV) Dayton, Ohio; WCHA-TV Chambersburg, Pa.; WJ BF-TV Pittsburgh, Pa.; KNZU-TV Houston, Tex.

(e) Shreveport TV Co. has received initial decision favoring it for ch. 12, which is currently operated by Interim TV Corp. (KSLA (TV)).

Directory information is in following order: call letters, channel, network, station, station's representative, market set count for operating stations; date of grant and commencement target date for grantees.

UPCOMING

Oct. 4-6: 10th Annual National Electronics Conference, Hotel Sheraton, Chicago.

Oct. 6-7: Central Canada Broadcasters Assn., Royal York Hotel, Toronto.


Oct. 11-12: Assn. of Independent Metropolitan Stations, French Lick Springs, Ind.

Oct. 11-15: American Institute of Electrical Engineers, Morrison Hotel, Chicago.


Oct. 22-23: Ohio Assn. of Radio-TV Broadcasters, fall sales meeting, Columbus.

Oct. 23-24: Midwest Inter-City Conference of Women's Advertising Clubs of Advertising Federation of America, St. Louis.


Oct. 25-26: Central Canada Broadcasters Assn., Brock-Sheraton Hotel, Niagara Falls, Ont.


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. 8-9: Assn. of National Travel Advertisers, Hotel Plaza, New York.

Nov. 10-13: Sigma Delta Chi, Columbus, Ohio.

Nov. 14: Indiana Radio-TV Newsmen, fall meeting, studies, Indianapolis.

Nov. 18: Country Music Disc Jockeys Assn., general membership meeting, Nashville, Tenn.

Nov. 18-19: North Carolina Assn. of Broadcasters, Hotel Statler, Charlotte, N. C.


January 1955

Jan. 28-30: Georgia Radio-TV Institute, Henry W. Grady School of Journalism, U. of Georgia, Athens.

Special Listing

NABT District Meetings

Oct. 4-5: NABT Dist. 8, Sheraton-Cadillac Hotel, Detroit.

Oct. 7-8: NABT Dist. 10, Fontenelle Hotel, Omaha.

Oct. 14-15: NABT Dist. 11, Radisson Hotel, Minneapolis.

Oct. 18-19: NABT Dist. 17, Davenport Hotel, Spokane.


Nov. 4-5: NABT Dist. 12, Jens Marie Hotel, Fonna City, Oslo.

Nov. 9-10: NABT Dist. 13, Rice Hotel, Houston.

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editorials

The All-Pervasive Medium

PRELIMINARY results of two nationwide surveys—one made by Alfred Politz Research Inc. for Broadcast Advertising Bureau and the four national radio networks [BnT, Sept. 27] and the other by J. A. Ward Inc. for MBS (page 87 this issue)—make one wonder why some people are so ready to write off radio.

Both surveys show that approximately 95% of the nation's homes have one or more radios in working order. Both show that while some 60% of all U. S. families also own tv sets, the vast majority of television sets is in the living room, while radio is found throughout the house, in kitchen, bedroom, den and frequently in the bathroom, too. Furthermore, both studies stress the millions of radios in automobiles, where tv cannot exist.

These figures merely confirm what broadcasters have long known, that radio is everywhere, able to reach virtually the entire population at any time and reaching a considerable part of it at all times. What other medium in the entire history of advertising has ever been able to even come close to making such a claim?

Radio, moreover, as MBS Research Director Richard Puff points out, offers advertisers an unparalleled opportunity to reach their prospects at “point of use,” when their minds are focused on another activity in addition to listening. What better time to describe a foaming shave cream, a sharper razor, than to a man while he is shaving? What better time to tell the housewife of tastier, easier-to-prepare foods than when she is getting dinner? The motorist on the road is the ideal prospect for gas, oil, tires and all sorts of automotive equipment—and the only way to reach him is by radio.

Let's not quibble. Television, in the right time and place, is probably the most effective advertising medium the world has ever known. But radio's time is all the time, its place is every place, its values such that no advertiser should overlook them and no radio salesman should allow any client or prospect to forget them for a minute.

No Gain

IN THIS, the fourth year of monopoly control over football television by the National Collegiate Athletic Assn., it should be evident even to the NCAA's most ardent supporters that national restrictions won't work.

For one thing, a limited, once-a-week schedule will never again bring in the television money that it has last year and this. It is unlikely that any tv network in the future will wish to gamble as much as ABC-TV did this year in buying rights to the NCAA games. On unusual but authoritative word, ABC-TV will lose money on its $4 million football package and stands to lose more if it cannot sell out its coverage of other college sports which it agreed to carry as a condition to its receiving the football rights.

For another, individual universities which are on the NCAA's football schedule are discovering that the plan does not assure desired results. The Big Ten has argued for regional football tv control and, as noted elsewhere in this issue, is obtaining support for that position from Pacific Coast Conference colleges.

While regional control itself would not be wholly satisfactory, it at least would be a step toward the only logical means of handling football television—the free choice by individual colleges as to whether they will allow their games to be televised.

A national schedule of one game per week ignores the wishes of football fans whose interests are largely in teams in their own areas. Regional schedules would be more realistic; local arrangements would be ideal.

Under local control, football telecasts could be used to promote local interest in the game and, with proper management, would increase attendance at the playing fields. To a lesser degree the same can be said of regional schedules.

The present monopoly provides, at best, only one television game per year of particular interest to any section of the country. The NCAA may be right in saying that such a restriction avoids reduction of gate receipts, but it also does nothing to build up attendance. It is, in short, a reactionary device which has proved its own uselessness.
If You're Shooting for Audience IMPACT

...then you must Shoot for WBRE-TV in this vast Northeastern Pennsylvania Market!

with WBRE-TV...

You Get a complete schedule of NBC shows... the most powerful ever presented on TV, plus outstanding local productions and a news service which covers the entire Northeastern quarter of the state... and RCA - NBC Color.

You Get POWER... 225,000 watts now serving 1,355,000 population with a set count of 174,000 and in a matter of weeks, 1,000,000 watts covering a population of over 2,000,000.

You Get the best quality picture... consistently! The result of engineering know-how equalled by few and acknowledged by those who are in a position to judge. In addition you get 30 years of selling advantage that has produced phenomenal results for WBRE Radio and TV advertisers.

You Get a thoroughly television conscious coverage in a highly industrial and agricultural area in the Wilkes-Barre, Scranton, Carbondale, Williamsport, Sunbury, Hazleton, Shamokin, Shenandoah, Bloomsburg, and Berwick markets.

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

National Representative The Headley-Reed Co.
The BIG TOP goes up
in Kansas City---

KMBC-TV TALL TOWER in Operation Next Week
Equipped for Telecasting in Color

As you read this page, work proceeds day and night on the new KMBC-TV tower and RCA transmitter installation in Kansas City. These new facilities make Channel 9 the undisputed BIG TOP TV station in the Heart of America. The predicted 0.1 mv/m coverage map, prepared by A. Earl Cullum, Jr., consulting engineer, shows how KMBC-TV increases the Kansas City television market by thousands of additional TV homes.

BIGgest power
TOP most tower

With its tall tower and full power, KMBC-TV brings an entirely new value to television advertising in the Heart of America. No other Kansas City station gives you the unbeatable advantage of mass coverage plus the audience-holding programming of CBS-TV ... the nation's leading network ... combined with KMBC-TV's own great local shows.

Get on the CHANNEL 9
Bandwagon NOW!

Contact KMBC-TV or your Free & Peters Colonel for choice availabilities.

FREE & PETERS, INC.
National Representatives

Basic Affiliate
Kansas City's Most Powerful TV Station

ONE OF AMERICA'S GREATEST BROADCASTING INSTITUTIONS—Here Channel 9 (and Radio Stations KMBC-KFRM) originate some of the most ambitious local programming seen and heard in the Heart of America. TV facilities include 15-set TV studios, a 2600-seat theater, both RCA and Dumont studio camera chains, RCA film cameras, teleops, telejectors, film projectors, rear-vision slide projector, spacious client viewing room and two complete sets of remote equipment. Color telecasts can be handled from the new RCA 316,000-watt transmitter.

KMBC-TV The BIG TOP Station in the Heart of America

Don Davis,
Vice President

John T. Schilling,
Vice President and General Manager

George Higgins,
Vice President and Sales Manager

... and in Radio it's KMBC, Kansas City, Missouri

KFRM for the State of Kansas